Is radio overcrowding spots?

Soft drink advertisers jockeying for Record, near-million budget drawn to Evansville, Fresno slated to be delinquent.

Beautiful balance!

WHO-TV serves 42 central Iowa counties — over 529,000 families — over 85% of them owning TV sets. Annual Effective Buying Income is $502 per family ($96.20 per week!)

It's a well-balanced market, too — split almost exactly 50-50 between urban and non-urban. (Incidentally, new U.S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership!)

WHO-TV dominates this market as no other medium, or combination of media, possibly could. Loyal Iowans watch WHO-TV by the hour, and buy the products that bring them the shows — on Channel 13, 316,000 watts.

Ask Peters, Griffin, Woodward for the proof!
in Huntington, W. Va.
The New COWLES Station
WHTN—TV
is already a powerful selling force

Ask Petry to show you the latest ARB report!!

You’ll be glad you did!!
in IOWA:

KRNT-TV AGAIN Sweeps Ratings!

16 out of top 20

9 out of top 10 Multi-Weekly Shows ★ 323 FIRSTS in
7 out of top 10 Once-A-Week Shows ★ 476 Quarter Hours

**MULTI-WEEKLY**  **ONCE-A-WEEK**

1. Russ Van Dyke News ...... 10:00 P.M. 40.6 1. Ed Sullivan ......................... 55.8
2. Al Couppee Sports ...... 10:20 P.M. 28.2 2. I Love Lucy ..................... 53.2
3. Paul Rhoades News ...... 6:00 P.M. 17.0 3. $64,000 Question .......... 51.3
5. Captain Kangaroo ...... 8:00 A.M. 15.9 5. $64,000 Challenge .......... 41.0
7. Comedy Time ............ 4:00 P.M. 13.3 7. Lawrence Welk .............. 39.4
8. Cartoon Club .......... 5:00 P.M. 13.2 8. Lassie ....................... 39.0
10. Our Miss Brooks ...... 1:00 P.M. 12.8 10. Wyatt Earp ............... 38.7

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

DES MOINES TELEVISION
KRNT-TV
Channel 8 in Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1535 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
KRLD 1080 CBS
Delivers the...

GREATEST COVERAGE
BY FAR . . . . OF ANY STATION IN THE ENTIRE STATE OF TEXAS

*THERE ARE 1,530,400 HOMES IN THE AREA SERVED BY KRLD RADIO

KRLD is located centrally in Texas' richest and most progressive area. There are few natural barriers to impede its full-time 50,000 watt signal. KRLD gives you very adequate coverage of much of America's Southwest and West...at a very reasonable cost. Your advertising dollar buys more on KRLD Radio, Dallas, because you get...

1. MORE COVERAGE
2. HIGHER RATINGS
3. LOWER COST PER 1000

These three important factors combined make KRLD...

The Biggest Buy...
...in the Biggest Market
...in the Biggest State

KRLD is the only Full-Time 50,000 Watt Station in the Dallas-Fort Worth area

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. RENBERRY
President

Page 4 • February 11, 1957
MONEY MEASURING • Radio Advertising Bureau is quietly undertaking ambitious project which, it hopes, will lead in time to monthly market-by-market totals not only of spot radio spending but also local radio advertising. It's set to finance test in Cleveland, where it says stations have indicated willingness to cooperate. Stations would report to some central independent organization (probably J. K. Lasser & Co., New York) their monthly local and national spot billings for past three years, plus totals each month this year. These would be added up for whole market and totals sent back to each participating station, which then for first time would know, in dollars, what slice of market it is getting. On West Coast, similar project being considered by Southern California Broadcasters Assn. committee headed by Ward Ingrin of Don Lee, also chairman of RAB executive committee.

COMMUNITY PROBLEM • With continued growth of community antenna systems in wide-open spaces, several TV broadcasters are considering how best to test their legality, and program property rights are considered most logical legal point. One large feature film company reportedly has offered financial aid in such legal test.

COMMUNITY antenna questions were discussed informally at NARB board meeting in Hollywood, Fla. last Wednesday but with no definitive action. Many telecasters do not object to community project because of increased "circulation" that made available. They object vehemently, however, to sale of spots to local advertisers by some such operators.

NETWORKS STAY • Time Inc., which has contracted to purchase Bitner radio and television properties, has received assurances from both NBC and ABC that it can keep current affiliations in Indianapolis and Minneapolis, respectively, upon FCC approval of $15,750,000 transaction. Questions had been raised about retention of NBC affiliation in Indianapolis for WFBM-AM-TV against new occupant of ch. 13 which awaits formal FCC decision. Similarly, there was question about ABC affiliation in Minneapolis-St. Paul for WTCN-AM-TV in light of fact that city is four-station market. WOOD-AM-TV Grand Rapids are NBC affiliated in that single-station vhf market.

FACT that application for FCC approval of Time Inc.'s buy of Bitner properties was not filed simultaneously with KSTP Inc. $1.5 million buy of KOB stations (see story page 9) has simple explanation: Bitner stockholders meet Feb. 25 to approve sale and, obviously, application can't be filed until this takes place.

UNDECIDED • Wayne Coy states he has not yet made up mind whether he will take over Indianapolis operations when Time Inc. secures Consolidated properties, question of whether his health will permit, he says.

FIRST REPORTS on Mutual's "house-to-house" canvas of major-market affiliates' views on network's proposal to program news every half-hour [B+T, Feb. 4, Jan. 28] are said to be running at least 4 to 1 in favor. Canvas being conducted by station relations director Charles King, who embarked week ago on projected eight-week tour of affiliates in 100 principal markets. Plan envisions five-minute newscasts every half-hour, with those on hour to be sold locally by stations, others by Mutual. In his visits, Mr. King is soliciting views, not asking for dictated-line signature, and despite 4-to-1 favorable ratio in first week, MBS officials are not unaware that signing-time was point where some of its earlier plans founndered.

MUTUAL OWNERSHIP • Sen. John W. Bricker (R-Ohio) is holding up reintroduction of his bill of 84th Congress to limit ownership of TV stations by individual or firm to those covering no more than 25% of U.S. population pending talk with staff advisors. Reason: Senate Commerce Committee's ranking Republican feels one network [NBC] already is perilously close to such 25% coverage by owned stations and he is fundamentally opposed to law which might involve divestiture or confiscation.

SOURCE close to Sen. Bricker says he is mainly worried about total population coverage, and sees no harm in increasing, in end of itself, FCC's 5 vhf, 2 uhf numerical limitation. Cited was example (assumed growth of uhf) of three-state, nine-station "network" formed from all uhf, which Ohioan feels could buy films more economically than one-station operator and thus be able to furnish better programming for public at lower cost.

FM SUCCESS STORY • Client fm success story being compiled at WFMT (FM) Chicago for Bowman Dairy Co. with substantial sales results directly attributable to 13-week schedule of two hours per day, five weekly programs on good music station. Firm has used radio and tv in past. Agency is J. Walter Thompson Co., Chicago.

SALLY REYNOLDS, timebuyer, Nunn, Craig & KunNet, New York, expected to join Lennen & Newell, New York, as timebuyer on Colgate-Palmolive account, effective next week.

DISCRIMINATION? • Anti-Defamation League of B'nai B'rith has protested to NARTB against holding next winter board meeting at Camelback Inn, Phoenix, on grounds of discrimination. Protest was read to NARTB board at meeting last Friday at Hollywood, Fla. NARTB management informed board that no discrimination has been evident at several previous meetings held at hotel. It was taken for granted that Anti-Defamation League would be so notified.

THERE's annual twist to CBS's decision last week to censor Eric Sevareid script regarding State Dept. ban against travel by U.S. newsman in Red China (story page 91). Network has officially opposed State Dept. ban but wouldn't let Mr. Sevareid go on air with script stating same view.
from any point of view (Hooper, Pulse, Trendex)

the answer in Omaha is **KOWH**

Take Pulse, for example. KOWH is first in every daytime quarter hour save 12. And even in those 12 KOWH is a close second. Think of it—228 out of 240 weekly quarter hours . . . more evidence, added to previous data, of KOWH's decisive dominance of Omaha radio.

Hooper has KOWH far, far out in front, too. Latest all-day average: 39.0%. and first in every time period.

Trendex gives KOWH top spot in every time period, too.

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

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**The Storz Stations**

*Today's Radio for Today's Selling*

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Represented by John Blair & Co.

Represented by Adam Young Inc.
NARTB BOARD URGES NAME CHANGE TO NAB, APPROVES RECORD BUDGET, PR PROPOSALS

IT PROBABLY will be National Assn. of Broadcasters again on Jan. 1, 1958. Board of directors of NARTB at closing session Friday in Hollywood, Fla., unanimously recommended change and approved referendum vote of membership to restore original name, concluding that "broadcasters" is all-embracing term, covering all forms of broadcast transmission to public.

Concluding board session also approved record budget of $952,000 for fiscal year beginning April 1, and unanimously adopted new public relations plan developed by special committee and Donald N. Martin, attorney to President Harold E. Fellows, in charge of public relations (see story page 42). Since name change was pending, the board adopted at six of eight regional meetings in 1955, it's virtually certain that membership will vote overwhelmingly to return to NAB. Name change will be placed on agenda of 1957 regional conventions.

National Assn. of Radio & Television Broadcasters was adopted in 1951 in deference to wishes of television broadcasters who felt that old name applied exclusively to aural broadcasting. Referendum is essential under NARTB by-laws. It's estimated change will involve cost of perhaps $15,000-$18,000 for revision of stationery, other print material, Television Code seal and other indentifying insignia.

Board approved annual convention dates for next three years as follows: 1958, Los Angeles, April 27-May 1 at Biltmore and Statler Hotels; 1959 and 1960, Chicago, March 15-19 (1959)

Owner-Management Integration Wins Miami V for Nat'l Airlines

SUPERIORITY in integration of ownership and management won Public Service TV Inc. award of ch. 10 Miami by FCC. Decision announced Friday, Public Service is wholly-owned subsidiary of National Airlines Inc. Four commissioners voted for Public Service grant; Comr. Hyde favored WCKY Cincinnati and Comr. Bartley, WKAT Miami Beach. Comr. Craven abstained.

Denied in two-year case: WKAT, WCKY and North Dade Video Inc., local businessesmen.

Petitions to intervene by Eastern Airlines and to reopen record by WKAT (favored for grant in 1955 initial decision) were denied as both filed too late. Commission answering WKAT policy question re airline owning tv station, stated nothing in Communications Act precluded airline as licensee. Nor, said FCC, was any Civil Aeronautics Act provision cited prohibiting airline from owning tv station. Comr. Hyde abstained in both these instances; Comr. Bartley favored reopening record to re-examine financial qualifications of National Airlines, as requested by WKAT.

Rumored for weeks, with Sen. A. S. Mike Monroney (D-Okl.) leading Congressional attack on airline ownership of broadcast facility, Friday's action brought "no comment at this time" from Sen. Monroney. Sen. George S. Mathers (D-Fla.) said he had no comment, and April 3-7 (1960) at Conrad Hilton. Convention this year will be at Conrad Hilton April 7-11. Board proposed eastern conventions in 1961 and recommended Miami, New York or Washington.

Resolution asking Congress to amend law to allow five-year broadcast license was approved unanimously. Board opposed proposal of Joint Industry-Government Tall Structures Committee on air space criteria and antenna farms.

Board approved recommendation that for this year only all regional meetings will be open to all broadcasters, members and non-members alike. Board approved by-laws changes requiring minimum six-month membership and 30 days' notice on resignations instead of present 90.

In unanimously approving new public relations project, board adopted resolution concluding that plan proposed properly reflects "the needs for expansion of the public relations program for the broadcasting industry." John M. Butler, WSB Atlanta, chairman of the radio board and of special committee, said: "It's not a crash program. It cannot be brought into being in full overnight. However, a good start can be made with the appropriate and staff available and the committee is confident that it sets the right public relations course for the industry."

Board also authorized NARTB management to explore possibility of producing film for use on air and for group showing.

Attending joint board session Friday, but unable to be present at separate board session, were John Poor, MBS president, and Joseph E. Baudino, v.p., Westinghouse Broadcasting.

Commission gave WKAT preferences for local residence and broadcast experience, and (sharing with Public Service) civic participation of principals. North Dade won preferences for programming proposals, diversification of business interests (lesser significance, FCC said) and (sharing with Public Service) diversification of media of communications. Death of L. B. Wilson, principal owner of WCKY, in 1954 weakened that case. FCC said.

Public Service won preference on integration of ownership and management in addition to sharing other factors with WKAT and North Dade. This was considered "superior" criterion. WKAT's broadcasting record was "blemished" by use of freelance announcers and alleged excessive commercials. Commission said. North Dade received no first preferences and one of its principals was lacking in candor, a "significant demerit," Commission declared.


colorbox

POPULARITY PAYS

WHEN-TV Syracuse, N. Y., reported Friday it has increased one-minute spot rate for feature film periods, using Metro-Goldwyn-Mayer pictures, from $80 to $150. WHEN-TV schedules MGM feature every week from 11 a.m., down to feature Saturday and matinee Sunday.

at deadline

BUSINESS BRIEFLY

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

HI-FI IN MARKET • North American Philips Co. (hi-fi sets), N. Y., planning sponsorship of CBS Radio show plus spot campaign in two 13-week flights in more than 50 markets, effective mid-March. C. J. LaRoche, N. Y., is agency.

BIRDSEYE BUSINESS • Birdseye frozen foods, N. Y., preparing tv spot campaign starting Feb. 17 to run, about three weeks in approximately 40 markets. Young & Rubicam, N. Y., is agency.

MORE FOR M&N • Hawley & Hoops (M&M candy) adding more than dozen markets to running 52-week spot announcement campaign. effective late February. Ted Bates & Co., N. Y., is agency.

BREEZE BUYING • Lever Bros. (king size Breeze soap), N. Y., placing two-week radio spot campaign to run Feb. 18 to March 2 in about 22 markets. BBDO, N. Y., is agency.

Q-TIPS IN 20 • Q-Tips Inc. (cotton swab sticks), Long Island City, N. Y., launching 13-week radio spot campaign in 20 markets March 4. Agency: Lawrence C. Gumbiner Adv., N. Y.

LATE DATES • C & H sugar buying night-time tv station 1D's starting March 10 for 13 weeks in Chicago, Tulsa, Portland, San Francisco, Los Angeles, Seattle, Fresno and Omaha through Honig-Cooper Inc., L. A.

CHANEL'S DEBUT • Chanel Inc. (Chanel No. 5 perfume), N. Y., will use tv for first time April 1 when it starts spot test campaign in film features in several markets. Dallas, Cleveland and two other cities will be used for 13-week drive. Norman, Craig & Kummel, N. Y., is agency.

SPOTS FOR OLDS • Oldsmobile Div., General Motors Corp., Lansing, Mich., planning radio spot announcement campaign in Florida, South Dakota and Texas. to start mid-February and run through May 10. D. P. Brother, N. Y., is agency.

HERTZ GETS HOT • Hertz Corp. and Hertz Rent-a-Car System, through Campbell-Ewald Co. Detroit, plan increased advertising budget, with addition of radio-tv media sometime this year after resolving equity among locally-owned car rental firms or contributors. Company is spending $2.6 million on national ad budget this year, has herebefore concentrated on magazines.

BROS. BUYS 'BROTHERS' • Lever Bros., N. Y., has signed for CBS-TV's The Brothers comedy series (Tues., 8:30-9 p.m. EST) on alternate weeks, effective Feb. 19. Other alternate sponsor is W. A. Sheaffer Pen Co. Agency and product to be promoted still undetermined.

February 11, 1957 • Page 7
The Highest Rating EVER Made on a Feature Film!

**WOW-TV**

Registers 50.5 Trendex-
95% Audience Share

with MGM FILM —
"30 Seconds Over Tokyo"!
(10:30 p.m. Wednesday, Jan. 2)

**WOW-TV DOMINATES**

Feature Film Viewing in OMAHA
WITH THESE FOUR Outstanding Film Libraries!

**A Meredith Station**

Associated Artists

**WOW-TV** Channel 6 Omaha

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

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<td>it's KCMO and KCMO-TV</td>
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Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
Another Agency Asks for Logs; Eastman Cites Expense, Dangers

SECOND AGENCY call for radio station logs was revealed Friday, followed by statement issued by Robert E. Eastman, executive vice president of John Blair & Co., representation firm, urging temperate and cautious approach and pointing up complexities for both stations and agencies.

Second agency to request logs was John W. Shaw Adv., Chicago, whose authorities said their request was made completely independently of request by William Esty Co.—and without knowledge that Esty bid was being made or even planned (early story page 27).

Shaw request went to some 23 radio stations carrying Colgate shave cream spot business, while Esty's went to estimated 300 carrying any Esty product. Where Esty asked for logs for 7-8:30 a.m. periods for five days, Shaw asked for 6-9 a.m. logs for one day.

Mrs. Bobbie Landers, chief timebuyer for Shaw, said she was prompted largely by receiving "considerable" number of reports, from other agencies, that stations carrying Colgate business in number of markets were double, triple or quadruple-spotting "or worse."

Mr. Eastman said agency's desire to examine its stations' overall broadcasting content "is most certainly legitimate," but can become extremely cumbersome and expensive—for agencies as well as stations—if number of agencies follow such. He estimated Esty would require 38,000 logs totaling $3,000 if for photo-stating alone and predicted that if five or six clients requested similar material, bill might run as high as $20,000 per month, which he doubted could be passed along to clients.

He pointed out that advertisers and agencies themselves prefer certain time periods over others, and that stations are "under tremendous pressure" to cut, particularly for early morning hours in particular ad sales.

"The matter resolves itself to one of good judgment. Who is able to judge the listenability of a program better than that program's listener? It then follows that if a station over-commercializes certain time periods, it is committing a form of suicide by driving away its listening audience and, thereby, diminishing the value of its time to the advertiser."

He also noted that "the load of commercialism on all media is tremendous; typical New York daily newspaper "which may receive 25 or 30 minutes of reading time from the average individual," he said, "contains 125 advertise- ments" exclusive of classified ads, while prime time in TV "often finds the closing commercial...bridged with three or four announcements prior to the opening commercial of the following program."

"If the information collected is to be used to judge the spot radio medium critically, we ask those who judge to remember that when they look at a cold sheet of paper, they are unable to properly evaluate the talent of the personality."

Magnuson Repeats Request For Excise Tax Aid on Uhf

RENEWAL of request that 10% federal manufacturer's excise tax be removed from all-channel tv sets was made last week by Chairman Warren G. Magnuson of Senate Commerce Committee, on behalf of those, in letter, to Chairman Jere Cooper (D-Tenn.) of House Ways & Means Committee, which handles tax legislation. Letter was written Wednesday, revealed Jere Cooper.

Sen. Magnuson noted his committee and all segments of industry which testified before Senate group in its hearings last year on uhf and allocations problems are unanimously in favor of tax removal as major help in preserving uhf broadcasting and thus providing truly nationwide competitive tv system. Adding that only 90 uhfs are now on air out of 1,319 commercial and 169 educational uhf assignments, he said if anything isn't done to improve uhf situation, it's likely uhf will die and never be revived.

$1.5 Million KOB-AM-TV Sale Filed for Commission Approval

APPLICATION was filed with FCC Friday seeking Commission approval for KSTP Inc. purchase of KOB-AM-TV Albuquerque, N. M., for $1.5 million overall. Move is first in contemplated $154 million purchase by Time Inc. of Consolidated Telecasters & Radio Broadcasters Inc. (Biller controlled) properties in Indianapolis, Minneapolis and Grand Rapids, and is required in order that Time Inc. keep within five-vhf-to-single-owner rule.

KOB properties owned 50% by Time Inc. and 50% by A. Wayne Coy, former FCC chairman. KOB operates on 770 kc with 50 kw day, 25 kw night, NBC affiliation. KOB-TV is on ch. 4 with NBC affiliation. KOB stations were bought by Time and Mr. Coy in 1952 for $900,000 from T. M. Pepperday—Albuquerque Journal.

KSB properties owned 50% by Coy and 50% by American Broadcasting Co. stock; $150,000 for land, buildings and equipment (now held by Printing Development Inc, Time Inc. subsidiary, and leased to KOB licensee), and as- sumption of $475,000 bank note held by New York's First National City Bank. Deadline for FCC approval is Nov. 7, and liquidated damages of $150,000 provided if KSTP fails to consummate transaction. Purchase price also allows for net quick assets plus or minus $100,000 level.

Present KOB owners accept responsibility for directonalizing KOB nighttime transmissions in accordance with FCC's November 1956 instructions, but buyer agrees to carry on litigation over operation on 770 kc. KOB has been operating on 770 kc temporarily since 1941 and has been under attack by ABC since then. ABC's WABC New York is Class I-A on 770 kc. Directional antenna project was estimated at $400,000.

UPCOMING

February


People

EVERTARD W. MEADE, former vice president of Young & Rubicam in charge of tv, returning to television after 4-year absence to serve as executive producer of a new film series. Battleflag. Pilot will be made within two weeks by Dayton Productions.

ALBERT W. ALLEN, former account executive, Bryan Houston Inc. and Kenyon & Eck- hardt, Inc. will join New York, N. Y., and Baltimore, as vice president. With agencies since 1953, Mr. Allen for 17 years was with Frankfort Distillers Corp.

WALTER COMPTON, minority stockholder-proposed general manager, North Jade Video Inc., one of losing applicants in Miami ch. 10 case (see pages 7, 65), joins J. Gordon Man- nes Broadcasting Agency, Washington, D. C., as account executive (Aetna Mutual Life Insur- ance Co.). Mr. Compton was general manager, WTIV (TG) Washington, and before that MBS newsreader.

JAMES F. WHITE, formerly general sales manager of Crescent Industries Inc., ap- pointed national sales manager of Columbia Photographers, N. Y., division of Columbia Records, replacing William O'Boyle, who has resigned.

Comedian PINKY LEE and ALBERT C. GANNAWAY have formed Pinky Lee Inc. to film 39 half-hour programs for The Perils of Pinky tv series.

NBC-TV Affiliates Get Crack

At O&O's Mid-Day Program

NBC-TV stations interconnected during midday hours will be offered new 1:30-2:30 p.m. EST color show, East of Sunset, originating at WNBT (TV) Chicago. Affiliates can carry program, which starts next Monday, sustaining or co-op (local or national spot sponsorship). This is a program that will be carried by all seven NBC-owned tv stations [BTV, Feb. 4].

Liveright Guilty on 14 Counts

HERMAN LIVERIGHT, former WDSU-TV New Orleans tv executive, convicted Friday on 14 charges of contempt of Congress (see story, page 86).

Application indicated that KSTP Inc. had arranged for $1.2 million credit with Mellon National Bank, Agitsburgh, to use in conjunction with purchase.

Balance sheet for KOB stations, as of Dec. 31, 1956, showed total assets of $637,377, of which $223,519 were current assets. Current liabilities were $223,519, and deficit was $267, 956. Included in liabilities was $12,000 due for color equipment. Total replacement cost for KOB stations land, buildings and equipment was estimated at $3,800,000.

Principal owner of KSTP Inc. (KSTP-AM- TV St. Paul and 23% interest in KWK-AM-TV St. Louis) is Stanley E. Hubbard and wife, 78%; Mr. & Mrs. Thomas E. Bragg and wife and daughter, 22%; KSTP Inc. balance sheet as of Dec. 31, 1956, showed total assets of $2,982,580, of which $1,504,378 were current assets. Current liabilities totaled $726,147 and earned surplus was put at $2,098,633. KSTP Inc. net income after federal taxes was $404,048 in 1955, and $625,678 in 1956.

Time Inc. also owns 100% of KLZ-AM-TV Denver, and 80% of KDYL and KVTV (TV) Salt Lake City. Broker in the KOB transaction was Howard E. Stark.

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Page 10 * February 11, 1957
ONE-THIRD OF THE POPULATION OF WISCONSIN CAN NOW WATCH THE MOST CONSISTENTLY ENTERTAINING PROGRAMS.

WFRV-TV's NTH* TOWER IS NOW IN USE.

This station can deliver the concentrated above-the-average metropolitan zones of Eastern Wisconsin north of Milwaukee... the Greater Green Bay metropolitan area... the Fabulous Fox Cities group (Per family Effective Buying Income $6020)... the Fond du Lac-Oshkosh zone... the Manitowoc-Sheboygan zone.

25 counties where people have the money to buy the things they want... and buy them. More than a third of all the state's counties and just about a third of the state's people.

"NTH - "Nearest to Heaven" highest antenna in 5 state area, 1165 ft. above average terrain. Maximum Power. Basic ABC plus CBS plus strong area programming on Channel 5.

WFRV * TV
GREEN BAY, WISCONSIN

ask HEADLEY-REED to show you that new FACT BOOK!
AUDIENCES ARE UP, UP, UP!

In comedy, variety, mystery, quiz shows, spectacles—virtually every type of program, nighttime and daytime—NBC is building bigger and bigger audiences. Here are some representative examples of the dramatic audience increases being registered at NBC.

% gain over last year for same time period

The Steve Allen Show... UP 53%
Twenty-One... UP 38%
Perry Como Show... UP 33%
Bob Hope Show... UP 30%
Dragnet... UP 83%
People Are Funny... UP 51%
Noon to 6 pm (Mon.-Fri.) average... UP 41%
Spectaculars and "out-of-schedule" shows... UP 25%

DAYTIME OR EVENING, MORE PEOPLE VIEW THE NBC TELEVISION NETWORK THAN ANY OTHER NETWORK

Television Coverage Service, Study #2
Clearing Total Weekly Viewing Data.
HAWKEYE AND THE LAST OF THE MOHICANS
starring
John HART
Lon CHANEY

IN REVIEW

RUGGLES OF RED GAP

THE CREATORS of television’s “Ruggles of Red Gap” deserve the proverbial “A” for effort. Obviously so much thought and taste went into this 90-minute musical colorcast (NBC-TV Feb. 3) that it seems a pity to have to say that the end result left something to be desired.

Artistically the production was well nigh flawless, from the ingeniously contrived sets and the excellent costuming down to such skillfully-executed trimmings as the introduction of the principals through stereoscopic slides to establish a turn-of-the-century American flavor.

Performance-wise, there were two real standouts: Imogene Coca’s portrayal of the social-climbing western matron and David Wayne’s stint as her earthy husband. And as for dancing, who could ask for anything better than John Butler’s refreshingly original choreography for a firemen’s Fourth-of-July ballet and for several other less spectacular but equally clever numbers?

Where NBC-TV’s “Ruggles” really failed was in the injection of numerous and pointless vocal numbers (from an uninspired if not monotonous score by Leo Robin and Jule Styne) at the expense of the “heart” of the late Harry Leon Wilson’s fable—the story of a very proper British gentleman’s gentleman who quickly becomes sold on the democratic ways of the good old United States.

For example when Charles Laughton recited from “The Dancers of Independence,” in the early 30’s non-musical movie version of “Ruggles of Red Gap,” the scene served as a fitting and touching climax for a well-integrated plot and as insight into the redevelopment of a character with real substance. As delivered by Michael Redgrave in the NBC-TV telecast, the same speech seemed merely sandwiched in as a pause between some rather uninspired vocalizing. Mr. Redgrave, incidentally, who has been hailed as one of the finest serious actors on the legitimate stage, turned out to be a very mediocre tv song-and-dance man.

Production costs: Approximately $150,000.
Sponsored by Swift & Co. on NBC-TV, Sun. Feb. 3 (7:30-9 p.m. EST).
Cast: Michael Redgrave, David Wayne, Imogene Coca, Peter Lawford, Jane Powell, Joan Holloway.
Produced by Showcase Productions Inc.;

MAYERLING

In contrast to “Mayerling,” whose production was at times choppy, that same evening’s Studio One (CBS-TV) came up with one of the smoothest produced items of the season. The program, “Tales of the Crimson,” had the now familiar refrain of life behind the grey-flannelled curtain. It dealt with a tv comic who rose and fell by the “rating ratrace.” But it remained for Robert Alan Aurthur's

Pegged at something like $600,000 (time, talent, production), the program proved two things: one, that when it comes to spending money, tv knows no master; two, that happiness isn’t the only thing hard cash can’t buy. The other is performance.

It was somewhat symbolic that the pistols (in Acts 1 and 3) had trouble going off. Producer-director Litvak still had the shell, but the guns of his famous French film of yore (with Charles Boyer and Danielle Darieux playing the parts) had been sacrificed to make room for the trappings.

A love story demands acting of equal stature. It should flow with ease. Lovely, doe-eyed Audrey Hepburn made an entrancing Maria Vetsera, mistress of Archduke Rudolf of Hapsburg, who was found with him in bed, shot to death the morning of Jan. 31, 1889, in the royal hunting lodge at Mayerling thus rocking Franz Josef’s Austro-Hungarian empire with scandal. But Mr. Ferrer simply couldn’t match his wife’s talents. His Rudolf seemed more like one of Victor Herbert’s wooden soldiers than the anguished, tormented lover who, having been denied everything in life, turned to death as the only way out.

More important than the acting—or lack of—was the fact that the entire cast ended up competing with costumes by Brooks and the NBC prop department. What happened in the final analysis was that Showcase Productions Inc. managed to reverse the age-old principle of staged drama; that of having the settings serve as a background to the actors. The poor beggars never had a chance.

Production costs: approximately $500,000 (not including time).

Sponsored by John Hancock Mutual Life Insurance Co. through McCann-Erickson, and RCA, RCA Whirlpool Seeger Corp., through Kenyon & Eckhardt, both N. Y., on Producers’ Showcase, Mon., Feb. 4, 8-9:30 p.m. EST, on NBC-TV.

Executive producer: Mort Abrahams; producer-director: Anatole Litvak; associ. producer: Leo Davis; production assoc.: Andrew McCullough; production executive: Alvin Cooperman; production supervisor: Shelley Hull; assoc. director: Dean Whitemore; sets: Otis Riggs; scenic design: Richard Day; costumes: Dorothy Jenkins; music: George Bassman; choreography: Marc Breaux; casting: Joan MacDonald; lighting: Jack Fitzpatrick.

Cast: Audrey Hepburn, Mel Ferrer, Raymond Massey, Basil Sydney, Diana Wynyard, Judith Evelyn, Isabel Elsom, Neelieh Persoff, Ian Wolfe, John McGovern, and over 100 others.

SEEN & HEARD

Television Programs of America, Inc.
448 Madison Ave., N.Y. 22 • PLaza 5-2100
Page 14 • February 11, 1957
If you haven't sent for your print of "ANI-MATS", by AD-ART, you're missing SPOT SALES.

AD-ART FILM PRODUCTIONS, INC.
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PHONE: IN 6-8881 - IN 6-8805

An 8 x 10 glossy, suitable for framing, is available on request. Limited quantity available.
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THE MOST COLOSSAL VARIETY
466 FEATURE FILMS
DRAMAS • MYSTERIES • COMEDIES
MUSICALS • ADVENTURES
679 EPISODES of 53 SERIALS
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Television's

SHOW ON EARTH!
OF STUPENDOUS QUALITY FILM ENTERTAINMENT!

369 HALF HOUR SYNDICATION PROGRAMS

- ALL STAR THEATRE
- CELEBRITY PLAYHOUSE
- JUNGLE JIM
- TALES OF THE TEXAS RANGERS
- TOP PLAYS
- DAMON RUNYON THEATRE
- JET JACKSON

130 QUARTER HOUR PROGRAMS

- PATTI PAGE SHOW
- THE BIG PLAYBACK

334 CARTOONS

135 WESTERN FEATURE FILMS

INFORMATION

HOLLYWOOD
1334 N. Beechwood Dr.

NEW ORLEANS
1032 Royal St.

TORONTO
102-108 Peter St.

CONTACT
well-thought-out script, tight production and direction by the team of Gordon Duff and Bob Mulligan, and top-notch performances by Hal March and Kathleen McGuire, to put it over well. Mr. March, who has spent the last two years giving away money, ought to have no trouble making it now—as an actor of stature.

At a time when too many newsmen spend their off-mike time coining smart phrases about our foreign policy, we think it's high time someone starts coining a medal for Ed Murrow & Co. Given a camera crew and devilishly-intelligent reporters, the team of Murrow and Friendly may yet, in time, replace the diplomatic observer.

Take the Feb. 3's hour-long report on Burma, for instance, one of a number of forays into far-away places with not only strange-sounding names but strange political philosophies, as well. In this superlative piece of visual journalism, See It Now not only dispelled any notion that Buddhism is that silly cult of statue-worship—pointing out instead that it is one of the few remaining meditative practices left on this earth—but also gave ample proof why the Burmese are, and will remain, neutral. It should have been required viewing for the diplomats.

OPENED MIKE

Corrections, Additions

EDITOR:

I noted with interest—and amusement—the story in your Jan. 28 issue telling of how "WPTR [Albany, N. Y.] Placates Longhairs with Closed-Circuit Opera." The story is outdated—by more than six weeks. It is true that WPTR did install a closed-circuit system as outlined in the story, but only for two weeks in early December. It was abruptly terminated when The Texas Co. and ABC ordered the station to cease and desist.

Our paper took WPTR to task through my column for dropping the opera and staged a campaign to have it restored. WGY Schenectady took note of the response and contracted with ABC for the opera on a one-day delay basis (12:15 p.m. Sundays).

In cancelling the opera, WPTR claimed there was only a small minority interested and it was operating on a popular music "kick" for the greater good of the greater number.

In the week after its first broadcast of the opera, WGY received 800 letters from listeners thanking the station for resuming the broadcasts. This paper, which took an editorial stand in addition to my columnar comments, was praised by a number of individuals and music organizations.

It would seem to prove a point: Statistics and ratings are not the best indication always of a program's popularity. And even if they were, there is a place for cultural programming on every station despite the deplorable current trend to music (popular) and news.

Walt Hawver, Radio-Tv Editor,
The Knickerbocker News
Albany, N. Y.

[EDITOR'S NOTE: TSFPCEK refers to a special NBC-TV program done completely without dialogue. B-T concurs that it was unique.]

EDITOR:

With regard to your caustic comments on The Ernie Kovacs Show, I just want to take this opportunity to disagree. I thought the program was terrific. He's a master of production gimmicks and I, for one, thoroughly enjoyed this beautiful change of pace from an otherwise dull routine of ordinary video claptrap.

Bob Chase
St. Louis, Mo.

Nomenclature

EDITOR:

For shame! I note in the Feb. 4 issue a description of our George F. Hartford a "tv vice president of WTOP Inc., Washington.

In the first place, there is no "WTOP Inc." It was liquidated several months ago. It is now part of The Washington Post Broadcast Div. George Hartford's proper title is Vice President for WTOP-TV. And if you need further amplification, it would be "operated by The Washington Post Broadcast Div." And if you need still further amplification, it would be "owned by the Washington Post Co."

Just in the interests of precise reporting, a reputation for which B-T has so justly earned!

John S. Hayes, President
Washington, D. C.

[EDITOR'S NOTE: Precisely.]
KSD-TV
the first
completely
postwar-equipped
Television
Station
in America
observes its
10th ANNIVERSARY

THE SAINT LOUIS POST-DISPATCH STATION

NBC BASIC AFFILIATE

NBC SPOT SALES
National Representative
MILESTONES

WIL St. Louis, Mo., Celebrates 35th Year of Broadcasting

IN 35 YEARS' time WIL St. Louis has come from the basement of founder Lester A. Benson's home to a well-appointed establishment in the Coronado Hotel. The 1430 kc, 5 kw station, which calls itself St. Louis' most powerful independent, yesterday (Sunday) celebrated its 35th birthday.

WIL's beginnings date back to the days after World War I when President-General Manager Benson was operator of the Benwood Radio Co., a parts and service store. This was the site of Mr. Benson's first radio transmitter, which carried the early experimental broadcasts. During the Harding election of 1920 he broadcast returns from his basement, and the station's first regular program was aired Feb. 10, 1922. Call letters were WEB until the government assigned WIL to the Benson facility.

Today Missouri Broadcasting Corp., operates, in addition to the pioneer St. Louis station, WWIL Fort Lauderdale, Fla., another radio veteran, Nick Pagliara, is vice president of the Missouri corporation and station manager of WIL. Mr. Pagliara, during radio's early days was program director and manager of stations in New York and West Virginia.

At the 35-year mark WIL points with pride to record acceptance by listeners and sponsors of its 20-hour music policy and to the growth it has experienced, along with other independent radio stations, in the last three years. WIL is proud, too, that native St. Louisans account for about 25% of total station employees.

DR. CHARLES E. FULLER began his 33rd year of broadcasting on Old Fashioned Revival Hour, which originates from the Long Beach, Calif., municipal auditorium.

CHEF, showman, and sponsor Guiseppe Leopoldo Milani honored Feb. 4 by Hollywood Ad Club on completion of 30 years of broadcasting.

PETER MUDIE, KONI Portland, Ore., marked her 23rd year of broadcasting.

WIND Chicago's Night Watch record program celebrated its 20th anniversary Feb. 1.

BOB LEEFERS, WMT Cedar Rapids, Iowa, staff announcer, joined station's 20 Year Club.

JACK LACY, WINS New York disc jockey, celebrated double anniversary after 10 years with station, 20 years in radio.

KSD-TV St. Louis, Mo., observed 10th year on air.

CAL KOLBY, WDRC Hartford, Conn., marking fourth year with station this month.

W. R. (BILL) WAGNER celebrating his 10th anniversary with Rounsaville Radio Stations, Atlanta, Ga.
new gains in selling-power

and these major-market stations have led in developing today's effective programming

Forty stations in major markets are represented by John Blair & Company—by far the strongest group of markets and stations served by one representative.

In a real sense, we work in partnership with these stations, functioning as an integral part of the station-organization in all matters affecting successful planning and sales.

Through the years, we have shared in their problems, and their progress—and they in ours.

These stations have a very vital point in common—they are registering audience gains. As the chart at left shows, listening to local daytime programs on Blair-represented stations has gained materially since 1952. The average gain is 59 percent!

The advent of television brought a revolution in radio. No longer do major stations depend solely on network features to build audience and sales-influence. Today, successful stations are intensely local in character—concentrating on local interests, local problems, local tastes.

Representing strong stations in every section, Blair has wide opportunity to study the effectiveness of varied program-techniques in building audience for the station and sales for the advertiser. In recent years, Blair stations have led in the development of local-interest programming—until today, in market after market, the Blair station stands first in audience, first in advertising accounts, first in sales-results.

Ask your Blair man for the facts on any markets in which you are interested—and get full benefit of Spot Radio's strength in reaching your 1957 sales-goals.

JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York..............WABC Minneapolis-St. Paul...WDGY
Chicago................WLS Providence...........WPRO
Philadelphia..........WWIL Seattle...............KING
Detroit...............WXYZ Houston.........KTRH
Boston...............WHDH Cincinnati.......WCPO
San Francisco.......KGO Kansas City........WHB
Pittsburgh..........WWSW Miami..............WQAM
St. Louis..........KKOK New Orleans........WDSU
Washington.........WWDC Portland, Ore......KGW
Baltimore..........WFBR Louisville........WKLO
Dallas-Ft. Worth....KLIF-KFJZ Indianapolis.........WIBC
Birmingham.........WAPI Columbus.........WBNS
Tampa...............WFLA Albany-Schenectady-KTRH
Troy...............WTRY Memphis...........WMC
Phoenix.............KYO Oklahoma........WOW
Jacksonville.......WJAX Memphis...........WMC
Knoxville........WNOK Wheeling........WWVA

BROADCASTING • TELECASTING

February 11, 1957 • Page 21
I WANT to write, to produce, to help create the kind of programs we’d all like to watch on our tv screens. But every time I open my mouth I wind up counting money. It’s very frustrating.”

Selig J. Seligman does not give any outward indications of frustration. On the contrary, he seems to thrive on the administrative duties attendant upon his position as general manager of ABC-owned KABC-TV Los Angeles. Yet it is true that his life to date has been pretty much a conflict between artistic and “practical” considerations, with the latter usually coming out on top.

Item: Ready for college, he had his choice of two scholarships, one in music at New York’s famed Juilliard School or one at New York U. In that depression year “there seemed little future for viola players, so I picked NYU,” Mr. Seligman recalls.

Item: Twenty years later, when he was vice president and general manager of Northio Theatres Corp., Ohio-Kentucky chain owned by United Paramount Theatres, he requested that when the merger with ABC was complete he be sent to Hollywood to try his hand at writing and producing. This was done, but in addition to his creative tasks he found himself taking on administrative assignments which grew into a full-time job for him, first as assistant to Earl Hudson, ABC’s Western Div. vice president, next as business manager of KABC-TV and now as general manager of the station.

The artistic side of the Seligman character has never been suppressed for very long, however. At NYU, young Selig managed to edit the weekly newspaper and contribute short stories to the fiction magazine as well as handle the financially rewarding job of business manager of the monthly humor magazine, and he also found time to play second viola in the NYU orchestra. He must have found time to study, too, as he won a Phi Beta Kappa key prior to his graduating cum laude in 1937.

Four years later, with master’s and doctor’s degrees, also cum laude, from Harvard Law School, he went to Washington as branch counsel of the Consumers Durable Goods Div. of the War Production Board, which regulated about 100 industries, including motion pictures. Legal author of the orders which allocated the amounts of motion picture film and set construction to the picture companies allowable during wartime, Mr. Seligman became acquainted with the presidents of those companies, who visited Washington about once a month and acted as a film industry advisory committee to government.

After serving overseas with the Army’s Signal Intelligence Corps from 1943 to 1945 and staying on in Europe as a prosecuting attorney at the Nuremberg War Trials, Mr. Seligman returned to Washington as an attorney for the State Dept.

Then Barney Balaban, president of Paramount Pictures, persuaded him to join the Paramount legal staff engaged in defending the antitrust suit which eventually led to the divestiture of the company’s production and exhibition activities.

“After the consent decree was signed, lawyers were needed to tell the executives what they could and could not do under the new rules,” he relates, so he stayed on, getting more and more into the executive end until in 1950, he became head of the Northio operation.

As an antedote to his business duties, Mr. Seligman had continued his writing, having a number of short stories published as well as his first novel, Honey on the Hill, whose hard cover edition was followed by a paperback reprint, retitled The Big Deal. His writing-production chores for ABC-TV in Hollywood, where he was teamed with Hunt Stromberg Jr., temporarily satisfied his creative urge, but as management matters occupied more and more of his office hours he again turned to the typewriter at home evenings and weekends. A second novel, Marquee, is now making the rounds of book publishers and he has a suspense motion picture script just about ready to submit to Am-Par, AB-PT subsidiary recently organized to make theatrical movies.

Just past his 39th birthday (he was born in New York City, Jan. 24, 1918), Selig Jacob Seligman lives in the Silver Lake district of Hollywood, five minutes from his office. His wife is the former Muriel Bienstock. They have three children: Joel, 7; Brad, 5½, and Dale, 4. Possibly the only Hollywood executive who does not list golf and gin rummy as his major hobbies, Mr. Seligman says he finds his work, his writing and his family ample to keep his waking hours fully occupied.
WARNER CARTOONS BEAT ALL COMPETITION!
For WCSH In Portland, Maine

December ARB Ratings
("Fun House" 5:30-6 P.M. Mon. thru Fri.)

<table>
<thead>
<tr>
<th></th>
<th>WCSH WARNER CARTOONS</th>
<th>WGAN ADVENTURE LAND</th>
<th>WMTW MICKEY MOUSE CLUB</th>
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<td>15.6</td>
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<td>FRI.</td>
<td>20.0</td>
<td>12.4</td>
<td>6.7</td>
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BUGS BUNNY'S A WINNER TOO!
Wed. 6-6:30 P.M.
BUGS—18.3
ADVENTURE LAND—14.2
NEWS & EARLY SHOW—3.2

PUT THESE RATING WINNERS TO WORK FOR YOU!

write or call a.a.p. inc.
345 Madison Ave., N.Y.C. MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive DEarborn 24040

DALLAS
1511 Bryan Street Riverside 7-8553

LOS ANGELES
9110 Sunset Boulevard CREstview 8-5666
No one will "rustle" your audience when you use KSO, Iowa's most powerful independent station. Continuous popular programming of music, news and sports, puts a buying frame in the mind of KSO listeners...just awaiting your sales "shot!" To make every shot count, "zero" in with KSO!

WILLIAM BARTH

on all accounts

AMONG local Chicago agencies, which spar spiritedly for new billings, Henry Senne Adv. is recognized for its heavy reliance on broadcast media. About 70% of its billings are in radio and television.

The executive identified most with having achieved this proportion, aside from President Henry J. Senne, is William Barth, vice president and jack of all trades, including radio-tv production, timebuying, and account and copy work.

Born in Blue Island, Ill., on March 29, 1913, he attended St. Benedict's Parochial and Mount Carmel high schools before enrolling at Notre Dame as a major in advertising and journalism. His first job was in 1934 at NBC Chicago where he assumed charge of its music library, which eventually became the "music literary research" department. He then handled dance band remotes and, later, recorded shows. Mr. Barth became assistant to the director on NBC's Fibber McGee & Molly, First Nighter and Great Northern Hour. He served in the Army from 1941 to 1944, attaining the rank of first lieutenant.

Mr. Barth joined CBS in Chicago on recordings and remotes, becoming writer-director, and then "got the tv bug," he says. He took a course at American Television Inc., serving on staff (copy, technical work) before accepting the assistant program manager's post at WXEL (TV) Cleveland (now WJW-TV) in 1947. Mr. Barth went with Trans-Video, film commercial firm, and later Ohio Adv. Agency as radio-tv director. He returned to Chicago in 1949 as radio-tv director and copy chief of Guenther-Bradford Co.

In 1953 Mr. Barth joined Roberts, Mac-Aviche & Senne (changed to Henry Senne Adv. in October 1955) in his present capacities. He writes and produces 50,000 Penny Jackpot, children's quiz show on WGN-TV Chicago. While not disparaging tv, on which he also buys spot, Mr. Barth is higher on radio because of low cost and local Chicago tv availability factors. He lives with his wife, the former Margaret Garrett, and daughter Lynne, 10, in Naperville, Ill. His hobby is golf.
For RESULTS
IN MICHIGAN'S BIGGEST MARKET
WKMH HAS THE POWER TO
REACH the listener...
5000 watts going strong! WKMH cost-per-thousand is lowest of all stations at all hours!*

HOLD
HOLD the listener... with the tops of today's
most popular features in music, news and sports, 24 hours a day!

SELL
SELL the listener... consistent use of WKMH
by Metropolitan Detroit's most astute buyers proves WKMH's power to produce results!

*8 A.M. to 6 P.M.

For SAVINGS:
SAVE UP TO 15% by using two or more of these powerful stations:
USE ALL 4 STATIONS... SAVE 15%
USE ANY 3 STATIONS... SAVE 10%
USE ANY 2 STATIONS... SAVE 5%

WKMH
Dearborn-Detroit

WKMF
Flint, Mich.

WSAM
Saginaw, Mich.

WKHM
Jackson, Mich.

Knorr Broadcasting & Tribune Corp.

Fred A. Knorr, Pres.
John Carroll, Mgr. Director
Represented by Headley-Ray

Broadcasting • Telecasting

February 11, 1957 • Page 25
KTHS (LITTLE ROCK)
Warbles Sweetly at Jenny Lind (Ark.)

NCS No. 2 — DAYTIME DAILY

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<td>50%—100% counties</td>
<td>4</td>
<td>2</td>
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<tr>
<td>25%—50% counties</td>
<td>37</td>
<td>18</td>
</tr>
<tr>
<td>10%—100% counties</td>
<td>55</td>
<td>42</td>
</tr>
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KTHS, 50,000 watts, is basic CBS Radio in Little Rock. It does a tremendous job there — and its big voice also reaches nearly all the State — including little Jenny Lind (Ark.)!

Your Branham representative can give you all the facts on KTHS — your BIG BUY in Arkansas!

KTHS 50,000 Watts
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

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

Latest Nielsen figures show KTHS with Weekly Daytime circulation of 62 counties and over 120,000 listening families. NCS No. 2 — November, 1956.
ESTY PROBES COMMERCIAL VOLUME

- Agency admits concern that radio stations are over-spotting
- Will demand for program logs set expensive precedent?

OTHER major agencies watched noncom-}

missionally—and stations apprehensively—as William Esty Co. proceeded last week with its possibly unprecedented request for early-morning logs of all radio stations carrying Esty spot business (Closed Circuit, Feb. 4).

The fear in the hearts of broadcasters was that other agencies would follow suit with log requests of their own and thereby saddle stations with a fantastically expensive burden in comp-}

iling, copying and furnishing endless reams of logs to all comers. Tactily, some also acknowledged that logs might show some stations have overcrowded commercials in some periods.

A canvas of a number of major agencies by B&T brought no immediate indication that a landslide of log requests either would or would not result. Most of the agency offi-}

cials contacted professed a considerable lack of inter-

est in the Esty tactic. One, however, considered it "a good idea"—but doubted it would succeed because, in his opinion, some stations would submit logs to Esty and some wouldn't and that would be that. Another, in a similar vein, felt Esty could accomplish as much and maybe more by going to the FCC for log information.

At the Esty company, however, authorities re-
}

ported that they were getting "pretty good" re-
}

sponse, although they could not give an estimate of logs thus far received.

They did confirm what everybody had assumed—
}

that they made the request because they wanted to find out "just how com-}

mercial" the stations are getting. But they didn't know yet, they told B&T, what action, if any, they might take if the logs show some stations crowding too many commercials into a time period.

Radio is regarded by Esty as a strapping, good medium. they continued. But they felt it could weaken itself by over-loading with commercials. Their implications was that

their log request would—they hoped—help to avoid any such weakening of the medium by bringing excesses to light and perhaps thereby prompting straying stations to get their commercial practices back in line.

They acknowledged that they had spot-
}

checked broadcasts on several stations—the sort of checking an agency regularly does—and said they found a number of cases where time periods were over-loaded with spots. They have not conducted any systematic monitoring program in connection with the log project, they asserted.

There was no estimate of the number of stations which already had supplied logs, authorities re-
}

porting that as of late last week they had no chance to make a count. Although they considered the response to date "pretty good," they could not say whether it was as good as they expected. That verdict, they explained, would have to wait for an examination of the returns to see which stations, as well as how many, had replied.

They said they knew of no case of a station send-
}

ing in a refusal to submit the logs.

Elsewhere, however, there were indications that there would be a substan-
}

tial number of refusals—or, at least, failures to re-
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ply at all.

What appeared to be a minority of stations, ac-
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cording to a canvass of station representatives by B&T, took the position that submitting logs was virtu-
}

ally equivalent to submitting their balance sheets and that accordingly they would not do so. A much greater number

HOW MUCH IS TOO MUCH?

AS DESCRIBED in the accompanying story, William Esty Co. is concerned about the number of commercials radio stations may be crowding into particular time periods. Aside from in-
}

dividual taste and/or judgment, there is but one codified standard in this regard: the NARTB Standards of Practice for Radio Broadcasters (Revised, 1955), which prescribes the following allowances:

"The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

<table>
<thead>
<tr>
<th>Time Segment</th>
<th>Allowable Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minute programs</td>
<td>1:15 minutes</td>
</tr>
<tr>
<td>10 minute programs</td>
<td>2:10 minutes</td>
</tr>
<tr>
<td>15 minute programs</td>
<td>2:30 minutes</td>
</tr>
</tbody>
</table>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

"While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly, the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent signoff should be avoided. To this end, the program itself should be announced and clearly identified before the use of what have been known as 'cowcatcher' announcements and the programs should be signed off after the use of what have been known as 'hitchhike' announcements.

"The advancing techniques of the broadcast art have shown that the quality and proper integration of advertising copy are just as important as measurement in time. The measure of a station's service to its audience is determined by its overall performance, rather than by any individual segment of its broadcast day."

Unlike the companion tv code, the radio code has no system of enforcement.
held that Esty had a right to see the logs, in order to determine whether it was getting what it ordered. But they were fearful that other agencies would make similar requests and create an almost impossible situation for stations. They thought it easily conceivable that stations would have to assign people fulltime to the task of preparing logs and in the long run be forced to raise their rates. They therefore were resisting the Esty request.

Another, but apparently smaller, group not only felt Esty was entitled to the information but was preparing to submit it.

In the meantime the Esty request was considered, somewhat as a side question, at a regular meeting of the Station Representatives Assn.'s radio trade practices committee. The consensus, according to participants, was that the request was legitimate but that it did not take into account the size of the imposition upon stations if many agencies followed suit.

Accordingly the committee agreed that a group of them, headed by committee chairman Robert E. Eastman of John Blair & Co., should have a meeting with Esty officials to discuss the situation generally, learn Esty's long-range thinking on the question, and perhaps point out the mechanical problem that Esty may have overlooked—that of the vast workload and expense that would confront stations if furnishing logs became a general practice.

This meeting may be held this week, following the return of Richard C. Grahl, radio-tv timebuyer who initiated the log request, from a trip to Florida. He is due back in his New York office today (Monday).

The SRA radio trade practices committee consists of Chairman Eastman; Morris Kellner of Katz Agency; John Tormney of Avery-Knodel; Walter Dunn of H-R Representatives; Steve Machienski of Adam Young; Jack Thompson of Peters, Griffin, Woodward; Richard O'Connell of the firm bearing his name, and Carl Schule of Broadcast Time Sales.

The Esty request was for logs for the 7-8:30 a.m. period, Jan. 21-25, for all radio stations carrying spot business placed by Esty. Inevitably linked with the agency's concern over the amount of commercial time going into these periods is its acknowledged fear of the consequences of NBC Radio's new hourly newscasts, which are co-sponsored by Brown & Williamson Tobacco Co. and Bristol-Myers. As agency for Reynolds Tobacco Co., Esty has made plain its concern lest NBC affiliates who clear early-morning time for the network newscasts will have to "bump" some of the Reynolds spots out of that strong morning time or else give them inadequate protection [B+T, Jan. 7, et seq.].

Coincidentally, at virtually the same time the Esty letter was going out, SRA itself was re-issuing to its members a bulletin first circulated some six months ago, decreeing the fact that "quite frequently some representative organizations will resort to such practices as securing off-the-air tapes of competitive stations, or secure station logs of a competitor, and take them around to agency people pointing out what a bad buy this station or that station is with either too many spots in any given time segment or a bad sounding program . . ."

SRA Managing Director Larry Webb, who re-issued the bulletin, said he did so before he had any knowledge of the Esty letter. In sending it out again he was prompted by the fact that "it has come to our attention that the practice referred to in [the bulletin] is again being resorted to by some salesmen," according to a covering note.

The bulletin deplores the fact that "instead of selling the merits of [their stations] and the overall merits of radio or tv advertising in general," some representatives sometimes "spend their time cowering in a timebuyer's shoulder about what a horrible job the competitive stations are doing in the market."

The bulletin continues:

"The great danger of this type of selling—if you can call it selling—is that it makes agency people suspicious of all radio and tv advertising. Without any doubt we could find fault with any radio or tv operation because there is no such thing as a perfect operation in the business. Before anyone becomes involved in such malpractices strong consideration should be given to the fact that two can play at the same game with the end result being that everyone becomes involved in a negative, destructive type of selling which hurts everyone and is against every principle of good business. . . ."

WHY TV'S HIGH COST? ASKS C-P

THE advertising media director of Colgate-Palmolive Co. last week challenged television salesmen to explain why one tv spot on a single station can cost as much as a participation schedule on an entire radio network.

The media director, Sam Frey, said the one-time price of a 20-second commercial in Class A television time in New York was $2,300. If the spot is adjacent to a color show, the price goes up to $2,600—"a $300 premium for color sets which may not be there yet."

For the same money, he said, an advertiser can buy eight participations on a "200-odd station lineup" in network radio. (He specifically mentioned CBS Radio.)

Mr. Frey said he was not trying to attack television, but he thought tv salesmen owed it to their customers to make a clearer explanation than they have in the past as to why television is so much more expensive than radio.

He issued his challenge in a speech before a timebuying and selling seminar of the Radio and Television Executives Society in New York Tuesday.

At the same time he emphasized that his company believed strongly in spot television. At one time, in fact, Colgate-Palmolive considered giving up a tv network schedule for a particular campaign and putting all its money in spot television.

Statistically, he said, such a move would have been sound. But the advertiser was persuaded to stick with its network buy because of "intangible" advantages, such as sponsor identification with the network program, which outweighed the statistics of cost efficiency.

Mr. Frey said each advertising medium has "intangible characteristics" which must be considered if advertisers are to choose media successfully. It is fruitless, he said, to attempt to rank various media because (1) they are all "good" and (2) trying to rank them "doesn't prove anything."

He said, however, that radio was a "potent advertising force" and television can be "terrific" if "used right."

To recent arguments that daytime television was not efficient, Mr. Frey responded, "The audience is there." He said Colgate-Palmolive had results to prove it. Though he did not mention it by name, the "arguments" to which he referred was a recent study of the daytime tv audience made by C. E. Hooper Inc. for the Bureau of Advertising of the American Newspapers Publishers Assn. This study is being widely circulated by newspaper promotion experts.

The next Radio and Television Executives Society seminar will be Feb. 19 in New York, with a discussion of saturation. Speakers will be Hope Martinez, broadcast buyer at BBDO, New York, and John Keating of Trans World Airlines.

Colgate-Palmolive Buys More CBS Radio Time

COLGATE-PALMOLIVE has signed for about $1 million more in gross time purchases on CBS Radio, John Karol, vice president in charge of network sales, reported Wednesday. The new buy, on behalf of Brisk, is in addition to an original $3 million gross billings placed by C-P last May, at that time backing the advertiser's return to network radio after about a year's absence. Agencies are Ted Bates & Co., Bryan Houston and Lennen & Newell, all New York.

As of last August, C-P's sponsorship on the network consisted of 20 units a week in four programs, each of the segments seven-and-a-half minutes. The new purchase, for 52 weeks effective today (Mon.) boosts the units in three of the four programs to 10 minutes each. The three programs are Our Gal Sunday, Strike It Rich, and The Second Mrs. Burton. In the fourth program, Backstage Wife, C-P sponsors five weekly units of seven-and-a-half minutes each.
SOFT DRINK FIRMS IN SCRAMBLE FOR HOT WEATHER AVAILABILITIES

RADIO and television spots will be used extensively to promote soft drinks as thirst quenchers during the coming hot months. At least nine soft drink firms and their advertising agencies are preparing and lining up availabilities, B•T learned last week.

Among the soft drink manufacturers planning campaigns are: Canada Dry; C & C Super Cola; Cott Beverages; Hoffman Beverages; Kirsch Beverages; Hires Root Beer; Coca-Cola Co.; Pepsi-Cola Co. and Royal Crown Cola.

Canada Dry Ginger Ale has arranged a tie-in with a pajama company, M. C. Schrank Co., Coty, and RCA Victor Record Division to launch a national pajama party advertising campaign starting in March. Spot announcements will be used in about 150 radio and 75 television markets, as well as magazines and newspapers.

The pajama motif—"For a Dream of a Pajama Party"—combines the four companies and their products with the theme: "Let's Have a Pajama Party With Schrank's Dreamwear, Canada Dry Ginger Ale, Coty, and RCA Victor." The radio and tv spots offer a special RCA Victor "Pajama Party" record album of six tunes sung by Julius LaRosa and other artists for 25 cents and two bottle caps from any Canada Dry product. The four companies have also participated in a booklet—"How To Give A Pajama Party" with suggestions on Canada Dry soft drink party recipes included in the booklet. Canada Dry will distribute the book, using it as a collar on 28-ounce bottles of their beverages and attached to their six bottle cartons.

Agency for Canada Dry is J. M. Mathes Inc., New York.

C & C Super Cola through its agency, Weiss & Geller, New York, is currently considering several regional film shows and a spot tv campaign which would start at the end of March and run through the summer. The firm's distribution is mostly in the New York and Los Angeles area.

Cott Beverages, which spends approximately about $75,000 in radio and $200,000 in television is planning to use a summer saturation television spot campaign which will be launched during Decoration Day weekend in the eastern part of the country. Dowd Redfield & Johnstone, New York, is the agency.

Hoffman Beverages through Grey Adv., New York, had already started its station identification last week with the theme "Happy Taste With Hoffmans," in the Greater New York area. A schedule is running on WCBS-TV, WRCA-TV and WABC, WOR, WNEW and WRCA.

Kirsch Beverages, which makes the reported largest selling non-caloric soft drink, No-Cal, places 60% of its overall budget $750,000 in radio and television. It is planning to use an increase tv budget this spring and will continue to use radio in eastern markets where it has distribution. Paris & Peart, New York, is the agency.

Hires Root Beer through its agency, N. W. Ayer & Son, New York, has not definitely decided on its budget yet, but reportedly will again use radio and television spot announcements in its plant cities across the country. The firm is in about 20 scattered markets. Hires will launch its advertising in May and run through the summer.

Coca-Cola Co., will continue to sponsor Mickey Mouse Club on ABC-TV and the Eddie Fisher show on Mutual radio network. The parent company did drop the Fisher show on NBC-TV. Due to distribution problems of selling different size bottles in different parts of the country, an official of the company told B•T, the firm will also rely on the bottlers to promote the product locally. It is expected that the bottlers will use radio and tv locally to support the national network buys. McCann-Erickson, New York, is the agency for Coca-Cola.

Pepsi-Cola—the second company of the big four in the soft drink market—Coca-Cola, Pepsi, Seven-Up and Canada Dry—is planning to use a radio schedule in a hundred cities, promoting the "Pepsi Please" contest for one month in each area [B•T, Feb. 4] through Kenyon & Eckhardt, New York.

Royal Crown for Royal Crown and Nehi soft drinks is going into a total of 250 radio and television markets, starting March 10 and running through the summer [B•T, Feb. 4]. Compton Adv., New York, is agency.

Dr. Pepper Co. plans no special seasonal broadcast activity for spring or summer, building its campaigns on a year-around basis, starting in January. The soft-drink producer will equal last year's broadcast outlay of approximately $1 million in factory-co-op money during 1957, it was learned.

Spot tv and consumer magazine funds are allocated at the national agency level, through Grant Adv. Inc., while local bottlers buy spot co-op radio, newspapers and some spot tv. Dr. Pepper last week reported 1956 as its

Pepsi Please in Salt Lake ... Take Home The Coke in Wichita

A CONTRACT for KALL Salt Lake City to handle the "Pepsi Please" promotion in its area for a period of 30 days is signed by M. P. Duncan, president of National Beverages Inc., distributor for Pepsi. Holding a bottle is Homer K. Peterson, general manager of KALL, while John Brophy (I) of Burton-Brophy agency, Salt Lake City and W. W. Daynes of KALL look on.

OFFICIALS of KARD-TV Wichita, Kan., the Coca-Cola Bottling Co. of Wichita, and the city's fourth National Bank sign a contract to present a new weekly program, Men of Annapolis, beginning Feb. 13 over the tv station. Coca-Cola and the Fourth National Bank are sponsoring the program on alternate weeks. At the contract ceremonies I to r: foreground, Don Sbarra, national sales manager for KARD-TV; Virgil Brown, president of Wichita Coca Cola, and William Moyer, vice president and general manager of the station; background, Charles King, local sales manager for KARD-TV; Robert Gadberry, public relations vice president for the Fourth National Bank; Jack Todd, Todd Agency, and Don Forbes, McCormick-Armstrong Agency.
REACHING agreement on the 52-week sponsorship of *Men of Annapolis*, half-hour syndicated show, over KRCG (TV) Jefferson City, Mo., are station officials and representatives of the Coca-Cola Bottling Companies of Central Missouri. L to r: Ron Maxwell, KRCG’s sales manager; Clem Dulle, vice president of the Coca-Cola Bottling Co. of Jefferson City; Fred James, of the bottling company in Mexico City, Mo., and Robert Blosser, general manager of the station. Also cooperating in the sponsorship is the Coca-Cola Bottling Co. of Columbia, Mo.

all-time record sales year (see story, page 32).

Seven-Up Co. plans to continue the half-hour syndicated *Soldiers of Fortune* series on some 140 stations at least until June, but summer activity is uncertain at this time. A network tv property and spot radio-tv are under consideration at J. Walter Thompson Co.. Seven-Up agency, with conferences scheduled this past Friday on other spring-summer plans. Firm reportedly is spending about $2 million on the *Fortune* package and time.

**Hazel Bishop Buys Edwards, Cites ‘Clock’ Sales Success**

Hazel Bishop Buys Edwards, Cites ‘Clock’ Sales Success

Hazel Bishop Inc., New York, through its agency there, Raymond Spector Co., is reorganizing its marketing set-up and plunging more money into television by buying into CBS-TV's *Doug Edwards and the News*. The advertiser also expects to increase its spot schedule from 68 markets to almost 200 by April 1. The firm will continue to sponsor *Beat the Clock* on CBS-TV.

"Beat the Clock is doing a wonderful job for our sales," Raymond Spector, head of his own agency, told B&T. The show, he pointed out, has been on the air for six years but has been rejuvenated and more than doubled its ratings within the last three months.

Bishop will take over the alternate Fridays on the Edwards show, sharing sponsorship with Brown & Williamson and American Home (see story this page).

In addition to these network buys, Bishop is placing spot announcements on film features between 6:7:30 p.m. and 10:30 p.m. - midnight via C&C Television Corp.'s and Bernie Schubert's "films-for-time" deal in about 68 markets. It expects to be in 100 markets by April 1.

Mr. Spector, after an absence of two years, will take over the marketing set-up of the Bishop firm. In addition, he announced that Joe Salganik, sales manager of Revlon, is joining Bishop as executive vice president.

Campbell to New Borden Post; Firm Also Promotes Two Others

WILLIAM B. Campbell, National Advertising Manager for radio-tv of Borden Co., New York, has been promoted to the newly-created post of advertising manager. It was announced last week by Stuart Peabody, assistant vice president who continues as director of overall advertising for the firm. The change is effective immediately.

Terry R. Rice, formerly assistant to Mr. Campbell, moves up to advertising manager for radio-tv, while Edward J. Peguillan, manager of "Elise" Enterprises licensing and Borden's premium section, becomes assistant to Mr. Rice.

Mr. Campbell joined Borden Co. in 1952 after an association with Young & Rubi,

**Peters, Griffin, Woodward Inc., is being announced in New York today (Monday). The announcement is being made by Russell Woodward, executive vice president and director of radio for the station representative firm. Mr. Isbell replaces James M. Wade, resigned, whose plans will be announced at a later date. Mr. Isbell's previous connections include Ballard & Ballard, for whom he contacted food retailers, and Procter & Gamble, where he was an advertising field distributor.

**Spot TV Experiment Planned By Stock Exchange, Brokers**

NEW YORK Stock Exchange plans to test the effectiveness of television for expansion of member brokerage business with an experiment covering a one-minute spot announcement in two markets. Agency: Callins & Holdren, New York.

Under the plan, the exchange and a brokerage company in the two markets will split the cost of the one-minute spot to be filled by a 30-second film on the value of stock investments and a 10-second open-end commercial for the broker. An agency spokesman said markets and cooperating brokers have not been selected. He voiced the belief that if the testing proves effective, it may encourage other brokers to use tv advertising. Television Bureau of Advertising has been working with the exchange on the tv project since September 1955.

Several weeks ago the exchange disclosed that its $600,000 advertising budget for the first half of 1957 would be invested largely in newspapers, plus Sunday supplements and magazines. Expenditure for the tv spots is an addition to the budget.

**Sears Buys NBC-TV Lineup**

SEARS, ROEBUCK & Co., Chicago, will make bow in network tv with a 15-participation schedule spanning a three-month period (Feb. 22-May 31) on NBC-TV's *Today, Home and Tonight* lineup. Contract announced last week by Roy Porteous, manager of NBC-TV participating program sales, specifies five participations on *Today*, six on *Home* and four on *Tonight*. Agency is Mayer's division (Los Angeles) of Cunningham & Walsh.

**B&B Drops 'Steve Allen Show'**

BROWN & WILLIAMSON TOBACCO Co. (Viceroy cigarettes), Louisville, Ky., is dropping its sponsorship of Steve Allen on NBC-TV. Effective April 1, B&B will place an estimated $4,6 million into sponsorship of *Doug Edwards and the News* on CBS-TV on Monday, Wednesday and alternate Fridays. American Home will continue on the Tuesday and Thursday portions of *Edwards and the News*, while Hazel Bishop Inc., will pick up the alternate Friday (see story this page). *Doug Edwards and the News* is presented Monday through Friday, 7:15-7:30 p.m. Agency for Brown & Williamson is Ted Bates & Co., and for Hazel Bishop, the Raymond Spector Agency. **Page 30 • February 11, 1957**
TV NETWORK BUYS AND BUYERS

AUTOMOTIVE BIG THREE SPENT $4.3 MILLION IN NOVEMBER

BLUE-CHIP perennials in network tv timebuying—Procter & Gamble Co. and Colgate-Palmolive Co.—walked off with top rankings in the leading 10 national advertisers in November, according to figures based on Publishers Information Bureau reports.

P&G rang up more than $3.7 million in gross billing on the tv networks’ cash registers, which was more than $360,000 over its November 1955 total. C-P spent less than half of the P&G total, but was solidly in second place.

An indisputable fact was that the big three in automaking—General Motors Corp., Ford Motor Co. and Chrysler Corp.—last November alone purchased a combined total of $4,314,433 (gross) in network tv time. This expenditure points up how extensively auto manufacturers now weld big-time tv to their plans for introducing new automobile models nationally.

Both GM and Chrysler spent nearly the same sum on network television last November as they did in the same month a year previously. But Ford, which had not broken into the top 10 in November 1955, ranked eighth last November, with an expenditure over the $1 million mark. The figures for the months since November should provide additional evidence of the automakers’ bond with network television.

The identity of the other advertisers making up the top 10 reveals no surprises except possibly for Bristol-Myers’ appearance. That company in recent years has not consistently held a position in the listing of the 10 advertisers buying tv network time.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JAN.-NOV. 1956, COMPARED TO 1955

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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$5,019</td>
<td>$499,311</td>
<td>$31,659</td>
<td>$102,277</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>280,862</td>
<td>3,196,186</td>
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<td>Automotive, Auto Equip. &amp; Access.</td>
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<td>51,825,501</td>
<td>4,935,445</td>
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<td>Aviotion, Aviation Access. &amp; Equip.</td>
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<td>Beer, Wine &amp; Liquor</td>
<td>776,115</td>
<td>6,920,116</td>
<td>616,273</td>
<td>6,835,538</td>
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<td>Building Materials, Equip. &amp; Fixtures</td>
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<td>3,086,497</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>Horticulture</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
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<td>Office Equipment, Stationery &amp; Writing Supplies</td>
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<td>Musical Instruments &amp; Access.</td>
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TOTALS                                       $44,163,884 $443,457,459  $38,896,704  $367,577,743

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING NOVEMBER, 1956

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<th>Leader's Nov. Expenditure</th>
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<td>Automotive</td>
<td>Colgate-Palmolive</td>
<td>1,786,124</td>
</tr>
<tr>
<td>Jewelry &amp; Accessories</td>
<td>Chrysler</td>
<td>1,693,458</td>
</tr>
<tr>
<td>Household &amp; Household Equip.</td>
<td>General Foods</td>
<td>1,574,030</td>
</tr>
<tr>
<td>Advertising</td>
<td>Edison Electric Institute</td>
<td>118,016</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>The Coca-Cola Co.</td>
<td>266,732</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>American Tel. &amp; Tel. Co.</td>
<td>282,824</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>American Home Prod.</td>
<td>1,232,005</td>
</tr>
<tr>
<td>Gasoline &amp; Lubricants</td>
<td>Westinghouse Electric Corp.</td>
<td>757,777</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Armstrong Cork Co.</td>
<td>85,150</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Reynolds Metals Co.</td>
<td>210,600</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Prudential Ins. Co.</td>
<td>270,096</td>
</tr>
<tr>
<td>Insurance</td>
<td>Bulova Watch Co.</td>
<td>248,892</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Hallmark Cards Inc.</td>
<td>145,215</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>National Republican Congressional Com.</td>
<td>131,953</td>
</tr>
<tr>
<td>Political</td>
<td>Time Inc.</td>
<td>258,651</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Radio Corp. of America</td>
<td>286,111</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs</td>
<td>R. J. Reynolds Tob. Co.</td>
<td>863,109</td>
</tr>
<tr>
<td>Musical Instruments &amp; Access.</td>
<td>Procter &amp; Gamble Co.</td>
<td>3,272,098</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>Outboard Marine Corp.</td>
<td>48,027</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Colgate-Palmolive</td>
<td>1,449,217</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Pan Am. World Airways</td>
<td>43,350</td>
</tr>
</tbody>
</table>
Radio-Tv Credited With Boost In Net Earnings for Dr. Pepper

INCREASED media expenditures, including heavier use of radio-tv, are credited with a 29% boost in net earnings for Dr. Pepper Co., Dallas, according to a report issued last Monday.

The soft-drink firm claimed its "biggest sales year" in 71 years and the largest earnings year on operations since 1947, Leonard Green, the firm's president, noted in the company report. Introduction of king-size bottles was deemed a factor in sales expansion.

While the company did not break down media by name, it's known Dr. Pepper spent approximately $1 million or 50% of an estimated $2 million budget in radio and tv spots and programs in 1956, doubling its broadcast volume of 1955 [BT, Nov. 26, 1956]. Net earnings before taxes last year were $1,592,682, while net dollar sales were up 3.24% over 1955.


ACQUISITION of Milloy Adv. Inc. by M. Belmont Ver Standig Inc., Washington, D. C., was announced last week by President Ver Standig.

The Milloy agency, which has offices in Washington, New York City and Philadelphia, is being operated as an affiliated subsidiary of Ver Standig, the announcement said.

Mr. Ver Standig said that James S. Milloy Jr., formerly a vice president of the Ver Standig agency for six years before he opened his own firm, is continuing as president of Milloy Adv. Inc., and has been appointed executive vice president of Ver Standig.

MJ&A Expanding Two Offices

ADDITIONAL space acquired by MacManus, John & Adams Inc. in Bloomfield Hills, Mich., and New York to handle new business and expanded client services will approximately double the agency's physical facilities, Ernest A. Jones, president, has announced. This month the agency is to occupy two-and-one-half floors of the three-story Gleaner Life Insurance Bldg. on Woodward Ave., two miles from Bloomfield Hills headquarters. Two complete floors at 444 Madison Ave., New York, have been leased with occupancy expected sometime in March.

Census Aids in Market Analysis

WAYS of utilizing census data to develop county business patterns are described in a 40-page publication issued by the Dept. of Commerce. Titled Market Analysis Tools, County Business Patterns, the publication is available at field offices of the Dept. of Commerce or Small Business Administration. It shows scientific techniques in market analysis with procedures defined for the aid of smaller business firms.
Market figures prove 15.6% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station.

<table>
<thead>
<tr>
<th>Food Dollars Spent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXEX-TV</td>
<td>$230,866,000</td>
</tr>
<tr>
<td>Station B</td>
<td>$199,661,000</td>
</tr>
<tr>
<td>Station C</td>
<td>$199,700,000</td>
</tr>
</tbody>
</table>

Source: Sidney Hollander Associates
second in a series of 12 ads

INVENTIVE • RESPONSIBLE

...and twelve months out of every year stations under the sign of MEEKER benefit by:

INVENTIVE

incentive inherent in the select limited list concept where every man can really know every station and every market.

RESPONSIBLE

reputation established among agencies for service, speed and accuracy.

the meeker company, inc.

radio and television station representatives

new york – chicago – san francisco – los angeles – philadelphia
**NETWORK NEW BUSINESS**

Greyhound Corp., Chicago, has signed to sponsor third of 13 programs of Steve Allen Show (Sundays, 8-9 p.m. EST on NBC-TV), starting April 7. Agency: Grey Adv.

**Bird & Son Inc.** (floor coverings and roofingshingles), East Walpole, Mass., buys quarter-hour (10:15-10:30 a.m. EST) on alternate Mondays of The Garry Moore Show on CBS-TV, effective Feb. 11 for 13 weeks. Agency: Humphrey, Alley & Richards, N. Y.

**Adolph Coors Co.** (beer), Golden, Colo., and its 33 Calif. distributors are sponsoring California News Highlights on 17 ABC stations in that state, Mon.-Fri., 5-15-5:20 p.m., through Roche, Eckhoff & Lee, L. A.

**NETWORK RENEWALS**

Texas Co., through Cunningham & Walsh, both N. Y., renews sponsorship of Texaco Sports Final on 57 CBS Radio stations. Contract is for 52 weeks and starts on Feb. 25.

**AGENCY APPOINTMENTS**

Stauffer System of Chicago (slenderizing salon-manufacturer of home reducing unit) appoints Anderson & Cairns Inc., N. Y.


**A&A PEOPLE**

Roy Lang, vice president, Leo Burnett Co., Chicago, appointed supervisor on Kellogg Co. account and D. S. Thomas elected executive to senior account executive for Kellogg.

Fred Charlton, account supervisor, Cunningham & Walsh Inc., Chicago, elected vice president.


Mary Ford, local sales manager, WTVJ (TV) Miami, to John S. Allen & Assoc., same city, as vice president.


Mike Gold, formerly operator of his own agency in L. A., to Frank Wright National Corp., same city, as vice president-manager of Southern Cal. branch.

Bill Adler, sales manager of WABD (TV) New York, to Grey Adv., N. Y., as an account executive.

Norman Borish, account executive, Bo Bernstein Co., Providence, R. I., to Henry J. Kaufman & Assoc., Washington, in similar capacity.

Frank Gianatassio, assistant timebuyer, Ogilvy, Benson & Mather, N. Y., promoted to timebuyer.

SRA REPORT SHOWS '56 TOP YEAR FOR RISING NATIONAL SPOT RADIO

**STATISTICALLY the word is out today (Monday) that national spot radio enjoyed its best year in 1956, thus underscoring radio's renewed importance in national advertiser plans.**

With final figures on hand, Station Representative Associations report the total sales volume in national spot radio for 1956 to be an estimated $149,921,000, making last year the biggest for national spot business in the history of commercial radio. This estimate comes within $79,000 of the $150 million originally predicted for 1956 by Larry Webb, SRA's managing director. (Former high mark—$130 million—was set in 1953.)

The SRA report for 12 months of last year revealed December to have netted $13,386,000, a 23.6% increase over that month in 1955. However, December lagged behind November by nearly 25%, which Mr. Webb attributes to being directly related to the Christmas holiday season.

Mr. Webb also points out that the estimated figures compiled by the Price Waterhouse Co. for SRA for 1955 were about 5% lower than the actual figures released by FCC for that year. Based on this experience, Mr. Webb feels the total figures for the year 1956 actually will exceed $150 million. He repeats also the prediction that if present trends in national radio spot buying continue, this year will set an even higher record.

Breakdown showing the monthly comparison of national spot radio time sales for January through December 1956 as against the same period of 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>1956*</th>
<th>1955**</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$10,758,000</td>
<td>$9,031,000</td>
<td>+19.1</td>
</tr>
<tr>
<td>Feb.</td>
<td>$11,463,000</td>
<td>$9,364,000</td>
<td>+23.3</td>
</tr>
<tr>
<td>March</td>
<td>$12,249,000</td>
<td>$10,758,000</td>
<td>+13.8</td>
</tr>
<tr>
<td>April</td>
<td>$10,278,000</td>
<td>$8,828,000</td>
<td>+41.1</td>
</tr>
<tr>
<td>May</td>
<td>$12,396,000</td>
<td>$9,831,000</td>
<td>+25.9</td>
</tr>
<tr>
<td>June</td>
<td>$11,761,000</td>
<td>$9,288,000</td>
<td>+26.3</td>
</tr>
<tr>
<td>July</td>
<td>$10,719,000</td>
<td>$8,474,000</td>
<td>+25.1</td>
</tr>
<tr>
<td>Aug.</td>
<td>$11,267,000</td>
<td>$9,170,000</td>
<td>+23.5</td>
</tr>
<tr>
<td>Sept.</td>
<td>$12,338,000</td>
<td>$10,964,000</td>
<td>+19.2</td>
</tr>
<tr>
<td>Oct.</td>
<td>$12,338,000</td>
<td>$12,231,000</td>
<td>+0.8</td>
</tr>
<tr>
<td>Nov.</td>
<td>$12,728,000</td>
<td>$12,298,000</td>
<td>+3.3</td>
</tr>
<tr>
<td>Dec.</td>
<td>$12,386,000</td>
<td>$10,830,000</td>
<td>+14.3</td>
</tr>
</tbody>
</table>

*Total for the year $149,921,000 $120,400,000 +24.5

** Revised Estimates

** Final figures for the year.

February 11, 1957 • Page 35
C&C TV Cites Success Of 'Barter' Film Sales

C&C Television Corp., New York, last week released a progress report on its "barter" system of selling the RKO radio library of feature films to tv stations, saying the approach has been "highly successful."

E. H. Ezees, vice president and general sales manager of C&C, said the library is in virtually all major markets throughout the country, with 17 stations signed in December. He said the January total and an overall figure will be announced shortly by the company.

Under C&C TV's "barter" system, a station does not pay for the library, but assigns to the tv distribution company ten spot announcements a day. Last summer C&C TV entered into an arrangement with the International Latex Corp., under which the film company pledged to deliver ten announcements (both one-minute and 20-second) a day, seven days a week on 100 stations over a five-year period. In return, late would pay a reported $20 million [BT, July 30, 1956]. C&C has been turning over the spots from its barter arrangement to Latex since last fall.

Mr. Ezees commented that the sales made to date are "an indication that stations understand the unique opportunity of paying for film with unsold tv announcement time, an asset previously wasted by every tv station in the country."

Screen Gems Inc. Maps Uses Of Hygo-Unity Films at Meeting

SCREEN GEMS Inc., New York, held a syndicated sales conference in New York last Tuesday through Saturday, with discussion centered around plans for new properties obtained when SG acquired Hygo Television Films Inc. and Unity TV Corp. last December [BT, Dec. 10, 1956].

Jerome Hyams, director of syndicated sales for Screen Gems, presided at the conference, attended by 15 salesmen from offices in the Eastern, North Central and Midwestern areas. Mr. Hyams described the product being incorporated into the SG catalogue and had many of the feature films and serials screened. Suggestions were advanced as to a breakdown of the 466 feature films from Hygo-Unity into various packages. Many salesmen stressed that prints delivered to stations and agencies must be of superior quality, and recommended that steps be taken to achieve this objective.

Henry White, director of advertising and promotion, told the meeting that Screen Gems is preparing an intensive nine-week campaign of trade paper advertising to acquaint the industry with the Hygo-Unity product, with the final week of the effort coinciding with the NARTB convention April 7-11.

Warner Bros. Earnings Up

INCREASED EARNINGS for the company quarter ended last Dec. 1 were reported by Warner Bros. pictures at an annual stockholders meeting last week in Wilmington, Del. Income from film rentals and sales totaled $20,718,988 compared with $19,132,139 for three months to Nov. 26, 1955. Tv breakdown was not included. Net profit was reported to be $1,569,834, or 85 cents per share, compared to the previous similar quarter's net of $927,495, or 37 cents per share.

'Grief' Starts in Nine Markets;
Five More Sponsors Lined Up

GUILD FILM Co.'s Captain David Grief, new half-hour tv film series, is scheduled to be launched this week in nine markets throughout the country. The program, which has been sold in almost 100 markets to date, will roll to the next city soon in additional cities on various dates. Cities beginning this week are Los Angeles, San Francisco, Phoenix, Seattle, Portland, Houston, Dallas, Toledo and Honolulu.

Five regional sponsors have signed for the series on a 52-week basis so far. They are Standard Oil of California, D-X Sunray Oil Co., Stroh Bakery, Pearl Brewing Co. and Utica Club Bear. The latter being the most recent purchase [BT, Feb. 4].

Reub Kaufman, Guild Films president, claimed the "large sale" on Grief illustrates the continuing importance of syndicated films despite the popularity of feature films, and noted that two weeks ago S. L. (Stretch) Adler was named to the newly-created post of national sales manager of Guild [BT, Feb. 4]. Mr. Adler, recently with Screen Gems, New York, will supervise the planning and selling of Guild products on a national level.

Gregory New Sales Manager For Ziv's Eastern Division

APPOINTMENT of Jack Gregory as sales manager of the eastern division of Ziv Television Programs, New York, was announced last week by M. J. Rifkin, vice president in charge of sales. Mr. Gregory, who moves from the sales staff of Ziv's western division, replaces Albert S. Goustin, who has resigned and plans to set up his own tv film distribution company in New York. Mr. Goustin's New York office phone for the present is Plaza 5-9857.

Appointments of William Flynn, Raymond L. Fuld and Robert M. Letherbridge as national sales executives for Ziv Television Programs had been announced earlier in the week by Walter Kingsley, Ziv TV national sales director. Mr. Flynn, formerly an advertising executive with the U. S. Rubber Co., and Mr. Fuld, previously an account executive with MGM-TV, have been assigned to Ziv's tv's eastern division in New York. Mr. Letherbridge, previously with Weed Television and NBC-TV in sales capacities, will be headquartered at the company's Chicago office.
TWICE AS MANY FARM LISTENERS

as any other Central California Station

It's a wonderful story for all advertisers . . . and it's all in the latest Pulse survey of Central California!

On the farms KFRE rolls up an impressive story . . . over 2 1/2 times as many listeners as any other station, and first in every quarter hour from 6 AM to 12 midnight.

In the 16 major cities too, they lead by a wide margin. KFRE is first in 65 out of 72 quarter hours!

Get the full story and availabilities from John Blair Co.

BUY KFRE

50,000 WATTS : 940 KC : FRESNO

CBS

Represented by JOHN BLAIR & COMPANY

Paul Bartlett, President
Robert Klein, Natl. Sales Manager
advertisers who look for lightning-fast results are

SOLD ON SPOT

Capital Airlines and its agency, Lewis Edwin Ryan, are Sold on Spot as a basic advertising medium.

To get its fast-growing Viscount service off and winging in a new market, Capital Airlines relies on Spot Radio. Ten days before a new Viscount flight schedule goes into operation, Capital opens full blast with a six-week saturation schedule. A hard-hitting, year-round campaign follows, precision-timed to reach the businessman who must travel. Early in the morning, late in the afternoon, early and late in the evening, Spot sells the businessman on the economy, luxury and speed of Capital’s Viscount flights.

Sells? In July, 1955, Capital inaugurated a new Viscount
service between Washington and Chicago. By October, 1956, they had tripled the service and zoomed from less than 20% to more than a 50% share of a greatly-expanded market! In Washington, and in Chicago, as in every on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for your product or service, look to...

**NBC SPOT SALES**
representing these leadership stations

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hartford-New Britain</td>
<td>WRCN</td>
</tr>
<tr>
<td>New York-Metrop.</td>
<td>WLCY</td>
</tr>
<tr>
<td>Boston</td>
<td>WEEI</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WINS</td>
</tr>
<tr>
<td>Washington</td>
<td>WRC</td>
</tr>
<tr>
<td>Miami</td>
<td>WZTV</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WNEW</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KFWB</td>
</tr>
<tr>
<td>Portland</td>
<td>KOPA</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KFOG</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KONA</td>
</tr>
</tbody>
</table>

SOMETHING new has been added to the TV animated commercial. Specifically, something new has been added to the commercials produced for Betty Crocker cake mixes and Kroger dairy products by Animation Inc., Hollywood organization, whose specialty is the creation of animated commercials.

That something new is an electric transfer process which permits the use of soft lines in the drawings. These soft lines are impossible to obtain by the hand-tracings normally used to transfer original drawings onto the celluloid sheets from which the films are photographed, according to Earl Klein, president of Animation Inc.

The process also saves time and money, but those savings are secondary, in Mr. Klein's view. "What is important," he told B&T, "is the ability of this process to reproduce any style of drawing—pastel, crayon or grease pencil and not just the solid black of pen or brush." Actually, the process itself is one that has been in use for some time in offset and other forms of duplicating. Its name is xerography; it is a dry, electrical copying process, a direct positive process with no negative required. Its operation is much like that of engraving: the copy is placed before a camera, the plate behind. But instead of a glass plate or film, the xerographic plate is of metal; instead of chemical developers, the xerographic developing is done electrically. It also is done speedily, the complete transfer process taking from three to five minutes with the Haloid Xerox equipment used by Animation Inc.

What is new is the adaptation of xerography to the animation process? Only three firms—Walt Disney Studios, UPA Pictures Inc. and Animation Inc.—are using the process, Mr. Klein said, with his company the only one of the three whose interest is exclusively or even primarily, with TV commercials.

"It's not a revolutionary move," he said, "merely a step forward, a first touch of automation to what is still a hand-crafted industry. True, it saves about 75% of the cost of tracing the original drawings, but by reproducing them so faithfully it makes the artist take more pains and so slows down his output, which is much more expensive than the tracings. The net saving is perhaps 20% of that part of the production cost.

"But, as I said, that's not as important as the faithful reproduction of the artist's work and the added fact that with xerography as with photography the size of the original drawings can be expanded or contracted as desired, which is not possible with tracings."

"What we have, in short, is a process which permits us to give better commercials to the advertisers who are our clients without increasing the cost of our work to them."

'Results include 11% additional sales for the year, 5% of that by the new customers.
Louisville's
BEST KNOWN FIGURE

The WHAS-TV Channel 11 figure here promotes the film series "Crunch and Des" for Coca Cola and Lincoln Bank and Trust Company. He's a sensitive emcee on other slides, attracting viewers to Gateway Supermarkets' quiz show, "Sense and Nonsense".

This versatile little fellow, despite costumes or high water, always is recognizable as a reminder to viewers that on Channel 11 may be found the best in local and national spot shows.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times
NARTB ACTS ON $952,000 BUDGET WITH EXPANDED PUBLIC RELATIONS

- Tv Board proposes all-industry copyright committee
- Code rules tightened for medical, dental commercials
- Action deferred on proposed tv circulation audit project

A RECORD budget of $952,000—an increase of $38,000 over the fiscal year ending March 30—was drawn up for approval of the NARTB joint board of directors at its meeting last week in Hollywood, FLA., with favorable action expected at the closing session Friday (see AT DEADLINE).

Most of the increase was earmarked for the expanded public relations program recommended by a special public relations committee that disbanded following its session last Monday. Recommended for the new public relations service, headed by Donald N. Martin, assistant to the president, is $111,000 for the new fiscal year as against approximately $85,000 currently, with a minimum full-time staff of 10 at the outset.

About $125,000 is allocated to the Television Code Review Board. Anticipated income for the fiscal year from all sources is $954,000, leaving a margin of only $2,000. The 1956 estimated income was $928,000, with the budget running $914,000. Radio income for the 1957 fiscal year is estimated at $540,000, with television station income about one-third of the $954,000 total and the balance coming from associate members, networks and miscellaneous sources.

In an extraordinary action, the Tv Board at its Wednesday session placed ASCAP music licensing on the NARTB convention agenda in Chicago with the objective of naming an all-industry committee to represent tv broadcasters in negotiations. The primary concern is with ASCAP, whose tv licensing agreements expire next Dec. 31. Radio contracts run until the end of 1958.

The current tv ASCAP contract provides for a sustaining fee of the highest quarterly hour rate per month. In addition, the commercial fee runs 2.05% of the "net receipts" from sponsored programs after all deductions.

The copyright meeting is scheduled Thursday morning, April 11, last day of the annual convention. All tv stations, including non-members of NARTB, will be invited to attend the entire day's tv session. Final business that day will be election of tv directors after which the new board will select its chairman and vice chairman.

The Tv Board was told that NARTB now has 319 tv stations and all three networks in membership—a gain of 40 tv stations during the year.

The Radio Board voted Thursday to establish a special fund of $10,000 to evaluate radio broadcast measurement procedures, designed to show the dimensions of radio listening. It unanimously adopted a recommendation of the Radio Research Committee that a technician be retained fulltime for this work and asked NARTB to work with the Census Bureau in two areas: (1) To secure complete and current figures in the 1960 Census on both radio homes and the number of sets of all types, and (2) to include in the 1958 Census of Business questions about sets in business places, restaurants, bars, cafes, hospitals, motels and other public sites.

A plan to promote radio with radio, submitted by Edward Petry & Co., was discussed and a resolution adopted stating the board found the proposal had merit, and authorizing NARTB management to find ways of making it an all-industry effort, both in action and financing. It was estimated the project, involving use of an identical transcribed voice on all stations, might cost $100,000.

New Name, No Sign

The board accepted a recommendation from its Standards of Practice Committee changing the title from "Standards of Practice for Radio Broadcasters" to "Standards of Good Practice for Radio Broadcasters." No action was taken on an audio symbol for air signature as the counterpart of the tv Code Seal of Good Practice because no acceptable symbol has yet been found. New ideas will be offered to the next board meeting in June.

Continued study of radio transmission tariffs was authorized after the board heard a report from George C. Hatch, KAIL Salt Lake City, on behalf of the Radio Transmission Tariffs Committee.

John F. Meagher, NARTB radio vice president, reporting for J. Frank Jarman, WDNC Durham, N. C., Membership Committee chairman who was absent because of illness, said radio membership increased by 110 stations during the year. The association now has 1,355 am stations and 328 fm stations in membership. The campaign for members, which began last fall, will be continued, with a step-up in the number of membership service calls.

Reporting on plans for National Radio Week, May 5-11, Mr. Meagher said the NARTB will meet with other co-sponsors and networks to make plans. He said kits will go to all stations containing tested promotion ideas from the 1956 observance. He reported on plans for the radio portion of the annual convention, April 7-11, stating that 1½ days will be devoted to radio only sessions, plus an fm session on Monday afternoon.

Greater participation in fm station operation by am stations was reported by Edward A. Wheeler, WEAW-FM Evanston, Ill., on behalf of fm directors on the Radio Board. He said a survey of fm stations, recently completed by NARTB, will be reviewed at a Feb. 28 meeting of the Fm Committee.

Nine members of the combined boards will conclude their terms at the convention. They are Radio Board district directors Herbert L. Krueger, WTAG Worcester, Mass., vice chairman; George H. Clinton, WPAR Clarksburg, W. Va.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and F. Ernest Lackey, WHOP Hopkinsville, Ky., director-at-large for small stations. Retiring tv Board members are: Campbell Arnoux, WTAH-TV Norfolk, chairman; Kenneth L. Carter, WAAM (TV) Baltimore, vice chairman; William Fay, WROC-TV Rochester, and Ward L. Quaal, WGN-TV Chicago.

Mailballoting for the Radio Board vacan...
INITIATIVE

...the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative...give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends...as well as sales.

avery-knodel
incorporated
SOUND EFFECTS ON SALES
"Gerald not only can count on the youngsters as his fans but adults as well." VARIETY

"Should start adults elbowing children for space in front of the set." TIME

"For all of those who have been crying that television needs something fresh and new, this is it." BILLBOARD

"Gerald is the Ed Sullivan of the world of animation." RADIO AND TELEVISION DAILY

"The Boing-Boing Show should prove a family delight." THE NEW YORK TIMES

"I can recommend it to you without reservation as one of television's greatest pleasures." NEW YORK POST

Gerald McBoing-Boing cannot speak a word. He doesn't have to. The television critics have been speaking up for his new UPA-produced cartoon program in glowing phrases. The movie exhibitors have named his film, "Top money short of the year." And Hollywood has given him an Academy Award. But words cannot describe the delightful effect of Gerald's sound effects. He's got to be seen to be appreciated. As an advertiser who knows how readily family pleasure carries over into family buying, we suggest you see Gerald on Sunday at 5:30 pm EST, and let him show you what sound effects The Boing-Boing Show can have on your sales.

© CBS TELEVISION NETWORK
cies is underway. Tv Board vacancies will be filled at the NARTB convention.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Review Board, reported the code has reached an all-time high of 300 station subscribers. He said monitoring of station coordinating and providing data, which last year reached a total of 17,000 hours, will be stepped up in 1957. An increase in monitoring funds from $16,000 to $24,000 was authorized. Mr. Shafto said 18 film producers are affiliate subscribers under the new agreement with the Alliance of Tv Film Producers and that invitations will go out to film producers who are not alliance members. The Code Board, Mr. Shafto said, will concentrate on getting compliance or resignations from non-conforming stations and will promote means for stations which subscribe to gain a greater identification with the public and with advertisers.

The Tv Board approved adoption of a code amendment providing that if dramatized advertising involving purported statements by physicians, dentists or nurses, is not given by accredited members of such professions, it must be shown the portrayal is in verifying the advertising. A “dramatization” in a visual manner during the initial 10 seconds of the scene. If the scene is less than 10 seconds, the words “a dramatization” shall be visible for the entire length of the scene.

Film Manual Coming

Harold P. See, KRON-TV San Francisco, chairman of the Tv Film Committee, outlined plans for production this fall of a manual reviewing current stations’ film operations and serving as a buying guide for films. Lack of standards in buying has plagued broadcasters from the start of commercial tv, he said, and the manual will point out pitfalls. The Tv Board approved an appropriation of $9,000 to defray NARTB’s participation in the Television Allocation Study Organization (TASO) after hearing a report from Thad H. Brown Jr., NARTB tv vice president.

A review of the proposed television circulation audit was given last Monday to the audit committee by Hugh M. Bevillé Jr., NBC vice president for planning and research, and chairman of the research subcommittee. Action was deferred, probably until the next NARTB board meeting in June. Mr. Bevillé reported on the results of methological tests and said a final report should be ready by May. The full committee tentatively agreed to meet in May when it will act on the future of the project. Mr. Arnoux, chairman of the Audit Television Circulation Committee, reported on the project at Wednesday’s Tv Board session.

Members attending Monday’s audit committee meeting, in addition to Messrs. Arnoux and Quaal, were Payson Hall, Meredith, Des Moines; Clair R. McCollough WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta; Robert D. Sweezy, WDSU-TV New Orleans, and Donald W. Thornburg, WCAU-TV Philadelphia. Dr. Leon Arons, of the Television Bureau of Advertising, attended as an observer.

The Ad Hoc Public Relations Committee received a detailed report from Mr. Martin at its Monday session, with favorable action anticipated at Friday’s joint board meeting. Committee members present were John M. Oulier, WSB Atlanta, Radio Board chairman and chairman of the ad hoc committee; Mr. Arnoux; John O. Timmer, WZKO-TV Kalamazoo, Mich., and Mr. Pabs, who is also chairman of the General Fund Finance Committee. CBS Radio President Arthur Hull Hayes was absent but attended the radio and joint board sessions.

The new public relations service, Mr. Martin said, seeks to fulfill the mission of fostering the public service, growth and prosperity of broadcasting on the theme “Broadcasting Serves America.” Committee members felt it would take five years to carry out the program. They approved the objectives outlined by Mr. Martin.

Defined in the program were the “general public and special publics” with which broadcasters are concerned. Efforts, with the general public, which it appears to be satisfied with what it is getting from broadcasting, is to enlist support for the broadcasters’ point of view and to resist efforts of those trying to undermine the generally favorable attitude.

Enumerated as the “special” publics, which broadcasters should seek to reach, were the federal government, the business and financial “public,” employees in broadcasting and allied fields, publishers, editors and writers who should be indoctrinated on the objectives of broadcasting (including radio-tv editors and columnists), educators and woman’s groups.

Mr. Martin reviewed functions of the public relations service. Among the programs proposed in support of both the long-range and special objectives were “use of the medium to promote the medium,” involving support of station and network management; expansion of service to daily newspapers, syndicated writers and feature editors; preparation of editorials and story outlines for leading papers, as well as smaller circulation books and house organs, using bylines of NARTB members and officials; speaking engagements on both national and local levels, with full publicity before and after, and with NARTB speakers’ kits to be supplied on a regular basis along with suggestions on how to get maximum publicity on the air and in the press.

Also proposed are audio-visual aids including films, film clips, recordings, slides, photographs and charts to convey the message to special “publics” as well as the grass roots.

Among other topics covered in the proposal were publications issued by NARTB; special projects including National Radio Week, National Television Week, Voice of Democracy, committees and Register-to-Vote, which will be given further impetus; presentations covering public service and personal contacts with opinion-makers. Two key executives—John G. Trezvant, manager of news and publications, and Joseph M. Sitrick, manager of special events and member participation, will assist Mr. Martin in the development and execution of the projected program.

Present at the Tv Board sessions were Chairman Arnoux; Vice Chairman Carter; Messrs. Fenner, Hall, Quaal and See; C. Howard Lane, KOIN-TV Portland, Ore.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; James V. Russell, KTV (TV) Colorado Springs; Alfred Beckman, ABC-TV New York, representing Oliver Treyz; William B. Lodge, of CBS New York, representing Merle S. Jones, and Frank M. Russell, NBC Washington. Excused were Joseph E. Baudino, Westinghouse, and Mr. Fay, Rochester.

Attending for NARTB were President Harold E. Fellows, ex-president Justin Miller, consultant; Messrs. Brown, Meagher, Martin and Sitrick; Everett E. Reverbuck, secretary-treasurer; Richard M. Allerton, manager of research; Robert L. Heald, chief attorney, and Vincent Wasilewski, government relations manager.

Attending the Radio Board sessions were Chairman Outlar; Vice Chairman Kreuger; Messrs. Clinton, Hacht, Pabst, Brown, Lackey, Wheeler and Hayes; James H. Moore, WSLS Roanoke, Va.; Owen F. Uriddle, WCKR Miami; F. C. Sowell, WLAC Nashville; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baugh, WAPN Angel, Mich.; William H. White, WLOPO La. Salk, Ill.; Ben Sanders, KICD Spencer, Iowa; Robert L. Pratt, KGGF Coffeyville, Kans.; Alex Keese, WFAA Dallas; Robert O. Reynolds, KMPC Los Angeles; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville; William C. Grove, KFBC Cheyenne; Merrill Lindsay, WSOY-FM Decatur, Ill.; Don Durgin, ABC Radio, New York, and Charles R. Denny, NBC New York.

Excused from the Radio Board sessions were Mr. Jarman; John Poor, president of Mutual, and Robert Hanna, WGY Schenectady.

Radio-Tv Commended

By Polio Foundation

AN enthusiastic tribute to the broadcasting industry for its help in the nation’s fight to finish polio was voiced Thursday by Basil O’Connor, president of the National Foundation for Infantile Paralysis.

“We count heavily on television and radio in our March of Dimes campaigns,” Mr. O’Connor said, “because the impact of our message about the polio situation can be made persuasively upon millions of families in a single instant. For years the cooperation of radio and television stations and of networks and of broadcast people from coast to coast has been nothing short of tremendous. Never has this cooperation and assistance been more widespread and vital than in the 1957 March of Dimes campaign just concluded.”

“The American people can be thankful,” Mr. O’Connor continued, “to the twin industries, radio and television, because without their voluntary democratic participation the past and present victories in the polio fight would have been impossible.”
WERE SCORES FIRST IN NIELSEN ... reaching more homes monthly, weekly, daytime and nighttime, in its six county Nielsen Coverage Service #2 area than all the homes reached in the total 25 Ohio counties covered by the next trailing station.

WERE SCORES FIRST IN PULSE ... with the greatest total share of in-and-out-of-home audience 24 hours a day.

WERE SCORES FIRST IN HOOPER ... leading with almost twice the total share of audience, day and night, as the next two stations combined.

All figures from current surveys.

buy WERE and sell CLEVELAND

Richard M. Klaus
Vice President and General Manager

represented by:
Venard, Rintoil & McConnell, Inc.

Going Fast ... 1957 Cleveland Indians Baseball Availabilities ... Wire or Phone Now!
FOUNDATION MAKING RADIO, TV PLANS

- People-To-People Inc. forms
- World goodwill is goal

PLANS for furthering international goodwill and understanding through the broadcast media are expected to be revealed soon by the radio and television committee of the People-To-People Foundation Inc., New York, reported George V. Denny Jr., vice president of the foundation, at its organizational meeting last week. Mr. Denny is former moderator of the old ABC Radio Town Meeting of the Air.

The radio-television committee, headed by Dr. Frank Stanton, CBS president, and Harold E. Fellows, president and board chairman, NARTB, includes Roger W. Clipp, general manager, Triangle Stations (WFIL-AM-TV Philadelphia; WBT-AM-TV, Lebanon, Va.; WFBG-AM-TV Altoona, Pa.; WNB-FM-AM-TV Binghamton, N. Y.; WNHC-AM-TV New Haven); Leonard Goldenson, president, American Broadcasting-Paramount Theatres Inc.; William Pabst, general manager, KFRC San Francisco; John F. Patt, president, WJR-WJRT (TV) Detroit; John B. Poor, MBS president; J. Leonard Reinsch, executive director, James M. Cox Stations (WSB-AM-TV Atlanta; WHIO-AM-TV Dayton); Robert W. Sarnoff, NBC president, and Frank E. Schooley, general manager, WILL-AM-TV Urbana, Ill.

Suggested by President

The People-To-People Foundation Inc. is an outgrowth of the "People-To-People Program" proposed by President Eisenhower at a special White House meeting last Sept. 11-12. It then was suggested that a group of 46 business, social, and cultural leaders—headed by Trinity College's Dr. Albert C. Jacobs—set up a network of various committees to work through the Office of Private Cooperation, U. S. Information Agency (USIA), headed by Conger Reynolds, former public relations director of Standard Oil (Indiana).

However, Mr. Denny told B&O Thursday, this appeared to be a difficult working arrangement inasmuch as "the purpose of People-To-People contact would be defeated by official government support. Thus, last November, the group decided to establish a non-profit corporation to subsidize the private business. The corporation was set up by Maj. Gen. William C. (Wild Bill) Donovan, U.S.A., ret., former OSS head and now senior partner of the New York law firm of Donovan, Leisure, Newton & Irvine.

Mr. Donovan is board chairman, and Charles E. Wilson, former president of General Electric Co., is president of People-To-People Inc. The board consists of Dr. Stanton, cartoonist Al Capp, Dr. Jacobs, Mrs. William Barclay Parsons, first vice president of the National Council of Women; Dr. Louis H. Bauer, secretary-general of the World Medical Assn., and Domestic Relations Court Judge Juvenal Marchisio of New York.

Prominent in the membership of the 41 committees are advertisers, agency executives and other representatives of the communications industry, who are either heads or co-chairman of several committees: Theodore S. Representative, president of the Advertising Council; Sigurd S. Larson, president of Young & Rubicam, New York; RCA Vice President Meade Brunet; Harry A. Bulls, board chairman, General Mills Inc.; Paul C. Smith, president, Crowell-Collier Publishing Co. (KFVB Los Angeles); Y. Frank Freeman, chairman, Assn. of Motion Picture Producers Inc.; Eugene Ormandy, conductor of the Philadelphia Orchestra (CBS Radio), and George L. Murphy, actor.

Though Dr. Stanton's office was unable to specify just when plans would be released, Mr. Wilson said earlier in the week that it was highly possible that P-To-P would "make films and transcriptions of . . . world journeys (of P-To-P officials) in order to share them with radio and television audiences in this country and abroad."

RAB's 1957 'Blitzes' Open in New York City

THE first half of a two-week long concentrated sales campaign got underway last week in metropolitan New York by Radio Advertising Bureau. The first RAB sales "blitz" in its 1957 series, the campaign was described by the bureau as the "largest regional sales effort ever undertaken in behalf of radio advertising."

The RAB sales force was led by John F. Hardesty, RAB vice president-general manager, who directed 28 especially-prepared presentations—using both tapes and visual material—to tell radio's sales story to representatives of more than 100 regional and large local advertisers and their agencies.

Businesses represented included large department stores; grocery chains and food processors; merchandisers of wearing apparel, shoes, drugs and home furnishings; specialty stores, and appliance and automotive distributors. Objective of the drive is to boost radio sales in the New York area.

The latter half of the "blitz" this week is under the leadership of RAB President Kevin Sweeney.

Following the New York area drive, similar "blitzes" will be conducted by the RAB task force within the next 60 days in Los Angeles, Portland (Ore.), Seattle, Salt Lake City, Denver, Omaha and Des Moines.

Originated by RAB last year, the "blitz" method is designed to acquaint significant advertisers with the value of radio through presentation of the most recent statistics on the effectiveness of the medium, and revelation of success stories by its users.

Through "blitzes" conducted in seven cities in 1956, RAB brought the story of radio's "sell-ability" to more than 350 important regional advertisers. By demand of advertisers, agencies and broadcasters alike, RAB is repeating the campaign in 1957 on an expanded basis. Mr. Sweeney said the target in 1957 is 26 city "blitzes" to be presented before audiences of more than 1,400 regional and local advertisers.

Miller and Ernst Debate

JUDGE Justin Miller, former president of NARTB and now in private law practice in Los Angeles, and Morris Ernst, New York attorney, will debate the "Rights of Broadcasters to Have Cameras and Microphones in Judicial, Legislative and Administrative Sessions" at the Radio and Television Executive Society's Feb. 13 luncheon in New York at the Hotel Roosevelt. Mike Wallace will be moderator. The New York Bar Assn. has asked to have a member present for the debate.
From coast to coast M-G-M FEATURES have captured the heart of America!

In only a few brief months, MGM-TV has revolutionized the telecasting scene. In market after market, the signs of success are seen—not only in record ratings but also in upped billings and greater prestige and profits. If you have not done so already, inquire today as to the availability of the M-G-M library in your area.
When you come right down to it, today’s good radio and television representation — infinitely more complex than yesterday’s — is still very largely a matter of principles.

It requires stability — but a stability emphasized by continuing growth and expansion of service, physical plant and responsibility.

It requires quality — a quality best mirrored in the maturity and judgment of its executives, its salesmen, its sales development arms.

Above all, it demands ingenuity — an inventiveness punctuated by aggressive, even unorthodox salesmanship.

These are, of course, the hallmarks of good business — as necessary to good representation as they are to good station management.

For twenty-four years they have stood for Raymer representation — just as Raymer has stood for them.

**PAUL H. RAYMER COMPANY, INC.**

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA
MORE SECTIONAL TV FOR 1957 FOOTBALL
- NCAA drafts fall plans
- Big Ten gains compromise

COMBINATION national-regional plan for televised football—similar in essentials to last year's but in effect a compromise with Big Ten proposals—was adopted by the National Collegiate Athletic Assn.'s 1957 TV committee, B+T learned last Thursday.

As an alternative to Western Conference requests for a "one-rule" program, which would have limited NCAA control over all team appearances, the committee agreed, in essence, to more regional TV dates, although the exact number was not ascertained. Threat of legislative pressure in Big Ten school areas was adjudged to be a major factor in its decision.

Thus, the 1956 proportion of eight national to five regional telecasts may be swung over to a more equitable ratio favoring the Big Ten and other conferences. Western Conference had proposed during hearings Tuesday a "three-appearance, one-rule" plan to be administered by NCAA, with Big Ten and other conference schools being able to select three appearances from national and regional TV dates. Last year NCAA schools were limited to two appearances.

Under the plan drafted Thursday by the TV committee, schools thus would be eligible for more regional TV coverage. The Big Ten hoped to get approval of the "one-rule" proposal enabling it to set up its own TV arrangements and sell rights to its own schedule. It would have permitted member schools to appear a maximum of three times regionally without being placed on any national network schedule.

Feb. 25 Deadline Planned

If the present plan is finally adopted by the committee this week—and approved by NCAA membership in a mail referendum by Feb. 25 deadline—the association still will be free to sell the rights to a network for sponsor negotiations. While member colleges may devise their own plans for regional coverage subject to NCAA team appearance limitations ultimately approved. It was presumed the committee recommended a higher ceiling on such appearances along with more regional playing dates.

New TV steering group, headed by Robert J. Kane, Cornell U., must ratify precise details of the plan and tender final approval before it is mailed to NCAA membership Feb. 18. Actual plan is to be announced next weekend, according to Walter Byers, NCAA executive director.

Mr. Kane told a news conference Wednesday, in revealing the submission of 10 different plans to the committee, that his group would act quickly because "the longer we delay the fewer will be the available
Look What Happened When WDAF-TV Launched "NINE-THIRTY THEATRE"!

73.2% of the Audience!

SUNDAYS • TUESDAYS • WEDNESDAYS

YES, EARLY does it in TV-loving Kansas City! "NINE-THIRTY THEATRE" is getting and holding the major share of Kansas City viewers! On WDAF-TV—and only on WDAF-TV— they can watch a top-notch movie and still get a good night's rest. The program that moved the clock ahead is moving merchandise. For availabilities and a result story that will "make your hair curl," write, wire or phone!
WFBC-TV . . . 1st in South Carolina "The Giant of Southern Skies" again gets top rating (by far) in all data, in comparison with other television stations in its home state . . . according to NCS#2

Here's the Comparison

<table>
<thead>
<tr>
<th>STATION</th>
<th>Total Homes</th>
<th>Television Homes</th>
<th>Weekly Coverage</th>
<th>Daily Circ. DAYTIME</th>
<th>Daily Circ. NIGHTTIME</th>
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<td>WFBC-TV</td>
<td>449,600</td>
<td>248,000</td>
<td>177,150</td>
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<td>12,360</td>
<td>3,920</td>
<td>4,740</td>
</tr>
</tbody>
</table>

For information about NCS #2, and for rates, availabilities and assistance, contact us or your nearest WEED man.

Affiliated with WFBC-AM & FM
NBC Affiliate
Represented by Avery-Knodel, Inc.

Channel 4
WFBC-TV
Greenville, S. C.

Represented By
WEED TELEVISION CORP.

sponsors we’re interested in.” Mr. Byers described the three major proposals as favoring (1) all national telecasts, (2) a combination national-regional and (3) only certain basic rules on team limitations. The Big Ten reportedly felt that the combination plan finally agreed on contained “significant variations” amounting to a compromise.

Western Conference proposal was submitted Tuesday by Comr. Kenneth (Tug) Wilson, Ohio State Athletic Director Dick Larkin and Assistant Big Ten Comr. Wink and William Reed during hearings which included suggestions from spokesmen for TV networks and stations, member schools, and the NCAA TV committee and “other TV and advertising industry representatives.” (Understood to include a communication from an advertising agency).

Big Ten spokesmen told the committee that, under its plan, schools could exercise the prerogative of joining other schools in the conference to devise a group plan for national, regional and other rights, or set up their own. This would have, in effect, eliminated the “national franchise,” they said.

Committee was warned that Big Ten schools are sensitive to “legislative pressures” in their states and that, while the 1956 plan may have “satisfied the public interest,” it was a question of “how long” these pressures could be withstood. Indiana and Ohio legislatures have pending bills designed to force telecasts of Indiana U., Purdue U. and Ohio State U. games, or require the schools to withdraw from the Big Ten. [B&T Jan. 28]

Looser Controls Sought

Among network representatives to appear before the committee was Tom Gallery, NBC's director of sports. He reported his network found the 1956 plan "fairly satisfactory" save for NCAA Dist. 3, which did not televise regionally, and felt the more loose the controls the better the football TV package. While they did not appear personally at the hearing of "interested parties," spokesmen for Zenith Radio Corp., pay-TV advocate, reportedly held informal discussions with some members of the TV committee, it was learned—not looking toward prospect of toll TV for NCAA football this fall but sometime in the future, provided a subscription method is ultimately approved by the FCC.

The 12-man committee [B&T, Jan 21] drafted its plan after hearing a review of the report and recommendations of the 1956 unit and setting up administrative organization for the new year. Still to be selected is a television director.

National Community Television Assn. last Thursday appointed a broadcasters relations committee to meet periodically with NATB and discuss problems of mutual interest, with Martin F. Malamisky Jr., president of WRTA Altoona, Pa., as chairman. Action was taken at NCTA's two-day board meeting at the Drake Hotel in Chicago.

Other members of the new group are A. J. K. Malin, president of WWNH Rochester, N. H.; Fred Stevenson, vice president-gen-

Broadcasting • Telecasting
Perhaps the largest promotion of its kind to exploit a “New Listen” in radio took place in Dallas January 9th. From near and far they came to WFAA’s elaborate kick-off luncheon. Simultaneously, advertisers and agencies over the nation were bombarded with teaser mailings, and later the complete story telling of a new and realistic theme... “WFAA Radio Is HOT!”

And HOT it is! The NBC “Hot-Line” innovation... news every hour on the hour... expanded local news coverage... new network programming... new local shows... truly a “New Listen” throughout WFAA Radio-Land! Added impetus to that spot on the dial (820) to which Nielsen attributes more audience than any other station in Texas!

For choice “Hot Buys” see your PETRYMAN!
Bob uses his instinct...

and Bob Braver's instinct is good. As Director of Research and Promotion for Burke-Stuart radio and TV stations, Bob has his own enlightened definition of the average research man. "There are two of these," Bob says. "One has a mental pigeon-hole for each specific fact; the other a wastebasket mind in which there is a scrapheap of trivia. Neither are of particular value." And Bob's right. It's not so much what a research man knows as what he can find out. Here's where instinct comes in—the instinct which leads unerringly to the discovery of profitable information. That's Bob's instinct. He's a hi-fi buff and he believes in high-fidelity in research just as in music. Evidence: The collection of recorded true market statistics he has discovered. They are of real help today to users of all Burke-Stuart stations. If there's something special you want to find out about a market, we suggest that you ask Bob Braver. Phone him at PL 1-4646.

BURKE-STUART CO., INC.
Radio and Television Station Representatives
60 East 56 Street, New York 22, New York
Chicago • Detroit • Los Angeles • San Francisco

Representing, among others: WAKR & WAKR-TV, Akron, Ohio; WINS, New York; WCFL, Chicago, Ill.
KRON is TV in SF

San Franciscans are sold on KRON-TV
week that TVB had renewed its contract with A. C. Nielsen Co., Chicago. The new contract not only calls for the regular rating measurement subscription, but also for special services.

**Broader Media Rights Sought of Legislatures**

**STEPS to broaden the rights of radio-tv and printed media are being taken during winter legislative sessions, spurred by state broadcaster groups, NARTB and other interests.**

Last week Massachusetts Broadcasters Assn. joined Sigma Delta Chi and Massachusetts Newspaper Information Service in endorsing a bill (H 437) to remove media barriers to coverage of state, county and local government proceedings. A substitute version of the original bill was endorsed at a Wednesday hearing before the Committee on State Administration in Boston.

Thomas Callaghan, legislative agent of MBA, voiced its stand on behalf of the effort to remove media barriers. David Brickman, chairman of the newspaper group, appeared as chairman of its freedom of information committee.

In Texas, radio and tv stations have been given the right to cover proceedings of the House of Representatives. The action was taken in a resolution adopted 140 to 4. The new rule permits live and recorded radio and tv coverage. W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex., who directed the legislative fight on behalf of the Texas Assn. of Broadcasters, answered fears by legislators that they would be caught unaware by proposing installation of an on-the-air light behind the speaker’s desk. The signal idea was adopted.

TAB has authorized its counsel to draft a bill permitting daylight saving time in Texas, to be presented at the current session. Another bill, introduced by Rep. Mann, of Houston, also would sanction daylight time.

Albert D. Johnson, KENS-AM-TV San Antonio, TAB secretary-treasurer, led the daylight time planning as chairman of the association’s special committee handling the matter. David H. Morris, KNUZ Houston, president of TAB, is directing a move to increase the association’s legislative activity.
Raising the curtain on 39 BRAND-NEW episodes of...

"QUALITY THEATRE"

presented by Lilli Palmer

Players of International Reputation in Masterpieces by the World's Top Writers

Befitting its title, only the best has gone into the new "QUALITY THEATRE" with Lilli Palmer as hostess.

The world's best stories of mystery, romance, adventure and intrigue...by the most famous writers...with players noted on two continents.

Fusing these sure-fire elements into 39 new...all new...dramatic half-hours provides quality out of the top drawer that is sure to draw top audiences.

And to make it even more attractive, "QUALITY THEATRE" comes to you at an agreeably low price...along with promotional high-powered aids from NTA's award-winning promotion department.

For full details, phone, wire or write—Harold Goldman, V.P. in charge of sales,

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100
THOUSANDS HEAR
THE STAR'S RADIO
CONCERT PROGRAM

Song by
Max Steinau;
UNSEEN PLAYED

ST. LOUIS, FRIDAY,

5000 WATTS — DAY & NIGHT
St. Louis' Largest Independent Station

Now represented nationally by
HEADLEY-REED COMPANY

WILL
L. A. Benson
President

L. A. Benson, President
Radio Station WIL

Growing with St. Louis from a mere 50 watt station when St. Louis was a city of 700,000 inhabitants, WIL is now St. Louis' largest independent station with 5,000 watts, day and night, covering the present population of over 2 1/4 million people in greater St. Louis.

Radio Station WIL has contributed much to the growth of St. Louis. Thirty-five years ago WIL broke all radio records in capturing almost 100% of all radio receivers, numbering about 1,200 in St. Louis and several thousand more within the 300-mile radius reached by the radio phone of the Benwood Company, 1110 Olive Street, which cooperated with the Star in broadcasting St. Louis' first concert.

The event was a big step forward in local wireless history. It was the first elaborate radio phone entertainment to be given in the Middle West. On the program were Nelson Cuniff, director of Public Welfare, Harlan Eugene Read, Max Steindel, famous cellist with the St. Louis Symphony Orchestra, Jean and Charles Granese, feature vocalists at the Orpheum Theater of that day, Mrs. Karl Kimmel, well-known soloist, Charles Borelli, pianist, and Dr. Charles L. Klenk, radio expert. In addition, there were selections on a player piano.

Mr. L. A. Benson, founder of the corporation and now president of the Missouri Broadcasting Corp. and owner and operator of Station WWIL in Fort Lauderdale, Fla., did all the announcing and programming in addition to engineering the entire broadcast.

Present location of

MISSOURI BROADCASTING CORP.
HOTEL CORONADO  3715 Lindell Blvd.  St. Louis 8, Mo.
ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners... twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio... buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

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

TRADE ASSNS.

Transistors, Portables Assure Radio's Future Growth—Sweeney

RADIO's future growth is assured with sales potentials of transistor and other portable receivers, Kevin Sweeney, president of Radio Advertising Bureau, told an audience of Chicago station people last Wednesday. About 80 representatives from 21 local stations attended the sales clinic at the Eighth St. Theatre, with WLS Chicago as host.

Delivering RAB's basic "57-30" presentation, Mr. Sweeney noted RAB will unveil its new "everybody's doing it" slide-tape presentation on national spot at the forthcoming NARTB convention and cited various advantages of radio advertising, along with case history success stories. He stressed potentials of selling to women in the period from 10 a.m. to 4 p.m.

Mr. Sweeney expressed belief that many stations use the wrong approach in utilizing male announcers to sell women on women's wear and asserted, "Tv is away ahead of us on this and we're still in the iceberg era." He delivered a similar presentation in Milwaukee Tuesday.

RAB Releases New Survey
On Outdoor Usage of Radio

FIRST nationwide study of radio use and ownership during the summer months out of doors has been sent to member stations of Radio Advertising Bureau, it was announced by Sherril Taylor, RAB vice president and promotion director. The survey, titled "Radio's Half as Big as All Outdoors," is based on a sampling of 4,000 groups of people using radio at public parks, beaches and picnic grounds in the nation's top 10 markets. Actual surveying was conducted by The Pulse Inc., which followed up the contention of the National Recreation Assn. that a surprisingly high percentage of U.S. families can be found outdoors in public recreation areas.

In discussing the results of this study, Mr. Taylor said: "...we now have proof that radio sells these families en masse."

"For an advertiser who wants to reach Americans who play outdoors—or for an advertiser who wants to reach large numbers of people when and where it is difficult, if not impossible, for other media to penetrate—radio is a must."

N. Y. Conference Opens Tomorrow

ALL-DAY conference will be sponsored tomorrow (Tuesday) by the New York City chapter of the American Women in Radio & Television at the Savoy Plaza Hotel. The agenda includes a morning panel discussion on "Why the Boom in Radio?" by Don Durbin, vice president in charge of ABC Radio; John M. Grogan, program manager, WNEW New York; Wills H. Barnett, assistant to the president, John Blair & Co., and a representative of the Institute for Motivational Research. In the afternoon, E. A. Hungerford Jr., executive director of the Metropolitan Educational Television Assn. will address the group on "Where Is New York City's Educational Television Station?"
Oklahoma City is our Front Yard...

To completely buy the Oklahoma City market You Need K GEO's selling power . . . 100,000 watts — 1356 ft. tower. Check Channel FIVE's "availability picture" through your John E. Pearson representative.

K GEO-TV
The Center of Attraction
ENID • OKLAHOMA CITY
FULL ABC NETWORK
FCC DEINTERMIXES ANOTHER TWO

- Fresno, Evansville may lose single vhf channels
- Commission votes down deintermixture of Madison

TWO more cities were added to the deintermixture group last week when the FCC considered the second batch of proposed unmixing cases.

According to reliable reports, Commission majorities voted to delete single vhf channels in Fresno, Calif., and Evansville, Ind. A majority also voted against deintermixing Madison, Wis.

The FCC did not reach consideration of proposals to delete vhf channels in Elmira, N. Y., and Vail Mills (Albany), N. Y. These had been scheduled for determination.

In a reported four to two vote (Comr. T. A. M. Craven abstaining), it was decided to move ch. 12 from Fresno to Santa Barbara, Calif. There had been counter proposals to move the vhf frequency, now held by KFRE-TV Fresno, to Bakersfield, to Ventura, or to leave it in Fresno and use it also in Riverside.

By a tentative five to two vote it was decided to move Evansville's ch. 7 to Louisville, it was understood. It was also decided to make ch. 9 at Hatfield, Ind., a non-commercial, educationally reserved frequency. The original proposal was to switch the Evansville educational reservation from ch. 56 to ch. 7 there. WTVW (TV) Evansville operates on ch. 7.

The decision to retain ch. 3 in Madison was made on a four to three vote, it was understood. The proposal had been to switch the educational reservation from ch. 21 to ch. 3. There was also a counter proposal to move ch. 3 to Rockford, Ill.

Hope that the Commission would be able to officially announce its decisions in the initial four deintermixture cases was dashed, it was understood, when the commission did not receive staff documents in time to take votes on them last week. It was planned to move on these four Feb. 11, following resolution also of a legal question which arose in connection with the Springfield-St. Louis shift.

It was intended to move ch. 2 from Springfield, Ill., to St. Louis and to issue a show cause order assigning it to KTVI (TV) St. Louis (which is presently assigned ch. 36). The legal propriety of the show cause order is presently under study by the FCC's general counsel, it was understood.

Other moves which had been decided last month [B&T, Jan. 21], involved moving ch. 12 into New Orleans and to Beaumont-Port Arthur, Tex.; ch. 3 to Lake Charles or Lafayette, La.; ch. 11 to Houma, La.; moving ch. 8 from Peoria, Ill., to Rock Island, III., and deciding to retain ch. 3 in Hartford, Conn. (instead of moving it to Providence, R. I., area).

WMAY-TV Springfield, Ill., holds a construction permit for ch. 2 there. It would be assigned ch. 36, from St. Louis. WWL New Orleans holds a grant for ch. 4 there, but has been forbidden to begin building until the deintermixture proceeding is concluded; it would have this restriction removed. WIRL Peoria holds the grant for ch. 8 there, but is banned from beginning construction until the deintermixture proceeding are completed. WTIC Hartford holds a cp for ch. 3 there, but is also prohibited from building.

A move by KVOL Lafayette, La., to sever from the New Orleans deintermixture proposal the question of the assignment of ch. 3 to either Lafayette or Lake Charles was denied by the FCC last week.

And on Feb. 5, Rep. Ed Simpson (R-Ill.) had reprinted in the Congressional Record an editorial from the Illinois State Journal. The editorial referred to reports that the

If the Roof Tops of those who view KJEO-TV most were painted Red....

Central California would look like this!

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

*KJune and July, 1956 ARB

KJEO-TV CHANNEL 47

O'Neill Broadcasting Company
P. O. BOX 1705, FRENSO, CALIFORNIA
REPRESENTED NATIONALLY BY THE BRANNAM COMPANY
ANTENNA HEIGHT...4400 FT. 178,000 TV HOMES
Above the Valley Floor

Broadcasting • Teletcasting
Commission was proposing to move ch. 2 from Springfield to St. Louis. If these reports are true, the newspaper said, "they would mean the rawest deal ever handed down by a Federal agency affecting this community and the central Illinois area." The newspaper claimed the vhf facility was necessary because of Springfield's position as capital of Illinois.

In addition to the Elmira and Albany proposals, the FCC still has outstanding four more deintermixture proposals: (1) to move ch. 13 to Norfolk, Va., from New Bern, N. C.; to add ch. 4 to Charleston, S. C., and to move ch. 5 to Columbia, S. C.; to switch the educational reservation in Duluth, Minn.-Superior, Wis., from ch. 32 to ch. 8, and to add ch. 6 to Miami, Fla.

NATIONAL AIRLINES GETS CH. 10 MIAMI

- FCC makes decision on vhf
- Last-minute petitions denied

The FCC last week granted ch. 10 Miami to National Airlines after denying a last-minute petition of Eastern Air Lines Inc. to intervene in the ch. 10 and another petition by WKAT Inc., one of the four applicants, to enlarge the issues and reopen the record.

(For report of the FCC decision see AT DEADLINE, page 7.)

Both the Eastern and WKAT pleadings were sparked by reports that the Commission majority was in favor of granting the vhf channel to Public Service Television Inc., a subsidiary of National Airlines Inc. WKAT Miami Beach, was favored in an initial decision by an FCC hearing examiner March 30, 1955. Other applicants in the hard-fought Miami ch. 10 hearing were WCKY Cincinnati and North Dade Video Inc.

Eastern Airlines claimed that a grant to the National Airlines subsidiary would give National an unfair competitive advantage against Eastern and Northeast Airlines Inc. in the Miami area through its ownership of a television station there.

Eastern said it would be forced to spend up to $1 million yearly in advertising to offset this purported National advantage.

Eastern stated: "This proceeding, apparently unknown to the Commission, has become a matter of most serious import to public service companies outside the broadcast and television field." It said that if such a grant was not prohibited by the Civil Aeronautics Act, it would certainly seem contrary to the Act.

This attitude was raised several weeks ago by Sen. A. S. Mike Monroney (D-Okla.) and others who have asked the Commission whether it has conferred with the Civil Aeronautics Board on the propriety of a grant to National Airlines. At one point, Sen. Monroney asked that the FCC defer action in the Miami case until the Senate Commerce Committee investigated this situation.

In its opposition to Eastern's petition, Public Service said there was no policy of the FCC or of the CAB which prevented an air-

FCC TO REPORT STAFF DIRECTIVES

THE FCC will in the future make public announcement of its instructions to the staff for the preparation of decisions in important docket cases.

That announcement was issued last week—following weeks of open leaks from the Commission on its straw votes in top market tv hearing cases and bellwether deintermixture cases [B&T, Jan. 21].

The Commission's action—which follows practice established by the Civil Aeronautics Board last summer—was unanimous except for one dissent, it was understood. This was by Comr. Rosel H. Hyde. The move to introduce this new practice was initiated by Comr. John C. Doerfer.

The announcements will relate what the instructions are, but will not indicate the vote division or the vote of individual commissioners, it was understood. Stressed was that these announcements will be a report of proposed action, and will not constitute Commission action.

"The Commission reserves the right to reverse its decision result upon the subsequent adoption and issuance of the formal decision," the FCC said in its notice last week.

The Commission's tentative actions in a half dozen tv hearing cases and four deintermixture cases became open secrets over the last six weeks. Results of tentative decisions in key tv hearing cases became known quickly after Commission consideration. These included St. Louis ch. 11 grant to CBS; Miami ch. 10 grant to Public Service Tv Inc. (see story this page); Boston ch. 5 to WHDH; Boston; Seattle ch. 7 to KIRO Seattle; Indianapolis ch. 13 to Crosley Broadcasting Corp. First decisions in deintermixture cases included those involving moving ch. 2 from Springfield, Ill., to St. Louis; ch. 8 from Peoria, Ill., to Rock Island, Ill.; ch. 12 to New Orleans and other areas; and the decision not to remove ch. 3 from Hartford, Conn.

The CAB was faced with a similar problem when it became known before the official announcement it was certifying Northeast Airlines to fly the profitable New York-Miami route. In August last year the CAB instituted the practice of having its tentative decisions announced immediately.

LEAVE OUR U'S BE, N. Y., PA. TV'S ASK

A MOVE was under way at week's end for the establishment of a uhf "preserve" in an area of 60,000 square miles, encompassing more than 6.5 million people, in southern New York and northern Pennsylvania.

Scheduled for Feb. 14 or 15 is a meeting of all uhf operators and permit-holders in that area in Harrisburg, Pa. The meeting is tentatively scheduled to take place in Harrisburg's Elks Temple and appears to have been inspired by A. K. Redmond, WHP-TV Harrisburg; Louis J. Appel Jr., WSBA-TV York, and David M. Baltimore, WBRE-TV Wilkes-Barre.

Involved are 40 uhf allocations, of which 23 are authorized. There is only one uhf operation in the whole area—WNBV-TV Binghamton, N. Y., on ch. 12. Only one other uhf is allocated—ch. 9 at Elmira, N. Y.—subject of a deintermixture proposal expected to be decided this week.

Plan of the adherents of the "preserve" idea is to work up a major proposal for submission to the FCC which would maintain the area as a uhf stronghold for at least five years. No change in WNBV-TV's assignment is contemplated. In that time, one advocate said last week, this region could serve as a laboratory for the FCC-inspired Television Allocations Study Organization; for manufacturers to sell uhf receivers and transmitting equipment; to the networks to gain experience with primary uhf affiliates; to "Madison Avenue" on the worth of uhf outlets; to all uhf permittees in the region who would be protected from new vhf's.

The area, as tentatively delineated, runs on the north just below the Buffalo-Rochester-Syracuse-Utica-Albany-Schenectady-Troy line; on the south just above the Pitts-
The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS
You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!
16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 daytime show. If you want a breakdown . . .

8 OF 10 TOP MORNING SHOWS
and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN 6 NATIONAL CONTESTS
WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB- TV
CBS ABC
Rops: Blair Television Associates
First in TV in Baton Rouge

GOVERNMENT

burgh-Altoona-York-Lancaster-Philadelphia line; on the west inside the Erie-Pittsburgh axis, and on the east, just inside the Albany-New York-Philadelphia line.

It includes authorized stations in (from east to west) Binghamton, Wilkes-Barre, Scranton, Hazleton, Allentown-Bethlehem-Easton, Reading, Lebanon, Harrisburg, Sunbury, Williamsport, Elmira and Ithaca.

Mid-Continent Questions Sale Of 50% of WSMB to Radio Hawaii

MID-CONTINENT Broadcasting Co., operator of WTIX in New Orleans and other stations, has raised questions with the FCC about the $90,000 sale of 50% of WSMB New Orleans to Radio Hawaii Inc., now awaiting Commission approval [B&I, Jan. 21]. In a letter Mid-Continent describes an apparently new program of give-away promotions at WSMB, questioning whether such a "pattern of operation" would be in the public interest and whether an unauthorized assumption of operational control has taken place. Presence at WSMB of the national program director of Founders Corp., parent firm of Radio Hawaii, confirms this, Mid-Continent says.

Todd Storz, Mid-Continent president, discontinued give-away promotions on his stations after the Commission questioned their propriety at the time of Mid-Continent's purchase of WQAM-AM-FM Miami, Fla. [B&I, Aug. 6, 1956]. Other Mid-Continent stations are WDGY Minneapolis, KOWH Omaha and WHB Kansas City, Founders Corp., owns KPOA Honolulu; WTAC Flint, Mich.; WFBL Syracuse, and 50% of KTVR (TV) Denver.

Storer's Boston Plans Clear Airspace Hurdle

STORER Broadcasting Co.'s purchase of ch. 9 WMUR-TV Manchester, N. H.—and the move of that station nearer Boston—were one step closer to final FCC consideration last week when the Washington Airspace Panel of the Air Coordinating Committee approved a 1,049 ft. above ground antenna near Georgetown, Mass.

The station had asked for permission to put up a 1,135 ft. high tower-antenna at the Massachusetts site (16 miles north of Boston and 32 miles southeast of Manchester,) but because of the establishment of a new radio beacon facility at Beverly Airport, nearby, the FCC panel recommended the tower be reduced 86 ft.

The amended application, with the ACC approval, was discussed at the FCC last Thursday and on Friday Storer and WMUR-TV received an inquiry from the Commission asking for further details regarding shadow areas between the prospective transmitter site and the city of Manchester. It is believed that the Commission will resume its consideration of this application early this week upon receipt of an answer.

Last week, the Committee for New Hampshire Television filed a petition with the FCC asking that the Commission not act on the WMUR-TV sale because the local group was planning to either make an offer to buy

Broadcasting • Telecasting
To All Salesmen

From

Re Latest TV ARB

We've got a good story here -- our minute spot carriers have average of 13.4 to opposition's 6.4 -- Our nighttime non-network shows have 7 of first 10 -- We're way out in front in local news; our average 19.8 against 11.6.

Daytime we lead in 28-1/4 hr. strips to 16 for opposition.

Our Saturday Nite Movie after spotting 15 min. head start did a 15.9 vs 6.2. Now that we have MGM first runs across the board beginning 10:30, and the entire Warner Bros. library for Afternoon and Family Movietime -- all availabilities should move fast.

Get out and sell them. Your clients need the business.
NOW A DAY SMALL BUSINESS IS THE MAJOR PILLAR OF ECONOMY. THE SMALL BUSINESS OWNERS, INCLUDING THE BUSINESSES IN ELECTRONICS, IT, TELECOMMUNICATIONS, AND REAL ESTATE ARE THE MAJOR CONTRIBUTORS TO THE ECONOMIC GROWTH OF THE COUNTRY.
the stamp of quality coverage...

in the Prosperous Piedmont section of North Carolina and Virginia is that delivered ONLY by WFMY-TV. You too can stamp-out more accounts receivable, greater profits, too, by calling your H-R-P man today for the full story of this booming Southern market...completely covered only by WFMY-TV.

Greensboro
Winston-Salem
Durham
High Point
Salisbury
Raeford
Chapel Hill
Fayetteville
Fayetteville
Fort Bragg
Sanford
Marionville, Va.
Danville, Va.

WFMY-TV...Pied Piper of the Piedmont
"First with UVE TV in the Carolinas"

 WFMY-TV Channel 2
GREENSBORO, N.C.
Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

50 Prosperous Counties • 2 Million Population
$2.5 Billion Market • $1.9 Billion Retail Sales
**DATELINE: SPOKANE, WASH.**

**KXLY makes news with "News-a-Rama"**

KXLY's unusual new reporting service, which brings on-the-spot "break-in" news coverage throughout the day to Spokane's huge Inland Empire market, has become the most copied radio feature ever to hit this bustling Northwest community.

Within a few short weeks News-a-Rama's remote coverage of every sort of local spot and feature news captured the imagination of the community and boosted KXLY's popularity to an all-time high.

KXLY long has been the low-cost-per-thousand station among the big three in this 7-station market ... Now comes another extra bonus when you buy the pace-setter station.

**AWARD-WINNING REPORTING SERVICE MAKES HIT WITH ON-THE-SPOT "BREAK-IN" LOCAL NEWS COVERAGE . . . .

-**KXLY 920**
-**CBS**
-**5000 WATTS**
-**920 KILOCYCLES**

For the complete story call:

**avery-knode, inc.**
**art moore & assoc.** (seattle-portland)

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**GOVERNMENT**

Rochester outlet would give the Tedescos concentration of control and to determine the overlap, if any, between the services of the new station and KCUE. The examiner found that the question of overlap was not a deciding factor because Rochester and Red Wing are in entirely different trade areas and that there would be no concentration of control.

Also in an initial decision issued last week, Examiner H. Gifford Irion favored the applications of WHIL Medford, Mass., for an increase in power from 1 kw to 5 kw daytime on 1430 kc, and Windham Broadcasting Co. for a new AM on 1400 kc, 250 w unlimited in Willimantic, Conn.

The applications had been involved in comparative hearing with that of Robert A. Mensel for 1430 kc, 500 w daytime in Willimantic. However, on the final day of hearings last December, counsel for Mr. Mensel announced that his client had entered into an agreement with the other two applicants and would no longer prosecute his application. Mr. Mensel was paid $3,148 by WHIL and $2,179 by Windham for out-of-pocket expenses.

The examiner ruled that Mr. Mensel's withdrawal made comparative findings unnecessary and that the need for the new services would outweigh any slight interference which would occur with other stations. Windham principals also own WPCT Putnam, Conn.

**THREE TV SALES PASS FCC MUSTER**

THREE television sales—those of ch. 19 WMGT (TV) Adams, Mass.; ch. 36 WRAK-TV Williamsport, Pa.; and ch. 7 KOAT-TV Albuquerque, N. M.—were among station transactions approved by the FCC last week.

The $142,001 transfer of KVOR Colorado Springs, Colo., also was sanctioned.

In approving the $379,206 sale of WMGT to the Hudson Valley Broadcasting Co., for satellite use, the Commission waived overlap requirements of its multiple ownership rule. This is in line with established policy on satellites [B&T, Aug. 9, 1954]. However, Comr. Robert T. Bartley voted for a mCFarland letter.

WMGT will operate as the second satellite of ch. 42 WCDA (TV) Albany, N. Y. The other is ch. 39 WCDB (TV) Hagarman, N. Y. Hudson Valley, also licensee of WROW Albany, is owned by radio-tv commentator Lowell Thomas, his business manager, Frank M. Smith, and others.

Before leaving the air nearly a year ago [B&T, March 5, 1956] because of wind damage, WMGT was affiliated with ABC, using 115 kw visual power. Seller is Greylock Broadcasting Co., which operates WBRK Adams.

The construction permit for WRAK-TV, along with licenses of WRAK-AM-FM Williamsport, goes from WRAK Inc. to WGAL Inc. (J. Hale and John Steinman interests) for $125,000. Comrs. Bartley, Robert E. Lee and Richard A. Mack disapproved. The Steinmans own ch. 8 WGAL-TV Lancaster and WGAL-AM-FM, WEST-AM-FM, Easton, ch. 51 WLEV-TV Bethlehem.
WHEN YOU BUY ATLANTA...BUY WAGA-TV
AND GET AN EXTRA SCOOP OF THE MARKET!

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

TOP DOG IN THE NATION'S 21st MARKET

WAGA-TV
CBS-TV in Atlanta

100,000 watts channel 5

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.
U.S., MEXICO COME TO TERMS

DETAILS of the agreement signed by the United States and Mexico governing the use of standard broadcast frequencies [B+T, Feb. 4] were made public last week.

The 5-year treaty was submitted to the Senate Foreign Relations Committee by the State Dept. immediately after an official copy was brought back from Mexico City by FCC Comr. Rosel H. Hyde. Comr. Hyde was chairman of the U.S. delegation which thrashed out the terms of the agreement at meetings in Mexico City and Washington during the last two years. He signed it in Mexico City two weeks ago.

The treaty does not go into effect until it is ratified by both countries. Still awaiting U.S. ratification is the 1950 North American Regional Broadcasting Agreement (NARBA) which was signed by the U.S., Canada, Cuba, Dominican Republic and Jamaica. It was not signed by Mexico and Haiti. The 1950 NARBA superseded the 1937 NARBA which ran to 1946 and which was extended by executive agreement to 1949.

The U.S.-Mexico treaty does not make any significant changes in present allocations in both countries. Highlights of provisions which revise existing practices:

- **Mexico** is afforded Class 1-A protection on 540 kc. This frequency is a Canadian Class 1-A frequency under the 1950 NARBA, which provides that U.S. stations on this wavelength are restricted to 5 uv/m groundwave daytime and not over 25 uv/m 10% skywave nighttime at the border. The U.S. is also prohibited from assigning any nighttime station on this frequency closer than 650 miles from the Canadian border.

In the U.S.-Mexico agreement, the border daytime groundwave is set at 10 uv/m and the nighttime, 10% skywave at 50 uv/m. The U.S. also agreed not to place any nighttime station on 540 kc within the area bounded on the north by 35°N latitude and on the east by 93°W longitude and none at all south of 30°N latitude. This encompasses the southwestern areas of the U.S., plus the southern portions of Louisiana and Florida.

KFMB San Diego, now on 540 kc, will be required, it is understood, to move back to 550 kc.

- Although the U.S. was unsuccessful in persuading Mexico to permit more nighttime use of Mexican clear channels in the U.S., the two countries agreed to lift the present power limitations on daytime use of such wavelengths from 1 kw to 5 kw, with restrictions on certain frequencies. These limit daytime powers to 1 kw on (1) 800 kc less than 820 miles from Ciudad Juarez, Chihuahua; (2) 1050 kc, less than 620 miles from Monterrey, Nuevo Leon, and (3) 1570 kc, less than 620 miles from Ciudad Acuna, Coahuila.

Exceptions permit continued use of Mexican clears at night on 1050 kc in New York (WMGM), on 1220 kc in Cleveland (WGAR), on 730 kc in Santa Cruz, P.R. (WIAC, now on 740 kc but due to be moved to 730 kc), on 800 kc in Juneau, Alaska (KABI) and on 900 kc in Fairbanks, Alaska (KFRB).

This means that KFQD Anchorage, Alaska, on 730 kc, must move.

- Under the 1937 NARBA treaty, 1030 kc was a U.S. Class 1-B frequency; under the 1950 NARBA convention, it was made a U.S. Class 1-A. In the U.S., Mexico treaty, Mexico also agreed to this. This means that even if the U.S. were to change the classification of 1030 kc, it still would be protected by Mexico as a Class 1-A channel ( Cuba has more than a dozen stations in this frequency; Brazil has only one). WBOY Boston is the dominant station on 1030 kc.

- The 1950 NARBA treaty limits powers of U.S. regional stations to 5 kw; the Mexican agreement permits 25 kw, but not less than 62 miles from the border. However, the treaty provides the same interference protection to co-channel and adjacent channel stations as in existence now. This applies in case to case. In essence, this means Mexican regions can go up to 25 kw in power, but U.S. regions are still limited to 5 kw under NARBA terms. But Mexican stations must still maintain interference protection to U.S. stations.

**Power is Increased**

- Present power limitations on local frequencies restrict stations to 250 w. The Mexican agreement permits stations not less than about 90 miles from the border to use 1 kw daytime and 500 uv/m nighttime. Stations not less than about 60 miles of the border but not more than about 90 miles may use 1 kw daytime, but only 250 w at night. Stations less than about 60 miles from the border must be limited to 250 w day and night.

However, since the U.S. is bound by the NARBA agreement, these privileges extend only to Mexican stations. They must still give groundwave protection to co-channel and adjacent channel U.S. stations (500 uv/m).

- Under the 1937 NARBA agreement, Class IV stations on regional channels received protection from regional stations. The 1950 NARBA provided that varying degrees of protection be afforded to these outlets. The U.S. practice is not to allow this protection. In the agreement with Mexico the U.S. position was adopted.

There are 12 U.S. Class IV stations on regional frequencies. They are: WWMAM Marietta, Wis. (570 kc); WKPA New Kensington, Pa. (1150 kc); WMRO Aurora, Ill. (1280 kc); WJLK Ashbury Park, N. J. (1310 kc); WCAM Camden, N. J. (1310 kc); KBUD Athens, Tex. (1410 kc); KTJS Hobart, Okla. (1420 kc); WCQF Coatesville, Pa. (1420 kc); KFPN Bonham, Tex. (1420 kc); KVLH Pauls Valley, Okla. (1470 kc); KCNY San Marcos, Tex. (1470 kc); KTIL Tillamook, Ore. (1590 kc).

- A technical change in the U.S.-Mexican agreement provided that interference protection to stations, which under U.S. practice is 50% of the RSS factor, may in...
Here we go again

WMT-TV
CBS Television
for Eastern Iowa
National Reps:
The Katz Agency
the future be changed so that a new station may not put an interfering signal into the coverage area of an existing station which is greater than 70% of the signal strength of the highest signal already interfering with the existing station.

• In a special arrangement, Mexico agreed to treat 1560 kc as a Class I-B channel, in accordance with the 1950 NARBA treaty. In the 1937 NARBA agreement this was considered a Class II frequency. In return Mexico will be permitted to use clear channels 690 kc at Tijuana, B. C. (XEAC) and 850 kc at Orizaba, V. C. (for a new station). KOA Denver, on 850 kc will, however, be protected on its 850 kc assignment.

COMMUNICATIONS ACT AIRING SET

A SPECIAL subcommittee of the House Interstate & Foreign Commerce Committee will hold hearings during the first session of the 85th Congress to investigate the "administration" of the Communications Act and laws creating several other federal agencies.

This was revealed last week during House floor debate before approval of H Res 99, which authorizes the parent committee to conduct investigations. Committee Chairman Oren Harris (D-Ark.) said he will announce members of the subcommittee within a few days.

The matter was brought up by House Speaker Sam Rayburn (D-Tex.), who, in commenting on the resolution, said, "I trust the gentleman will set up a subcommittee, and I think under the broad authority of this resolution he has that authority, to go into the administration of each and every one of these laws to see whether or not the law as we intended it is being carried out or whether a great many of these laws are being repealed or revamped by those who administer them."

Speaker Rayburn and other Democrats, in both the Senate and House, criticized the FCC and other federal regulatory agencies during the 84th Congress, charging among other things that the Eisenhower Administration has appointed chairmen and members of the agencies who respond to White House influence in their decisions and interpretations made under the laws creating the agencies, intentionally or otherwise usurping the powers given the agencies as arms of Congress.

In the floor debate Tuesday. Chairman Harris told Speaker Rayburn that in a closed session of the committee that morning "this particular subject was discussed on the basis that the reorganization act of 1946 directs each committee to keep watch over the agencies of the government as to the administration of the law. We discussed the setting up of a committee for such purpose."

Committee Clerk Elion Layton, questioned on the proposed subcommittee's activities, said he didn't know how far the unit would go because its jurisdiction had not been outlined. He indicated he thought the subcommittee would merely free the parent committee for a busy schedule of hearings on other subjects, and that the special subcommittee would take over the work of the parent committee in its customary hearings of federal agencies in each Congress on their legislative and other problems.

Mr. Layton said he didn't know when the subcommittee would be appointed or when its hearings would start. The House Commerce Committee has yet to name its standing subcommittees. The parent committee was voted $100,000 by the House Thursday for its investigations this year.

Other Democrats who have charged that the White House has usurped from Congress some of the congressional powers over independent federal agencies have been Democratic members of the House Small Business Committee, including Chairman Wright Patman (D-Tex.) and Rep. Joe L. Evins (D-Tenn.), chairman of its Evins Subcommittee; Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, and former Sen. Herbert Lehman (D-N.Y.).

FTC Nominee Passes Committee

THE nomination of Edward T. Tait as a member of the Federal Trade Commission was reported favorably Thursday by the Senate Commerce Committee. Mr. Tait, a Republican, received a recess appointment to the FTC Sept. 26.
Now in Houston television acquires a new flexibility...a soundtrack for modern living...under the genial guidance of Houston's long time favorite Ted Nabor's! The 7 to 9 morning audiences listen and watch what they've missed on TV and Radio—maximum music and minimum talk with the best in pop records, latest news, weather information and time service...all on KTRK-TV's *SOUNDTRACK!*

**A NEW • CONCEPT IN BROADCASTING**

*SOUNDTRACK, backed by written testimonial proof from satisfied clients has done an outstanding job of salesmanship. Another unquestionable indication that KTRK-TV's better showmanship, better shows, mean better results. For your next buy...for your best buy...buy KTRK-TV and, ask about *SOUNDTRACK...the program that gets results.*

KHTRK-TV
Channel 13
The Chronicle Station
P. O. Box 12
Houston 1, Texas

*copyrighted feature of KTRK-TV*

National Representatives:
P. Hollingbery Company,
300 Fifth Avenue
New York 36, New York

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
The doctrine of primary jurisdiction in antitrust law enforcement between the courts and federal regulatory agencies "probably is inapplicable" to the Federal Communications Act.

This is the conclusion reached in a "staff report" made last week to the House Antitrust Subcommittee. The document said the primary jurisdiction rule probably does not apply to the Federal Communications Act because the FCC "manifestly lacks the power to 'sanction' violations of the Sherman Act and has no statutory authority to regulate the networks as such."

The subcommittee held hearings in the 84th Congress at which the FCC was questioned about whether its approval of the Westinghouse Broadcasting Co.-NBC radio- and television stations exchange in Cleveland and Philadelphia would prejudice possible antitrust action by the Justice Dept. Justice later brought a civil antitrust suit against RCA-NBC (84th, Dec. 10, 1956).

Members of the subcommittee staff are Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel; and Leonard Appel, Julian H. Singman and Herbert Fuchs, assistant counsel.

No Like Provision

Whereas consolidations and mergers of telephone and telegraph companies must be approved by the FCC and such approval exempts these transactions from operations of the antitrust laws, there is no comparable provision authorizing the FCC to provide antitrust exemptions in mergers or other activities of radio broadcasters, the report said, adding that, on the contrary, Congress indicated its intention to strengthen application by the courts of antitrust laws to the broadcasting field by Sec. 313 of the Act. The section makes all antitrust laws applicable to broadcasting and authorizes courts to revoke the licenses of those found guilty of antitrust violations. Moreover, Sec. 311 directs the FCC to deny a license to licensees whose licenses have been revoked under Sec. 313, the report added.

Although there had been no decisions applying primary jurisdiction in the communications industry, the report said, "disturbing language does appear" in the 1948 case of Federal Broadcasting System v. ABC, in which the Court of Appeals for the Second Circuit affirmed a federal court's denial of preliminary injunction to Federal. Federal charged four radio networks with violating antitrust laws by linking important national advertisers and stations by mutually exclusive contracts, using the resulting powers to dictate the price of station charges and excluding Federal from the network advertising market.

What disturbed the subcommittee staff, the report said, was Appeals Court Judge Augustus N. Hand's opinion that "... after protracted hearings and consideration not only of the general public interest but of the Sherman Antitrust Act [the FCC] has specifically sanctioned many of the important terms of the affiliation contracts at present in use and the defendants have given reasonable grounds for denying their exclusiveness or illegality."

This passage, the staff report said, "misconceives" both the power and intent of the FCC in promulgating its Chain Broadcast Regulations, since the FCC not only lacks statutory power to condone violations by networks but "apparently had no intention to sanction such acts."

The FCC says in the regulations that prohibitions of the Sherman Act apply to broadcasting and that the Commission was "not charged with the duty of enforcing that law," and the Supreme Court has quoted these views with approval, the report said, adding that the regulations operate only upon individual broadcast stations.

Although the attorney general, at FCC's suggestion, filed a brief amicus supporting Federal's petition to the Supreme Court for certiorari, and although certiorari was denied, this cannot be taken—particularly in view of the discretionary powers given courts in preliminary injunction remedies—as approval of Judge Hand's statement, the staff report declared.

The report acknowledged specific primary jurisdiction application under the Shipping, Interstate Commerce, Civil Aeronautics, Federal Power and Natural Gas Acts.

While acknowledging some advantages of the primary jurisdiction rule, the staff commented that it has been applied by courts in a manner not required by judicial convenience or by congressional intent, such application tending to undermine enforcement of antitrust policies in regulated industries.

Kobak Files to Sell WTWA Stock

EDGAR KOBAK, New York City radio-tv consultant and former president of Mutual Broadcasting System, has filed with the FCC to sell part of his majority share in WTWA Thomson, Ga., to Frank H. Hash, general manager of the station. With Commission approval, Mr. Kobak will sell Mr. Hash, who already owns 40%; an additional 15.2% for $3,800. Mr. Kobak will retain 36.8%. Mr. Hash and Mr. Kobak are partners in two Georgia weekly newspapers.

**EXPERIENCE**

There are all kinds, but if your product has been taking a beating—if you need merchandising experience in Southern California, here's the answer.

KTTV's Smash Plan isn't for sale. Now beginning its fifth year, it's available as a special bonus to KTTV advertisers only.

The hub of the Smash Plan is STAR SHOPPERS, a Saturday evening feature which has taken Bill Welch and the KTTV remote crew into nearly 1000 supermarkets since the show began.

Behind the scenes, a team of full-time merchandising specialists set up special displays, decorate stores, secure newspaper tie-in ads and get prominent showing and shelf space for KTTV-advertised products.

With four years of the Smash Plan, plus its new FUNMOBILE Plan,* KTTV has learned the complex facts of supermarket retailing in the sprawling, billion dollar Southern California market.

KTTV is the exclusive choice of more food advertisers than any other station in Southern California.*

You see, Southern California is different, and the difference is KTTV.

* JUST ACCOST ANY BLAIR-TV MAN WITH "FUNMOBILE! WHAT'S THAT?"** SOURCE: B.A.R., NOV., 1956

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day and night

WCP0-tv is 1st

in total station audience

WCP0-tv 37.3%
station "B" 32.3%
station "C" 30.3%
(from 6 a.m. to midnight)

SOURCE: A. C. NIELSEN CO.
December 1956

WCP0-TV
channel 9
CINCINNATI 6, OHIO

NATIONAL REPRESENTATIVES
BLAIR - TV

ABC - TV NETWORK

Broadcasting • Telecasting
February 11, 1957 • Page 77
MOST MICROWAVE COMMENTS CON

DON'T change broadcast assignments in the bands above 890 mc, broadcasters asked the FCC in comments filed last week on the Commission's proposals to study allocations in the microwave frequencies.

And, said several broadcasters, there might be need for additional assignments for television.

The comments by broadcasters were filed along with more than 100 pleadings and appearances from non-broadcast users in answer to an announcement last November by the FCC that it intended to look into the utilization of frequencies above 890 mc (the highest tv channel is ch. 83 (884-890 mc)).

Reply comments in this proceeding (Docket 11866) are due Feb. 19.

A hearing on the use of the microwave frequencies is scheduled to begin before the FCC on April 1.

Assignments for tv remote pickup and studio-transmitter links are presently allocated in the 2,000 mc, 7,000 mc, 10,500 mc and 13,000 mc bands.

Highlights of broadcaster and other comments were as follows:

NBC suggested that there might be need for additional assignments for remote tv pickups in major origination centers like New York, Chicago, Los Angeles, Washington.

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NBC suggested that there might be need for additional assignments for remote tv pickups in major origination centers like New York, Chicago, Los Angeles, Washington.

Still another new industry in LaGrange . . .

INTERNATIONAL LATEX
opening soon . . .

More people . . . larger payroll . . . bigger audience for your message via

WLAD
LaGrange, Georgia

NATIONAL reps;
Indie Sales
Dora-Cloyton Agency

Boxscore

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

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

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-23-56); St. Louis, Mo., ch. 11 (7-6-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (8-24-56); Boston, Mass., ch. 9 (10-26-56); Miami, Fla., ch. 12 (12-18-56); Casper, Wyo., ch. 8.

AWAITING ORAL ARGUMENT: 3

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

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coco Bay, Ore., ch. 18 (7-20-56). 

AWAITING INITIAL DECISION: 3

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

Hatfield, Ind.-Columbus, Ohio, ch. 9 (1-7-56); Toledo, Ohio, ch. 11 (12-30-55); Onondaga-Farm, Mich., ch. 16 (3-2-57).

In hearing 7

Beaumont-Port Arthur, Tex., ch. 4; She-Ra-Rock, Mich., ch. 7; San Francisco-Oakland, Calif., ch. 2 (6-25-56); Miami, Fla., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 11; Miami-Dade-Coral Gables, Fla., ch. 4; Beaumont, Tex., ch. 6.

In court 7

(Appeals from the Grant in U. S. Court of Appeals, Washington)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 10; Fresno, Calif., ch. 12; Miami, Fla., ch. 7; Westland, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 12 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

KAUS-KMMT (TV) Sale
Filed for FCC Approval

REQUEST for FCC approval of the sale of KAUS-KMMT (TV) Austin, Minn., to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) was filed with the Commission last week. KWWL-AM-TV is purchasing the stations for $41,000 plus the assumption of approximately $150,000 in obligations from equal partners Martin Bustad, Chester A. Weseman, Albert W. Smith, Hiram O. Weldy and the estate of George Wilson, deceased.

R. J. McElroy is president-general manager and 30.7% owner of KWWL-AM-TV. Option for the purchase by Black Hawk was secured in October 1954.

KMMT operates on ch. 6 with 14.8 kw; KAUS is on 1480 kc with 1 kw. The stations' balance sheet, as of Nov. 30, 1956, showed current assets of $109,664, total assets $263,873, current liabilities $144,403 and accumulated deficit $5,417. The stations showed a net operating income of $38,601 for the first 11 months of 1956.

The Waterloo stations' balance sheet as of Nov. 30, 1956, showed current assets of $149,088, total assets $594,039, current liabilities $75,711 and accumulated deficit $115,294. Net income for 1955 after taxes was $5,377.

Also last week, ch. 5 KNAC-TV Ft. Smith, Ark., asked FCC approval for the sale of one-half of the station by the estate of 100% owner Hiram S. Nakdimen, deceased, to George Henreich, Ft. Smith
This is the Southeastern New England Market... 810,700 Homes!

WJAR-TV Channel 10
Reaches More of These Homes Every Day Than Any Other Television Station*

*A. C. Nielsen NCS No. 2 Survey Spring, 1956 Check your Nielsen for extent of Channel 10 bonus area.

Represented by WEED Television

PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

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in BUFFALO...

jeweler, for $300 plus the assumption of liabilities estimated in excess of $150,000.

The sale consummated an agreement made in April 1954 between Messrs. Nakidimen and Hererrech when both were competing applicants for the channel. Under the agreement, Mr. Hererrech agreed to withdraw his application in return for an option to purchase one-half of the station if a grant were made to Mr. Nakidimen.

Ownership of KNAC-TV is the subject of litigation in a federal appeals court in Washington [B&T, Jan. 21]. Multiple station owner Donald Reynolds (ch. 22 KFSA-TV Ft. Smith among others) claims that he had a contract to purchase the station and that the FCC erred in extending its construction permit and approving the involuntary transfer of control of KNAC-TV last year.

Balance sheet of KNAC-TV, which went on the air in February 1957, shows current assets of $8,164, total assets $211,680 and a deficit of $6,912 as of Nov. 30, 1956.

Patent System Cited For Color Tv Progress

COLOR TV could not have progressed to its present state without the protection of a patent system, concludes a report which has been issued by the Senate Subcommittee on Patents, Trademarks & Copyrights.

The report, "The Patent System and the Modern Economy," was prepared for the subcommittee by George E. Frost, a partner in the Chicago patent law firm of Frost & Verhoeven.

The report said RCA is "said" to have invested $65 million in color tv research, while Hazeltine, the other principal patent licensing organization in color tv, has spent $1 million a year for the past five years. Neither has received any significant return on its investment, the report adds.

Pointing to the color tubes currently "competing for supremacy"—RCA's "shadow mask" tube, Chromatic Labs' Lawrence "chromatron" tube, GE's "post accelerator" tube and Philco's "apple" tube—the report said such competition, including that originally afforded by CBS' former field sequent-tit system, shows that development is being "vigorously pursued ... on many fronts." "We can be certain," it concludes, "that the public interest is served by active development of the various approaches in a competitive atmosphere."

Referring to statements by Zenith Radio Corp. President E. F. McDonald that color tv is "premature," the report declares that there can be no resolution of this industry controversy until "time has resolved the rivalries between proponents of various color tv systems."

The report says RCA could "hardly undertake the staggering investment it has made in color tv in the absence of a patent system." It refers to statements by Massachusetts Institute of Technology Prof. W. Rupert Maclaurin in 1949 that RCA's experience in radio manufacturing was partly responsible for the company's decision to lean heavily on patent licensing for income. RCA decided to license the industry, according to Prof. Maclaurin, after it licensed one type of radio receiver but reserved a technically superior receiver for its own manufacture. Nevertheless, the licensees outsold RCA, leading to the RCA decision, the report said.

Another report issued by the subcommittee, "Distribution of Patents Issued to Corporations (1939-55)," prepared by the U. S. Patent Office, reported that during the 17 years RCA had been issued 7,894 patents, from 1936-55 was among the top 15 companies receiving patents each year, and ranks third in number of patents among U. S. corporations.

Ike Backs Reservation Of Educ. Tv Channels

President Eisenhower believes tv channels must be preserved for educational use, he told his Wednesday news conference last week.

His general comments were made in reply to a question asked by Sarah McLendon, of the Longview (Texas) News & Journal. The newspaper is waging a campaign to prevent reassignment of educational ch. 2, Denton, as requested by commercial Longview applicants, Miss McLendon told B&T. North Texas State Teachers College, Texas State College for Women and Denton public schools are opposing commercial use of the channel, with parent-teacher, labor and other groups supporting the newspaper's position.

The transcript of the question and the President's reply follows:

Miss McLendon—Sir, there is quite a controversy that has developed—a quite a controversy has developed over this matter of educational television channels which was assigned to schools and colleges, which some commercial enterprises want to take away and have reassigned to them. I wonder if you think we should leave these educational channels with the schools and colleges for their development.

The President—Well, I have not had a recent study presented to me on this question. I was surprised only from what I believe to be the eventual good of the United States, and not knowing as of now anything of many more channels being available through improvement of techniques and equipment, I would say we must preserve channels for educational purposes.

Commerce Committee to Weigh Broadcasting Reports Feb. 20

THE Senate Interstate & Foreign Commerce Committee will not consider any of its three proposed reports on television until its meeting Feb. 20, Chairman Warren G. Magnuson (D-Wash.) said Thursday following a closed session of the committee. The FCC appears before the Senate group March 5.

As planned now, the committee will issue three reports: on subscription tv, on uhf-vhf allocations problems and on tv network practices. Tentative plan call for the action to be held up until the committee hears from the FCC on its progress with uhf-vhf problems.
They may **laugh**
when you sit down
at the tuba, **but**...

Nielsen proves you're **right**
about **WKZO-TV**
in **KALAMAZOO—GRAND RAPIDS**

**WKZO-TV** delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night! Ask Avery-Knodel for ALL the comparisons!

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**NIELSEN NCS No. 2, NOVEMBER, 1956**

<table>
<thead>
<tr>
<th>Station</th>
<th>No. of TV Homes in Area</th>
<th>Monthly Homes Reached</th>
<th><strong>DAILY</strong></th>
<th><strong>NIGHTTIME</strong></th>
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<td>WKZO-TV</td>
<td>633,120</td>
<td>489,170</td>
<td>421,820</td>
<td>292,720</td>
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<tr>
<td>Station B</td>
<td>512,980</td>
<td>372,000</td>
<td>310,720</td>
<td>203,170</td>
</tr>
</tbody>
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**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc. Exclusive National Representatives
Eight Ams Authorized; FCC Reinstates Grant

EIGHT new AM stations were authorized by the FCC last week, and one earlier grant, which had been set aside, was reinstated.

Grant of WILA Danville, Va., made Dec. 19, 1955, to L. Goodman for 1580 kc, 500 w daytime, was set aside Jan. 16 [B&T, Jan. 21] because of conflict with the Commission's 10% rule. After Mr. Goodman amended his application last fortnight to comply with the rule, the grant was re-affirmed.

One of the eight new AM grants represents Commission affirmation of an examiner's initial decision. Hearing Examiner Jay Kyle's recommendation Dec. 19 that Key City Broadcasters be granted 1280 kc, 500 w day, in Abilene, Tex. [B&T, Dec. 24], was made final by the Commission. The application originally had been designated for hearing because of possible interference with existing stations. Equal partners in Key City Broadcasters are Howard Barrett (20% owner of KBST Big Spring, Tex., and 10%, KBST-TV) and Robert H. Nash, former local sales manager of KRBC-TV Abilene.

Other grants:
Camden, Ark.—D. R. James trl as Southern Broadcasting Co., 1370 kc, 1 kw day. Mr. James owned KPLN Camden, Ark., which he bought in 1953, but the station cp and sale approval were revoked in 1955 [B&T, Dec. 12, 1955] because the FCC found errors in the former owner's reports.

Magee, Miss. — Southeast Mississippi Broadcasting Co., 1280 kc, 500 w day. Owners of Southeast are the Mathis brothers, Marvin L. (45%), Robin H., Ralph C. and Rad W., and John B. Skelton Jr. Robin, Ralph and Rad Mathis each owns 25% of WCPC Houston, Miss., and Mr. Skelton is chief engineer of WCPC.

Hamlet, N. C.—Risden Allen Lyon, 1400 kc, 250 w unlimited time. Mr. Lyon owns 50% of WADE Wadesboro, N. C.

Murfreesboro, N. C.—Agricultural Broadcasting Service, 1430 kc, 1 kw day. Fred L. Hart, sole owner, an 18.8% interest in WLPM Suffolk, Va.

Rockwood, Tenn.—Roane Broadcasting Co., 580 kc, 500 w day. Equal partners are Herman Spivey, vice president and stockholder of WBMC McMinnville, Tenn., and his son, Ray.

Marshall, Tex.—Caddo Broadcasting Co., 1410 kc, 500 w day-directional antenna. Virgil E. Stone, former manager of WMHT Marshall, and J. D. Johnson, oil refining company employee, are equal partners.


FCC Grants WEVD Petition; Protest by WCRB Dismissed

PETITION for reconsideration by WEVD New York in the sale of WBRR Brooklyn by Watchtower Bible & Tract Society of New York to Tele-Broadcasters Inc. (H. Scott Killigore) was granted last Thursday by FCC and the application was scheduled for oral argument before the Commission on Feb. 25.

At the same time, the FCC dismissed a protest to the sale by WCRB-AM-FM Waltham, Mass., ruling that WCRB failed to show standing as party in interest under the Commission rules.

The Commission's Dec. 12 approval of the $133,000 sale [B&T, Dec. 17, 1956] was postponed pending oral argument and further ordered that if Tele-Broadcasters already has assumed control of WBRR, ownership must be returned to the original licensee by March 8.

WEVD, which shares 1330 kc with WBRR and WHAZ Troy, N. Y., contends that Tele-Broadcasters is not financially qualified to operate the station and that contract provisions or the sale are repugnant to public interest [B&T, Jan. 28].

Committee Approves Whitney

THE nomination of John Hay (Jock) Whitney as Ambassador to Great Britain was cleared last week by the Senate Foreign Relations Committee and was sent to the Senate floor.

Mr. Whitney was nominated the week before [B&T, Feb. 4]. He is a senior partner in the New York investment firm of J. H. Whitney & Co. and is a brother-in-law of CBS Board Chairman William S. Paley. The Whitney firm owns WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and 90% of KGUL-TV Galveston-Houston and of KOTV (TV) Tulsa, plus ownership in community antenna systems.

Gray Nominated for ODM Post

GORDON GRAY, North Carolina broadcaster who held high defense posts during the Truman administration, was nominated Thursday by President Eisenhower to be director of the Office of Defense Mobilization [B&T, Jan. 28].

He succeeds Arthur S. Flemming, resigned. Mr. Flemming is returning to the presidency of Ohio Wesleyan U. after four years in key government posts.

Committee to Withhold ABC Television Data

THE House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.) has "acceded to" ABC's request that its television billings and discounts for 1955 and 1956 not be made public.

Chief Counsel Herbert Maletz, who revealed the subcommittee action last week, did not elaborate. The House group requested at its hearings in New York last September that ABC-TV, CBS-TV and NBC-TV furnish lists of billings and discounts for the calendar year 1955 and the first six months of 1956.

All three networks furnished the information. The CBS-TV and NBC-TV billings and discounts were made a part of the subcommittee's public record.

ABC-TV requested that its billings and discounts be withheld from public record because the network had been forced "in the past," due to competitive advantages of the other two networks over ABC-TV, to give discounts higher than those listed on its rate card in some cases in order to sell the time [B&T, Dec. 31, 1956].

B&T used the CBS-TV and NBC-TV lists, at the time they were made available by the subcommittee, to publish for the first time the exact TV network billings for the networks, sponsors and agencies involved [B&T, Nov. 19, 12].

The subcommittee staff was known to be sympathetic to ABC's request [CLOSED CIRCUIT, Jan. 14].

Un-American Activities Unit Questions Radio-Tv Witnesses

THE House Un-American Activities Committee held three days of closed hearings last week at the U. S. Court House in New York's Foley Square in its hunt for Communists in radio-tv and other entertainment media.

A committee spokesman said the committee was to have questioned some "40 or 50" witnesses, most of whom, he said, have radio-tv connections. Information obtained at the executive hearings last Wednesday, Thursday and Friday will be used as the basis for public hearings at an indefinite later time, he said.

The House group is headed by Rep. Francis Walter (D-Pa.).

The committee usually uses information obtained at closed hearing from "cooperative" witnesses and from other sources as a basis for questioning "non-cooperative" witnesses and others implicated by the cooperative witnesses at open hearings.

A source close to the committee told B&T that the names of persons appearing at the closed hearings would not be disclosed in order to protect cooperative witnesses. He said the committee feels that the ABC-TVs should be given every opportunity to rehabilitate themselves and that publicity on their past associations may hurt them now or in the future.
Latest Bell System control units speed accurate network switching

Network switches can be set up in advance and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began operation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.
Newscast No Violation Of Sec. 315, Says FCC

The FCC last week ruled that when a broadcast station covers the news—which might include a candidate for political office—the equal time provisions of Sec. 315 of the Communications Act do not apply.

In a letter to Allen H. Blondy, candidate for judge of the Detroit Common Pleas Court, FCC unanimously declared that the filmed news coverage by WWJ-TV Detroit of ceremonies held in the City-County Building, which showed a number of judges being sworn into office by Michigan Gov. Mennen Williams, was not use of the station in the sense of Sec. 315. Judge Elvin L. Davenport, named as a recess appointee to the bench and who is a candidate for regular election to the judicial post in the Feb. 18 city elections, was among those participating in the ceremonies.

Mr. Blondy claimed that as an opposing candidate for the judgeship he had the right to equal time from the station. WWJ-TV refused to accept this viewpoint, and Mr. Blondy's complaint was filed with the FCC last month. The Commission's reply to Mr. Blondy was made after it received the film and transcript of the oral portions of the telecasts.

"There is no evidence," the FCC said, "that Mr. Davenport in any manner or form, directly or indirectly, initiated or requested either filming of the ceremony or its presentation by the station, or that the broadcast was more than a routine news broadcast by Station WWJ-TV in the exercise of its judgment as to newsworthy events."

"... In our opinion, on the basis of all the facts and circumstances detailed above, WWJ-TV did not 'permit' ... a legally qualified candidate for ... public office to use a broadcasting station" by showing and referring to Mr. Davenport in its routine newscasts in the manner indicated. Therefore, it is under no obligation to '... afford equal opportunities to all other' candidates for the office for which Mr. Davenport has filed. Our decision in this case is, of course, limited strictly to the facts and circumstances which have been brought to our attention."

The quoted portions in the FCC's letter are from the wording of Sec. 315.

Butte Translator Bid Queried; FCC Makes Palm Springs Grant

In a letter to Butte (Mont.) Mayor Tim J. Sullivan, the FCC last week said that the application by the City of Butte for a translator station on ch. 70 to rebroadcast ch. 13 KSMO-TV Missoula, Mont., may require a hearing.

The Commission said that it was unable to find that public interest, convenience and necessity would be served by granting the translator; questioned the need for the service because Butte is presently being served by KXLF-TV (ch. 4), that city, and said two applications are pending for ch. 6 there. FCC also stated that the city is participating in the operation of an unlicensed "booster-translator" station rebroadcasting the KSMO-TV signal without "express authority of that station to do so."

In a second action, the Commission granted cps for two tv translator stations to Palm Springs Translator Station Inc., Palm Springs, Calif., and at the same time denied the protest of Palm Springs Community Tv Corp. objecting to grants and requesting a hearing. The translators will operate on ch. 73 to rebroadcast ch. 4 KRCA-TV Los Angeles and ch. 70 to rebroadcast ch. 2 KNXT-TV (TV) Los Angeles.

To charges by Community TV that construction had started on the translator station prior to the grant, the FCC said that facilities were installed for the purpose of testing equipment. FCC also said that charges of misrepresentation by one of the principals of the applicant actually was caused by typographical errors, that principal in question is no longer one of the applicants and that all deficiencies in the original application have been corrected by amendments.

Public Hearing Asked On WGN-TV Application

The Chicago "Martin Luther" incident reached the formal stages at the FCC last week when the Action Committee for Freedom of Religious Expression officially requested the Commission to hold a public hearing on the application of WGN-TV Chicago for a license covering its increase to maximum 316 kw power.

The Protestant committee also informed the FCC that it was preparing a formal petition requesting the Commission to investigate the incident. The committee is headed by Dr. John W. Harms, executive director of the Church Federation of Greater Chicago.

The theatrical film "Martin Luther" was scheduled to be shown on the Chicago Tribune's WGN-TV Dec. 21, but on Dec. 18 the showing was cancelled, the committee stated. This resulted, it was charged, from pressure by Roman Catholic circles to ban the film on the Reformation leader [B+T, Dec. 24].

The resulting charges by Protestant organizations have been addressed to Congressional committees. Several thousand individual complaints have been received by the FCC, it was ascertained.

The Action Committee said it represented the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago, and 30 other religious organizations.

"We believe," the committee's letter to the Commission read, "that this action of WGN Inc. ... represents an abrogation by it of its obligation to operate its television station in the public interest."

The committee characterized the WGN action as "arbitrary" and a negation of its responsibility to present controversial subjects to its audience.

On Friday, in a corollary action, the National Council of Churches of Christ in the United States asked the FCC to revise its renewal form to require not only percentage of religious time broadcast but also the hours, whether sustaining or sponsored, identification of the program and whether funds are solicited or not.
Bait Adv. Penalties Sought in N.Y. State

A BILL that would make bait advertising a misdemeanor in penal law and provide for fines up to $5,000 and jail sentence of up to one year, or both, was introduced last week in the New York State Legislature in Albany. Radio and television stations, advertising agencies and publishers would be exempted when their participation was "without knowledge of the deceptive character thereof."

The measure was offered by State Sen. Nathaniel T. Helman of the Bronx and Assemblyman Bernard Dubin of Queens, both Democrats, and would implement the anti-bait advertising portion of New York Gov. Averell Harriman's program. The governor had labeled this type of advertising a "vicious practice" in his annual message to the Legislature.

Bait advertising is described by the bill as circulation of statements "without a bona fide intent to sell, or as part of a plan not to sell as advertised or at such price (as advertised)."

Under terms of the measure, advertising over a period of time with repeated failure to sell and deliver merchandise or services advertised at the advertised price would constitute prima facie evidence of violation. This would be so also if the sale of advertised merchandise or services was discouraged wilfully via the repeated use of specified devices such as disparaging the item to a prospective customer; refusing to show or demonstrate the merchandise; falsely claiming inability to make reasonably prompt or withholding delivery, and refusing to compensate employees for making sales of the advertised item.

**WTTV (TV), WESH-TV Allowed To Move Transmitter Locations**

FCC last Thursday granted two tv stations changes in their antenna-transmitter locations, and by letter denied requests of protesters that both applications be set for hearings.

Ch. 4 WTTV (TV) Bloomington, Ind., received authority to move its transmitter, with antenna 996 ft. above average terrain, to a point approximately 27 miles northeast of Bloomington (towards Indianapolis) from its present location three miles southeast of Cloverdale, Ind. The grant was conditioned on WTTV's removing its present antenna within 60 days after beginning operation at the new site and so notifying the Commission. Petitions opposing the move by Indianapolis Broadcasting Co., WIBC that city, Mid-West TV Corp. and Crosley Broadcasting Corp., all applicants for ch. 13 in Indianapolis, were denied.

In addition to the site change, ch. 2 WESH-TV Daytona Beach, Fla., was granted a cp to increase power from 1.26 kw to 100 kw and increase antenna height from 320 ft. to 940 ft. above ground. The transmitter will be moved from Daytona Beach to approximately 25 miles southwest of the city, placing the facilities nearly equal distance between Orlando and Daytona Beach. Objections of WORZ Inc. and Mid-Florida Tv Corp. (both applicants for ch. 9 Orlando), WDBO-TV Orlando and WLOF Orlando were denied.

Protests to both moves were denied by FCC on grounds that necessity for a hearing had not been shown and that both applicants were financially able to make the changes.

**Md. Bill Would Make Radio-Tv Legal for Local Govt. Ads**

A MEASURE introduced in the Maryland legislature would make official announcements by local governments as legal on radio and tv as they are in newspapers.

The bill was offered by Delegate Jerome Robinson (D), of Baltimore.

Under Maryland law, the supervisors of elections now must have published in at least two papers in each county, if there are that many, the names of nominees.

The new measure would provide that "an auditory or visual broadcast of nominations to office, or both, over a radio or tv station having general coverage and reception throughout the community in which there is to be such publication shall be equivalent to one publication in a newspaper."

Mr. Robinson said he introduced the bill on request.

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

Best local programs Basic NBC-TV affiliate

Paul H. Roymer Co., National Representative
FCC to Hear KCCC-TV Protest Against Kovr's Proposed Move

FCC last week allowed the protest of ch. 40, KCCC-TV, Sacramento, Calif., to the transmitter-antenna move of ch. 13, KOVR (TV), Stockton, Calif., and scheduled a hearing for March 4. The Commission approved the KORV move last November but stayed the grant Jan. 3. (B&T, Jan. 7) when it found KCCC-TV a party in interest.

KOVr is seeking to move its facilities from Mt. Diablo, about 20 miles east of San Francisco and 35 miles southwest of Stockton, to Butte Mountain, about 80 miles east of San Francisco and 40 miles northeast of Stockton. The station's present antenna is 3,172 ft. above average terrain.

The Commission ordered the hearing to determine, among other things, reasons for the proposed change, whether Kovr misrepresented or concealed material facts in its application, and whether the proposed change and whether it would result in an increase or decrease of TV service to Stockton, and, if any, for the service proposed and whether such service outweighs the injury which might be caused to operating authorized or proposed uhf stations in the Sacramento and Stockton areas.

The FCC said it would rule later on KCCC-TV's petition for reconsideration of the Commission's action refusing KCCC-TV's application for ch. 13 at Stockton (now licensed to KOVR).

It was also announced last week that Kovr had signed to become an ABC primary affiliate for Stockton effective Feb. 17. KCCC-TV is also an ABC affiliate.

Northeastern Bcstg. Co. Seeks Tv Ch. 10 for Presque Isle

NORTHEASTERN BROADCASTING Co., applicant for a new am in Presque Isle, Me., last week petitioned the FCC to institute rule-making proceedings to add ch. 10 to Presque Isle. This could be done, the FCC was told, by replacing ch. 7 from Ste. Anne De La Pocatiere, Que., and substituting ch. 6; deleting ch. 6 from Riviere Du Loup, Que., and adding ch. 7 there, and deleting ch. 7 from Matane, Que., replacing it with ch. 11.

The Canadian Dept. of Transport has notified the Commission that it would have no objection to the above changes if formally proposed by the Commission. None of the channels involved are presently assigned. Northeastern is owned principally by Community Telecasting Service and its stockholders licensed WABI-AM-TV Bangor, Me.

WJET Power Change Upheld

FCC approval of a move by WJET Erie, Pa., from 1570 kc daytime to 1400 kc unlimited with 250 w power was upheld Friday by the U.S. Court of Appeals, Washington. WBNY Buffalo, N. Y., had raised questions regarding the FCC's criterion of need for a new service (B&T, June 18, 1956). The Buffalo station, operating on 1400 kc, claimed it would lose coverage if WJET switched. The court held that the qualitative question of program service lost vs. new service gained was a question to be raised by the protestant and was not incumbent on the FCC.

Heselton Resubmits House Bill To Limit Radio-Television Commercials

BILL to limit the proportion of commercial time to program time on radio and tv was introduced last week by Rep. John W. Heselton (R-Mass.). The bill (HR 4571) was identical to HR 5741 proposed by Rep. Heselton in the 84th Congress.

It would require the FCC to prescribe "appropriate regulations, applicable to licensees, program sponsors, and others, to insure that, of the total amount of time available for any radio or television program, the proportion of such time which is devoted to advertising shall not be excessive." It would amend Sec. 330 of the Communications Act.

Liveright Case Goes to Jury As Quick Acquittal Moves Fail

THE contempt of Congress trial of Herman Liveright, former program director of WDSU-TV New Orleans, went to the jury Friday after the defense failed in a series of moves to have Mr. Liveright acquitted outright of all 15 counts against him.

Judge Richmond B. Keene of the U. S. District Court in New Orleans denied the defense motion to acquit Mr. Liveright on all 15 counts, but did acquit him on one.

Mr. Liveright was indicted after he was cited for contempt of Congress because he refused to answer questions about Communist associations before the Senate Internal Security Committee last March (B&T, March 26, 1956). The count dismissed by Judge Keene was based on Mr. Liveright's refusal to tell the Senate group whether his wife was a Communist. WDSU-TV fired him for refusing to answer committee questions.

Three to Recording Committee

THREE members of the House have been named to the House Recording Studio Committee: Reps. J. Vaughan Gary (D-Va.), Joe L. Evins (D-Tenn.) and Frank T. Bow (R-Ohio). The studio produces tapes and tv films for congressmen, at moderate cost, for use on home state radio and tv stations.

Richfield, Lewis Suits Dropped

CROSS Suits by Richfield Oil Corp. against commentator Fulton Lewis jr., MBS and RKO Teleradio Pictures and by Mr. Lewis against Richfield were dropped by both parties last week. Richfield had asked $7 million, Mr. Lewis $500,000. No financial consideration was involved in dismissal of the suits, a lawyer for Mr. Lewis stated.

The suits arose after broadcasts by the commentator (R-Mass.). The measure (California conservation referendum, and a subsequent statement by oil company president Charles Jones.)
ABC-TV PLANS DAYTIME RATE CUT

- New price setup to be outlined by network this week
- Only pre-5 p.m. show, however, now sells as fixed rate

A NEW daytime rate pattern which its creators feel ultimately will become the standard in television broadcasting—daytime rates at one-third rather than one-half the nighttime rate—will be unveiled by ABC-TV this week for stations which are its exclusive affiliates.

Actually, the change is theoretical for the moment since ABC-TV's only Monday-Friday programming before 5 p.m., "Afternoon Film Festival," is sold on a participation basis at fixed rates per participation.

The new structure, called the "D for Daytime Plan," will highlight the TV phase of the presentation which ABC is staging for advertisers and agencies in New York on Wednesday and in Chicago on Friday.

Oliver Treyz, ABC vice president in charge of the TV network, said the 3-to-1 ratio for nighttime over daytime rates follows more closely the audience patterns for the two periods than does the prevalent 2-to-1 ratio, which he called a "hand-me-down" from radio.

Accordingly, he said, ABC-TV will "realign" its daytime rates to make them one-third of nighttime prices. On ABC-TV this means that new Class D rates will prevail in the daytime up to 5 p.m., Monday through Friday—hence "D for Daytime."

Mr. Treyz said he looked upon the 3-to-1 rate differential as a permanent ratio, not as a matter of "expediency" for ABC-TV. When ABC-TV raises rates the 3-to-1 relationship between night and day will be retained, he asserted.

Mr. Treyz expressed belief that the whole of television broadcasting would eventually settle on the new ratio.

When daytime rates were first established in radio, he said, the 2-to-1 ratio prevailed because on theory that during daytime the housewife was listening while at night she was joined at the radio by her husband. In television, he maintained, research consistently has shown a much heavier proportion for nighttime viewing.

In implementing the new plan, Mr. Treyz said, ABC-TV will apply it to all stations which are its exclusive affiliates. For stations shared with CBS-TV or NBC-TV, the practice of making daytime rates one-half of nighttime rates will be continued.

The plan has been endorsed "enthusiastically" by the ABC-TV Affiliates Advisory Committee, he reported.

The new rate structure will be one of several features of the television presentation at the New York and Chicago showings. Others will point up ABC-TV's new talent acquisitions—Frank Sinatra, Pat Boone, Guy Mitchell, and Mike Wallace—and new program plans, plus research to bolster its claim to the title, "fastest growing network in the fastest growing medium."

The radio phase of the presentations will stress ABC Radio's importance as an ideal "complimentary" medium for television advertisers. It also is expected to play up programming progress, particularly the strength of the ABC Radio morning block.

Don Durgin, ABC vice president for the radio network, will direct this phase of the presentation, while Mr. Treyz will conduct the TV portion. Leonard H. Goldenberg, president of ABC's parent American Broadcasting-Paramount Theatres, will be host for the sessions, which will employ films and slides projected onto a screen shaped like a TV receiver.

The New York presentation on Wednesday will be held at the Waldorf-Astoria Hotel starting at 9:30 a.m., while the Chicago showing on Friday will be at the Hotel Sherman at 10:30 a.m.

Meanwhile, ABC-TV officially announced last week the signing of singer Pat Boone to an exclusive contract and the signing of Chevrolet Motor Div. of General Motors to sponsor him in an evening half-hour variety show starting next fall [BT, Feb. 4]. Campbell-Ewald is agency for Chevrolet.
BOB HOPE, NBC SIGN MULTI-MILLION PACT
• Star agrees to 40 tv shows
• 25% of Hope Enterprises sold

CONSUMMATION of a multi-million dollar contract between Bob Hope and NBC, whereby the network acquires half ownership in Bob Hope Enterprises and becomes a participant in five of the comedian's theatrical films (including two already produced) and gets Mr. Hope's services in 40 tv shows including 16 already telecast was revealed last week.

Just how much money is actually involved in the contract is a little hard to determine, without accurately guessing NBC's share of the cost of the five motion pictures in which the network becomes a partner with Mr. Hope. In true Hollywood style, the first reports attached to the deal the dazzling dollar figure of $25 million, but a sober second look makes the total appear to be somewhat nearer the $15 million mark, if that high. Contract was also first said to run for five years; actually, it is a three-year contract with a two-year option, and more than a year-and-a-half of the three years has already elapsed.

Genesis of the arrangement between NBC and one of its top comedians goes back seven years to 1950, when the network purchased a 25% interest in Hope Enterprises for $1 million as part of an agreement whereby NBC secured the comedian's services for radio and television for the following five years (B&T, June 12, 1950). This contract, announced concurrently with the sale of the Bob Hope Tuesday night NBC Radio show to Liggett & Myers Tobacco Co. for Chesterfield fields at a reported $30,000 a week, ended an intensive drive by CBS to woo the comedian away from NBC.

At the end of that contract, in June of 1955, Mr. Hope indicated a desire to drop his broadcast activities, at least temporarily, but was persuaded to change his mind and remain on the air for another five years, when NBC agreed orally to buy another 25% interest in Hope Enterprises for another $1 million and also to finance five motion pictures in which he would be starred, sharing in the profits or losses of those movies in accordance with its 50% stock interest in Hope Enterprises. Mr. Hope in exchange agreed to appear in 40 tv shows on NBC-TV during the five-year period at a price of $200,000 per program doing a minimum of six programs a year.

Under that agreement, which was reduced to writing and signed last week, Mr. Hope has already done 16 shows on NBC-TV and NBC has partly financed two of his pictures, "That Certain Feeling," which has already been released, and "Beau James," film biography of the Jimmy Walker, one time mayor of New York, which will be released shortly. Paramount Pictures Corp through which these pictures also reportedly shared in financing these pictures and the amount of NBC's investment in them was not revealed.

What is certain is that NBC has invested $2 million in Hope Enterprises and has contracted for 40 tv shows (with 24 still to come) at $200,000 each, or a total of $10 million plus whatever investment it has made or may yet make in Mr. Hope's theatrical movie ventures.

Winchell to Leave MBS in March, Will Host New Desilu Series

WALTER WINCHELL—syndicated news columnist who had a short-lived exposure on an NBC-TV variety show last fall but whose audience strength in radio has carried him through 27 years of broadcasting—will terminate his weekly co-op commentary on Mutual March 3, the network confirmed last week. By agreement between Mr. Winchell and MBS, his contract is not being renewed, a network spokesman told B&T. Both Mr. Winchell and MBS affirmed that the parting is amicable.

An MBS representative said the program is locally sponsored in 33 cities, mostly major markets, but all of these pacts coincide with the commentator's network contract. On other MBS outlets, he has been carried sustaining. His program, 6-6:15 p.m. Sunday, started in September 1955. Seaboard Drug Co. dropped sponsorship of Mr. Winchell's MBS show last November and it then went co-op [B&T, Nov. 19, 1956]. The sponsor reportedly disliked his reference to presidential candidate Adlai Stevenson.

However, Mr. Winchell plans to become host and narrator for a new half-hour film series to be produced by Desilu Productions, Hollywood. The tv series is expected to feature fiction stories in a documentary vein.

CBS Radio Affiliates Re-Endorse DST Plan

BOARD of directors of CBS Radio Affiliates Assn. will recommend that the association renew its agreement with CBS to continue the Daylight Saving Time plan as it was effected last year.

The disclosure was made last week by Chairman John Rivers, WCSC Charleston, S. C., at CBS Radio headquarters in New York where the board met with network executives.

The meeting took up the status of current network operations with a discussion of programming highlights and prospects for this year. CBS Radio President Arthur Hull Hayes renewed his feeling of confidence in the Monday-through-Friday daytime schedule on the network and noted that in the nighttime schedule, the network has research data showing the period to be increasing its overall lead on a weekly basis over CBS Radio's "nearest competitor."

Those in attendance were Mr. Rivers, Dist. 4; Charles C. Caley, WMWD Peoria, Ill., Dist. 5 (vice chairman); J. Maxim
Ryder, WBRY Waterbury, Conn., Dist. 1 (secretary-treasurer); George Coleman, WGBI Scranton, Pa., Dist. 2; Robert Tinch, WNAX Yankton, S. D., Dist. 7; Westernman Whillock, KBOI Boise, Idaho, Dist. 9; Frank Fogarty, WOW Omaha, Neb. (director-at-large); Worth Kramer, WJR Detroit, (director-at-large); Kenyon Brown, KWFT Wichita Falls, Tex. (ex-officio member).

Mr. Hayes; James M. Seward, executive vice president, CBS Radio; Howard G. Barnes, vice president in charge of network programs, CBS Radio; Louis Hausman, vice president in charge of advertising and promotion, CBS Radio; John J. Karol, vice president in charge of network sales, CBS Radio; William A. Schudt Jr., vice president in charge of station relations, CBS Radio; Harper Carraine, director of research, CBS Radio; Eric Saltine, manager, station relations, CBS Radio; Ralph W. Hardy, vice president, CBS Inc., Washington; Richard S. Salant, vice president, CBS Inc.

Shelton Joins ABC Washington
As Assistant to V.P. Hinckley

EDGAR G. SHELTON Jr. has joined ABC as assistant to Robert H. Hinckley, vice president and director of American Broadcasting- Paramount Theatres Inc. in charge of the Washington office.

Mr. Shelton has relinquished the post of director of the U. S. National Security Training Commission, with which he has been associated since 1951 in various capacities. During 1956 he also served as consultant to the Assistant Secretary of Defense for manpower, personnel and reserve.

White House Quashed ABC Plan
For Saudi Scoop, Network Says

THE WHITE HOUSE was accused by ABC Thursday of intervening in an exclusive interview it had planned to film with King Saud of Saudi Arabia for exposure on yesterday’s (Sunday) Open Hearing program (8:30-9 p.m. EST).

The network said it had been informed by Peter Tompkins, identified as handling public relations for Saudi Arabia, that Murray Snyder, White House assistant news secretary, had ruled the interview opened up to CBS and NBC newsmen. ABC said it had managed to film five minutes with the King on an exclusive basis plus another sequence with Prince Mashhur, the 3½-year-old son of the King, who was a guest at an embassy party. All three networks, however, had access to the interview with the King.

ABC also said it shot film in an interview with Sheik Abdulah Balkhair, press, broadcasting and publications head of the country, who described Saudi Arabia’s radio-tv plans.

RESULTS and only results
have made WIBW
the most powerful single selling force in Kansas and adjoining states.*

*Missouri
Nebraska
Iowa
Oklahoma

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
Rep: Capper Publications, Inc.

Our 30th Year
MC AVITY, KINTNER

TOP LEVEL reassignments at NBC involving new executive posts for Thomas A. McAvity and Robert E. Kintner were announced last week by NBC President Robert W. Sarnoff.

Under the new alignment, Mr. McAvity shifts from executive vice president, television network programs and sales, to executive vice president, staff, and Mr. Kintner moves from his post of executive vice president to the position vacated by Mr. McAvity. Both will report directly to Mr. Sarnoff.

Mr. Sarnoff explained that Mr. McAvity will concentrate primarily on the development of new programs and talent for television and on strengthening existing TV properties.

Mr. Kintner, who joined NBC on Jan. 1 after resigning the presidency of ABC, has been coordinating all color activities, a responsibility he will continue to hold along with programming and sales. Mr. Sarnoff pointed out that color has now become an integral part of programs and sales, and thus by joining all three activities under Mr. Kintner, NBC's color drive could be expected to accelerate in the future.

Emanuel (Manie) Sacks, vice president, television network programming, and William R. Goodheart Jr., vice president, television network sales, will report to Mr. Kintner under the new alignment.

In addition to his appointment as a staff executive vice president, Mr. McAvity, who has been in TV programming with NBC in various capacities since October 1951, becomes chairman of the NBC talent and properties committee and will serve as a member of the NBC program board (of which Mr. Sarnoff is chairman) and of the NBC executive council that forms major company policies.

Mr. Sarnoff viewed the appointments as placing "two of the most experienced and gifted executives in our industry in positions for which they are ideally suited by background and training."

TV NETWORKS GAIN RECORD AUDIENCE

- 1956 months top those of '55
- TVB makes percentage study

THE TV network audience of 1956 was at an all-time high with each month of that year exceeding the comparable monthly audience of 1955, the Television Bureau of Advertising reported last week.

The average evening TV advertiser reached 17% more homes in 1956 than in 1955; average daytime TV advertiser 18% more homes during the week and 24% more homes with daytime weekend programming than in 1955. The figures released by TVB were based on A. C. Nielsen Co. findings and included January-December of each year.

The average evening network program reached more than 1 million homes per broadcast last year over the number of homes per broadcast in 1955, while the average increase for weekday daytime programs was 418,000 homes, and 823,000 more homes for the average weekend daytime program. The full table as released by TVB:

<table>
<thead>
<tr>
<th>Average Evening Program</th>
<th>Rating</th>
<th>Homes (+/-000)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955 (124)</td>
<td>21.3%</td>
<td>6,035</td>
<td>+17</td>
</tr>
<tr>
<td>1956 (135)</td>
<td>21.8%</td>
<td>7,073</td>
<td>-57</td>
</tr>
<tr>
<td>Average Weekday</td>
<td>Daytime Program</td>
<td>1955 (47)</td>
<td>8.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1956 (51)</td>
<td>8.5</td>
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<tr>
<td>Average Weekend</td>
<td>Daytime Program</td>
<td>1955 (19)</td>
<td>14.2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1956 (19)</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

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

NBC-TV Cites Advance in Afternoon Audience

IN a follow-through to its release of data showing gains in daytime program ratings and sponsorships (B&T, Feb. 4), NBC-TV last week released additional data which the network said establishes it as the No. 1 network in average afternoon audiences, and represents the "most pronounced change in afternoon television program viewing habits in the medium's history." NBC-TV's research was based on latest Nielsen rating service data.

Hugh M. Beville Jr., vice president, planning and research for NBC, commented that the network's "vitality of new daytime programming" has "vastly improved NBC's competitive position" and "raised the entire level of daytime sets in use." He noted that last year there were nearly 750,000 more homes tuned to daytime TV during the average minute than during the year previous.

The afternoon period covered is 2:30-5:30 p.m. EST. NBC-TV claimed that segment the network delivers 3.7 million homes, or 76% better than a year ago. Also claimed: Queen for a Day (Mon.-Fri., 4-4:45 p.m.) and Comedy Time (Mon.-Fri., 5:50 p.m.-6:30 p.m.) are the top two rated regularly scheduled "adult programs" on daytime TV; NBC-TV's average daytime program (11 a.m.-1 p.m. EST and the 2:30-5:30 p.m. EST) delivers 3,170,000 homes "or more than many nighttime programs on the third network [ABC-TV]"; during the 2:30-5:30 p.m. period it reaches 2,730,000 homes, or 41% above that of a year ago, and has achieved a 27% rise in the past year in its average audience ratings during the
Sevareid Challenges Program Cancellation

CBS should take another look at its whole news policy, Eric Sevareid, network news analyst, suggested last week following the network's action in stopping a radio script he had prepared for on CBS Radio network at 9:25 p.m. last Wednesday.

The program dealt with the State Dept. ban on travel in Red China by American newsmen. Mr. Sevareid told The Tt was the first time in 17 years that one of his programs had been killed in its entirety. He said no ill will was involved in the action by CBS editors, who decided the script was "too editorial" and violated the CBS policy permitting news analysis but banning editorial comment.

The script was "mild" and "not dynamite," Mr. Sevareid said. He termed the question of editorializing an internal network matter. "What is analysis, and what is opinion or editorializing?" he asked. "Possibly the differences can never be resolved. The distinctions can be fine, narrowing down to the opinion of an editor."

While Mr. Sevareid was at the CBS Washington news headquarters at the time the script was rejected, he said there wasn't time to prepare a new program. An interview on Indonesia between Blair Clark, CBS New York, and Robert Pierpont, CBS Far Eastern correspondent, was substituted.

The script was written by James G. Roper, CBS Washington news editor, after conferring with John Day, CBS news director in New York.

Mr. Roper said he felt the Sevareid script was arguing on behalf of sending correspondents to Red China and at the same time criticizing the State Dept. for its opposite stand. He interprets the network policy as permitting analysis to clarify understanding of the news but not covering statements which tell the listener which side to take in a controversy or leading toward one conclusion.

CBS Names Crothers, Ilof To Newly-Created Positions

NEW posts of directors of public service broadcasts and of religious broadcasts at CBS have been created and are being filled, respectively, by Dr. George Crothers, formerly director of educational and religious broadcasts, and Pamela Ilof, formerly supervisor of CBS-TV's Lamp Unto My Feet.

Irving Gitlin, CBS director of public affairs, outlined their responsibilities as: Dr. Crothers, all network programming involving outside groups and organizations as well as special broadcasts for educational, welfare and charitable purposes; Miss Ilof, all network programs in the religious area and contact with denominations and individuals involved in the shows.

Partial Agendas Given For BMI's TV Clinics

AN advance and near-complete list of chairmen and speakers for its series of five two-day tv program clinics to be held next month was released last week by Broadcast Music Inc. Clinics will be held March 4-5 at the Texas Hotel, Fort Worth, and at the Biltmore Hotel, New York; March 7-8 at the Dinkler-Plaza Hotel, Atlanta, and the Sheraton-Blackstone Hotel, Chicago, and March 11-12 at the St. Francis Hotel, San Francisco.

Speakers at the Fort Worth and Atlanta sessions: Marshall Pengra, KLTV (TV) Tyler, Tex., on local low-cost tv programming, including daytime and live programming in a small market; Ed Breen, KQTV (TV) Ft. Dodge, Iowa, on program and station promotion; Frank Fogarty, WOW-TV Omaha, on local tv news, weather, sports and special events; Charles Vanda, WCAU-TV Philadelphia, on inventive twists in tv programming; James Kilian, WAAM-TV Baltimore, on traffic control. John Quigley, KAKE-TV Wichita, Kan., will speak in Fort Worth, and Lee Ruwitch, WTVJ (TV) Miami, will speak in Atlanta on public service programming. Philip Wygant, WBAP-TV Fort Worth, will discuss color tv problems

WHEC Rates FIRST with Rochester Listeners

Out of 360 Quarter-Hours Mondays thru Fridays, In Competition with Five other Radio Stations

WHEC RATES 275 FIRSTS and 10 Ties!

Here's the Breakdown:

<table>
<thead>
<tr>
<th>WHEC</th>
<th>Station B</th>
<th>Station C</th>
<th>Stations D E &amp; F</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;FIRSTS in the Morning&quot;</td>
<td>115</td>
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<td>5</td>
</tr>
<tr>
<td>&quot;FIRSTS in the Afternoon&quot;</td>
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<td>50</td>
<td>0</td>
</tr>
<tr>
<td>&quot;FIRSTS in the Evening&quot;</td>
<td>90</td>
<td>0</td>
<td>20</td>
</tr>
</tbody>
</table>

*Complete Rochester Pulse Report October 1956

Buy Where They're Listening... Rochester's Top-Rated Station

Broadcasting • Telecasting

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at the Fort Worth session, and E. F. Busby, WTVY (TV) Dothan, Ala., on children's programming.

Chairmen for the Fort Worth clinic include Alex Keese, WFAA-TV Dallas; Gene Cagle, KFIZ-TV Fort Worth; Roy M. Flynn, KRUD-TV Dallas, and George Cranston, WBAP-TV Fort Worth.

Speakers at the New York session—Gordon Gray of WOR-TV New York has been announced as a chairman—will include William A. Fay, WROC-TV Rochester, N. Y., on program and station promotion; Norman Knight, WNAC-TV Boston, on film programming; Otto Brandt, KING-TV Seattle, on integrating the station in the community through local news, weather, sports and special events; Haydn Evans, WBAY-TV Green Bay, Wis., on local low cost tv programming, and S. John Schile, KJOR-TV Portland, Ore., on traffic control. These speakers also are slated to appear in the Chicago and San Francisco clinics. Also listed for New York only: Peter Kenney, WKNB (TV) New Britain, Conn., topic not announced, and Sam Cook Digges, WCBS-TV New York, on public service programming.

Listed for Chicago only are George M. Comte, WTMJ-TV Milwaukee, on public service and Carl Fox, KYTV (TV) Springfield, Mo., on camera technique, sets, scenic art and lighting, and for San Francisco only: Philip Lasky, KPIX (TV) San Francisco, on programming for, and by, children. Easter Straker, WIMA-TV Lima, Ohio, is slated to talk about maximum production with minimum equipment and a small staff to both the Chicago and San Francisco sessions.

Clinic chairmen at Chicago will include Ward Quaal, WGN-TV Chicago; William Craig, WLBC-TV Muncie, Ind.; Don DeGroot, WWJ-TV Detroit, and Dan Schuffner, WBKB (TV) Chicago; at San Francisco, Terry Lee, KOVR-TV Stockton, Calif.; C. Howard Lane, KOIN-TV Portland, Ore.; Joseph Drilling, KJEO-TV Fresno, Calif., and Ewing C. Kelly, KCRA-TV Sacramento, Calif. At the Georgia session, Gov. Martin Griffin, as speaker, will be introduced by Dean John E. Drewry of the Henry W. Grady School of Journalism at the U. of Georgia, Athens.

ASCAP 'Blackout' Claim Called Fantasy By BMI

ASCAP's expressed fears that broadcasters and BMI have enough power to impose another "blackout" onASCAP music similar to that in 1940-41 were labeled "pure fantasy" by BMI. The statement came as BMI replied to ASCAP charges in testimony before the House Antitrust Subcommittee last September, and marked the final documents to be entered into that investigation of alleged monopoly among the tv networks.

The music licensing organization said the "economics of the situation" make elimination of rival ASCAP music impossible.

BMI said ASCAP negotiated with networks and stations in 1949 for the calendar years 1949-53, with each station and network having the right to reject the terms. Although the former DuMont Tv Network and a group of independent tv stations didn't accept the negotiated ASCAP fees and the issue went to court, DuMont, the tv stations and ASCAP settled rates out of court early in 1954 for the 1949-53 period, BMI said, adding that the terms of settlement were no better for ASCAP than the negotiated rates. BMI said ASCAP's president at that time called the settled rates "very advantageous to us."

All stations and networks negotiated rates in 1954 for the years 1954-57 and these terms were no better for ASCAP than the 1949-53 terms, BMI added.

BMI also submitted a telegram from President Carl Haverlin to stations last September saying BMI regarded "unworn testimony" by ASCAP members as demonstrating "lack of confidence in their own law suit (Songwriters of America, a group of ASCAP members, against BMI and broadcasters) and the hope publicity BMI believes have had of the stations will establish to stations the settled rates "very advantageous to us."

He called the ASCAP testimony a "thirst for return of the unrestricted monopoly in music licensing that existed before BMI was founded." He said BMI will "continue to refute all such irresponsible attacks as those brought before the committee."

BMI furnished a list of persons and firms BMI believes have had "dual affiliations" with both BMI and ASCAP and other lists indicating those BMI believes are affiliated with only BMI or with ASCAP.

Telecasting Firm Shows Color-Closed-Circuit Tv

CLOSED CIRCUIT Telecasting Systems Inc., New York, last Wednesday began a week-long series of demonstrations of color-closed-circuit television for advertising agencies, advertisers and newsmen. The demonstrations are scheduled daily from 2:45-3:30 p.m. at ASCAP new studios at 237 W. 54th St., New York 19, N. Y.

Fanshawe Lindsley, president of CTS, said that "color-closed-circuit telecasting has solitude black and white." He said "the bottleneck networks temporarily face is the surprising public resistance to the purchase of color receivers," adding that "transmission-wise, color is here and that is interests CTS clients."

Mr. Lindsley reported that CTS, organized in December 1955, has invested more than $250,000 in color equipment, which also projects in black-and-white. Other officers of CTS are Arthur O. Choate Jr., chairman of the board; William Rockefeller, secretary, and Tom W. Judge, sales vice president.

PERSONNEL RELATIONS

Both Sides Praise New Bay Area Pact

• Four stations, AFTRA agree
• Call contract forward step

FOUR independent radio stations in the San Francisco Bay Area are operating under a new AFTRA agreement reached in what is described as a forward step in joint labor bargaining.

Merged into a station negotiating unit that acted for all four outlets, the station quarter—KYA and KSFO San Francisco, KROW and KLX Oakland—bargained as the Bay Area Independent Broadcasters Assn. The stations retained Laurence P. Corbett, of the St. Sure, Moore & Corbett law firm, as bargaining representative [B&T, Dec. 24, 1956, to Jan. 21].

Three of the stations—KYA, KSFO and KROW—were struck by AFTRA. When negotiations with the union wound up Jan. 19, both sides claimed victory. Both sides made concessions in reaching settlement.

The stations for AFTRA's board to BAIBA, gave a "death blow" to AFTRA's "demand for network talent fees for staff announcers employed by San Francisco independent radio stations." AFTRA, in the report to members issued by Bruce Poyer, executive secretary of the union's San Francisco local, calls the agreement "highly satisfactory," with "the principle of base wage parity maintained" and a pension and welfare fund to be effective for staff announcers June 1.

Both Pulled Through

Both sides also found much to cheer about in the way they lived through the strike period. To quote the AFTRA report: "The cards we showed when management called our hand proved conclusively that the membership can meet a crisis requiring its wholehearted effort and cooperation and come out on top. We proved, through the full support and assistance of NABET and the IBEW [whose members refused to cross AFTRA picket lines and so in effect joined in the strike], that the allied unions in the radio and television industry can pull together and steer a single course based firmly on similarity of purposes, aims and interests. We proved, finally, that we can count on the full support and cooperation of all organized labor in this area, as evidenced by the invaluable assistance we received from both the San Francisco and Alameda County Labor Councils."

The BAIBA report notes with satisfaction that although AFTRA, in cooperation with other unions, "applied pressure to advertisers by placing such advertisers on published 'unfair' lists when they did not cancel advertising immediately," in the "fourth week of the strike the word showed that KSFO and KYA had maintained an average of 93.8% of the advertising they had on the eve of the strike. The effect of the strike on KROW advertisers was not evident at all."

BAIBA also points out that when the strike came (Dec. 19 for KSFO, with KYA and KROW struck within the following
three weeks), “the stations were prepared. They continued without interruption to operate efficiently with administrative and supervisory personnel. In fact, both San Francisco stations, KSFO and KYA, increased their air time during the strike from 18 to 24 hours a day. Many new transmitting and automation techniques, heretofore prohibited by the union contracts, were successfully explored by the struck stations.”

Settlement, negotiated under the aegis of the San Francisco and Alameda County Labor Councils, provided for a two-year term contract with a $10 a week increase from the former base pay of $150 a week retroactive to Nov. 1, 1956, a $5 a week increase effective Nov. 1, 1957, and a 5% health, welfare and pension program effective June 1, 1957. Mr. Poyer hailed these provisions as a victory for AFTRA in establishing the principle of base pay parity, as during the conclusion year of the two-year agreement the staff announcers at the independent stations will be receiving the same base pay as those at network affiliated stations.

All parties involved expressed satisfaction with the new night shift clause, providing that announcers working an after-midnight shift will work only six hours a night instead of eight, or a 30-hour week instead of a 40-hour week, for the same base pay as the others. BAIBA reports that “the stations secured the night-shift clause they had proposed.” AFTRA says “we were able to establish a night-shift premium.”

Major victory for the broadcasters was the elimination of the talent-fee demands of AFTRA, extra pay above base pay for announcers working on sponsored programs on the theory, according to Mr. Poyer, “that such pay is a sort of commission, based on the assumption that these announcers are in some sense salesmen.” Mr. Poyer denied that AFTRA sought to impose on independent stations the same talent fees paid by network stations, stating the fees asked of the independents were only 25% of network fees, but he admitted that AFTRA had wanted the stations to accept the principle of extra fees for work on commercial programs.

Quoting the comment of a spokesman of the independent stations that “this settlement clearly recognized the difference between network and independent broadcasters,” the BAIBA report concludes: “The results support the conclusion that independent radio stations cannot be forced to accept the principle of pay within pay—or, in other words, to compensate a staff announcer at $160 a week for appearing at the station and then pay him a fee for any air work he performs. In the opinion of the members of the association, the talent-fee issue is dead, and the association has gained in collective-bargaining strength and respect.”

NABET, WEJL Dispute Ends; WKBN-AM-TV Settlement Seen

NABET employees of WEJL Scranton, Pa., on strike since Thanksgiving, returned to work Feb. 3 following agreement with management on settlement terms. Details of the
settled were being worked out last week.

Final settlement of the NABET strike at WKBN-AM-TV Youngstown, Ohio, seemed near at the weekend as contracts were being drafted for signature. The strike started last December, with picketing activities limited by a court injunction that was granted following attacks on Warren P. Williamson Jr., president-general manager, and Stu Wilson, farm director [B&T, Jan. 7, Dec. 24, 1956].

Court Keeps Restraint On AFM Fund Payment

CALIFORNIA recording and film companies, who have agreed to make royalty payments into the Music Performance Trust Fund established by the American Federation of Musicians as a condition of the right to employ AFM members, will not be able legally to make payments of some $200,000 due Feb. 15.

The California District Court of Appeals in Los Angeles last Wednesday ordered Superior Judge John J. Ford not to dissolve a temporary restraining order preventing payments by these companies into the fund until a hearing is held Feb. 21 on the question of jurisdiction of the superior court in this province. Judge Ford last month denied a petition of a group of Hollywood musicians, members of AFM Local 47, for an injunction to prohibit such payment until a trial on merits has been held of the suit of these musicians to have the trust funds abolished and the payments made instead to the individual musicians employed in making the recordings or films [B&T, Jan. 28].

Judge Ford's refusal to issue the injunction was based on his opinion that Superior Court of California does not have jurisdiction in the matter because Samuel R. Rosenbaum, trustee of the music fund to whom payments are made, is located in New York. In ordering the Feb. 21 hearing and the continuance of the temporary restraining order, which Judge Ford was to have dissolved last week, the Court of Appeals order said that the superior court "probably has jurisdiction" despite the fact that Mr. Rosenbaum is not a resident of California.

After the rebel musicians filed their two suits in California against the AFM, one over royalties on phonograph records, the other over fees for the use of old movies on television, asking a total of more than $13 million in damages [B&T, Nov. 26, 1956, et seq], Mr. Rosenbaum filed suit in New York Supreme Court asking for a declaratory judgment on the validity of the trust fund agreement [B&T, Jan. 7]. In the hearing before Judge Ford, counsel for the recording and film companies who have agreed to make payments into the fund, urged the court to deny the injunction on grounds of lack of jurisdiction in the absence of Mr. Rosenbaum, designated as an "indispensable party" to the litigation. They also pointed out that differing viewpoints in California and New York might require them to make double payments.

PERSONNEL RELATIONS

"56 RADIO SET SALES SET RECORD

MANUFACTURING

MORE radio sets were sold by retail stores last year than any year in the medium's history.

The public bought 8,332,077 radios in 1956, not including auto receivers which move direct to the motor industry. In 1955, 6,863,676 radios were sold by stores.

In announcing the set figures, the marketing data department of Radio-Electronics-Tv Mfrs. Assn. said that 6,804,783 tv sets were sold at retail in 1956 compared to 7,421,084 the previous year.

Radio set sales in December, totaling 1,651,950 units, were well above the 1,388,801 sets sold in the same 1955 month. T.v set sales were up slightly for the month, numbering 957,193 units compared to 933,467 in December 1955.

REMTA announced that 13,981,800 radio sets were manufactured in 1956. Of these, 5,057,409 were auto radios, or a total of 8,924,391 home and portable radios made during the year. The total radio production in 1955 amounted to 14,528,777 sets, the 1956 decline being traceable to the drop in production of automobiles. Auto set output totaled 6,863,676 units in 1955.

Television products topped 7,387,029 sets in 1956 compared to 7,756,521 in 1955, according to RETMA. Of the 1956 production, 1,035,230 tv sets (14%) had uhf tuners compared to 1,181,788 uhf models made in 1955. Only 11,831 tv sets had separate tuners for the fm audio band.

Of 6,269,804 tv sets produced last December, 104,205 had uhf tuners.

Sales of tv picture tubes by factories totaled 10,987,021 units in 1956, setting an alltime annual record. Sales in 1955 totaled 10,874,234 tubes. Sales of receiving type tubes totaled 464,186,000 units in 1956 compared to 479,802,000 in 1955.

Following are industry radio and tv set production totals for 1956:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radio</th>
<th>Television</th>
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<tbody>
<tr>
<td>January</td>
<td>14,528</td>
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<tr>
<td>February</td>
<td>14,528</td>
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<tr>
<td>March (5 weeks)</td>
<td>7,387</td>
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<td>April</td>
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<td>June (5 weeks)</td>
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<tr>
<td>December</td>
<td>7,387</td>
<td>7,387</td>
</tr>
<tr>
<td>TOTAL</td>
<td>88,285,860</td>
<td>88,285,860</td>
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Emerson Sales Down $13 Million; Abrams Blames Bargain Hunters

A SOFTENED tv set market in the U. S. made it hard for Emerson Radio & Phonograph Corp. officials at a stockholders meeting in New York last week. Emerson's earnings have dipped from $2,468,063 or $1.28 per common share in fiscal 1955 to $84,852, equal to four cents a share, in fiscal 1956 which ended last Oct. 31. Sales dropped about $13.5 million, from $87,383,028 in 1955 to $73,882,029 last year.

Several stockholders criticized Benjamin Abrams, president of Emerson, and other top officials and directors. They wanted to know why earnings had been so poor. Mr. Abrams explained black-and-white set buyers were purchasing lowest-priced receivers on which there is little profit and that the public now will buy monochrome sets only at bargain prices because it thinks color tv sets are "too expensive." Because of poor sales industry-wide cutback in production of black-and-white receivers will occur in the next few months, he added.

Sales are lagging because of the January drag, asserted Mr. Abrams, describing last month as beset by very poor sales. Industry that month, he reported, produced 25% more monochrome sets than it sold, leaving manufacturers with 100,000 more sets on their hands than they had at the same time in 1956.

RCA Markets New Tv Camera, Cites Economy, Simplicity

A NEW black-and-white tv studio camera that uses a vidicon pickup tube and an advanced electronic circuitry was announced Tuesday by E. C. Tracy, manager of RCA's broadcast and tv equipment department.

The camera (TK-15) is expected to meet a need for a professional quality monochrome instrument that can provide economy and the simplicity that goes with vidicon-tube design. It can be used for studio-type telecasting in station operation or for industrial, educational or medical centers.

The camera has a seven-inch kinescope viewfinder, which RCA claims is the largest thus far developed for vidicon-type tv cameras and which permits direct monitoring. Built-in video operating controls can be operated at location or remotely. RCA notes that the combination of the viewfinder plus operating controls makes possible a one-man operation of the complete camera chain. Other features include an advanced circuitry that reduces tube complement and control adjustments; a new type non-linear optical focus; a four-lens turret for quick and precise shifting by the operator, and self-contained, variable gamma circuit for high quality gray scale rendition.

DuMont V.P. Resigns

RESIGNATION of Keeton Arnett as a vice president of Allen B. DuMont Labs. effective Friday, was announced last week by David T. Schultz, DuMont president. Mr. Arnett will become executive vice president of the Chamber of Commerce of Greater Philadelphia.

Mr. Arnett had been with DuMont for six years as a consultant, assistant to the president and a vice president.

D.C. Electronics Exhibit Opens

EXHIBIT of electronic equipment, designed to show technological progress in the field, will open Feb. 11 in the main lobby of the Dept. of Commerce Bldg., in Washington. The display will be open until March 8. A score of electronic manufacturers will show latest developments as well as historic items. Mycalex Corp. of America will show part of the famed Princeton tube collection.
New Television Picture Tube
Placed on Market by RCA

INTRODUCTION by RCA of a new television picture tube (RCA-17BZP4), having a 16-9/16-inch diagonal envelope and a deflection angle of 110 degrees, was announced last week by L. F. Holleran, general marketing manager, RCA Tube Div.

Mr. Holleran said the new tube has an overall length approximately three inches shorter and a weight five pounds lighter than types having the same size faceplate and 90 degree deflection. He claimed these features establish "new" concepts for cabinet styling and for the design of more compact television receivers. Mr. Holleran added that the 17BZP4 has "a completely new electron gun of the 'straight' type, having improved focus and a unique front-focus lens system to maintain image sharpness over the entire screen."

Mr. Holleran also reported that the division has developed a new shielded-grid beam triode (RCA 6949), "capable of generating useful continuous radio-frequency power in the order of 300 kw at high efficiency and with exceptionally low driving power."

Two More Video Tape Recorders Purchased from Ampex by ABC

Two MORE Ampex video tape recorders have been purchased by ABC from the Ampex Corp., Redwood City, Calif., and were to be shipped to the network this month, Ampex officials said last week. This brings ABC's total to three video tape recorders.

Other recent network purchases include five by CBS, and three by NBC, said Phillip L. Gundy, vice president and general manager of Ampex audio division.

Ampex's prototype video tape recorder construction program is expected to reach completion this month with the shipment of the two recorders to ABC, Mr. Gundy said. There now are 11 engineering prototypes in the field, he said.

Manufacturing People

William H. Moore, general counsel, Packard-Bell Electronics Corp., Los Angeles, appointed vice president in addition to his present duties.

Carl W. Zemke, director of administrative services, RCA Labs, N. Y., named manager for finance and services of special systems and development department, RCA Defense Electronic Products, James A. McFadden Jr., controller, RCA Labs, succeeds Mr. Zemke.

Howard F. Messick, sales staff, Cincinnati parts division, Sylvania Electric Products Inc., to district sales manager in Chicago parts division.

Dr. John K. Hilliard, chief engineer of sound systems, Altec Lansing Corp., L. A., to director of advanced engineering in Lansing's Beverly Hills Operations.

Garth J. Heisig, staff consultant, Motorola Inc., Chicago, named director of tv engineering, succeeding Edward B. Passow, who joins Zenith Radio Corp., same city, as head of engineering for special products division.

William Hinton, appointed Mr. Heisig's assistant. Also named were Karl H. Horn as chief tv engineer and Lawrence Mattingly, assistant chief tv engineer.


Donald M. Guller, staff member of Raytheon Mfg. Co.'s production control staff, to assistant manager of its equipment marketing division, order service department, Wel- tham, Mass.

Warren Knauer, formerly assistant to president of General Package Corp., appointed staff assistant in Automotive Products Div. of Motorola Inc., Chicago.

John Fortino, John Bollato, Gerald Culhane, Richard C. Gigax, D. A. O'Connor and Gerald Michna, all field sales promotion specialists for Magnavox Co., Ft. Wayne, Ind., named zone promotion managers with headquarters in New York, Philadelphia, St. Louis, Tulsa, Chicago and Los Angeles, respectively.

Manufacturing Shortcuts

RCA, Camden, N. J., reports shipments of two live color cameras to WFGA-TV Jackson- ville, Fla. (ch. 12), and 18-channel super-turnstile antenna to KTBC-TV Austin, Tex. (ch. 7).

Sylvania Electric Products Inc., N. Y., announces it will close its tv cabinet plant in High Point, N. C., because of "continued decline in consumer demand for fine wood cabinets." Plant closing is expected to be effectuated over gradual period.

PUPILS BUY RCA

VOTE of confidence in RCA was cast last Tuesday by a "syndicate" of 21 individual investors, the day the stock market underwent a severe setback.

The investors: members of the sixth grade at the Fox Meadow School, Scarsdale, N. Y., who, after a searching analysis of 15 leading stocks listed at the New York stock exchange, picked RCA.

The "syndicate" was formed three months ago, ostensibly to finance a trip to Sturbridge, Mass., to study Puritan culture. The trip never came off, but the young businessmen and women found themselves with over $300—a sum collected from such chores as washing cars and mowing lawns.

As thoughts turned from Puritan stock to preferred, the "syndicate," sparked by their teacher, Jacob I. Aronson, placed the order for one share shortly after 3 p.m., Feb. 3, and RCA rallied. However, it closed at 32%—off 9%—in spite of the new "support."
PGW FINDS AGENCIES Seldom Use Logs

- Rep firm conducts study
- Says schedules aid little

WHAT happens to many station program schedules once they reach the advertising agency?

Contrary to popular belief, most do not serve as sales aids or promotion pieces, with 40% going directly into timebuyers' wastebaskets. According to a survey being released today (Monday) by Peters, Griffin, Woodward, station representatives.

Of 1,700 questionnaires mailed last fall [B&T, Nov. 26, 1956], PGW got a 15% response, and of this number, only 14% replied that they use the program schedules by filing them in personal files. Forty percent said they throw them away, while an equal number said they file them in a central source.

Accompanying qualifying comment showed that most program schedules filed are those on which the agency has broadcast campaigns running. Schedules are thrown away to avoid confusion and save time and space. Principal complaints were that the schedules are outdated by filing time and that "we can always get them when needed by calling the reps."

Of timebuyers who use program schedules, 91% indicated "when buying to use with availability;" 38%, "to study when planning campaigns;" and 35%, "to write on in plotting schedules."

"Thus," concludes PGW, "the idea that a program schedule 'doubles' as a promotion piece is remote . . . a market is not added to a national list or a station selected over its competition because of a program schedule."

How could the schedules as they exist today best be improved? PGW asked its sample to write in their likes and dislikes about the current mailing system and its contents. This is what the agencies told them:

- They would like: More coverage maps, market data, regular monthly mailings, separate pages for merchandising service, shorter (average length, 4 pages) schedules, some standardization of contour maps (to .05 nm), explanations of how the various time zones would affect programming, some background on the station (e.g., history, frequency, power, broadcast day), rates for "a" minute and station breaks, complete listings of services (i.e., news, weathercasts), and a standardization of the broadcast week (agencies in the east and central states prefer working their schedules on a Monday-Saturday basis while agencies in the southwest and west indicated a preference for a Sunday-Saturday week).

- They don't like: The abundance of "success stories" in the guise of station statistics, vivid color tint boxes which obscure the type, lack of clear cut separation between program format description and personality features, and an absence of station identification by town, county and state. PGW spokesmen indicated that this last complaint seemed "so elementary that it came as a shock when many agency people in different parts of the country mentioned it."

**WSM-TV Still Puzzled Over Tower Collapse**

WSM-TV Nashville, Tenn., was still undecided at the weekend about its problem following collapse of a new 1,262-ft. mast last Monday. Four workmen were killed. Investigation by General Electric Co., contractor, along with subcontractors, had not yielded an explanation of the collapse.

The $400,000 tower, fabricated by Blaw-Knox Co. from the U. S. Steel Corp.'s new T-1 steel, was described as having three times the strength of standard structural material normally used in tower construction. Only a light wind was blowing at the time.

GE had been testing the new antenna on the ground and had told WSM-TV a few days earlier that work would be completed within the month. Weight of the tower was about a third less than similar structures in the 1,300-foot range because T-1 steel was used. With each component member small in diameter, less surface was exposed to wind stress, according to WSM-TV.

John H. DeWitt Jr., president of WSM Inc., made this statement: "Everyone at WSM-TV deeply deplores the tragedy which occurred this afternoon when the new tv tower being erected in West Nashville fell. The tower was being put up by General Electric under a contract with WSM Inc. It had not been completed or turned over to WSM-TV. We do not know what caused the tower to fall." The accident did not interfere with present WSM-TV transmission.

Erection was subcontracted to John F. Beasley Construction Co., of Muskogee, Okla. The four dead workers are Donald Ward Kinnan, 25, Tucson, Ariz.; Ray H.
McClatchy Promotes Collins; Other Shifts Announced

KEITH B. COLLINS, formerly station manager of KFBK Sacramento, Calif., has been appointed sales director of the McClatchy Broadcasting Co.

Frank Devaney, has been named to replace Collins. Ramsey G. Elliott, program director of KMJ Fresno has been named station manager of that outlet. Jeff Nagle, program director, will be program director.

The McClatchy stations are: KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield. KBEE-AM-FM Modesto, all Calif.; KOH Reno, Nev.

WBTV-AM-FM Gets Red Sox TV Slate

WBTV-AM-FM Boston, a Westinghouse Broadcasting station, has signed to televate the entire 51-game Red Sox baseball TV schedule for the 1957 season, according to Franklin A. Tooke, general manager of the Boston station.

The schedule includes 33 home games and 17 away games, with seven night games to be played at Boston's Fenway Park.

Sponsors of the ball games include Liggett & Myers (Chesterfield and L&M filter cigarettes) through McCall-Erickson Narragansett Brewing Co. through Cunningham & Walsh, and the Atlantic Refining Co. through N. W. Ayer.

WPAT-AM-FM Plan New Building

A NEW building that would house all facilities of WPAT-AM-FM Paterson, N. J., is on the drawing board, according to Dickens J. Wright, president and general manager. Current plans are to erect a building, in contemporary design of glass and masonry, at Broad St. and Hepburn Rd., Clifton, N. J., site of the present transmitter. In addition to studio facilities, the new structure would contain business offices and a restaurant for personnel.
heard the crash but also had helped the teenage victims out of the car. At the request of the driver he had informed the parents and then was preparing to call WWDC.

Besides the crisis-cross and the usual public agencies, WWDC has a 2,000-name index of persons who are logical contacts for quick reference on any conceivable subject that might be cause for a news tip. If checks with public agencies or residents near the scene of the incident aren’t adequate, this name index is utilized.

Frequently, according to Mr. Phipps, the police radio reports that WWDC says such and such. Will you check? This can be embarrassing sometimes. An typical news tip is when the station got a tip that a 15-year-old Water Spring youth had confessed to the murder of a girl classmate, a police check supported the tip. WWDC aired the development, with the boy’s father getting his first information from the broadcast, heard by a neighbor.

This problem of airing a name before next of kin gets the word bothered the station until an arrangement was made where by WWDC withholds the name if the police request. In turn the police agree to call WWDC as soon as they have notified next of kin. The day after the tip system was started last year, WWDC was on the air with reports of a serious B&O train wreck between Washington and Baltimore. WWDC had first detailed information and the list of casualties long before other news outlets, even beating the wire services, according to Mr. Phipps. This was tip No. One.

WWDC is seldom bothered by cranks though it naturally gets useless tips, such as the phone call from a lady who supplied the information that Grace Kelly was the mother of a baby prince. Duplicate tips are frequent and the station pays off in some cases, especially when important details are supplied.

A cab driver who phoned that a man had just jumped off the Calvert St. bridge, was asked when it happened. “He’s just about landing now,” the tipster grimly replied.

About a dozen times a day, in news and personality programs, WWDC will announce that it pays $1 to $5 for usable news tip broadcast on the air, concluding, “If you see news in the making, call Tuckerman 2-7604.” Station personnel, incidently, are efficient tipsters. Signs are posted on bulletin boards in Peoples Drug Stores, sponsoring 12 daily newscasts.

“Honorary news reporter” cards are given those who send in news.

Over a 12-month period the volume of news tips has steadily grown. “We’re worried if we don’t get at least one tip an hour,” said Mr. Phipps. “On weekends we often get five or six tips within an hour. The average runs 10 to 15 calls a day, with three to 10 used on the air. Frequently we can build an entire newscast around news obtained from tips and we break into personality programs regularly with bulletins. At the same time, we try not to let local news get out of proportion with national and international events.”

A spot check of WWDC’s records showed these eight typical tips: Ceiling collapsed in Arlington, Va., bank, injuring three; serious multiple car crash on Baltimore-Washington Parkway; man shot in stomach in Jimmy’s Grill; fire near Marlboro, Md., three children burned; Suburban Trust Co. official kidnapped in $60,000 bank robbery; Easter egg-hunt riot; robbery of Silver Spring Quick Car Wash and fatal shooting.

**Goes After Some Interviews**

While the station uses beep interviews only when they add materially to the story, it goes after interviews when the news is important. Last October, the station contacted the Richard Gordon family when the parents and twin daughters (aged 2) were rescued from a Pan American plane that was ditched between Honolulu and San Francisco, claiming a world-wide scoop for its long-distance interview. The Gordons were from Silver Spring.

During the December fires around Malibu, Calif., an Alexandria, Va., woman phoned the station that her sister, formerly of Washington, lived in the area. The sister supplied an eyewitness account of the fire and the destruction of her own house, one of the first lost in the spreading blaze.

The WWDC news staff comprises, besides Mr. Phipps, Tom Slinkard, news editor;
George Darlington, Maryland U. journalism major, on weekends, Ken Evans and Bob Will, newscasters-announcers—plus, of course, the growing staff of volunteers.

Sponsors like the news formula, according to Mr. Strouse. Clayton R. Sanders, advertising director of Peoples Drug Stores, said he has watched the idea "with interest" and added, "It certainly seems to be paying off in good shape."

In its early weeks the plan brought only occasional results though some of the tips were hot ones. A rate of around 40 usable tips per week was reached by summer, about two-thirds of them usable. Cost for the first year—about $1,300.

WWDC's bookkeeping department, however, takes a dim view of the project, Mr. Strouse said. "Quite a few of our reporters don't cash their checks and our auditing department is going around in circles. Over 200 checks are outstanding, perhaps adoring den walls."

**Seminars on Traffic Problems Scheduled for Petry Stations**

SPECIAL seminar gets under way Friday for traffic managers and personnel of radio and tv stations represented by Edward Petry & Co. and will continue through May at Petry's New York offices.

Emphasis will be on discussion of traffic problems between station and representative, touching on such matters as the submission of availability data as well as the clearance and confirmation of time and contract execution. The Petry firm, reports Lee Redfield, manager of Petry's special services department, intends to be host for two days to two or three traffic department heads and their assistants weekly over the four-month period. At the same time, the guests will have the chance to make calls on agencies. Findings will be made available after the seminar sessions.

Stations to take part in the sessions the first month: WBAL-TV Baltimore; WTAR-AM-TV Norfolk; WICU (TV) Erie; KPNC-TV Houston; WTVD (TV) Durham; WTVH (TV) Peoria; WRNL Richmond; WSM-TV Nashville; WJHP-TV Jacksonville; WESH-TV Daytona; and WNEM-TV Flint-Saginaw-Bay City, Mich.

**Five Promoted by KNXT (TV)**

FRANCIS HAUGHN, sales traffic manager of KNXT (TV) Los Angeles and CBS Tele- vision Pacific Network, has been appointed to the newly-created position of sales service supervisor of the station and regional network. Rudy Wissler, who has been Miss Haughn's assistant, succeeds her as sales traffic manager.

Robert Cole has been promoted from TV city guest relations to be Miss Haughn's assistant, with the title of sales service manager. Van Rubenstein has moved from sales service to the post of national sales representative for KNXT and CTPN. Fred Sherrell transfers from tv city mail department to KNXT and CTPN as assistant sales traffic manager.

**Arnold Stations Now Operating WTAM With Full New Staff**

ARNOLD Stations have assumed control from Republic Broadcasting System of WTAM Decatur-Atlanta and filled all staff positions.

Dick Harvey has been named station manager; Howard Morris sales manager; Ric Marcellan and Harvey Morris have been added to talent; Stanley Brown, chief engineer, and Muriel Chamberlin is traffic director.

WTAM will be located in the Atlanta Biltmore Hotel. (The station broadcasts with 1 kw and holds a cp for 5 kw.)

Other Arnold Stations are WINN Louisville; WALT Tampa; WMPJ Daytona Beach.

**KUMV-TV Begins Operation**

KUMV-TV Williston, N. D., was scheduled to begin operating Saturday, using film until its radio relay connection with parent station KFYR-TV Bismarck, N. D., is completed. Both stations are owned by Meyer Broadcasting Co. The ch. 8 Williston outlet, which will be fed by NBC-affiliated ch. 5 KFYR-TV, was built through the efforts of almost 7,000 Williston area residents who raised about $450,000 and asked Meyer Broadcasting to build and operate the station. The local group also promised $20,000 a year for five years to help operate the Williston station. KUMV-TV received its permit July 1956.

**TV ACCENTS PRINT AD**

IT's no longer startling when a "hinterland" station buys time on a New York radio or tv station to present its "message" directly to agency timebuyers in the New York area. But WBNS-TV Columbus, Ohio, has come up with a new wrinkle: paid announcements on WCBS-TV calling the attention of timebuyers to a double-spaced, black-and-white advertisement in the current (Feb. 9) issue of New Yorker magazine.

The station placed two 10-second announcements on the station at the first station break after the start of The Late Show (feature films)—about 11:30 p.m. EST—on WCBS-TV last Friday and today (Monday). The announcement was a tip of the WBNS-TV two-page ad—picture of a little girl wide-eyed before the tv screen—with copy urging the timebuyer to read about WBSN-TV as the great station for holding the attention of children. Agency handling the buy was Maurice Mullay Inc., Columbus.

**KWK Inc. Opens N. Y. Office**

KWK Inc. (KWK-AM-TV St. Louis and WGTO Haines City, Fla.) has opened an Eastern sales office at 53 E. 51st St., New York, N. Y., with Jerry Danford as manager. Telephone is Plaza 8-0640.

...and I thought I was the one who invented movable type!

If you haven't yet acquired Visi-Clip, the most popular writing aid available today, we have still more for you. We've developed two new features. The first is a domed, self-adhesive label, available in white, blue or red, that graphically and accurately notes the daily time of your TV program. The second is a clear, re-usable tip that identifies special TV events, programs and shows. For the price of two regular Visi-Clips, you can get our new time-stamp and tip. Only $1.75 a case.

**New for 1957: TV Teleprompter Model Y**

...MOD. Y TELEPROMPTER MODE... COMPLETELY NEW 3-EYE SYNCHRONIZATION SYSTEM... COMPLETELY NEW MASTER CONTROLS... NEW HAND CONTROLS... DUAL INDUSTRY CAMERA MOUNTS... GREATER FLEXIBILITY!!

**Promotions**

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**Promotions**
in 1956
300 ADVERTISERS
discovered
that...
when you
TELL THEM
IN SPANISH
you
SELL THEM!
Make the 573,000
Spanish-Speaking
Prospects in Metro-
politan Los Angeles
YOUR CUSTOMERS
Listening Surveys and
Market Studies Available

KWWK
Spanish Language
Station

AROUND-THE-CLOCK SPANISH PROGRAMS
L.A.—RYan 1-6744
S. F.—Broadcast Time Sales

JOSEPH A. DONOGHUE, secretary of the Philadelphia Eagles football club, signs the paper that launches exclusive broadcasts on WCAU Philadelphia for the seventh season. Joseph T. Connolly, radio vice president for WCAU, awaits his turn to sign the new three-year contract. The station is setting up an eastern regional network for the 1957 card of six-pre-season and 12 regular games—the entire schedule.

KGFJ, Rev. Dawkins Dispute
To Be Revived in L. A. Courts
ALTHOUGH they were refused an injunction against an alleged "ban" imposed by KGFJ Los Angeles on a broadcast by the Rev. Maurice A. Dawkins, the Southern California branches of the American Civil Liberties Union and the National Assn. for the Advancement of Colored People plan to fight the decision in the courts, it was revealed in New York by ACLU.

The Rev. Dawkins, pastor of the People’s Independent Church of Christ, is chairman of the executive board of the Los Angeles NAACP chapter. ACLU claimed that the station advised the minister he could not deliver such a controversial broadcast as he planned sermon for April on the Negro struggle for equal rights. ACLU said it contained "a call for passive resistance against segregation." It also was charged that although the minister had regularly broadcast weekly sermons for more than a year, after May 27 his sponsors had been required to renew their contract from week to week.

Attorneys said they would challenge the alleged ban under both the First and 14th Amendments, charging "arbitrary censorship, infringement of freedom of speech and a breach of contract between the sponsor and the radio station."

KGFJ Manager Thelma Kirchner told B+T she was surprised at the attempt to dig up the controversy again at such a late date, explaining that a Los Angeles superior court judge denied the request for an injunction last May and the case was dismissed in June. She said Conner & Johnson Co., a Los Angeles mortuary, signed to sponsor the program as a religious show with music and a short sermon, but that Rev. Dawkins departed from this format.

Miss Kirchner explained the mortuary simply let the series expire last July after the minister resubmitted a controversial tape refused earlier by the station. She added that the minister also used the program to successfully promote his candidacy for the presidency of the local NAACP chapter.

$150,000 Renovation Started
On WHBF-AM-TV Establishment
A $150,000 renovation project is under way in the Telco Bldg. housing WHBF-AM-TV Rock Island, Ill., as part of the expansion program planned by Rock Island Broadcasting Co., station officials reported last week.

Plans were announced Tuesday by Ben H. Potter, president, and Leslie C. Johnson, vice president and general manager, of the Rock Island Argus properties.

Involved in the remodeling are a new exterior, installation of an elevator for three floors, location of executive and sales offices on the ground level, and enlarged office and client space on the second floor. The building will be air-conditioned and will include exterior floodlights, with provision for five new display windows.

Eventually, WHBF-AM-TV plans a building of five stories for office purposes, to be erected under the WHBF-TV tower adjoining the Telco Bldg.

In announcing plans, Messrs. Potter and Johnson said additional space has been needed for some time to accommodate new facilities and personnel.

Co-owner of WBNS-TV Dies
EDGAR T. WOLFE SR., 63, co-owner of the Dispatch Printing Co., which operates WBNS-AM-TV Columbus, Ohio, and two Columbus newspapers—the Columbus Dispatch and the Ohio State Journal—died of cancer Feb. 2. He had been in failing health for several weeks.

Mr. Wolfe also was chairman of the board of Baneohio Corp. and headed the board of the Wolfe Wear-U-Well Corp., a shoe concern affiliated with some 1,500 shoe stores.

REPRESENTATIVE APPOINTMENTS
WMMN Fairmont, W. Va., appoints George P. Hollingbery Co.
WBCO Bessemer, Ala., appoints Interstate United Newspapers, N. Y.

STATION SHORTS


WFIL-FM Philadelphia begins weekend programming. Station previously operated on Monday through Friday schedule.

WEEA Manchester, N. H., has announced plans to swing into a fully independent operation in the near future.

WEW St. Louis moves offices and studios from Hotel DeSoto to Rialto Bldg., 220 N. Fourth St., that city. Telephone remains: Chestnut 1-1921.
STATION PEOPLE


Melvin L. Stone, president, WRUM Rum-ford and WGHM Skowhegan, moves his office to Portland, all Me., where he will be general manager of WLOB. Mr. Stone is vice president and part-owner of Portland station. Howie Leonard, disc jockey, WPOR Portland, to WLOB as program director and Jack McDermott, disc jockey, WCOP Bos-ton, joins WLOB staff.

Naum Healy, general manager, KCOX Tu-lare, Calif., to KWRN Reno, Nev., in similar capacity. He was also formerly manager of KAFY-AM-TV Bakers-field, Calif.

Ernest C. Hooper, chief engineer, WGH - AM - FM Norfolk - Newport News, Va., to WYEA - WACH- TV Newport News in similar capacity.

Vernon L. Wickre, account executive, KOSI Denver, named local sales manager.

Harley West, general manager, WKST-AM- TV New Castle, Pa., to WAVI Dayton, Ohio, as sales manager.

William Hopfzy and Charles Nelson, both with KBAM Longview, Wash., promoted to local sales manager and program director, respectively.

Dick Doty, announcer-program manager for WHAM Rochester, N. Y., resigned as program manager because of “conflict of interests” in two jobs.

Leonard M. Adams, salesman, WERE Cleveland, and Lloyd H. Rhodes, owner of Jack & Jill Shops in Dallas, Tex., to WEWS (TV) Cleveland sales staff. Mr. Adams had been on sales staff of The Cleveland News and has worked for two other radio stations in that city. Mr. Rhodes was formerly account executive for Lustig Adv. Agency in Cleveland and also sales manager of WOA San Antonio, Tex.

Jim Rue, advertising manager of KTLA (TV) Los Angeles also has taken over supervision of publicity, succeeding Howard Wormser, resigned.

James A. Gunn, general sales manager, KONA (TV) Honolulu, to KVAN Vancouver, Wash., as account executive.

Jerry Lipman, Huntington, W. Va., sales manager, WCMY Ashland, Ky., to WCOL Columbus, Ohio, as account executive.

Howard W. Meagle, promotion-publicity director, WWVA Wheeling, W. Va., named national sales promotion director. He also handled station’s local sales. Joanne Dunn takes over his promotion duties and Vincent Ritzenthaler, sales representative of WTRX Belleair, Ohio, will take over Mr. Meagle’s local sales duties on Feb. 18.

Donald Bruce, news director, WIRE Indians-polis, appointed program director, succeeding M. Wayland Fullington, to director of promotion department. Richard Higgs, member of promotion-publicity department, to sales and sales promotion.

Al Wester, sports director, WGTN Geor-getown, S. C., to WDSU-TV New Orleans in similar capacity.

Al Schwartz, recently discharged from service, returns to his job at WKOW-TV Madison, Wis., as a director.

J. B. Clark, news editor, WBT Charlotte, N. C., promoted to publicity director.

Ken Kurtz, WBBQ Augusta, Ga., to WIS Columbia, S. C., as news director.

NOW HEAR THIS

MOST PERSONS listen to news and weather driving to and from work—and cuss the traffic jams that develop. To help alleviate the problem of traffic snarls, WWO DJ Detroit made its facilities available to Detroit police to carry driving reports every 10-minutes during the rush hours.

Patrolling the 12 miles of expressways, police cars radio traffic flow, accidents and weather conditions to police headquarters for broadcast over WWJ.

The station makes no claim for taking the place of more highways. Station and police officials just hope the public will use more routes in driving home.

WORL HAS BOSTON GOING

TOPSY TURY WITH ITS TREASURE HUNT CLUES

Every week, WORL hides a $100 bill somewhere in Boston, and broadcasts clues to the where-abouts of the hidden treasure.

EVERYBODY IS LISTENING!

BOSTON IS BEING TURNED UPSIDE DOWN!

BOSTONIANS ARE ENJOYING A MERRY-GO-ROUND!

SMART ADVERTISERS WILL GRAB THE BOSTON AUDIENCE

NOW--on WORL!

Latest Nielsen, Aug. ’56, also shows
(in 38 important daytime quarter-hours)*

WORL is 1st in 20
2nd in 18

reaching an average, per quarter hour, of

27,313 HOMES

as compared to our next 2 competitors

Station B (Independent)—25,300 homes

Station C (Independent)—26,671 homes

WORL BOSTON

5000 watts—Independent—950 on the dial

*NSI Area-Represented Nationally–by Hadley Reed

Broadcasting • Telecasting

February 11, 1957 • Page 101
DEDICATION ceremonies for the new $250,000 studios and offices of WHLI-AM-FM Hempstead, N. Y., shown in this architect's drawing, will be held Feb. 26, according to Paul Godofsky, station president. Community and civic leaders and radio-TV entertainers are expected to attend the ceremonies for the two-story building of steel, marble, natural stone and glass. Winner of 11 awards for public service and showmanship, WHLI has applied to the FCC for increase in power to 10 kw.

This man is Pat Fitzgerald, host of Michigan's most popular late evening entertainment feature "Lamplight Theatre." Fitz is a philosophic fellow looking for thousands of "viewers turned customers," responsible for the 30% increase in business for the Volcano Restaurant, famous for Pizza in South Bend.

With just one live announcement a week during the past 10 months Emil Barcevic, the owner, has cancelled all other advertising to concentrate on TV... and Fitz. Moreover, within the past month a brand new Volcano pizzeria was opened in nearby Niles and is already experiencing the same success.

Mr. Barcevic likes Fitz and the way he sells pizzas. You will too... pizzas or soap, furniture or cigarettes, automobiles or footwear.

For full details about the "Fabulous Fitz" and other outstanding availabilities equally impressive, call your Petry representative.

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

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At 11 A.M. Feb. 26 ceremonies will be held for WHLI-AM-FM, new studios and office facilities and 10,000-watt FM transmitter. An architectural drawing of the new studio building is shown above. A prototype for the ... of the FCC for increase in power to 10 kw.

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Zaro Calabrese, art manager, ABC, N. Y., appointed art director of newly-created art department at WABC-AM-TV, same city.

Russ Howard appointed Wheeling (W. Va.) representative of WSTV-AM-FM-TV Steubenville, Ohio.

Ted H. Kendig, KOEI Aurora, Colo., to KBTV (TV) Denver local sales staff.


Leon Dolnick, promotion director, WITI-TV Milwaukee, Wis., to sales department.

Lawrence Turet, producer-director, Weir Assoc., N. Y. and Miami, succeeds Mr. Dolnick.

Paul Mark Gregory, radio veteran, to WCPO Cincinnati, Ohio, commercial staff as head of client service department.

E. William Farenti, controller at WENB-AM-FM-TV Binghamton, N. Y., appointed assistant to general manager.

Russ Russell, WILY Pittsburgh, named publicity director in addition to his duties as WILY news editor.

Thomas Martin, accounting department, Reed & Barton (silversmiths), Taunton, Mass. to WEEI Boston in similar capacity.

Karen Frederick, WOI Ames, to KTIV (TV) Sioux City, both Iowa, continuity department.

Ward Chase, announcer, WOKY Milwaukee, to WITI-TV, same city, in similar capacity.

Alan Barzman, formerly with Portland, Ore., advertising agency as copywriter, to KEX, same city, as creative writer.

Jim Spence, formerly freelance announcer in Florida, to staff of WLOI LaPorte, Ind.

George Ruge, morning personality, KYA San Francisco, to KJBS, same city, in similar capacity.

May Bradshaw Hays, WICC Bridgeport, Conn., woman commentator (What's Going On), retired.

Jules Herbeux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago, appointed radio-tv chairman of that city's Brotherhood Week observance.

August Meyer, president of WLCI Champaign, Ill., elected president of newly-formed United Press Broadcasters of Illinois. Vice Presidents: Robert Clyde, WREX-TV Rockford; William Spangler, WFRX West Frankfort; Clyde Wiseman, WKOI Alton.

Wendell F. Husebo, owner of WLB Leesburg-Eustis, Fla., elected president of Lake County Executive's Club.

Thomas C. McCray, vice president-general manager, KRCA (TV) Los Angeles, named state president of Southern Calif. area for Navy League of U. S.

Johnny Carpenter, director of sports and special events, KOIN-AM-TV Portland, Ore., elected chairman of local Traffic Safety Commission for his eighth consecutive term.

Howard W. Cole, color sales development manager at WBNQ (TV) Chicago, named chairman of radio-tv section of 1957 Chicago Boy Scout Fund Drive.

Hope Mitchell, personality at KCA-AM-TV Denver, appointed to National Heart Committee of Women Broadcasters.

Van Patrick, sports commentator, WKMH Detroit, named head of Dearborn, Mich., YMCA membership drive.

Dick Holst, stage manager, KHJ-TV Los Angeles, father of boy, Eric Anthony, Jan. 19.


Fred Segal, WABD (TV) New York art director, married Sandra Roome, artist, Jan. 26 in Greenwich, Conn.
MEMO
To: The Television Industry
From: Audio Division, Ampex Corporation

Ampex VR-1000, the world's first commercial magnetic tape recorder for video, was introduced in April, 1956, and was immediately given an overwhelming vote of confidence by the television industry. For the first time, up to 64 minutes of television sight and sound entertainment could be instantaneously recorded on a 12-1/2 inch reel of two inch magnetic tape and played back immediately with such clarity that most persons could not tell the Videotape recording from the live show.

Since November 30, this revolutionary development has been used by the networks on regularly scheduled shows each weekday night. Engineering-prototype Ampex Videotape Recorders, being delivered to the three major networks for regular service, immediately improve picture quality for the viewer and make large cost savings for their owners. Audiences in large areas of the country are already seeing this bright new look on delayed telecasts.

The growing schedule of regular program use has afforded Ampex the opportunity to demonstrate in nationwide performances the advantages of Ampex Videotape. This severe test has re-emphasized Ampex's reputation for consistent quality and reliability and shows the flexibility of programming to which veteran broadcast users of the Ampex Audio Recorder have become accustomed.

Television programming of tomorrow is now being seen on West Coast television screens. The inclusion of an Ampex Videotape Recorder in your equipment plans will assure participation in television programming of the future for your station.

Phillip L. Gundy
Vice President

Alexander M. Paniotoff, Founder and Chairman of the Board of Ampex, with one of the pre-production Ampex Videotape Recorders (VR-1000) just before shipment.
New High-Capacity TP-7 Slide Projector. Dual drums hold a total of 36 slides. For top performance in color and monochrome.

**REMARKABLE NEW FEATURES ASSURE**

**MECHANICAL VERSATILITY**
"Free wheeling" principle, with simple lever release (A), permits either drum to be twirled for easy inspection and slide changing. Slides move smoothly and lock securely in show position. Each drum can be operated independently of the other.

**PREVIEW CONVENIENCE**
All slides are illuminated for easy viewing making it easy for projectionist to preview them. Last-minute changes can be made before they reach the "show" position.
You told us what you wanted...we listened, designed, field tested...with the result:

**DESIGNED THE WAY YOU WANT IT!**

This new professional slide projector excels in performance and operating convenience!

Recognizing the increasing importance of slides in programming at every television station, RCA resolved to do something about the projection equipment.

**SURVEY OF USERS**—At the outset, a survey was made among users of film-slide equipment to find out what was wanted most.

**NEW DESIGN PROJECTOR**—The result is a truly professional projector for television use that is exactly tailored to your needs...with so many operating advantages it's a pleasure to use! It has an ideal capacity of 36 slides—large enough for handling 99% of all station needs, yet just right for ultra flexibility.

**SUCCESSFUL FIELD TEST**—The TP-7 Slide Projector has been field tested in actual day-to-day service at a busy television station—WBTV, Charlotte, N.C. So successful was this trial run, the station people did not want to part with the projector when the test was completed!

"**OPERATION VIRTUALLY FLAWLESS**"—According to Thomas E. Howard, WBTV Vice President and Managing Director of Engineering and General Services, "During the testing period, the TP-7's operation was virtually flawless. An estimated 12,000 slides were run, 170 slides per day on-air, 60 slides in previews and rehearsals."

Write for illustrated brochure containing complete information
In Canada: RCA VICTOR Company Limited, Montreal.

**RADIO CORPORATION OF AMERICA**
Broadcast and Television Equipment Camden, N. J.

**OPERATIONAL CONVENIENCE AND FLEXIBILITY**

**QUICK LAMP CHANGE**
Use lamp to failure—reserve lamp instantly slides into place. Highest type optics for uniform brightness over entire field of projected image. One-lamp source eliminates color balance problems.

**UNITIZED CONSTRUCTION**
Designed for ease of operation and servicing. Drums, drum-covers and optical assemblies are easily removed for cleaning and maintenance.
Available NOW!
Spots in all 154
Washington Senators
baseball games

Call your John Blair man today —
or contact Herman M. Paris at WWDC: TU 2-7600

WWDC
1st in audience — 1st in results — 1st in the hearts of Washington, D.C.

congratulations,
Otto

was first in its time period
with a 17.3* rating!
Sponsor: Signal Oil

IN THE PUBLIC INTEREST

WSPN Appeal Brings $18,000
In Pledges for Stricken Family

AN INITIAL 12-hour broadcast appeal by
WSPN Saratoga Springs, N. Y., brought
pledges of over $18,000 to aid the family
of Fred Pettit. Saratoga Springs policeman
killed by a building wall collapse in a pre-
dawn multi-million dollar fire Jan. 27.

Following on-the-scene reports of the
blaze, which razed a square block of down-
town stores, WSPN opened its appeal for
funds to help Mrs. Pettit and her three chil-
dren, said Chep Munson, general manager
of the station.

"The Chamber of Commerce office where
we set up remote studios was getting phone
call pledges of about $1,500 an hour, and
by sign-off time midnight Sunday (Jan. 27),
the fund had reached more than $18,000," Mr.
Munson said. "This was in addition to
$3,000 offered in materials and labor to
complete the family's new, partially built
home."

With some of the money pledged, WSPN
hopes to help the Chamber establish a spe-
cial fund to send the Pettit children to col-
lege, he said. The station was to continue
its appeal for aid, Mr. Munson declared.

"We also are working with the Chamber
to help obtain jobs for several hundred peo-
ple left jobless by the fire," he added.

Stations Aid Sight Campaign

A TWO-month campaign on WNBC and
WKNE-TV, both New Britain, Conn.,
collected 1,736 pairs of old eye glasses for
New Eyes for the Needy Inc.

KMPC News Gets Results

NEWS COVERAGE on KMPC Los An-
geles helped recover a stolen car last month.
The station aired a police description, and
a listener spotted the abandoned car and
telephoned police.

WCUE Campaign Aids Widow

A CAMPAIGN on WCUE Akron, Ohio,
collected $360 for the widow of a New York
cab driver who died apprehending an Ohio
gunman. The cab driver, threatened at
gunpoint, rammed his cab into a police
cruiser to attract attention. In the ensuing
gun fight the cab driver was fatally wounded.
the killer captured.

Lost Little Girl Recovered

WITHIN 20 MINUTES after reporting the
loss of one small girl, the mobile unit of
KXOI, Fort Worth, Tex., was able to
report a successful recovery. A neighbor
who had seen the child heard the report,
and the child was promptly returned home.

KMAN Helps Fire Victims

THE MOBILE UNIT of KMAN Manhat-
tan, Kan., wasted no time when a fire burned
a mother and her four children out of their
home. An appeal for aid was started at the
scene of the fire, and within four hours
money, food, furniture and a place to live
were obtained for the family.
"You know how you always want your children to have it a little better than you did? It's a normal and natural desire.

"Yet I wonder, sometimes, if we aren't short-changing the generations coming up when I see how we're running the national 'store.'

"Back in 1915 our national debt amounted to $11.84 per person. Today your child comes into the world owing $1,625.

"Private debt is ballooning, too—from 154 to nearly 450 billions since 1945.

"What about inflation? Measured by what a dollar bought in 1945, a 1956 dollar was worth only 67 cents.

"Our annual tax bill is something, too. Today, one out of every four days you work goes for taxes.

"Sure we have to pay for wars we've fought. And America's responsibilities as a world citizen are very expensive.

"And in spite of all I've said, we're all living better than ever.

"But part of this increased standard of living is being bought on the installment plan. The average American family today owes 13.6% of its annual income for things it has bought on credit—compared to 6.8% in 1948.

"So it seems to me that all of us might be doing these future generations a real service by taking a long and careful look down the road we're traveling."

* * *

Warren Buell's concern for the future begins at home: he has two daughters.

As a United States citizen and a Supervisor of Economics for Union Oil, he has a right to be concerned about the future.

For each of us has the responsibility to do what he can to safeguard the principles that have made this country prosperous and free.

Your comments are invited. Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.
Stars Shine for Telethon
CHARLETON HESTON, Gale Storm, and Rory Calhoun will appear next Sunday on KTTV (TV) Los Angeles' telethon for the Arthritis and Rheumatism Foundation.
KTTV personality Sheriff John Rovick will also appear. Sheriff John recently lent his efforts to a show in Ventura to benefit a school there for retarded children.

KNOE Totals Service Time
KNOE-AM-TV Monroe, La., donated a total of $247,147 worth of station time for public service programming during 1956.

Joint Efforts Aid Family
TV AND RADIO don't always compete. WKBR Manchester, N. H., and WBZ-TV Boston worked together recently to aid a family whose four children perished in a fire. WKBR campaigned for funds and told their listeners to watch their tv sets, while the tv station showed films of contributors on all their news programs. The joint effort raised $10,000 in cash, $7,000 in pledges.

A Little 'Softshoe' for YMCA
A SONG and dance routine has been added to the program of staffers at KWIZ Santa Ana, Calif. The station's disc jockeys and news men have formed an entertainment team to perform at clubs in an effort to boost YMCA membership.

WCKY Airs Flood Reports
WCKY Cincinnati, Ohio, one of the first to get a broadcast crew into the area affected by floods in eastern Kentucky, Virginia, and West Virginia, has four children-in-peril in a flood. WCKY campaigned for flood relief funds has started on a round-the-clock basis. WCKY news broadcasts provided contact for outside news in many isolated communities.

To Benefit Heart Society
PROCEEDS from the Twin Hearts Anniversary Ball to be sponsored by KYW-AM-TV Cleveland, Ohio will go to the Cleveland Heart Society. The Valentine's Day affair will mark the station's first anniversary under Westinghouse ownership.

Questions for 169 Million
WMAR-TV Baltimore, Md., cooperating with the United Nations Assn. of Md., is presenting Questions for 169 Million, a series of 10 foreign policy discussion programs. The topics on the show will coincide with and help publicize a home discussion group series on foreign policy.

WRVC-AM-TV Aids College
WRVC-AM-TV Philadelphia, through sponsorship of a benefit ice hockey game, was able to present a $8,744 check to the Women's Medical College of Pennsylvania.
ONE IDECO CANDELABRA* TOWER SOLVES THREE STATIONS' PROBLEMS

731' Ideco gauayed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-1 2BH for WAAM, TF-12BH for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in all three transmitter buildings.

Visit Ideco Tower headquarters at the Conrad Hilton ... NARTB, April 7-12

LATEST EXAMPLE OF TOWER LEADERSHIP

This Ideco-developed triple antenna "candelabra" tower, going up at Baltimore, saves each station on land cost ... enables each station to utilize the area's best tower location ... simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only dual candelabra design ... still another first in Dresser-Ideco's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion ... Dresser-Ideco has the know-how to solve your tower problems.

So whether it's a complex candelabra ... a head-in-the-clouds structure ... or a more usual tower ... you can look to Dresser-Ideco today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideco or your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
DEPT. T-10 • COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.
TALL OR SHORT ... FOR TV, MICROWAVE, AM, FM ... IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

February 11, 1957 • Page 109
Relations Inc., same city, as vice president.
Frank A. Allen Jr., Maj. Gen., USA (Ret.),
vetran of both World Wars and chief of
SHEAF Public Relations Div., European
Theatre, joins staff of Communications
Counselors Inc., division of McCann-Erick-
son, in Washington office.

Robert W. Cowan, sales promotion con-
sultant, Stamford, Conn., to Casanova
Assoc., N. Y., sales promotion firm, in ex-
ecut中外 capacity.

George McMurray, staff member of Dine &
Kalmus, N. Y., public relations firm, ap-
pointed manager of product publicity.
Virginia Root, director of women's activi-
ties at Dine & Kalmus, resigned.

Barbara Morris, assistant to news serv-
vice editor of McCull's Patterns, to New York
editorial staff of Daniel J. Edelman &
Assoc., public relations firm.

Irvin L. Edelstein, president of Irvin L.
Edelstein Assoc., Toledo, Ohio, public rela-
tions firm, elected president of Northwestern
Ohio chapter of Sigma Delta Chi, national
professional journalistic society.

Morris B. Rotman, head of Harsho-Rotman
Inc., Chicago-based public relations firm,
elected to Young Presidents Organization,
which consists of men who become presi-
dents of large companies before reaching
age of 40.

KRMG, WTMJ, WHLS
Win Annual AP Awards

KRMG Tulsa, Okla., yesterday (Sunday)
was to be cited at the annual meeting of the
Associated Press radio and television mem-
bers in Tulsa "for outstanding exchange of
news through the AP." KRMG in 1956 sup-
plied 412 stories for general use by the
wire service. The station received a silver
plaque mounted on oblong.

Second and third place winners, respec-
tively—both with bronze plaques—were WTMJ
Milwaukee with 398 stories and WHLS Port
Huron, Mich., with 379 stories. The Mil-
waukee station was to be honored Saturday
at the annual meeting of the Wisconsin AP
radio and television group. The Michigan
AP organization will honor WHLS March
30.

CBS-TV Show Wins Polk Award

CBS-TV's special report on the Hungarian
and Egyptian crises last autumn World in
Crises was cited last Wednesday by Long
Island U. with 1956 George Polk Mem-
orial Award for outstanding TV reporting.
The award—one of eight—also saluted
CBS newsmen Edward R. Murrow, Howard
K. Smith, Ernest Leiser, Winston Burdett,
Eric Severeid, Larry LeSueur, Frank Don-
ghi and David Schoenbrun. Behind-the-
camera citations went to producer Leslie
Midge, director Vern Diamond, film super-
visor Joseph Zigman and writer John Shar-
nik. Awards luncheon has been scheduled
for April 3 in New York's Hotel Roosevelt.
The other seven awards were made in print
media and photography.

Y&R Promotion Awards Made

KINDRED RALEY, promotion manager.
KGNC-TV Amarillo, Tex., and Jack Wil-
liams, WSAZ-TV Huntington, W. Va., last
week were named winners in the Young
& Rubican National Bowling Champions
promotion contest for White Owl cigars.
Mersa. Raley and Williams won out over 40
contestants for their efforts last fall in pro-
posing the NBC-TV program.

Other winners for sports program pro-
motion were Bob Watson and Jim Thucker,
sports directors of KGNC Amarillo and
WSAZ-TV Huntington, respectively. The
grand prize winners will receive 10-day trips
for two to Mexico as guests of NBC, Y&R
and White Owl. The sports directors each
were given portable TV sets.

WBC Presents Sales Awards

LOU S. SIMON, sales manager of KPIX-
TV San Francisco, and William J. William-
son, sales manager of WBZ-WBZA Boston-
Springfield. last week were presented with
first prizes of a 1957 Dodge and $750 worth
of Westinghouse appliances as winners of a
sales contest conducted by the Westinghouse
Broadcasting Co. for its radio and television
stations. Awards were presented to the sales
managers of the radio and TV stations that
showed the highest percentage increase in
sales for the last six months of 1956, as
compared to the same period in 1955.
The most direct approach to the job of moving freight is to ship by truck.

Why? Because truck transport is the only transportation system that provides dock-to-door service. In addition to being fast, flexible, and versatile in their application, trucks allow freight to travel undisturbed from origin to destination, escaping the hazards and delays of frequent handling.

Isn't it plain to see why trucks are preferred . . . to the extent of handling more than three times the tonnage moved by all the other forms of transportation combined?
**Hit the mark on Valentine’s Day**

...and every day with the

**SESAC TRANSCRIBED LIBRARY SERVICE**

the library service that always hits the mark with

**BETTER BALANCED MUSIC PROGRAMMING**

Test Program the SESAC Library at your station

**Write for prepaid audition discs today**

sesac the Coliseum Tower, New York 19

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**AWARDS**

**Television Artists Get New Deal In Advertising Editorial Contest**

TELEVISION ART will gain additional recognition at the 36th annual National Exhibition of Advertising and Editorial Art and Design, May 25-31, according to the exhibit’s 1957 chairman, Arnold Roston.

Mr. Roston, former MBS art director and since late last year an art director at Grey Adv., New York, told B’T that tv art entries heretofore were “lumped together into (a) artwork and (b) overall unit. It just wasn’t fair to the artists to judge art and complete unit at the same time.” The obvious remedy: to enlarge the categories from 8 to 10.

Where last year’s categories were limited to 16 mm live commercials, film commercials (live, animated and combined), limited action commercials (slides, telops, etc.), ID’s, station breaks and show openings, 1957 winners will be judged along three separate lines: (1) design of complete advertisement or editorial unit, (2) advertising art, and (3) editorial art. Categories have been broadened to include title cards, transitional art, promotional ads, non-advertising art and visual aids. “This,” commented Mr. Roston, “will give every artist in tv a fair break.”

Other forms of art—radio and tv station print ads, promotions, direct mail and posters—also will be judged in the overall competition. Deadline for entries is Feb. 21.

All entries are to be sent to Miss Winifred Karn, executive secretary of the Art Directors Club of New York, 115 E. 40th St., New York 16.

**West Point, Ziv Tv series on U. S. Military Academy, commended in statement entered in Congressional Record by Rep. Augustine B. Kelley (D-Pa.) saying series “fills a need in giving the average American an understanding of USMA and in promoting enrollment at West Point.” He also cited sponsor, General Foods, and network on which program appears, CBS-TV.**

**E. R. Vadeboncoeur, president-general manager of WSYR-AM-FM-TV Syracuse, N. Y., given Distinguished Service Award from N. Y. State Div. of American Cancer Society in recognition of his “important contributions in the control of cancer.”**

**Lee Morrison, president of WPAC Patchogue, N. Y., awarded certificate of merit from CARE, citing station’s fine effort in aiding Hungarian refugee cause.**

**Melvin E. Smith, vice president of Erwin, Wasey & Co., Los Angeles, honored for five years service.**

**WCAU-TV Philadelphia commended by Philadelphia Police Dept. for “outstanding performance of duty” in presenting extraordinary actions by city’s police force. Members of force are honored each week after showing of Badge 14 series.**

**O. T. Carson, publisher of Institutions Magazine, to receive achievement award from League of Adv. Agencies for his “Consult Your Advertising Agency” slogan and program.**

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**When you are in New York stop by 444 Madison Ave. for your current issue of B’T or call PLaza 5-8355.**
ACCEPTING an achievement award from Gov. Harold W. Handley’s traffic safety committee on behalf of the Indiana Broadcasters Assn. for its “exceptional public service” is Daniel C. Park (r.), IBA president and general sales manager of WIRE Indianapolis. State officials at the presentation (l to r): K. C. Strange, public information director, Indiana Office of Traffic Safety; Albert E. Huber, traffic safety director, and Sgt. Charles Harbison, safety education division of the Indiana state police. In the commendation, over 60 radio and TV stations in the state were cited for contributing “greatly in creating the highest degree of traffic safety awareness ever known among our citizens.”

KCMO-AM-TV Kansas City cited for its support of Junior Achievement, nationwide organization devoted to teaching young people principles and practices of sound business administration. Station was saluted for its help in backing KCJA Broadcasting Co., a teen-age business firm set up in Kansas City. KCJA writes, produces and airs Today’s Teens on KCMO every Saturday.

KPIX (TV) San Francisco received “Benny” (miniature bust of Ben Franklin) during Printing Week in that city for its service to graphic arts and community through its Adventures in Print educational series.

John Ott, WNBQ (TV) Chicago, received doctor of science (Honoris Causa) degree from Loyola U., Chicago.

WCKY Cincinnati received Public Service Award from Industrial Commission of Ohio for “outstanding cooperation” in promoting industrial safety.

INTERNATIONAL

CANADA WON’T RULE ON PAY-SEE RELAYS
• Says public policy undecided
• Rebroadcast rules clarified

APPLICATIONS for scrambler or pay-as-you-see television rebroadcasting stations are not being considered by the Dept. of Transport, Ottawa, according to Transport Minister George C. Marler. Public policy with respect to such devices for television rebroadcasting has not yet been decided, the minister explained.

Mr. Marlers enunciated the Dept. of Transport’s policy with respect to licensing low-power stations for rebroadcasting off-the-air pickup of television programs to provide coverage in areas where normal reception is not possible. Procedure for such applicants is to be the same as for regular radio-tv stations, through the Canadian Broadcasting Corp.

Wherever possible such tv rebroadcasting outlets will be given a uhf frequency. This marks the first use of uhf tv channels in Canada. But the announcement states that vhf channels may be considered if this can be done without interference with the general tv allocation plan or future development of standard tv stations. If the applicant plans a standard tv station within 18 months, a vhf channel may be allocated. Or a vhf channel may be granted if applicant already operates a standard tv station and wants to extend its coverage.

Tv rebroadcasting stations will not be permitted in an area within the Grade B coverage of a standard tv station, nor will stations be licensed for rebroadcasting unless they have the consent of the originating Canadian tv station. Rebroadcasting of U. S. stations will not be permitted. Rebroadcasting stations will be limited to 100 w effective radiated power. With possible greater power allowed under special conditions.

Where topographical conditions such as water crossings or rugged terrain make it abnormally expensive to use coaxial cable between the point of reception and the point of rebroadcasting, a single hop radio relay may be licensed by the Dept. of Transport for the tv rebroadcasting station, provided an appropriate frequency can be found without prejudice to other radio services. No tv channel will be assigned for such a radio relay.

West Germany May Take Over Privately-Owned Saar Stations

RECENT return of the Saar to Germany will have a direct effect on the status of two privately owned-and-operated stations in the territory diplomatic sources said last week. They are Europe No. One, a radio station, and station Tele-Saar, a television station.

Officials pointed out that the laws of Germany prevent private ownership of radio and tv. The Saar will be integrated into the Federal Republic of West Germany in three years. The Socialist Party, the second largest, has made clear it will not allow private ownership of such means of mass communication. Under the circumstances it
is likely the two commercial ventures will revert to the state.

 Officials of the privately-owned stations offered the properties on a co-ownership basis to the French and German governments for 59½ million, each to put up half the money. The French Parliament has rejected the offer, and the Bundestag is expected to do the same.

 Europe No. One. One has been in operation for more than two years and is said to be highly profitable. It is reported that two-thirds of the initial capital came from Prince Ranier of Monaco. Monaco is the only other continental European area which has permitted commercially-owned and-operated broadcasting.

 There is nothing at the present time which indicates "just and adequate" compensation will be made to the stockholders of the company, says officials. Moreover, the Saar stations were never officially allotted frequencies under the Saar Frequency Agreement. Officials point out that should the shareholders seek compensation through, for example, the World Court there could well be legal reason for turning down their demands.

 CFRB Toronto to Celebrate 30th Birthday on Feb. 19

 A SPECIAL celebration is planned by CFRB Toronto, Ont., to mark its 30th birthday on Feb. 19. Birthday events for CFRB include a party at Toronto's Granite Club for all persons in CFRB's area born on the day the station went on the air. The birthday cake for the party will be lit by 30 radio tubes. There will be a long playing record with voices and events in 30 years of station's operations.

 The station's shortwave transmitter, CFRX, will mark its 20th anniversary Feb. 11. CFRB was the first privately-owned 50 kW station licensed in Canada.

 Nielsen Loses in Britain

 AFTER year-long jockeying between A.C. Nielsen Co. and a British research firm for choice as standard television audience measuring service in England, the British company has won the contract. The firm, Television Audience Measurement, uses a meter system not unlike that of Nielsen. The contract, for five years, is with a committee of British agencies and advertisers using commercial tv in England, and constitutes virtual guarantee that TAM will be dominant if not monopoly company in the field.

 INTERNATIONAL PEOPLE

 Alan Bell, national secretary, Royal Canadian Air Force Benevolent Fund, to manager of Canadian Assn. of Adv. Agencies, Toronto, Ont., succeeding Pat Freeman, to Foote, Cone & Belding as vice president and general manager of Toronto office.


 INTERNATIONAL SHORTS

 Albert Jarvis Ltd., Toronto, Ont., advertising agency, has opened office in Montreal, Que., at 1466 Crescent St., with H. J. Tingle, formerly of E. W. Reynolds Ltd., as manager.

 Paul Corbeil, Television & Radio Productions, Montreal, appointed tv-radio director of new office.

 STATUS REPORT: BROADCASTING IN SOUTH AFRICA

 RESIDENTS below the equator in South Africa are among the have-nots of the television world, but radio is shedding an ever stronger light on the Dark Continent, according to a status report by Peter Merrill of Herrick-Merrill Radio Productions, Johannesburg.

 Two stations on the southern tip of the continent, where population is concentrated, are each doing better than a million dollar business annually.

 The commercial station of the Union of South Africa Government Broadcasting Corp. reports a yearly figure of approximately $2.7 million. This is one of three stations run by the semi-governmental G.B.C. The other two are non-commercial outlets serving both English and Dutch-speaking listeners. Language is subject to sponsor choice on the commercial stations.

 In Portuguese East Africa the Radio Club de Mozambique, operating South Africa's first commercial station at the seaside resort of Lourenco Marques, sells $1.2 million worth of time to sponsors across the border in the Union of South Africa. It alternates between medium-wave and shortwave. Operating from one of the largest plants in the southern hemisphere, the Lourenco Marques station is in a building that cost the Radio Club about $2.8 million. It houses luxurious studios, a cafe and night club.

 There are government-run stations at Leopoldville in the Belgian Congo, at Brazzaville in French Equatorial Africa, both shortwave, the former broadcasting in French, Flemish and native tongues. Other local mediumwave stations broadcast a few hours a day.

 Television's advent to South Africa is being held back by a number of factors, according to Mr. Merrill. Private interests do not feel the five million population of the Union (1.2 million white) could support a television system, nor is the government willing to subsidize it. The two official languages and various political considerations complicate the picture. The people do want tv, says Mr. Merrill, especially in Johannesburg, which has distinctly American tastes, and they are bringing pressure to bear in its favor. In his opinion, however, the visual medium is still some years away from realization in South Africa.

 MBS Backs Crime Prevention

 MUTUAL has released details of a two-part plan designed to assist the National Exchange Club's 1957 National Crime Prevention Week Campaign, Feb. 10-16. Throughout this week, Mutual's 10 mystery and adventure programs (8-9 P.M. EST) have been prepared to outline the purposes of the week, stressing cooperation with law enforcement officials. In the other phase of its effort, Mutual's 18 newscasters and commentators will broadcast announcements emphasizing traffic safety. It was pointed out that law breaking among drivers is a major problem.

 WTOP's 'Capital Types'

 WTOP WASHINGTON is distributing a portfolio of "Capital Types" drawn by Robert Osborn. "Osborn gets to the heart of his subject simply because he knows people . . . Washington people in particular. The same holds true of WTOP. It knows Washington people as no other station does . . . and gets to the heart of the market."

 The foreword of the brochure contains 11 caricatures, a few of which are the Tax Collector ("Not a bad fellow at heart," "someone once said, but no one can remember who said it.")., the Receptionist ("Has vetoed more government propositions than any congressman alive.")., the Free Loader ("Drinks to forget, but forgets what.")., and the Librarian ("Born with a silver 'shh' in her mouth.").

 WTVH (TV) Distributes Playbills

 TO PROMOTE its Lamplight Playhouse, feature film show which runs seven nights a week, WTVH (TV) Peoria, Ill., has distributed 20,000 copies of a complete playbill covering the movies to be shown over a 13 week period.

 Tv Viewers See Rocket Fired

 WBZ-TV BOSTON has installed a live instrument rocket motor filled with secret-formula propellant outside its studios. It was scheduled to be fired yesterday (Sunday) on the 2000 A.D. program (1:30-2 p.m. EST). The rocket motor was to run about six seconds. Prof. Jonathan Karas, host of the show which presents recent developments in the fields of science and engineering, said last week that such a firing of a rocket had never before been attempted for live television coverage.

 Community Gets Break

 "STATIONS can do well to brag sometimes about their communities instead of devoting all their station breaks to themselves," says Wilton E. Hall, owner of WAIM-TV Ander- son, S.C. He practiced what he preached and is using this idea for WAIM's new ID's. Photographs of many prominent merchants, lawyers, doctors, ministers and other well known personalities of the community have been secured and are being used along with the station's call letters and channel number, under the slogan, "Anderson is My Town."
Readin', Writin', Now 'Rithmetic

IN AN EFFORT to do something about illiteracy, WKNO-TV Memphis, Tenn., is offering a reading and writing tv course to adults in that area. There are 762 presently enrolled and the station has set up 34 tv-equipped centers to help the students with their lessons. Graduation exercises are scheduled to be held at the studio on Feb. 16, with city and educational officials attending. WKNO-TV plans to add general mathmatics to its curriculum this month. Students may enroll in the math course for high school credit, but in order to receive it, must be 17 or older and have completed eight years of elementary education. An article on the reading and writing show was recently featured in Life. The series won the Sylvania Award for the nation's best locally produced educational program.

'Everything from Soups to Nuts'

EVERYTHING from "soup to nuts" has been advertised on WHIM Providence, R.I., by satisfied sponsors, according to a new mailing piece sent to the station's food and drug clients. WHIM sent out cartons containing cans of Habitant soup and Planter's peanuts, along with the names of other food advertisers currently using heavy schedules on WHIM. Station reports its food and drug business increased 61% over previous years.

When in Rome, Do as the Romans

IN ORDER to highlight WNBC (TV)'s (Hartford, Conn.) Early Show, program of feature films, host Johnny Palmer dresses in a costume that keynotes the theme of the film. Mr. Palmer gives a synopsis of the film during breaks in the program for the benefit of the late viewers. He has been dressed in a white lab coat, pilot's uniform, surgeon's outfit and skin-diving ensemble.

AN UNEXPECTED 3 1/2-hour real life drama was brought into homes of Des Moines, Iowa, area citizens Jan. 30 when KRNT-AM-TV gave a running live-coverage account of the wild escapade of a young student pilot, who at gunpoint, forced his instructor from a Cessna four-seater plane, took off on his first solo jaunt, terrorized the city with his tree-top-level flying, and finally crashed in a wooded area without causing serious injury.

"Everyone got into the act" at the Des Moines stations' news department after the stations cancelled all regular afternoon schedules, to fully cover 23-year-old Roy Soderquist's daredevil flight. KRNT-TV live camera crews followed the flying maverick over the loop area from positions outside the studio—one on the roof at the base of its television tower and the other on the street below. Two tv newsmen-photographers tailed Soderquist in separate planes and filmed his low-flying, diving, sashays, and his crash landing with empty fuel tanks. Other tv news photographers "tracked" the zigzagging plane with silent cameras from roving police cars and then filmed the crash landing scene minutes after Soderquist plunged the Cessna to earth. Meanwhile, newscasters and announcers at the studio gave a continuous commentary on radio and tv, by monitoring city and state police and sheriff's radio calls with special equipment. The reunion of the daring student pilot with his mother at the hospital was tape-recorded by a KRNT newsman.

The drama ended about 4 p.m., and an entire show—films, pictures, tapes, and commentary—was presented at 6 p.m. on a tv news program and a radio news-cast. On the 10 p.m. television news program a more complete "wrapup" was presented. The KRNT news department also provided feeds to numerous stations and the CBS network and furnished film to CBS and some individual stations.

ABC-TV Distributes Booklet

A LOOSE-LEAF booklet, "Local Promotion and Exploitation Manual," is being circulated among ABC-TV's affiliates and operated stations presenting successful ideas employed by ABC radio and tv stations. Edited by James F. X. Mullen, a promotion writer, the manual contains top promotional ideas contributed by the stations, including audience buildup, advertising agency promotion, merchandising, premières, mailings and advertising. John H. Eckstein, ABC's director of advertising and promotion, noted "it is only through an exchange of ideas that fresh and original concepts evolve."

CBS-TV Signs Polly Bergen

SIGNING of Polly Bergen, actress and singer, to a long-term CBS-TV contract calling for her exclusive services on variety and dramatic shows, was announced last week by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs. In accepting the contract, Miss Bergen resigned her assignment as the Pepsi-Cola girl in tv advertisements. She has had dramatic roles on tv, has sung on a number of variety shows and has made recordings for Columbia Records, in addition to having appeared on Broadway and in the movies. She also is a panel member on To Tell the Truth (CBS-TV, Tuesday, 9-9:30 p.m. EST).

WNEM-TV Covers Mock Attack

THE CAMERAS were live—if the ammunition wasn't—amid sounds of machine gun and rifle fire, exploding smoke bombs, shouted commands and the capture of studio and transmitter. The occasion was a seven-minute "mock attack" televised by WNEM-TV Bay City (Midland-Saginaw), Mich., during The Great Day Show Feb. 1. Protagonists in the drama were ski troops of the Mountain and Cold Weather Training Camp at Camp Hale, Colo. Idea was conceived by Harold Stone, WNEM-TV director, and involved use of two field cameras, one at ground level and the other on the roof of the station's studio.

WHBF

RADIO & TELEVISION

the station

of marketing success

in the Quad-Cities

REPRESENTED BY AVERY-KNODEL, INC.

February 11, 1957 • Page 115
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
January 31 through February 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Am-Fm Summary through Feb. 6

<table>
<thead>
<tr>
<th>Source</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>358</td>
<td>16</td>
<td>374</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>132</td>
<td>5</td>
<td>137</td>
</tr>
<tr>
<td>Grants since July 11, 1952:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(When FCC began processing applications after tv freezes)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>342</td>
<td>321</td>
<td>663</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>119</td>
<td>5</td>
<td>124</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Source</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend.</td>
<td>1,058</td>
<td>827</td>
<td>1,885</td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>37</td>
<td>27</td>
<td>64</td>
</tr>
<tr>
<td>Total</td>
<td>1,123</td>
<td>865</td>
<td>1,988</td>
</tr>
</tbody>
</table>

In 176 vhs (13 vhf, 142 uhf) have been deleted.
One educational uhf has been deleted.
One applicant did not specify channel.
Includes 44 already granted.
Includes 710 already granted.

New Tv Stations . . .

APPLICATIONS


Ogdent, Utah—Grassine District Radio Bstg. Co., vhf ch. 9 (186-192 mc); ERP 1.7 kw v.s., 7 kw aur.; ant. height above average terrain -301 ft. above ground 680 ft. Estimated construction cost $28,280, first year operating cost $120,000, revenue $325,000, P.O. address Box 1768, Salt Lake City.

WPIX Promotes 'Whirlybirds'

PREPARATORY to launching Whirlybirds, tv film adventure series centering around helicopters, -WPIX (TV-11), last Thursday, CBS-TV Film Sales held a press luncheon on Tuesday at the Newark airport and invited newsmen to fly in a helicopter. The series, produced by Desilu Productions in association with CBS-TV Film Sales, reportedly has been sold in 110 markets throughout the country.

Webster Marks Ground Hog Day

FARM EDITOR Louis A. Webster of WEII Boston got up early on Ground Hog Day and worked well into the night, but his job was not trailing the four-legged weather forecaster. His Feb. 2 assignment was to tell the story of Massachusetts agriculture on Farm Broadcasting Day, as designated by Mass. Governor Foster Furculo in cooperation with the National Assn. of TV & Radio Farm Directors (B·T), Feb. 4. Mr. Webster and state farm leaders were before WEII microphones with salutes to local agriculture from 5 a.m. (opening time of Mr. Webster's 'Country Journal' for more than 20 years) until 11 that night. Noting the $200,000,000 agricultural business done in the WEII service area, the farm editor and his guests appeared on various shows around the station schedule.

'You Don't Know Beans' About It

"YOU don't know BEANS until you come to Boston," said an oversized picture postcard being sent out by the Westingingame Broadcasting Co. Boston Conference Committee. It goes on to say, "Sure you know your beans, and you know your public service programming... but, you'll know a lot more about both if you attend the Boston Conference on Local Public Service Programming." The card, first in a series, is being mailed to invite broadcasters to the WBC Feb. 27-March 1 meeting. It urges them to make reservations now and tells them of the opportunities they'll have to hear nationally known speakers, attend "thought-provoking" panel discussions, see practical demonstrations, interesting exhibits and to tour the historical city of Boston.


Existing Tv Stations . . .

ACTIONS by FCC

CALL LETTERS ASSIGNED

KHUM-TV Burns, Ore.—Darroll R. Hauser, ch. 12.
RFCA-TV Bl. Paul, Minn.—Twin City Area Education Television Corp., non-commercial educational ch. 2. Changed from KYCA (TV).

APPLICATIONS

WFGA-TV Jacksonville, Fla.—Seeks mod. of cp (which authorized new cp) for new station and ANT. make other equipment changes. Announced Feb. 4.
WCYV-TV Bristol, Va.—Seeks mod. of cp to change ERP to 831 kw v.s., 482 kw aur., and specify studio location as 511-13 Cumberland St., Bristol. Announced Feb. 7.
KONA (TV) Honolulu, Hawaii—Seeks mod. of cp to change ERP to 60 kw v.s., 30 kw aur., make changes in ant. system and other equipment. Announced Feb. 5.

Translators . . .

APPLICATIONS

Show Low, Ariz.—Show Low TV Inc., ch. 8 (160-317 mc) to rebroadcast ch. 9 KDVU-TV Tucson, Ariz. P.O. address Box 355, Show Low. Trans. output 10 W, ERP to community 650 W. Estimated population to be served 2,600. Estimated construction cost $4,000, first year operating cost $600. Announced Feb. 4.
Claremont, N. H.—Springfield Television Corp., ch. 75 (860-966 mc) to rebroadcast ch. 56 WRIF.
New Am Stations . . .

ACTION BY FCC

Ableene, Tex.--Key City Broadcasters granted 1528 kc, 500 w D. P. O. address on Box 449, Ableene; construction and construction cost $21,688, first year operating cost $8,940, revenue $17,000. Principals are Howard Barrett (50%), 20% owner of KBST Big Spring, Tex., and 10% owner of KBST-TV Big Spring and Robert H. Nash (50%), former local sales manager of KBRC-TV Ableene. Announced Feb. 6.

APPLICATIONS

Phoenix, Ariz.--W. H. Hansen, 1600 kc, 5 kw D. P. O. address Box 1056, Eureka, Calif. Estimated construction cost $21,681, first year operating cost $8,940, revenue $17,000. Mr. Hansen operates KNXG (FM) in operation of KBOY St. Helena and KLAM Klamath Falls, both Ore. Announced Feb. 1.

Milan, Fla.--Eugene T. Sudduth, James C. Smith, William L. Morris d/b/a as Santa Rosa Bcstg. Co., 1500 kc, 250 w D. P. O. address 547 E. Sycamore St., New Port Richey, Fla. Estimated construction cost $12,424, first year operating cost $20,000, revenue $48,000. Mr. Sudduth and Mr. Smith (each 45% owner) and Mr. Morris (10%) are all employees of WEAB-AM-TV, Pensacola, Fla. Announced Feb. 1.

Wauchula, Fla.--Robert S. Taylor, 1560 kc, 1 kw D. P. O. address 818 Carlton, Lakeland, Fla. Estimated construction cost $11,360, first year operating cost $20,000, revenue $28,000. Mr. Taylor is president with 33.3% owner, WNNK Lakeland. Announced Feb. 6.

Meridian, Miss.--Louis Alford, Phillip D. Brady, Alfred L. Calhoun, Southwestern Bcstg. Co. of Miss., 1230 kc, 1 kw D. P. O. address 5% Brady, Box 604, McComb, Miss. Estimated construction cost $12,030, first year operating cost $30,000, revenue $48,000. Mr. Alford, Mr. Brady and Mr. Smith each own 1/3, WAPF McComb, WMDC Haxletown, both Miss. and WABL Amite, La. Announced Feb. 4.


APPLICATIONS AMENDED

Prescott, Ariz.--Application of Northern Arizona Broadcasters as amended for call sign new am on 1450 kc, 50 w unlim. amended to change frequency to 1460 kc. Announced Feb. 4.

Jacksonville, Fla.--Application of Dan Richardson seeking new am on 550 kc 1 kw D, amended to change ant.-trans. and studio location to 2228 Orange Ave., Orange Park, Fla., and make changes in ant. and ground systems and type trans. Announced Jan. 31.

Manchester, Conn.--Application of Radio Manchester Inc. seeking new am on 1370 kc, 1 kw D and 5 kw Ant., new location to 3437 Main St., Manchester, Conn. Announced Jan. 31.

Huntington, W. Va.--Application of Donald G. Carey seeking new am on 1220 kc, 500 w DA-D, amended to change power to 250 w change ant.-trans. and ant. system. Announced Feb. 6.


New Am Stations . . .

APPLICATIONS

Gothen, Ind.--Gothen College, 91.1 mc, 301 kw unlim. D. P. O. address 4 F. Swartzendruber, Gothen College, Gothen, Ind. Estimated construction cost $1,830, first year operating cost $1,950. Proposed facility will operate as non-commercial educational station. Announced Feb. 1.

Existing Fm Stations . . .

APPLICATIONS BY FCC

CALL LETTERS ASSIGNED

KDBX (FM) Los Angeles, Calif.--WHM Bestg. Co., 105.1 mc.

KPCS (FM) Pasadena, Calif.--Pasadena City Junior College District, 83.3 mc.

WQXZ (FM) Orlando, Fla.--Central Florida Bcstg. Co. 100.3 mc. Changed from WCKX (FM).

WMHC (FM) South Hadley, Mass.--President & Trustees of Mt. Holyoke College, 91.3 mc.

K-FM San Antonio, Tex.--Radio KITE Inc., 97.3 mc. Changed from KAML-FM.

APPLICATIONS

KRCV (FM) Santa Barbara, Calif.--Seeks mod. of cp (which authorized new fmi to change ant. height above average terrain to 257 ft. and make changes in ant. system) to change frequency to 92.1 mc. Announced Feb. 4.


WJWH (FM) Bloomsburg, Pa.--Seeks mod. of cp (which authorized new non-commercial educational fm) to change frequency to 89.1 mc. Announced Jan. 31.

Ownership Changes . . .

APPLICATIONS

WLOF Orlando, Fla.--Granted acquisition of control by Tom N. Cooper through purchase of 2/3 stock from W. V. Blystone, et al. He will buy 31 shares for $100 each plus 6% from date of issue and will own 58.3% of outstanding stock. Announced Feb. 5.


WTOE Spruce Pine, N. C.--Granted acquisition of control by Tom N. Cooper through purchase of 2/3 stock from W. V. Blystone, et al. He will buy 31 shares for $100 each plus 6% from date of issue and will own 58.3% of outstanding stock. Announced Feb. 5.

WTVT-AM-FM Clearwater, Fla.--VTS Donovan, WTVT-AM-FM Manchester, all N. Granted acquisition of control by William J. Rust Jr., through purchase by licensee corporations and individual stockholders of approximately 32% held by William J. Barkley in each of four licenses for total price of $175,000. Mr. Rust will own 85-76% of stations. Announced Feb. 5.

WNCC Barnesboro, Pa.--Granted acquisition of negative control by William J. Thomas through purchase of 25% from LeRoy W. Staufer who will trade for Mr. Thomas' stock in WDAD Indiana, Pa., Mr. Thomas will own 50% of WNCC. Announced Feb. 5.

KLAM Cordova, Alaska--Granted acquisition of positive control by Charles L. Buck and Donna M. Buck through purchase of stock from Claude E. Turner Jr. for $1,400. Buck's 32.5% owners, will own 55.7%. Announced Feb. 5.
Hearing Cases . . .

**FINAL DECISION**

Abilene, Tex.—FCC by order of Feb. 6 modified an examiner’s initial decision and made it effective as of Jan. 1. An application for new am on 1290 kc, 500 w, D, in Abilene, Tex., trans. to be operated by remote control. Announced Feb. 6.

WNSL, Laurel, Md.—Seeks assignment of license to WNSL, Inc., New York, N.Y., for new am on 1340 kc, 500 w D in Laurel, Md., to move new station on 1340 kc, 250 w, in. In Willimantic, Conn., and of denial of application of Robert A. Mensel for new am on 1340 kc, 500 w D in Willimantic. Announced Feb. 6.

Rochester, N.Y.—Hearing Examiner Herbert Shurman issued initial decision looking toward grant of applications of WHL for increase power from 1 kw to 3 kw, on 1370 kc D and Windham, D. C, for new am station on 1400 kc, 550 w, unii, in Willimantic, Conn., and of denial of application of Robert A. Mensel for new am on 1340 kc, 500 w D in Willimantic. Announced Feb. 6.

Routine Roundup . . .

January 30 Applications

**ACCEPTED FOR FILING**

Modification of Cp

KPJX-TV Montrose, Colo.—Seeks mod. of cp to transmit anesthesiol applications. License to Cover Cp

KWTV-Goodland, Kan.—Seeks mod. of cp to extend completion date to 3-15.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to extend completion date to 8-22.

January 31 Applications

**ACCEPTED FOR FILING**

Modification of Cp

KLVI Vivian, La.—Seeks mod. of cp (which authorized new am) & ant., power & hours and install new trans. and DA-N. License to Cover Cp

KLAK Lakewood, Colo.—Seeks license to cover cp which authorized change frequency & power, hours and install new trans. and DA.-N. RENEWAL OF LICENSE

WEKS Marblehead, Mass.; WRNR Woosneck, R. I.; WSYB Rutland, Vt.; WMOU-FM Berlin, N. H.

REMOTE CONTROL

WYTI Rocky Mount, Va.

February 1 Applications

**ACCEPTED FOR FILING**

Modification of Cp

WMAY-TV Springfield, Ill.—Seeks mod. of cp (which authorized new fm) to extend completion date to 3-28-57.

KKOK-TV Billings, Mont.—Seeks mod. of cp to extend completion date to 4-20-57.

February 4 Applications

**ACCEPTED FOR FILING**

Modification of Cp

WDHF Chicago, Ill.—Seeks mod. of cp (which authorized new fm) to extend completion date; KTVF Anchorage, Alaska—Seeks mod. of cp to extend completion date to 9-1-57.

KWIP-TV Springfield, Mass.—Seeks mod. of cp to extend completion date to 6-1-57.

January 31 Decisions

**ACTIONS ON MOTIONS**

By Commissioner John C. Doerfer

Broadcast Bureau—Grant petition for extension of time to Feb. 4 to file comments with respect to petition for immediate consideration and partial grant of application of Ohio Valley Bcstg., Corp., for new am station on 1800 kc, 2 kw, W. Va., and for transfer of control of that corporation from Newcomer Brothers, Inc., to VTIV Inc., Steubenville, Ohio. Action Jan. 29.

Broadcast Bureau—Grant petition for extension of time to Jan. 30 to file opposition to petition for review filed by Friends of Good Music station for new am on 1490 kc, 1 kw, N. W. Mass.; WMMR Boston, Mass.; and license of station WGSN Bethesda, Md., and license of station WBSN-FM Washington, D. C. Action Jan. 29.

By Chief Hearing Examiner James D. Wilcox


By Hearing Examiner Hugh B. Hutchinson

Daytona Beach, Fla.—Ordered that prehearing conference be scheduled for Feb. 12 re am application of Velista County Bcstg. Corp., Daytona Beach. Action Jan. 29.


By Hearing Examiner H. Gifford Irion

KSLM Salem, Ore.—Granted motion for continuance of hearing on petition for renewal of license for tv station in Salem, Ore., to May 50, re its am application. Action Jan. 29.

KKNK Redmond Bcstg., Willimantic, Conn.—Granted petition to reopen record for purpose of considering testimony of applicant filed with respect to application, and entire record is reopened for sole purpose of receipt of additional evidence in answer to the petition to reopen and immediately reclosed. Action Jan. 29.

**BROADCAST ACTIONS**

Television equipment—FCC has revised its Radio Equipment List, Part A, showing transmitters, translators, and monitors acceptable, as of Feb. 1, for use in tv broadcast service, provided operation is in accordance with Commission’s rules and that technical specifications listed are not exceeded. "Type acceptance" is required for listing of transmitters, and "type approval" is necessary for listing of translators and monitor listings. Copies will be available for inspection at Commission offices in Washington, D. C. and at field offices. Announced Feb. 5.

By the Broadcast Bureau

Actions of February 1

KEPR-TV Pasco, Wash.—Granted license for tv station (ch. 10); ERP via. 6.54 kw, aural 4.27 kw.

KREM-TV Spokane, Wash.—Granted license for tv station (ch. 2); ERP via. 300 kw, aural 135 kw.

KSSW-TV Portland, Ore.—Granted license for tv station (ch. 2); ERP via. 5.37 kw, aural 2.85 kw.

KGBM-TV Honolulu, Hawaii—Granted license for tv station (ch. 9); ERP via. 7.76 kw DA, aural 46 kw.

KHTU Walla Walla, Wash.—Granted license for station.

KWSJ Prosser, Wash.—Granted license for station.

KXEN Wenatchee, Wash.—Granted license for station; condition.

KGRG Gresham, Ore.—Granted license for am (Continues on page 125)
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DT. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCCE*

RUSSELL P. MAY
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Sheraton Bldg.
Washington 5, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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Communications-Electronics
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Executive 3-7380
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JOHN B. HEFFELFINGER
8401 Cherry St.
Hiland 4-7010
KANSAS CITY, MISSOURI

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1315 Kearnay
Skyline 6-1603
Denver 22, Colorado

JAMES C. McNARY
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National Press Bldg., Wash. 4, D. C.
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Fort Evans
1001 Conn. Ave., Leesburg, Va.
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P. O. Box 32
Crestview 4-8721
1100 W. Abreu
ARLINGTON, TEXAS

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

GEORGE C. DAVIS
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Washington 4, D. C.
Member AFCCE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
Washington 4, D. C.
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STEEL & WALDSCHMITT, INC.
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710 14th St., N. W.
Executive 3-5620
Washington 6, D. C.
302 White House Bldg.
Mutual 2580
Seattle 1, Washington
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John A. Moffet—Associate
1405 G St., N. W.
Washington 7-6646
Washington 5, D. C.
Member AFCCE*

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3802 Military Rd., N. W., Wash., D. C.
Phone Emerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
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Robert L. Hammett
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SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

J. G. Rountree, Jr.
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Emerson 3-3266
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Ralph J. Bitzer, Consulting Engineer
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Kansas City, Mo.
Phone Jackson 3-3022

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Practical Broadcast, TV electronics, engineering home study and residence courses.
Write for free catalog, specify course.

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CONSULTANTS—Specialist in
Television—Radio allocations—installation
fields—antenna measurements—AM—FM—VHF will consider investing with
new applicants
Norwood J. Patterson, Owner
1111 Market Street San Francisco, Calif.
MARKET 1-8717

PROFESSIONAL CARDS

SERVICE DIRECTORY

February 11, 1957 • Page 119
Help Wanted—(Cont’d)

ANNOUNCEMENTS

Immediate opening for experienced salesman with ability to write good copy. Established 500 watt fulltime independent, one station market, upper south. 15% commission and liberal draw. You will be given exclusive territory and take over present accounts bringing you over $6,600. An aggressor worker with ideas for small market radio can make $9,000 to $10,000 per year! Chance to advance to sales manager and higher. Prefer married, has Florida or Alabama contacts who wants to settle in small city. Send complete details, references, education, experience, present income, photo, and marital status in first letter. Phone call, please. Tom Gannaway, WRAD Radford, Virginia.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. All salaries go up to 40%. Personal interview mandatory for selected applicants. Box 440E, B-T.


Leading eastern independent needs two announcers, mid-morning and evening. A minimum of three years experience, background and expected salary. Will contact select applicants. Send resume to Edward Hotel for personal interview. February 18 through 22nd. Box 369E, B-T.

Announcer with Storz, Noemac experience. Eastern station going 10kw. Send tape. Box 415E, B-T.

Exceptional announcer to learn sales. Only station in the state. Box 450E, B-T.

Illinois kilowatt wants experienced announcer age 25 to 40 years with several years of solid commercial experience for staff announcing position. News gathering and writing ability helpful. Liberal bonus, accrued benefits, pension plan, with well-established independent station. Send personal experience in detail, references. Personal interview required. Box 476E, B-T.

$150 a week—for DJ with enthusiasm in voice. Rhyming intros. Glib glibtery, but not rock ‘n’ roll. Wanted by midwest station. Box 346E, B-T.


Help Wanted—(Cont’d)

Do you know how to sell and announce, and have experience in general operation of a radio station. Good salary and commission to right man. Send reply to Box 450E, B-T.

Central Texas 100 watt needs good commercial manager, strong on local sales. Some college work. Average commission. Good medium market. Write Box 457E, B-T.

Manager for 5kw daytime Florida station. Only top proven manager considered. Heavy emphasis on sales ability. Drawing percentage of profits. Write your own check. Send full details, please. Ross Charles, WJODY, Greenville, Miss. Enclose recent picture.

Experienced salesman: Best small city operation in the middle west. KJWow daytime in single station market offers $400 per month guarantee for 50 week year. Commission incentive plan assuring minimum “salary” of $300 per month even at lowest commission. Multi-market still match, dollar per dollar, up to $1,000 in new sales. Commission setup pays up to 40%. Personal interview mandatory for selected applicants. Box 440E, B-T.

Southwest territory. Ideal climate. Great opportunity. Drawing account against percentage. Box 453E, B-T.

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly past two years. Management and tv potential. Box 477E, B-T.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to Box 479E, B-T.

A real challenge for a real gentleman-salesman in southwestern Pennsylvania. One hundred percent cooperation from management to mature, down-to-earth, experienced radio spot and time seller. 250 watt indie with average acceptance wants higher-than-average billings. Draw plus commission. Don’t apply unless you can supply references—lots of which will be investigated. Must be honest, reliable, sold-on-selling radio and ready to settle down. Box 486E, B-T.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Ohio.

Top-rated, 15 years Mutual affiliate offers productive salesman 25% commission against draw. Good future. Write full details. WHIT, New Bern, N. C.

Now! Salesman, and salesman-announcer! If you’re good we want you! Top pay! Immediate opening! Paul Parker, WLAS, Jacksonville, N. C.

RADIOSalesmen

Good announcer with first class license for new station in growing city. Emphasis on announcing. Minimum of engineering and maintenance. Top pay and excellent chance to become manager of one of our new stations. Send tape, please! Resume to Manager, WARE, Jasper, Alabama.

Experienced morning man to specialize in local and wire news, sports, markets. Top pay for top ability. WCMY, Ottawa, Illinois.

Florida Gulf Coast CBS affiliate has immediate opening for experienced DJ who knows music, strong on commercials. Mail audition tape and resume to WINK. Kenneth M. Parker, WINK Broadcasting Company, Fort Myers, Florida.


Announcer-DJ—$100.00 week and up, to man strong on country and western and familiar with gospel and passable on news. This will work as shift helper, but will be front man. Station is operated by owner-manager, is leader in rich rural market, and is building top-flight staff for group operation. Selling not required. We pay 25% commission. WKUL, Culman, Alabama.

Immediately! Announcers, and announcer-salesman! Must be good! Car necessary. Pay good! Send resume. Paul Parker, WLAS, Jacksonville, N. C.

Announcer who can operate own board. WLDB Mutual, Atlantic City, New Jersey.

Morning man immediately for established NBC station. WMRF, Lewiston, Pennsylvania.

Good announcer—must have good voice—no regional accent. Quick native intelligence, humor, education and experience. Up to $100 weekly to start. Must have pleasant personality and good imagination. Opportunity to try new ideas. Personal interview required. Tape, resume to WPVL, Painesville, Ohio.


Wanted: Two announcers with first class ticket. Write Box 485, Aberdeen, Maryland.

5000 watt station in the deep south has opening for combination, good engineer, good announcer, single station market. Pleasant working conditions and good pay. Floaters or drifters need not apply. State your qualifications in first letter. Box 318E, B-T.

First class engineer-announcer needed for new 500 watt Indiana directional. Pleasant living conditions with potential. Send tape, background, and salary requirements first letter. Box 544E, B-T.

50,000 watt south Texas station wants transmitter engineer who is looking for permanent job with stable organization. Although similar jobs may be available many places, our recreation land and pleasant living climate makes this one unique. Send qualifications, salary requirements, resume to Chief Engineer, KGBT, Harlingen, Texas.

Immediate opening for engineer-announcer with first-class ticket. Regional station in ideal northwest county. Churches and other facilities all excellent. Send tape and resume to Roy Vance, Radio Station KEGM, Boise, Idaho.

CLASSIFIED ADVERTISEMENTS

Pays in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Salesman Wanted $24 per word—$8.00 minimum • Help Wanted $25 per word—$2.00 minimum.

All other classifications $30 per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box reply to:

BROADCASTING • TELECASTING, 1758 DeSales St. N. W., Washington 6, D. C.

Airmen or aircrews or qualified civilians, $19.00 monthly, forwarding address separately, please. All transmissions, photos, etc., sent to box numbers are sent at owner’s risk. Remittance • Transmissions expressly repudiate any liability or responsibility for their cloak or return.
**Radio**

**Help Wanted—(Cont'd)**

**Technical**

Engineer-announcer—central Texas 1000 wattter, pior physical plant. Above average salary, excellent working conditions, some board work. Write 496E, B-T.

Technical—wanted chief engineer at radio KKWZ, Santa Ana. Contact Hal Davis, General Manager.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WRBV, Radio, Ft. Lauderdale. New York.

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 meals. Responsible job with future. Send your resume, full references, full experience and interests. WMTT, Charlotte, N.C.

**Programming-Production, Others**

PD with news and commercial background for 5 kw Ohio station. Send complete information about yourself and previous experience. Box 501E, B-T.

Copy chief for midwest regional power station in Michigan. Good experience, will supervise copy department. Outstanding opportunity for right guy. Salary commensurate with ability. Send resume, pictures of writing to Box 467E, B-T.

**Situations Wanted—(Cont'd)**

**Managerial**

Manager or assistant—experienced in sales, programming, sports play-by-play, news and music. College grad, family man. Top references. Texas or Louisiana. Box 428E, B-T.

Successful former station owner-manager and PD wants to get back into radio. Has excellent background. Will consider salary, commision or stock arrangement. Box 492E, B-T.

Successful working manager desires relocation due to change in ownership. No urgency but seeking an operator with extensive knowledge of independent station operation to good use. Strong background in sales, programing, promotion. Top references guaranteed. Five figure man. Box 483E, B-T.

Attention Minnesota stations: Mature, hard-working sales manager. Solid background in all phases. All inquiries answered. Box 490E, B-T.

Sales manager—personally sold over half million dollars worth of local time in one year! Only progressive management with sound product needed. All replies held in confidence. Box 521E, B-T.

**Announcers**

Personality-DJ—strong commercials, gimmicks, etc. Fun on the air, eager to please. Go anywhere. Box 109E, B-T.

Baseball, basketball, football, play-by-play sportscaster. Seven years experience. Box 246E, B-T.


Personality DJ, who knows music and plays the best. Warm, friendly style. Strong sports and news. College grad. $100 per week. Box 407E, B-T.

DJ, newscaster. 5 years, fine voice, first phone, tape. Box 415E, B-T.

DJ who can sell, 3 years experience. Prefer northeast. Family. Box 485E, B-T.

5 year man—family—presently employed. Solid background, all phases radio. Interested in investing money small stock holder tv-radio anywhere in country. Tape references—personal interviews. Box 492E, B-T.


9 years experience announcing, disc jockey, operation and news. Desire good steady location anywhere in Michigan, Indiana or Ohio. Presently employed. Box 490E, B-T.

(Continued on next page)

**Radio**

**Situations Wanted—(Cont'd)**

**Announcers**

Now in 4th year with midwest indie. Interviews, eneuc, telephone quiz, board. 26, vet, married. All offers considered. Write Box 505E, B-T.

Four years experience. Rhymes and blue and spirituals DJ. Tapes available. Will travel. Box 506E, B-T.

Announcer looking. Fine references, background. Experienced sportscaster, news, disc jockey. Family. Box 505E, B-T.

Experienced combo announcer desires west coast location. Employed as chief and news director on network (Denver area). Family man. Commercial, sports, news and music, College grad. Advertising background. Box 515E, B-T.

Chief announcer—midwest tv, 12 years experience radio-tv, community theatre direction. Consider offers in these fields or related. Speech and dramatics graduate. University Iowa. Box 515E, B-T.

Top play-by-play sportscaster desires to associate permanently with good station. 8 years experience, 8 years present job. Also strong news, commercials, programming. Prefer Texas but will consider all southwest, midwest. Box 516E, B-T.

Announcer—interested in midwest area. Experienced. Heavy on news, commercials, can operate console. 31 years, steady, non-drinker, dependable. Audition tape and photo available. Box 506E, B-T.

Free! (With services of announcer) DJ, sales. Southwest. Independent, but ambitious. Great potential. All offers considered; northeast only. Act now. Box 525E, B-T.

New 250 fulltime ida area for lease. Excellent husband-wife operation. Box 533E, B-T.

**Making Friends...**

**Influencing People**

Employers like our prompt friendly service. They look first to BROADCASTERS for solution of every personnel problem because each candidate's qualifications are clearly set forth in a professionally prepared resume and report of reference investigation. Each candidate has been carefully screened by specialists who KNOW radio and television.

Placement clients soon become our friends. They like the personal attention we give to the furtherance of their careers, our lower fees and ready willingness to WORK in their behalf.

**Executive & Staff Levels Confidential Contact Nationwide Service**

**Broadcasters Executive Placement Service, Inc.**

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington, D. C.
Seldom Does Opportunity Knock More Than Once... Every so often we run into a "natural" radio buy for experienced broadcasters who want to expand or strike out on their own. For example:

**Location**—A booming city of 100,000 in a border state

**Power**—3,000 watt daytimer

**Affiliation**—Independent

**Market**—Signal reaches a million people

**Gross in 1956**—$90,000

**Profit in 1956**—$14,000

**Equipment**—185 foot tower on rented ground at $200 a quarter. Station owns transmitting building with Schafer remote control unit. New Collins transmitter and modern equipment in air-conditioned studio renting at $175 monthly.

**Monthly payroll**—$2,200

**Price**—Owner selling for good reason. Wants $25,000 to $40,000 down, with full price depending on personal terms.

We can negotiate this property quickly for the first qualified buyer.

**ALLEN KANDER AND COMPANY**

Negotiators for the Purchase and Sale of Radio and Television Properties

**Washington**
1625 Eye Street, N.W. National 8-1990

**New York**
60 East 42nd Street Murray Hill 7-4242

**Chicago**
35 East Wacker Drive Randolph 6-3688

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**RADIO**

**Situations Wanted—(Cont'd)**

**Announcers**

Want all night show. Afternoon sales work. References. Interview. Travel. Box 352E, B-T.

Attention: Las Vegas, Reno, South California and the southwestern United States. Announcing. DJ's, strong, news, commercials, desires money for his services. Presently employed. On request, all inquiries answered promptly. Hard worker, progressive ideas. 2 weeks notice. Box 536E, B-T.

Wanted: A break getting started as announcer. No experience, but excellent training. Strong on sports, good preference with commercials, news, records. Box 350E, B-T.

Young experienced announcer, excellent voice, desires new position. Prefer south or southeast. Minimum. Presently employed. Box 351E, B-T.

Announcer, Negro, SRT grad. Little experience, lots ambition. Strong commercial, DJ. Tapes available. Box 352E, B-T.

Announcer, 2½ years college and commercial experience. DJ, copywriter, sports, production. Box 353E, B-T.

10 years experience, college graduate—radio major, program and sports director; college-high school football, baseball, college work, special events. DJ, some TV. Past president Junior Chamber of Commerce. Quarterback Club, Commander DAV. Excellent references by employer—opportunity. Box 354E, B-T.

Young combo, first phone, family man, sober. Over year experience. Harry Height, 2515 McCarver, Nashville, Tenn. 44-5-1853.

Announcer—personality. Three years experience. Desires position with progressive station. Excellent references. Tape. Tom Hopkins, Box 377, Bernardsville, New Jersey. Bernardsville 8-6538 after 8 p.m.


Announcer—two years experience, DJ—sales—sports—news. Want permanent position in Rocky Mountains or northwest with progressive station. Prefer market over 15,000. 475 South Canossa Ct., Denver, Colorado.

No bones about it, I want a position in your station. Experienced in announcing, DJ and sales. Prefer local or regional. Box 358, Scott City, Kansas.


**Technical**

Engineer—announcer, experienced chief, low power to 50kw am and fm available soon. Box 414E, B-T.


**Programming-Production, Others**

Family man seeking permanent job with definite advancement opportunity with Texas am only; long experience production, programming, news gathering, newscasting, announcing. Prefer small town! Box 417E, B-T.

Top-notch program director seeking connection with radio and/or television station, thoroughly experienced—excels at background. Plays piano and organ. Box 453E, B-T.

Top market experience. Radio-tv newscaster, 10 years. References. Tape to best offer. Box 409E, B-T.

Sportscaster-PD. Managerial experience. University graduate. Want staff announcing or combo announcing-executive. Desire permanence. Box 505E, B-T.

Male copywriter. Regular "Guy Friday". Spots, local news work. Excellent references. Samples on request. Anywhere except northeast. Box 507E, B-T.

Experienced promotion-public relations-special events man available. Well known radio, television scene. Well known news motion picture and agency circles. Know all local TV, radio, and major advertising special events. Finest industry references. Box 356E, B-T.

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**RADIO**

**Situations Wanted—(Cont'd)**

**Programming-Production, Others**


**Announcers**

Established Texas vhf needs top-flight announcer strong on news and commercials and able handle adlib shows. Permanent. Good salary. Send tape, photo, complete resume and present earnings. Box 437E, B-T.

Experienced staff announcer for east coast vhf network radio in directing and working conditions. Write Box 501E, B-T.

**Technical**

Miami vhf station needs three tv technicians to replace key, personnel transferred. Must be thoroughly experienced all phases studio, remote and mobile and transmission equipment with 1st class FCC license. Salary commensurate experience and ability. Give all details including salary desired in first letter. Apply Box 517E, B-T.

**Programming-Production, Others**

Medium market—openings director, continuity writer—state salary requirements—send examples of your work. Excellent opportunities—many benefits. Box 450E, B-T.

Experienced television copywriter, man or woman, age 25-35, for top vhf network operation. Write Box 502E, B-T.

Need at once, experienced man or woman television continuity writer. Send samples and complete resume of experience with references and photograph to Gary Ferilli, Program Director, KSBM-TV, Box 1601, Salinas, California.

Wanted radio-tv newsman-photographer, Progressive, growing vhf with basic NBC-TV program and the top vhf networks needs joint newsman. Must be worker, have cut, and reasonable knowledge of photography. This position offers real challenge to right person. Also must be able to report news on air. No major announcements shift required except to attend certain newscasts. Please send tape, picture, and full information to: Richard Leven, P. O. Box 701, Lublin, Texas.

Tv producer-director. Must have commercial tv station experience. Send complete resume with picture and salary requirements to: Steve Briggs, Program Manager, WISH-TV, 1400 North Meridian Street, Indianapolis 2, Indiana.

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**Situations Wanted**

**Managerial**

Over 7 years tv sales experience. Currently sales manager major market competitive market. Top billings as salesman—total billings up 48% as sales manager. Ready now for one job right, just right. It might be as General Manager, small market, sales manager, large market; assistant major market or with leading rep firm. Must include opportunities for growth and earnings. Age 34, married, college graduate. Excellent references. Box 596E, B-T.

Well known newspaper executive want change to television-advertising. South or midwest preferred, but consider anywhere. Excellent business and personal record. Labour on experience in national field. Box 513E, B-T.

**Salesmen**

Employed successful radio manager desires change to commercial production and top references. Under 35, prefer warm climate. Box 359E, B-T.

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**TELEVISION**

**Help Wanted**

**Salesmen**

Fine midwest television station with CBS and NBC. This is an opportunity to be in a fine community. Fine programming and ad-

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**BROADCASTING • TELECASTING**

Page 122 • February 11, 1957
TELEVISION
Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer seeks move to television. Prefer am-tv staffed station. Please state salary. Box 359E, B-T.

Experienced, in all phases of the business, available. Box 496E, B-T.

Experienced, employed first class radio announcer desires directorship. Strong commercials and news. Box 511E, B-T.

Technical

Studio engineer—33-3 years experience, first phone experience. Married, will travel. Looking for permanent situation. Box 235E, B-T.

Engineer, 1st phone, experienced in am and tv operation and maintenance. Midwest preferred. Box 595E, B-T.

Programming, Production, Others

Newsman—experienced newsman currently employed midwest, seeking better position with opportunity for advancement. Complete phone references. Married, will travel. Experienced police beat, and in direction and photography. Also experience in sports, including play-by-play. Thirty, married, not a drinker. Can furnish excellent references. Box 403 E, B-T.

TV producer-director-newscaster presently employed major market vhf desires permanent position. Thirteen years tv production experience. Two years with present employer. Box 630E, B-T.

Amateur, young director hamstrung by seniority situation in top 12 markets. Full experience live studio and remote. Desires change. Box 541E, B-T.

Experienced film director available May 1. Thorough knowledge all phases film department operation—buying and scheduling. Finest references. Please give particulars first letter. Box 495E, B-T.

Programming, 5 years experience all phases production. 3 years producer-director, night operations. Supervises production manager. Assistant program director. Best references. Box 511E, B-T.

24 years old, aggressive, energetic and enthusiastic man desires change. Thoroughly experienced in all phases of photography. Presently employed in tv news department as photographer. Box 505E, B-T.

Cameraman desires directorship. Seven years top vhf station production experience. College graduate. Box 541E, B-T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First, Northwest Radio & TV School, 1221 NW 51st, Portland, Oregon. Also Hollywood, Chicago, Washington, D.C.

FOR SALE

Stations

Southern New England single station 500 watt. Pulline 5 kw. Genset $72,000. $100,000. 29" down. Ideal for owner-operator. Box 510E, B-T.

Tv and am stations now available in Southwest. Write inquiries from principals invited. Ralph Erwin, Licensed Broker, Tulsa.


The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


FOR SALE

Equipment


One GE BF-3-A, 10kw final amplifier and power supply. Includes four 5518 final amplifier tubes. First offer of $1,250 takes it, you move it. XFPM-PM, 201 Filmore Street, Denver, Colorado.

Remote unit, in good condition, complete KTR-100 with tripods and rack mounted receiver control unit less video and sync equipment. Truck is GMAC and equipped to accommodate one or two camera remote operation. Contact KSFO-TV, Fremont Hotel, Las Vegas, Nevada.

Stainless 51' guyed tower, vhf or uhf, A-A lighting, excellent condition, ready to ship. One 6811, two 6181 tubes unused. Make offer. WOCO, Columbus, S.C.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. A channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

General Electric 250 watt am transmitter, type BT-20-A, model 41-BT-30-A, with 2 sets of tubes excellent condition, $1,200.00. Three crystals, thermocells. GE type, thermocell heater 6.3v AC, 40/60 cycle—two 1340 kc, one 1460 kc. $25.00 each. Collins 475-5 tuning unit. 5 kw, new. $300.00. Contact Charles Lawrence, WRAD, Radford, Virginia.


REL 10kw. fm amplifier with power supply. Gates remote control unit. REL disc recorder. 250 watt WE am transmitter. For details contact Jack Ikner, WSTP, Salisbury, N. C.

Closeout of 60 never-used 16 inch transcription cabinets—heavy steel Globe-Uernicks: drawer type; each holds 200 discs—regular price $75.00—while they last. $35.00—F.O.B. Cincinnati. Standard Radio Transcriptions, 360 N. Michigan Avenue, Chicago.

For sale: 435 foot self-supporting Truscon Tower. Now in storage. $1500. Contact, Mr. George Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

OUTSANDING SALES OPENING

WANTED TO BUY

Equipment

Wanted: RCA console, model 7694, 7695, 76B, 75D, good condition, complete with power supply, State condition, age and price. KUGN, Eugene, Oregon.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted—250 or 1000 watt transmitter for Const- rad operation. Station RDAN, P. O. Box 1008, Eureeka, California. Phone H 2-0811.

I want to buy RCA, or Gates kw. Transmitter in good condition please address to: Radio Station XEAE, Apdo 628, Monterrey, N. L. Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resi- dent training. Our school is located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Dept H-B, 1305 N. Western Avenue, Hollywood 21, California.


FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone Fleetwood 2-5783. Ekins Radio License School, 3500 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Salemen

OUTSTANDING SALES OPENING

Leading Eastern independent operating 24 hours per day, plans to add additional Account Executive to present staff. Fast growing market offers opportunity for advancement against 15% commission. Members of present staff now earning better than $10,000 per year. Market has barely been tapped. Send resume to Box 370E, B-T

Applicants in the New York area contact Mr. Earl Harper at King Edward Hotel for personal interview, February 18 through 22.

SALESMAN WANTED

Southern major market CBS—VHF Station is seeking aggressive Local Sales Manager. Must have history of proven success, in Television sales market, sales supervision, administration, training and reporting. All replies confidential. Send full details, first letter financial requirements, photo direct to

Box 546E, B-T

February 11, 1957 • Page 123
RADIO SALESMAEN??
Money-making opportunity. Expanding top-rated indie, regional, music station needs experienced salesmen desiring five-figure income. All inquiries answered confidentially. Young working owner knows radio thorough employment in management team in radio and other properties. No blue sky, but top money and incentive to dedicated producer. C great job under 36, with medium or small market experience, married, energetic, ideas, very sales-minded and can prove before and after sales-management sales ability to qualify for later sales-management, or management. No back slap hucksters, or boy geniuses. Genuine, responsible salesmen who have already learned that good things in life come to those who work for them. Tell all and enclose photo. No fantasy, just facts.
BOX 464E, B+T

RATING TROUBLES?
Tom Bennett has raised the ratings of a 50KW from 3% to 200% in the past two years. Tom Bennett has had success in both network and local operations—success gained in 20 years of experience. Tom Bennett has the overall know-how to put your station or group back on top. Reach him at R. D. #3, Allison Park, Pa. Phone (Pittsburgh) 50th Avenue 7-5541.

FOR SALE
Stations

FOR SALE—Florida Radio
Successful station in rapidly growing market. Price is such that purchasers will realize excellent return. Only those with good financial background need inquire. Send replies to: Box 5028, B-T

TELEVISION
Situation Wanted
Production-Program, Others

TELEVISION
Situation Wanted
Production-Program, Others

FOR SALE—WEST COAST
A PAIR OF TOP "MUSIC AND NEWS STATIONS" in the TWO TOP MARKETS of the State. A great opportunity for an owner-manager to currently $50,000.00 per year income. Potential TWICE that amount. Total price for the Pair, $300,000.00. Only inquiries from reputable purchasers with substantial financial background who can fully identify themselves will be acknowledged. Requires substantial down payment. Reason for sale, expansion into large operations. Send reply to Box 540E, B+T

FOR SALE—FLORIDA

For Sale
Radio station co-axial equipment consisting of: 14-20 foot lengths of 1\% inch copper co-axial line, 1-end seal, 23, center conductor connectors, 25-rubber seal rings, 25-line hangers, 25-line clamps, 5-tower clamps, 1-Jones Micromatch, miscellaneous bolts and nuts for assembly line. Made by Communication Products Co. Material available for inspection Monday through Friday from 8:00 AM to 4:00 PM. Terms: Cash, "as-is," "where-is." Make offer to Salvation Department, Room 100 Administration Building, Michigan State University, E. Lansing, Michigan.

TRADE-IN TRANSMITTERS
RCA 5DX 5KW air-cooled transmitter in good condition. Price tuned to 1460 kc. $6,500.00
Same, except tuned to your frequency. $6,000.00
1000 Watt Transmitters
Curtis BC-18 1KW transmitter in good condition, tuned to 1000 kc. $2,100.00
Famous Gates BC-1P 1KW transmitter, only 3 years old, and in excellent condition, tuned to 1440 kc. $3,000.00
Raytheon RA-1000 1KW transmitter, 3 years old and in good condition, tuned to 1300 kc. $2,500.00
Collins 80V 1KW transmitter, about 5 years old, tuned to 1300 kc. $3,500.00
250 and 500 Watt Transmitters
Gates BC-500CY 50 watt transmitter, only 18 months old, now on 1860 kc. $2,645.00
Gates BC-250CY 25 watt transmitter, about 3 years old, now on 990 kc. $1,350.00
General Electric 250 watt transmitter, 4 years old, now on 1390 kc. $1,405.00
RCA 250 watt transmitter, 5 years old, now on 1280 kc. With tuning kit and used RCA 76B console. Lot Price. $2,450.00
Transmitter only. $1,495.00
For factory tune-up for any of the above transmitters (except model 5DX), including proof of performance and crystal to your frequency, add $150.00 to above prices.
Above transmitters all FCC approved and with one set of tubes, one crystal and oven. Subject to prior sale. Terms 25% with order, balance at time of delivery.

Write, wire, or phone
Robert Kuhl
Gates Radio Company
Tul. Baldwin 2-8207
Quincy, Illinois

MANAGER—SALESMAN
BOX 519E, B+T

FOR SALE
Stations

oriental's

ANNOUNCER
ONE OF THE NATION'S GREAT STATIONS NEEDS DJ
In Jim Winters, I've got one of the really top boys in the East. I need his double and don't think it's a red line—It's a gold line. This is a real sharp operation and if you're a real sharp guy with both feet on the deck, we can get together. Send information, tape and photo to Lee Gorman
Vice President & General Manager
WABI & WABI-TV
P.S. Remember—This is Radio only. I can get all the TV announcers I need.

Situation Wanted
Managerial

TOP-FLIGHT
General Manager
AVAILABLE FOR TV AM OR BOTH
This well known executive of television and radio has successfully filled top management and V.P. position for sixteen years in major market. He's exceptional in sales, programming and promotion—very valuable in public relations and community affairs. As President of his associated Corporation, I would be pleased to recommend him and arrange personal interview with interested operators and this man who is seeking a new connection because of conditions beyond his or our Corporation's control.
BOX 495B, B+T

RADIO
Situations Wanted—(Cont'd)

DEEJAY
Experienced Radio-TV, Synd Columnist Ballroom Oppt. 70,000 Teenagers Yearly, This 30 Year Old (Master's Degree) Is Ready For A Top 15 Market Announcer and/or DeeJay Slot.
BOX 491E, B+T
Tape, Photo & Complete Resume Kit

programming—production, others

RADIO
Help Wanted—(Cont'd)

FOR SALE
Stations

Broadcasting • Telecasting
stations: condition.

KONI Olympia, Wash.—Granted license for am station.

KAIM Hilo, Hawaii—Licensed to cover change in frequency, hours and installation dates.

KORD Paso, Wash.—Granted license for am station.

KAGT Anacortes, Wash.—Licensed for change in frequencies, antenna characteristics, and ground system.

KQIK Lakeview, Ore.—Granted license for am station.

KBPZ Casper, Wyo.—Granted license to change in station location and increase in antenna height by adding tv antenna.

Actions of January 31

Following were granted extensions of completion dates as shown: WROM-TV Rome, Ga., to 8-9; WPRV-TV Green Bay, Wis., to 8-16; WDEF-TV Chattanooga, Tenn., to 8-2; WSMR-TV East Lansing, Mich., to 8-15; WJMR-TV New Orleans, La., to 8-2; KVIP (TV) Redding, Calif., to 8-21; KNBT-TV Brownwood, Tex., to 8-6; WICU-TV Bridgeport, Conn., to 7-1; WMGT (TV) Adams, Mass., to 7-2; KKWK-TV St. Louis, Mo., to 8-13; WNWX-TV Saginaw, Mich., to 4-2.

Actions of January 30

KTRH Houston, Tex.—Granted license covering changes in DA-N condition.

WELE New Haven, Conn.—Granted license covering increase in D power. Install new trans. and change antenna. Condition.

WXAN Aniston, Ala.—Granted license to change antenna and studio location. Make changes in antenna (increase height) and ground system.

Following were granted extensions of completion dates as shown: KRFU-TV Montrose, Colo., to 7-1; WTWW (TV) Tupelo, Miss., to 8-1; WJOM-TV White Plains, N. Y., to 5-1; KOLO-TV Reno, Nev., to 8-1; WMUZ Detroit, Mich., to 7-31; WPSR Evansville, Ind., to 5-1.

Actions of January 29

WAVZ New Haven, Conn.—Granted license covering change frequency, hours and install DA-N condition.

WTIT Rocky Mount, Va.—Granted authority to operate tv by remote control.

WSSW-FM Pittsburgh, Pa.—Granted mod. of SCA to install subcarrier generator, etc.

KTYN (TV) Hutchinson, Kan.—Granted license to change ERP to 916 kw. awr. for change to frequency, at 918 kw. change type trans. and install new vis. and sur amplifiers.

Following were granted extensions of completion dates as shown: WOAK Royal Oak, Mich., to 5-28; KODE-TV Joplin, Mo., to 8-1; WJW-H-TV Tupela, Miss., to 1-12; WPHE (TV) Evansville, Ind., to 7-1; WNDU-TV South Bend, Ind., to 8-1.

Actions of January 29

WTIQ (TV) Munford, Ala.—Licensed license for noncommercial educational tv station (ch. 71).

KODI Cody, Wyo.—Granted authority to operate trans. by licensee. EPRL, Fuxa, Tex.—Granted mod. of cp to change frequency to 923 mc.

WCRB-FM Waltham, Mass.—Granted mod. of SCA—multiple basis—to change mode of modulation unit. etc.

WKKW Waterloo, Iowa—Granted extension of completion date to 5-2.

WSJR-TV San Juan, P. R.—Granted extension of completion date to 6-27.

KATV (TV) Pine Bluff, Ark.—Mod. of cp to change antenna and increase height to 318 kw. vis. ERP, 158 kw. awr. cancelled. (Request of attorney.) Announced Jan. 28.

February 6 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham


By Hearing Examiner Hugh B. Hutchinson

Broadcast Bureau—Granted for extension of time from Feb. 11 to March 15 to file proposed findings of fact and conclusions, and on examiner's own motion, ordered that time for filing reply ends is extended from Feb. 21 to March 22.

February 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

KXXL (FM) Los Angeles, Calif.—Seeks license to cover cp (which authorized new non-commercial educational fm).

Renewal of License


Renewal of SCA

WXHR (FM) Cambridge, Mass.
Editorials

Legal But Liable

According to extensive research by the Senate Elections Subcommittee, radio and television networks and stations devoted 49,546 minutes of free time to political broadcasting in the two months preceding last November's elections. That is a lot of time—roughly $5 million worth by our conservative estimate.

But even more time would have been donated, we suggest, if broadcasters had not been restricted by federal law from presenting politics fully and intelligently.

Unless Section 315 of the Communications Act is repealed, we predict that considerably fewer than 49,546 minutes will be donated to political broadcasting in the next national election. No sensible person could blame broadcasters if they gave no time at all to politics, considering the trouble they invite when putting politicians on the air in either paid or free time.

Take the experience of WDAY-TV Fargo, N. D., which was reported in Bt last week. Complying with Section 315, the station aired paid political speech by a partyless candidate who had no earthly chance of figuring in the election. As it turned out, he polled 937 votes out of a total of 244,161. In the speech, the candidate identified his Republican and Democratic opponents with Communist associations. The candidate and the station have now been sued for $150,000 libel damages.

This, as we pointed out last week, is the classic test of the idiocies of Section 315. WDAY-TV has done precisely according to the letter of that law by (1) giving equal opportunity to all candidates for the same office and (2) respecting the law's prohibition against censoring a candidate's speech. It is this kind of law that can invite respectable people to anarchy.

Not only in its own interest but that of every broadcaster—and indeed of the public—WDAY-TV has decided to defend the suit until a definitive decision is reached. Assuming the plaintiffs are equally determined, this case could become the most significant in the history of political broadcasting. WDAY-TV has been offered, and deserves, the support of the NARTB. There is no better way the NARTB could spend its members' money.

But it may take years for the WDAY-TV case to reach finality. Meanwhile, there is another—and bigger—job to be done. The Congress must be persuaded to erase Section 315 from the books. It will take tremendous persuasion, indeed, but the objective is more than worth the cost and effort.

Needed: Another Solution

It is a dilemma of the first order that William Esty Co. has concocted in asking station representatives to supply, for each of their radio clients carrying Esty business, a notarized copy of the station logs for the 7:8:30 a.m. periods in the week of Jan. 21-25.

There can be no question, it seems to us, that an advertiser has a right to know that he is getting what he is paying for. Magazines and newspapers supply checking copies, and it would be immature of broadcasters to expect their buyers to accept them on faith alone. Thus the Esty request, on its face, is not entirely out of order. But in practice it could create far more difficult problems than it conceivably could solve.

Although the Esty letter did not explain its purpose, the intent is not hard to see. Clearly Esty fears that some of its spot business is getting kicked around by some stations. With radio once more on the rise, and with the early-morning hours the hottest in the radio business day, it is obvious that Esty wants to make sure that stations on which it buys time are not overloading these periods.

NBC Radio's new hourly newscasts, since they're co-sponsored by Brown & Williamson Tobacco Co., have given Esty concern in the same way; the agency made clear some weeks ago its fear that stations clearing the NBC newscasts in early morning time would "sweep" or give inadequate protection to Esty-placed Reynolds Tobacco Co. business within those hours.

Whether the network newscast situation brought Esty's action to a head, or whether it is merely symptomatic of a broader fear that stations are trying to cram too many spots into too little time, remains for the moment a moot point. Either way, broadcasters owe it to themselves as well as to their clients to make a continuing re-examination of their spot scheduling practices, to be sure that they are not allowed to get out to some extent, they can have their own people make spot checks from time to time. Logs can show quantity, but tapes or personal listening will reveal quality as well. And in the end it is the quality that attracts listeners—and potential customers of the advertiser. The agency must know about that, too.

Welcome Mats For Both

Those who would argue the relative merits of film vs. live television have a new factor to consider—the NTA Film Network, which two weeks ago landed its first national sponsor for a library of pre-1948 movies. (Bt, Feb. 4.) Such a sponsorship arrangement had been in prospect for months, but can be considered a reality now that cash is on the line.

The proponents of each side see theirs as the dominant program source of the future, and see no reason for making a choice. As the medium expands, as it must, there will be ample room for all. In fact, it will have more than ample need for all, as that expansion itself will be dependent upon enlarged sources of program product.

Each type of programming has unique characteristics which the other cannot duplicate. Both fulfill entertainment and/or information requirements of the medium, and both draw audiences. You can get statistics to cite that each can beat the other in head-to-head competition, but we suspect that such competition will result not in a single survivor but in each improving its product. That, of course, is an objective to be desired.
in BALTIMORE WBAL-TV's
SATURDAY AFTERNOON PROGRAMMING
REALLY STANDS OUT!

3:00
HOPALONG CASSIDY
Participating Sponsorship

3:30
BUFFALO BILL, JR.
Sponsored by Mars Candy

4:00
77th BENGAL LANCERS
Sponsored by General Foods

4:30
SKY KING
Sponsored by National Biscuit

5:00
ROY ROGERS
Sponsored by General Foods

5:30
ANNIE OAKLEY
Sponsored by Carnation's Friskies

6:00
FOREIGN LEGIONNAIRE
Sponsored by Chunky Chocolates

a solid 3½ hour block of shows for family viewing

co-ordinated by Jarrett "Patches" Lickle
Veteran of Godfrey’s Talent Scouts and Kaptain Kangaroo

WBAL-TV Saturday afternoon programming is outstanding . . . solid with favorite shows popular with the entire family! "Patches" as M.C. throughout the afternoon gives it the festive appeal of one big party. Many of these shows are available for participating or co-sponsorship. Your nearest Petryman, or any of the fellows at WBAL-TV Sales will gladly give you complete information.

WBAL-TV Channel 11 BALTIMORE
Nationally represented by The Edward Petry Co. Inc.
OPEN: "NEWS ET DISC "B" #1
On cue play requested news cuts.
CLOSE: "NEWS" ET DISC "B" #6

THE STATION ... WINS
THE PATTERN ... SUCCESS

LISTEN TO LACY DJ

COCA COLA 1m
CHASE MANHATTAN 1m
1 BEECHNUT GUM 10s
PEPSODENT (Lever Bros.) 30s
IDENT

LISTERINE ...