ABC-TV: Can the third network

Why timebuyers shouldn't buy

Moore issues new charges ag

Mutual considers change to news-sports schedule

21.8% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 21.8% more on autos* than families in Grade B area of any other Richmond market TV station.

Amount spent on Autos by Grade B Area Families

WXEX-TV

Station B

$170,145,000

Station C

$139,070,000

$139,691,000

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

Tom Tinsley, President

NBC BASIC-CHANNEL 8

Irvin G. Abeloff, Vice Pres.

The Wheeling Market is one of the fastest growing markets in America!

The word is getting around! Fortune Magazine calls it "The boom that runs a thousand miles." And also observes, "With secondary industry yet to come ... the Ohio boom is still in its infancy."

The Magazine of Wall Street states: "In this Valley of the Ohio history is being written. In a decade modern pioneers confidently invested hundreds of millions in new plants and still more are planned."

WTRF-TV, Wheeling, W. Va., is the Number One advertising medium in this rich industrial heartland.

In any advertising campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and its dominant, powerful advertising voice, WTRF-TV, Wheeling!

ADD $300,000,000.00!

Olin-Mathieson Chemical and Revere Copper and Brass form Olin-Revere Metals Corporation ... will locate 23 miles south of Wheeling ... $261,000,000.00 company will produce 180,000 tons of primary aluminum a year ... additional 225,000 kilowatt electric generating unit to be constructed to serve the aluminum plant.

For availabilities and complete coverage information—Call Hollingsby, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

316,000 watts
Equipped for network color

reaching a market that's reaching new importance!
San Franciscans are sold on KRON-TV

BUGS BUNNY PRESENTS
Mon.-Fri. 5:45-6:20
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
**KRLD-TV Channel 4**

**PRESENTS 14 OUT OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.**

Dallas is served by four television stations, but most television homes in this booming metropolitan area are tuned more of the time to KRLD-TV, Channel 4. Alert local programming, plus stellar CBS presentations frequently build for Channel 4 more audience than the next two stations combined, and at times more than all three put together.

**KRLD-TV Channel 4**

**DOMINATES THE COMBINED TELEVISION AUDIENCES OF THE DALLAS AND FORT WORTH METROPOLITAN AREAS**

The combined Dallas and Fort Worth audience of KRLD-TV is greater than any other station’s during 45 of the 72 quarter-hour periods from 6 a.m. to midnight weekdays.

KRLD-TV dominates 30 out of the 68 Saturday quarter hours in this four-station market, and 42 of the 68 Sunday quarter hours of telecasting.

On Sunday evenings, when the largest TV audience of the week gathers before Dallas-Fort Worth sets, more people watch Channel 4 than any other station 90% of the time... often more than all three other stations put together.

**KRLD-TV Channel 4**

**COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS**

The lower the channel, the greater the power and the higher the tower, the farther a station can project television satisfactorily. Channel 4, is the lowest in Dallas or Fort Worth, and this far-reaching signal is beamed at the maximum power allowed by the Federal Communications Commission from atop the second tallest man-made structure in the world... 1,685 feet above average terrain.

KRLD-TV goes clearly into nearly 600,000 television homes in Texas and Southern Oklahoma, reaches more than one-fourth of all the people in Texas... one-third of all Texas Television sets.
Silent on use of Ampex tape recording equipment for West Coast repeats of NBC-TV's daily network programs. NBC-TV executives are just as silent on reasons why network has not heralded this new development with usual fanfare. Reason is not hard to find when one remembers that pictures-on-tape were requested by RCA scientists by company's board chairman, David Saroff, and were first shown by RCA in laboratory stage three years ago, but Ampex was first to come up with a commercially practical system providing day-in, day-out service.

MACHINES HELP: Automation is given much of credit for uninterrupted operation of Bay Area Independent Broadcasters Asso. stations (KSFO and KFYA Oakland) during month-long strike of announcers in which stations' engineering crews refused to cross AFTRA picket lines, leaving stations without technical employes. "Automatic transmitters were life savers for all stations," spokesman told BT, noting that with this equipment all-night operation maintained successfully by KFYA and KSFO would have been virtually impossible. "Unions themselves, through strikes and threats of strikes which might interfere with normal operating schedules, are forcing station operators into automation," source declared.

IT'S SURE guess that NARTB will be less naive next time it files lobbying report with Congress. President Harold E. Fellows was branded as high-salaried lobbyist in Washington because his full pay appeared in NARTB's report to Congress whereas other organizations pro-rate portion of executives' time devoted to legislative activity. There's basis for belief NARTB head shouldn't even appear in lobbying report since its legislative activities consist of formal appearances at committee hearings.

END IN SIGHT: Storer's buy of Ch. 9 WMUR-TV Manchester, N. H., and its move nearer to Boston come to climax next week. Washington Airspace Panel has promised, it's understood, to take up antenna clearance problems on Feb. 5, and FCC, so report goes, has promised to consider sales and transmitter move on Feb. 6. Although Storer sale of its Atlanta stations (WAGA-AM-TV) to Washington Post Co. for $6.5 million has Feb. I deadline, Post has agreed to extend it to Feb. 15. Storer selling Atlanta outlets to remain within limits of FCC rules on multiple ownership. Storer deadline for $850,000 WMUR-TV purchase runs to April 7.

SOL SCHILDAUSE, FCC attorney who resigned month ago to become general manager of KOMA Oklahoma City, will purchase 15% interest in station from group which recently acquired it from John T. Griffin interests for $290,000.

NO DELAY: FCC Comm. John C. Doerfer has made up his mind to push ahead on his proposal to have the FCC announce all adversary and other comparative hearing decisions immediately after vote-taking, with written opinion to follow. Mr. Doerfer became more adamant than ever, he tells friends, after widespread leaks two weeks ago on FCC votes in hotly contested TV cases (St. Louis, Boston, Miami, Indianapolis) and bellwether deintermixture cases (Poria, Springfield, Ill.; New Orleans, Hartford, Conn.) [BT, Jan. 21].

LEGAL problems involved in idea of having FCC issue immediate notice of decisions without awaiting final written opinions involve Administrative Procedures Act, APA says defendant, BP-AT. BP-AT is especially concerned with findings of fact and conclusions of law. Various time elements (appeals, petitions for reconsideration, etc.) run from that date. Many lawyers feel FCC cannot issue decisions without written opinions. Others feel announcement of vote could be specified at tentative with commissioners permitted to change when final decision papers are up for official tally. Immediate announcement of decisions believed to have precedent in practice at Civil Aeronautics Board. There CAB information officer sits in on executive sessions. As soon as vote is taken, he issues short news release announcing decision. Final decision comes out later.

ON ICE: CBS-TV feels it may have real "sleeper" in Saturday afternoon National Hockey League series, judging by favorable station-audience reaction thus far. Aside from sport's basic appeal, network representatives acknowledge, televised hockey may be means of taking play away from NCAA football part of next fall. CBS-TV known to be considering extended schedule during 1957-58 season. Teletasts have been extended to 109 stations as coop feature.

ASSN. of Maximum Service Telecasters, formed to represent interests of full power TV stations, both vhf and uhf, may retain Washington economist to undertake analysis of exact tax situation stemming from 10% levy on vhf receivers, as against estimated return if excise were eliminated from all-band receivers but retained on vhf only. Presentation would be made to appropriate Congressional committees in effort to help uhf stations and at same time prove to government that it would gain rather than lose on tax income, through increased all-channel set sales [BT, Jan. 7].
“This is old stuff, Cathy. The new Trendex has WDGY in first place!”

The new Trendex*—just out—shows WDGY first in audience: Morning (27.5%) afternoon (27.7%) ... and all-day (27.6%)! Hooper, Pulse, Nielsen ... and a host of Twin Cities advertisers agree that WDGY has the big audience for those big results.

There's a new listen in the Twin Cities—and Storz Station programming is responsible. Make sure you buy Minneapolis-St. Paul with the new data ... which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

*Trendex, 7 a.m.-6 p.m., Monday-Saturday, January, 1957

WDGY
50,000 watts and a nearly perfect-circle daytime signal
MINNEAPOLIS-ST. PAUL

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

Page 6 • January 28, 1957
Inter-Media Feuding Wasteful, Jones Tells Michigan Press Assn.  
GUERRILLA WARFARE in the communica-
tions field is "wasteful" and "completely un-
justified," Ernest A. Jones, president of Mac-
Manus, John & Adams, Bloomfield Hills,
Mich., and New York, told the 89th annual
convention of Michigan Press Assn. at Michi-
gan State U. Friday.
"Television and radio," Mr. Jones said,
"should be giving credit for stimulating and
expanding the newspaper business to its pres-
tent record heights. [They] have added to the
intellectual depth of the mass audience and
whetted its appetite for the more detailed
coverage of which newspapers are capable."
Newspapers, television and radio are "on the
threshold of the golden era of communica-
tion," he continued, declaring they complement
and enhance each other.
Representatives of newspapers and other
media should be more constructive in their
sales promotions—they would be less wasteful
if "they dealt with positive factors," Mr. Jones
asserted, adding "I would rather have an
honest detailed picture of the status and pros-
pects of local radio in, say Battle Creek, Mich.,
than a long, negative and confusing diatribe
against newspapers or television or billboards."

Hamm Due for 55-Market Buy
On Ziv's 'Habor Patrol' Series
ZIV Television Programs reportedly has com-
pleted negotiations with Theo. Hamm Brewing
Co., St. Paul, under which Hamm will sponsor
new "Habor Patrol" series in 55 markets for
one year, starting next fall. Sale's gross billings
are expected to reach about $1.5 million, repre-
senting largest advance sale in Ziv's history.
Contract is subject to approval, with production
expected to be launched shortly.
Agency for Hamm is Campbell-Mithun, Min-
neapolis.

WILK-TV Asks 5 Megawatts
WILK-TV Wilkes-Barre, Pa. (ch. 34) Friday
asked FCC to authorize it to operate with 5
megawatts. Uhf outlet plans to spend $480,000
for new GE 60 kw transmitter to be used in con-
junction with 10-bay, 50 gain helical antenna.
Transmitting system uses klystron tubes for
power, and plan is to use separate antennas for
visual and aural transmissions. WILK-TV
has been operating with 1 megawatt for about
a year and during recent months has experi-
mentally raised output to 1.5 megawatt. Other
uhf stations using what was up to last summer
top maximum 1 megawatt uhf power are WBRE-
TV also Wilkes-Barre; KPTV (TV) Portland,
Ore., and WJMR-TV New Orleans, La.

Chicago Agency Merger Brewing
PATTERN of agency mergers-absorptions in
recent months continues with announcement,
expected momentarily, that two Chicago a-gen-
cies—Walter B. Sheriff Inc. and Roche, Wil-
liams & Citrowy Inc.—will combine operations.
Billings of each agency in sub-$5 million range.
Transaction involves well-known advertising personalities along Michigan Ave. and LaSalle St., although details of new alignment not
known.

COMMUTERS' SPECIAL
"TRAIN WATCHERS" are being mo-
bilized by morning man Bill Cullen of
WRCA New York. Commuter who is
held up 15 minutes or more by "a seri-
ous disruption or delay in train or transit
service" will dial Mr. Cullen's number and
m. c. will make announcement on air for benefit of other commuters. Train-
watcher is reimbursed for cost of call
and receives "combination coin-holder and
membership card."

Networks' November Up 13.7%,
11 Months' Billings Up 20.7%
GROSS BILLING for all three tv networks
totaled $44,163,884 last November, or 13.7%
more than that month in previous year, and
$443,457,459 for 11 months ending in Novem-
ber, or gain of 20.7% above the same period in
1955, according to Publishers Information
Bureau.
In November, CBS-TV chalked up gain of
17.8%; NBC-TV, 14.1%; and ABC-TV, 1.9%;
11-months increases: CBS-TV, 18.1%; NBC-
TV, 15.6%; and ABC-TV, 55.3%. Table
follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. '55</td>
<td>$4,810,169</td>
<td>$6,805,603</td>
<td>$5,090,147</td>
<td>$16,687,554</td>
</tr>
<tr>
<td>Nov. '56</td>
<td>$5,680,000</td>
<td>$7,806,000</td>
<td>$5,590,000</td>
<td>$19,040,000</td>
</tr>
</tbody>
</table>


Probe Fund Request Cut
SENATE Commerce Committee has reduced
its request for overall investigation funds from
$250,000 originally asked in S Res 26 to $225,-
000. Group turned back $25,000 of the $250,-
000 given it for 1956 and felt it wouldn't ex-
ceed same amount in 1957. Request was re-
ported to Senate floor Friday and goes before
SENATE Rules Committee for clearance today
(Mon.).

Page Gets Signal Corps Contract
PAGE Communications Engineers Inc. has
been awarded $15 million Signal Corps prime
contract for major communications project in
Western Pacific. It has subcontracted equip-
ment manufacture to RCA, amounting to about
$5 million. Page Communications is headed by
E. C. Page, who also heads Washington
consulting engineering firm of Page, Creutz,
Steel & Waldschmidt.

They're Color-Conscious at JWT
J. WALTER THOMPSON Co., will demon-
strate its new color equipment today (Mon.)
at New York office. Officials said they believe
"breakthrough on color television is on the ho-
rizon" and are preparing to take full advantage
of it in advertising for our clients. JWT color
demonstration comes one week after McCann-
Erickson's unveiling of new tv-radio facilities in
new home office (see story page 35).

* BUSINESS BRIEFLY
Late-breaking items about broadcast busi-
ness; for earlier news, see ADVERTISERS
AGENCIES, page 29.

AUTO ACTION • Lincoln-Mercury Dealers
Assn., Detroit, going into radio spot schedule
in about 43 markets in Houston district start-
ing Feb. 4 for four weeks. Kenyon & Eckhardt,
N. Y., is agency.

AND NOW RADIO • Bristol-Myers, N. Y.,
for Vitalis hair product placing radio spot cam-
paign in number of scattered markets starting
Feb. 28, following tv spot schedule already
underway. One-minute ET's to be used be-
tween 7 and 8 a.m., Mon.-Fri., for 22 weeks.
Doherty, Clifford, Steers & Shenfield, N. Y.,
is agency.

STRAPPLESS SPOTS • Warner Brothers (strap-
less bras), Bridgeport, Conn.; using radio spot
schedule effective Feb. 11 in one-week sat-
uration drive in southern Florida. C. J. La-
Roche, N. Y., is agency.

IN THE WORKS • Lever Bros. (Lifebuoy
soap) N. Y., considering radio spot schedule
which, if approved, will start in mid-March on
almost 100 stations. Sullivan, Stauffer, Col-
well & Bayles, N. Y., is agency.

BAKING BUY • General Foods (Calumet bak-
ing powder), N. Y., placing radio spot schedule
in about 19 markets, Feb. 11-March 29. Young
& Rubicam, N. Y., is agency.

MORE FOR MONTGOMERY? • Under dis-
ussion at NBC-TV is possibility that Robert
Montgomery Presents will be extended from
present one hour (Mon., 9:30-10:30 p.m. EST)
to 90 minutes (9:30-11 p.m.), effective next
season. Show is sponsored by S. C. Johnson &
Son and Menen.

 BROKER BUYS • Francis I. DuPont, N. Y.,
brokerage office, making two-market radio test
starting Feb. 11 using daytime minutes, Mon.-
Fri., for 13 weeks. J. Walter Thompson Co.
N. Y., is agency.

TV FOR TUCK • Technical Tape Corp., (Tuck
brand products), Bronx, N. Y., Friday ap-
pointed Product Services Inc., N. Y., as agency.
Account, formerly handled by Daniel &
Charles, also N. Y., shortly will launch new
consumer product through all media with em-
phasis on tv spot.

JELL-O AGAIN • General Foods (Instant
Jell-O) planning radio campaign starting Feb.
6 and running to March 22 in number of mar-
kets. Young & Rubicam, N. Y., is agency.

TUNA FOR LENT • Wilbur-Ellis Co. (South-
ern Star bonita tuna), S. F., planning eight-
week radio spot announcement campaign for
lenten season, starting sometime in February,
in approximately seven markets. Hilton &
Kiggoo, N. Y., still looking for few availabili-
ts.

DIXIE DICKERING • Dixie Cup Co., Easton,
Pa., which normally does most broadcast adver-
Continues on page 9
from OMAHA . . . Heart of the rich Nebraska—Iowa corn-lands—

come the world's finest meats. Whether your pick runs to a thick,
well marbled T-bone or juicy prime ribs—take your cue from
the professionals. For in the finest restaurants everywhere, "OMAHA
BEEF" means the best!

—and, in OMAHA— WOW-TV means the Best of televiewing—

Prime listening in Omaha—like its prime beef, is built on out-
standing qualities. WOW-TV serves only the best! Channel 6 builds
real audience loyalty from its blend of CBS-TV's fine programs, top
local shows, syndicated programs and choice feature films.

And now, to this star-studded entertainment menu, WOW-TV
adds a new piece de resistance—the great MGM library—making
the BEST even better!

WOW-TV Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager

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

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
Examiner Approves Laurel TV For. Ch. 7 Initial Decision

INITIAL DECISION issued Friday recommending grant of Laurel, Miss., ch. 7 to Laurel TV Co., following withdrawal of competing Mississippi Broadcasting Co. (WCOC-AM-TV Meridian, Miss.). Laurel TV is paying Mississippi Broadcasting $22,500 out-of-pocket expense. Initial decision was by FCC Hearing Examiner Herbert Sharfman effective in 40 days unless appealed or Commission reviews on own motion. Laurel TV comprised of local businessmen, some of whom have interests in WAML Laurel.

In another Friday initial decision, FCC Hearing Examiner H. Gifford Irion recommended grant of Holiday Isles Broadcasting Co. for 1590 kc TV 7, daytime, at St. Petersburg, Fla., with protection from image interference to listeners of WPIN St. Petersburg. Favorable recommendation followed withdrawal of conflicting application hearings.

$330,000 WASK, WFAM-TV Sale Filed for Commission Approval

APPLICATION was filed Friday for FCC approval of sale of WASK and ch. 9 WFAM-TV Lafayette, Ind., by Olney E. Richardson to Lafayette Broadcasting Co. for $330,000. Lafayette principals include Henry Rosenthal (25%); current assistant manager of stations; Alvin H. Hash (25%), Lafayette accounttant, and D & B Equipment Co. (50%), jointly owned by E. J. Bannon and John M. Drysdale, all of whom will be officers of proposed station.

WASK-WFAM-TV balance sheet, as of Nov. 30, 1956, showed current assets of $97,286, total assets $336,393, current liabilities $44,200, and earned surplus as of March 31, 1956, $83,816.

Committee Asks FCC to Render Account of Allocations Action

FCC has been invited to appear before Senate Commerce Committee on Feb. 7 to render progress report on television allocations matters but firming of date depends on whether FCC agrees. Senate committee plans to inquire into status of FCC's allocations proceedings since Commission's moves last summer—resulting in establishment of Television Allocations Study Organization and pending intermixure cases. Plans to call Senate for Laurel became known last week (see story page 46).

WLBT (TV) Asks Tower Boost, Move

WLBT (TV) Jackson, Miss., Friday asked FCC permission to increase antenna height to 1,529 ft. above ground (1,579 ft. above average terrain) and move site to approximately 12 miles southwest of Jackson. Present 700 ft. above average terrain antenna located 3.4 miles southeast of Jackson, Ch. 3 WLBT operates with 100 kw.

Electronics Industry's Sales Firm, Folsom Tells Canadian Meeting

OUTPUT of electronics industry's consumer products in U. S. this year may approach record year (1955), and volume of electronic business may be about $1 billion higher this year than in 1956, Frank Folsom, RCA president, predicted today (Mon.) at Canadian Club of Toronto.

He forecast, too, that tv will accelerate this year in civilian, industrial and educational use, and color will spur advance with more manufacturers entering field and competition increasing. Stressing communications links between Canada and U. S., strengthened via electronics, Mr. Folsom noted Canada's electronics industry already has achieved national annual half-bill. lion dollar production rate. Of his firm's operations in Canada, Mr. Folsom revealed RCA Victor has exported Canadian-made radios, tv sets and electronic products to 75 foreign countries and territories. He also mentioned sales of other Canadian-made equipment (radio relay systems, microwave systems and broadcast transmitters).

Adenauer Exonerates RFE

CHANCELLOR Konrad Adenauer of West Germany Friday absolved Radio Free Europe from charges leveled against it by Soviet authorities and Erich Ollenhauer's opposition Social Democrats party that RFE promised armed intervention from West to insurgents during Hungarian revolution. At chancellor's weekly meeting with reporters, he said that month-long investigation of all RFE tapes of programs beamed to Hungary from Munich (BT, Nov. 19, 1956) revealed nothing detrimental and that "this matter is to be considered closed for the time being." Dr. Adenauer also "in strongest terms" rejected demands by opposition party that Bonn close down RFE.

UfU WLAM-TV Won't Try Again

CH. 17 WLAM-TV Lewiston, Me., Friday notified FCC that it would not seek renewal of license that expires April 1. Station, owned by 96% by Frank S. Hoy and family, went on air Nov. 22, 1953, but is now dark.

People

WILLIAM HAMMERSTEIN, son of lyricist Oscar Hammerstein II, has joined NBC-TV as producer in Nat Wolff's program development department, it was reported Friday. Mr. Hammerstein for past three seasons has been general director of New York City Center Light Opera Co., for which he will continue as unofficial advisor.

EDWARD BATTEY, vice president and research director, Compton Adv., elected president of Copy Research Council, it is being announced today (Mon.). Other officers: ALFRED A. WHTTAKER, vice president and research director; Benton & Bowles, to secretary-treasurer: CARLETON L. SPIER, vice president and director, BBDO, and SYDNEY H. GIELLERUP, senior vice president, Marachak & Pratt Div. of McCann-Erickson, also on council's new executive committee.

JIM WATTERSON, assistant timebuyer, Lambert & Feasley, to Sledenra International, Stamford, Conn., as radio-tv coordinator.

FRANKIE FRISCH, former major league ball player and sportscaster, signed by Mutual for projected series of Saturday and Sunday sports programs on 52-week basis, starting in mid-March.

LUCIAN R. BLOOM, media supervisor on Ford-Mercury accounts, Kenyon & Eckhardt, to Cunningham & Walsh, both N. Y., as media supervisor.

JAMES B. BRIGGS, vice president of Geare-Marston Div. of Rubyfaufl & Ryan in Philadelphia, elected vice president of agency.

Copper City Files for Butte Vhf

COPPER CITY RADIO Co. last Friday applied with FCC for new tv station to operate on ch. 6 Butte, Mont. Applicant proposes 64 kw power, antenna 570 ft. above average terrain and plans to spend $266,390 for construction with estimated first year operating costs of $200,000.

Copper City and principals own controlling interest in KGEZ Kalispell, Mont., and hold cp for ch. 8 KGEZ-TV there. Principals include President Frank Reardon (89%), Albert J. Schumaker (9%) and William K. Carroll (1.6%), to be manager of new station if application is approved.

Business Briefly

Continues from page 7

at deadline

PUBLIC RELATIONS

Wishing in warm season (late spring, summer), currently planning 1957 campaign. Drive may use either tv spot or network tv participations. Agency: Hicks & Greest, N. Y.

BIG TOP IN 20 • Proctor & Gamble (Big Top peanut butter), Cincinnati, launching tv spot announcement campaign today (Mon.) in approxiately 20 markets, with 'til-forbid contracts. Compton Adv., N. Y., is agency.

FILM FOR W-L • Warner-Lambert Pharmaceuticals Co., N. Y., expected to buy feature film series to be placed on regional basis with all four W-L agencies contributing. Agencies are Lambert & Feasley; Sullivan, Stauffer, Colwell & Bayles; Lennen & Newell, and Norma, Craig & Kimmel.
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**ADVERTISING ASSISTANTS:** Doris Kelly, Jessie Young

**CIRCULATION & READERS' SERVICE MANAGER:** John P. Congrove

**SUBSCRIPTION MANAGER:** Frank N. Gentile

**CIRCULATION ASSISTANTS:** Gary Cleary, Cecilia Detoxx, Bessie Farmer, Charles Harpold, Joseph Sapin

**NEW YORK**

444 Madison Ave., New York 17, N. Y.

**EDITOR & PUBLISHER:** Sol Taishoff

**MANAGING EDITOR:** Edwin H. James

**SPECIAL PROJECTS EDITOR:** David Glickman

**ASSOCIATE EDITOR:** Earl R. Abrams

**ASSISTANT TO MANAGING EDITOR:** Donald V. West

**ASSISTANT NEWS EDITOR:** Mary E. Black

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**STAFF WRITERS:** Jacqueline Egan, Ann Tassell

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**SECRETARY TO THE PUBLISHER:** Gladys L. Hall

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**SALES MANAGER:** Winfield R. Levi (New York)

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**BROADCASTING** Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: RADIO & TELECASTING. The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter: In 1953 and PERSPECTIVALLY.

**BROADCASTING** Copyright 1957 by Broadcasting Publications Inc.
La Villita—San Antonio's 200 year old Spanish "Little Town" is nestled in the shadows of modern skyscrapers. Today, San Antonio has grown to such metropolis proportions its total buying income is greater than Oklahoma City, Syracuse, Richmond, Nashville, or Des Moines.

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER.
IN SAN ANTONIO, IT'S KENS-TV
There's more to Florida!

The image of Florida as America's greatest playground frequently overshadows the fact that the northern part of the state is one of the hardest-working, fastest-growing, wealthiest industrial complexes of the nation—with more manufacturing than sixteen states!

There's Jacksonville, for instance

...the hub of this $1,660,000,000 business empire. Because it is strategically located to serve the needs of the entire Southeast, and provides business and industry with superb railroad and deep-water port facilities, Jacksonville has become headquarters for more than 600 manufacturing enterprises—and bank clearings have doubled in five years!

and WMBR-TV is the one and only medium that can sell all of northern Florida plus southeast Georgia. To get your share of this market of 264,000 television families* you need WMBR-TV—the viewers' favorite station by a 5½ to 1 margin!**

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*Nielsen Coverage Study *2, updated to 1-1-57
**ARB, November 1956

WMBR-TV—Channel 4, Jacksonville
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
ABC-TV's "Disneyland" took on a big task Wednesday with its presentation of "Our Friend the Atom," and came up high on the credit side.

It takes production wizardry to tell a story as confounding as the harnessing of atomic power for the good of mankind, and tell it entertainingly. Walt Disney used animation, his forte, and choice samples of film—among them the various, historic shots of atomic bomb blasts (the now familiar soaring mushroom clouds still awesome). Film was edited to produce a sequence of rapid explosions, heightening an already dramatic impact.

In his film, Mr. Disney traced the atom's scientific history: from the discovery of uranium and radioactivity, the Curies' experiments with radium, Einstein's mass-energy formula, the atomic gun experiments of Lord Rutherford in 1911 and on up to the present day's cloud chamber and atomic reactor. And to help his story along, Mr. Disney wove in an apropos simile—that of the Arabian Nights fable of the fisherman who released the genie from the magic bottle.

Another sequence visually explained the chain reaction in nuclear fission, so vital in understanding the atom's power. Highlighted were the 1938 experiments in Berlin with uranium and a graphic demonstration—using a multitude of mouse traps and ping pong balls—of the theory of harnessing atomic power by slowing down and controlling nuclear chain reaction.

We were reminded that three wishes could be asked of Genie Atom: power; better food and health, and that he be our "friend." After visiting with Mr. Disney for an hour Wednesday, we fervently hope for all three.

**Production costs:** $100,000.

Sponsored by American Dairy Assn. through Campbell-Mithun, American Motors through Geyer Adv. and Derby Foods through McCann-Erickson on ABC-TV Jan. 19, 7:30-8:30 p.m. EST

Executive producer: Walt Disney; director: Hamilton S. Lusk; scientific development: Dr. Hines Haber; teleplay: Milt Banta. Filmed by Walt Disney Productions, Burbank, Calif.

**ERNIE KOVACS SHOW**

ERNIE KOVACS attempted that most difficult of all comedy forms—pantomime—in a special half-hour on NBC-TV Jan. 19. He missed.

Mr. Kovacs called on his character Eugene for his first skit. But Eugene did not respond well. He also used the Nairobi Trio, of which it can be said that if seen once, it has been seen.

The credits indicated that Mr. Kovacs wrote and produced the show; he could have used outside assistance.

**Production costs:** $30,000.

Sponsored by RCA and RCA-Whirlpool through Kenyon & Eckhardt and Oldsmobile through D. P. Brother on NBC-TV 10-10:30 p.m. EST, Jan. 19.

Producer: Ernie Kovacs; director: Barry Shear; music: Harry Sosnik and orchestra.

---

**IN REVIEW**

**DISNEYLAND**

**COLORCASTING**

The Next 10 Days
Of Network Color Shows
(All times EST)

**CBS-TV**
Jan. 28-29 (3:30-4 p.m.) Bob Crosby Show, participating sponsors (also Feb. 1, 4, 5).
Jan. 29 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Feb. 5).
Jan. 30 (8-9 p.m.) Arthur Godfrey Show, participating sponsors.

**NBC-TV**
Jan. 28-Feb. 1 (3-4 p.m.) Matinee, participating sponsors (also Feb. 4-8).
Jan. 28 (9:30-10:30 p.m.) Robert Montgomery Presents, S. C. Johnson & Son through Needham, Louis & Brophy; Mennen Co. through Grey.
Jan. 29 (8:30-9 p.m.) Nothin's Ark, Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Feb. 5).
Jan. 29 (10:30-11 p.m.) Hold That Note, Lanolin Plus through Russel M. Seeds (also Feb. 5).
Jan. 30 (9-10 p.m.) Kraft Television Theatre, Kraft Foods through J. Walter Thompson (also Feb. 6).
Feb. 1 (approx. 10:45-11 p.m.) Red Barber's Corner, State Farm Insurance Co. through Needham, Louis & Brophy.
Feb. 2 (8-9 p.m.) Perry Como Show, participating sponsors.
Feb. 3 (7:30-9 p.m.) Sunday Spectacular, "Ruggles of Red Gap," Swift & Co. through McCann-Erickson.
Feb. 3 (9-10 p.m.) The Alcoa Hour, Aluminum Co. of America through Fuller & Smith & Ross.
Feb. 4 (8-9:30 p.m.) Producers Showcase, "Mayerling," RCA and RCA-Whirlpool through Kenyon & Eckhardt and John Hancock through McCann-Erickson.
With over a million TV homes in its coverage area, WJAC-TV has a solid claim on Pennsylvania's 3rd TV Market — and up-to-the-minute NCS figures point up what tremendous appeal WJAC-TV has for this responsive market. It reaches into 63% of the TV homes in this rich and prosperous area — and over half a million viewer homes follow WJAC-TV three or more days a week. That's a mighty potent punch to put behind your product — a selling force you need if you really want Southwestern Pennsylvania.

JOHNSTOWN-ALTOONA TV AUDIENCE
(Cambria and Blair Counties)
The latest A.R.B. study (Nov., 1956) shows out of 112 quarter-hour rating periods from 7:00 to 11:00 P.M.,

WJAC-TV leads in 105 periods
Station B leads in 7 periods

Of the top 25 night time shows... 24 are on WJAC-TV
... 1 on Station B!
Long Live Awards
EDITOR:
They're starting to take pot shots at the multiplicity of "Awards." The season has hardly started, and already you hear the cries against too many awards. By the time the 12th Annual National Laugh Week awards are made in April for contributions to the field of humor, the editors will say "more awards?"

Will you tell me what's wrong with awards? I should think they would be welcomed with open arms. Brickbats fly in all five seasons—why shouldn't there be awards all year around?

Awards are a source of encouragement. Comedians read all year long how bad they are—then, for a few weeks in January, they reap applause through these awards. Why should they stop in January? Why not give them in February, March, April, May, June, July, August, September, October, November, and December?

Did I leave any month out? If so, I didn't mean to.

I feel that as long as there are people to give awards, the broadcasting-teletcasting industry members should accept them—with open arms.

Enough of these complaints. Waste not time in complaints. Let's move onward to the more constructive elements of broadcasting—let's give more entertainment, more education, more information. And let's get more awards—because they are deserved.

George Q. Lewis
Executive Director
Comedy Workshops of America
New York

Need Fulfilled
EDITOR:
The news item and editorial about Farm Broadcasting Day in the Jan. 7 B&T is just exactly what the industry and the rest of us need at this point to make Feb. 2 a success. In both, you show a clear understanding of the service which is being performed for the public by radio and tv stations which are doing a conscientious job of agricultural programming.

Layne Beatty, Chief
Radio-Tv Service
U. S. Dept. of Agriculture
Washington, D. C.

Open Mike

we are glad to report the best year in our history and we believe that the majority of our clients are happy about the results.

Radio is big business and has many more avenues to exploit in its ever increasing importance. Wherever you go there's radio!

Phil Lalonde
CKAC Montreal, Que.

Amateur Reader
EDITOR:
My interest in Broadcasting • Telecasting is not as a businessman. I am a keen student of the United States and am particularly interested in radio and television in the United States as well as here in Great Britain. I am also able from time to time to receive programs from U.S. standard broadcast stations and when I receive these stations I like to have details of their wavelength, power, etc., and your Yearbooks are able to furnish me with this information.

I am a stenographer employed by the municipality in Manchester.

W. S. Hyatt
Manchester, England

Old Hat in Canada
EDITOR:
The item [in B&T Jan. 14] assumes too much when it claims that CBS-TV's telecast of National Hockey League games "marks the first time that big league games have been carried on tv on a nationwide scale.

It may be true that it is the first time in the U.S., but we've had NHL hockey on tv across Canada for several years, sponsored by Imperial Oil through MacLaren Adv.

A. A. McDermott
Radio & Tv Sales Inc.
Toronto, Ont.

In Re Earl Long
EDITOR:
... referring to the editorial piece in the Dec. issue relative to Gov. Earl Long of Louisiana and his news policy: We would like to use this piece for a commentary-basis. I should like to have your permission to quote it.

Oscar Huff, News Dir.
WKMF Flint, Mich.

[EDITOR'S NOTE: Permission granted.]
If your product is for a woman, or her home, or her family, Marion Roberts can profitably sell it for you in Western New York.

For Marion has been doing just that for more than 50 food appliance, home-product manufacturers since 1952 on WBEN-TV. Selling women comes easy to Marion. Prior to her "Plain and Fancy" programs she traveled the menu-making trail from Ciudad Juarez to Edmonton, Alberta.

Today she cooks "on camera" and fills her morning shows with things that Western New York homemakers want to hear and learn about ... from sewing hints and home budgeting to party planning and food preparation.

Rating-wise, cost-wise, coverage-wise it makes plain good sense to consider "Plain and Fancy Cooking, Plain and Fancy Talk" ... Monday through Friday, 9:30 a.m. on Channel 4.

WBEN-TV Buffalo • CH 4
CBS Basic
Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

THE PIONEER STATION of WESTERN NEW YORK
...THE VERY TELEVISION SCREEN SEEMED TO EXPAND..."

The NBC Opera's production (of "War and Peace") was so impressive that the very television screen seemed to expand. For those who could see the telecast in color, the atmosphere of most of the sets... was strikingly conveyed... There was not a poor performer in the lot. This country has cause to be proud that it could supply such a company.

HOWARD TAUBMAN, NEW YORK TIMES

Put down "War and Peace" as one of the memorable events of television.

BEN GROSS, NEW YORK DAILY NEWS

... makes musical history.

HARRIET JOHNSON, NEW YORK POST

A major musical event... a notable achievement.

TIME, JANUARY 21, 1957

In 20 years, NBC's Robert Sarnoff recently predicted, Americans will spend more on opera than on baseball. If so, credit the NBC Opera Theatre with starting the trend.

HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM & SUN

This was an event transcending TV itself in cultural importance and artistic progress.

JACK GOULD, NEW YORK TIMES

It is not only for its willingness to undertake the unusual that I salute the NBC Opera Theatre. There's no stuffiness about them... NBC Opera Theatre, I love you!

JAY NELSON TUCK, NEW YORK POST

In presenting "War and Peace"... the NBC Opera Theatre reached a new peak. An admirable production in every respect...

DONALD KIRKLEY, BALTIMORE SUN

... a performance of epic proportions.

NEWSWEEK

NBC did itself proud yesterday... a significant "first" for television.

ERNST L. SCHEER, PHILADELPHIA DAILY NEWS

...a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the television industry today.

PAUL HUME, WASHINGTON POST

... The Met would have to give the work every performance of its season for more than thirty-five years to reach the vast audience your splendid production played to... Your vision and accomplishment are a truly bright light in our time.

S. HUROK, NEW YORK

... Enthralled by the beauty and magnificence of your production...

Please accept my loudest bravos...

KING VIDOR, BEVERLY HILLS, CALIFORNIA
ONCE AGAIN NBC has made television history—this time with the NBC Opera Company’s widely acclaimed colorcast of “War and Peace.”

This type of programming—the big, special “out-of-schedule” show—has had an extraordinary impact on the nation’s viewing habits over the past three years. And this season Nielsen finds that these NBC Spectaculars and special shows are reaching

25% more homes per average minute than last season
30% more homes per average minute than the average of all evening programs on all TV networks.

This venturesome, talk-provoking “event” programming is just one more reason why
daytime or evening, more people view the NBC TELEVISION NETWORK than any other network.*

*NIELSEN COVERAGE SERVICE, STUDY #2 (SPRING 1956) WEEKLY VIEWING DATA.
WITH passing of time, the South Bend Tribune's faith in television has been vindicated by the sales record of its WSBT-TV in one of the nation's more notable all-uhf markets.

"In our market, uhf is television," observes Neal Welch, general manager of the newspaper's radio-television properties, and it's acknowledged in an industry racked with soul-searching over relative uhf-vhf merits, that ch. 34 WSBT-TV has emerged as one of the outstanding uhf successes under Mr. Welch's guidance. WSBT continues as a stable, established am entity.

Neal Byron Welch was born into a railroad family in Fort Wayne on Aug. 18, 1894, and moved to South Bend at an early age. He attended grade and high school in South Bend, displaying a native aptitude for playing the mandolin. During high school days young Welch worked as a reporter on the South Bend News-Times, later becoming city editor. In 1913 he enrolled at the U. of Indiana, where he majored in journalism.

World War I found Mr. Welch off in May 1917 to officers' training camp at Fort Benjamin Harrison, where he won a first lieutenant's commission. He served as a captain with the American Expeditionary Forces in France.

Returning from service on June 30, 1919, he rejoined the News-Times, moving up the business side of the ladder from salesman to advertising director to business manager. When the Tribune absorbed the suspended competitor in 1938, Mr. Welch decided to go into business for himself. He published his own community shopping news for four years "before radio called me" in 1942.

Mr. Welch started as promotion manager of WSBT (then already 21 years old and "which became one of the best-promoted stations on CBS with ratings that were one-two-three on the entire network".). Despite management efforts to promote him, it's known that Mr. Welch voluntarily continued as promotion manager to carry out his plans for the station's 25th anniversary—then became commercial manager.

Mr. Welch's chief claim to fame in television, he says today, was the fact he became the first trainee of tv pioneer Capt. William C. Eddy at the old Balaban & Katz' WBKB (TV) Chicago. The South Bend Tribune, under the leadership of the late Editor-Publisher Frederick A. Miller, became intrigued with WBBK's plan to erect microwave relays in South Bend and Michigan City for picking up U. of Notre Dame football games on the theory it might later be possible to reverse the transmission for Chicago tv pickups. Mr. Welch and others went to WBBK for two months to "observe and work on production," a mission that paid off for WSBT-TV.

The Tribune applied to FCC for ch. 1, later eliminated, and refilled for ch. 13, only to be caught in the tv freeze. It got ch. 34 in August 1952, and began operation Dec. 21, 1952, on an island penetrated by fringe vhf outlets and with some 35,000 receivers oriented for Chicago and Kalamazoo reception. Within two months WSBT-TV could claim 21,500 total circulation, the bulk of sets converted to uhf (today there are an estimated 186,000 sets in its coverage area), and mounting advertiser and listener loyalty under Mr. Welch's leadership as general manager (which post he assumed for both radio-television in December 1952). Modestly, he credits progress to WSBT Radio's "standing and reputation" in the community. WSBT-TV emerged in the black by early 1954.

As the second oldest uhf station in the country, WSBT-TV followed the success pattern achieved by KPTV (TV) Portland, with tv coverage of high school basketball, Notre Dame football, local shows and programming from the then four tv networks. WSBT-TV is a basic optional station of CBS-TV today, claiming ratings consistently higher than national averages and, according to Mr. Welch, an "exceptionally fine" revenue boost in 1956 over the previous year. Radiowise, he reports, WSBT daytime business (as a CBS affiliate) is good, although nighttime is off. Today both facilities are located in the Tribune's new Broadcasting Center on Jefferson Blvd. Mr. Welch married the former Ruth E. Zeitling in 1922. They have two children, Neal Jr., a World War II Navy flier, and Lt. Charles Welch of the U. S. Air Force. His hobbies are spectator sports and caring for his lawn. That interest in sports brought WSBT-TV national fame in 1953 when he set up a closed-circuit enabling then Notre Dame coach Frank Leahy to direct the team from a hospital bed.
Here's how you spell "MOTIVATION" in Oklahoma

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

Channel 4
WKY-TV
The Nation's First Color Television Station
Oklahoma City

*Ask your KATZ man for the conclusive evidence!
Results of the first comprehensive Nielsen survey ever taken in Spokane’s huge, 35-county market prove conclusively:

KXLY-TV delivers more audience, reaches a greater area — for less actual cost. In fact, KXLY-TV delivers 11% more audience in weekly circulation at 23% less actual cost than its nearest competing station!

**TOTAL INLAND EMPIRE**

(35 counties in East Wash., No. Idaho, West Mont. and No. East Oregon)

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<th>TV Homes in Area</th>
<th>Number Homes Reached</th>
<th>Weekly Homes Reached</th>
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* 1955 Retail Sales of the Inland Empire, of which Spokane is the isolated metropolitan center, amounted to $1,313,678,000

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**MURRAY DONNELLY**

**on all accounts**

Because Canadian winters are the way they are, Murray Donnelly is now assistant media director of the Los Angeles office of BBDO, in charge of buying time and space for North American Aviation Inc., Treesweet Products Co., U.S. Steel and American Broadcasting Co. in the Southwest. Until recently the list would have included VCA Laboratories, but now that account’s advertising is all being placed from BBDO’s New York headquarters.

Three of the four accounts Mr. Donnelly handles can be classed as broadcast advertisers. This month, radio has been tested in Denver as a medium to recruit engineering personnel for North American Aviation, a test which worked out very well, he reports, with the testing to be continued. Radio is also used for engineering recruitment for U.S. Steel’s Consolidated Western Steel Div.

Mr. Donnelly’s most conventional broadcast client is Treesweet, for which he uses saturation campaigns of short duration to sell the account’s citrus juices. The fourth account, ABC, buys no broadcast time elsewhere, so for this client he buys chiefly trade paper and newspaper space locally.

Born Jan. 24, 1923, in Minaki, Ontario, not far from Winnipeg, Robert James Murray Donnelly moved in his early teens to Toronto for his high school career. Came the war and he enlisted in the Royal Canadian Air Force.

Back from service, young Donnelly spent a year at the U. of Toronto taking a special course in business administration, then went to work for Maclean-Hunter Publishing Co., largest publisher in the British Commonwealth. “Here, I spent seven years, working at practically all phases of the advertising end of the publishing business: learning production, writing copy, selling space.” About then Mr. Donnelly’s winter complaint set in in earnest and it was off to sunny California and BBDO.

Michigan has produced some changes in radio buying habits, too!

Forget your old buying habits. Ask yourself: What are the real selling forces in Michigan's radio picture today? The record speaks for itself! In the span of a few short years, Knorr Broadcasting Corporation's years-ahead programming of news, music, sports exclusively have earned them a top-of-the-list spot with advertisers and listeners! These lively, easy-to-listen to features score big with a vast $9.5 billion dollar market. Forget your old buying habits. If you're buying Michigan radio, you can't afford to overlook the powerful 4 Knorr Stations... the big buys in a big Michigan market!

- **WKMH** is today's best radio buy in Dearborn-Detroit
- **WKMF** is today's best radio buy in Flint
- **WKHM** is today's best radio buy in Jackson
- **WSAM** is today's best radio buy in Saginaw

Save up to 15% by using any 2 or more of these powerful stations

- Buy all 4 stations . . . . . . . . Save 15%
- Buy any 3 stations . . . . . . . . Save 10%
- Buy any 2 stations . . . . . . . . Save 5%

Represented by Headley-Reed

Knorr Broadcasting Corp.
now a 6KW

Really space-saving!
Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
VHF transmitter!

featuring unusual compactness and economy

...with power reserve to drive a 25KW

Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ Most Compact Floor Plan Ever Achieved—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ Design Reflects Color Experience—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

★ Excellent Accessibility—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. “Tilt-out” construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

★ Economical and Reliable Operation—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with “grouped” indicator lights makes trouble-shooting quick and certain.

★ Simple Power Increase—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ Thermostatically Controlled Heaters for Rectifier Tubes—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus...many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005).

In Canada, write RCA VICTOR Company Limited, Montreal.

Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and “tilt-out” chassis design. An optional spare exciter unit can be rack-mounted for added “on-air” assurance.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.
Most of Arkansas Watches

KTHV Channel 11
LITTLE ROCK

(and we have the MAIL to prove it!)

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

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

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

316,000 Watts .......... Channel 11
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT
ABC-TV READY TO PULL OUT THE STOPS

- Network gets set to make bid in challenging CBS-NBC leadership
- It's out to sign big names for talent, stations for clearance
- Bright hopes: FCC's opening key markets, AB-PT's opening purse

OFFICIALS of ABC-TV made it clear last week that they intend to run neck-and-neck with the other networks—and told how they expect to get their colors into the thick of the race.

The network’s new high command—Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, who took active charge of ABC from President Robert E. Kintner last fall, and Oliver Treyz, ABC-TV head—spelled out for BT the areas in which they're making their move:

- Talents: With Frank Sinatra, Mike Wallace, and a new Walt Disney contract already in the bag, they’re out to line up as glittering an array of talent—both “established” and “new”—as they can put together. Current target: Singer Pat Boone, new teen-age rage.
- Station lineup: With the shortage of tv stations giving ABC-TV its most serious single problem—that of entree to many key centers—they’re counting on current indications that a number of new stations will open up in important markets over the next several months, and also are obviously hopeful of some switches from NBC-TV or CBS-TV. Although they won’t say so, it has been reliably reported that ABC will offer “special inducements,” if necessary, to swing affiliations in key markets now missing from its lineup. In any case, ABC officials expect to add enough markets to boost ABC-TV’s “live” coverage from its present 75% of affiliates to better than 80% by fall.
- Uniform contracts: ABC-TV is beginning to eliminate the differentials that have existed in contracts with affiliates in the past—in markets where it now has equal access with other networks.
- Program lineups: There’ll be a lot of shuffling to incorporate the new talent acquisitions and to get better mileage out of existing shows. Most of these changes will be made with the start of the 1957-58 season next fall; some, however, will come earlier.
- Daytime programming: ABC-TV plans to start programming daytime hours with live shows next fall, probably beginning at 3 p.m. and moving back an hour at a time as the new periods are sold off.
- Sales: The selling season for next fall is already under way. The Sinatra program was sold to Chesterfield cigarettes and the Mike Wallace interview program to Philip Morris almost within 24 hours after the two talent deals had been completed, and other sponsor interest in ABC-TV properties is “active.”
- Organization: The “shake down” operation that followed Mr. Goldenson’s takeover of active control of ABC and the arrival of Mr. Treyz has now been completed and “from now on, we’re building”—from within the company insofar as possible.

ABC-TV already has made substantial strides from its position of four years ago when, on Feb. 9, 1953, ABC came into money—through the merger with United Paramount Theatres—and officials started

GROSS TV BILLINGS

MEASURES OF ABC GROWTH: Chart at left compares network’s gross tv billings for first nine months of each year shown. Middle chart is record of audience increase. In fall season of 1956 ABC-TV was scoring 94 million home-hours of viewing per week for its evening commercial programming—nearly 30 million increase over year before. Chart at right shows that despite facilities scarcity, average ABC-TV program is seen (live or by delayed broadcast) in markets containing nearly 83% of all homes in the United States, and indicates that coverage has increased yearly since 1953. Clearance for live schedules still is big problem.

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ABC-TV researchers can show, for example, that in terms of nighttime programming in markets where the three networks have equivalent facilities, 10 ABC-TV half-hours have higher Nielsen ratings than those of the other networks, whereas in 1953 ABC-TV led in only two half-hours. By comparison with ABC-TV's lead in 10 nighttime half-hours, this research puts NBC-TV ahead in nine half-hours and CBS-TV ahead in 23.

There has been speculation that ABC-TV is "shooting for No. 2 position" among the networks. Mr. Goldenson doesn't put it that way. He doesn't think in terms of "position," he said, but just wants to be "truly competitive."

Based on current plans, then, when does he think ABC-TV will become competitive? "I think we're beginning to be competitive now," he asserted.

As evidence, he cited ratings charts to show that in "competitive markets"—those in which all three networks have outlets—in five evening half-hours in January 1956, according to this data, it is ahead in 10 this month. By comparison, these figures also showed that where NBC-TV was leading both networks in 12 half-hours a year ago, it led in three this month, while CBS-TV's lead went from 17 half-hours in January 1956 to 23 half hours in January 1957.

Messrs. Goldenson and Treyz are counting on this type of showing in live competitive markets as well as advertisers that ABC-TV can more than hold its own in programming and audience appeal. Already, they said, they've been approached by some affiliates of other networks interested in discussing a switch to ABC-TV. "And we've talked with these stations," Mr. Treyz added.

The current indications that the FCC will soon grant additional stations in a number of other markets to which ABC-TV now has no direct access gives considerable encouragement to the ABC officials. There are now about 75 markets to which the three networks have comparable access, and ABC-TV is hopeful of getting equivalent ABC-TV's accomplishments to date and the showing it is making in competitive markets, he felt it would not be wholly a case of ABC-TVs. He is also of the opinion that stations trying to get the ABC-TV affiliation.

Mr. Treyz emphasized that, as ABC-TV adds stations, advertisers will be getting their money's worth to an even greater extent. The cost-per-thousand is now about the same on all three networks, he asserted, so that if other key stations are added to the ABC-TV lineup, the total cost-per-thousand for ABC-TV will go down.

ABC researchers placed the cost-per-thousand homes per evening commercial minute at $3.97 for ABC-TV, $3.95 for NBC-TV, and $3.10 for CBS-TV. They said that ABC's Nielsen compilations cut off October 1956, and compared with $5.04 for ABC-TV, $3.83 for NBC-TV, and $3.59 for CBS-TV as of October 1955.

Officials are keeping their program plans close to their chests—for competitive reasons. They don't want the other networks to know what they have in mind until the last minute. They've broken off their negotiations with Frank Sinatra until they came to terms with the singer for a weekly half-hour show (plus two one-hour specials annually) for three years [BT, Dec. 3, 1956], or announce the signing of Mike Wallace—which Night Beat interview program on WARD (CBS) in New York's hottest—until they had set Philip Morris for sponsorship [BT, Jan. 21].

They've also just signed Walt Disney—whose Disneyland and subsequent Mickey Mouse Club were major factors in ABC-TV's first burst of growth a few years ago—to a new contract involving more than $9 million for programming next season. In addition to 65 hours of new material for Mickey Mouse Club, which next fall will be cut from an hour to 30 minutes Monday through Friday, and 26 new hour-long Disneyland shows, the contract calls for a new weekly half-hour series, Zorro.

Currently they are negotiating with Pat Boone, rising young singer and popular records artist.

It's no secret, however, that the parent AB-PT is making available to ABC—a hungry operation prior to its merger with UPT to form AB-PT just four years ago—come Feb. 9—whatever wherewithal is needed to reach competitive stature with its rivals. Only a month ago AB-PT negotiated a $60 million loan, a substantial portion of which had already been set for tv expansion [BT, Dec. 24, 1956].

As with their plans for new talent, actors are not willing at this point to say where the new acquisitions will fit into the program lineup—again at least partially for competitive reasons—but they say there will be "whole new structures" for Thursday and Saturday nights and considerable realignment of the Thursday night lineup. That's for next fall. Even before then, they're putting some changes into effect.

For instance, they figure their current Monday night programming is "too adult" and so, effective Feb. 11, are making Bold Journey and Danny Thomas to Thursday night and installing an hour-long Wire Service at 7:30-8:30 Mondays (see story, page 100).

ABC's 10 TOPPERS

Here are Nielsen multi-network ratings for December, as compiled by ABC-TV authorities, for the 10 half-hour nighttime periods in which ABC-TV claims a clear lead over its two network rivals. The figures cover a four-week average and are based on ratings only in markets where all three networks have equivalent outlets.

Monday 10-10:30 p.m. — Lawrence Welk's Top Tunes and New Talent (ABC), 23.1; Studio One (CBS), 10.2; Robert Montgomery Presents (NBC), 13.1.

Tuesdays 8-8:30 p.m.—Cheyenne and Conflict (ABC), 23.6; Phil Silvers Show (CBS), 22.5; Big Surprise (NBC), 14.6.

Tuesdays 8:30-9 p.m.—Wyatt Earp (ABC), 31.3; The Resters (CBS), 17.3; Noah's Ark (NBC), 13.9.

Tuesdays 9-9:30 p.m.—Broken Arrow (ABC), 24.9; To Tell the Truth (CBS), 19.0; Jane Wyman Show (NBC), 17.4.

Wednesdays 7:30-8 p.m.—Disneyland (ABC), 29.1; Giant Step (CBS), 13.6; Eddie Fisher, NBC News (NBC), 10.7.

Wednesdays 8-8:30 p.m.—Disneyland (ABC), 28.0; Arthur Godfrey Show (CBS), 21.4; Hiram Holiday (NBC), 10.4.

Fridays, 7:30-8 p.m.—Rin Tin Tin (ABC), 21.3; My Friend Flicka (CBS), 13.9; Eddie Fisher-NBC News (NBC), 11.0.

Fridays, 8:00-8:30 p.m.—Jim Bowie (ABC), 19.8; West Point (CBS), 16.9; Life of Riley (NBC), 15.6.

Fridays 9-9:30 p.m. — Lawrence Welk (ABC), 24.1; Gale Storm Show (CBS), 19.0; Caesar's Hour (NBC), 20.0.

Fridays 9:30-10 p.m.— Lawrence Welk (ABC), 25.8; Hey Jeannie (CBS), 17.1; Caesar's Hour (NBC), 19.5.

ABC-TV programming is holding its own against and in many cases leading its network competitors (see box).

ABC-TV authorities supplied Nielsen data showing that in multi-network markets, ABC-TV's programs in December had higher average ratings than those of NBC-TV and CBS-TV on Mondays at 10-10:30 p.m.; Tuesdays at 8:8:30, 8:30-9, and 9:3:30; Wednesdays at 7:30-8 and 8:8:30; Five nights at 9-9:30 and Saturdays at 9:9:30-10.

In another period, Tuesdays at 7:30, ABC-TV trailed by one-tenth of a point.

On the basis of Trendex figures for January, ABC research officials said that ratings—still based on "competitive markets," meaning those in which all three networks have equivalent facilities—gave ABC-TV the edge over NBC-TV in 17 evening half-hours, compared to six in January 1956, while ABC-TV was leading CBS-TV in 11 half-hours as against eight a year ago. Where ABC-TV was ahead of both other networks facilities reasonably soon in such important areas as St. Louis, Boston, Norfolk, Miami and Omaha, among others.

The network already has begun to put uniform contracts, with uniform rates of compensation, into effect with its affiliates, which up to now have had widely differing contracts in many cases. The new terms already have been negotiated with one or two stations and will be extended gradually to the others until uniformity is the rule.

Will this be true in key markets where there are not enough stations for each network to have an affiliate?

On this point, Mr. Treyz would say only that ABC-TV is aware that in the development of radio "other networks paid premium prices" in order to secure the affiliation of 50 kw and other major stations, and that such precedents might not go unnoticed by ABC-TV.

Mr. Goldenson pointed out that affiliation is a two-way street—important to the station as well as to the network. In view of
PAPERS RE-APPRaise Radio-TV

- NAEA members warned of keener media competition
- Chicago meeting given techniques to meet threat

NEWSPAPERS face "smart, tough, powerful" competition from broadcast and other media for national advertising dollars in 1957 but can realize new lineage gains if they sell themselves as "the basic form of communication," the Newspaper Advertising Executives Assn. was told at its annual convention in Chicago last week.

Warning of keener media competition and presentation of techniques for countering "new weapons" fashioned by radio-tv were delivered by representatives of the American Newspaper Publishers Assn.'s Bureau of Advertising and NAEA member speakers at the Edgewater Beach Hotel Monday through Wednesday.

Among highlights of the convention were observations that:

- Network and spot tv still attract new advertisers despite their "increasing doubts about tv's cost and its effectiveness per dollar."
- Network radio is staging a comeback and spot continues to reflect gains.
- Newspapers are "definitely the No. 1 target of tv in 1957."
- Tv's viewing audience is in a process of "splitterization" between channels and programs.
- Run-of-paper color for newspapers can be the answer to tv's challenge in retail advertising.
- Television is "the greatest entertainment medium" but the "news medium is the newspapers."
- Newspapers should have "mislavings" over the percentage decline of national advertising dollars in their medium.

'Miracles' for Food Stores

On the other hand, NAEA delegates were apprised that radio has "done miracles" in publicizing the name of a group of food stores and has been "most efficient" in immediate communication with customers. Use of television aroused considerable enthusiasm among store retailers and sold products, too, NAEA delegates were told.

Gilbert P. Swanston, advertising director of the Spokane Spokesman-Review and Daily Chronical (KQH-AM-TV Spokane), was elected new NAEA president, succeeding Karl T. Finn, Cincinnati Times-Star (WKRC-AM-TV Cincinnati, WTVN-AM-TV Columbus).

Hard "fight" for new national advertising gains in 1957 was set out by Harold S. Barnes, director of ANPA's Bureau of Advertising, who reported that a loss of automotive business in 1956 was offset by gains in other categories. Discussing tv's cost and effectiveness per dollar, he also noted a "60% mortality in network tv programs" last year.

Mr. Finn also set the pace for bureau presentations with a progress report for 1956, pointing out "advertising buyers continue to pay the freight" for tv, "sometimes by reducing their newspaper advertising appropriations."

William I. Nichols, editor-publisher of This Week magazine, felt "too many are assuming that the electronic media have a monopoly on the future" and claimed newspapers remain the No. 1 medium, without need of staging "audience participating shows," "giveaway programs," and "spectaculars."

While tv set ownership grows, he asserted, the viewing audience is "constantly being divided and subdivided between channels and programs." Such a "splitterizing process is especially acute in the urban areas which most advertisers want to reach."

Newspaper admen also were warned against "complacency" in the battle for the national and retail advertising dollar and urged to meet tv's challenge with ROP color. Charles L. Andrews, sales promotion director of the Nashville Banner and Tennessee, singled out objectives of the Television Bureau of Advertising to work more closely with retailers, especially department stores, and help push tv to the top as overall (not alone national) "advertising leader."

Pitch for ROP color also was made by Hal Stubbins, head of his own advertising agency in Los Angeles, who felt that "if color tv can work sales wonders, so can color ROP." He noted results of Cunningham & Walsh's recent "Videotown" survey, claiming that of all major media, "newspapers alone remain unaffected" in terms of tv's effect on readership. Without "dissipating the power" of radio-tv, Mr. Stubbins added, "fiscal facts prove that most of their successful campaigns entailed much greater expenditures than that involved in an average annual newspaper campaign."

Mr. Stubbins told newspaper admen they'd be surprised if they would ascertain "the approximate amount of money successful tv users are allocating to your market in that one medium" and then sell these advertisers on spending a comparable sum in newspapers for a year or two.

Plaudits for radio-tv as effective selling media were delivered by Claude E. Purles, advertising manager of Associated Grocers, Salt Lake City advertising group comprising A. G. Food. He related his organization currently uses 30-second jingles combined with 30 (1 star) second commercials on four radio stations. Radio publicized the A. G. name, drew store traffic and proved effective in appraising customers of last-minute specials. His stores also were the first food retailers to use tv in Utah, with retailer emphasis paid product sales. "This medium afforded us the opportunity to present dramatically items that were unique, items that could be sold only by demonstration," Mr. Purles observed.

ANPA Bureau of Advertising presentations centered on two new projects—a study of daytime tv viewing habits titled "The Little Woman Who Wasn't There" and a survey of teen-age preference called "Tell It To the Teens"—and a report on its "Sponsor, Sponsor" quiz.

Daytime tv study was conducted by C. E. Hooper Inc., using the telephone coincidental in six markets, according to Warren Bragg, bureau's marketing manager. Over 25,000 individual calls were placed during morning hours in three cities and during afternoon in three others. Figures were cited for New York from 8 a.m.-12 noon.

The survey found, he continued, that 9% of homes had no tv sets; another 80.5% had sets that weren't on; and in sets-in-use homes, 46.6% of housewives were at home but not actually watching tv; another 15% were not home; and in 12.9% of the homes housewives reported they were engaged in other activity.

Then, Mr. Bragg reasoned, that leaves over 25% of the original number with sets in use reported to be "viewing television"—or 2.8%, split up and shared by several New York tv stations instead of reaching 10.5% of New York housewives on Tuesday mornings.

Teenage Presentation

Teen-age presentation was prepared by Eugene Gilbert & Co. on a nationwide basis, after a preliminary Chicago pilot survey, and purports to show that teens find tv "most entertaining" (70%) but newspapers "most practical" (54%), using the latter "more now than year ago" (52%). Survey also claims to show that as teens get older (18-19) tv is least "hardest to be without." In fact, they turn more to newspapers and radio. Conclusion is that "the newspaper overtakes tv as maturity overtakes the teenager." Additionally, tv advertising is "liked least" and newspapers "most" by 59% of teens.

Bureau of Advertising also reported continuing field (local newspaper) reports on its "Sponsor, Sponsor, Who Is the Sponsor?" quiz, claiming that almost representatively, about 37% of prospects and customers interviewed can identify the sponsor of a given network tv program. Over 200 NAEA members have ordered the bureau's promotion piece.

Some promotion pieces have caused local automotive dealers to re-evaluate their advertising budgets and reduce their radio-tv outlays, according to Edward A. Falasca, bureau promotion manager. He also revealed that an executive with substantial interests in tv and radio and 1/500th ownership in a Mississippi newspaper, plus ownership of a car dealer franchise, puts 75% of his ad budget into newspapers. He identified the executive as Dumas Milner.

ANPA Bureau also has been active recently in a tv spot study designed to show a limited ability by viewers to recall sponsor of chainbreak announcements beyond 10 seconds after seeing them.

Among bureau observations on commercials are these:

(1) "Surveys show that the big majority of people want newspapers with advertising..."
ADVERTISERS & AGENCIES

JOHN P. CUNNINGHAM, (1) president of Cunningham & Walsh, Inc. and Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, plan for Advertising Week, Feb. 10-16.

The observance is co-sponsored by the Advertising Federation of America and the Advertising Assn. of the West. Mr. Brophy is general chairman this year. Cunningham & Walsh is task force agency.

but would prefer tv without it."

(2) "A tv spot missed is a tv spot lost."

(3) "Ratings are an iffy thing—and the advertiser cannot predict the tv audience his ad dollars will buy." But the daily newspaper audience he buys is constant, not shifting—and guaranteed by the Audit Bureau of Circulations."

(4) "About one-third of all women in the U. S. are working women. Daytime tv can't reach them but daily newspapers can and do."

(5) "Familiarity breeds sales in newspapers. That is the difference between the irritation and resentment a captive viewer may feel over a repeated commercial."

Despite newspapers' claims about receiving more advertising ($3,087,800,000) than radio, tv, magazines and outdoor combined in 1955—and acknowledged lead over tv last year in all advertising, despite television's No. 1 rank in national advertising dollars—NAAE delegates were told that leading national drug and grocery advertisers haven't accepted newspapers yet as "the basic medium" and were reminded of a percentage decrease in national ad dollars for newspapers.

Comparative cost increases among network and spot radio-tv and other media were cited in a talk by Cliff Samuelson, director of grocery products advertising, General Mills Co., who claimed that newspapers have failed generally to price themselves "competitively" and afford adequate and comparable discounts.

Effect resulting from discontinuance of factory-dealer co-op advertising funds by General Motors and Chrysler Corp. [8-T, Jan. 14] was canvassed for the automotive industry by Roland R. Postel, Detroit regional manager for the ANPA Bureau of Advertising. He expressed belief automotive advertising will be larger in 1957 and newspapers will get an increased allocation. He stated:

"One effect of the co-op policy change . . . is that the factories feel they will now be free to develop markets they believe have sufficient potential to repay increased promotion. Under the co-op arrangement, the amount of advertising in a given market was largely dependent on the number of cars sold in that market. Now additional advertising pressure can be exerted where the manufacturer's potential appears to warrant it."

Mr. Postel urged newspaper admen to maintain steady dealer contact and also revealed "millions of dollars in unused co-operative funds" will be refunded to dealers, giving them additional money of their own for advertising this year, over and above out-of-pocket appropriations. At last in the case of GM, unless newspapers actively woo these dealers, he warned, "the money may go into radio or tv."

McCarthy Co. Plans More Use Of Radio, Tv, Printed Media

INCREASED use of radio, tv and printed media is planned by McCarthy Co., Los Angeles, for California Long White Potato Advisory Board, Bakersfield, Calif., which has appointed the McCarthy agency to handle its advertising campaign for the fourth successive year.

With an increased budget of about 25% over last year, increased expenditures throughout are contemplated, the agency reported, although plans are not yet finalized. Last year saturation radio was used, in five markets, starting in May, on KLAN Los Angeles, KLIF Dallas, KWMH Detroit, WHK Cleveland and WFBM Indianapolis.

Possibly seven markets may be included in this year's radio drive. Last year's use of television was largely on a tie-in basis, but in 1957 some tv time may be purchased for the account.

General Foods Drops 'Hiram'

GENERAL FOODS, N. Y., will drop its sponsorship of Hiram Holiday on NBC-TV, Wed., 8:30 p.m., and will become instead the alternate week sponsor of Wells Fargo (Monday, 8:30-9 p.m.) effective March 18. Pall Mall cigarettes will be the alternate sponsor of the show effective March 25.

The cigarette firm was alternate sponsor of Stanley, which will be succeeded by Wells Fargo. Young & Rubicam, N. Y., is agency for GF and SSC&B services the Pall Mall account.

MM&J Signs for 'Amos 'n Andy' Minute MNINNESOTA Mining & Mfg. Co., St. Paul, for its new "Scotch Brand" mastic tape, has signed with CBS Radio for 12 five-minute segments in the network's Amos 'n Andy Music Hall (Mon.-Fri., 7-7:45 p.m.; Sat., 12:05-12:30 p.m.), it was announced last week by John Karol, vice president in charge of sales. The purchase, through McCann-Erickson Advertising, Minneapolis, became effective in March 4. Contract calls for three participations weekly for four weeks.

Drive-Ins Ripe for Radio, Analyst Sindlinger Avers

THE BOOMING drive-in theatre business has been overlooked by radio as an advertiser prospect although this industry can use radio to maximum advantage.

This observation was made to BT last week by Albert E. Sindlinger, president of Sindlinger & Co., Ridley Park, Pa., business analysts, preparatory to a talk he is to give tomorrow (Tuesday) before more than 2,500 members of National Allied Drive-In Theatres of America in convention in Cincinnati.

Among the points he will stress in his talk, Mr. Sindlinger said, is the increased possibility of considering radio advertising, particularly in view of the large listenership in automobiles.

The Sindlinger organization conducts audience research for radio, television, motion pictures, newspapers, magazines, books and travel on a daily basis throughout the U. S. On the basis of the organization's findings, Mr. Sindlinger said, it is estimated that 30% of drive-in theatre attendance is "spontaneous, spur-of-the-moment." He will recommend to drive-in owners that they explore the possibility of sponsoring programs between 5 p.m. and 7 p.m. as a means of stimulating interest in attendance.

Mr. Sindlinger said that although radio stations have not concentrated on selling drive-in and other theatres large accounts neglected radio, drive-in operators who have utilized radio report "most satisfactory results."

Mr. Sindlinger supported his thesis on the potential value of radio advertising to drive-ins by pointing out that in an average day between 80 to 86 million people ride in automobiles. Research indicates, he said, that up to 50 million people each day listen to a radio in an automobile. He believes that radio advertising in the 5-7 p.m. segment (when a motorist may be mulling his plans for the evening) may very well inspire a driver to attend a drive-in theatre.

10 Buy 'T-H-T' Participations

BROADCASTING

LET'S AVOID 'BY THE NUMBERS' TIMEBUYING

It takes more than statistics to make a good broadcast buy. So said Arthur Pardoll, media group director of Foutz, Cone & Belding, before a seminar of the Radio-Television Executives Society in New York last Tuesday. He offered 12 other yardsticks, which appear below in condensed text.

MR. PARDOLL

A WEAKNESS in some timebuyers is a tendency to rely overly much on slide rule calculations in their evaluation. It is a particularly common practice to rate availabilities strictly on a statistical basis, without considering other important factors. In many cases this results in missed opportunities which might offer enough qualitative advantages to compensate for any statistical weakness.

As a concrete example, let's say we are considering two availabilities for a client with a product for women. Program A has twice the number of listeners as Program B, yet investigation may show that Program B has much stronger appeal to older women—the group we especially want to reach with our product message. Buying statistically, we'd have bought Program A, with a smaller percentage of the women we want to talk to.

Let's see now if it is possible to make some of the intangibles more tangible. What should the ideal timebuyer watch for?

Here are 12 headings our timebuyers use routinely. They're not strict rules, but they are useful guideposts for effecting the best buys for clients.

Fixed with a broadcast media selection, we ask ourselves these questions:

1. What is the climate under which the commercial will be seen or heard? Is the program environment compatible with the message? Is it integrated with the program?

Most of us are familiar with the Medic television program and its generally serious format. The sponsor here must be very careful in the preparation of his message, to be sure that it fits into the environment of the program structure. A strong, hard-sell commercial or a light, animated cartoon-type commercial would be out of place.

2. Does the program reach the right people at the right time?

One could argue, for example, that a tired homemaker doesn't want to hear a hard-sell laundry product message during the evening hours when she's trying to relax. The product might better be sold on a daytime soap opera.

3. Does this particular station adhere to its published rates?

Is the same rate offered to all advertisers? Is a packaged rate offered to all?

We have found many stations today are prone to offer package buys. If these are new, we're quite interested in seeing them on the rate card, offered to all advertisers. Otherwise, we wonder whether others may be buying virtually the same package at lower rates.

4. What about the general integrity of the station person involved? What has been our past experience with their fulfillment of commitments?

I mention this because, unfortunately a few stations in the past have made us promises of special promotion, merchandising and other help, then fail to deliver after the business was secured. By and large, I must add we have found the broadcasting industry basically honest in this regard.

5. Does the station come up with its own creative ideas about how to use its facilities better?

For example, in radio today, everyone is interested in the early morning hours. Yet there are stations in industrial areas where late afternoon time is just as important audience-wise from the client's point of view. Does the station call this to our attention and, more important, document its case with facts and figures?

6. Does the station offer improvements of its own?

There are few stations today showing interest in a client's campaign once business is secured. Some, I'll admit, improve schedules from time to time on their own, but the usual practice is for the timebuyer to continually negotiate for improvements. That shouldn't be necessary.

7. Does the station try to understand our problem?

The strategy for each of our clients, as you may know, is directed by an overall marketing plan. This determines what we're going to say, how we're going to say it, and to whom it will be said. Our marketing plan for Client X, for example, may indicate the use of early morning radio spots. (What marketing plan doesn't these days?) Yet after hearing the objectives of the campaign carefully defined, many reps will still try to sell us something different.

8. What about this station's merchandising cooperation? This is not a primary media consideration but all things being equal can be decisive.

Merchandising cooperation doesn't necessarily mean mailing post cards, securing displays or sending letters to the trade. More important, it involves personal contact with key people to sell them on the advertising support being given products handled in their stores. When this is done properly, it can result in retailers building their inventories to meet increased demand, and that's the kind of merchandising support that builds station billing.

9. What personality factors are involved in the prospective buy?

We're all familiar with radio and television figures whose audience more than makes up in enthusiasm at the point of sale for what it lacks in numbers. In today's increasingly competitive situation, any impetus that can be added to a product's sales effort is helpful and desirable. A popular local disc jockey, for instance, can be considered part of the client's sales force since his endorsement of a product frequently creates new users.

10. Does the station abide by its scheduling promise? Is it overly commercial? Do they routinely triple-spot?

The trend in radio today, as you know, is toward saturation purchases. Since this involves a tremendous number of commercials, it's important to us that there be adequate separation. So we're always interested in whether a station provides a fifteen-minute separation if asked, and if they're careful to separate competing brand or brands with similar sales appeals.

In order to avoid loss of business, some stations jam popular periods with commercials, thus diluting the effectiveness of each one individually. Under such circumstances it might be wiser for us to place our business in a less popular time period on the same station or another station.

11. How much public service programming does the station do?

Frequently this is a measure of its interest in the community and the community's interest in the station. Since spot buying is on a local level, the intimate relationship of a station to its community is vital.

12. What is the general acceptance of the station within the local business community? Is it used extensively for advertising by local retailers?

Usually this is a most helpful barometer and many station reps miss a good bet when they fail to tell the agency about their local successes. Unlike national advertising where sales are reflected on a regional or national basis and individual weaknesses can thus be concealed, the local advertiser must find his efforts productive. If the cash register doesn't ring, he quickly becomes an ex-advertiser. So a station's local track record is an important measure of influence.

I do not pretend that this list of intangibles is complete. It is intended only as a starting point, as an example of some of the factors every timebuyer must weigh. But it is important that some start can be made, for it is the ability to go beyond the numbers, to exercise judgment and imagination, that determines the timebuyer's ultimate worth to his client and to his agency.

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Workshop to Probe Broadcasting Problems

HOW do leading advertisers successfully handle the "difficult" day-to-day problems that crop up in broadcasting?

This question covering the broad range of the broadcast business—including tv commercial pre-testing, radio buying, costs and effectiveness of filmed and live commercials, color and spot tv and network programming costs—is scheduled for discussion at a special, one-day workshop to be held Feb. 14 by the Assn. of National Advertisers at the Plaza Hotel in New York.

Agency executives, as well as advertiser and station spokesmen are scheduled to appear as speakers at the workshop that has as its theme, "Where Radio and TV Stand Today." Question-and-answer periods will be included.

The program as announced by the workshop chairman, George Abrams, vice president in charge of advertising, Revlon Products Inc., New York, with speaker and topic, follows:

Sherwood Dodge, vice president, Foote, Cone & Belding, on "Pre-Testing Tv Commercials"; Mary McKenna, director of research and sales development, WNEW New York, "Is Radio Still a Good Buy?"; Bob Foreman, vice president in charge of radio and tv, BBDO, "Comparing Costs and Effectiveness of Filmed and Live Commercials"; Samuel Thurm, director of media division, Lever Bros., "Our Experience With Color Tv"; Linneta Nelson, buyer-consultant, Kudner Agency, "When Spots Become Available—Who Gets 'Em?"; and C. Terrence Clyne, vice president and chairman of plans review board, McCann-Erickson, "Are the Costs of Network Programming Coming Down?"

According to ANA, the radio and television workshop is one of a series planned for this year which will deal with a wide range of topics related to advertising. All of the workshops will be for ANA members and closed to newsmen.

### GASOLINE-OIL IN NEW YORK TV

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

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

#### NATIONAL (NETWORK) INDEX

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<th>Rank</th>
<th>Product and Agency</th>
<th>Network Shows</th>
<th>Total Networks</th>
<th>&quot;Commercial Units&quot;</th>
<th>Hooper Index of Broadcast Advertisers</th>
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<td>1.</td>
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#### NEW YORK (NETWORK PLUS SPOT)

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<td>1.</td>
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<td>2.</td>
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<td>3.</td>
<td>Esso Standard Oil Co. (McCann-Erickson)</td>
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<td>4.</td>
<td>Socony Mobil Oil Co. (Compton)</td>
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<td>American Oil Co. (Joseph Katz)</td>
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<td>6.</td>
<td>Cities Service Co. (Ellington)</td>
<td>—</td>
<td>1</td>
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In the above summary, the monitoring occurred the week ending Dec. 8, 1956.

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

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**Merchandising's Value Outlined at RTES Meet**

MERCHANDISING can not be regarded as a means to an end in marketing but as an adjunct, counseled Edward F. Braden, Foote, Cone & Belding vice president, at a roundtable luncheon held Wednesday in New York by the Radio & Television Executives Society.

Mr. Braden discussed merchandising and its relationship to media, sharing the platform with R. C. (Jake) Embry, vice president and general manager of WITH Baltimore.

While merchandising is no substitute for a good media buy, it is an important service to the advertiser that can be provided by the station, Mr. Embry said, describing in detail how WITI has gone about its merchandising activity.

Emphasizing that merchandising was not an end unto itself, Mr. Braden warned that much of it is waste—in effort, time and money.

He felt, too, that the only fully documented merchandising efforts are those which are successful, and said he had "a feeling" that there are more failures than successes.

Mr. Braden, however, underscored the importance of merchandising via media, stressing that the media which do "the best merchandising" will affect selection of the medium to be used by the client.

He said it was not up to the media or advertising agency to secure distribution for the product but asserted that advertising media ought to have a marketing package to aid distribution.

WITI's reasons for employing a full-scale merchandising service included, according to Mr. Embry, the following:

The advertiser should get results in the maximum degree; merchandise ought to be moved off the shelves so that he can feel the movement and consider that his advertising has been made more effective. This helps when renewal time comes around, he added.

Shoppers' decision in "impulse buying" can be sharpened or speeded up by radio pre-selling and display (via merchandising) serving as a reminder.

In a big market, a radio outlet must be aware of competition, not only in radio but in other media as well—who is merchandising and how much.

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**Ad, Editorial Art Exhibit Set**

THE TWELFTH ANNUAL West Coast Exhibition of Advertising and Editorial Art will be held Feb. 27 through March 27 at the State Museum of Science and Industry, Los Angeles, under the auspices of the Art Directors Club of Los Angeles. Some 200 complete advertisements, original drawings, paintings, photographs and television commercials will be exhibited, selected from more than 2,000 entries submitted by artists and art directors in the 11 western states. Awards of distinctive merit will be given to winning entries in each of 25 categories.

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**Page 32 • January 28, 1957**

**Broadcasting • Telecasting**
A DOLLAR
will go
a long way
these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

WHEN you consider what's happened to the purchasing power of the dollar, it's mighty impressive to see what a buck will still buy in national spot radio—especially WHO Radio!

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual listening homes.

That's 1,136 homes for a dollar, or 1,000 homes for $.88—ALL LISTENING TO WHO!

That's the rock-bottom minimum. Over and above this proven audience, 50,000-watt WHO is heard by hundreds of thousands of unmeasured listeners, both in and outside Iowa. Bonus includes Iowa's 573,000 car radios and 527,000 extra home sets—plus vast audience in "Iowa Plus"!

Let your PGW Colonel give you all the facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)
Hundreds write
It's the only station they can get

You should see the mountain of mail that KFRE is pulling from the rugged hill country that comprises one-third of Central California — and this is a special kind of mail.

It is being written by hundreds of families to express their warm, personal, daily appreciation of the VHF signal which not only introduced them to television but is also bringing them the only picture they can get.

Channel 12 can reach thousands of these foothill families. And it certainly has—right in their hearts.

This same powerful signal now gives you CBS coverage of over a million people in the rich San Joaquin Valley, too. By any measure, it is your most productive Central California buy.

KFRE-TV
FRESNO

"Ask your Blair TV man"

The only TV station between San Francisco and Los Angeles with the complete CBS Network schedule.

Paul K. Bartlett, President
Ed. J. Frech, Manager
Bob Klein, Sales Manager
New Offices Shown
By McCann-Erickson

WHAT its officials described as the most modern television facilities available were unveiled by McCann-Erickson last week to give newsmen an advance look at its spacious new home office quarters occupying 14 floors of a new 30-story office building at 485 Lexington Ave., New York.

Described in a closed-circuit telecast by Vice President Ted Bergmann of the TV-radio department, the quarters include a control room capable of transmitting four TV programs simultaneously with closed circuit system operating to all floors, four screening rooms with seating capacities from 20 to 75 each, a cutting room, a prop room, live cameras on the premises, 16 mm projectors, closed-circuit lines from all three TV networks, and an exclusive arrangement with Empire Broadcasting Co. for the transmission of 35 mm film. The equipment is designed for color as well as black-and-white although transmissions are in black-and-white “at this time.”

The agency's TV-radio department, which is headed by Vice President C. Terence Clyne, currently is billing at a rate of more than $100 million a year.

The preview of the new “home office” came as McCann-Erickson began shifting 1,100 New York employees into the new quarters in what it described as “the largest office move ever made by an advertising agency.” The move was slated to be completed by today (Monday), when the new home office officially opens for business. The new telephone number is Oxford 7-6000.

Agency departments now situated in five different buildings in New York are being consolidated in the new quarters. However, the agency's world-wide corporate headquarters will remain at 50 Rockefeller Plaza, together with the company's International Division (McCann-Erickson Corp.). The Marshall & Pratt Division and Communications Counselors Inc., public relations affiliate, will continue at their present quarters at 460 Park Ave. and 355 Fifth Ave., respectively.

“Utmost in Convenience”

Officials explained that the new home office, occupying a total area of 208,000 square feet, has been designed throughout to “provide the utmost in convenience and efficiency.” They pointed out that departments, which work together, have been placed in close proximity, and floor layouts have been arranged functionally to correspond with the flow of work through the agency. Communications will be speeded, they said, by an automatic mail conveyor operating between all floors, and a 10-position central switchboard connecting telephone facilities at both 475 Lexington Ave. and 50 Rockefeller Plaza.

Among other features of the new quarters are dehumidified air conditioning, special fluorescent lighting and recessed file and storage cabinets. Employees will have their own luncheon room and lounge, and a hospital room with a full-time registered nurse in attendance.

Each floor has its own conference room equipped with tape-recording facilities. Three additional conference rooms for the agency's marketing plans, creative plans and plan review board are equipped with TV screens, radios and projection booths.

Two receptionists will be on duty in the lobby reception room inside the main entrance to the building. A feature of the reception room is a large wall map, showing the agency's global network of 37 offices in the U. S. and abroad.

Falstaff Corp. to Sponsor “49’ers Football Broadcasts

BROADCASTING rights to all of the San Francisco Forty Niners' football games for 1957 and 1958 have been purchased by Falstaff Brewing Corp., it was announced jointly by Alvin Griesedieck Jr., advertising director of Falstaff and Tony Morbito, co-owner of the football club.

Mr. Griesedieck also said the brewery will repeat its regional sponsorship of the pro Game of the Week telecasts in 1957 on CBS-TV stations in California, Arizona, Nevada and west Texas.

A&A SHORTS


Beam & Milici, Honolulu, has been dissolved. Paul Beam and Ray Milici have split accounts of former agency and set up separate firms. Mr. Beam heads Paul Beam Assoc. at 850 Richards St. and Mr. Milici has set up Milici Adv. Agency at 850 Kapio-lani Blvd., both Honolulu.

Littman Co., advertising, merchandising and public relations firm, has opened offices at 18 W. 56th St., N. Y. Mr. Littman, president of company, formerly was vice president-account director at Ovesey & Straus, same city.

NETWORK NEW BUSINESS


Breast O' Chicken Tuna Inc., San Diego, to sponsor "Maurice Chevalier's Paris," an NBC-TV spectacular, on March 6 (Ash Wednesday), to inaugurate its Lenont promotion. Agency: Foote, Cone & Belding, L. A.


NETWORK RENEWALS

Mary Ellen Inc., Berkeley, Calif. (jams and jellies), has renewed sponsorship of Harry Babbit Show on 21-station Columbia Pacific Radio Network, 7:45-8 a.m. PST, on Mon.-Wed.-Fri. and Tues.-Thurs. alternating basis. Agency: Jewell McDonald Adv., S. F.

Highland Church of Christ, Abilene, Tex., through Martin Co., Chicago, has renewed its, Herald of Truth religious program on ABC Radio (Sun., 1-1:30 p.m. EST), effective Feb. 3.

AGENCY APPOINTMENTS

Colgate-Palmolive Co., N. Y., for Brisk toothpaste, has appointed Cunningham & Walsh, N. Y.

Weco Products Co. (Dr. West toothbrushes), Chicago, appoints Henri, Hurst & McDon-

Columbia River Packers Assn. (Bumble Bee seafood), Astoria, Ore., names Richard K. Manoff Inc.

Ryder System Inc. (national truck rental and motor carrier firm) names Grant Adv.


Stanley M. Friedman Co. (auctioneer), S. F., names John M. Gallagher Adv., same city.

Crocket Watch Co. names Doyle Dane Bernbach, N. Y.

J. A. Wright & Co. (Wright's silver cream), Keene, N. H., has appointed Charles W. Hoyt & Co., N. Y. and Miami.

Voigtlander Co. (35mm cameras, accessories), Braunschweig, Germany, appoints Gourfain & Assoc., Chicago.

A&A PEOPLE

Fay H. Williamson, formerly with Crowell-Collier, to H. W. Kastor & Sons, Chicago, as vice president. Dean Snow, John S. Wiggin, both account executives with firm, and James H. West, head of radio-tv, also named vice presidents of Kastor.

John Peace, vice president and director of William Esty & Co., N. Y., named member of plans board.

Sanford L. Hirschberg, vice president of Dowd, Redfield & Johnstone Inc., N. Y., joins Peck Adv., same city, as vice president and director.

Frank C. Armstrong Jr., director of public relations, and Stephen H. Richards, account manager of Buick division, Kudner agency, N. Y., appointed vice presidents.

Donald E. McGuiness and Lloyd A. Wilson, account executives at Aubrey, Finlay, Marley & Hodgson, Chicago, elected vice presidents.

Maxfield S. Gibbons, executive on Westinghouse Broadcasting Co. account, Ketchum, MacLeod & Grove, N. Y., named account supervisor.

Lawrence W. Scott, advertising manager, Consumer Products Div. of Westinghouse Electric Corp., to Cunningham & Walsh, Chicago, as vice president and account supervisor on Sears, Roebuck Co., effective Feb. 1.

Richard W. Battan, vice president, Robert Otto & Co., N. Y., appointed executive vice president and director.

Walter S. Driskill, vice president in charge of marketing, Gunther Brewing Co., Baltimore, to Warwick & Legler, N. Y., as vice president and account supervisor.

Robert E. Abbott, account executive, creative director and assistant to president, Burton Browne Adv., Chicago, appointed vice president and general manager of agency.

Edward D. Cummings, media director, Robert W. Orr & Assoc., N. Y., appointed vice president.


LOEW'S TO BEGIN TV FILM PRODUCTION

- Letter Reveals Loew's Plans
- Barry To Head New Operation

LOEW'S INC. last week disclosed plans to enter the tv film production field, acting upon the final phase of a blueprint advanced several months ago to place the company in the distribution, station ownership and production areas of television. Loew's move into tv film production was revealed in a letter to stockholders by Joseph R. Vogel, president, accompanying the organization's annual report for the fiscal year ended Aug. 31, 1956. The production operation, along with the distribution and station ownership activities, will be under the jurisdiction of MGM-TV, headed by Charles (Bud) Barry, vice president in charge of television activities.

In a separate announcement, Mr. Barry said an MGM-TV program board that has been functioning for several weeks, has been considering some 1,500 titles of MGM feature films for possible tv series adaptation. Among the titles cited by Mr. Barry were "The Thin Man," "Nap and Bill," "Casablanca" and "Andy Hardy." Before undertaking pilot films, the announcement said, Mr. Barry will confer with members of his sales organization in New York on the suggested titles and meet with New York agencies and clients who may be interested in the production of the film series.

Mr. Barry, who has been operating out of New York, will make his headquarters in Hollywood, where he will be able to maintain close contact with the MGM-TV program board which consists of Mr. Barry and Adrain Samish, director of programs; Sam Marx, executive producer; Ruth Kyle, program coordinator, and Maurice Gresham, western television sales manager.

In the company's annual report, Mr. Vogel revealed that for the fiscal year ended last August net profit after taxes amounted to $4,837,729 (equivalent to $.91 per share), compared to $3,511,733 (equivalent to $.03 per share) in the preceding year. The company's pretax profit of more than 700 feature films to 29 tv stations with contracts signed amounting to more than $31 million in gross income. The company-owned WMGM New York, the report said, without revealing figures, showed "an increased profit" over the previous year.

RKO Tv Buys 104 Half-Hours Of 'Playhouse of Stars' Films

PURCHASE by RKO Television of 104 half-hours of dramatic film programs carried on the Schlitz Playhouse of Stars network program was reported last week by Robert Manby, RKO Teleatro vice president in charge of RKO Television. The films were acquired for about $1.2 million from Eridian Productions, New York, which had owned and produced the series for four years.

Mr. Manby said that these films will be made available immediately to stations and sponsors through RKO Television. CBS-TV will continue to carry Schlitz Playhouse of Stars, which Revue Productions, Hollywood, currently produces. Mr. Manby reported that reruns will be marketed under another title, still undetermined.

Unit Four Group to Relinquish Production of 'Kaiser Hour'

UNIT FOUR, a program packaging group originally composed of Worthington (Tony) Miner, Franklin Schaffner, George Roy Hill, and Fielder Cook, will relinquish production of the Kaiser Aluminum Hour (NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EST) following the Feb. 12 program.

Talent Assc. Ltd., an independent pack- ing firm headed by Alfred Levy and David Susskind, which last year signed an exclusive production contract with NBC-TV, will take over the series effective Feb. 26.

Unit Four, which dwindled to three producers-directors last November with the resignation of Mr. Miner, was originally signed to a one-year contract with NBC-TV effective last June 18. It could not be determined whether the network would absorb the cost of cancellation or pass it on to the sponsor, Kaiser Aluminum & Chemical Corp., serviced through Young & Rubicam, New York.

For some time, Unit Four had been at odds with both client and agency about the type of material aired—or scheduled to be aired—on the series. Late last year, Mr. Miner resigned, and at the time, a statement was issued by Unit Four (and agreed upon by Y&R) that the Kaiser Aluminum Hour would continue to be a Unit Four production.

New Movie Distribution Firm Formed as Subsidiary to NTA

FORMATION of NTA Pictures Inc., New York, as a subsidiary of National Telfilm Assoc. to function in the theatrical motion picture distribution field, was announced last week by Oliver H. Unger, executive vice president of NTA.

The operating head of this new venture for NTA will be Erwin Lesser, who has been named vice president in charge of distribution, Mr. Unger said. Mr. Lesser has been active in the theatrical film distribution field for more than 20 years and served most recently with Pacemaker Pictures and Commander Pictures of New York, which he headed. Earlier he had been associated for more than 10 years with Paramount Pictures' foreign and domestic departments.

Mr. Unger said that the first two properties that NTA Pictures will handle for the
atrical distribution are "Bells of St. Mary's," starring Ingrid Bergman and Bing Crosby, and "Gulliver's Travels." He said the company currently is negotiating with motion picture producers for "a flow of a limited number of outstanding new feature films." Mr. Unger noted that in entering the theatrical field, NTA, which has been in the tv distribution business for more than three years, is reversing a trend of motion picture companies entering tv.

**RKO Teleradio Distribution Pact Not to Affect Its Tv Operations**

RKO Teleradio Pictures' contract with Universal-International Films Inc., under which the latter organization will distribute motion pictures begun by RKO film studios prior to Dec. 31, 1956, will not affect the television operations of RKO Teleradio, Thomas F. O'Neill, RKO Teleradio president, said last week. RKO Television will continue to distribute tv films series as heretofore, Mr. O'Neill added.

The contract with U-I, Mr. O'Neill said, was undertaken to reduce overhead and will result in a savings of about 53% on each motion picture. He said the company is considering production of tv film series based on story material to which RKO studios holds rights but no firm decision has been made. The contract with U-I was announced last week after reports had circulated of RKO's plans to eliminate its distribution organization.

**Sterling Tv Appoints Liebeskind**

APPOINTMENT of Nat Liebeskind as general manager of Sterling Television Co., New York, was announced last week by Saul J. Turrell, Sterling president. The move follows Mr. Liebeskind's election to Sterling's board of directors several weeks ago. Mr. Liebeskind served most recently as general manager of Times Television Co., New York. He is a veteran of the motion picture and television industries, having served at various times as general manager of the Latin American Div. of Universal Pictures, Warner Bros. and RKO Radio Pictures.

**Ellsworth Film Company Formed**

JAMES ELLSWORTH PRODUCTIONS, a motion picture production company, has been organized by James Ellsworth, formerly with Howard Hughes, as president and David Hayes, associate producer, as vice president.

Allan Chase, tycoon of the Australian rice industry and Poncet Davis, rubber and oil magnate, and others are backing the new company. It already has a half-hour tv sports series, Champions of Sports, in the works, with the initial film, dealing with the Los Angeles Rams, now completed.

The firm's first theatrical picture will be a feature film based on the Kraft Television Theatre telecast "Five Minutes to Live." Ellsworth headquarters are at 9538 Brighton Way, Beverly Hills, Calif.

**Paramount News Ends Operation**

A SECOND movie newsreel will discontinue its operations. Paramount News, newreel operation of Paramount Pictures, will end a 30-year service to theatres on Feb. 15. Last August, Warner-Pathe ceased operations. Left in the newsreel field now are Fox Movietone, Universal News and Metro-Goldwyn-Mayer's News of the Day. A decline in newsreel business among theatres is reported, with reasons given as economy moves by exhibitors and the competition of tv news coverage.

**49 'Rocket 86' Packages Sold**

SALES of "Rocket 86" package of feature films in 49 markets during its first month of distribution was announced last week by Harold Goldman, National Telefilm Assoc. vice president in charge of sales.

The package contains 78 motion pictures produced by 20th Century-Fox. Among the stations which bought the films are: KNXT (TV) Los Angeles, WTOP-TV Washington, WDSU-TV New Orleans, WKRC-TV Cincinnati, KWTV (TV) Oklahoma City, KGMO-TV Kansas City, KVOO-TV Tulsa, KENS-TV San Antonio and KUTV (TV) Salt Lake City.

**OFFICIALS of WJIM-TV Lansing and Gross Telecasting Inc. discuss with Tony Coats (l), Lansing-Jackson furniture and appliance dealer, his recently completed negotiations with General Teleradio for the purchase of the RKO Million Dollar Movies for the area. At the signing with Mr. Coats: Keith Oliver (standing), station account executive, and Hal Gross, president of Gross Telecasting. In the negotiation Coats scheduled two full-run movies per week on WJIM-TV and also signed for a 15-minute daily segment across the board and a saturation spot schedule on WJIM Radio. Total radio and tv budget with Mr. Coats for 1957 is about $50,000.**

**Theodore Hamm Brewing Co. for KSTP-TV Minneapolis; Kroger Supermarkets for WKRC-TV Cincinnati; Coca-Cola Co. for North Dakota and Carling Brewery for Cleveland.**

**Screen Gems, N. Y., reports sale of 26 cartoons, produced by Tempi-Toon Co., to CBS-TV's Captain Kangaroo Show. Screen Gems will distribute cartoons in 11 western states which do not carry CBS-TV program.**

**Motion TV, N. Y., reports sale of The Tracers, half-hour tv film series, to KRAA-TV Los Angeles, KLIR-TV Las Vegas and WDBO-TV Orlando, Fla., raising total markets in which series placed to 35.**

**FILM PRODUCTION**


Theatrical Enterprises Inc., N. Y., announces its entry into film production with 39 half-hour series, Golf with the Champions, which is being produced in association with Official Films, same city.

**FILM RANDOM SHOTS**

ABC Film Syndication moves its N. Y. offices to Paramount Bldg., 1501 Broadway. Telephone: Lackawanna 4-5050.

**FILM PEOPLE**

Association Films, N. Y., has installed Bell System Telewriter to Service in its four exchange centers to simplify and speed up ordering and booking of public service film programs. Stations may now send messages to Association Films by teletype, using one of the following numbers: Ridgefield, N. J. —NY 4649; La Grange, Ill.—LAG Il 2651; San Francisco—S.F. 1572 and Dallas—DL 1095.

William A. Robinson promoted from sales manager to general manager of sales promotion and training division at Kling Studios Inc., Chicago.

Lou Dickey, sales manager, KMMG-TV Minneapolis, to Guild Films Co., N. Y., as midwest sales supervisor.

Maury J. Glaubman, writer-producer, to Dynamic Films Inc., N. Y., as director of public affairs division.

James Chapin, producer for General Television Pictures, appointed supervisor of newly-established merchandising department for UPA Pictures, Burbank, Calif.

Larry Menkin, tv writer-producer, joins Ziv Tv as associate writer-producer, assigned initially to West Point unit.
“never send a boy to do a MAN’S job” . . .

And it’s a man-sized job to effectively blanket ALL the rich retail trading area that comprises the greater Dallas-Ft. Worth, North Texas market. It’s a market where approximately 64% of all retail sales originate outside this million-plus metropolitan area. It’s a market that only WFAA covers so well! In fact, it’s the station with the largest audience of any radio outlet in the State of Texas! Why not let your PETRYMAN give YOU the complete story of the “man-sized radio buy” in Texas?
Mr. Theodore F. Shaker  
WXIX Sales Manager  
5445 North 27th Street  
Milwaukee 9, Wisconsin

December 3, 1956

Dear Ted:

When we told you that national sales for Cream of Wheat were up 6%, you said, in a half-joking way, that they must be better than that in Milwaukee.

Well, so help me, you're right. Cream of Wheat sales in Milwaukee are up 11% so far this year over last.

This is a WXIX success story, for you are the only station we are using in your market and the majority of Cream of Wheat’s advertising is in television.

This healthy increase is especially significant when you consider that Cream of Wheat engages in no special price concessions, cooperative advertising deals or premium promotions. This sales increase is strictly the result of good, old-fashioned, straight selling.

So take a bow, Ted, for your great station. And on behalf of our client Cream of Wheat, sincere thanks.

Byers
WXIX  CBS Owned, Channel 19, Milwaukee. Represented by CBS Television Spot Sales
BACK AGAIN: MOORE REPEATS CHARGE OF NETWORK MONOPOLY

- 67-page rebuttal takes issue with CBS-Stanton testimony
- Calls for amending FCC rules on option time, must buys

RICHARD A. MOORE, president-general manager of KTTV (TV) Los Angeles, who last March charged tv networks with wholesale antitrust violations, opened a new network attack in documents to be published in the Senate Interstate & Foreign Commerce Committee's hearing record and made available last week.

Mr. Moore and KTTV told the committee the March charges were "accurate in all material respects." They denied emphatically the testimony by CBS and Dr. Frank Stanton, CBS Inc. president, that KTTV's statements were inaccurate, false, irresponsible and unsubstantiated.

KTTV filed a 67-page answer to Dr. Stanton's testimony last June [B&T, June 11, 1956], charging that network control of prime evening hours had tended to dry up the available supply of film programs for non-network syndication.

Mr. Moore's original testimony, given the committee March 26, 1956 [B&T, April 2, 1956], had charged that network practices such as time options, must buys and exclusive dealing features of affiliation contracts were in restraint of trade and violative of antitrust laws. He was supported at that time by Prof. Donald Turner, of Harvard Law School, who joined in filing a supplementary statement in conjunction with KTTV's latest comments.

The hearings last spring revealed the Dept. of Justice was looking for possible antitrust aspects of tv network practices.

Mr. Moore originally suggested FCC rules be amended to control time options and must-buys, with a concentration of programs from a single program source limited to not more than 75% of the four established segments of the broadcast day and of the 7:30-10:30 p.m., period.

In its latest comment KTTV contends such procedure would restore to television two basic principles of free broadcasting—the station would be the judge of its own program schedule, with more desirable programs appearing in time periods that best suit the local public, and equality of opportunity would be created for non-network program producers.

KTTV answered point-by-point many statements made by Dr. Stanton last June. It charged the network with using a technique in which "CBS first paraphrases the KTTV statement, changes its meaning, and then attempts to refute the changed version."

A separate KTTV memorandum said network practices have made tv a purely national medium during the most convenient viewing hours. KTTV's plan, it was added, will restore tv's potential as a local medium without impairing its national service.

The three tv networks have "absolute power to decide what the American public shall and shall not see during its most convenient viewing hours," the memorandum contends, with the KTTV proposals giving greater freedom of choice to the public by opening the medium to all creative sources.

A 60-page reply memorandum of law dealing at length with legal points involved in network practices and relating these practices to the antitrust laws was filed by Mr. Turner; Lloyd N. Cutler, Marshall Hornblower and Samuel A. Stern, and the firm of Cox, Langford, Stoddard & Cutler.

In supporting Mr. Moore's earlier prediction that network control of prime hours would sharply reduce available syndicated

RIDERS ON THE ANTITRUST MERRY-GO-ROUND

IT ALL BEGAN, in earnest, when Richard A. Moore of KTTV (TV) Los Angeles went before the Senate Commerce Committee to charge that network must-buy and option time practices violate the antitrust laws. That was in March 1956.

THE NETWORKS took issue with Mr. Moore's charges. All three television network presidents (Kintner, then of ABC; Stanton of CBS; Sarnoff of NBC) came to Washington to present their side of the story. Big gun of the network counterattack was an elaborate presentation on the basics of operational philosophy, presented by CBS' Dr. Stanton. That was in June.

CAME THEN the Hon. Emanuel Celler, congressman from New York and chairman of the House Antitrust Subcommittee, who called the networks onto the carpet in New York to answer various complaints of monopoly tactics. That was in September.

A STAR WITNESS before the Celler inquiry was Asst. Atty. Gen. Victor Hansen, who fronts the Justice Dept.'s antitrust division. He told the subcommittee that FBI agents were investigating antitrust aspects of network operation.

NBC HELD its birthday celebration in Miami, and with it got a rude shock: the Justice Dept. filed an antitrust suit against it and parent RCA, charging that they had coerced Westinghouse into an exchange of Cleveland and Philadelphia stations by threatening cancellation of NBC-TV affiliation. That was December.

NOT ALL had been heard from. Two weeks ago, Philo filed a $150 million antitrust suit against RCA, GE and AT&T, charging patent monopoly and saying that RCA had forced Philo to sell its WPTZ (TV) Philadelphia to Westinghouse in the first place.

AND NOW Mr. Moore is back, with a 67-page answer to Dr. Stanton, as the accompanying story describes. A circle of events has been circumscribed, but it remains to be seen whether it is yet a full circle.
Knowledge and speed guide the surgeon's hand.

In our fast-moving field, too, knowledgeable decisions frequently must be made quickly.

That's why . . . when we give you facts . . . we're careful to make them accurate, complete and pertinent. And, whenever possible, get them to you fast while they still have meaning and application.
101 Programs for Television
AVAILABLE NOW!

Here's to Health

This book contains the programs bought by Westinghouse Broadcasting Corporation for their four major market TV stations.

WORLD AT LARGE

Venezuela • Egypt and the Nile • Eskimos (Winter in Western Alaska) • The Faroe Islands • Family • Fox Hunt in Italy • France and Its People • Giant People (The Watussi) • Hawaiian Native Life (People of Hawaii)

ASIA: RESERVOIR OF SOURCES • ANCIENT ALBAN • PALMYRA • ANCIENT PETRA • ARABIAN BAZAAR • AUS- SIA • BACKWARD CIVILIZATION (The Berbers of Northern Africa) • Li Today • British Isles • Canals of England • Central America • Colombia and Peru • Hunter • Big Land Animals of North America • Birds of Prey • Care of Pets • Common Animals of the Woods

LIFE IN THE U.S.A.

Arteries of New York City • Ballad of the West • Cattle Drive: A Day on a Western Range • Conservation of Natural Resources • Northeastern States

ANIMAL KINGDOM

Animal Breeding • Animal Homes • Animals Growing Up • Ants • Animals at Work with Nature • Animals — Ways They Eat • Animals — Ways They Move

HERE'S TO HEALTH

Care of Feet • Care of the Hair and Nails • Care of the Skin • Consumption of Foods • Control of Body Temperature • Digestion of Foods • Eat for Health • Fundamentals of Diet • Immunization • Learning About Your Nose • Teeth

MEDICINE MARCHES ON

Alcohol and the Human Body • Alimentary Tract • Allergies • Antibiotics • Biography of the Unborn • Body Defenses Against Disease • Cancer • Common Cold • Ears and Hearing • Endocrine Glands • Formations and Overweight

HOLIDAYS

Christmas Rhapsody • Christmas Through the Ages • Night Before Christmas • Santa and the Fairy Snow Queen • Jerusalem — The Holy City • The Pilgrims

 Created by

TRANS-LUX TELEVISION CORPORATION

from over 700 unexcelled film subjects produced by:

Encyclopaedia Britannica Films

TRANS-LUX TELEVISION CORP. RICHARD CARLTON, VICE-PRES. IN CHARGE OF SALES. 625 MADISON AVE., N.Y.C. PL 1-3114-5

WEST COAST OFFICE — 1966 SOUTH VERMONT AVE., LOS ANGELES, CALIF., REPUBLIC 1-2309
films for sale on a non-network basis, KTTV claimed CBS forecasts of increased production were proved to be "unfounded and incorrect." KTTV said an independent film producer can't afford to produce for small cities unless the program can be sold for a good price in big cities where the best hours are "almost completely saturated with network programming."

KTTV listed a number of film syndicators and showed how their production for non-network sale had declined. Here are summaries of KTTV's listings:

Sawyer Gem—CBS in 1956 has produced or offered "no new series for syndication," with all 1956 production for network broadcast. Guild Films Co.—Had produced or distributed for syndication prior to 1956 Liberec, Life With Elizabeth, Confidential File, I Spy, The Goldbergs, Frankie Laine Show and Florian Zachab. "As of 1956, production of all of these programs had been discontinued," KTTV said, with no new programs produced or offered for syndication during the year and only one projected program to be ready in 1957.

National Telefilm Associates—Only one new series, Sheriff of Cochise, produced specifically for syndication in 1956 "plus a total of 39 dramatic half-hours, most of which were produced prior to 1956 for British television."

**Five for Syndication**

Television Programs of America—Five series produced or distributed for syndication in 1956 had discontinued production. Five new programs for syndication offered in 1956. TPA has announced one new program for 1957 syndication. Two new series, Lastie (CBS) and Captain Gallant (NBC) offered for network release in 1956, KTTV said.

Hal Roach—Prior to 1956 produced, or announced for 1956, My Little Margie, Trouble With Father, Rocket Squad, and Public Defender, all predicated on network release. Network broadcasts have been discontinued in all cases, KTTV said, and production of new episodes discontinued. Only 1956 program for syndication was Code 3, KTTV said, with Oh Susanna and Telephone Time produced for CBS 1956. Projections for 1956 indicated production of new syndicated series except Highway Patrol and Science Fiction Theatre was discontinued. Men of Annapolis is offered for 1957 syndication.

MCA TV Ltd.—Only two new programs offered in 1956, Rosemary Clooney Show and State Trooper, compared to 15 offered in 1955. Production continued only for Dr. Hudson's Secret Journal and Studio 57, with these produced for networks—On Trial (NBC), Alfred Hitchcock Presents (CBS), The Crusader (CBS), Jane Wyman Theatre (NBC), General Electric Theatre (CBS) and Schlitz Playhouse (CBS).

Official Films—Offered no new programs for 1956 syndication and discontinued production of programs previously offered for syndication. Produced Scarlet Pimpernel, Col. March of Scotland Yard, Secret File U. S. A. and This Is Your Music prior to 1956 and in 1956 acquired rights to Robin Hood, which was placed on CBS. Offered two new programs, The Buccaneers and Sir Lancelot, released on CBS and NBC respectively.

Hollywood Television Service (Republic Pictures)—Produced one new series for 1956, Frontier Doctor, which went into syndication after KTTV acquired rights to series. Produced a syndicated award-winning series, Stories of the Century.

Motion Pictures for Television—Abandoned several series produced or distributed for syndication prior to 1956 and offered no new programs for syndication in 1956.

KTTV contended the syndication divisions of the three network companies had similar experiences. It claimed CBS Film Syndication had produced or distributed no new programs in 1956, as near as it could find, and discontinued some of the pre-1956 series. One new series scheduled for 1957 syndication but KTTV said, "We understand that it will be offered with a must-buy requirement whereby the minimum order would involve the purchase rights for an entire state."

NBC Film Syndication Div., KTTV contended, had produced or distributed eight series for syndication prior to 1956 but offered no new series in 1956 while discontinuing all of the earlier programs. At ABC three series syndicated prior to 1956 were discontinued and no new programs were offered or produced for syndication in 1956 except limited distribution of the Hal Roach property, Code 3, according to KTTV.

"This then is the sad state of television film syndication brought about by the effects of option time," according to KTTV. KPDC-TV, Houston, a network affiliate, also is experiencing a shortage of new "first-rate syndicated films," KTTV claimed, citing hearing testimony by Jack Harris, vice president-general manager of the NBC basic affiliate. Also cited were maneuvers involving Captain Midnight and Tales of the Texas Rangers, with Tatham-Laird agency presumably influenced by CBS and its owned Los Angeles station, KNXT TV, in switching Captain Midnight from KTTV to KNXT under the network's "must-buy" policy. Later the program returned to KTTV when the series was no longer placed by Tatham-Laird on CBS.

KTTV concluded, "The sponsor of the Captain Midnight program, freed of the competitive 'must-buy' restrictions, is enabled to choose his Los Angeles station solely on his and his agency's appraisal of the particular circumstances in that market, without conditioning his Los Angeles station choice upon what stations he uses in other markets."

In the Pittsburgh market, KTTV stated, where there is only one vhf station—KDKA-TV—about 18 half-hours are said to be available weekly between 7:30-10:30 p.m., described as "an enlightened approach."
PLUG THAT COVERAGE HOLE

37 County Coverage Area in One of Nation’s Largest Markets

POPULATION ........................................... 883,700
FAMILIES ............................................. 281,300
TV SETS IN AREA ..................................... 167,488
EFFECTIVE BUYING INCOME ....................... $1,363,977,000
RETAIL SALES ....................................... $944,953,000

(Sales Management 1956)

CHANNEL 2 — CBS — ABC — NTA
KFEQ-TV
ST. JOSEPH, MISSOURI
A KENYON BROWN STATION

Committees are "replete with examples that groups within the corporation operate and function independently of the board of directors or executive officers of that corporation." He said records of the House Commerce and the House Government Operations Committees are "replete with examples where conflicts between the independent agencies have prevented prompt action on matters vitally affecting the public interest as well as public safety."

**FCC Cabinet Rank Proposed in House**

- Bill seeks new department
- Introduced by Rep. Younger

A PROPOSAL to move the FCC and several other federal agencies, boards and bureaus into the executive branch of government—under a department that would be known as the Dept. of Transportation and Communications—was offered last week by Rep. J. Arthur Younger (R-Calif.), a member of the House Interstate & Foreign Commerce Committee.

Rep. Younger, in a statement accompanying his introduction of the bill (HR 3424), said many of these agencies were established as "arms of the Congress, but . . . through the issuance of rules and regulations, these independent bodies attempt to circumvent or nullify acts of the Congress."

Although the "Founding Fathers" originally intended to set up three equal and coordinated government departments—executive, judicial and legislative—a "fourth branch of the government," which exercises administrative, legislative and quasi-judicial functions, has been set up through the creation of independent boards and authorities, Rep. Younger said.

The proposed Transportation & Communications Dept. would be headed by a member of the President's Cabinet as secretary. The bill would transfer to the department all the functions and personnel of:

- FCC, Interstate Commerce Commission
- Civil Aeronautics Board, Civil Aeronautics Administration, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration and the St. Lawrence Seaway Development Corp.
- Functions of the Dept. of Commerce relating to transportation and communications would be moved to the new department.

The new department also would have an undersecretary and five assistant secretaries, to perform duties as prescribed by the secretary. All laws and regulations relating to the agencies would remain in force except as rescinded, modified or made inapplicable by law.

Rep. Younger said that, from his experience on the House Interstate & Foreign Commerce and the House Government Operations committees, he has concluded "our government will function much better if the work performed by these independent bodies were supervised by, and made responsible to, the Cabinet and the President of the United States, who after all bears the responsibility for the total executive administration of our government."

"The government," he said, is the "biggest business corporation in the world, and I know of no corporate setup which permits groups within the corporation to operate and function independently of the board of directors or executive officers of that corporation."

He said records of the House Commerce and the House Government Operations Committees are "replete with examples of where conflicts between the independent agencies have prevented prompt action on matters vitally affecting the public interest as well as public safety."

**Senate Commerce Committee Meets; Subcommittee Chairman Appointed**

THE Senate Interstate & Foreign Commerce Committee held its organizational meeting Thursday and chairmen of its four subcommittees in the 84th Congress retained the same posts, according to Chairman Warren G. Magnuson (D-Wash).

Sen. John O. Pastore (D-R.I.) remains as head of the Communications Subcommittee, along with holdovers A. S. Mike Monroney (D-okla.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.). Sen. Strom Thurmond (D-S.C.) replaces Sen. Sam J. Ervin Jr. (D-N.C.), who moved to another committee.


Sen. Magnuson said he had given the Aviation Subcommittee the "go ahead" to investigate the "national policy" of whether a certificated airline should be allowed to hold a television grant (see story, page 50). The parent committee has requested $250,000 for all its investigations and studies, the same amount approved for 1956.

**Winchell Takes Up Ratings In Talk With Sen. Capehart**

**WALTER WINCHELL, columnist-commentator, discussed radio-tv ratings with Sen. Homer E. Capehart (R-Ind.) last week during a visit to the latter's office, a spokesman for the senator said, but was told that any investigation of ratings would properly come under the jurisdiction of the Senate Interstate & Foreign Commerce Committee.**

Mr. Winchell said in his syndicated column Wednesday that Sen. Capehart was "studying a pile of documents debunking radio-tv ratings." The columnist-commentator has been attacking radio-tv ratings since NBC-TV dropped his variety show several weeks ago on grounds the show's ratings were low.

Sen. Capehart was next ranking member of the Senate Commerce Committee upon the death of Chairman Charles W. Tobey (R-N.H.) in 1953, but resigned and now holds memberships on the Senate Banking & Currency and Foreign Relations Committees.

The Capehart spokesman said the senator is a "good friend" of Mr. Winchell, but that the present committees to which he is assigned hold no jurisdiction over broadcast matters.

**House Bills Seek to Amend Federal Agency Procedures**

PROPOSAL (HR 3350) to organize an Office of Federal Administrative Practice, which would make recommendations on the procedures and practices of federal agencies, supervise the assignment of government hearing examiners to agencies, provide a career service for government lawyers and establish standards of conduct and qualifications for attorneys who practice before federal agencies, was introduced last week by Rep. Dante B. Fascell (D-Fla.).

An identical bill (HR 3349) was introduced by Rep. William L. Dawson (D-III.), chairman of the House Government Operations Committee, of which Rep. Fascell is a member.

Radio Memphis
WMPS
10,000 WATTS DAY • 5000 WATTS NIGHT • 580 KC

FIRST in Nielsen
released in Nov., 1956
FIRST in Hooper
Oct.-Dec., 1956
FIRST in Pulse
68-County Survey
Aug., 1956
FIRST in Pulse
Metropolitan Survey
Nov., 1956
FIRST in Hooper
Business Establishment Survey
FIRST in Hooper
Car Survey

Keep your eye on these other Plough, Inc. Stations:
RADIO BALTIMORE
WCAO
RADIO BOSTON
WCOP
RADIO CHICAGO
WJJD

Represented nationally by RADIO-TV REPRESENTATIVES, INC.
MONRONEY ADAMANT ON AIRLINE QUERY

- Issue: National's Miami bid
- Second letter sent to FCC

The FCC was asked for a "prompt answer" last week by three members of the Senate Interstate & Foreign Commerce Committee's Aviation Subcommittee on whether the Commission has considered "public policy" and sought the opinion of the Civil Aeronautics Board in considering grant of a tv license to a certificated airline.

The letter, signed by Subcommittee Chairman A. S. Mike Monrooney (D-Okla.) and Sens. Frederick G. Payne (R-Me.) and Alan Bible (D-Nebr.), was fired back at the FCC following the Commission's Jan. 16 reply to a Dec. 28 letter from Sen. Monrooney, asking that the FCC defer action in the Miami ch. 10 case because "there is a strong likelihood of a grant of a television license...to National Airlines" [B&T, Jan. 14].

Sen. Monrooney had asked that the FCC withhold action until the Aviation Subcommittee held hearings on the propriety of an airline operating a tv station and until the Senate unit had heard from the Civil Aeronautics Board.

The FCC's reply said the Commission could not consider Sen. Monrooney's letter in the case because it was not a matter "of record" under the Communications Act and Administrative Procedure Act [B&T, Jan. 21].

Action Due Feb. 6

A news release accompanying the letter signed by the three senators last week said they "today demanded to know whether or not the FCC has adopted a policy of granting television and radio licenses to certificated airlines and if so, whether the advice of the Civil Aeronautics Board was asked about such a new policy." The trio noted that its interest is not particularly in the Miami ch. 10 or any other particular station license, but in the establishment of a precedent, since certificated airlines "are granted guarantees of a fair return on their investment" even though at times they may not be getting subsidies or mail contracts.

The letter, sent Tuesday to FCC Chairman George C. McConnaughey:

Dear Mr. Chairman:

This letter is to renew a request, made by the chairman of the Aviation Subcommittee, as to the policy of the FCC regarding the issuance of television or radio licenses to certificated airlines. Also, it is to renew our request for information regarding whether or not the Civil Aeronautics Board has been consulted on this policy question.

Your letter, as chairman of the FCC, dated Jan. 16, 1957, to the chairman of the Aviation Subcommittee was not an answer at all to these questions.

As chairman of the FCC, you are aware of the Interstate & Foreign Commerce Com-

such a precedent.

The right of any individual stockholder or group of stockholders of any airline company to form an independent, unrelated corporation for the ownership of television or radio licenses is not questioned here, but the acquisition by a certificated airline, through its own corporation or through its wholly owned subsidiary, presents a question of policy in which we are properly interested.

Therefore, the Subcommittee on Aviation wishes to renew its request for any information you might have bearing on (1) whether the matter of public policy has been considered by the Commission as to such ownership, and (2) whether advice, or an opinion, was asked of the Civil Aeronautics Board as to the effect of such ownership upon certificated airlines.

Awaiting a prompt answer to these two questions, we are.

(Senators A. S. Mike Monrooney Frederick G. Payne Alan Bible)

'K. C. Star' Monopoly Conviction Upheld in U. S. Appeals Court

CONVICTION of the Kansas City Star on monopoly charges was upheld Wednesday by the U. S. Court of Appeals in Kansas City.

The paper had been convicted on two counts of monopolistic practices in interstate trade and was fined $5,000. Emil A. Sees, advertising manager, had been convicted on one count of attempted monopoly and acquitted on another, being fined $2,500. The conviction also was affirmed.

The court held that freedom to print news and express opinions "is not tantamount to having freedom to monopolize." Roy A. Roberts, Star president-general manager, had been a defendant in the case but the action was dropped before trial. The paper and Mr. Sees were charged with threatening to refuse advertisements if the advertiser proposed to use other media.

Harriman Recommends Restrictions For Video Advertising, Servicing

RECOMMENDATIONS against "bait" advertising, for control of unethical practices in tv set servicing, and a request for an appropriation to finance a pilot educational tv station in Albany, as well as state-aid program for educational tv, were contained in Gov. Averell Harriman's annual message to the New York State Legislature.

It is expected that legislation embodying the Governor's recommendations will be introduced as this year's session gets underway.

Gov. Harriman warned that the practice of bait advertising—advertising of products but not making the sale of the products at the quoted price—was unfair to both the small businessman and the consumer. On educational tv, the governor recalled his administration has sought to operate a station and to make available other materials, and a state-aid, minority-level educa-

BROADCAST
We're in the clouds
Our new 1060-ft. tower puts us there...

puts you on all the sets in America’s 19th industrial market!

WNEM-TV climbs sky high in sales power. And for good reason. The Flint-Saginaw market is spending and buying more than ever before. Now it’s ranked the nation’s 19th industrial market by the U.S. Department of Commerce.

What’s more, our new thousand-and-sixty-foot tower expands our coverage to 36 counties and over half a million homes in this four-billion-dollar market. We’re the only station that can give 87% penetration of Flint, Saginaw and all of Eastern Michigan. And we’re the first out-state station with full network and local color film and slide, too.

So, join us on Cloud 5. Cigarettes or cereal, home permanents or home freezers—whatever you sell—Michigan’s second richest market buys it by the carload.

Sales offices in Flint, Saginaw and Bay City.

See your Petry man

WNEM-TV

serving Flint, Saginaw, Bay City, Midland and all of Eastern Michigan.
Stars Defend Legality Of Corporate Benefits

RADIO, TV and Hollywood stars and independent producers who have set up personal holding companies sent legal counsel before the Internal Revenue Service in Washington last week to argue for their right to corporate status.

IRS has proposed regulations which, in effect, would make such holding companies subject to the same tax as personal income. The IRS argued that the companies were essentially set up to avoid the 90% or more tax on large incomes, since corporations pay a top tax of 52%. Moreover, the proposed regulations, which have approval of the Treasury Dept., would be retroactive to 1954. This would enable IRS to collect back taxes to that date.

The argument offered by Julius Lefkowitz, West Coast attorney, was typical of those advanced. He compared the services of top flight stars in the radio and TV industry with those of high class dress designers such as Dior and Mainbocher. He pointed out the stars had corporations which presented a packaged product, including talent not only of the star, but also of writers, producers and designers.

Mr. Lefkowitz pointed out that a buyer of a dress designed by Dior or Mainbocher obtained not alone the design of the creator, but also the services of the workers in the shop operated by the designer.

The designer is taxed up to 52% on the corporate income, he argued, saying the entertainer would be unjustly taxed if the present code is changed.

Findings of the IRS, after the one-day hearing, will be passed on to Secretary of the Treasury George M. Humphrey for a final decision. Should Secretary Humphrey stand by the regulations, the issue could then be taken to the Tax Court.

Broadcast Investigations Unlikely By Senate Antimonopoly Group

THE Senate Antimonopoly Subcommittee is unlikely to hold any investigations in the radio-TV broadcasting field. This is the impression given by Sen. Estes Kefauver (D-Tenn.), named chairman of the subcommittee at an organizational meeting of the parent Senate Judiciary Committee last Tuesday, and Sen. Joseph C. O'Mahoney (D-Wyo.), who will act as chairman of the subcommittee on some subjects of investigation.

Both emphasized that they do not intend to get into a field where the Senate Interstate & Foreign Commerce Committee has jurisdiction.

Sen. Kefauver said after the Tuesday meeting that he would be chairman and preside over hearings in which he has a particular interest, while Sen. O'Mahoney will preside at hearings in which the Wyoming Democrat is interested. Sen. Kefauver called it a "partnership arrangement."

The Tennessee Democrat said the subcommittee staff hasn't formulated plans on what will be investigated, but that the staff currently is making an industry-by-industry study to show "overall concentration," and that the results of the study will be announced later, but not in the near future. "We want to work with other committees to the extent we can," he said, adding that the subcommittee doesn't intend to duplicate any ground being covered by the Senate Commerce Committee.

Sen. O'Mahoney said the broadcast field is "not in my jurisdiction" but is rather a problem of the Senate Commerce Committee. The antimonopoly group will investigate radio-TV only if it finds evidence of anti-trust violations, he said.

The Wyoming Democrat said the subcommittee will be busy with investigations into anti-merger problems, meat, oil and other subjects and feels it will have no time to go into broadcasting, although he said he has "no doubt" monopoly exists in radio-TV.

Regarding the House Antitrust Subcommittee's investigations in radio-TV in the 84th Congress, Sen. Kefauver said Sen. Emanuel Celler (D-N.Y.) of the antitrust unit also is head of the parent House Judiciary Committee. Furthermore, he said, the House Commerce Committee may not be as concerned about sharing its jurisdiction in radio-TV with another committee as is the Senate Commerce Committee.

Sens. Kefauver and O'Mahoney prior to last week were reported to be vying for the subcommittee chairmanship, which Sen. O'Mahoney headed as acting chairman last year while Sen. Kefauver was campaigning in the presidential elections. Other members of the subcommittee: Sens. Matthew M. Neely (D-W.Va.), Thomas C. Hennings Jr. (D-Mo.), Alexander Wiley (R-Wis.), William Langer (R-N.D.) and Everett M. Dirksen (R-Ill.).

Tv Booster Bill Introduced

ANOTHER bill (HR 3388) that would require the FCC to license TV boosters and vhf TV translators was introduced last week by Rep. WaltHoran (R-Wash.). Identical bills have been introduced earlier in this Congress [B-T, Jan. 14].

GODFREY GETS GO-AHEAD

ARTHUR GODFREY received FCC permission last week to broadcast from his airplane while flying to and from and while over French Equatorial Africa. The special temporary authorization runs from Jan. 24 to March 31 and permits the CBS personality to broadcast (via RCA Communications to CBS) during a forthcoming trip to the French territory. Call letters assigned to Mr. Godfrey's plane are KD-2713.

Mr. Godfrey's New York office said Thursday that it still had under consideration the possibility of scheduling the international broadcasts on the air. If used they would be carried on Mr. Godfrey's morning radio show. Mr. Godfrey's office said he was planning to leave for Africa late in February.

Rep. Withrow Asks Five-Year Licenses

THE license period of radio and TV stations would be extended from the present three years to five under the provisions of a bill (HR 3514) introduced last week by Rep. Gardner R. Withrow (R-Wis.).

Rep. Withrow said he is going to ask the House Interstate & Foreign Commerce Committee for early consideration of the measure. He introduced the proposal, he said, on the recommendation of a constituent, Herbert H. Lee, president of WKTZ La Crosse, Wis.

The Wisconsin Republican said he had not discussed the proposal with the FCC, but noted that FCC Chairman George C. McConnaughey had advocated extension of the license period.

He said he believes all broadcast licenses should be "uniform." Rep. Withrow said a broadcasters makes "quite an investment" and is entitled to a longer license period than the present three years. Besides that, he added, five-year license periods would "take quite a load off the FCC, since they wouldn't have to review and reissue licenses every three years." If a licensee were found undesirable, he said, the FCC "could always revoke" the license.

The bill would revise the first two sentences of Sec. 307 (d) of the Communications Act to read: "Sec. 307 (d) No license granted for the operation of any radio station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted for a term not to exceed five years, if the Commission finds that the public interest, convenience and necessity would be served thereby."

Tully Joins Saltonstall Staff In News Secretary Position

VETERAN reporter Francis (Pete) Tully has joined the staff of Sen. Leverett Saltonstall (R-Mass.) as news secretary. Mr. Tully previously had been news secretary to Mass. Gov. Christian Herter.

He was a Capitol Hill reporter for Yankee Network from 1939 to 1950 with time out for three years of service in the Navy. Mr. Tully also worked in Portland, Me., at WCBS on a three-times-weekly commentary which was picked up in Augusta and Bangor, both Me.

Bill Would Limit Campaign Funds

LOCAL and state political committees would be restricted to spending $1 million during an election year and national political committees to $10 million under the provisions of a bill (HR 1068) introduced by Rep. Hale Boggs (D-La.). Federal law now restricts a national committee to $3 million expenditures, but does not limit spending by state and local committees.
WPDQ Stay Plea Says Grantee Of Ch. 4 Had Gambling Link

JACKSONVILLE Broadcasting Co. last Wednesday asked the FCC to stay its grant of ch. 4 in Jacksonville, Fla., to Florida-Georgia Television Co. and to reopen the record, charging a stockholder-officer of the winning applicant with personal and business associations with W. H. Johnson, who, the petition claimed, was one of the targets of the Kefauver Crime Committee investigations in 1951.

Named in the petition's charges is Harold Cohn, 19% owner and vice-president-director of Florida-Georgia and owner of WRHC Jacksonville. Mr. Cohn said Thursday through his Washington attorney, Bernard Koteen, that there is "absolutely no substance to the innuendos" contained in Jacksonville's petition.

The Jacksonville petition for reconsideration claimed that Mr. Cohn held official positions with Jacksonville Kennel Club and Orange Park Kennel Club (dog racing) prior to 1950, both allegedly owned and controlled by Johnston interests. The charges further stated that Mr. Johnston formerly was associated with and a member of the Al Capone organization in the ownership of Florida dog racing tracks. Jacksonville Broadcasting also said that stock in the Jacksonville Kennel Club was held in the name of Mr. Cohn's wife from 1944-52 and that none of these past associations of Mr. Cohn were mentioned in Florida-Georgia's application for the channel, as required in FCC regulations.

Mr. Cohn stated that he had part-time, seasonal employment at the race tracks, but that this was not his principal occupation and that he had never had any connection with Al Capone in any way.

FCC made the ch. 12 grant to Florida-Georgia in August 1956 [B&T, Sept. 3, 1956]. Jacksonville Broadcasting operates WPDQ that city. The City of Jacksonville (WJAX) also was an applicant for the channel.

FCC Denies Request for Stay On Sale of WBBR Brooklyn

FCC last week denied a request by WEVD-AM-FM New York that Commission approval of the sale of WBBR Brooklyn to Tele-Broadcasters Inc. of New York (H. Scott Kilgore) be stayed until determination of WEVD's protest of the sale.

WEVD, which shares 1330 kc with WBBR and WHAZ Troy, N. Y., contends that Tele-Broadcasters is not financially qualified to operate the station and that contract provisions of the sale are repugnant to public interest.

The former owner of WBBR, Watchtower Bible & Tract Society (governing body in the U. S. of the Jehovah's Witnesses religious sect), operated the station as a non-commercial outlet. Tele-Broadcasters plans to place WBBR on a commercial basis. Stations owned by Tele-Broadcasters are KALI Pasadena, Calif.; WKXJ Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn.

In denying the request, the Commission ruled that WEVD has neither alleged nor shown there will be immediate or irreplicable injury to WEVD or the public if the approval is allowed to remain in effect pending outcome of the protest. FCC approved the $133,000 sale last month [B&T, Dec. 17, 1956].

Four New Am Outlets Authorized by FCC

FOUR grants for new am stations—one of them a hearing case—were made by the FCC last week.

The FCC finalized an examiner's initial decision recommending grant of 1290 kc, 500 kw day, to Bernard & Jobbins Broadcasting Co. Partners James D. Bernard and Charles W. Jobbins are engineers at KGO-AM-FM-TV San Francisco. Other non-hearing grants made by the FCC last week went to:

Tucson, Ariz.—Associated Broadcasters of Tucson, 790 kc, 1 kw daytime, directional antenna. David Drubeck, former employee at KFMV (FM) Los Angeles and Barnet Sorkin, orchestra leader, are equal partners.

Everett, Wash.—Snohomish County Broadcasting Co., 1230 kc, 250 w unlimited. Paul Crain, manager of KUTI Yakima, Wash., and Archie Baker, attorney, are equal partners.

Ponce, P. R.—Catholic U. of Puerto Rico, 1420 kc, 1 kw unlimited. Assets will be held for the university.

Two Win Initial Decisions In Texas, Connecticut Radio Cases

APPLICANTS for new am stations in Grand Prairie, Tex., and Groton, Conn., received favorable initial decisions from FCC hearing examiners last week.

Examiner Herbert Sharfman favored Grand Prairie Bostg. Co. for 730 kc, 500 w daytime over the R. M. Hetherington-Bernice Schwartz partnership because of local residence of principals (E. N. Bodine, Anson B. Brundage and H. H. Chambers), integration and type and sources of programs. A third applicant seeking the facility for Arlington, Tex., Radio Center Inc., lost out when the examiner ruled the station in Grand Prairie would serve 150,000 more persons than if located in Arlington.

Lawrence A. Reilly and James L. Spates were favored for 980 kc, 300 w daytime, in Groton over the competing application of Thomas Bostg. Corp. for the same channel for Bridgehampton. N. Y. Examiner H. Gifford Iriion ruled that the Commission's rule on interference (10%) would be violated by the proposed Bridgehampton station.

Ike Reappoints Sigurd Larmor SIGURD S. LARMON, president of Young & Rubicam, New York, has been nominated by President Eisenhower to be a member of the U. S. Advisory Commission on Information, a reappointment for a term expiring Jan. 27, 1960. Mr. Larmon has served on the Commission since March 1954.
In this mountain-ring market, the Beeline serves an area with more than 2½ million people who have more than $3½ billion in spendable income. (Sales Management's 1956 Copyrighted Survey)

Beeline Radio delivers this rich market in the form of loyal listeners. And, by using all five stations, you reach them at a very low cost per thousand.

McClatchy Broadcasting Company

Sacramento, California - Paul H. Raymer Co., National Representative
Texas, Florida Station Sales Receive Commission Approval

THE $300,000 lease-purchase of KBST-TV Big Spring, Tex., was among station sales approved by the FCC last week. Others involved KOSA-TV Odessa, Tex., and WGMA Hollywood, Fla.

Texas Telecasting Inc. (W. D. [Dub] Rogers) will hold the KBST-TV construction permit, leasing facilities from Big Spring Television, with an option to buy 50% at the end of the year's rental period. The new permittee owns KDUB-TV Lubbock and satellite KPAR-TV Sweetwater, both Tex. Programming in Big Spring will be originated both locally and in Lubbock.

Jack C. Vaughn and Grady H. Vaughn (Texas oil interests) bought 50% of KOSA-TV for $20,000 and assumption of debt amounting to about $85,000. C. L. Trigg retains 40% of the station, and W. B. Stowe and Brooks L. Harman 5% each.

South Jersey Broadcasting Co. sold WGMA to Jack Barry, m. o. of Twenty-One and Tie Tac Dough on NBC-TV, and Daniel Enright for $65,000. Mr. Barry and Mr. Enright operate the New York radio-television production firm.

At the time it approved the WGMA sale, the FCC advised William and Cathryn Murphy of Hollywood that it did not pass on matters involved in their litigation against South Jersey. The Murphys have filed suit in Camden County, N. J., against South Jersey, claiming 50% interest in WGMA.

Ogdens, Hays VHF Channels Asked in Applications at FCC

TWO APPLICATIONS for new tv stations to operate on vhf channels in Ogden, Utah, and Hays, Kan., were filed with the FCC last week.

United Telecasting & Radio Co. is seeking ch. 9 in Ogden with a power of 9.5 kw and antenna minus 379 ft. above average terrain. The applicant proposes to spend $70,000 for construction with first year operating costs of $125,000. United Telecasting is owned 80% by United Bestg. Co. (KVOG Ogden) and 20% by United Bestg. principals. Arch G. Webb is president-general manager; Richard K. Hemingway, vice president, and Robert G. Hemingway, treasurer.

Application for ch. 7 in Hays was filed by KAYS Inc., operator of KAYS there, proposing 81.3 kw power, antenna 663 ft. above average terrain, $183,675 for construction and $87,300 to operate the first year. Ross Beach is president-51% owner of KAYS and Robert E. Schmidt is general manager. Mr. Beach will own 50½% of the new station; Mr. Schmidt 49½%.

Also last week, ch. 56 WARD-TV Johnstown, Pa., asked FCC authorization to switch to ch. 19, which has been moved by the FCC from Altoona, Pa., to Johnstown, effective Feb. 31. WARD-TV is now on the air.

WKLK's Data Held Not Complete

FCC has informed WKLK Cloquet, Minn., that its application for license renewal will be dismissed and the station will be ordered off the air unless it furnishes certain information required in a renewal application not included in the first request. The application, filed last April, was incomplete in regard to stockholders and showed that the station's current liabilities exceeded current assets by almost $15,000. The FCC wants to know what plans have been made for liquidating liabilities and for financing continued operation on 1530 kc with 250 w. The FCC has given WKLK, which failed to answer three previous Commission letters 10 days to reply to this one.

FCC Sets Feb. 25 Deadline For Proposed FM Reassignments

FCC last week invited comments by Feb. 25 on proposed rule making proceedings regarding the request of General Broadcasting Corp. to reassign certain fm channels in the New York-New England area. General Broadcasting, licensee of WEXM (FM) New York, WTMH (FM) Providence, R. I., and WFMQ (FM) Hartford, Conn., requested the changes in order to establish a concert music network.


WJBF (TV) Tower Gets Panel Okay

THE WASHINGTON (D. C.) Airspace Panel of the Air Coordinating Committee has approved the proposed 1,292 ft. tower of WJBF (TV) Augusta, Ga. If approved by FCC, WJBF's new tower will be located nine miles southeast of Augusta. The ch. 6 outlet's present 497 ft. tower is situated three miles northeast of the city. The Washington panel also approved a six-element array for KCBQ San Diego, Calif., each 195 ft. above ground.

Gray Appointed ODM Director

GORDON GRAY, for many years a principal in Piedmont Publishing Co., Winston-Salem, N. C. (WATS-AM-TV), is slated to replace Arthur S. Flemming as director of the Office of Defense Mobilization. Mr. Gray, a Democrat, was Secretary of War during the Truman administration and has held many key government and defense positions. He resigned as Secretary of War in 1950 to become president of U. of North Carolina. Recently Mr. Gray has been serving the Eisenhower administration as assistant secretary of defense for international security affairs. His new post has cabinet rank. Mr. Flemming is to return to the presidency of Ohio Wesleyan U.

FCC Should Reaffirm TV Grant to KFDM, Broadcast Bureau Says

The FCC's Broadcast Bureau has recommended that the Commission reaffirm its 1954 grant of Beaumont, Tex., ch. 6 to KFDM that city.

In proposed findings, the Broadcast Bureau said that the agreement with W. P. Hobby (KPRC-AM-FM-TV-Houston Post) to purchase 32.5% of the licensee of KFDM-TV did not change the basic reasons for preferring KFDM over KRIC Beaumont (Beaumont Enterprise and Journal) — diversification of the media of mass communications. The Broadcast Bureau also said that Grade B overlap between KPRC-TV and KFDM-TV was insignificant.

In the original grant, KFDM was preferred over KRIC and KTRM Beaumont. Mr. Hobby at that time held an option to buy into KTRM if it was successful in its bid for the tv channel. Following the FCC's decision, KFDM, KTRM and Mr. Hobby came to an agreement which saw KTRM drop its application in exchange for $55,000 in out-of-pocket expenses. Mr. Hobby lost this $55,000 to KFDM, which turned the money over to KTRM. Mr. Hobby also secured the 32.5% option to buy into KFDM-TV when its grant was finally affirmed.

Following this agreement KRIC won an appeals court ruling that the FCC must reopen the hearing record to take into account this change in potential ownership of the ch. 6 Beaumont station. The FCC last July reopened the hearing, with FCC Hearing Examiner Annie Neal Hunting presiding.

FCC Renews License for WFPA, Reverses Examiner's Ruling

REVERSING a 1955 examiner's recommendation for revocation, the FCC has renewed the license of WFPA Fort Payne, Ala. Questions at issue were the financial qualifications and alleged financial misrepresentsions of General Manager, John F. Parham Jr., who bought the Alabama outlet in 1952.

The Commission held that although there were inconsistencies in Mr. Goethberg's report to the FCC and his testimony in a divorce trial in DeKalb County, Ala., these did not disqualify him. The Commission added that there was no question involved regarding proper operation of the Fort Payne station.

Bristol Reconsideration Denied

FCC Friday announced denial of petition by Tri-Cities TV Corp. for reconsideration of April 1956 grant of ch. 5 Bristol, Va., to Appalachian Broadcasting Corp. (WCYB Bristol) and denial of Tri-Cities application. Petition included pleas by City of Kingsport, Tenn., and Kingsport Chamber of Commerce.

Edward Tait Nominated to FIC

PRESIDENTIAL nomination of Edward T. Tait of Pennsylvania to the Federal Trade Commission was sent to the Senate last week. He received an interim appointment Sept. 26, 1956, for a term of seven years.
WHEN YOU BUY ATLANTA...BUY water
AND GET YOUR SHARE OF EXTRA DRESSING!

Dressed dogs (red hots with chili) are big sellers in Atlanta, because you get more for your money, greater satisfaction. Like using WAGA-TV, which gives you greater coverage with its taller tower and maximum power. You reach 17 to 22% more people with 14 to 16% more spendable income than stations "A" or "B" can offer. And you get more viewers as ARB and Pulse consistently prove.

TOP DOG IN THE NATION'S 21st MARKET

waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—118 E. 57th St. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.
RETMA Probe Asked On Equipment Sales

THE FCC last week got riled at radio equipment salesmen who had been promising customers of non-broadcast equipment that they would take care of FCC licenses.

In a letter to the Radio-Electronics-Television Manufacturers Assn., FCC Chairman George C. McCownaughy asked for an investigation of these practices among RETMA member companies and a report to the FCC on what will be done to remedy the situation.

The chairman's letter was made public at the FCC. Normally, communications of this kind are considered confidential. RETMA officials said they did not completely understand the reasons for the letter. They said they had heard of some off-beat situations, but were not aware that there was any widespread practice contrary to FCC regulations.

From Commission sources it was ascertained that in the past two years, several dozen instances had occurred where equipment salesmen—many representing major radio equipment manufacturers (some of whom hold FCC licenses for mobile and other non-broadcast stations) —had given purchasers wrong advice regarding compliance with FCC regulations. One instance which had occurred several times, it was understood, was where a customer applied for and received an FCC permit to operate a non-broadcast station. When this customer placed an order for the equipment specified in the permit, the salesman would tell him the specified equipment was unavailable but that another type was ready for shipment and that it was perfectly all right to use with the license. In these instances, it was learned, licensees would not only begin operating with equipment other than that specified in the license but in many cases on different frequencies than those authorized.

In other instances, the salesmen would fill out forms for FCC authorization after selling the equipment but would fail to warn the customer that he was not to operate until he received FCC approval.

In his letter to RETMA, Mr. McCownaughy declared that some of the information and advice offered by salesmen were "inaccurate, improper, misleading and in contravention of express provisions of the statute and the rules and regulations." He also said that some of these activities might be considered "unauthorized practice of law."

Much of these difficulties, Mr. McCownaughy said, stemmed from "overzealousness" on the part of manufacturers' representatives without the knowledge of management. He added that the FCC was considering undertaking an investigation of these practices, but desired RETMA to seek a remedy among member-manufacturers before the FCC itself moved.

WWJ-TV Shows Judge Sworn In; Future Hopeful Asks Equal Time

A UNIQUE Sec. 315 question has been posed for the FCC—and hope is that an answer can be given soon.

Seems WWJ-TV Detroit included in a Jan. 3 newscast the swearing-in ceremony of Common Pleas Court Judge Elvin L. Davenport, appointed by Michigan Gov. Mennen Williams.

Allan H. Blondy, former state senator, Democratic candidate for the judgeship, claimed he was entitled to equal time under the provisions of Sec. 315 of the Communications Act because Judge Davenport, Mr. Blondy asserted, must run for election to the post in April. Station officials demurred; Don De Groote, asst. general manager of the Detroit Evening News station, notified Mr. Blondy that the station felt its coverage of Judge Davenport's oath-taking was a legitimate news event and did not require equal time for other candidates for the same position.

Mr. Blondy then took his plea to the FCC, talking to Richard A. Solomon, asst. FCC general counsel. Mr. Solomon said, Mr. Blondy declared that the issue had never been raised before and that the Commission would act promptly upon receipt of detailed information.

Appeals Court Asked to Rule 'Play Marko' Show No Lottery

A FEDERAL appeals court has been asked to rule that Play Marko, a bingo-type TV program, is legal. Arguing before a three-judge appellate panel in Washington, The Caples Co., Chicago advertising agency, which holds title to Play Marko, argued that the program is not a lottery. It declared that both the Post Office Dept. and the Dept. of Justice had never questioned the legality of the program.

Last year, the FCC advised several TV stations that it had doubts about the legality of Play Marko. The stations immediately dropped the program. Upon an appeal by The Caples Co., the Commission ruled that the program contained the elements of a lottery. The court appeal followed.

Key to the controversy is whether the need for a player to go to a store to pick up a Play Marko card constitutes consideration. There usually are three elements which in combination constitute a lottery. These are consideration (payment), chance and a prize. The Commission held that requiring television viewers to go to a retail establishment in order to pick up the bingo-like card—where they also may make other purchases—was consideration in the meaning of the lottery laws. The Caples Co. argued that this was not so; that there was no payment involved in picking up the card. The NARTB joined the Caples Co. as a friend of the court in urging this construction.

The argument was heard by Circuit Judges David L. Bazelon, Charles Fahy and John A. Danaher. Leonard Steibel, New York, argued for the Caples Co.; Daniel R. Ohrbaum, for the FCC.

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The Area Pulse of the Knoxville market, recently released, included 72,000 personal quarter-hour reports—6 a.m. to midnight, Monday through Friday, October 15-19, 1956. Besides counties shown on the map, the survey included Wise County in Virginia, and Beathitt, Knox and Letcher Counties in Kentucky. This 61-county area has 421,700 radio families.

As shown by the recent 61-county Knoxville Area Pulse Survey, what station stands FIRST in every quarter-hour from 6 a.m. to Midnight?

WNOX

OBVIOUSLY...
If you do business in Tennessee, WNOX can help you do more business

Other significant facts from the Area Pulse:
1. Day and night, WNOX comes within 5 percent of having MORE AUDIENCE than all other Knoxville stations combined.
2. From 6 p.m. to midnight, WNOX does reach more listeners than all other Knoxville stations combined.
3. 53 stations located outside Knoxville are heard in various parts of the 61-county area. From 6 a.m. to 6 p.m. during the entire five-day period covered, WNOX alone had two-thirds as many listeners in the 61-county area as these 53 stations combined.
4. ALSO, from 6 p.m. to midnight, WNOX alone had 72% as many listeners in the 61-county area as these 53 stations combined.
5. Day and night, WNOX has more than twice the audience of any other Knoxville station.

WNOX East Tennessee's NUMBER ONE Radio Station 10,000 watts — 990 Kilocycles — CBS Radio

A Scripps-Howard Station represented by

John Blair & Company
Harmon Named to TASO Post
Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., has been appointed vice chairman on transmitting equipment for the Television Allocations Study Organization (TASO), WBC announced last week. No other appointments to the 10 panel committees have yet been announced. Dr. George R. Town, executive director of TASO, said last week he intended to release the full complement of panel chairmen when he had acceptances from all who have been invited to become chairmen. There are still one or two people who have not responded to the invitations, he said.

FCC Clears ABC in San Diego
ABC was vindicated when the FCC issued an amended final decision in a protest case against the network’s affiliation with XETV (TV) Tijuana, Mexico. The Commission revised a final decision [B+T, Oct. 22, 1956] to declare that ABC’s arrangement to feed kinescopes and film to the San Diego market ch. 6 outlet without FCC approval is no reflection on ABC’s character qualifications. The protest was filed by San Diego tv stations seeking to have the FCC forbid ABC to affiliate with the Mexican station. One of their points was that ABC’s kine and film arrangement with XETV should have had Commission approval. Revision of the final decision negated that charge.

NEW PR SUBSIDIARY ESTABLISHED BY B&B
ESTABLISHMENT of a wholly-owned public relations subsidiary, General Public Relations Inc., was announced last week by Benton & Bowles, New York. The new firm will commence operations next Friday.

B&B's president, Robert E. Lusk, said the new subsidiary will combine both the resources of Benton & Bowles' public relations department with that of Burns W. Lee-Patrick O'Rourke Inc., a West Coast public relations firm that has been servicing such national and regional accounts as Minute Maid orange juice. This account, a B&B spokesman indicated last week, will be resigned because of a product conflict.

Officers of the new company will be Ward B. Stevenson, Benton & Bowles vice president and public relations director, who will become president of General Public Relations Inc.; Burns W. Lee, executive vice president; Robert L. Jordan, manager of the agency’s P. R. department, vice president, and William R. Baker Jr., B&B board chairman, to chairman of the new company. Mr. O’Rourke will not join the organization, and is expected to announce his future plans at a later date.

GPR’s New York offices will be adjacent to those of Benton & Bowles, at 444 Madison Ave., and later this year, at the agency’s new headquarters, 666 Fifth Ave. GPR’s Hollywood offices will be at the former Lee-O’Rourke quarters at 607 S. Hobart Blvd., Los Angeles.

Though several other large agencies have established their own, wholly-owned public relations firms, notably, McCann-Erickson’s Communications Counselors Inc., and Young & Rubicam’s Bureau of Industrial Services—all allowing them to take on as clients accounts that are not necessarily serviced by the parent agency—Benton & Bowles' move is reportedly the first in which an agency has merged with an outside public relations company. While General Public Relations Inc. will be free to solicit accounts on its own, Mr. Lusk pointed out that it will not accept clients whose products are “competitive to the interests of Benton & Bowles advertising clients.”

Television program publicity will be continued to be handled by Jean Meredith on the West Coast and Burt Schultz in New York.

Taplinger-Ruff Union Dissolved
THE month-old merger by Carl Ruff Assoc. and Robert S. Taplinger & Assoc., New York, public relations firms, which was announced shortly after Mr. Taplinger resigned to become vice president and public relations director of Warner Bros. Pictures, will be terminated Feb. 1, it was learned last week. The Taplinger firm, which will once again bear the corporate name of Robert S. Taplinger & Assoc., will choose a new president within a week.

Ryan, Norris Form Ryan-Norris
FORMATION of the Ryan-Norris service agency in Hollywood has been announced by the two principals, Helen Ryan and Helen Norris, both 10 year veterans in west coast public relations and advertising. Specializing in public relations programs and promotional campaigns for advertising agencies and clients. Ryan-Norris is headquartered at 6235 Hollywood Blvd. Telephone is Hollywood 5-7310.

PROFESSIONAL SERVICES PEOPLE
Richard C. O’Hare, former FCC attorney and associate of Dempsey & Koplovitz law firm, joins Washington law firm of Corcoran, Youngman & Rowe.
We'll file it as you suggest, Miss Gatten...

But before we do, we'd like other broadcasters to see your letter.

And to remind them that the women's programs you mention are only a few among the more than 60 a day United Press supplies for radio and television.

A series of pocket-size folders, like the one shown here, tells all about them—and lists their 200 kinds of sponsors. A note to United Press, 220 East 42nd Street, New York, will bring a set...

Thank you, Miss Gatten, for the fan mail. Now, to our filing.
JAMES LUCE
Associate Media Director
J. Walter Thompson

"Paid circulation, as measured by A.B.C., is the only measurement of reader interest and reader responsiveness. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind A.B.C. and it's the sound way to buy space."

FRANK COULTER, JR.
Associate Director, Media Relations
Young & Rubicam, Inc., New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers... (the reader) can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job. Since A.B.C. audits only paid circulation, this becomes an important measure of reader response."

ROGER C. BUMSTEAD
Media Director, New York
MacManus, John & Adams, Inc.

"A.B.C.'s admission to the Audit Bureau of Circulations is a significant milestone in your history. A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

EDWARD A. FONTÉ
Director of Media
The Joseph Katz Company

"A.B.C. is the accepted source of circulation figures and its prestige stands alone in the publication field. An advertiser can buy an A.B.C. publication with more confidence because every subscription is a paid subscription."

FRANK KEMP
Vice President and Media Director
Compton Advertising, New York

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

DR. E. L. DECKINGER
Vice President, Charge of Media Strategy
Grey Advertising Agency, Inc.

"A.B.C. reports are to the agency space buyer what a law library is to the attorney—indispensable for the efficient exercise of his professional function. Paid circulation is a vital dimension in the measurement of publication acceptance. We who grew up in the era of A.B.C. find it hard to understand how advertising even managed to function without it."
Media Buyers Rely on Audit Bureau of Circulations

B•T is the only magazine in the vertical radio-tv field with membership in the Audit Bureau of Circulations

Here’s a cross-section of media buyers—and what they say about the Audit Bureau of Circulations. Their remarks were stimulated by Broadcasting-Telecasting’s recent admission to A. B. C.

B•T has the largest paid circulation in its field. B•T distributed more paid circulation in four months than all others in the field combined distribute in a year.

There’s no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N. W.
Washington 6, D. C.
MBS CONSIDERS HEAVY NEWS FORMAT

Mutual officials to seek reaction of affiliates at Chicago meeting this week

A NEW TYPE of network operation built almost wholly around newscasts—and conceivably eliminating "entertainment" programming—is being considered by Mutual officials, it was learned last week.

Without spelling out details, MBS authorities acknowledged that a number of new possibilities regarding programming are being studied but stressed that no decisions have yet been made.

They said the plans will be taken up with members of the Mutual Affiliates Advisory Committee, to get their reaction, at a meeting called for Chicago on Thursday and Friday.

President John Poor confirmed that Mutual officials are considering program changes that would put the emphasis on news, that some of these plans envision a curtailment of other, or entertainment, programming, but emphasized that they are all tentative plans thus far. They have been discussed with some affiliates, he said, and seemed to arouse favorable interest.

Another network source, equally reluctant to discuss details, said the plans envision a service as nearly as possible in line with what the stations want and need in this day of changed listening habits. He, too, stressed the uncertain status of the plans at present, but said MBS hoped to "make a survey" in the next 10 days and then "make up our minds."

In brief, the plans envision five-minute network newscasts every half-hour—on the hour and half-hour. Whether the network or the stations would pay for the lines apparently is still a matter to be decided. But authoritative sources indicated that half of the newscasts would be for sale by Mutual; the other half for local sale by the stations.

Checks with a number of affiliates who have been approached by Mutual indicated some differences as to the degree of entertainment-program curtailment being considered.

Some felt all programs of an entertainment nature—dramas, mysteries, etc.—would be eliminated if the plans go through, but that Mutual would continue and perhaps intensify its coverage of sports, thus making

tal of world news—and there was some speculation that Washington might become the network's news center.

The network already is relatively heavy on news programs, with Kraft Foods and Miles Labs together accounting for a total of about 70 a week.

Established commentators such as Fulton Lewis jr. and Gabriel Heatter would be continued under the present thinking, it was understood, and conceivably the number of commentators might be increased.

In stressing the tentative nature of the plans thus far, Mr. Poor noted that Mutual is constantly trying to improve programming and to evolve plans that will benefit both the affiliates and itself, and said it was as part of this regular search for improvements that the new ideas were evolved.

He emphasized also that the MAAC meeting was not called primarily for, and will not be concerned solely with, the new program plans. He said it is one of a regular series of network meetings with MAAC members in which the common problems of Mutual and its affiliates are considered and plans affecting both are discussed.

This week's, he added, will be the first since the regular elections of new MAAC members. The group is also slated to elect a chairman at this time.

The meeting will be held at Chicago's Lake Shore Club. Mr. Poor and Station Relations Vice President Robert Carpenter are slated to head the network delegation.

JOHN BARTON POOR
HE HOLDS NEWS TO BE MUTUAL'S KEY

Mutual largely a "news and sports network" along lines already adopted by many stations individually.

Others felt there would be curtailment but not complete elimination of entertainment programs.

There appeared to be general agreement that in putting primary emphasis on news, Mutual undoubtedly would lay increased responsibility on its Washington news staff—since Washington is the acknowledged capital of world news—and there was some speculation that Washington might become the network's news center.

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NBC Radio Rings Up Another $1 Million

SALES amounting to more than $1 million in net advertising, including $300,000 in new business, were completed by NBC Radio in a one-week period, it was announced last week by William K. McDaniel, vice president, NBC Radio network sales.

Mr. McDaniel, who pointed out that these sales were achieved on top of NBC Radio's $7 million in net advertising billings during December 1956, listed the following new advertisers:

North American Philips Co., New York, through C. J. LaRoche & Co., New York, 50 participations a weekend on Monitor for 10 weeks, starting in April; Calgon Inc., Pittsburgh, through Keitchum, McLeod & Grove, Pittsburgh, 13-week campaign of 26 participations in the new "Bill Goodwin Show" (Mon.-Fri., 1:05-2 p.m. EST), starting Feb. 20; Allis-Chalmers Mfg. Co., Milwaukee, through Bert S. Gittins Adv., Milwaukee, a special "Biographies in Sound" program honoring Thomas A. Edison on Feb. 11 (8:05-8:55 p.m. EST);

Knapp-Monarch Co., St. Louis, through Frank Block Assoc., St. Louis, a five-week schedule of 20 participations on Monitor during April; Maytag Co., Newton, Iowa, through Leo Burnett Co., Chicago, for 100 participations on Monitor over three weeks; Evinrude Motors, Milwaukee, through Cramer-Crasselt Co., Milwaukee, a ten-week schedule of one minute participations on Monitor, starting this spring.

Renewal contracts, Mr. McDaniel said, came from the American Oil Co. for its 52-week campaign on Monitor; Sun Oil Co. for its Monday-through-Friday evening "Three Star Extra" news programs for 52 weeks, and the Norwich Pharmacal Co. for its participations on NBC Bandstand, Five Star Matinee and Monitor.

WGIR Joins CBS Network

AFFILIATION of WGIR Manchester, N. H., with CBS Radio was announced last week by William A. Schudt Jr., vice president in charge of station relations. The station joins CBS Radio as a secondary affiliate but will become a primary in the supplementary group on next July 22, when it will replace WTEA as an affiliate.

WGIR is owned and operated by Northeast Broadcasting Corp. The station operates on 610 kc with 5 kw daytime and 1 kw nighttime.
what’s 1/10 of 1% among friends?

WPEN
SECOND
IN
PHILADELPHIA

ONLY ONE TENTH
OF ONE PERCENT
FROM THE TOP!*

6 A.M. TO MIDNIGHT—MONDAY THRU SATURDAY

*Pulse Sept.-Oct. 1956
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**January 28, 1957**

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PRESIDENTIAL OATH VIDEOTAPE

- CBS-TV, NBC-TV record inaugural swearing-in ceremony
- First use of portable film processor made by CBS-TV News
- Estimated $682,000 spent for preemption, coverage costs

AN HISTORIC 43rd Presidential inauguration was amply covered Monday by radio and tv, with television scoring two outstanding electronic developments:

- Both CBS-TV and NBC-TV recorded President Eisenhower’s actual swearing-in ceremony on Ampex video (magnetic) tape and then replayed it less than an hour afterward.
- CBS reported that its news operation made the first commercial use of a new and small, portable, high-quality film processing machine. CBS News reportedly shot and distributed more than 10,000 feet of film to approximately $45,000; tv pre-emptions placed at about $360,000 and radio pre-emptions in the vicinity of $22,200.

Full complements of personnel and equipment were mustered by all of the networks in covering the ceremony, the parade and the inaugural balls.

NBC reported it telecast five hours and 45 minutes of the events with the parade coverage continuing until 4:45 p.m. EST. On radio, NBC covered events from 11:30 a.m. to 2:30 p.m., and from 10:30 p.m. to 11 p.m. CBS Radio also started its coverage at 11:30 a.m. CBS-TV claimed it was on the air with inauguration programming for six hours and 45 minutes (11 a.m.-5 p.m. and then 11:15 p.m.-midnight). ABC extended its tv and radio coverage from the original 11 a.m.-3 p.m. hours it had set aside to another hour and a half to telecast more of the late-running inaugural parade.

CBS-TV video taped the oath-taking ceremony, replaying it on the network about 30 minutes after the actual swearing in at approximately 12:25 p.m. EST, and for a third time still 30 minutes after the second replay. NBC-TV reported that it played its video tape recording of the same scene less than a half-hour after the actual ceremony.

Observers thought the tape picture had extremely good quality, although it was noted that a slight streak appeared for a short time.

CBS News' film processing machine, which measures 29 x 20 x 36 in., can be shipped by air to any point in the U. S. or abroad. It requires no special dark room since it is a magazine-load type processor and can operate on a normal 110 volt power line. According to the network, the machine can process 45 feet of film per minute, using standard photographic developing solutions and producing film with quality comparable to that produced by large commercial laboratories.

‘Pressure Groups’ Pose Problem
To Networks, Says CBS-TV Official

CHIEF PROBLEMS in public relations facing television networks lie in the areas of the special publics often called “pressure groups,” Robert Strusnky. copy director of CBS-TV, told a meeting of the Assn. of Advertising Men and Women last week at the Hotel Biltmore in New York.

Mr. Strusnky indicated the range of “pressure groups,” covering such diverse areas as lobbies, nationality organizations, business, educational and religious groups, and claiming they had certain common characteristics “which endow them with a degree of strength and power out of all proportion to their size.” Mr. Strusnky described these pressure groups as being “cohesive, articulate and skilled in the techniques of making their influence felt” and added that each group has “a formulated program of action or a specific set of principles which it is intent on advancing.”

The television industry, Mr. Strusnky said, has not produced “a schematic program” to meet the public-relations problems indicated and none is likely to be produced. But he added the networks meet each problem as it arises, and also apply “certain basic principles of fairness and balance which have been established and are operating.” He cited the “equal time” provision for the discussion of controversial issues and for appearances by candidates for political office and the NARTB Code governing questions of good taste, the quality and duration of commercials and injunctions against the use of racial and religious stereotypes.

Speedway Bstg, Network Gets Rights to Broadcast Auto Races

EXCLUSIVE rights for broadcast coverage of some 16 automotive racing events this year have been obtained by Speedway Broadcasting Network, it was announced last week by James E. Ford, president of the new organization.

Network plans to cover races in an area extending from Illinois to the East Coast. Each broadcast will run approximately 90 minutes on either Saturday or Sunday. Membership in the network is being offered to stations in Illinois, Indiana, Iowa, Southern Michigan, Ohio, Pennsylvania, New York and New Jersey at the outset and will be extended elsewhere in the country sometime in the future.

According to Mr. Ford, member stations would pay 8% of their one-time Class “A” hourly rate for each quarter hour of a broadcast and would arrange and pay local facility charges. Provision would be made for local station spots, one-minute every ten minutes, and a limit of one station per area, with right to sell its own exclusive coverage.

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**Leadership!...**

**IN ALL PERIODS**

**ARB December 1956**

**STATION SHARE OF SETS IN USE**

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<td>Noon to 6:00 p.m.</td>
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**WDEF-TV**

- **14 of top 15 Net Shows**
- **8 of top 10 Syndicated Shows**
- **428 of 562 Measured ¾ Hours**

- **Full 316,000 Watts**
- From antenna atop Signal Mountain High above City

**CHATTANOOGA • The 79th Market**
HAUSMAN, ZORBAUGH
NEW CBS RADIO V.P.'S

- Former to advertising post
- Latter general attorney

APPOINTMENT of two new CBS Radio vice presidents was announced last week by Arthur Hull Hayes, CBS Radio president. Louis Hausman becomes vice president in charge of advertising and promotion effective today (Monday), and Geraldine B. Zorbaugh has been made vice president and general attorney, a newly-created post. Her appointment is effective next Monday.

Mr. Hausman joined CBS in 1940. He was associated with CBS Radio except for the past four years when he served successively as a CBS-Columbia vice president and later of CBS Inc.

He succeeds Jules Dundes, who was advanced to vice president in charge of station administration in an executive shift last November.

In his new post, Mr. Hausman will be responsible for advertising, audience promotion, sales promotion and press department activities at CBS Radio and also will supply creative counsel to other areas within the radio division.

In announcing the appointment, Mr. Hayes noted that Mr. Hausman’s re-association with CBS Radio was particularly noteworthy in view of “all indices of radio, both network and local, pointing upward.”

Mrs. Zorbaugh formerly was with ABC where she was a vice president and special assistant to the president (Robert E. Kintner, now with NBC). At the time of her elevation, she was credited with being the first woman to achieve a network vice presidency. She held various posts with ABC, first as a staff attorney, later as assistant general attorney and assistant secretary, and before her vice presidency, as secretary and general counsel of ABC and assistant secretary of American Broadcasting-Paramount Theatres.

Robert Dunne, assistant general attorney for CBS Radio, continues in that position.

**NBC-TV Claims Superior Rating Based on Nielsen Survey No. 2**

NBC-TV reports it is viewed during an average week by more than 96% of all U. S. tv homes, or a total of 34,087,610, which the network claims is an advantage of 217,000 homes over the “second leading network.”

NBC’s study, conducted by its research department, is based on findings of the second Nielsen Coverage Service survey (NCS No. 2).

Among other things, NBC says it has found that its full tv network circulation has more than doubled in the four-year span between the first NCS of May 1952 and the current survey.

In weekly viewing, the network finds Nielsen showing NBC-TV to be viewed in the daytime by 27,441,730 homes, or 77.3% of the U. S. total, and in the nighttime by 33,917,860 homes, or 95.6%.

Breaking the figures down further, NBC finds the average day viewing in daylight hours more than 19,946,000 tv homes, or 56.2% of U. S. homes, and in night hours an average of 23,748,730 tv homes, or 81%. NBC-TV claims these figures give it a lead over the other networks.

**NBC’s Color Tv Workshop Opens Today in Washington**

NBC COLOR TV experts, headed by the network’s director of special events. Barry Wood, will present various facets of color television in the fifth annual “Visual Workshops” series, which opens today (Monday) and continues through Friday in the Jefferson Auditorium of the U. S. Dept. of Agriculture, Washington, D. C. The series is sponsored by the Agriculture Dept.

Mr. Wood will open the meetings with an address on “The Today and Tomorrow of Color Television,” and then will moderate a panel discussion to be presented by three NBC officials—Ed Bennett, Reid Davis and Stan Parlan. Mr. Bennett is supervisor of scenic design and graphic arts for the network; Mr. Davis is manager of television technical operations, and Mr. Parlan is supervisor of broadcast film.

More than 600 officials—including heads of university radio and tv departments, educational broadcasters, and various government service representatives—have been invited to the meetings.

Other highlights of the workshop include an RCA film entitled “The History of Television” and a visual workshop presented by Mr. Bennett and George Heinemann, director of program planning and development for owned-and-operated stations. Mr. Bennett will discuss scenic design, graphic arts and visual aids, and Mr. Heinemann, programming for local stations.

**CBS-TV Promotes Fisher, Harrison**

APPOINTMENT of Thomas K. Fisher to the new post of vice president and general attorney for CBS-TV is being announced today (Monday) by President Merle Jones as part of the move in which separate legal departments are being established by CBS Radio and CBS-TV (see this page for CBS Radio appointment).

At the same time Mr. Jones announced that W. Spencer Harrison, who has been vice president in charge of legal and business affairs for CBS-TV, takes over the new post of vice president and business manager of talent and contract properties for the network.

Mr. Fisher, who will handle all legal matters for the CBS tv division and will report directly to President Jones, joined the CBS legal department in 1955. He formerly was associated for 10 years with the New York law firm of Donavan, Leisure, Newton & Irvine, and had been assistant U. S. Attorney in New York for two years. Before that, he served in the Navy, Office of the General Counsel.

Mr. Harrison, according to the announcement, will “assume administrative responsibility in the broad field of program and talent business administration,” working closely with Hubbell Robinson Jr., executive vice president. The CBS-TV business affairs department, under Merritt Coleman, will report directly to Mr. Harrison.

Mr. Harrison joined CBS in July 1942 after serving as law cl. a. to Judge Frank Richman of the Indiana Supreme Court.

**ABC Radio Signs 2 New Sponsors, Renews Contracts With 4 Others**

ABC RADIO has signed two new sponsors for segments of Breakfast Club, My True Story and whispering Streets, and renewed contracts with four other companies for segments of Breakfast Club, announced George Comtois, ABC national sales manager.

C. H. Musselman Co. (food products), Biglerville, Pa., through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will make its first use of network radio March 18 when it begins sponsoring the Monday, 9-9:05 a.m. and Tuesday, 9-20:9:25 a.m. segments of Don McNeill’s Breakfast Club on ABC Radio (Mon.-Fri., 9-10 a.m. EST).

Also signed by ABC Radio last week: The Nestle Co. (Nescafe), White Plains, N. Y., through Bryan Houston, for segments on Breakfast Club, My True Story and whispering Streets.

Among the renewals announced by Mr. Comtois: on Breakfast Club—Beltone Hearing Aid Co., through Olian & Bronner Inc., both Chicago; Foster-Milburn Co. (Doan’s Pills), Buffalo, N. Y., through Street & Finney, N. Y.; Charles Pitzer & Co. (poultry remedies, livestock feed), Brooklyn, N. Y., through Leo Burnett Co. Chicago; and Rust Craft Publishers (greeting cards). Dechant Bros., through Champ-

Mr. Comtois, Foster-Milburn also being a sponsor, joined the Kennard by the prominent radio and television vintage, 600. The company, currently participating in Breakfast Club, has been with the network for over a decade.

**Memphis**

**in MEMPHIS the OK Negro Radio Buy is WLOK.**

**Page 70 • January 7, 1957**
WARNER BROS. RATINGS

START BIG
AND GET BIGGER!

On WBZ-TV’s “Boston Movietime”, (5:00-6:30 P.M., Mon.-Fri.) ratings shot up with the start of programming Warner Bros. features from the previous month’s 4.4 to a rousing 13.8. Succeeding months saw ratings go even higher, and stay up!

4.4
before Warner Bros.

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January 28, 1957 • Page 71
NBC-TV STEPS UP USE OF AMPLEX VTR

- Five weekday series on tape
- Ampex explains deliveries

NBC-TV, which has been quietly testing its new Ampex Videotape Recording apparatus in Hollywood and earnestly examining the CBS-TV repeat telecasts via this process, last week just as quietly plunged into a full-scale Ampex operation. Five NBC-TV Monday-Friday series—Today, Home, Truth or Consequences, News Caravan and Tonight—are now being taped off the network line at the time of their broadcast in the East and repeated three hours later for the Far West. If results are satisfactory—and no one seems to doubt they will be—plan calls for dropping present early morning broadcast of Truth or Consequences, now staged at 8:30-9 a.m. PST for live broadcast for the East at 11:30 a.m.-12 noon EST, replacing it with a 6 p.m. PST audience performance that will be taped for use on the air the following day in both East and West.

Meanwhile, Ampex last week contacted its waiting list of station customers to fully explain its November 1957 date for start of deliveries (BET, Jan. 21).

Phillip L. Gundy, vice president and general manager of the Audio Div. of Ampex, noted the many improvements planned for the VTR as a result of the firm’s work with CBS and NBC during network use of engineering prototypes. All the TV industry will benefit from findings of this re-evaluation program and all order holders will receive machines with refinements not in the original plan, he said.

Mentioning the necessary penalty in delivery time, Mr. Gundy emphasized that “our first concern is to make a product which most nearly fits the operating practices of all users.”

Ampex expects to ship two more VTRs to CBS this month, completing the original order of five. Delivery to NBC was completed with delivery of a third Ampex system in New York last month.

Completion of the re-evaluation program, according to Ampex, allows the firm to concentrate on tooling for the production recorder, Model VR-1000, for which broadcasters have subscribed a backlog worth $4 million.

CBS-TV to Use Magnetic Tape For ‘Talent Scouts’ in March

ARTHUR GODFREY’s Talent Scouts (Mon. 8:30-9 p.m. EST) has been recorded experimentally by CBS-TV on its Ampex magnetic tape equipment. The network at present plans to program the tape in early March, during the time when the show’s star, Arthur Godfrey, will be vacationing in Africa for five weeks, beginning about Feb. 23.

PRESENTS 300TH

TONIGHT (Monday) marks the start of the eighth year and 300th broadcast for Robert Montgomery Presents. The dramatic show has filled the Monday, 9:30-10:30 p.m. period on NBC-TV. During its years on the air, the show has used 253 authors and the talents of 7,204 actors and actresses. The program has been sponsored throughout its tenure. Lucky Strike cigarettes was the original sponsor and in 1952 shared alternate weeks with S. C. Johnson Wax Co. The latter firm has continued to sponsor the alternate weeks since, and beginning tonight the Mennen Co. underwrites the alternate week released by Schick Razor.

Keystone Adds 9 Affiliates

KEYSTONE Broadcasting System has announced the addition of nine new affiliates for its transcription network service, bringing the number of clients to 917. Blanche Stein, KBS station relations director, reported the new stations are KJEN Wenhoo, Wash.; WSKI Montpelier, Vt.; WBLR Batesburg, S. C.; KMRS Morris, Minn.; KLLA Leesville, La.; WWXL Manchester, Ky.; WCYN Cynthiana, Ky.; WWVR Terre Haute, Ind., and KAAM Honolulu, T. of H.

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Tv as 'Motivation' Force Stressed in ABC Presentation

TELEVISION is an instrument of "motivation"—motivation of people to buy the products of automation—according to a new presentation prepared by ABC-TV and being released in booklet form today (Monday).

"Motivation"—a word coined by Jack Singer and Ridgway Hughes of the ABC-TV sales development and research department, who wrote the presentation—is the power of television . . . the vital sales force that transforms tv viewers into doers," the booklet asserts.

As the growing number of products requires companies to rely more on " impersonal supermarket type" of salesmanship and less on personal selling, the presentation points out, television becomes increasingly important in its "power to move people to products more swiftly, more effectively, more efficiently than any other method."

It points up television's growth (37.7 million tv homes and 12,000 being added daily); its influence on family life (5 hours 26 minutes spent with television by the average tv home each day); its diminishing costs-per-thousand ("today it costs tv advertisers less than two-thirds as much to reach the same number of people as it did in 1950," while all other media's costs-per-thousand have gone up); its growing acceptance by advertisers (303 advertisers in network tv in the first six months of 1956, compared to 71 in the same period of 1949, with both large and small advertisers boosting tv's share of their budgets).

The booklet winds up with a presentation on behalf of ABC-TV specifically, asserting that ABC-TV "brings you a bigger choice of programs, time periods, stations plus coverage and audience opportunity."

The accelerating rate of increase in ABC-TV's annual billings, the "continuing increase in the number of homes that are devoting increasing amounts of time watching ABC-TV programs," the network's "rapid improvement" in total coverage and its decreasing cost-per-thousand all are pointed out in text and charts.

MUTUAL MAGNANIMITY

IN an example of inter-network magnanimity, Mutual will honor an employee on CBS Radio-affiliated WLAC Nashville Thursday during MBS Official Detective series (Thursday, 7-7:30 p.m. EST). MBS will present its weekly "Outstanding Detective" award to Herman H. Grizzard, sports director of WLAC.

Last fall, while Mr. Grizzard was a midnight-to-dawn disc jockey on the station, he cooperated with police in tracking down a fugitive from justice, called "The Creeper." Since it was believed "The Creeper" heard the calls on the police radio, Mr. Grizzard permitted authorities to broadcast coded messages on his program so that communication could be maintained among the various policemen working on "The Creeper" case.
ABE TELEVISION Network executives and members of the ABC-TV Affiliates Assn. board of governors pause during one of their sessions at the Balmoral Hotel, Miami Beach, a fortnight ago. Seated clockwise (from extreme left) are Robert Lemon WTTV (TV) Bloomington, Ind.; Joseph Harold, KBTV (TV) Denver; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa; Joseph Bernard, WGR-TV Buffalo; Harry Lebrun, WLWA (TV) Atlanta; Fred Houwink, WMAL-TV Washington, chairman, ABC-TV Affiliates; Willard Walbridge, KTRK-TV Houston, Tex.; Joseph Drilling, KJEO-TV Fresno, Calif.; Donald Davis, KMBC-TV Kansas City; Michael J. Foster, vice president in charge of press information and advertising for ABC; Donald Coyle, director of sales development and research for ABC-TV; Oliver Treyz, vice president in charge of ABC-TV network; James Aubrey, vice president in charge of programming and talent for ABC-TV network; Alfred Beckman, director of station relations for ABC-TV network; John Eckstein, director of advertising and promotion for ABC; Slocum Chapin, vice president in charge of sales for ABC-TV Network; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; Simon Siegel, ABC treasurer; Julius Barnathan, manager of research for ABC-TV network.

David Lowe Named to Head NBC-TV's Educational Project

NBC-TV last week continued to clear the way for its educational tv project, tentatively to start March 11, by appointing David Lowe, tv and stage producer-director, as producer.

According to Edward Stanley, NBC manager of public service programs, who heads the project that will telecast five series of programs to all 25 of the nation's non-commercial educational tv stations [B+T, Jan. 21], Mr. Lowe assumes overall supervision of production in the series. The project will cover mathematics, music, government, literature, world geography and economics.

NETWORK: PEOPLE

John J. Kelly, formerly on advertising sales staff, Collier's magazine, to ABC-TV as account executive in eastern sales department.

Gordon Mason, national sales representative for KNX Los Angeles, named account executive for Columbia Pacific Radio Network, succeeding Roland McClure, appointed manager of the CBS Radio Spot Sales, Hollywood. Tom Pate, Pacific coast sales service manager for CBS Radio and CPRN, succeeds Mr. Mason and Jim Francis, CPRN sales promotion department, takes over Mr. Pate's former post.

Van Dexter, composer-conductor for NBC-TV's Thank Your Lucky Stars and free tv program composer (Douglas Fairbanks Jr. Presents and Dangerous Assignment) named music director of NBC's Pacific division.


Adolph L. Seton, assistant director of ABC Press information, named to newly-created post of manager, on-the-air promotion of ABC's advertising and promotion department. David Rooney of same department promoted to assistant to manager, on-the-air promotion.

Harry Woodman, coordinator of traffic for NBC, to retire Feb. 1 after 30 years of service with network.

David J. Maness, former assistant managing editor, Collier's magazine, to NBC-TV as writer on Tonight show. Also assigned to Tonight in writing capacity: Martha Weinman, former editorial associate at Woman's Home Companion.

Jay Hoffer, in charge of audience promotion for ABC-TV and Radio, father of girl, Claudia Rosemarie, Dec. 29.

'BUTHER' INCIDENT VEERS TOWARD FCC

FORMAL PROTEST of the controversial cancellation of the "Martin Luther" film last month by WGN-TV Chicago is expected to be filed soon before the FCC, a Washington attorney retained by a newly-formed Protestant action committee for the fight, told the Commission last Tuesday in a letter.

Attorney Frank S. Ketcham asserted in the letter to the FCC secretary that the film cancellation last Dec. 18 three days before its scheduled showing was an "arbitrary action of WGN-TV of Chicago." He stated that the "Action Committee for Freedom of Religious Expression and other organizations ... intend to file a formal pleading with your Commission ... requesting appropriate relief to assure responsible performance by broadcast licensees of their obligation to operate their facilities in the public interest."

Among other actions contemplated in the controversy, according to Mr. Ketcham: a petition with at least 300,000 signatures of Chicago citizens will be filed with the FCC; a mass meeting of protest in Chicago is planned for sometime in the next few weeks.

The Washington attorney late last week was slated to see Chairman Warren Magnson (D-Wash.) to request a hearing on the matter before the Senate Interstate & Foreign Commerce Committee.

In Chicago the Protestant "action" committee was scheduled Friday to formally announce its formation, according to Dr. John W. Harms, executive vice president of the Church Federation of Greater Chicago. Dr. Harms said the "action" committee was to be composed of about 30 Protestant denominations, and will have full support from the federation, the Luthern Council of Chicago and other groups. The committee has charged that WGN-TV cancelled the motion picture as a result of Roman Catholic pressure [B+T, Dec. 24, 1956, et seq.].

The planned protest filing before the FCC, Ward Lebrun, vice president and general manager of WGN Inc., would not comment on further developments.

Mr. Quaal stuck to his initial statement that the station has "no present intention" of rescheduling the Martin Luther film. [B+T, Jan. 14].

Ind. Corporations Elect Officers

J. ROBERT QUIGG has been elected chairman of the board of the Central Bctg. Corp. and the Marion Radio Corp.—owners and operators of WKBV Richmond, Ind., and WBAT Marion, Ind.—in a recent election of officers for both corporations.

Leslie G. Spencer was elected president of the two corporations, and assistant treasurer for both. Other officers are C. E. Hamilton, vice president; H. W. Beckhoff, secretary-treasurer; Allan B. McCrea, assistant secretary. William C. Fowler was elected vice president in charge of operations for WBAT, and is responsible to Mr. Spencer, who has charge of operations for WKBV.
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Shoot it IN COLOR . . . You'll be glad you did!
Sidley Amends Complaint In Suit Against KFWB, C-C Publishing Co.

MORTON SIDLEY, former commercial manager of KFWB Los Angeles, has filed an amended complaint in Los Angeles Superior Court seeking to restrain transfer of assets before his claim is settled in a $600,000-plus breach of contract suit against KFWB, Harry Maizlish, the station's former owner, and the Crowell-Collier Publishing Co., which bought the station for $2.5 million.

Mr. Sidley's suit grew out of his release from KFWB—following Crowell-Collier's purchase of the station—without, he says, payment of 9% of the station's sales price, which he claims was included in his seven-year contract. The FCC approved the sale of KFWB to the publishing company last August.

The case is expected to come to trial in "about six months," Bernard Reich, Mr. Sidley's attorney, told BT last week.

KTLA (TV) 10th Anniversary Features Special Telecasts

SPECIAL TELECASTS and open house with guided tours through the studio last week highlighted the tenth anniversary celebration for KTLA (TV) Los Angeles.

The station, which telecast its first program on Jan. 22, 1947, kicked off a six-day celebration last Tuesday at 9:30 p.m. with the appearance of more than 120 motion picture, record and tv stars on its regular City At Night show, which was extended to two hours for the anniversary.

Star performers appearing on the show included Betty Grable, Harry James, Frankie Laine, Spike Jones, Art Linkletter, Harry Von Zell, Guy Madison, Andy Devine, Eddie Dean, Jack Carson, June Christy, Billy Eckstine, Kirk Carver and all of the station's own talent. The program was beamed from KTLA's new Sunset Studios in Hollywood.

Host for the special telecast was Ken Graue, who toured the station lot interviewing personalities from KTLA's past and present.

Throughout the anniversary week, the station's programs saluted the past 10 years, with special guests, songs and glimpses of the first days of television. KTLA's two theatres had continuous live and film entertainment during the week, and offered guided tours through the studios to the public.

Richdale on KOTV (TV) Board

JAMES C. RICHDALE JR., vice president and general manager of KOTV (TV) Tulsa, Okla., since November 1956, has been elected to the board of directors of KOTV Inc., it was announced last week.

Mr. Richdale joined KOTV in November 1954 as commercial manager. Before that he was with Edward Petry & Co., representative, New York, and WNAC-TV Boston.

THESE MEN have two things in common: they all used to work with (or against) each other in radio-tv in Omaha, and they're now radio-tv and agency executives located, for the most part, in New York. Howard O. Peterson, general manager of KTVH (TV) Hutchinson-Wichita, got the Omaha alumni from the '30's together for a reunion luncheon at which he was host last week in New York. Shown (I to r): seated, Gordon Gray, executive vice president and general manager of WOR-TV New York; Mr. Peterson; Charles Schiafior, president, Charles Schiafior Co., New York advertising agency; Donald D. Hoover, president and manager, Bozell & Jacobs, New York; Eugene M. Skinner, assistant manager, Young & Rubicam merchandising department; standing, Frank Pellegrin, vice president and secretary, H-R Representatives; Harold Fair, radio-tv vice president, Bozell & Jacobs; Eugene Thomas, general manager of KETV (TV) Omaha permittee; Merle Jones, president, CBS-TV; E. W. Dallier, general sales manager, KTVH; William E. Kearns, president, Ted Bates & Co.; Frank Headley, president, H-R Representatives. Another Omaha alumni at the luncheon, but absent when the picture was made, was James C. Douglass, radio-tv vice president, Ted Bates & Co.
ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you’ve got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion to spend.

Smith, Dollar Buy KNEW From Hagadone for $400,000

SALE of KNEW Spokane, Wash., by Inland Empire Broadcasting Co. to Mt. Rainier Radio & Television Broadcasting Corp, for about $400,000 was announced last week.

KNEW, operating on 790 kc with 5 kw, is affiliated with MBS. It is owned by Burl C. Hagadone and associates.

Mt. Rainier is owned equally by Lester M. Smith and Lincoln Deliar. They also own KXL Portland, Ore., KJR Seattle, Wash., and KHMO Hannibal, Mo. Mr. Deliar with his wife is the owner of KXOA-AM-FM and ch. 40 KCCC-TV Sacramento, Calif.

Mr. Smith announced that C. E. Rodell, manager of KNEW, will continue in that capacity following FCC approval of the purchase.

Additions, Promotions Made By Evansville, Ind., Stations

ADDITIONS to and promotions on the staffs of WEHT-TV and WEOA, both in Evansville, Ind., and under joint ownership and management since last fall, were announced last week.

Ed Richter and Ernest Felix make up the new owner-management team. Additions to the two staffs include Howard Duncan, formerly local sales manager for WTVN (TV) Columbus, Ohio, as tv sales manager, William Hight, also formerly with WTVN (TV), as radio commercial manager, and Wilbur (“Red”) Walker, formerly assistant advertising manager of Servel, Inc., as radio sales manager.

Those promoted to the joint tv and radio station staff are Rod Cavin, to sales coordinator; Ulysses Carlini, to executive producer; Pete Dooley, to chief announcer for WEOA; John Drum, to promotion director; Becky Allen, to continuity chief and Mel Jones to fulltime on-the-air work. In his new post as sales coordinator, Mr. Cavin will serve as contact between tv sales and the continuity and production departments.

WGN-TV Again Will Televe Chicago Cubs, White Sox Games

ANNOUNCEMENT that WGN-TV Chicago will televise all 1957 Chicago Cubs and White Sox daytime home games exclusively for the 10th consecutive year was made Monday by Ward Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV).

Theodore Hamm Brewing Co. (Hamm’s beer), St. Paul, through Campbell-Mithun Inc., and Oklahoma Oil Co., Chicago, through Maryland Adv. Agency, same city, will co-sponsor the telecasts, starting with the city series April 13. Mr. Quaal presided over a pre-season reception at the Ambassador East Hotel for sponsors, baseball executives and writers.

Jack Brickhouse will handle play-by-play for the 10th straight season, assisted by Vince Lloyd, with Lloyd Pettit conducting pre-game interviews.
Only STEEL can do so many jobs so well

You'll Float Through The Air—For A Mile. This is a cable tramway for tourists that goes up Cannon Mountain at Franconia Notch in New Hampshire. The heavy wire ropes are well over a mile long, 1/4 inch in diameter and they weigh 28 tons apiece. The cable was made and installed by American Steel & Wire Division of United States Steel.

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UNITED STATES STEEL

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

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

SEE The United States Steel Hour, a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for times and stations.

January 28, 1957 • Page 79
TOUCHY ISSUES: HOW WRCA-TV PRESENTS THEM

A HALF-HOUR program on homosexuality was presented on WRCA-TV New York a fortnight ago—and brought nary a ripple of resentment in its wake.

In the view of officials of the NBC-owned station, this absence of criticism for even the mention of so sensitive a subject may be attributed to several factors, none of them involving public apathy.

For one thing, the series on which the homosexuality problem was discussed, a weekly program called The Open Mind, has dealt regularly—since its inception more than a year ago—with serious and often touchy issues, and its viewers have become accustomed to seeing so-called delicate problems seriously discussed.

For another thing, Richard D. Heffner, director of public affairs programs for WRCA-TV and producer and moderator of The Open Mind, has always taken pains to present competent authorities, to keep the discussions on a responsible level, and to avoid sensationalism at all costs.

As a third factor, The Open Mind previously had devoted two shows to other phases of homosexuality, so that the Jan. 12 broadcast was not "new" in subject matter or approach.

This is not to say that there was never any complaint. With the first show, some opposition was heard objecting to the plan to present a second program on the same subject. But there also was considerable public response that was favorable. Mr. Heffner and WRCA-TV accordingly hewed to their original plan, which envisioned three separate shows on homosexuality on the theory that so complex a problem could not be dealt with in fewer presentations.

They had mail from many viewers to back their decision. For example:

"... commend your program for the fine presentation of tonight's delicate subject. Let us hope that it has helped even a few people to have a better understanding..."

"... Very enlightening. However, I would appreciate a format dealing with the latent homosexual personality and how one deals with the neurotic symptoms that are the result of this personality..."

"... I hope you will present last night's subject again and stress what can be done for adults now suffering from the results of unfortunate childhood conditioning...

"... Programs of that kind demonstrate that television can be of educational value to the community."

"... A fine, sensitive, intelligent (though too brief) presentation of a subject that has long needed to be aired.

The Open Mind's treatment of homosexuality consists of discusssions by authorities. On the first program, which treated the subject broadly, Mr. Heffner presented Miss Florence Kelley, attorney in charge of the criminal division of the Legal Aid Society; Dr. Robert L. Laidlaw, chief of psychiatrists at New York's Roosevelt Hospital, and Dr. Arthur Swift, clergyman and dean of the school of polities at the New School for Social Research.

The panelists for the second program were Dr. Philip Polatin of the New York Psychiatric Institute and Dr. Harry Bakwin, president of the American Academy of Pediatrics, and for the third they were Dr. Margaret Mead, noted anthropologist and president of the World Federation for Mental Health, and Max Lerner, author and columnist.

The same format is followed in all of The Open Mind programs, which have dealt with such diverse "heavy" topics as divorce, anti-semitism, the nature of prejudice, alcoholism (two programs), "segregation in our own backyard," the use of psychotherapy, atomic radiation and its effect on human heredity, whether moral and spiritual values should be taught in the schools, whether the national loyalty program has safeguarded freedom or undermined it and whether prejudices can be "unlearned."

In each case, Mr. Heffner, himself a former college teacher (of history, at U. of California and Columbia U.) and author of A Documentary History of the U. S. as well as editor of Democracy in America, has tried to get acknowledged experts on questions at hand and to keep the discussion rolling on a straightforward course in simple language.

The Open Mind, he explains, "is based on the premise that open and free discussion—when conducted in a responsible manner—is basic to the solution of the major social, personal and psychological problems that face Americans today. The Open Mind has exploded the myth that many of these problems are hush-hush and cannot be discussed on the air.

"It's quite clear from professional—medical, etc.—comments and from letters and phone calls that all of this is true. Surely in the homosexuality shows we've worked on the premise that hiding these things has in the past given them good soil for growth. By talking about them we've put them squarely where they belong, in the realm of personal disease or sickness—which can be treated."

Heffner feels that maybe the most important thing about The Open Mind is the fact that we've rather proven that 'heavy' subjects that are near to the hearts and emotions and interests of the average guy on the street can draw a good audience. Aside from do-good considerations, we've also broken trail—as the New York Times wrote—in showing that 'tough' subjects can be discussed freely and frankly on the air. But I'd also like to add again that the element of responsibility has always been there too."

During the past months The Open Mind has been carried at 6:30 p.m. on Saturdays, but last week it was transferred to 12:30 p.m. on Sundays, and, in addition, the aural version is now replayed on WRCA Radio at 11:45 Sunday nights.

Yesterday's (Sunday) program was to feature Norman Strouse, president of J. Walter Thompson Co., and William H. Whyte of Fortune magazine in a discussion of Mr. Whyte's new book, The Organization Man.
Where do your taxes go?

You may have a pretty good idea where taxes go. But did you know that some go to help pay other people's electric bills?

They're the families and businesses that get their electricity from federal government electric systems like the TVA.

While about 23¢ of every dollar you pay for electricity from your power company goes for taxes, those other people pay much less . . . only about 4¢ per dollar if their power comes from the government's TVA, for example. As a result, you are taxed more to make up for what they don't have to pay.

Don't you think this unfair tax favoritism needs thorough study and discussion? America's Independent Electric Light and Power Companies*.

*Company names on request through this magazine.
KTEN (TV) Sells Station Stock To Pay $190,000 Debt to RCA

IN AN UNUSUAL offer to tv viewers in Southeastern Oklahoma, KTEN (TV) Ada, Okla., sold $32,700 worth of 6% preferred stock in the station during the first week, following its presentation of The KTEN Story, a 30-minute show telecast Jan. 11 to help pay a $190,000 equipment debt to RCA.

KTEN President Bill Hoover, in a letter to B&T last week, said:

"The officers and board of directors of the Eastern Oklahoma Television Co. Inc. determined that it would be a good business move to issue preferred stock in the Corpora-

tion, in a sufficient amount to liquidate a $190,000 indebtedness to Radio Corporation of America for equipment."

Mr. Hoover noted that The KTEN Story presented facts about the station and showed its physical assets, with the explanation that since the corporation is paying RCA 6% interest on this debt it would be better if citizens in Southeastern Oklahoma purchased preferred stock in the station and thus kept the 6% in the state in the form of preferred stock dividends.

Of the stock sales, Mr. Hoover further stated:

"The results have been phenomenal, as is indicated by the figure set out above, but even more phenomenal is the fact that this amount of money has been raised through the issuance of stock to approximately 175 people, and each day's mail brings more and more inquiries."

The KTEN official estimated that more than 1,000 Oklahomans will have an interest in the station by the time $190,000 worth of stock is issued.

REPRESENTATIVE APPOINTMENTS


WLNI Laconia, N. H., and KLOU Lake Charles, La., appoint Walker Representation Co.

STATION PEOPLE

Donald D. Sullivan, general manager of WNAK Yankton, S. D., and KVTV (TV) Sioux City, Iowa, elected vice president of Cowles Broadcasting Co. (WNAK, KVTV, WHTN-AM-TV Huntington, W. Va. and KRKT-AM-TV Des Moines).

Robert S. Kieve, official, U. S. Information Agency and former member of President Eisenhower's staff, to WBBF Rochester, as vice president-general manager.


A. James Ebel, general manager, KOLN-TV Lincoln, Neb., elected vice president and director.

George C. Farmer, veteran radio man, and James W. Fisher, formerly with KPRO Riverside, Calif., to KACE, same city, as chief engineer and chief announcer - program director, respectively.

Bob Garinger, production manager of KDWI Tucson, Ariz., to directors staff of KTLA (TV) Los Angeles.
FROM A "CAT'S WHISKER" TO A COLISEUM!

Crystal sets to satellites... only decades away from the first primitive experiments looms today's giant 12 billion dollar radio-electronics industry. Now, all 4 floors of New York City's Coliseum are needed to display one year's growth!

The purpose of The Radio Engineering Show is to bring new and stimulating ideas in radio-electronics to engineers. To achieve this, more than 200 papers will be presented by 22 professional groups at the Convention's 55 technical sessions. Over 800 new ideas in radio-electronics engineering will also be presented by 834 exhibitors representing more than 80% of the productive capacity of the industry.

Yes, it's big in size, big in scope. Whatever your special interests, attending this Convention can cut weeks off your "keeping informed" time. Plan now to be there.

ATTEND THIS CONVENTION:  ● Save time; a whole year's productive effort seen in days!  ● See all that's new in radio-electronics products, developments, and engineering—meet the men responsible!  ● Hear the best technical papers about your specialty!  ● Meet old friends, make new ones, enjoy association and social events!

REGISTRATION:  IRE Members $1.00  
Non-members $3.00

MARCH 18-21
The IRE National Convention  
Waldorf-Astoria Hotel  
and The Radio Engineering Show  
Coliseum  
New York City

PRODUCTION & 3 lecture halls  
INSTRUMENTS & COMPONENTS  
COMPONENT PARTS EQUIPMENT

The Institute of Radio Engineers  
1 East 79th Street, New York 21, N.Y.
Robert A. Huelster, account executive, WCCO-TV Minneapolis, named local sales manager.

Gus Trevilian, of WLSL-AM-FM-TV Roanoke, Va., staff, promoted to local sales manager for WSLS-TV.

Mark Smith, production manager, KLRJ-TV Henderson, Nev., named operations manager.

George C. Lenfest, formerly technical operations supervisor, WRCA New York, to WBUF Buffalo, N. Y., as manager of operations and Joseph P. Higgins, WBUF, named news director.

Jean Lovell, named traffic manager for KVAL-TV Eugene, Ore., succeeding Tru Vosberg, who has moved to Los Angeles.

Alyce Rogers Sheetz, Jaffe Publications, L. A., to KVAL-TV as promotion manager and Betty Jo Knoll named continuity manager, succeeding Marge Hardie, resigned.

B&T, Jan. 7, erroneously listed KVAL-TV as Roseburg, Ore.

Bruce Polich, KGO-TV San Francisco news editor, father of girl, Maria, Jan. 14.

FOUR out of every five members of the NARTB combined boards favor a return to the association's old name—NAB (National Assn. of Broadcasters)—judging by results of a B&T poll of directors.

The poll shows overwhelming sentiment for the name abandoned six years ago when television stations were brought into the association structure. At that time, Television Broadcasters Assn. was absorbed and the words "radio" and "television" were inserted in the organization's title.

Members of the combined Radio and TV Boards will have a chance to vote in favor of or against the change back to NAB when they meet Feb. 6-8 at Hollywood Beach, Fla. If they approve such a change, the subject will go to the membership in the form of a by-laws referendum.

B&T's poll drew 28 replies (27 mail, one telephone) from the 42 radio and tv directors despite warning telegrams circulated to them by the chairman and vice chairman of the separate boards. The telegrams told directors a vote in B&T's poll "would be ill-timed and ill-advised."

Of the 28 replies, 24 usable ballots representing 57.1% of the total board membership were received. The results follow:

In favor of a change in name—20
(83.3%)
In favor of return to NAB—13 (79.2%)
In favor of the present NARTB—4
(16.7%)

Two of the 19 directors favoring a return to NAB indicated they would vote this way provided a majority of the board voted for a change in the name. A third director favored NAB "tentatively." Four directors did not state a position, indicating they would wait until the board discusses the subject and vote at that time.

While the 1951 action bringing "television" into the association's title was impelled in part by a belief the tv members of TBA would insist on such recognition, a check of identifiable ballots in the B&T poll showed only one director with tv or radio-tv interests who was in favor of retaining the present association name.

The B&T ballots were anonymous but many of those returned were signed and included comments. Here are some of the comments:

"Your polling is a good idea."
"When the name change (from NAB to NARTB) came up I thought it was silly—too many people needed their fears allayed, their egos stroked gently. I still call it NAB. The question is a lot simpler than some people are trying to make it."
"NARTB is unwieldy."
"I would be opposed to any title using the word 'federation.'"
"It's hard to get excited about changing names . . . 'broadcasting' is all-inclusive."
"I construe 'federation' as representative of a group of state associations, therefore prefer (National) Assn. of Broadcasters."
"I would prefer to be non-committal at the moment."
"I believe there could be serious implications to the association if it dropped the word 'television.' While those in the industry would understand NAB would include television, would outsiders understand so readily? Would Senators and Representatives, members of the press and business people?"
"Broadcasters' includes everybody. The name should be simplified—NAB is still used and remembered."
"Too costly to change . . . at this time."
"Quite a few of the stations in my district favor the idea of going back to NAB . . . . There may be some excellent reasons why the name should remain as it is."

In polling board members, B&T explained the ballot was "a sounding of sentiment at this time," recalling that the subject had been discussed at many of the NARTB
Why, oh why, won't he listen?

You, too, will be better off if you listen to your local agent—an expert—when you buy fire insurance.

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

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.

NATIONAL BOARD OF FIRE UNDERWRITERS
A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies
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For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.
regional conferences in the last two years. The ballot asked:

"Should NARTB retain its present name? If 'no', should name be changed to National Assn. of Broadcasters, National Federation of Broadcasters or some other name (specify)."

Mailed earlier this month, the ballot drew a quick reaction from NARTB officials. Telegrams were promptly sent to board members, signed by the chairmen and vice-chairmen of the two boards. A typical telegram follows:

"BROADCASTING • TELECASTING magazine has sent to all members of NARTB Board of Directors a questionnaire to determine the position of the board re proposal to rename association. As you know, this matter is on the agenda for formal consideration and action by the Board of Directors in Florida. "We believe that the board should have an opportunity to discuss this matter fully prior to any decision and for this reason personally feel that any expression by any member of the board prior to its meeting would be ill-timed and ill-advised."

Two directors who had signed their ballots sent follow-up letters after receiving the telegram, asking that their names be withheld. Four others did not care to fill out ballots or express an opinion in advance of the board meeting.

Membership sentiment in favor of a change was strong at the 1955 regional conferences. Six of the eight conferences adopted resolutions calling for a change in name, with "NAB" widely approved. Again last autumn the subject was discussed at the conferences and the Am Radio Committee unanimously recommended a return to NAB.

Some inconvenience will develop at NARTB headquarters if the board votes to change the name and the membership approves the by-laws change but association officials indicated the cost isn't much of a problem.

When the term NARTB was adopted by the board Feb. 2, 1951, the association brought in over three-score tv stations. Both aural and video stations felt they should live within a single trade structure to fight common battles of the two media. Extensive powers were voted to the separate Radio and TV Boards, with top policy questions left to the Joint Boards.

**Top Problems on Agenda**

The tentative agenda for the series of committee and board meetings starting next Monday will include a number of top-interest association problems, in addition to the proposed change in name.

Progress of research plans for both radio and tv will be reviewed. A four-year-old proposal to set up an industrywide tv circulation audit on a continuing basis has been field-tested. Similar but more recent plans to set up a continuing radio audit, showing county-by-county circulation in and out of the home, will be submitted. A number of ideas were reviewed at a recent research subcommittee session.

The board will scan an overall association budget that is expected to run above the $833,000 originally proposed for 1956. Among increases are the expanded public relations projects, recommended last summer by a special subcommittee (see story, page 90). A supplemental appropriation of $50,000 was granted for the expanded public relations activity. The public relations department is being reorganized.

Membership of the association is at an all-time high, running in excess of 2,126. Tv Code subscribers now number approximately 300 and members of the Alliance of Film Producers have been admitted as affiliates. The Radio Standards of Practice, long promised both aural and visual station identification symbols, will be considered by the Radio Board. A number of aural identification ideas have been submitted.

The board agenda will include such topics as the approaching industry convention (Chicago, April 7-11) and Engineering Conference; National Radio Week and National Television Week; Voice of Democracy contest; the first annual farm broadcasting week; freedom of information and access to public events for radio-tv newsmen; plans for the second annual conference of state association presidents (Feb. 21-22); selection of annual convention keynote speaker, with indications the choice may come either within or outside the industry; cost of transmitting broadcast programs over utility facilities; music copyright costs and customary internal developments, Washington regulatory-legis-
Winter Warning!

If you catch a cold ... and fever develops ... go to bed and call your doctor right away.

Fever warns of complications ... such as pneumonia, influenza and infections of the throat, ears and sinuses.

Prompt treatment for these and other winter ailments may make the difference between a quick recovery and a lengthy, complicated illness.

To help prevent a cold, stay away as much as possible from people who have colds; get plenty of sleep and rest; eat a well-balanced diet; avoid getting chilled, wet or overtired and try to avoid exposure to drafts.
ative developments and telephone line fees.

Two new board members will sit for the first time—F. C. Sowell, WLAC Nashville, Tenn., representing District 6 (South Central states) and George C. Hatch, KALL Salt Lake City, Utah (Mountain states). They were elected last autumn to fill vacancies created by the death of David Wilson. KPLC Lake Charles, La., who represented District 6, and the move of Walter E. Wagstaff, KIDO Boise, Idaho, to KGW-TV Portland, Ore. District 11 (North Central states) has no director since resignation of F. E. Fitzsimonds, formerly of KPVR Bis- marck, N. D. and now of KBMB-TV Bis- marck.

Martin Proposes Service Slogan At Georgia Radio-TV Institute

A NEW SLOGAN, "Broadcasting Serves America," was proposed for radio-TV broadcasters Thursday by Donald N. Martin, NARTB public relations assistant to the president. Speaking at the 12th annual Georgia Radio & Television Institute at Athens, sponsored by the Georgia Assn. of Broadcasters and U. of Georgia's Henry W. Grady School of Journalism, he described ways the industry serves the nation.

L. H. Christian of WRFC Athens, president of GAB, introduced Mr. Martin. W. Newton Morris, WMLT Dublin, was in-situte chairman.

Mr. Martin described broadcasting's service to the nation in three basic ways—responsible programming, free from dictation by government or special interest groups, but reasonably meeting the needs of all; instant communications directly and accurately informing the people; economic stimulus, expanding markets and creating a better life through advertising.

T. Harold Scott, radio-tv legal advisor of the Federal Trade Commission, said FTC does not intend to monitor tv programs for "good taste, public morals or entertainment and educational features" in its new monitoring activity [B&T, Jan. 14]. He called on broadcasters to cooperate with the FTC "by voluntarily screening out false and misleading advertising." He added: "Members of your profession should be as desirous as anyone that the commercials which support the broadcasting industry serve the people.

RAB's Sweeney Cites Radio's Integral Role

A LOOK into the media campaign of the future (in radio) was afforded the Des Moines Advertising Club Tuesday by Radio Advertising Bureau President Kevin Sweeney. In two years, Mr. Sweeney asserted, the standard campaign in media planning of a great many local and regional advertisers will be 800 radio announcements reaching three-quarters of all families, 19 times apiece during a 30-day period. He labeled this type of campaign "super-saturation radio."

He said that local advertisers will remain radio's number one customer, that there will be no substantial change in the current rank of radio's local customers and that automo-

Advanced Plans Formulated For ANA Spring Meeting

ADVANCED planning for the Assn. of National Advertisers spring meeting, to be held March 13-16 at The Homestead, Hot Springs, Va., took place last week.

Robert J. Gunder, director of advertising and sales promotion at the Hamilton Watch Co., was appointed by the ANA board as chairman of a 16-man program committee. Emphasis this year will be placed on extending the informal workshop session (March 16), according to Mr. Gunder, who also said that the meeting will look into such "vital subjects" as how much should be spent for advertising, the evaluation of agency rela-

Murrow to Be Toastmaster At SBA Annual Awards Dinner

SPORTS Broadcasters Assn. announced last week that Edward R. Murrow, CBS news analyst and commentator, will serve as toastmaster at SBA's tenth annual awards dinner Thursday at the Hotel Roosevelt in New York.

Veteran sports announcer Ted Husing, who has been ill in recent months, will be honored with the association's top award—the Graham McNamara Memorial Award. In addition, the first annual Ted Husing Award will be presented to Jim Graham, Oklahoma A & M pole vaulter, who volun-

Teach Viewers to Tune tv Sets, Film Council Members Suggest

IN LINE with an all-industry project to up-

grade the quality of television film, a pro-

posal was made at a meeting of the National Television Film Council in New York last week that the viewing public be educated to the proper means of tuning in their sets as a way of attaining improved reception.

This suggestion was made by several members of the council after Thomas Barnes, general manager of WDAY-TV Fargo, N. D. placed the blame for faulty reception on the public, which, he said, did not know how to tune in a set properly. Mr. Barnes said that it was his experience that films arriving at a station are in satisfactory condition and added that equipment at most stations is better than adequate.

Among the suggestions for educating the public was literature to be distributed to viewers by stations and networks, and a short film to be produced by some industry organization showing the right and wrong way to tune a set.

The discussion last week resulted from a project originally advanced by Lever Bros. to upgrade the quality of tv film programs. Other speakers at the meeting touched upon facets of the problem which had been ex-

plored previously: the need for more satis-

factory equipment at the station level; im-

proved lighting and laboratory processing standards. A representative of the Society of Motion Pictures and Television Engineers attended the session and reported that the society is prepared to provide any technical assistance needed in the project.

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Tv Big Boost to Sales, Adv. Conference Told

NEWSPAPERS may be the backbone of retailers’ promotional efforts but tv is assuming more importance with the growth of decentralization, shifting of markets and the “great trend to suburbia.”

That contention was voiced by John Green, advertising manager of Fowler, Dick & Walker, department store in Wilkes-Barre, Pa., in an address before the fifth annual Retail Advertising Conference at the Palmer House in Chicago, Jan. 19-20.

Mr. Green reported on his store’s successful use of television during the past four years to move various kinds of merchandise and to penetrate non-newspaper trading areas.

“In many areas of this growing suburbia, you will find newspaper circulation inadequate or too expensive to buy for your market area or not available for purchase at all,” Mr. Green said.

After unsuccessful preliminary ventures into television, Fowler, Dick & Walker launched a survey in its outlying trade area to ascertain shopping habits and the pattern of newspaper readership and radio-station audiences. Among results was the finding that younger families traveled considerably to shop, older couples very little.

When the store built an addition to its structure, tv cables were installed in the building to provide for future eventualities. (It was equipped to televisse but had no format or program.) Fowler, Dick & Walker looked into tv by scanning NBC-TV Window segment on Home for ideas and screening some 25 girls for the role of commentator on its own Window presentation.

The store contracted with WBRE-TV for time five days weekly to present two non-competing but related classes of merchandise daily. It called its program At Home in the Little White House.

One of the most significant results, he said, was that deliveries increased 20% in its outlying trading area not covered by its newspapers. Mail and phone order business also jumped 35% in those areas, as did beauty salon traffic, much of it from towns 25 or more miles away.

Cooperative Advertising Code Suggested by Official of Stores

A NATIONAL code of fair practice on cooperative advertising for manufacturers and retailers was suggested at the fifth annual Retail Advertising Conference in Chicago Jan. 19-20.

Paul H. Howard, sales promotion manager of Rhodes Dept. Stores, Seattle, expressed belief it would be worthwhile for a committee of department store, manufacturing, radio-stv-newspaper media and buyer representatives to agree on a formula which would be equally fair to all. He felt it should cover procedure standards on regular product and special event advertising and include an appropriate emblem or code stamp.

“Cooperative advertising is both saint and sinner,” Mr. Howard asserted, “but it’s not good for either retailing or manufacturing in its present form. It’s a discount on the cost of merchandise—yet we’re tempted to overlook it. Cooperative is costing us money to administer.” But, he added, it’s “such a powerful competitive tool we have to make the best of it.”

Mr. Howard felt there’s “no reason” why manufacturers should differ in their methods of allocating and administering co-op funds. He urged retailers to put all possible pressure on manufacturers to adopt some on acceptable local newspaper rates, use of brand names and standards for forms of payment.

NARTB Committee Approves Writing of Tv Film Manual

DEVELOPMENT of an NARTB manual reviewing tv film operations for stations was approved Jan. 18 at a meeting of the NARTB Committee, held in New York, with Chairman Harold P. See, KRON-TV San Francisco, presiding. The manual will cover quality film reproduction with information on operating techniques, equipment maintenance and performance criteria. The committee noted general acceptance of NARTB’s new standard film contract in less than a year, with more than 7,000 requests for copies received from stations and distributors.

Attending the meeting besides Chairman See were Elaine Phillips, WSPD-TV Toledo, Ohio; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Kenneth I. Tredwell. WBTV (TV) Charlotte, N. C.; Raymond Welpott, WRGB (TV) Schenectady, N. Y. Taking part for NARTB were President Harold E. Fellows; Don Martin, public relations assistant to the president; Thad H. Brown Jr., tv vice president and his assistant, Dan W. Shields.

Women Broadcasters Outline Agenda for April Convention

PLANS for the 1957 convention of the American Women in Radio & Television in St. Louis April 25-28 were announced last week by Edythe Fern Melrose, WXYZ Detroit, AWRT president. A highlight of the four-day meeting at the Chase Park-Plaza Hotel will be a sight and sound exhibition at which major radio-tv advertisers and manufacturers will be represented.

The convention theme will be “The Scope of the Feminine Field in Radio and Television,” according to Miss Melrose. Sessions at the convention will cover the various phases of radio and television, and included on the agenda are a program clinic by Broadcast Music Inc. and several panel and workshop sessions featuring outstanding persons in the field.

Bette Doolittle, a staff member of Paramount Pictures Corp. in New York, has been appointed executive director of the convention. She served for several years with NARTB in Washington. Miss Doolittle will coordinate phases of the convention in conjunction with the convention board liaison, Hilda Ballestro, of the evaporated Milk Assn., Chicago.
TREZEVANT TO HEAD NARTB PUBLICATIONS

MR. TREZEVANT

NARTB is reorganizing its public relations activities in line with an expansion program that began last autumn when Donald H. Martin joined the headquarters staff as public relations assistant to President Harold E. Fellows [B&T, Oct. 8, 1956].

John G. Trezvant, managing editor of Collier's magazine, will join the association Feb. 1 as manager of news and publications [CLOSED CIRCUIT, Jan. 21]. Mr. Martin announced Thursday. This is his first major appointment since joining NARTB.

Joseph M. Sitrick, manager of publicity and informational services, has been named to a new post, manager of special projects and member participation. He will direct a series of industry promotional projects and public relations aids for NARTB members.

Mr. Trezvant will have a key role in the expanded public relations program, Mr. Martin said. He joined Crowell-Collier in 1955 as assistant to the editor-in-chief and was named managing editor of Collier's last year. Previously he had been on the editorial staff of the San Francisco Chronicle. He is a graduate of the U. of California. During World War II he served in naval communications and information posts in the Pacific and Atlantic areas. He is married and has three sons.

Mr. Sitrick will develop community service aids for stations and supply them with public relations material including slides, films and speeches. It is understood he will direct the association's participation in National Radio Week, National Television Week and similar projects.

Ind. Bill Seeks to Counter NCAA's Football Tv Grip

TRUE to tradition of recent years, the National Collegiate Athletic Assn. met legislative opposition on its restrictive football tv program fortnight ago on grounds tax-supported schools should not be subject to such controls.

A measure was introduced in the Indiana State Legislature to require Purdue, Indiana, Indiana State and Ball State universities to withdraw from NCAA unless it relaxes its television policy. The bill, submitted by Sen. Howard Steele, could also mean the withdrawal of Indiana and Purdue from the Big Ten if adopted, though observers felt prospect of passage was remote.

Sen. Steele said he felt that no "group like the NCAA should have the right to deprive Indiana citizens from seeing on television the athletic contests sponsored by tax-supported institutions." It would apply not alone to football but other sports as well.

Judging from the reaction of Guy Mackey, athletic director of Purdue, the schools involved probably would not go along with Sen. Steele's proposed legislation. He said, "We would want to do what our conference does. As long as the Big Ten goes along with the NCAA program we would want to stick with it."

The Big Ten is on record for general football tv controls but has indicated it will press for fewer limitations in any plan and more autonomy for individual schools or conferences.

Okla. U. Polls Lawyers, Judges; Few Favor Open-Door Courtroom

ONLY a small percentage of lawyers and judges polled by the U. of Oklahoma Dept. of Sociology favors amendment of the American Bar Assn. Canon 35 to admit news photographers to the courtrooms, according to a summary of the survey in the ABA Coordinator.

The results of questionnaires sent to all states and territories show 10% of lawyers favor courtroom photography (except sex, juvenile and similar cases). Only 5% of judges were in favor with 28% of criminologists and 97% of newspaper managing editors endorsing court photos.

The survey was conducted by Dr. Gilbert Geis, assistant professor of sociology, and Lt. Robert E. L. Talley, an Oklahoma U. graduate. Both are ex-newspersons. Questionnaires were sent to a managing editor of the largest newspaper in each state and territory; a state university criminologist; a high court judge and a metropolitan lawyer. Replies were received from 117 of the 200 persons contacted.

Klein Heads Phila. Broadcasters

ROBERT A. KLEIN, general manager of WDAS Philadelphia, has been elected president of the Philadelphia Radio & Television Broadcasters Assn. for 1957. Other officers named: Patrick J. Stanton, president and general manager, WMJ, vice president; John R. Mahoney, general manager, WIBG-AM-FM, secretary; William B. Caskey, vice president and general manager, WPEN-AM-FM, treasurer. Austin Marshall continues as executive director.

SRA Official Predicts Record
In National Spot Radio Sales

WITH the total dollar volume in national spot radio in for last November, Larry Webb, managing director of Station Representatives Assn., is reporting today (Monday) that the figure for the year would reach the record $150 million he had previously predicted.

Total dollar volume for November was $167,008,000, or 36 percent above the volume for that month in 1955. For the 11 months of 1956, national spot radio totals $136,247,000, according to SRA's report, which is a 24.4 percent increase over 1955's 11-month period.

Mr. Webb also reported that November showed the largest gain for any month in 1956, and predicted that December's total would be ahead of December 1955 by more than 25 percent.

Glenn Maxham Named President Of Minnesota UP Broadcasters

GLENN MAXHAM, news director of WEBC Duluth, was elected president of United Press Broadcasters of Minnesota at an organizational meeting in Minneapolis.

Other officers elected: Ray Thompson, news director KROC-AM-TV Rochester, first vice president, and Richard G. Biddick, news director, KDHL Faribault, second vice president.

Directors: Don Fawcett, manager CFOB, Fort Francis, Ont.; Jim Bormann, news director WCCO Minneapolis; Paul Searevid, news director, WTCN-TV Minneapolis; Phil Nolan, news director, KSUM Fairmont. Jack Hargert, news manager for UP Minn., will be ex-officio secretary.

The meeting, held earlier this month, was addressed by Henry Shapiro, veteran UP correspondent in Moscow.

Hearing on N. Y. Tv Band Favored

RADIO-Newsreel-Television Working Press Assn. has reported that Stanley M. Isacs, minority leader of the New York City Council, has advised the association that he favors a hearing at which the council's ban on television and newsreel coverage of the body's proceedings be discussed. Mr. Isacs, who was one of 22 councilmen who voted last Dec. 18 to bar tv newsmen from council deliberations although newspaper and still photographers were admitted, wrote the association that while he was "not convinced" that he was wrong in his "attitude," he believed the group merits an opportunity to present its side of the case.
WBC Makes Britannica Films Available to Educ. Stations

WESTINGHOUSE Broadcasting Co., which late last year signed a five-year contract with Trans-Lux Television Films Inc. for use of the Encyclopaedia Britannica film library consisting of 650 features, last week announced in New York that this library will be available to educational TV stations within the service areas of the WBC television stations.

Educational stations affected are KQED (TV) San Francisco, WQED (TV) Pittsburgh and WSKB-TV Boston. Westinghouse stations in these three cities are KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WBZ-TV Boston.

In announcing the availability of these films to educational TV outlets, WBC President Donald H. McGannon pointed out that "in our contract negotiations with Encyclopaedia Britannica Films [we] specifically reserved the right to extend use of these films to educational stations" in WBC's orbit. He added that WBC's action was "in keeping with a growing trend in broadcasting" toward better public service.

Cited as examples of this: NBC's offer to provide part-time programming to non-commercial stations, and Westinghouse's practice of offering to non-commercial radio stations — such as WNYC New York, WOSU Ohio State U., WPWT Philadelphia, WBBU Purdue U. — regular WBC features. For example, John K. M. McCaffery's Books and Videos, a 15-minute program series that launches its second 13-week cycle this week, is such a program.

WSAZ-AM-TV Publishes New Educational Tv-Radio Booklet

OFFICIALS of WSAZ-AM-TV Huntington, W. Va., have written and distributed a booklet entitled "Educational Television and Radio" which outlines their educational activities in schools in Southwestern West Virginia, Southeastern Ohio and Eastern Kentucky.

Copies of the booklet have been mailed to all U. S. congressmen; to members of the Senate and the House in the three states, to the FCC, the NARTB; to NBC, CBS and ABC executives, and to TV stations throughout the nation, said Jack Williams, WSAZ promotion and merchandising manager.

WSAZ-AM-TV President Lawrence H. Rogers' letter to congressmen transmitting the booklet and explaining the purpose for which it was prepared was entered in the Congressional Record last week by Rep. James Roosevelt (D-Calif.).

Under the guidance of Bert C. Shimp, educational director for both stations, WSAZ-TV has telecast for the past three years a program entitled Camera Goes to School each Monday, Wednesday and Friday afternoon. Presented in cooperation with the Cabell County (W. Va.) school system, Marshall College (Huntington, W. Va.) and Morris Harvey College (Charleston, W. Va.), the half-hour educational show is described in the booklet, and activities of the show depicted. Educational programs on the grade school level, on the high school level, and on the college level are presented.

The station's semi-weekly educational radio program — Mike Classroom (Tuesday, Thursday, 1:30-2:00 p.m.) — is also listed.

Pay-TV as Aid for Education

Stressed by Zenith Official

SUBSCRIPTION TV would have particular value for educational television stations, according to Ted Leitzell, Zenith Radio Corp. public relations director. Zenith carried its pay-TV pitch to a women's organization last Tuesday when Mr. Leitzell spoke in Chicago before the Illinois Federation of Women's Clubs.

Mr. Leitzell declared that there are only 23 educational stations on the air today, although the FCC has allocated 257 channels for this purpose. He said that with a few hours of paid educational programs a day, stations could operate in most of these channels to bring many hours of classroom courses for public schools and cultural programs for the general public.

"Subscription TV . . . will move college courses into the home at a price averaging about the same as bare tuition charges on the campus," Mr. Leitzell added.

The Zenith official also said that new Hollywood movies could be received in the home "at a cost little more than the peanut and popcorn expense of attending the theatre."

College Publicity Discussed

PANEL discussion on how best to publicize the institution for both alumni and general public through radio-TV was held last Thursday at the Chalfonte-Haddon Hall Hotel in Atlantic City during the American College Public Relations Assn.'s annual convention.

Participating were Sam Cook Digges, general manager of WCBS-TV New York; Warren A. Kraetz, director of the office of radio TV, New York U.; Leon Levine, director of radio operations, Columbia U.; and Ed Cooperstein, staff director at WATV (TV) Newark, N. J., and radio-TV director at F排气-Dickinson College.

EDUCATION SHORT


EDUCATION PEOPLE

Frank D. Jacoby, executive producer, Product Services Inc., N. Y., to Metropolitan Educational TV Assn., same city, as production manager.
IN THE PUBLIC INTEREST

AD COUNCIL PLANS '58 FREEDOM DRIVE

DETAILS of the Advertising Council's efforts on behalf of the 1958 Crusade For Freedom program were outlined last week in a letter to the council by J. W. J. Read, director of Radio Free Europe and Free Europe Press.

William P. White Jr., a vice president of J. Walter Thompson Co., New York, volunteer agency on the campaign, described the advertising materials that have been prepared for the project. He noted the campaign begins this month and reaches its peak during February. The theme of the 1958 advertising effort is: "The one thing the Iron Curtain can't keep out is the truth."

Various spot announcements prepared by J. Walter Thompson already have been distributed to radio and television networks. Mr. White said, and television materials are expected to be ready this week.

Allan A. Wilson, vice president of the Advertising Council who recently returned to the U. S. from an inspection tour of Radio Free Europe's operations in Munich and refugee facilities in Austria and West Germany, asserted that the broadcasts of RFE "help to keep the youths of Russia's satellite countries from converting to Soviet Communism." He said that in talks with refugees, he learned that RFE's broadcasts have been bringing "the truth" about Stalinism to the people and refugees "hope RFE will continue its broadcasts for the sake of people left behind the Iron Curtain."

In answer to a question on criticism of RFE for its purported role in having encouraged the Hungarians to revolt, W. J. C. Egan, director of Radio Free Europe, indicated that RFE broadcasts had been misinterpreted by listeners. He voiced the belief that broadcast statements from Western leaders pledging "moral support" of the Hungarian people had been interpreted by the Hungarians as evidence that "physical support" would be forthcoming. Mr. Egan said he would "welcome" both a Congressional investigation or a discussion at the United Nations of Soviet charges that RFE had helped to touch off and sustain the revolt.

Harten Named to Post for Meet On Public Service Programming

ASSIGNMENT of Perry Harten, formerly show supervisor for Dancer-Fitzgerald-Sample, to a production post for the industry-wide Feb. 27-March 1 conference in Boston on public service programming, was announced last week by Richard M. Pack, Westinghouse Broadcasting Co.'s vice president in charge of programming. WBC is sponsor of the conference [BT, Jan. 21].

Mr. Harten, who joined D-F-S in 1956 following service as a tv film producer and a former director of Voice of America in Europe, will work with Mr. Pack; William J. Kaland, WBC's national program man-
MARCH TV CLINICS
SCHEDULED BY BMI

SCHEDULING of five two-day regional television clinics for the first two weeks in March is being announced today by Broadcast Music Inc. This year’s series of tv clinics has been enlarged from three to five to enable more tv station personnel to exchange their ideas and experiences on program operations.

The clinics, now being organized by BMI’s station relations vice president, Glenn Dolberg, will be visited by two travel teams of speakers of “national tv stature” who, in turn, will be augmented by other speakers from within each region. A total of 10 speakers will visit each clinic during the two-day sessions. Mr. Dolberg also indicated that as in the annual BMI radio clinics, each afternoon will close with an informal group discussion.

The series gets under way March 4 and ends March 12. Regional meetings will be held as follows: March 4-5—Northeast: Biltmore Hotel, New York; South: Texas Hotel, Ft. Worth; March 7-8—South: Dinkler-Plaza Hotel, Atlanta, Ga.; Midwest: Sheraton-Blackstone Hotel, Chicago; March 11-12—West: St. Francis Hotel, San Francisco.

New Sports Broadcasting Firm
To Be Directed by Ed Pancoast

A NEW FIRM, Sports Broadcasts Inc., has been formed under the presidency of Ed Pancoast, formerly of The Bolling Co. (station representatives), to represent both sports organizations and sports features in radio-tv.

Associated with President Pancoast in SBI are Marty Glickman, widely-known sportscaster, who is vice president and treasurer, and Nat Asch, former sports director of WMGM New York, secretary. SBI is temporarily headquartered at 507 Fifth Ave., New York.

Mr. Pancoast said SBI will represent the New York Yankees baseball club and the New York Giants football team insofar as radio-ty coverage of the teams is concerned. He said sports features it will handle include a series based on films of famous fights, known as The Golden Era of Boxing.

AP Cites Greater Cooperation
With Radio, Television Stations

COOPERATION between radio-ty stations and the Associated Press reached a new high in 1956, AP reported last week, citing “a remarkable upsurge in cooperative news-gathering,” and singling out WTMJ-AM-TV Milwaukee as the leading contributor with 398 individual stories for AP use.

According to AP Radio Editor John Aspinwall, the 140 AP-member stations in Texas set the record for all 48 states with a total of 3,492 filed news stories—an increase of 1,413 over the 1955 total. Michigan member stations, which produced 2,737 stories (an increase of 736 over 1955), supplied 41.8% of the total news stories on Michigan state wires last year, exclusive of material gathered by AP’s own staff there.

Other stations mentioned and the number of stories they filed: WHLS Port Huron, Mich. (379); KONO San Antonio (259); WBKB Sheboygan, Mich. (255); WONE Dayton, Ohio (254); WRT Milwaukee (223); KWTX-AM-TV Waco (206) and KDSX Denison-Sherman, Tex. (201).

Sound Studios Adds Two to Staff

TWO ADDITIONS have been made to the staff of Sound Studios Inc., Washington, D. C., which creates and produces radio and tv campaigns. Col. R. L. Duncan (USA, ret.) has joined the firm as vice president; Evelyn A. Duncan has been named director of special events, President Leon Loeb announced.

Col. Duncan, who served in both World Wars, is a past president of RCA Institutes, which he organized, a senior member of the Institute of Radio Engineers and a member of the American Institute of Electrical Engineers. Mrs. Duncan, who will arrange recordings of events such as conventions, conferences, testimonial dinners, weddings, served on the staff of Sen. Estes Kefauver (D-Tenn.) from 1949 until the present.

Jones Joins Capitol Records Inc.

GEORGE R. JONES, formerly West Coast manager for Langlois Filmmusic Inc., has been appointed custom service department manager for Capitol Records Inc. and will assume his new post Feb. 1.

Mr. Jones, a veteran in the custom business, was associated with the C. P. MacGregor firm for 15 years, most recently as general sales manager. In his new Capitol post he succeeds Tom Mack, who recently resigned.

Closed-Circuit Tv Firms Expect
Record Business Volume In '57

AN expected largest dollar-volume of business in closed-circuit tv history for any given quarter was foreseen last week by Nate L. Halpern, president of Theatre Network Television Inc., New York. Mr. Halpern said TNT and its affiliated company, Tele-Sessions Inc., believe their gross for 1957 will exceed that for 1956 by 200%.

Among clients signed up for the first quarter ending March 31 are American Telephone & Telegraph Co., Ford Motor Co., General Electric Co., United Jewish Appeal and J. B. Kleinert Rubber Co.

Mr. Halpern declined to cite specific dollar figures but said that TNT can safely account for 90% of the total dollar volume in the closed-circuit tv industry.

PROGAM SERVICES PEOPLE
Hugh Hudson, California sales manager of Sound Ad Film-Radio Productions, Hollywood, named vice president in charge of national tv and radio sales.
A WORD FROM THE PRESS
Bill Ladd, tv columnist, in the Louisville Courier-Journal Jan. 2:
THIS, my friends, is the season of the television award farce.
Almost any night some tv personality is “surprised” to find that he has been selected as the best in some category, by someone.
There was a time when I thought the Emmy of the Academy of Television Arts & Sciences was the answer. Then the professional critics were more or less shoulder aside and the award began to express a compromise between the Hollywood (film) thinking and the New York (live tv) thesis.
The point to this is that I think the television critic of the daily newspaper has been largely forgotten. The forgetting took place a few years ago when newspapermen who had been writing about radio, or drama or police courts were valiantly struggling to become experts in this new field of television. We were lacking in skill and wisdom, and most of us admit it.
However, in the past year or two many newspapers have tried to do a serious job of reporting and commenting on television. Many have recognized that television is a new means of communication—a new art form, if you will—that deserves serious thought and considerable space.
There probably are some 150 men now engaged in writing about television for the major newspapers of the country. These men are in a peculiar position. They hear from the viewer, they watch constantly. They know enough of the medium to know what the producer is trying to do and what tools are at his disposal. They also know, because they are viewers, what the result should be on the end of their picture tubes.
I suggest then that these television editors who take their work seriously (and whose papers take them seriously, too) form a national organization with these proposals to guide them:
1. They recognize television as a medium of communication with new techniques and goals and worthy of the same adult criticism accorded other means of communications, such as theater, movies and the written word.
2. Through their unbiased, thoughtful criticism, they help guide television into its true place that it may better fulfill its destiny to entertain, inform and serve in the interest, convenience and necessity of the general public, which owns the air through which it operates.
3. That these critics gather once a year to discuss their problems and exchange ideas as other professional men gather to improve their own work. That these meetings be at the expense of their publishers without subsidization or influence by any producer or distributor of television programs.
4. That out of these meetings, as a sort of minor by-product, come an awards system which would truly express the views of those men who spend their days and nights writing about and watching this strange monster which has come into our lives.

TWO FOR THE ROAD
Don Belding, chairman of the executive committee, Foote, Cone & Belding, addressing the Western States Advertising Agencies Asso. in Los Angeles Jan. 21 (at a dinner honoring him upon his retirement):
THE tax structure, as it exists, encourages a client upsetter on the American scene known as the “for tax reasons merger.” The merger is attractive, even with failures and firms losing money, through the possibility of loss carry backs. The best way to make capital money these days is to sell out.
So I predict: Unless the tax structure is changed, small agencies are going to lose more business from the “for tax reasons mergers.” And the reason is simple: The bigger companies serviced by the bigger agencies are going to gobble up the smaller companies serviced by the smaller agencies.

NOW there’s another thing called the “consent decree” which probably won’t but which could eventually cause the smaller agencies a lot of trouble.
I wish someone would have enough guts someday to stand up and tell the government where to go when they threaten to sue them because they get together to try and work out ethical details of their business on a cooperative basis. But we were weak-kneed like the rest. Although the advertising business had been operating under the 15% commission system since the turn of the century and the great vital American economy had grown under the system, at the first cry of “wolf” by a couple of questionable characters in the Justice Dept., the Madison Ave. boys ran for the brush like a bunch of scared quail. Generally, I am proud of my industry. In this instance, I was ashamed of it.

BACK TO COMPETITION
Daniel W. Kops, executive vice president of WAVZ New Haven, Conn., appearing on a panel before the alumni association of the Columbia U. (New York) School of Journalism:
RADIO has a unique opportunity and a challenge today and to a greater extent in the years ahead. That is to fill the role once played by competing newspapers. There were once two to five newspapers in most cities of the country. The trend, so evident today, suggests that in years ahead only the largest metropolitan centers will have more than a single newspaper ownership. The public interest is best served by competitive reporting of the news. Radio can, and in many instances already has, restored this competition.

These same cities face, in each instance, only a single point of view in the newspaper’s editorial columns. Radio has an opportunity through editorializing to restore to the public a range of choices. As one who does editorialize [B+T, Sept. 19, 1955], I am in a position to report that radio editorializing is effective in resolving public thinking and bringing about civic improvement. The number of radio stations that editorialize is growing. Those who practice it have found it adds to the stature and effectiveness of their stations.

CHURCH AND TV
Rev. Dennis J. Bennett, rector of St. Mark’s Episcopal Church, Van Nuys, Calif., during a religious telecast on KTTV (TV) Los Angeles:
THE CHALLENGE to the church today is to proclaim the truth of the gospel as never before. To use every means, every medium, every opportunity. Certainly the church should be using the media of mass communication, and television in particular. The church has all too often joined in condemnation of tv as a “one-eyed monster”—but, with certain very notable exceptions, the church has done little to back up or approve the many truly excellent programs already on the air, or to use the great evangelizing and teaching method of television to tell people what the faith is all about. Timidity, lack of imagination, lack of initiatives and just plain lack of funds—these have been contributing factors.
**CHAPMAN APPOINTED CBS-HYTRON HEAD**

- Sylvania official in new post
- Succeeds Robert Stromeyer

ARTHUR L. CHAPMAN, a top-level executive at Sylvania Electric Products with which he was associated for 24 years, was named last week by Dr. Frank Stanton, CBS Inc. president, to succeed Robert F. Stromeyer, who has resigned as president of CBS-Hytron.

CBS-Hytron, with its main plant and administrative offices in Danvers, Mass., is CBS division that produces electronic tubes and semi-conductors.

Mr. Chapman moves to CBS-Hytron from his post of vice president of manufacturing at Sylvania. He had been with the latter firm since 1933, joining as supervisor of radio tube material inspection and working on, among other things, the lock-in radio tube. After subsequent posts with Sylvania's wire and weld plant, Mr. Chapman in 1950 became general manager of Sylvania's parts and tv division. He was elected a vice president in 1951, advanced two years later to vice president in charge of electronic operations, and last May to vice president of manufacturing.

At Sylvania, Mr. Chapman headed planning and coordination in automation and equipment development, purchasing, traffic and industrial engineering. He also took a hand in evaluating manufacturing facilities of new acquisitions or ventures pursued by the company.

The CBS-Hytron division was created after CBS' acquisition of Hytron Radio & Electronics Corp. and its subsidiaries, including Air King Products Co. Air King subsequently became the CBS-Columbia division; Hytron Radio & Electronics was changed to CBS-Hytron. CBS-Columbia—engaged in set manufacturing—last year suspended its operation. Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, were active in the management of CBS-Hytron for about three years. Mr. Stromeyer was then named president of the division.

**Tyson Succeeds Patten As DuMont Treasurer**

DONOVAN H. TYSON, vice president and controller, Allen B. DuMont Labs, last week was named vice president and treasurer, succeeding Rear Adm. Stanley F. Patten (USN, Ret.), who several weeks ago announced his retirement after 40 years active service—10 with DuMont, 30 with the Navy [BT, Jan. 21].

Other executive reassignments announced last week by DuMont President David T. Schultz: George G. McConeghy, former assistant controller, to controller, and Robert W. Norcross, general credit manager, to assistant treasurer.

All three have been with DuMont for a little over a year. Mr. Tyson came to the electronics firm from Sylvania Electric Products Inc., and before that, was with Botany Mills Inc., Minute Maid Corp., and other firms in top-level financial posts. Mr. Norcross' previous associations were with Servel Inc. and Republic Aviation Corp., while Mr. McConeghy was with such industrial firms as Langevin Mfg. Co. and Sun Chemical Corp.

**GE Promotes Eby to New Post**

S. JAY EBY, senior copywriter for broadcast advertising at General Electric, has been appointed manager of advertising and sales promotion for GE's broadcast equipment, it was to be announced today (Monday) by Paul L. Chamberlain, Technical Products Dept. manager of marketing for broadcast and military equipment.

Mr. Eby will be responsible for planning and executing advertising and sales campaigns for GE's complete line of radio and tv broadcast equipment and allied military equipment.

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**1-2 sales punch in Western Montana**

**KGV TV 60,000 watts**

GILL-PERNA, reb.

MISSOULA, MONTANA

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**sir seven**

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**THE JOB FOR WSAU-TV**
RCA Official Gives Details On Pocket-Size Tv Camera

DETAILS of a pocket-size tv camera, weighing less than a pound and measuring 13% by 2% by 4½ inches, were disclosed last week by RCA. Theodore A. Smith, executive vice president, RCA Defense Electronic Products, said the camera will be for military airborne, mobile and field closed-circuit uses.

The camera was developed by RCA Surface Communications Dept. engineers, and combines transistors, specially developed transistor circuitry and a new RCA halffinch, vidicon camera tube. It is said to surpass the standard vidicon-type industrial tv cameras in sensitivity—with the use of an F-1.9 lens, the camera requires only 10 foot candles of scene illumination for "clear, contrasty pictures."

RCA noted that its small camera can be operated in the palm of the hand, or with an attachable pistol-grip handle, bolted to wall or floor or mounted on tripod. It incorporates a photoelectric iris control, operates from a 115-v, 60-cycle AC source drawing less than 350 w, has a high level of resistance to shock and vibration and can be operated by non-technical personnel, rarely requiring control adjustment once optical and electrical focus are fixed.

Dumont Labs Expands Facilities For Its Tube, Circuit Research

ALLEN B. DUMONT Labs expects to triple its engineering and development area for its tube research division and double the area for circuit research in an expanded operation announced last week by Dr. T. T. Goldsmith Jr., vice president and general manager of DuMont's government and research activities.

Expansion move—entailing the taking over by tube research of nearly all of the plant space of DuMont's Passaic (N. J.) buildings and the nearby buildings in Clifton, N. J.—was reported to have been stimulated by an increased demand for special cathode-ray tubes, multiplier phototubes, display and pick-up devices, communication systems and data handling equipment. The circuit research division, which previously shared plant space at Passaic, has relocated its facilities in East Paterson, N. J. The divisions have enlarged staffs. A 25% sales boost in six months is expected in tube research.

Meanwhile, Robert W. Deichert was named manager of a newly formed data and display department at DuMont. Mr. Deichert, who at one time had been active in the circuit research division's work on color tv studio equipment among other things, will be responsible for development work in applying data and display techniques to electronic equipment.

'S6 Top Year For Nems-Clarke

NEMS-CLARKE INC., Silver Spring, Md., electronic manufacturer, topped all its previous sales and stock earnings records in 1956, with shipments for the year exceeding $4 million and earnings per common share hitting the $5.50 mark.

A. S. Clarke, president of the corporation, said that the new business written last year exceeds that of 1955 by 12%. Mr. Clarke attributed the increased earnings to the fact that 37.5% of the company's business is now in its own proprietary items, as distinguished from contract manufacturing.

GE Joins Manufacturing Groups

GENERAL ELECTRIC has consolidated manufacturing research personnel and facilities into an equipment development operation at Schenectady, N. Y., according to Irvin D. Daniels, general manager of GE's receiving tube department. Robert T. Pennaiy, since 1951 manager of equipment development and advanced manufacturing (the two operations being combined), heads the new organization.

Tv Set Shipments Down

NUMBER of tv set shipments from factories to dealers in November showed decline, ending five-month consecutive gains, according to Radio- Electronics-Tv Mfrs. Assn. RETMA found 617,516 tv sets were shipped by factories in November compared to 843,508 in October and 634,742 in November 1955. Eleven-month tv shipments by factories to dealers totaled 6,051,266 compared to 6,621,786 in same 1955 period.

Color, Magnetic Tape On Engineers' Agenda

REPORTS on color tv, magnetic recording and transistor developments will be among 275 papers to be presented at the Institute of Radio Engineers' national convention and exhibit March 18-21 at the Waldorf-Astoria and the Coliseum in New York City.

Approximately 50,000 engineers are expected to attend. The exhibit, which will be housed in the Coliseum, will have 840 booths showing new engineering apparatus.

On the opening day (March 18), Donald G. Fink, director of research, Philco Corp., and IRE's editor, will speak on "Electronics and the IRE—1957." The technical sessions get underway that afternoon. The annual banquet the night of March 20 will feature an address by Dr. John A. Hannah, president of Michigan State U., and presentation of IRE awards by John T. Henderson, IRE president.

The session on color tv will be held on the afternoon of March 20. It will include color developments in Europe, brightness enhancement techniques for single-gun chromatrons, accuracy of color reproduction in the "apple" system, improvements in apple beam indexing color picture tube and a talk on an advanced color tv receiver using a beam indexing picture tube.

Magnetic recording papers will be delivered the morning of March 20. It will include, among other things, talks on quantitative methods for evaluation of magnetic recording system performance, application of WOW and flutter compensation techniques to fm magnetic recording systems, design of instrumentation magnetic tape transport mechanism.

Various technical papers will treat transistor applications (also morning of March 20); televisual systems devices (March 19 afternoon); antennas and new broadcast developments (March 19 morning); solid state devices, multiplex communication systems and propagation (all on March 18 afternoon).

Inventors & Scientists Congress Planned for May in Mexico

DR LEE de FOREST, radio-tv pioneer and a member of the National Advisory Board of the United Inventors & Scientists of America, will be among the many prominent officials attending the first Latin-American Inventors & Scientists Congress to be held May 27-29 at University City Place in Mexico City.

Purpose of the Congress is to combine representatives of the Latin-American Congress with the International Inventors & Scientists Congress, in Europe, this summer and to (1) obtain a uniform International Patent Law, similar to the Copyright Law; (2) open the doors for a world market in an exchange of patents and inventions for the benefit of all peoples, and (3) organize the inventors and scientists in many countries in order to work together on common problems.
MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of control equipment to convert tour of 21 TK 40 color cameras to improved TK 41 models to NBC, N. Y. RCA also reports shipping one live color studio camera to NBC in N. Y.; custom-built three-bay superturnstile antenna to KGEZ-TV Kalispell, Mont. (ch. 8); 24-section Pylon antenna to KBAS-TV Ephrata, Wash. (ch. 43), and used 5 kw General Electric transmitter to WCHS-TV Charleston, W. Va. (ch. 8).

MANUFACTURING PEOPLE

Thomas P. Ryan, 49, head of Sylvania Electric Products Inc.'s new factory distributing branch in Chicago, died Jan. 23.


Edward Bishop, supervisor of cost accounting at Johnson & Johnson, New Brunswick, N. J., to Hallicrafters Co., Chicago, as controller and John R. Halligan, Hallicrafter, budget director, appointed assistant treasurer.

Robert O. Vaughan, with RCA from 1946 until 1952 in various sales capacities and recently in private business, has rejoined RCA in newly-created post of manager, west coast marketing programs, Defense Electronic Products.

Robert A. Kubicielk, advertising sales manager of TV Guide, Chicago, to Zenith Radio Corp.'s hearing aid division as field sales manager.

G. A. Hinckler, Webcor Inc., Chicago, promoted from assistant advertising manager to advertising manager.


Dr. Rolf W. Peter, research physicist at RCA Labs, named director of Physical & Chemical Research Lab, succeeding Humboldt W. Leverenz, appointed assistant director of research for RCA Labs. Allen A. Barco, engineer-in-chief, Industry Service Lab, David Sarnoff Research Center, to director of RCA Labs' Systems Research Lab, succeeding Dr. George H. Brown, appointed chief engineer. RCA commercial electronic products.

Martin Richmond, staff assistant to manufacturing and engineering vice president, Emerson Radio & Phonograph Corp., Jersey City, N. J., named production manager of company's radio-tv division.


E. P. Atcherley, distributor sales merchandising manager, Sylvania Electric Products, N. Y., named assistant to sales manager of distributor sales.

Better Balanced Music Programming

L. C. Bruce, Gen. Mgr. of WNCA, Siler City, N. Car., writes:

"In our opinion and experience operating a 1,000 watt daytimer in a rural, agricultural market, success has resulted from down-to-earth, well-balanced programming. We have tried to "localize" everything and we have enjoyed excellent results both for listeners and sponsors."

"As a part of our well-balanced programming, the SESAC Library has been easy to integrate profitably. For example: the Gospel Section from the SESAC Library has been sponsored continuously by a farm implement dealer since 1952, on our station."

When you are in Hollywood stop by 6253 Hollywood Blvd. for your current issue of B T or call HOLLYWOOD 3-8181
Canadian Advertisers Praise TV

Success of Television for Canadian local and national advertisers on local stations was reported to some 500 advertisers and agency representatives at the Second Annual TV Seminar held at Toronto, Ont., on Jan. 17. Local advertisers and station personnel from all parts of Canada were on hand to recount successful advertising campaigns on stations and to answer questions of the advertising executives invited to the gathering by the Television Representatives Assn. and the Canadian Assn. of Radio and Television Broadcasters.

Facts and figures on television impact in the United States were first reported by Norman Cash of Television Bureau of Advertising, New York, who told the Canadian audience that "tv has more impact to move people to desire more things." He said that with the present labor shortage, tv brings the salesman right into every home, that tv is first choice among national advertisers in the United States, and that tv programs and messages should be aimed at the young family audience as it makes up the largest group of viewers according to statistics.

Canadian station owners brought local advertisers to Toronto to tell the advertiser audience their own success stories. These local advertisers came from Saskatoon, Regina, both Sask., Barrie, Ont., Moncton, N. B.; Edmonton, Alta.; North Bay and Wingham, both Ont. They included grocers, automobile dealers, power commission executives, farm co-operative leaders, and furriers.

Don Jamieson, general manager of CJON-TV St. John's, Nfld., told advertisers of the drawing power of local programs and local announcers for commercials for national advertisers. He also reported on the impact of tv advertising in Newfoundland, where fishing villages along the rocky coast have found tv a "miracle." "Where formerly the local storekeeper in these small villages carried only a limited line of merchandise and was the authority on what his community could or could not buy," Jamieson said, "today nationally advertised merchandise of all types is found on the shelves of stores in even the remotest fishing village. Today, there is a 100% audience in most of these communities even though there may be only one or tv sets to a community."

Local station operators have learned to produce good shows with limited funds and local talent, shows which have a big local drawing power, a number of speakers declared.

The session was under chairmanship of Bill Byles, executive vice-president of H. N. Stovin & Co., Toronto, station representative firm, and was welcomed by Fred Lynds, CKCW-AM-TV Moncton, N. B., president of the Canadian Assn. of Radio and Television Broadcasters.

Pulse Begins Mexican Service, Expands in England, Canada

Expansion of Pulse Inc. International Division's rating operations into Mexico and extension of its current operations in England and Canada has been announced.

In Mexico, officials said, Pulse will report on listening to radio stations in Matamoros and Reynosa, on the Texas-Mexico border. In England, where Telepulse Ltd. has provided monthly viewing reports in London and Birmingham areas since November 1955, service is being extended to the Manchester area.

In Canada, Toronto tv measurements will be added to Montreal, where Telepulse has surveyed viewing three times yearly since May 1955. Pulse also provides radio and tv ratings in Alaska and Hawaii, tv ratings in Puerto Rico, and in U. S., currently surveys radio and tv audiences in 200 markets and also issues national reports for each medium monthly.

Canadian Radio Stations to Pay Music Copyright Fees in 1957

Canadian radio stations will pay music copyright fees this year to the Composers, Authors and Publishers Assn. of Canada (CAPAC), on the same basis as in 1956, the Canadian Copyright Appeal Board has ruled at Ottawa.

The Canadian Assn. of Radio and Television Broadcasters had urged the board to freeze the fees at the 1956 level.

CARTh asked for the freeze on fees until appropriate authorities can deal with the recommendations of the Royal Commission on Copyright, which are expected to be announced this spring. CARTh was backed up in its request by the Musical Protective Society, a Canadian organization of all copyright music users. Copyright fees on music used by television stations were settled by agreement between CAPAC and the CARTh's tv copyright committee.

54% of Canadian Households Have tv Sets, Report Reveals

More than half of all Canadian households now are equipped with television receivers, according to a survey conducted by the Dominion Bureau of Statistics. The government department's report shows that 2,132,000 homes holds out of 3,974,000, or 54%, had tv receivers at the end of September 1956, an increase over the previous year when only 39% of all households had receivers.

The same survey showed that 96% of all households had radio receivers, a slightly higher proportion than in 1955, whereas 74% of Canadian households had telephones compared with 70% the previous year.

In Ontario 915,000 households out of 1,370,000 had tv sets, 1,314,000 had radios, and 1,174,000 had telephones. In Quebec province 671,000 households out of 1,045,000 had tv sets, 1,010,000 radios and 794,000 telephones. In British Columbia 179,000 families had tv sets out of 388,000 households, 374,000 had radios and 289,000 telephones.

New Canadian Tv Film Series To Begin on Feb. 8 Over CBC

The first CANADIAN film series made especially for television starts its English-language telecast Feb. 8 on the Canadian Broadcasting Corp. microwave network and on all other English-language stations at a later date. The French-language version of the adventures of Pierre Radisson opens Feb. 3 on the CBC French tv network.

The 39 episodes were filmed near Montreal. They tell the adventures of a young French fur trader who lived 300 years ago in the Quebec area, was captured by In-
NBC Extends Awards Date; WRCA-AM-TV to Cite 'Journal'

NBC's owned stations and spot sales department, which planned to announce on Feb. 10 the establishment of an NBC public service award—to be presented monthly by each of its owned stations to organizations and groups in recognition of outstanding community service—last week moved the date ahead to accommodate one of the NBC stations.

WRCA-AM-TV New York requested the change, wishing to cite the New York Journal-American for helping to break the "mad bomber" case through its series of published correspondence with George Metesky, who was apprehended by the police.

The awards—in the form of parchment certificates—are designed to closer identify NBC-owned stations with the communities they serve, according to Thomas M. McFadden, vice president of NBC owned and operated stations and spot sales.

Seven Radio-Tv Companies Get 'Excellent Management' Rating

SEVEN RADIO-TV companies, one (CBS) primarily in the network business, and the other six principally in the manufacturing field last week were among 410 firms winning the American Institute of Management rating of "Excellent Management" in 1956.

The manufacturers were General Electric, Sylvania, Electric Products, Westinghouse Electric, Motorola, Zenith Radio and Philco. Companies are rated on every function of management in addition to profits. Ten basic categories of management performance are used by the Institute in studying Canadian and American business. Grading is by a point system tabulated by an audit committee.

Companies are studied from the viewpoint of economic justification, treatment of shareholders, customers and the public, with their capital structure and customary figures evaluated. Greatest emphasis (or point weight) is given to a firm's "Executive Team."

Entry Deadline for Awards Set

DEADLINE of Feb. 15 was set last week by the League of Advertising Agencies Inc., for entries in its first annual "Outstanding Advertising" awards. The League citations will be made in five separate categories of campaigns—radio-tv, consumer print, trade print media, direct mail and sales promotion. They will go only to League members in good standing. Entry blanks may be procured from the League at 200 W. 42d St., New York 36.

AWARD SHORTS

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., cited by National Foundation for Infantile Paralysis with 1956 Humanitarian Award of the March of Dimes, for his "long-time devotion to human welfare activities." Mr. Goldenson will receive award at testimonial dinner Feb. 18, at Waldorf-Astoria Hotel in N. Y.

Harry A. Woodman, traffic coordinator for NBC, N. Y., was honored on his retirement this month, at a special gathering by his associates. Mr. Woodman had been with NBC since it was first organized.
PROGRAMS & PROMOTIONS

Second of Bell Science Series
Planned March 20 on CBS-TV

THE SECOND in the Bell Telephone System's science series, produced and directed by Frank Capra, will be shown on CBS-TV March 20, at 9-10 p.m. EST, pre-empting Colgate-Palmolive's The Millionaire and R. I. Reynolds' I've Got a Secret.

The first in this series, Our Mr. Sun, was seen Nov. 19, 1956, in the time period usually held by Westinghouse Electric Corp.'s Studio One.

The second full-hour color production, titled Hemingway, studies the human circulatory system and the mysterious "life substance" of hemoglobin. It will employ animated sequences, film strips and live action. Richard Carlson and Dr. Frank Baxter are featured in the program, placed by N. W. Ayer & Son, N. Y.

ABC-TV Shuffles Four

IN AN EFFORT to strengthen its drama-comedy nighttime schedule, ABC-TV last week announced schedule changes for three of its shows effective Feb. 14. Affected are Wire Service, currently Thursdays, 9-10 p.m. EST; The Danny Thomas Show, currently Mondays, 8-8:30 p.m. EST, and Bold Venture, now on Mondays, 8-8:30 p.m. EST.

Wire will fill the 7:30-8:30 p.m. slot on Monday, while Thomas and Journey (adventure series) move to Thursdays, 9:30-10 p.m. and 9:30-10 p.m. respectively. Both CBS-TV and NBC-TV are heavy on Thursdays.

Meanwhile ABC-TV also plans to replace Omnibus (Sundays, 9 p.m.) which goes off the air for the summer in March, with the Original Amateur Hour.

The network also added another sponsor, Bauer & Bauer to Circus Time, which will precede the Thomas show Thursday, 8-9 p.m. Show will continue in that period until June.

Musical Quiz Replaces 'Bank'

A NEW musical quiz show, Hold That Note was "sneak-premiered" last Tuesday on NBC-TV (10:30-11 p.m. EST), replacing Break the $250,000 Bank. Like Bank, the new program is an Ed Wolf Production. Mr. Wolf said the new show was created because the sponsor, Lanolin Plus Cosmetics Inc., desired a program with a musical-quiz format.

ANA Issues P-O-P Ad Book

ASSN. of National Advertisers, with the cooperation of the Point of Purchase Advertising Institute, has compiled a 246-page book, Advertising At the Point of Purchase, which is scheduled to be published tomorrow (Tuesday) by McGraw-Hill Publishing Co., New York. The book, intended as a reference guide, consists largely of material based on an ANA survey of more than 150 leading advertisers in more than 20 different product groups.

KYW 'Scoops' Wire Services

KYW CLEVELAND recently "scooped" the wire services when news director Sanford MacFarlane learned that a winner of the one-time gambling casino, the Pettibone Club, had returned from Las Vegas and that new gambling equipment was being installed in the "padlocked" club. Upon hearing the story, Governor-Elect C. William O'Neill called a meeting of the state's 88 county sheriffs. Mr. O'Neill asked KYW that arrangements had been made to close the club if it opens. The wire services reportedly credited KYW with the story.

Turn About Fair Play

"YOUR wife handed us her house key long ago, now here's one in return," says KITE San Antonio, Tex., in a new promotion which it has mailed out. The brochure goes on to say, "and why not? We spend more time with your wife than you do... remember mama spends 85% of every retail dollar!" Included with the mailing is a key and a key holder that glows in the dark and holds nickels (with coin included) for those "pesky meters." One side of the holder contains the wife's initials and the other-side says, "glowing with good music—and fast news!... Radio KITE!"

WOULD GO FIRST CLASS

IN WHAT is believed to be a new wrinkle in feature film presentation by a station, WBZ-TV Boston has been negotiating with actress Bette Davis to serve as m.c. during the station's showing of feature films in which Miss Davis has appeared. Franklin A. Tooke, WBZ-TV general manager, reported last week that final negotiations will be completed when Miss Davis returns from Hollywood in mid-February.

WBZ-TV has acquired the Warner Bros. package which contains about 30 feature films. These include Miss Davis' appearances in Jezebel, "The Petrified Forest," "Juarez," "The Letter" and "Dark Victory." WBZ-TV is considering these features for Saturday, 5:30-7 p.m. EST, starting April 6.
WPTR Placates Longhairs With Closed-Circuit Opera

WPTR ALBANY has placated dissatisfied opera lovers in its area by offering the Saturday afternoon Metropolitan Opera broadcasts through a closed-circuit piped into the WPTR studios and the lobby of the Shera- ton Ten Eyck (WPTR is located in the hotel).

Radio-television newspaper columnists and citizens in Albany had protested the station's failure to use the ABC network feed of the weekly Met broadcasts, stating that WPTR's programming of popular music instead of opera was a "stifling of culture."

Station General Manager Duncan Mounsey and Promotion Director Herbert Teison countered with a prepared statement pointing out that though there were 5,000 opera fans in the Tri-Cities area, the Met series "at best would not reach one half of one per cent of the million homes in the station's coverage area...". The statement also asserted that "popular music programming is listened to by 79.1% of all American families each week" and "75% of the listeners are adults."

WPTR continues to program over 90% local music and news after Mr. Mounsey and Mr. Teison devised the idea of closed-circuit broadcasts of the Met performances to satisfy opera lovers' yearning for "higher-level" on-the-air programs.

News, Weather, Sports Featured

THE EMPHASIS is on news, weather and sports in a new program launched by WNDU-TV South Bend, Ind., U. of Notre Dame station. Titled News Central, the new Mon.-Fri. series at 6:15 features four staffers: Lamont McLoughlin, news director, who will serve as editor-in-chief; Ed (Moose) Krause, athletic director at ND, sports editor; Pat Fitzgerald, station's weatherman, and Don Chevillet. "anchor man." Bernard C. Barth, vice president and general manager of WNDU-TV, said whatever category made the headline news would be presented in "depth" as part of show's format. News Central also makes use of beeper telephone reporting along with sound on film, motion pictures, stills and silent footage. National developments are covered by AP Wire Service and Photofax.

'Average' Frenchman Interviewed

WITH the aid of a telephone, an interpreter and his everyday knowledge of Franco-American relations, A. N. Spanel, founder and chairman of International Latex Corp., took part Tuesday in an international question-and-answer radio program with a direct connection to the French man-in-the-street. Mr. Spanel, phone and interpreter were housed at a New York studio. The questions (from anywhere in France) were phoned into the Paris studio, then relayed and answered by Mr. Spanel. The hookup was broadcast from Paris and received in France, Belgium, the Netherlands and Luxembourg. Questions covered Franco-American relations and their affect on the lives of the people in both countries.

WRCA-TV's 'Baby Spectacular'

CLAIMED as a new concept by WRCA-TV New York is the station's "block buster and sharpenel" technique that lobs over a 30-minute "Baby Spectacular" that is followed up with week-long 20-second spot announcements. The technique is being used for sunrise stop-and-shop super markets in Long Island. The 30-minute variety show, called Sunrise Serenade, with columnist My Gardner as the m. c., will be seen Feb. 6, 10:30-11 p.m. The super market chain will sponsor 11 20-second spot announcements per week for 13 weeks. Agency was Co-Ordinated Adv. Corp., New York.

'Heart of the Empire'

A NEW weekly half-hour program series explaining the workings of the Colorado State legislature has been started by KBTV (TV) Denver. It is produced in cooperation with the Denver Chamber of Commerce and The Denver Post. The program, which is scheduled to run through the full term of the legislature in session, features a new panel of two Democrats and two Republicans each week in order to give it an "unbiased flavor." It also gives members of the state House and Senate a chance to publicly air their views on current problems. In addition, the show, Heart of the Empire, will carry panel discussions on the duties of legislative officials and also introduce members of the legislature to viewers.
Attention, Calling All Cars

MBS, in cooperation with the National Assn. of Stock Car Automobile Racing, has scheduled a series of 18 programs from Feb. 2-17 covering the 1957 NASCAR races from Daytona Beach, Fla. The annual races, participated in by all major U. S. automakers to test the stamina and durability of their latest models, will be scheduled so far as air time is concerned at a later date. The move, according to Mutual, to air the NASCAR Trials, was made for the two-fold reason of covering an important public event and to attract auto advertisers back to network radio.

‘For God and Country’

AMERICAN LEGION, in cooperation with CBS Public Affairs, will present a special 30-minute program, For God And Country, next Sunday at 2 p.m. EST. The live telecast will be hosted by Will Rogers Jr., and will feature, among others, Secretary of State John Foster Dulles, the 160-voice West Point Chapel Choir and leading military officials. The program celebrates the 14th anniversary of the sinking of the U. S. S. Dorchester, the troopship on which the famous “Four Chaplains” of World War II died during an Atlantic torpedo attack.

‘Sterephonic’ Advertising

KPGU and KYOS, both Bellingham, Wash., recently combined efforts to program a half-hour "sterephonic" broadcast. The program was originated at KPGU and broadcast simultaneously through KYOS. It was sold commercially on both stations and was sponsored by Advanced Electronics Inc. which loaned the stereo tape and the Ampex stereo reproducer for the program. Since then, the stations have sold the show on a regular 13-week basis and have acquired Brown & Stone Music Co., Bellingham Radio, Daw & Son Insurance and Newberry's Dept. Store as sponsors. To eliminate split billing, each station sells three spots each per program to cover their time cost. Then, they bill just their own sponsors, but the commercials go on both stations stereophonically.

FOR THE RECORD

Station Authorizations, Applications (As Compiled by B & T)

January 17 through January 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

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Allocations

New Orleans, La.; Mobile, Ala.—FCC invites comments on proposals by Mr. John F. Kreeger, Jr., for new AM station on 1660 kc, D and remote control trans., amended to change station location and remote control point. (Announced Jan. 23.)

Applications Amended

Grand Junction, Colo.—Application of Mountain States Broadcasting, Inc., seeking new AM on 1450 kc, D and remote control trans., amended to change station location and remote control point. (Announced Jan. 23.)

Cocoa, Fla.—Application of Emerson W. Brown, owner and operator, for new AM on 1500 kc, D, to decrease antenna height. (Announced Jan. 23.)

Winter Garden, Fla.—Application of E. P. V. Price seeking new AM on 1580 kc, 1 kw D, amended to decrease antenna Height. (Announced Jan. 23.)

Existing AM Stations

ACTION BY FCC

KMRY Denver, Colo.—Application seeking cp to increase power from 1 kw to 5 kw and install new trans. dismissed. (Request of applicant) Announced Jan. 18.

APPLICATIONS

K9HS Hot Springs, Ark.—Seeks cp to increase D power from 1 kw to 2 kw and install new trans. Announced Jan. 23.


K6VS Cape Girardeau, Mo.—Seeks cp to increase D power from 1 kw to 5 kw and install new trans. Announced Jan. 23.

KOMB Cottage Grove, Ore.—Seeks mod. of license to change hours from unt. to specified 6 a.m.-4 p.m., daily, 8 a.m.-midnight Sun. Announced Jan. 23.

APPLICATION AMENDED

KRND Bend, Ore.—Application seeking cp to increase D power from 1 kw to 5 kw and install new trans. amended to change from DA-N to DA-D and change type trans. Announced Jan. 23.

New FM Stations

APPLICATIONS

Applications—FCC by order has amended Class B fm station allocation plan by adding ch. 299 to Lubbock, Tex., for which KBLF-FM Lubbock has applied. Announced Jan. 23.

Proposed rule-making—FCC asks comment by Feb. 5 by proposed rule-making which would amend allocation plan for Class B fm broadcast stations by channel changes as follows: Exchange Chs. 299 and 298. (Request made by General Broadcasting Corp., Seattle, Wash.)

APPLICATION AMENDED


Pasadena, Calif.—Pasadena City Junior College District granted $0,001.75 w. unt. P. address

San Diego, Calif.—San Diego City College District granted $0,001.75 w. unt. P. address

Ft. Announced Jan. 23.

Allocations

New Orleans, La.; Mobile, Ala.—FCC invites comments on new AM radio proposals in New Orleans-Mobile tv assignment proceeding. (Request by Mr. John F. Kreeger, Jr., for new AM station on 1660 kc, D and remote control trans., amended to change station location and remote control point. (Announced Jan. 23.)

APPLICATIONS

Coca, Fla.—Application of Emerson W. Brown, owner and operator, for new AM on 1500 kc, D, to decrease antenna Height. (Announced Jan. 23.)

Winter Garden, Fla.—Application of E. P. V. Price seeking new AM on 1580 kc, 1 kw D, amended to decrease antenna height and make changes in ground system. Announced Jan. 23.

New Am Stations

ACTION BY FCC

Tucson, Ariz.—Associated Broadcasters of Tucson, Cal., asks comments on application by Tucson Broadcasting Co. for new FM station on 88.1 mc. (Announced Jan. 23.)

APPLICATIONS

APPLICATION AMENDED

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WBGU Dunkirk, N. Y.—Granted acquisition of WBGU from Liberty Bcstg. Inc. for $30,000. Mr. Johnstad, manager. WBGU is transmitter. Announcement Jan. 17.

KLYT-Lexington, Ky.—Granted acquisition of license from Dixie Broadcasting, Inc. for $27,000. Equal partners in Dixie are James F. Moore, president, and Louis J. Smith, owner of WAFM-FM (Apollo), also owner of WLAP-AM -FM. Announcement Jan. 17.


KADA Ada, Okla.—Granted involuntary transfer of control from Dr. C. C. Morris, deceased, to Billy T. Hoover and Anderson Brown Morris, co-administrators. Dr. Morris' share of 51.5% has been bequeathed to Mrs. Morris. Announcement Jan. 23.

KWSH Wewoka, Okla.—Granted involuntary transfer of control from Dr. C. C. Morris, deceased, to Billy T. Hoover and Anderson Brown Morris, co-administrators. Dr. Morris' share of 51.5% has been bequeathed to Mrs. Morris. Announcement Jan. 23.

WMSR Manchester, Tenn.—Announced Jan. 17.

KRST-TV Big Spring, Tex.—Announced Jan. 17.

KGRI Henderson, Tex.—Announced Jan. 17.


WCGM St. Louis, Mo.—Announced Jan. 17.

WLCF-TV Lexington, Ky.—Announced Jan. 17.


WPQJ-Miami, Fla.—Announced Jan. 17.

WITP-TV Portland, Me.—Announced Jan. 17.


WHEZ-TV Miami, Fla.—Announced Jan. 17.


WISQ-TV Allentown, Pa.—Announced Jan. 17.


WCCM-FM St. Louis, Mo.—Announced Jan. 17.

WYPA Lima, Ohio.—Announced Jan. 17.

WBBJ-FM Jackson, Tenn.—Announced Jan. 17.


ALTERED TELECASTING CORPORATION

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23.
COMMERCIAL RADIO ENGINEERING COMPANY
PRECISION FREQUENCY MEASUREMENTS
FULL TIME SERVICE FOR AM-FM-TV
2324 15th St., N.W., Wash. 10, D. C.
Practical Broadcast TV Electronics engineering home study and residence courses. Write for free catalog, specify course.

SPOT YOUR FIRM'S NAME HERE, To Be Seen by 77,440* Readers
among them, the decision-making station owners and managers, chief engineers and technicians—applicants for sales, tech, and facsimile facilities.

*1956 ARB Continuing Readership Study
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted

Immediate opening for announcer with production know-how and experience for smooth newscast and sales. Excellent opportunity to advance within chain. Send tape, resume and photo. Box 8756-B, T.

Immediate opening for top-notch staff announcer to do commercials, news, disc jockey, and operate RCA board. Must be professional, have top experience on play-by-play sports. This station is outstanding in sports, news and commercials. Excellent opportunity to advance to professional sports. Excellent working conditions and opportunity for future work in television. Send resume, tape and photo. Box 7489, B.

Immediate opening for experienced announcer and program director for major market. Requires production know-how and experience in television. This is top full-time regional. Send full information, including salary, picture, date available, and off-air tape. Box 2756-B, T.

A full-time experienced announcer needed for promotions work in busy station. Must have experience in public service and special events. Self-starting personality is needed. Announcing secondary to news and public service. Send resume, photograph. Interview necessary. Contact Mr. M. McLendon, Box 2607, Jackson, Mississippi.

Radio

Help Wanted

New Pacific northwest medium market music station. Sales manager, salesmen, traffic gal, 1st producer. Experienced, honest, sober, aggressive, willing worker. References, auditions. Box 3614, B.

Top radio salesman in the country. Excellent sports and covers everything. Immediate opening for Texas manager. Salary, commission to 3%-6% of sales. Write details. Box 1165, B.

Productive salesman wanted for k5kw major network, regional, and independent station. Must have complete record and able to train staff and sales people. Full time, 8 to 5, $325.00 plus top commissions—don't miss it. Box 3091, B.

Wanted: Combination manager-sales manager for eastern independent. Progressive market, good living conditions, excellent opportunity for man who does not fear competition. Selling experience prime importance. Box 3816, B.

Manager for k5kw daytime Florida station. Only top-caliber man wanted. Must have complete record on sales ability. Draw, percentage of profits. Will pay $5000.00 for best complete record. Check details. Box 221, B.

Salesman

Salesman—announcer, experienced. $325.00 plus commission. KBUD, Athens, Texas.

Leading Phoenix, Arizona station. Aggressive, experienced management. Guarantee 25% comm. on first seven days. Box 914, B.

Top radio time salesman for six years leaving to do business for himself. Time opportunity for man with the experience and ability to replace. Will sell wire, write, sell, have complete record. Will write full details. Box 3096, B.

Top pay for two top announcers with first class voice. Excellent opportunity. All replies confidential. Box 3098, B.

Wanted: Assistant chief engineer for am-fm-tv station offering new opportunity, good position and good salary. Box 3081, B.

California small market ABC station wants young announcer with go on-the-spot. Must have excellent voice, 1st class license, willingness and ability. Start: $102.50 per week. Contact Mr. Bob Ball, Station Manager, KCNO, Alturas, California.

Top pay for two top announcers with first class voice. Excellent opportunity. All replies confidential. Box 3082, B.

Wanted by March first at small station, man who can do maintenance and is also a good announcer. Permanent position for dependable man in ideal climate. Good pay. Will be on his own job and is now ready to advance. Zim Duncan, KZEL, Silver City, New Mexico.


Radio

Help Wanted—(Cont’d)

Announcers

Announcer who can do news-sports and DJ work, with emphasis on news. Good salary, congenial staff and 40 hour shift. If interested, send tape, photo, references, and salary requirements with reply to WIBX, Utica, N. Y.

Immediate opening for staff announcer and opportunity to become PD. WHMI, Howell, Michigan.

Immediate opening, excellent opportunity for reliable disc jockey, warm friendly personality. Job to interview, knowledge and knowledge of popular music required. Include tape, photo, references. Reply to BROADCASTING, 1373 DeSales St. N. W., Washington 6, D. C.

Wanted: We are expanded. Here is an opportunity for a good announcer in a clean wholesome atmosphere. We offer above average earnings to an experienced man. Minimum $110.00 per week. Contact W. H. Wren, WLSB, Big Stone City, Minnesota.

Experienced announcer needed by five-lane kilowatt station. Must run own board, have regular staff ability. Week start. Send tape, resume. WMBS, Uniontown, Pa.

Immediate opening WNIL, Niles, Michigan, for experienced announcer. 250 watt music and news. Good salary, benefits. Send resume, references and salary requirements with reply to Dick Holley, WNIR, Niles, Michigan.

Florida Gulf Coast CBS affiliate has immediate opening for experienced DJ who knows music, announces strong, sells, and knows how to get picture. Send resume to WPKN, Kenneth M. Parke, Fort Myers Broadcasting Company, Fort Myers, Florida.

Technical

Experienced engineer for position of chief engineer at modern, well equipped 250 watt full-time independent station in Pa. Will have complete responsibility for planning, developing, operating, and supervising all new electronic equipment. Good working conditions, good pay. No air work required. Box 942, B.

Future chief engineer (with first class ticket) who can write and air local news, $125.00 per week minimum. Box 338, B.

Large group operation has immediate opening for chief engineer at k5kw station in important midwestern city. Excellent working conditions, new RCA equipment. Must be cooperative, energetic, above average on maintenance, good public relations. Full incentive, top pay, excellent opportunities, required salary with first letter. All replies confidential.

Wanted: Chief engineer for 260 watt west Texas station. Air work not required. Will have complete responsibility. Good pay. Excellent station and operation. Automobile essential. Contact: Radio Station, Box 362, Odessa, Texas.

Permanent position for first class licensed engineer, premier man with ham ticket. Good engineering, good pay, and vacation. WAAM-WCAC-WAM-TV, Anderson, South Carolina.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters, and excellent prospects with future. Send photo, references, full resume, experience and interests. WMRT, Charlotte, N. C.

Programming-Production, Others


A full-time experienced newsman needed for progressive station on east coast. Must be able to report on city, county, state and federal public service and special events. Self-starting personality is needed. Good opportunity. Announcing secondary to news and public service. Send resume, photograph. Interview necessary. Contact Mr. M. McLendon, Box 2607, Jackson, Mississippi.
PRESENTLY on news to eluding.

Announcer announced -copywriter, married, seeks perman-
vancement.

Top quality manager-sales manager—experienced successor.

Economically minded manager with proven audience
growth. Seven years all phases radio/tv.

DJ-commercial announcer.

Write unless you: Want sportscaster. Seven years experience.

Top sportsman—executive, can

Outstanding programming experi-

Announcers

DJ-commercial announcer.

Send your resume to:

Top salesmen.

Stereo, 7 years, with references

DJ-commercial announcer.

Box 3823 E-B.T.

DJ-commercial announcer.

Box 372 E-B.T.

DJ-commercial announcer.

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TELEVISION

Advertisers

Now employed tv, 6 years tv, radio experience. Desires larger market. Box 278E, B-T

Conscientious worker, thoroughly experienced. Announce-copywriter, married, seeks permanent position. Box 290E, B-T

Sports director, top tv sportscaster in nation’s fourth largest market. Experience professional broadcasting tv, athletic wrestling. College sports, 12 years in radio-tv. Prefers west coast but will consider all top offers. Highest reference. Present station going 81. Box 382E, B-T

Technical

Studio engineer—3—5 years experience, first phone, good references. Married, will travel. Looking for permanent situation. Box 355E, B-T

First class phone licensed, tv studio training graduate, some college, young, married. Lots of ambition and anxiety for a good start in television. Box 305E, B-T

Programming-Production, Others

Television-director-announcer, 6 years experience in eastern vhf station. Desires metropolitan area. Prefers eastern U.S. Excellent background and experience. Box 160F, B-T

Promotion manager, Young man looking permanent tv promotion spot in northern. Tri-Vision newspaper experience. 28, family. Box 287E, B-T

Director, experienced. Can do own switching. Any growing market. For further information write Box 238E, B-T

Producer-director with ratings and references producing ability to produce heavy sell audience appeal programs on modest budget wants aggressive tv in competitive market. Box 297E, B-T

Young man, vet, college graduate, plenty of know-how, desires film directorship or job leading to it. Will travel after February 1st. Box 306E, B-T

Experienced producer-director all phases television studio and remote. Box 285E, B-T

Tv director—3½ years experience on production with top-flight station in large southern market. Director, cameraman, film editor. Box 285E, B-T

Former uhf promotional director write, directed, promoted fifteen weekly telecasts. Rs, commercials seeks tv position with future. Now in radio. Box 212F, B-T

Signing on the air, or want to hypo present news operation—tv-radio director well qualified to organize news department, not one to sit back and give orders, but will work with staff, has undertaken all tasks involving news, and understand its problems. Investigate now, while you have the opportunity. Box 234E, B-T

FOR SALE

WANTED

$5000 down—5 years on $35,000 balance. 1 kw daytimer—mid-south 2 station market $3,000. Responsible managers known as “good opera- tors” here is your chance. Only those of excellent reputation need apply. Box 303E, B-T

For sale: 250 watt in Central Texas. College town. Good gross and net. Box 360E, B-T

Upper mid-south profitable small market station. $60,000. Paul H. Chapman Company, 86 Peachtree, Atlanta.


Listing XA. Southwest VHF Television Station, Single-station market. $50,000 cash down. Written inquiries invited. Ralph Erwin. Broker.

Listing SB. Southwest AM station. Owner has reached age 60 and retiring. $25,000 cash down. Written inquiries invited. Ralph Erwin. Broker.

New England—single: $125,000; $35,000 down, Virginia—$250,000, gross $160,000, net $60,000; all cash. Middle Atlantic—$275,000; $75,000 down. Southern—$65,000; half cash; $500 week profit. $10,000 down, half cash. Great Lakes—$40,000, all cash. Write Haskell Bloomberg, Broker, Lowell, Mass.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handling with care and discretion, based on operating our own stations.


FOR SALE

RCA TT-5A high band transmitter, factory converted to air cooling. Box 262E, B-T

Microwave reflectors, 8 ft. by 8 ft. made by Tower Construction Company, new, in original crates. Make offer. Pete Omigian, Chief Engineer, KBET-TV, Sacramento, California

For sale: Two complete RCA 75-B audio consoles. One needs some work. $600.00 takes both, F.O.B. KGMS, Hotel Senator, Sacramento, Calif.

2 complete RCA field cameras including cable and switcher. We purchased for closed circuit television and later wanted for use in studio. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWWR, Shreveport, La.


WANTED

$10,000 REWARD

A SALARY UP TO $10,000 WILL BE AVAILABLE to the right man with the right ideas at the right time, plus executive ability, initiative, and experience to reorganize, reorientize, and deliver the goods as Director of Promotion-Publicity Department for top-rated pioneer TV- Radio operation noted for its performance both on-the-air and off. No one without experience and full qualifications need apply. No hurry; we want only the right man. Send fullest particulars to Box 220E, B-T

FOR SALE

Stations

Complete DuMont multicarrier including power supplies, projectors light source, etc. One Du-Mont stabilizing amplifier, a channel switcher. DuMont sync generator. All equipment in excellent condition used only approximately two years. Will make excellent price. Will accept cash time payment. Station, logs, will transfer equipment. For further details contact Harry Travis, WNEM- TV, Bay City, Michigan.

RCA Type WD-88a oscilloscope, new. $125.30. C.R. & Associates monitor new, $295.00. CONRAC AV-12-A tuner, new, $115.00. Raytheon 511-A and 6C5 Lots, $600 each. Bud 78” heavy duty relay rack, $50.00. 1-2” standard tv camera cable, $150.00. 1-4” redomes, $50.00. Inter- State Communications Co., 843 Chicago Avenue, Evanston, Illinois.

For sale: RCA TG-1A sync generator TK-1A monochrome camera TX-1A distribution amplifier. Power in two packs. Also duplicate Tel- Instrument. Accept reasonable offer either or both systems. Mautner Laboratories, 380 Oak Street, Copiague, Long Island, New York.

Sacrifice: 6, W.E, 23-console; G.R. 1181-A frequency monitor; Gates 21-C limiter-amp: two 21-C-45 Re-O-Cut turntables, with reproducers. Will sell separately, or for purchase price of $1,200.00. Write: Chief Engineer, Confederated Radio Company, Box 427, West Point, Georgia.

WANTED TO BUY

Stations

With lease with option to buy or purchase on terms, medium market station. Will operate as resident, experienced. Broadcaster. Box 251E, B-T

Wanted second station. Low-cost lease-option in southeast, northeast. Details, asking price, all cash. Mail letters answer. Confidential. Box 354E, B-T

Veteran radio men want to lease or purchase on terms am in South Dakota, Minnesota, Iowa or Nebraska. Box 388E, B-T

Want station, small or medium market—New England to New Jersey—by individual. Box 358E, B-T

Radio License School, 4211 Western Avenue.

FOR SALE

Equipment

RCA 75-B 10kw fm transmitter, complete. Box 261E, B-T

10 kw fm transmitter, coax and antenna. Give details on cost, terms. Box 298E, B-T

Want 3 or 5 kw transmitter or 2 kw amplifier with power supply. Call Floyd Hall, KPDL, Los Angeles, Capitol 5-7911.

Wanted: One used 250-watt am transmitter. Send details and price to Arthur Heaf, WSBA, York, Pennsylvania.

Wanted to buy: 1 kw fm transmitter, as auxiliary, for station. Call, price, contact Martin, WTUX, Wilmington, Delaware.

I want to buy RCA, or Gates 1kw. Transmitter in good condition ... please address to: Radio Station XEAW, Apo 538, Monterey, N. L., Mex- co.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Holly- wood, California, and Washington, D. C. For free booklet, write Grantham School of Elec- tronics, Desk H-B, 1955 N. Western Avenue, Hollywood 29, California.


FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone P.Lleetwood 2-0729, Ekines Radio License School, 3865 Reseda Drive, Dallas, Texas.

Broadcasting • Telecasting

Page 108 • January 28, 1957
Radio Salesman

5kw leader in major inland market wants immediately two bright men who are rarin' to go with a real opportunity. Earnings $6500-8000 up to you. Advancement potential with a great outfit. Write or wire Box 221E, B-T

OUTSTANDING SALES OPENING

Leading Eastern Independent operating 24 hours per day, plans to add additional Account Executive to present staff. Fast growing market offers excellent drawing account against 15% commission. Members of present sales staff now earning better than $10,000 per year. Market has barely been tapped. Send resume to Box 370E, B-T

SALESMEN—NOW

Leading radio-tv program producer-distributor has openings in expanding sales organization. Film, ET library, radio syndicated, station, representative or agency sales experience a must. Send complete information including snapshot. Box 396E, B-T

NEED SALESMAN WITH MANAGEMENT POTENTIAL

Progressive VHF in group of three TV and 3 radio stations looking for young aggressive, self-starting salesman for fast promotion. If you're the potential for management, and can back it up by proving your sales ability on our staff, we'll show you a good, solid future. Write full details to William D. Ikies, KLIV-TV (NBC-ABC), Las Vegas, Nevada.

Announcer

Power station in large market, Great Lakes area has excellent opening for high-grade staff man. State full details and tape first letter. Box 398E, B-T

MIAMI-WINZ

50,000 watt Music-and-News independent welcomes audition tapes from all top D.J.'s. Tape and all particulars should be forwarded to Rex Rand, President and General Manager.

GATES RADIO COMPANY

Has immediate openings for Electronic & Mechanical Engineers

Enjoy the advantages of a small midwest city. Advancement. Complete employee benefits. Send details and photo to Personnel Director, Quincy, Illinois.

Man well known among radio and tv stations; free to travel; expenses paid; earnings unlimited. We are a promotional organization and well thought of. Box 285E, B-T

PROGRAM DIRECTOR

50KW in major N. Y. State market needs PD who knows programming, can develop ideas, has executive ability, understands staff and community relations. Promotion know-how helpful. Resume and photo to Box 376E, B-T

-MANAGERIAL-

Manager-Salesman who writes, produces and sells modern gimmick commercials including musical jingles! Wants position as General Manager, Commercial Manager, Program Director and Read Salesman with immediate investment or option to buy all or part of station. Long successful record of sales and station revitalization. Want greater opportunity in Southwest or California. All replies confidential. Box 323E, B-T

TELEVISION

Help Wanted

PROMOTION MANAGER

Television Station Promotion Manager a 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

January 28, 1957
TELEVISION
Help Wanted—(Cont’d)
Program Planning, Others

Opportunity
Station expansion demands more first-class personnel. Wanted immediately:
Continuity Director
ANNOUNCER
Director-Announcer
Salary open all positions.
Write, wire or phone
Tom Matthews
WNEM-TV
Bay City, Michigan

Situations Wanted
Program Planning, Others

FOR SALE
Equipment
245 foot guys Stainless Tower non-insulated type G5 designed for 125 mph wind load. Perfect condition.
Complete with guys and lighting. Discounted $5,000.00 F.O.B. our site.
Contact E. B. Vordermark, WMWB-TV, Jacksonville, Florida.

EMPLOYMENT SERVICES
FACTS ABOUT PEOPLE AND JOBS!
For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.
For best service, please be as complete as possible in your first letter or telegram.
Palmer De Meyer, Inc., Agency
50 East 42nd Street
New York, N. Y.
Paul Baron, Director Radio-TV-Film Adv.

FOR SALE

Routine Roundup...
January 17 Decisions
BROADCAST ACTIONS
By the Commission
WPNN Phoeni City, Ala.-Columbus, Ga.-
Granted change operation on 1480 kc. from 1 kw, DA-N, until, to 1 kw, 5 kw, LS, DA-N, until.
WLAF La Follette, Tenn.—Granted increase power from 100 w to 500 w, continuing operation on 1460 kc, until, program tests not to be authorized until WCHR Morrisburg, Tenn., has begun program tests on some frequency other than 1460 kc. and is licensed to be used until WCHB has been licensed on some frequency other than 1450 kc.

January 17 Applications
RENEWAL OF LICENSE
WDRF Hartford; WLAD Danbury; WTTQ Hartford;
WBCW New Canaan, Conn.; WBK Portland, Me.; WBKB Pittfield, Mass.; WNKE Keene, N. H.; WMBR Bangor, Me.; WDGI Providence; WWMI West Warwick, R. I.
REMOTE CONTROL
WARE Ware, Mass.

January 18 Decisions
ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham
Abiline, Texas—Ordered that hearing is scheduled to commence March 18 re am applications of Bill Mathis, Abilene, and KFAK Fredericksburg, Action Jan. 14.

Charles W. Dowdy, Tolson, Ga.—Granted petition requesting acceptance of his appearance filed late re her am application and that of Thomas Miller, Ashburg, Ark. Action Jan. 15.

WCOC-TV Pachuta, Miss.; Laurel Television Center, Laurel, Miss.—Ordered that petition for license for WQOC-TV Pachuta, Miss., for dismissal without prejudice of application for license be dismissed. (See Laurel) Action Jan. 16.

By Hearing Examiner Basil P. Cooper
Meridian, Miss.—Ordered that prehearing conference will be held Jan 22 in proceeding on am application of WMBR Meridian, et al., Action Jan. 14.

By Attorney Arthur College, Port Arthur, Texas—Granted petition for leave to amend its application for transfer of ownership of station WMJX, Eastlake, Ohio, to WMRV, Canton, Ohio, on ch. 4 to reflect terms of agreement of option existing between both parties. Action Jan. 15.

To make certain changes in technical and engineering proposals of Port Arthur College. Action Jan. 16.

By Hearing Examiner Elizabeth C. Smith
Broadcast Bureau— Granted petition for extension of time from Jan. 30, 1957, filing proposed findings of fact and conclusions in matters of applications of Ohio Valley Broadcasting Corp. for new tv station (ch. 12) WBLR-TV (Clarksburg, W. Va.) and for transfer of control

FOR THE RECORD
Pages continue from 104

petition and supporting filed by Tri-Cities Television of Seattle, for reconsideration of Commission's April 1, 1956, decision granting application of Appalachian Broadcasting Co. for new tv on ch. 5 in Bristol, and denying competing application of OCN Ocean City, Md., and dismissing joint petition of City of Kingsport, Tenn., and Kingsport Channel, for issuance of license for new tv station in Kingsport, Tenn.; T. C., and granting of Tri-Cities termed "Second" and "Third" supplements to petition for rehearing. Announced Jan. 18.

INITIAL DECISIONS
Greton, Conn.—Hearing Examiner H. Gifford Brun issued initial decision looking toward grant of application of WDRF Hartford, Conn., for new tv station on 1480 kc. 1 kw D. and denial of operation of Thomas Bestg Corp. for new am station on 850 kc. 500 w D. in Bridge
hampton, Conn. Announced Jan. 18.


OTHER ACTIONS
WJRT (TV) Flint, Mich.—FCC by memorandum opinion and order has decided to grant application of WNNK-TV Saginaw, Mich., for de-

ferral of filing of consolidated joint application for license to operate new tv station on 908 kc. 1 kw, D. in Flint, Mich. until, subject to certain conditions. Application of ch. 12 WJRT for mod. of cp. to move to station on 908 kc. 1 kw, D. in southeast of Flint (Clarke) to point about 23 mi. northeast of the city of Flint. (Ch. 12 WJRT granted permission to change and change studio location in Flint; and denied WJRT's petition for immediate station on 908 kc.) Application of WNNK-TV for immediate issuance of license; separate memorandum opinion and order of same date, Commission denied WNNK-TV's petition, to consolidate Flnn ch. 12, comparative proceeding with protest proceeding above. (2) Lake Superior Broadcasting Corp. Inc., & KLQW. Seattle, Wash.; Comparative proceeding, and (3) joint petition of Treve Corp. and WJRT (TV) to vacate modification of WJRT's cp and for other relief. Commission has been licensed and vacated from voting. Announced Jan. 23.

Routine Roundup...

WFRF Milwaukee, Wis.—Ordered that hearing is scheduled to commence March 18 re am applications of Bill Mathis, Abilene, and KFAK Fredericksburg, Action Jan. 14.

BROADCAST ACTIONS
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BROADCASTING • TELECASTING

Page 110 • January 28, 1957
January 18 Applications

ACCEPTED FOR FILING

MODIFICATION OF CP

WTCG-TV, St. Louis, Mo.—Seeks mod. of cp to extend completion date to 8-16-57.

WLAF (TV) and WEAF, Atlanta, Ga.—Seeks mod. of cp to extend completion date to 3-1-57.

WAKR-TV Eastern, Mich.—Seeks mod. of cp to extend completion date to 8-12-57.

KWK-TV St. Louis, Mo.—Seeks mod. of cp to extend completion date to 3-1-57.

WARM-TV Branston, Pa.—Seeks mod. of cp to extend completion date to 3-1-57.

LICENSE TO COVER CP

WTV, Inc., Cortez, Colo.—Seeks license to cover cp which authorized change power and hours, install new main trans., and operate trans. by remote control.

RENEWAL OF LICENSE

WADS Ansions, Conn.; WRGB Providence, R. I.

January 23 Decisions

BROADCAST ACTIONS

By the Commission

John S. Chavez, Raoul G. Amaya, Guadalupe Ballez, Salvador Villareal and Gabriel S. Saves, Visalia, Tex.; Robert L. Howsam, El Paso, Texas.—Designated for consolidated Bureau hearing applications for new am on 1150 kHz. 1,000 watts.

Placer Broadcasters, Golden State Broadcasters, Ashburn—Seeks consolidating hearing applications for new am on 590 kHz. Independent seeks 550 kHz. and Golden State seeks 650 kHz. 500 watts. D. Stations KIM and KROD, Oxnard, Calif.—Seeks consolidated Bureau hearing application to extend completion date to 9-1-57.

J. A. Roberts, Bothell, Wash.; Bellevue Broadcasters, Bellevue, Wash.—Seeks designated for consolidated hearing applications for new am on 1260 kHz. Seeks extension on cp to extend completion date.

January 23 Applications

ACCEPTED FOR FILING

MODIFICATION OF CP

WTOC-TV Savannah, Ga.—Seeks mod. of cp to extend completion date to 8-1-57.

WLAF (TV) and WEAF, Atlanta, Ga.—Seeks mod. of cp to extend completion date to 3-1-57.

WAKR-TV Eastern, Mich.—Seeks mod. of cp to extend completion date to 8-12-57.

KWK-TV St. Louis, Mo.—Seeks mod. of cp to extend completion date to 3-1-57.

WARM-TV Branston, Pa.—Seeks mod. of cp to extend completion date to 3-1-57.

LICENSE TO COVER CP

T.V., Inc., Cortez, Colo.—Seeks license to cover cp which authorized change power and hours, install new main trans., and operate trans. by remote control.

RENEWAL OF LICENSE

WADS Ansions, Conn.; WRGB Providence, R. I.

UPCOMING

January


February


Feb. 17: Annual radio-tv news short course, School of Journalism, U. of Minnesota, Minneapolic.


Feb. 21-22: Second annual conference, state association, President, Mayflower Hotel, Washington, D. C.


March


April

April 7-11: NABRT annual convention, Conrad Hilton, Chicago.

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START YOUR SUBSCRIPTION WITH THE NEXT ISSUE

□ 52 weekly issues of BROADCASTING • TELECASTING $7.00

□ 52 weekly issues and BROADCASTING Yearbook-Marketerbook 9.00

□ 52 weekly issues and TELECASTING Yearbook-Marketerbook 9.00

□ 52 weekly issues and both Yearbook-Marketerbooks 11.00

Name

Company name

City

State

Address

Telephone

Enclosed

Check

Date

Jan 28, 1957
ABC: On The Move

IT MAY NOW be predicted with certainty that ABC is moving toward real competition with CBS and NBC.

There are two main developments which make this possible. First, the settlement of contested vhf cases before the FCC will soon open several key markets for primary ABC affiliation.

Second, ABC's parent, American Broadcasting-Paramount Theatres, is making substantial money available to the network. The second development could not proceed without assurance of the first. The forthcoming vhf grants in Boston, St. Louis and Miami, to name three conspicuous problems of clearance that have hamstrung ABC in the past, should measurably improve the station lineups that the network can offer advertisers. Still other three-vhf markets also are up for early FCC action.

For the foreseeable future, however, there will be some major markets where three competitive facilities do not exist. In those cases, ABC has realistically decided to buy its way in. It is in such instances that the availability of capital becomes important, for ABC will have to offer stations higher compensation than that obtainable from CBS or NBC if it is to gain primary affiliations.

The acquisition of station clearances is half the problem of selling advertising on a television network. The other half is the building of programs. In this respect, too, it will be to ABC's marked advantage that money is being made available. In the development of program properties, ABC is beginning to make substantial progress. Indeed the network promises to become within the next year the repository of a good share of the most valuable talent in television.

The promising outlook for ABC is, of course, cheering to ABC stockholders and stations. But it is also of importance to the future television business.

If television is to expand healthily, it must be stimulated by more vigorous competition than that which can be supplied by two networks, no matter how energetically the two vie with each other. The emergence of a strong third network will enlarge the pool of network programming and network business—to the inevitable betterment of television and its program product. It also will lead to the possibility for creation of a fourth network, whether live or film.

The inauguration of ABC will cause the invigoration of ABC affiliates. As more stations become more successful, the opportunity for new stations expands accordingly. There is obviously an economic limit to the number of stations and networks the U. S. advertising capacity can support, but that limit is far beyond the present boundaries of the television system.

No, Thank You

A BILL (H. R. 3424) that will bear watching was dumped into the hopper last week by Rep. Younger (R-Calif.). It would create a new executive Department of Transportation and Communications to be presided over by a secretary of cabinet rank. Into this department would be transferred the FCC, Civil Aeronautics Authority, Civil Aeronautics Board, Interstate Commerce Commission, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration and St. Lawrence Seaway Development Corp.

It might sound impressive to have communications represented by a member of the cabinet. Such a development, in our opinion, would be fraught with danger. With the exception of the FCC, all of the agencies that would be fused in the proposed department are in the public utility-common carrier field, subject to rate-fixing and regulation. Common carriers and broadcasting do not mix. Broadcast services are not subject to rate regulation, although oblique efforts have been made over the years to give them that status.

The idea of such a department is not new. Secretary of Commerce Hoover who once had the licensing control of "wireless" in his department, said, upon formation of the Federal Radio Commission in 1927 (then as a temporary agency) that radio was too important to turn over to one-man control. That was when there was only a handful of stations on the air, but even then Mr. Hoover recognized the "public opinion" aspects of broadcasting, which separated it from the common carrier-utility pursuits.

Independent agencies, such as the FCC, are responsible to Congress, as the coordinate legislative branch, rather than to the President, who heads the executive branch. The functions of the Federal Communications Commission are legislative in character, being an extension of the Congress' authority. Repeatedly members of both houses of Congress have criticized usurpation by the executive branch of the functions of such "creatures" of Congress.

If a department such as Rep. Younger proposes were to be created, it obviously would have the common carrier approach, since preponderantly its duties would be in transportation—air land and sea. Communications would be secondary, and broadcasting, which is only a small part of communications, would surely be reduced to a waif among rate-regulated heavy hitters.

We doubt whether Congress will give serious thought to this revolutionary proposal. If, perchance, a committee of hearings, all broadcasters should muster forces in opposition.

Bucking For The Buck

TO JUDGE by speeches at last week's Newspaper Advertising Executives Assn. convention, radio and television, especially television, have been made the principal targets for a newspaper selling campaign.

Newspapers, in short, are out to get a bigger piece of the advertising dollar. They hope to get it by whittling down the pieces that the broadcast media have been getting—not by trying to expand the total dollar.

In these circumstances, radio and television are fortunate to be equipped with two vigorous selling organizations—Radio Advertising Bureau and Television Bureau of Advertising. To meet the intensified newspaper campaign, the air media will need to provide their central sales organizations with whole-hearted support and to reinforce the individual sales staffs of stations and networks.

If newspapers succeed in diverting business from radio and television, it will be because radio and television selling efforts failed. On the basis of advertising performance, radio and TV should gain, not lose, in advertising revenue.

Inauguration Tv

WHAT television so far lacks in ability to cover the fast-breaking news story, it more than compensates for in its unmatchable talent for covering the pre-arranged event.

The latest example of outstanding special event coverage was, of course, last Monday's inaugural ceremonies. As both a technical and journalistic exercise, it was a television triumph.

Yet we could not suppress the wish that television in color had been on the job. A parade in black and white is at best an improvisation.

The President who takes the oath in 1961 will do so in nationally-transmitted color, and the Marine Band marching down Pennsylvania Avenue will be dressed in red and blue.

Meanwhile, let us content ourselves with the knowledge that the $600,000 spent by the networks to telecast Inaugural Day in 1957 brought more than that value of information and entertainment to the viewing public.
The pageantry and excitement of the annual prison rodeo at Huntsville, Texas, was viewed by the nation on “Wide Wide World” via the staff and through the facilities of KPRC-TV Houston. Chosen time and again for network pick-ups of Southwestern events, KPRC-TV, with 8 years of operating experience, furnishes a complete, highly flexible production and engineering facility. You can pave the way to greater sales in the Houston Gulf Coast area for your clients by using KPRC-TV... the most potent advertising force in the Houston market!
James Fenimore Cooper's beloved hero is "the most famous character the world over" according to the Saturday Review. He's everybody's idol! Young and old thrill to the bravery of Hawkeye. It's outdoor action for the whole family. And, being the first "Eastern" of all TV outdoor action series, it gives you greater sponsor identification. Fabulous controlled merchandising opportunities, too! Top markets are still available, but now that the news is out, they're being snapped up quickly. Wire or phone collect for your market reservation before others beat you to it.