20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station.

Amount Spent on Drugs by Grade B Area Families

<table>
<thead>
<tr>
<th>WXEX-TV</th>
<th>$12,205,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>$10,130,000</td>
</tr>
<tr>
<td>Station C</td>
<td>$10,155,000</td>
</tr>
</tbody>
</table>

*Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

Tom Tinsley, President
NBC BASIC—CHANNEL 8
Irvin G. Abelson, Vice Pres.
THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

Take a good long look at this important Wheeling market. Many of America’s leading industries have—and liked what they saw. That’s why they are investing 450 MILLION DOLLARS in proposed expenditures for the next 3 years.

When you do take that long look you will find that the most economical and most effective way of reaching the 1,409,300 people in the upper Ohio valley, having an annual income of TWO BILLION DOLLARS, is via WTRF-TV, Wheeling, W. Va. In audience—in Power—in Promotion—WTRF-TV dominates. Rates, availabilities and market data on request.

"a station worth watching"

Wheeling 7, West Virginia

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

reaching a market that’s reaching

new importance!
More Clients are using Terre Haute as their Test Market!

TERRE HAUTE IS A GREAT TEST MARKET!

- Indiana's 2nd Largest TV Market
- 251,970 TV Homes
- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
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
COMMERCIAL COMMITTEE DIFFERENCES SAVE FCC FROM SCOLDING—AT LEAST FOR NOW

FCC members might have been chastised for purported leeway on deintermixture and relief for uhf had not members of Senate Commercial Committee split on proposed letter drafted by Senate staff. Consequence: Letter has not yet been sent.

Draft notes committee learned in business press that FCC is about to act in group of pending proceedings. The drafted letter goes on to say that "after some unfortunate delay" in taking action promised June 25, 1956, members of Committee "are now in a position to begin taking concrete steps toward at least partial achievement of the interim objectives."

Unsent letter is said to cite statements in committee's July 23, 1956, report hoping for quick action on deintermixture and showing of FCC's "sincere interest in the possibility of an all-uhf television system" through deintermixture and similar techniques.

Drafted exppliant committee assumes FCC is working out solution nationwide in scope and

ABC, NBC TV Networks
Still Hot in Program Planning

ABC-NBC battle for advertisers' dollars continues with disclosed Friday of further full programming plans of both networks. Making rounds of agency circles is ABC-TV plan for hour-long Gary Cooper Western Theatre, film series especially for tv. Mr. Cooper would serve as host and, if program plans are finalized Allied Artists will produce.

Possible time periods being discussed for Cooper Theatre include Thursdays at 8 p.m. and Sundays at 7:30 p.m., which would place second half-hour directly opposite highly rated Ed Sullivan (CBS-TV) and Steve Allen (NBC-TV). Assuming deal goes through, agency spokesmen expect quick pick-up by sponsors, a la new Frank Sinatra (Chesterfield), Mike Wallace (Philip Morris) and Pat Boone (Chevrolet) series slated for fall on ABC-TV.

NBC plans more mystery-adventure type shows, with "Sugarfoot" returning next fall. Sunday night programming expected to highlight variety rather than drama. Several "fairy tale" spectacles, designed primarily for children, are planned for fall with Fred Coe as producer.

Idea of scheduling regular 90-minute feature (similar to CBS-TV's Playhouse 90) has been abandoned by NBC-TV. Reason: network feels station breaks are hindrance and that it's simpler to sell hour show than 90 minutes. This means Robert Montgomery Presents, which is being replaced in Monday night slot by Crisis (see story page 80) and has been considered for possible expansion to 90 minutes, will be retained as hour show with new time period.

Harris Says He'll Continue As Subcommittee Chairman

CHAIRMAN Oren Harris (D-Ark.) of House Interstate & Foreign Commerce Committee, who succeeded late Percy Priest in post, announced he would continue as chairman of Transportation & Communications Subcommittee. Subcommittee has broadcasting and other communications under jurisdiction.

Chairman named these members to subcommittee: Democrats—Kenneth A. Roberts (Ala.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.), Samuel N. Friedel (Md.), John J. Flint Jr. (Ga.), Torbert H. MacDonald (Mass.); Republicans—Charles A. Wolverton (N. J.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), William L. Springer (Ill.), Steven Derouin (N. Y.), J. Arthur Younger (Calif.).

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

BACK WITH BANG • Lever Brothers Co. (Lifebuoy soap), N. Y., returning to radio spots in big way for first time in about three years, with announcement of campaign in approximately 100 markets, starting March 11 for 26 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

GREY GETS GLAMUR • Glamur Programs Inc., Syracuse, N. Y., names Grey Adv., N. Y., to handle advertising for Easy Glamur rug and fabric cleaners. Advertiser has used radio and tv spots.

SPLIT SPECULATED • Reports that Pabst Brewing Co. and agency, Leo Burnett Co., may go separate ways are rampant again. It's known about half-dozen other agencies have made casual inquiries of client and that Pabst has not been uninterested, though it's understood company is not actively receptive to agency change pending outcome of test campaigning now under way. Pabst budget is about $6 million (see story page 36).

SPOT SUPPLEMENT • E. I. DuPont de Nemours & Co. (Dupont paints) Wilmington, Del., planning to supplement television network show with radio spot announcement campaign in about 50 markets. Contracts, to start April 1 for 13 weeks, are being placed through BBDO, N. Y.

BEST FOOD BUYS • Best Foods (Hellman's mayonnaise), N. Y., starting radio spot campaign mid-March in several markets. Contract runs from four to eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

PETROLEUM PUSH • Continental Oil Co., Houston, preparing radio spot campaign to be launched April 3 in about 25 markets. Contracts, placed through Benton & Bowles, N. Y., are for four weeks.

PLANS FIRMING • Seven-Up Co. expects to have spot radio-tv plans firm within fortnight, through J. Walter Thompson Co. Purchase of half sponsorship of Walt Disney's Zorro on ABC-TV this fall [BT, Feb. 18] probably meant less money for spot, it's acknowledged, with monies diverted from company's Soldiers of Fortune, on 140 stations, which goes off in June. In effect, Zorro announcement constituted shift from spot (syndicated "Fortune" package) to network, raising eyebrows of good many station representatives in both cities.

AGENCY AGITATED • Flurry of conflicting trade reports on Anheuser-Busch (Budweiser) spot radio-tv plans source of agitation in some quarters at D'Arcy Adv. Co., St. Louis, with media split as mud of confusion. Facts are: (1) Budweiser has $3.8 million for broadcast media

CONTINUES ON PAGE 9

February 25, 1957 • Page 7
WHEN-TV
MEREDITH SYRACUSE TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

MGM Star Theatre made its debut on our station February 8, at 11:15 P. M. This initiated a series that includes nine great films every week; nightly at 11:15, a late show following the Saturday night presentation and every Sunday from 2 until 4:30.

The advance rating by Trendex is now available for the first two performances.

February 8 - "30 Seconds Over Tokyo" 11:15 - end
Station    Rating   Audience Share
WHEN-TV    93.0      91.7
Opposition 3.9       8.3

February 9 - "Command Decision" 11:15 - end
WHEN-TV    41.9      90.8
Opposition 4.7       9.2

These figures are even more dramatic when you realize that they are averages only and do not show the even higher saturation we must have had during some portions of the two telecasts. Participations in the evening telecasts and full rights of the Sunday afternoon performances are available. Commercial Manager Fred Menzies or the Katz Agency will be pleased to supply you with further information.

Cordially,

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse
SECRET JURY • Federal grand jury to probe certain undefined aspects of television has been impaneled in New York, but efforts to ascertain scope proved unavailing. Likelihood is, however, that it's on manufacturing rather than network broadcasting side, although it's open secret that Antitrust Division of Justice Dept. for months has been investigating network-advertiser-agency-programming relationships. But informed opinion last week was that months may elapse before decision can be made on network inquiry.

SPECULATION centered upon possibility that grand jury might inquire into joint manufacturing-broadcasting operations at network and individual station levels, or join patent structure in television field. One informed report was that prospective jurors were questioned on identity with television networks, programming and even agency associations. Now pending in Philadelphia is antitrust suit involving NBC-Westinghouse exchange of radio-to-outlets in Cleveland and Philadelphia, alleging coercion by RCA-NBC.

WHOPPER IN MAKING • Biggest single radio station sale in history could well within forthright through transfer of fabulously successful WNEW New York to one of two present bidders. Figure talked about (in neighborhood of $7.5 million) would exceed previous record $5.3 million paid by Westinghouse Broadcasting Co. for WIND Chicago.

UNDERSTOOD to be negotiating are DuMont Broadcasting Corp. (licensee of WABD TV) New York and WTTG (TV) Washington, spun-off last year from DuMont Laboratories Inc. Carl M. Loeb, Rhodes & Co., which now holds slightly in excess of 1/3 of WNEW Broadcasting Co. Inc., is negotiating in behalf of DuMont Broadcasting, in which investment firm now holds substantial interest. Richard D. Buckley, president-general manager of WNEW, would continue as directing head, it's understood, but would relinquish his approximate 1/4 holdings in WNEW in exchange for substantial stock holdings in DuMont Broadcasting. Other bidder reportedly is Transcontinental Television Corp., which owns WROC-TV Rochester and 50% of WSVG-AM-TV Harrisonburg, Va. If this sale materializes, Mr. Buckley would continue his approximate 25% ownership interest and managerial status.

WAITING LIST • Guessing game on FCC chairmanship continues on Washington front, with odds favoring voluntary retirement of George C. McConnaughey prior to expiration of his term June 30. Officially, chairman has said that he has been offered reappointment by President Eisenhower but is undecided (see story page 56). Officially, word is that he will return to law practice, with offices both in his native Columbus, Ohio, and Washington.

LOGICAL speculation is that Comr. John C. Doerfer, Wisconsin Republican, will "rotate" into chairmanship if vacancy occurs. Among new names heard for vacancy (or for chairmanship) include Lyle C. Newcomer, 46-year-old Los Angeles attorney who was co-chairman of Sen. Tom Kuchel's campaign in 1955; former Ohio Sen. George H. Bender, defeated by Democratic Gov. Frank J. Lausche in November elections, and FCC General Counsel Warren G. Baker, who recently had been in running for chairmanship of Civil Aeronautics Board. Previously mentioned in running are broadcaster George Clinton, WPTA Parkersburg, W. Va., former Rep. Harris Ellsworth, of Oregon, who since has been named chairman of Civil Service Commission, and Samuel Leonara Golun, since 1953 U.S. member of International Boundary Commission (U.S., Alaska and Canada).

AIDE TO QUIT • Robert D. L'Heureux, administrative assistant to FCC Chairman George C. McConnaughey, will resign Sept. 1 to enter private law practice in Washington. Mr. L'Heureux, who joined FCC in January 1956, is former counsel to Senate Commerce and Banking committees and native of New Hampshire. In FCC job, he has been Commission's liaison with congressmen and senators—and during past 12 months has been kept hopping.

RALPH W. NIMMONS, who resigned last year as manager of WFAB-TV Dallas, joins new ch. 12 WPGA-TV Jacksonville March 1 as general sales manager.

SUBSCRIPTION TV • After FCC spent two hours last Thursday in subscription tv, examining Broadcast Bureau attorneys' digest of voluminous data in its hands in response to formal request, Commission decided to hold final briefing on subject March 4—day before full Commission testifies before Senate Commerce Committee with toll tv one of major topics. Staff report, submitted in principal by attorney Louis C. Stephens, contained no conclusions, but commissioners plied Mr. Stephens and his associates with questions.

PRESUMABLY FCC will instruct staff on its judgment as to how to proceed after indoctrination course on digest is completed March 4. There's no clear-cut view yet, though it's known that one or perhaps more members would be disposed to authorize limited experiment in toll tv. Serious question has arisen as to whether toll tv constitutes "broadcasting" or is, in fact, common carrier activity, since public would pay charge on it and there would have to be some kind of rate supervision.

TOLL TEST • Unless strong opposition develops in some unforeseen manner or from unknown quarters as of Friday, Senate Commerce Committee staff report urging "large scale" test of subscription tv will be accepted by members of committee in their meeting on Feb. 27 [B, Feb. 18].

AFTER sampling some agency opinion, Pulse Inc. now thinks it's on right track in planning to supply U.S. clients with "commercial remembrance" figures as part of its monthly tv rating service. Under Pulse's belt is one-year experience in supplying such data to its English customers. Through its overseas branch in London, Pulse works up figures on remembrance of advertising messages placed on England's commercial television.

FILM BOOMLET • Substantial increase in sales staff reportedly planned at CBS Television Film Sales as business boomlet appears in its syndication operation. With bids already at record high and expected to climb even higher, syndicator has six more shows coming up (see earlier story, page 80).

PEOPLE-TO-PEOPLE Foundation Inc., project to further international goodwill and understanding [B, Feb. 4], study is expected to name staff executive to get radio-tv end of project launched. Likelihood is that Howard Bell, assistant to NARTB President Harold E. Fellows, will be named to post—resigning or taking leave of absence from NARTB. Co-chairmen of Radio-Tv Committee are CBS Inc. President Frank Stanton and NARTB President Fellows.

NEW STORER DEAL • Application expected to be filed this week for FCC approval of Storer Broadcasting Co.'s $5.4 million purchase of ch. 12 WPFW (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia from Paul F. Harron and associates. Question remains whether Storer has made arrangements to sell one of his present vhf tv stations in order to keep within FCC's five vhf maximum. Undetermined is status of Storer's $6.5 million sale of WAGA-AM-FM-TV Atlanta, Ga., to Washington Post Co. (WTOP-AM-FM-TV Washington and WMIR-AM-TV Jacksonville, Fla.). This sale, extended once, ran out Feb. 15—but there are inferences cancellation may be in abeyance pending FCC action in Wilmington-Philadelphia transaction.
Whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

Make sure you buy Minneapolis-St. Paul with new audience data. Don’t pursue old, out-dated information, which won’t tell you, for example, that Trendex now has WDGY in first place in audience, morning, afternoon, and all day.

Storz Station programming has brought drastic change to the Twin Cities audience picture, so much so that whatever survey you prefer, you’re in for a good time when you buy WDGY. Consult Blair, or talk new figures with WDGY General Manager Steve Labunski.

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

**The Storz Stations**
Today’s Radio for Today’s Selling

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

Page 6 • February 25, 1957
Ex-Employees Charge Speculators Are Running Crowell-Collier

IN STATEMENT to be released publicly today (Mon.), Employees Committee, speaking on behalf of 2,300 employees, charges that Crowell-Collier Pub. Co. (for earlier story, see page 75) is presently controlled by small group of speculators (headed by Chicago financier J. Patrick Lanman) whose profits on liquidation of two Cleveland businesses "may mount to millions at the expense of the people who have given a life-time of service," and that as result of this liquidation, Crowell-Collier stock has nearly doubled since mid-December. Ex-employees are also seeking (in addition to settlement) congressional investigation "of the means whereby the speculative group now in control obtained this power only a few days before liquidation." Employees group avows as follows, that of its attorneys, Lands, Taylor & Scott.

Meanwhile, ex-American magazine editor Sumner Blossom, vice president of corporation who was named chief executive officer by board last week succeeding Paul C. Smith, said that suit had been unnecessary had committee "held its horses." Although admitting neither he nor C-C legal counsel (Moyhnan & Wachsmith, New York) had as yet "fully digested the complaint's contents," Mr. Blossom contended that suit was in squeeze for hard cash, C-C "surely would have honored its obligations—in time." Now, Mr. Blossom added, matter is out of his hands.

He also denied allegations in complaint that "promise" was made, saying matter never formally came before board-in-session during Mr. Smith's last days, and that on Jan. 4, "no promise was made for settlement, only an agreement to explore the possibility of a settlement." Mr. Blossom added that his firm was in "impossible situation." On one hand it hasn't cash to pay employees' demands, on other, it would face possibility of stockholder suit should C-C agree to settle with employees.

Formal statement from Crowell-Collier and its attorneys expected later this week.

Storer Profit $5,517,206

YEAREND REPORT by Storer Broadcasting Co., issued Friday, showed 1956 net earnings after taxes of $5,517,206, equal to $2.25 per share, compared to 1955's $4,277,928 or $1.73 per share. Fourth quarter 1956 net earnings after taxes amounted to $1,605,742, or 65 cents per share compared to 1955 earnings of $1,466,159 or 59 cents per share. Retained earnings after dividends, statement indicated, were $1.47 in 1956 compared with $1.22 in 1955. In 1955, also, Storer paid out $52,500 in preferred dividends. There are 2,474,750 shares of common and B common stock outstanding, report noted.

Hyde to Speak on Treaty


Kennedy Praises VOD Contest; Awards Presented to Winners

WORLD FREEDOM and democratic way of life are effectively promoted by Voice of Democracy contest, Sen. John F. Kennedy (D., Mass.), said Friday morning in formally announcing winners of annual contest (early story page 40). Scholarships and other awards were presented to each of four contestants in ceremony at Sylvia Theatre on Washington Monument grounds.

Sen. Kennedy paid special tribute to 48 national-territorial winners who did not receive scholarships, congratulating them on their entries. He was one of board of judges that picked four winners from 12 semi-finalists. He told VOD contestants Sen. Frank Church (D., Idaho), 32-year-old legislator, had won similar contest several years ago.

Band from Navy Dept. and Army Color Guard took part in ceremonies. Four winners placed wreath at base of monument, honoring Washington on 225th birthday anniversary. NARTB President Harold E. Fellows said VOD contest symbolizes true spirit of American democracy. Entire group of 52 VOD student guests toured Mt. Vernon Friday afternoon and attended presentation banquet Friday night at Sheraton Park Hotel, Washington.

Ionospheric Transmission Ready For Routine Radio Use—ODM

RADIO communication by ionospheric scatter propagation has progressed to point where it is ready for routine operations, Office of Defense Mobilization announced.

VHF bands are used in ionospheric scatter circuits. They give usable signals up to 1,500 miles. Forward scatter is accomplished by transmitting low intensity signals toward ionized layers above earth's surface. Signals are reradiated downward toward earth in extremely weak form, but are capable of being received through use of large, directioned parabola antennas and highly sensitive receivers.

GETS OUT, MAKES MONEY

WITHDRAWAL from radio-tv set field in 1954 and "broad diversification" program cited by Stewart-Warner Corp. Friday as factors in higher earnings and sales reported by company for 1956. Firm announced earnings of $5,163,217 and sales of $133,810,460.

Among new activities of S-W are facsimile transmission, electronic computers and railroad electronic control systems.

UPCOMING

Feb. 26: RCA Consulting Engineers' Seminar, Hotel Statler, Washington, D. C.
Feb. 27-March 1: Westinghouse public service clinic, Hotel Statler and WEW studio, Boston.
March 4: Columbia Broadcasting Assn., Youngblood Hotel, Enid.
For other Upcomings see page 137

PEOPLE

LARRY LESUEUR, CBS News' United Nations correspondent to be presented tomorrow (Tues) at Height’s Achievement Award at dinner of New York U. Alumni Assn.

H. H. DOBBERTEN, vice president and director of media, Bryan, Houston, N. Y., is to speak tomorrow (Tues) on media planning before the Radio & Television Executives Society in New York.

ARTHUR TOPOL, timebuyer with Dowd, Redfield & Johnstone, N. Y., joins Donahue & Coe, N. Y., today (Mon.) in same capacity.

DENNIS G. BEAUMONT, formerly with Cromack-Inne Inc., Milwaukee advertising agency, to media staff of Ruthrauff & Ryan Inc., Chicago.

• BUSINESS BRIEFLY

Continues from page 7

alone, not overall advertising budget: (2) company is buying time on market-by-market basis, with no clear indication of exact radio-tv split ascertainable before April 1. Best guess is that radio will get slightly larger share.

SWEET BUSINESS • American Sugar Co. (Domino sugar), N. Y., to use radio and television spot announcement campaign in its usual 65 distribution markets. Television campaign to break about March 11 for five weeks, radio schedule to start at end of March. Ted Bates & Co., N. Y., is agency.

FTC Cases Against False Ads Due Soon, Says Harold Scott

T. HAROLD SCOTT, radio-tv unit chief for FTC, said Friday that first cases against broadcast advertisers using false and misleading advertising "will be brought up soon." Mr. Scott said chief complaints involve commercials that disparage another product.

Earlier in the week, FCC had announced an arrangement with FTC by which the FCC will be informed about FTC complaints against radio and tv advertising, which then will be forwarded to stations concerned (see story, page 58).

New Orleans Department Store Goes for MCA-TV Sales Pitch

MCA-TV Film Syndication Div. Friday reported that Crusader tv film series has been sold to Maison Blanche department store, New Orleans, for 52 weeks, starting May 14 on New Orleans station not as yet selected. Sale said to be most recent department store business signed since MCA-TV earlier this month distributed more than 2,000 copies of "Cheaper by the Million," 24-page brochure, to department stores in U. S. and Canada to counteract "myth" of newspaper superiority to tv in moving merchandise. Agency for Maison Blanche is Fitzgerald Adv., New Orleans.

Bill Hits False Distress Calls

REP. Francis E. Dorn (R-N. Y.) introduced bill (HR-5045) in House designed to increase penalty for transmitting false distress signals. Measure would amend Communications Act to provide fine of not more than $10,000 and imprisonment up to 10 years, or both, for violators. Bill, similar to one introduced last year by Rep. Dorn, has support of interested agencies.
the week in brief

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The Business Weekly of Radio and Television
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters Broadcasting 8 Telecasting Bidg. 1733 DeSales St., N.W., Washington 6, D. C. Telephone: Arlington 1-1922
EDITOR & PUBLISHER: Sol Taishoff
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BUREAUS
NEW YORK 444 Madison Ave., Zone 22, Plaza 5-8355
Chicago 7 1750 N. Michigan Ave., Zone 1, Central 6-4115
Los Angeles 6 150 Madison Ave., Zone 1, Central 6411
Baltimore 3 310 North Charles St., Zone 1, Central 7-8000
Chicago 7 50 W. Madison St., Zone 2, Central 6411
San Francisco 12 751 Market St., Zone 9, Central 6-4115

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At Kelly Air Force Base in San Antonio is the largest aircraft hanger of its type in America—over 2,000 feet long—for maintaining our nation's growing air power. San Antonio is growing, too, with total retail sales which now surpass the entire retail sales of Delaware, Nevada, New Hampshire, Vermont, or Wyoming.

In each television market there is only one leader. In San Antonio, it's KENS-TV.
There's more to Florida!

Its fine year-round weather is certainly one of the factors that make Florida a nation's playground. But—by assuring year-round shipping and high labor productivity—its climate also helps make northern Florida one of the wealthiest, fastest-growing industrial complexes.

There's Jacksonville, for instance

...hub of northern Florida's $1,660,000,000 market. Here, perfect weather, perfect location, preferential freight rates, plentiful capital and excellent banking facilities create an ideal climate for business. Served by 93 steamship and motor freight lines, 5 railroads and 5 airlines, Jacksonville is "the point where all major carriers converge to form a giant distribution and service center."

and WMBR-TV is the key to this market. Northern Florida's first and only VHF station, WMBR-TV commands 272,500 television families in 67 Florida and Georgia counties—and five and a half times the average audience of its competition."

Channel 4, Jacksonville—WMBR-TV
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
Mr. Time Buyer!
WFMJ-TV
gives your advertisers the RIGHT COMBINATION

to SELL... Youngstown, Ohio

- AUDIENCE
  A.R.B. gives WFMJ-TV ratings from 28.5 up to 42.0 share of audience in a typical week.

- COVERAGE
  202,000 tv homes in a five-county area at rates far lower than any competition.

- POWER
  175,000 watts video and 87,000 watts audio insures reception in every tv home.

- TOWER
  WFMJ-TV goes up 1000 feet to get maximum use of the high power of its transmitter.

- NETWORK
  All NBC shows are carried at time of telecast, no delayed out-dated programs or commercials.

- LOCAL
  Again top-rated by A.R.B. for professionally produced local live programs.

- PLUS...
  A powerful point-of-sale merchandising campaign at no additional charge.

  Ask Headley-Reed or call Mitch Stanley, Station Mgr.
  Your Good Neighbor Station

WFMJ: CH. 21

IN REVIEW

CLUB 60

FOR its owned stations, NBC-TV is applying a light touch and color to bring, as it says, "the bigtime into the daytime" with its new Club 60 program.

Viewers in at least these seven markets—it's being offered to affiliates on a co-op basis, too—now can take their pick of live colorcasts any weekday afternoon, this variety show or, a bit later (3 p.m.), a dramatic network program, NBC Matinee Theatre, or if their tastes so dictate, both color presentations.

Though production was smooth last Monday, the show was made up mainly of orchestration and vocalizing. Singers Nancy Wright and Mike Douglas and the Mello-Larks, as well as parody strummer-singers Homer and Jethro, brought in satisfactory performances. All of the talent reflected the Chicago off-beat, easygoing or relaxing showmanship (the show originated from all-color WNBQ [TVI]).

Mort Sahl (m. c. for the first week), a quickly-selected substitute for west coaster Don Sherwood who left the show suddenly during the pre-premiere week, tried pixie-like to come through as a cross between a Dave Garroway and George Gobel, both of the Chicago school. He matched neither, despite the night club and Chicago training, but any unestablished tv performer who's a last-minute fill-in is bound to have problems early in the game.

The producers seemed to be taking a long-shot, too, in presenting Mr. Galluccio's pleasant music as separate numbers, with nothing—not even the Welk bubbles—to dress up the visual. In color, the changing patterns appealed to the eye, but in black-and-white, the shots were stock camera movements. A bandstand is deadly without movement.

The lighting and background settings were very well adapted for the color camera, indicating that the NBC "experiment" in equipping a tv station principally for color is paying off at WNBQ.

Chief ingredient missing was the central character or excitement that mark the tv "bigtime" in either night or day shows. Club 60 had the background which a bigtime variety show must have, but a main attraction was lacking and continuity suffered. The wonderful, soft color bath helped the program, but made up only in part for that central force—be it comedian, trick-seal, Leonard Bernstein or the West Point chorus.

With Club 60, NBC-TV has stepped off smartly in the right direction. Each sequence is production tight and jewel-like in color; what's needed is the link that will keep the viewer anticipating the next segment and continuing to watch through the commercial inserts.

Production costs: Approximately $40,000 a week.
Telecast on seven owned stations of NBC-TV in color and black-and-white, Mon.-Fri., 1:30-2:30 p.m. EST (Feb. 18 telecast reviewed).

DOREN Passes 'Lucy'

IT TOOK a 31-year-old English instructor, Charles Van Doren, to turn the tables on CBS-TV's I Love Lucy last Monday night—a neat trick that NBC-TV has been hoping to pull off for five years and four months. The quiz show, Twenty One, received a Trendex rating of 30.6 and 44.1 share of audience, just topping Lucy's rating of 30.0 and 43.3 share, NBC-TV announced.

This reportedly was the first time since Oct. 15, 1951, that a regularly-scheduled NBC telecast has beaten Lucy. Mr. Van Doren increased his winnings to $143,000 and currently is still in the running to pick up more.

Producers: Bob Dreisler and Harry Trigs; director: Dave Barnizer.
Copy: Mort Sahl (Feb. 18 week only), star; Mello-Larks quartet: singers Nancy Wright and Mike Douglas; Joseph Gallicchio and orchestra; guests Homer & Jethro.

EMMY NOMINATIONS

WE CONFESS to a degree of pre-judgment regarding NBC-TV's presentation of the Emmy award nominations. Even if it had been good it would have been bad, we felt, due to the gross unimportance of it all.

It was neither good nor bad—it was just boring.

One must be sympathetic toward the industry's desire to attach as much glamour and fanfare to its Oscar-equivalents as can be arranged. This is possible—but only for the awards themselves, not the nominations.

The movie industry is smarter in this regard. When a customer goes to a movie he gets entertainment, not a reading of Oscar nominees. Those it sells to television, thereby gaining profit, free publicity and driving tv viewers back to the theatre.

Production costs: Approximately $80,000. Sponsored by Oldsmobile Div. of General Motors through D. F. Brother & Co.; RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt on NBC-TV, Feb. 16, 9-10:30 p.m.

Writers: Carroll Carroll, Nat Hiken, Milt Josephsberg, Johnny Mercer, Jess Oppenheimer, Rod Serling and Leo Solomon.

Music director: Von Dexter (Burbank); executive producer: Alan Andley (Burbank); producer: Rick Kelley (New York); academy producers: Irving Mansfield (New York); Jess Oppenheimer (Burbank); directors: Craig Allen (New York); Jack Shea (Burbank); associate directors: Marcia Kayper (New York); Roy Montgomery (Burbank); set designers: Spencer Davies (Burbank); Robert Wrightman (New York); costume supervisors: Robert Campbell (Burbank); Jerry Boxhorn (New York); unit managers: Jack Petry (New York), John Hinsey (Burbank).
The Associated Press Radio & Television Association salutes KRMG, WTMJ and WHLS for their one-two-three cooperative news gathering achievements in 1956.

For their outstanding exchange of news through the AP, the three stations have been awarded the plaques reproduced on this page.

Glenn Condon, KRMG news director, says his station’s news contributions “come back a hundred-fold” from other AP members.

WTMJ News Director Jack E. Krueger, says “radio and TV stations should be proud to share in this widening of the scope of the world's greatest news gathering organization.”

John F. Wismer, general manager of WHLS, says “radio stations have the greatest opportunity and obligation to assume leadership in news and its reporting.”
Across-the-Board Radio = All Aboard Union Pacific

If you're coming or going in Southern California (and most of the area's 7 million usually are) Union Pacific will reach you . . . via radio.

UP hits solidly at the 99% radio homes and 80% radio-equipped cars (1% cars per family!) with a triple punch:

1. MORNING NEWS on KBIG, covering all Southern California from Catalina.
2. CLASSICAL MUSIC evenings on Kpac.
3. NIGHT NEWS on KNX-CBS.

To bolster this year-round schedule, UP buys saturation spots for special promotions like Vacation Family Plan and inauguration of the "City of Las Vegas".

"Practically everyone travels in Southern California," says UP Los Angeles ad manager Paul Beach. "We put a substantial share of our budget in radio because it reaches practically everybody, consistently and economically."

Adds Marion Welborn, vice-president, The Caples Company ad agency: "We picked KBIG 3 years ago as a basic for Union Pacific, because its powerful signal gives us coverage of 8 counties at low cost—per—thousand.

Results have dictated our renewal for 1957.

KBIG shares with two other stations gratification for another "well done" from a contented Southern California Radio client.

OPEN MIKE

About Yearbooks

EDITOR:

We have been careful and thorough readers of your publication for a great number of years. We have found the B&W Yearbooks particularly helpful. They contain a great deal of detailed information and I imagine their preparation must be a tremendous job.

Eugene R. Bertermann
The Lutheran Hour
Sr.: Louis, Mo.

[EDITOR'S NOTE: Agreed. The 1957 Broadcast Yearbook-MARRIETHEB will be in the mail this week.]

Flattered, Unconvinced

EDITOR:

I was flattered by the amount of space you devoted on your editorial page to my recent statement of views on the threat of monopoly control of television . . . and the even greater danger inherent in the proposal to repeal Sec. 315.

You state that the repeal of Sec. 315 would give to broadcasters "only the freedom to present political issues and candidates intelligently an possibility under present rigidities of the law." The word "intelligently," while high sounding, is a weasel word that conveys no significance. The "intelligence" involved must be that exercised by someone. An "intelligent" presentation of political issues and candidates to a hard-shell Republican is certainly not an "intelligence" presentation to the left-wing Democrat. Yet our broadcasters range in their political beliefs from one extreme to the other.

I am certain that on further reflection, you will agree that no man, or two men, or four men, no matter how intelligent they may be, should be given the unfettered power to determine who and what is to be seen or heard on all or even most of the radio and television stations of America.

Burton K. Wheeler
Wheeler & Wheeler, Washington, D. C.

[EDITOR'S NOTE: If broadcasters were inclined to be partial in their presentation of political affairs, the very diversity of political beliefs cited by Mr. Wheeler itself would guarantee a wide range of information to the U. S. public.]

A Reader Agrees

EDITOR:

Permit me this belated thanks for your splendid editorial [B&W, Jan. 7] on the [WGN-TV Chicago-Martin Luther] controversy. This controversy provided grist for those publishing mills which are always anxious to bait the Catholic Church. An example of this is the story in Time (Dec. 31, 1956) and the letters they chose to publish on the subject (Jan. 21). Thus, your editorial is all the more meritorious because you avoided a pitfall which traps many. As you know, the Catholic Church is interested primarily in protecting the faith and morals of Catholics. The side effect of discouraging the production and exhibition of indecent or otherwise objectionable motion pictures is a salutary effect from which the entire nation profits. However, if motion picture producers and exhibitors and tv stations wish to offend Catholics and others by offering indecent or otherwise objectionable productions, they are free to do so.

"Martin Luther" is a denominational visual-audio tract—so used by the various Lutheran churches. Consequently, the procedure you outlined in your editorial would have been performed. Now we have the spectacle of various Protestant organizations trying to force WGN-TV to run the film! I have never heard of any Catholic organization trying to force any station to run a Catholic film. Yet we are the accused in this imbroglio.

I am deeply grateful for your understanding in this matter. I have read B&W for almost 15 years, and think the industry is incredibly lucky to have such a fine publication.

Clyde E. Beane
Glendale, Calif.

Dissenting Opinion

EDITOR:

Add this to your volume of letters disagreeing with your review of NBC-TV's "Mayerling." Did your reviewer really see the production or take the word of an envious CBS critic? This review on top of the unhappy one for Ernie Kovacs's brilliant half hour makes me wonder if your reviewers have happy home lives.

Jeanie Ewing, Traffic Manager
KRBB (TV) El Dorado, Ark.

[EDITOR'S NOTE: Neither B&W's reviewers nor its editors have home lives at all.]

No Room at the Inn

EDITOR:

In B&W (Closed Circuit, Feb. 11) there appeared a statement that the Anti-Defamation League of B'nai B'rith "had protested to NARTB against holding next winter's board meeting at Camelback Inn, Phoenix, on grounds of discrimination." The item went on to say that "NARTB management informed board that no discrimination has been evident at several previous meetings held at hotel."

When we wrote to Mr. Fellows it was not in respect to any meeting scheduled there. Our letter pointed out simply that Camelback Inn, which has for many years systematically barred would-be guests of the Jewish faith, uses the name of NARTB in its promotional literature. We felt that NARTB might want to consider the propriety of the use of its name by a hotel that has achieved notoriety through its practice of discrimination.

We are not surprised by NARTB's finding that no discrimination has been evident. This is true only because, during the off season, the inn is made available to convention groups and, for such purposes, the religious bars are dropped. However, a Jewish delegate to such a convention may well find that if he seeks accommodations at Camelback during the vacation seasons, he will be rejected solely on the ground of his religious faith.

Arnold Forster, Staff Director
Anti-Defamation League
B'nai B'rith, New York
Langendorf United Bakeries, through Compton Advertising, Inc., on the entire West Coast!
Among the markets already purchased are Portland, Maine; Cincinnati, Memphis, South Bend, Seattle, San Francisco, Los Angeles, Baltimore, Detroit!
Tulsa, Tucson, Salt Lake City, Denver, San Diego, Portland, Oregon; Eugene, Stockton, Chico, Fresno, Syracuse, Baton Rouge, Indianapolis, Tallahassee, Miami, Phoenix, San Antonio, Yakima, Bakersfield, Salinas, San Luis Obispo, Roanoke, Schenectady, New Orleans!
Albuquerque, Santa Barbara, Boise, Springfield, Missouri; Pittsburg, Kansas; Hutchinson-Wichita, Columbus, Ohio; St. Petersburg, Nashville, etc., etc.!
Among the advertisers are Bell Bakeries through The Caples Company; Tasty Baking Company; Sealtest Milk; Hood's Dairy; Canada Dry; Pepsi-Cola; Stewart's Ice Cream through Woodard, Voss & Hevener, Inc.!
Burger Brewing Co. through Midland Advertising Agency; Walter Construction Co.; Niagara-Mohawk Power Co.; Nashville Trust Co.; Bunker Hill Meats; and many others!

HURRY

Stations and sponsors immediately recognize the universal appeal of HAWKEYE and the LAST OF THE MOHICANS, the great American outdoor action classic! So arrange today to enjoy a private screening and to get the profitable-for-you facts about HAWKEYE. But please hurry! Every day markets are snapped up and even a day's delay may cost you your own home market. Wire or phone us right now!

JOHN HART • LON CHANEY as HAWKEYE • as CHINGACHGOOK

HAWKEYE AND THE LAST OF THE MOHICANS

Wire or Phone. Let's POW-WOW NOW! Television Programs of America, Inc.

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN

488 Madison Ave., New York 22, N.Y. • PL. 5-2100
GEORGE SEVERN SMITH, the new president of the Federal Communications Bar Assn., at the age of 56 exemplifies the “American Success Story”—a log cabin birthplace, a farm boyhood and now a post as one of the seniors of the communications bar.

When Mr. Smith joined the Federal Radio Commission in 1928 that new agency had six weeks to run. It was set up by Congress in 1927 for one year to administer the new and burgeoning art of radio, taking over the licensing functions that until then had been handled by the Dept. of Commerce. But the FRC did not go out of business, and Mr. Smith and one assistant set up what are now the license divisions of the FCC (which came into being in 1934). He and the assistant handled all applications—ship, point-to-point, broadcasting, amateur, police, etc.

The stocky, round-faced Mr. Smith is the middle member of the Washington law firm of Segal, Smith & Hennessey. The firm comprises Paul Segal, former FRC assistant; the past 15 years Mr. Smith has been general partner and Philip J. Hennessey, one-time NBC Washington counsel.

As president of FCBA, Mr. Smith is the number one communications attorney in the country. FCBA has a national membership of close to 500.

George Smith (the Severn is a family name) was born one year after the 20th Century began in a log cabin on a farm in Van Wert County, Ohio. Van Wert, now famous as the home of dierkranz cheese, lies between Lima, Ohio, and Fort Wayne, Ind. Mr. Smith, as the eldest of seven children, had his share of farm chores where he was brought up. He attended grade school in a log house and went on to the Van Wert high school—by driving 14 miles each way in a horse and buggy. He received his high school diploma in 1918, after serving in the U. S. Army during World War I. He was 17 when he, and a group of high school chums, joined up. He served at Walter Reed Hospital in Washington.

After the war the young veteran returned home. His ambition at this time was to become a teacher. Hearing that the Census Bureau was hiring enumerators for the 1920 census, young Smith travelled to town to take the examination. He was a week early, he discovered, but an examination was being given for positions in the Census Bureau in Washington. So he took that, and passed.

For the next 3½ years the erstwhile farm boy was a government employee with the Census Bureau and, then, the Bureau of Internal Revenue in Washington. At night he attended Georgetown University’s Foreign Service School and later its law school.

In 1924 the Florida real estate boom was beginning. The ambitious 20-year-old government civil servant smelled a fortune there. So he quit his government work and his schooling and went south to make his fortune.

He didn’t. Mr. Smith was in Florida for about three years, mostly in the Fort Myers area. He eked out a living, but no fortune. Finally he gave up. He returned to Washington and joined the Post Office Dept., which promptly returned him to Fort Myers. Later he was transferred back to Washington city post office. In 1927, Mr. Smith changed over to the Dept. of Commerce’s commercial license division.

EARLY in 1928, Mr. Smith was told about the new activity in radio. The friend who persuaded him to come over to the FRC was W. J. Clearman, then assistant secretary of that new agency. In February of 1928, Mr. Smith transferred to FRC.

When Mr. Smith returned to Washington from Florida, he resumed his law studies. He received his LL.B. from National U., Washington, in 1928. In 1931, he passed the D. C. Bar examinations. In 1932 he resigned from the FRC to join Paul Segal in private law practice. The firm was formed in 1942.

Mr. Smith and his partners have handled a number of landmark cases in communications law. There was the 1942 Scripps-Howard case, in which the U. S. Supreme Court held for the first time that an appeals court could stay an FCC grant. There was the 1943 KOA Denver case, where the Supreme Court held that an existing station had the right to intervene when an application for a new station indicated interference to the established outlet’s coverage area. There was the 1945 Ashbacker case, in which the Supreme Court ruled that the FCC cannot grant one application and deny another for similar facilities without hearing.

Mr. Smith lives in the Washington suburb of Bethesda, Md., with his wife (the former Thelma Horst, whom he married in 1935) and George Jr., now 12. Mr. Smith is a member of the Metropolitan Memorial Methodist Church, Kenwood Country Club, the D. C. Bar Assn., the American Bar Assn., FCBA. He is a Mason. In 1955-56, he was chairman of the radio committee of the Administrative Law Section of the American Bar Assn. A long time ago, he says, he used to have a hobby, woodworking. Now he’s a fisherman.
PULSE AND ARB BOTH AGREE

KROD-TV Dominates
THE EL PASO SOUTHWEST

BOTH GIVE KROD-TV 14 OF THE TOP 15 SHOWS!

Telepulse says: KROD-TV had 12 programs (3 were SPOT shows) rated over 40.0 — other stations had none. Between 6 and 10:30 p.m., KROD-TV delivered more audience in El Paso than all the other stations combined, 73% of the time! No wonder that 14 of 17 national spot advertisers sponsoring programs in the El Paso area in January, 1957, were on KROD-TV!

And, KROD-TV does the job in the daytime, too! ARB demonstrates ONE KROD-TV daytime program has a HIGHER AVERAGE RATING EVERY DAY than ANY night time program on ANY competing channel ANY NIGHT with the exception of one program (HIT PARADE). And adjacencies GO at the "C" rate.

The rating story is only part of KROD-TV dominance. Low band, high tower and high power from El Paso's only mountain-top antenna gives Channel 4 dominance of Southern New Mexico, too! A separate Pulse survey confirms this finding.

ASK YOUR BRANHAM MAN FOR THE FULL EXCITING STORY!

KROD-TV
CBS TELEVISION NETWORK 4
EL PASO, TEXAS


Broadcasting • Telecasting
February 25, 1957 • Page 19
Famous on the local scene...

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio  WJW-TV Cleveland, Ohio  WJBK-TV Detroit, Mich.  WAGA-TV Atlanta, Ga.  WBRC-TV Birmingham, Ala.  WGBS-TV Miami, Fla.

WSPD  Toledo, Ohio  WJW  Cleveland, Ohio  WJBK  Detroit, Mich  WAGA  Atlanta, Ga.  WBRC  Birmingham, Ala.  WWVA  Wheeling, W.Va.  WGBS  Miami, Fla.
yet known throughout the nation.

The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

Storer, too, had a humble origin... was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a local station.
Fire is pretty nasty anytime—but the day after Christmas it became a terrifying reminder that the brittle, grey Malibu hills 20 miles north of Los Angeles had gone for 11 months without water.

Mountain brush and scrub oak can get pretty mean with 11 months between drinks...

Before it ended, the fire had destroyed 40,000 acres, 72 homes—had cost one life and 70 million dollars.

Three hours after they got the word to roll, Special Events Units #1 and #2 were operating from either flank of the fire line. Soon after, four remote units were delivering exclusive television coverage to anxious viewers, and continued to do so for twenty-five hours, until the emergency had passed.

It was 30 hours before a second television station began transmitting from the scene.

KTTV was officially commended by the Los Angeles County Board of Supervisors for excellent coverage of the disaster and assistance to the authorities.

Fires, floods, earthquakes and such are grim, dirty business—but, like the man said...

"If you have to tell a dirty story...tell it well..."
MORE national advertisers prefer WKMH because MORE local advertisers do!

For the real answer to
"Which is Detroit's best radio buy TODAY?"...
just remember...LOCAL advertisers prefer WKMH!

Ask any retailer what makes him buy any medium with consistency and he'll tell you, "Results...next day, cash register results!" WKMH delivers just that kind of results...for local and national advertisers! Month-in, month-out use of WKMH by local and national advertisers proves that listeners buy what's sold by WKMH's top newscasters, disc jockeys and sportscasters! Forget "old" buying habits...because TODAY WKMH cost per thousand is lowest of all Detroit-area stations at all hours!*

*6 a.m. to 6 p.m.

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

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Buy all 4 stations, save 15%...buy any 3 stations, save 10%...buy any 2 stations, save 5%!
Assures flexible arrangement for economical floor plan

Combining all the newest design features of the recently announced RCA 6 KW TV transmitter and the enviable performance record of RCA's famous 25 KW power amplifiers, the new TT-25CL is today's best value! No other transmitter in this power class embraces so many advantages...advantages that engineers and station managers have asked to have incorporated in a single transmitter.

- **FLEXIBLE FLOOR PLAN**—The "block build" design of the TT-25CL permits several combination arrangements. The layout may be as illustrated in the accompanying floor plan, or a modification of this general plan. The 6 KW Driver and P.A. Rectifier and Control Cabinets can be arranged in “U” fashion with the P.A. tanks moved forward and the driver power supply enclosure placed at a remote location to further conserve space.

- **PRECISE COLOR PERFORMANCE**—Built-in linearity correction circuits and intercarrier frequency control, which accurately maintains frequency separation between aural and visual carriers, assure excellent color signal transmission.

- **EXCELLENT ACCESSIBILITY**—Broadband tuning controls in the 6 KW Driver are accessible without opening any doors. All important driver circuits are adjusted from the front of the unit. Exciter and modulator units have "tilt-out" construction for quick, complete accessibility.

- **THERMOSTATICALLY CONTROLLED HEATERS**—for rectifier tubes are suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

- **ECONOMICAL OPERATION**—A well-chosen tube complement affords lower power costs. Complete overload protection with "grouped" indicator lights makes troubleshooting quick and certain.

- **TIME-PROVED TUBES**—Long life RCA 5762 tubes in both P.A.'s and Driver. Many broadcasters using other RCA transmitters which employ the 5762 tubes report "extra dividends" due to their long-life, economical operation. Over 100 RCA 25 KW amplifiers have been in continuous service to date—each employs the famous 5762.

**PLUS...OTHER ADVANCED FEATURES**—too numerous to mention here! Get the complete story from your RCA Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4011).

In Canada, write RCA VICTOR Company Limited, Montreal.
WRGP is receiving excellent reports on transmission since putting the TT-25CL "on-air." Particularly gratifying comments came from color program viewers who are impressed with the fidelity of WRGP color transmission.

Where floor area is at a premium... such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-25CL is highly adaptable. When new transmitter buildings are contemplated, the space-saving TT-25CL helps to save building costs. The rectifier sections of both the 6 KW Driver and also the Aural and Visual Amplifier Rectifiers can be separated and placed in an adjacent room or basement. This is an added feature that saves valuable operating area.

DRIVER PORTION OF THE ABOVE 25 KW TRANSMITTER (LESS AMPLIFIERS) IS AVAILABLE AS A COMPLETE 6 KW TRANSMITTER
Are Your TV Schedules Reaching THIS MUCH of Arkansas?

On KTHV, they will!

With 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756' above average terrain!), KTHV is seen, heard and gets viewing response from almost all of Arkansas.

Take a good look at this mail map. Letters come to KTHV from 47 Arkansas counties—as well as from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the facts on KTHV—the big buy in Arkansas. Ask him!

Channel 11
LITTLE ROCK
316,000 Watts

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT
CBS RADIO TO PRICE DAY OVER NIGHT

Network will drop night rates 33%, hike day 5%. Will others adjust?

NETWORK radio's first major rate adjustment in more than two years was initiated last week as CBS Radio proposed to raise daytime rates 5% and cut nighttime prices by one-third.

Thus for the first time a network's daytime rate card would be substantially higher than its nighttime counterpart—another step in the network rate revolution that began with the advent of television and already has seen a "one rate" policy adopted by three of the four radio networks.

The first reaction of CBS Radio's rival networks was virtual silence. Some executives unofficially commended the daytime rate boost, but they gave no sign as to what their own courses might be—particularly with regard to the nighttime reduction. The word was that they were "studying the situation."

ABC Radio officials greeted the daytime boost proposal by pointing out that they already had announced, in December, that on April 1 ABC Radio will raise the price of segments in its morning block of programs. This will amount to an increase of $50 to $100 per five-minute segment, depending on the frequency category involved [B&T, Dec. 31, 1956].

Regarding the evening rate reduction, authorities felt that the urge of ABC, NBC, and Mutual to cut their nighttime prices in order to "meet the competition" would be considerably less compelling now than six years ago when the first rate cut was made, also by CBS. Where the networks then had substantial blocks of business to lose if they failed to meet the competition on prices, their evening commercial schedules now are relatively skimpy, and in addition the pattern of selling has undergone major changes.

Moreover, CBS Radio authorities maintained that even with a one-third cut at night their own evening rates would still be "significantly higher" than the other networks.

CBS Radio's current hourly rate, day and night, is approximately $15,000 gross. A 5% boost would put the daytime rate at about $15,750, while the one third cut would drop nighttime charges to around $10,000.

The changes, worked out by network officials in meetings with members of the CBS Radio Affiliates Board, depend upon approval by affiliates representing at least 85% of the network's rate card. CBS Radio President Arthur Hull Hayes, disclosing the moves, announced Thursday that contract amendments already have been sent out to the stations. Officials hope to get affiliate approval in time to make the provisions effective March 10.

Current advertisers would get the customary six months' protection against the daytime increase but presumably would receive immediate benefit from the nighttime reduction. The effect of the evening cut, officials said, would be passed along to affiliates on a proportionate basis.

John M. Rivers of WCSC Charleston, S. C., chairman of the CBS Radio Affiliates Board, expressed delight at the daytime increase, which he viewed as "recognition of the increased usefulness which the CBS Radio Network supplies to advertisers. I am confident that advertisers themselves recognize the increasing sales-effectiveness of their use of CBS Radio Network programs," he asserted.

It was Mr. Rivers' statement, issued by CBS Radio, that broke the news of the nighttime rate cut proposal. After expressing pleasure at the daytime increase, his statement continued:

"At the same time the board, following a full-scale examination of the entire competitive network situation, recognized that it would be desirable to make certain adjustments in the nighttime rate structure. Accordingly it was agreed that the rates after 6:30 p.m. CNYT (current New York time) should be adjusted to two-thirds of the current daytime rates which continues them at a level significantly higher than those of the CBS Radio network's competitors."

CBS Radio was committed not to sell "quickie" commercials—or anything less than five-minute segments. In the past it has sold a number of programs on the segmentation plan—in ¾-minute segments primarily—also in five-minute segments. Although it plans to offer additional programs on a five-minute-segment basis, officials said this will not be done outside of nighttime and weekend hours.

Mr. Rivers asserted:

"All of us on the board are in complete agreement that it is not the function of network radio to serve as a competitor to local spot broadcasting by offering sponsorships uniquely belonging to local radio stations. The CBS Radio Network will continue to sell no unit of less than five minutes duration and while its rates will exceed those of network competitors, the inherent worth of the audiences and the program structure of the network continue to make them outstanding in all advertising."

By comparison with CBS Radio's five-minute minimum on segment length, NBC Radio, for example, has offered announcements as short as six seconds in length.

President Hayes said, after the meeting with the affiliates board, that "the general status of network broadcasting and specifically that of the CBS Radio Network has been most encouraging. It is the intent of the network to strengthen further the day and night audience leadership of the CBS Radio Network, which, we feel, is the end result of the integrity of our broadcast schedule and the strength of our affiliates."

"We are planning extensive consumer advertising and promotion to further accent our leadership and to continue to supply the advertisers of our country, a useful and effective medium for the efficient distribution of goods upon which our economy's stability is so deeply dependent."

CBS Radio officials declined to estimate the amount of commercial time currently on their evening schedule, except to say that it is "not too much" and is less than a year ago. On the other hand, the daytime schedule is sold out to a large extent.

None of the networks has "too much"
nighttime business—although the segmentation, participation and similar plans of selling make it difficult to tell, from a look at the schedule, just how much is actually commercial.

In the main, however, nighttime volume on all four networks is light.

While Mr. Rivers said that, even with the nighttime reduction, CBS Radio's evening rates would remain "significantly higher" than those of other networks, the rate cards of the others did not, in themselves, support his statement. ABC Radio, which has a "single rate" for day and night, pegs its gross hourly charge in the evening at $16.873. Mutual, also a "single rate" network, puts its evening hourly rate at $14.028 gross. NBC Radio, only one of the four to maintain a substantial differential between day and evening rates, values its nighttime hour at $25,368 gross, but its discount structure is higher than those of the other networks, which lowered their discounts in the process of equalizing day and night rates two years ago.

In support of their contention that CBS Radio's evening rates will still be higher than those of competing officials of other networks—maintained that the selling patterns of other networks—including participations, etc.—worked to bring their rate averages substantially below the bare figures shown on their rate cards. And some networks, they charged, are selling "under the counter" on a "rate card" basis.

While none of the other networks commented extensively on the CBS-Radio move, Mutual had one probable reason for silence that the others did not have—its current proposal to realign programming and put heavy emphasis on news [B+W, Feb. 4 et seq.]. MBS authorities are currently sounding out their affiliates individually and, they say, getting overwhelmingly favorable response to the plan. If this response continues, they hope to present new affiliation contracts, embodying the changes, to their affiliates during the NARTB convention in April. Authorities accordingly felt one reason for their reluctance to discuss the CBS moves was a feeling that any comment might muddy the waters for their own proposal.

Some Mutual authorities did take the position, however, that any discussion of hourly rates, per se, largely missed the point so far as current sales to discuss are concerned. On Mutual, they pointed out, most current business isn't in the form of straight program sponsorships, but in packages composed of parts or all of several programs. Kraft Foods, for instance, sponsors five newcasts a day, six days a week, and Miles Labs presents five different newscasters at various times during the week and also underwrites several other programs.

### ADVERTISERS & AGENCIES

**RALSTON CEREAL SALES SOAR AS RADIO, TV REPLACE PREMIUMS**

RALSTON-PURINA Co., St. Louis, which created a wave of excitement last April by dropping premiums from its packaged cereals and at the same time earmarking 80% of an estimated advertising budget of $3 million annually to radio and television, today (Monday) is announcing that its no-premiums "revolutions" is paying off with increased sales.

The decision to embark on a "no-premium" approach, considered a radical move in the packaged food field, was worked out by Ralston-Purina sales and advertising executives in consultation with officials of Guild, Bascom & Bonfigli, San Francisco, the company's agency. Ralston-Purina over the past 11 months has boasted about its "no premium" policy in its radio and tv commercials and next month, in advertisements in food publications, it will proclaim: "Ever since Ralston closed its toy department, sales have gone up month after month—every single month for a year—butter sales were with premiums. Grocers all over the country have been applauding Ralston for increased sales... housewives too are cheering Ralston for keeping toys and noise off the breakfast table..."

So abandoning premiums, Ralston has invested an estimated $2.4 million in radio and television spot announcements and on ABC-TV's "Bowl Journey" program on behalf of Rice Chex, Wheat Chex, Instant and Regular Ralston and Ry-Krisp to reach the adult audience—"the people who actually buy cereals." The remainder of the budget was allocated largely to food, trade and professional publications, with virtually no consumer media used outside of radio-tv.

An explanation of the "no premium" approach and of the emphasis on broadcasting, especially television, was provided by E. J. (Buzz) Hodges, vice president and account supervisor of Guild, Bascom & Bonfigli, who says:

"We are not against premiums per se but we feel at this time our concentration on adult approach will help continue to build more and lasting sales for Ralston. And we're using television primarily because this medium lends itself best to our personalized, off-beat approach in which we create our commercials to make friends and loyal customers—not just one-time sales.

An example of the "no premium" and "adult audience" concept, embodying a zany approach, is the following tv commercial used on a recent "Bowl Journey" program:

"... Here's that professor of premiums, Lee Goodman.

MR. GOODMAN: Oh-hi. Just trying to put together one of these cereal premiums—oops— but I guess you do have to be a professor or construction engineer. Let's see—according to the instructions—by simply following the theory of relativity you can easily assemble this space ship by merely attaching the versatile rockets one-two-thousandths of an inch at a 33.4 angle... 'Well, here's a cereal that doesn't require an engineering degree—Wheat Chex—because Wheat Chex are a grownup cereal, guaranteed to contain no premiums whatsoever.'"

**Brewers to Hike '57 Radio Buys By 25%, RAB's Taylor Predicts**

PREDICTION that the brewing industry will spend 25% more on radio in 1957 than in 1956 is to be made today (Monday) by Sherrill Taylor, vice president and director of promotion for RAB.

In a speech prepared for delivery before the annual national sales convention of the Carling Brewing Co. in St. Louis, Mr. Taylor says he based his upward estimate of the brewing industry's radio expenditure on studies of market trends, reports received at RAB headquarters from national and regional brewers and their agencies and a review of "the radio success all producers of food products enjoyed last year." He says that in 1956 radio billings surpassed those in 1955 by 30%. He added:

"Radio's almost-complete penetration (96.3% of the population are regular listeners), its ability to reach millions at any hour of the broadcast day, its economy and its adaptability to serve the needs of all sizes of advertisers are the basic reasons for its economic rebirth. There is an interesting parallel between your industry and mine; we both prosper for the same reason, the public likes us and uses us."

**TvB Supplement Lists Bates Tops for Spots**

TELEVISION Bureau of Advertising last week issued a supplement to its Spot Expenditure Report for the fourth quarter of 1956 [B+W, Feb. 8], listing Ted Bates & Co. as the leading advertising agency in spot tv billings for the final quarter of last year.

Following Ted Bates in order of spot tv billings, according to TvB, are McCann-Erickson Inc., Young & Rubicam Inc., Dancer-Fitzgerald-Sample Inc., Benton & Bowles Inc., J. Walter Thompson Co., BBDO, Leo Burnett Co., Compton Adv., N. W. Ayer & Son. In its report issued two weeks ago, TvB placed total national spot expenditures for 1956 at $324,498,000 and for the final quarter of the year at $107,842,000. N. C. Rorabaugh Co. compiles spot tv data for TvB.

Among the observations made last week by TvB in its supplementary report were that N. W. Ayer & Co. appears in the top ten advertising agencies in spot billings for the first time; that the "significant rise" of D-F-S from seventh place in the third quarter of 1956 to fourth place in the fourth quarter of this year is "due to increased spot activity of General Mills and Peter Paul Inc.," and that Compton Adv., which did not appear in the top 10 in the third quarter, reappears in the final quarter because of "expanded use of spot tv" by such Procter & Gamble products as Big Top peanut butter, Comet cleaner, Duz and Ivory Flakes.
BBDO SHOOTING FOR $200 MILLION TO TOP $194.5 MILLION OF 1956

CASH—the $194.5 million worth BBDO billed in 1956—topped the agenda at that agency's 29th annual convention in New York last week. Coupled with announcement of last year's billings was the prediction by Board Chairman Bruce Barton that "we are going to do more business in 1957 than we did in 1956" (at a current rate of over $200 million).

The billings total is more than $30 million (nearly 20%) over 1955. Broadcasting's share: $65,157,000 (33.5%) in television, $11,475,500 (5.9%) in radio. In 1955 the respective breakdowns were $49.5 million and $19.5 million.

"The $200 Million Challenge" was the format of the hour-long closed circuit on which a panel of the agency's top brass reported to the 2,238 BBDO employes (up 350 over last year) and their families across the country, and to nine of the agency's 15 office cities.

Fred B. Manchee, executive vice president and treasurer, said that half of the 1956 billings came from the New York office and half from the regional offices.

The billing was distributed among the various media in the following proportions: television, 33.5%; radio, 5.9%; general magazines, 22.3%; newspapers, 19.1%; trade papers, 5.6%; farm papers, 1.4%; outdoor and ear cards, 3.6%; mechanical production, 7.8% and fees and miscellaneous, 9.6%.

In answer to a question on "how big can an agency get before it reaches the point of diminishing returns in service to clients, efficiency, etc. ?" Alex F. Osborn, vice chairman of the board, said "BBDO is now 10 times bigger than it was less than 20 years ago, and we certainly render a lot better service to clients than then. As to efficiency, this can best be judged by considering the amount of business we do in relation to our number of employes."

Branch office operations will continue to grow and be profitable, according to Mr. Osborn, who maintains his headquarters in the agency's Buffalo office. He denied any trend toward consolidation of advertising services in New York because of client management consolidation, mergers, moving of client headquarters, etc. "One reason why we can continue to grow so solidly and so substantially is our multi-office set-up," he said.

Edward Cashin, executive vice president, said that, despite the agency's growth, the agency has no immediate plans for opening additional offices, with the possible exception of one in Montreal to accommodate the expanding Canadian operation. BBDO opened an office in Toronto, it's first outside the United States, in 1956.

J. David Danforth, executive vice president, demonstrated how BBDO account service has improved. He mentioned such examples as increased service as the agency's 15-office public relations network; a mothers' council, junior council, jr. homemakers' and homemakers' councils; in media, a specialist in classified telephone directory advertising; in merchandising, specialists in building materials, agriculture, and sales promotions and contests; in broadcasting, a new closed circuit camera for checking art work, and product displays, auditioning models, trying out new production techniques and reviewing product commercial demonstrations.

He also pointed out that the agency is equipped to increase its service in cooperative advertising. He predicted that co-op advertising will become more important in the years ahead.

The present system of agency compensation is satisfactory and the media commission will stand, Mr. Danforth commented. He added that, despite the American Assn. of Advertising Agencies' consent decree, there is no indication that any medium has lost faith in agencies or the commission method.

BBDO's attitude toward the profitability of accounts was commented on by Mr. Cashin, who said: "In 1956 BBDO served 153 clients. Forty-six in excess of $1 million, and believe it or not, we have 41 accounts that bill under $100,000. BBDO does not have any hard nor fast rule on either the size of an account or the profit of an account to make it acceptable to us. However, it must be clear to all of us that the reason we do have as large a number of accounts in this category is primarily because of their growth potential."

Other questions handled by the panel covered the longevity of BBDO accounts (average: 14 years); the agency's recruitment and training program; the agency's profit-sharing program (the maximum 15% of employee's salary was paid into the fund in 1956); and why BBDO never resigns an account solely for the reason that it might prefer a larger one.

Other segments of the day-long program included reviews of BBDO advertising campaigns over the past year, and trends in various BBDO departments and services.

W. Barry McCarthy, a BBDO vice president, was chairman of the convention committee.

Blacklisting Not Practiced In Radio-Tv, Says Foreman

TO THE KNOWLEDGE of at least one top agency executive, there is no general practice of so-called "blacklisting" in the agency field.

According to Robert L. Foreman, BBDO vice president in radio and television, agencies, so far as he knows, do not use such lists as guides in selecting radio-tv talent, producers and others.

Alleged "blacklisting" in radio-tv often has been cited as a cause for certain and sudden shifts in assignments or in dismissals of people employed in radio and tv because of charges of association with groups identified as subversive.

Mr. Foreman also noted that it must be remembered that the advertiser also has a say in the choice of people used in a radio and tv show, and that the sponsor's wish must be respected in making a decision. Mr. Foreman was interviewed on Tuesday night's Night Beat program conducted on WABD (TV) New York by Mike Wallace.

February 25, 1957 • Page 29
SPOT RADIO'S THE TALK OF THE TOWN

THIS SEASON'S unprecedented national advertiser use and interest in spot radio has evoked considerable discussion among top media executives. A major facet—saturation—will be studied Wednesday by Jeremy D. Sprague of Cunningham & Walsh; David J. Mahoney of the Good Humor Corp. and Adam J. Young Jr. of Adam Young Inc., at a New York session of the Radio-Television Executives Society.

At an RTES timebuying and selling seminar last Tuesday, Hope Martinez, BBDO broadcast buyer, and John M. Keavey, director-domestic advertising, Trans World Airlines, took up "Saturation—What Is It?" Condensations of their talks follow:

IT NEEDN'T BE PRIME, BUT HAS TO BE COUNTED

John M. Keavey, TWA

WHAT can you do to help TWA spend more money on radio? I would offer this suggestion—that you re-examine, each of you individually, the rate structure of your station and come up with a practical way for us to reach a greater number of people at reasonable cost without fighting a couples of dozen other advertisers for a limited number of minutes at so-called prime air times.

What happens in the radio business is that everybody wants 8 a.m. Everybody cannot have 8 a.m., but too many times the station which supplies a "four" rating at 8 a.m. and a "two" rating at 2:30 p.m. charges the same rate for both segments. I'm happy to accept a slot at 3 p.m.—or 11 a.m.—or 11:30 p.m. —only if you do not ask me to pay $5 for 1,000 listeners at 3 in the afternoon while someone else is paying $5 for 10,000 listeners at 8 in the morning.

Give me a good head count—that's all I ask. Assure me that the cumulative audience of my off-peak timebuys will match (dollar for dollar) the one-time effectiveness of my competitor.

Last night I was looking at Standard Rate and I came across a major radio outlet which quoted an "A" time (between 7 p.m. and 10:59 p.m.) of approximately $225. That same station quoted a "B" time (be-tween 5 p.m. and 6:59 p.m.) at a cost of about $175. The particularly interesting angle to me was that the "B" time (at a lower cost) had a higher rating than "A" time.

I submit that any industry which tolerates this kind of mathematical confusion is not helping me to appropriate and spend more budget and that my board of directors might well give the fish eye to any request that we make a dramatic increase in our audio investments.

Let me emphasize that I have put my personal chips more on spot radio than any other medium. For I believe that this is the all-pervasive medium—the one which is with us in all places at all times, day in day out. I believe that this unique medium is closer allied to the mass marketing retail interests of our airline than any other at our command.

I speak therefore as a friend who wants to be friendlier—an ally who believes this medium will become greater and greater and asks that you let me and others like me back up our beliefs with cold cash.

TIMEBUYER TESTIFIES TO RADIO'S BIG ASSETS

Hope Martinez, BBDO

RADIO SATURATION makes good media sense because it offers a combination of big media assets—maximum penetration at low cost, maximum repetition at low cost and immediate impact with a proven technique.

It fits a variety of different product situations. When a product needs market-by-market flexibility and strong local salesmanship, saturation spot radio is frequently the answer. The saturation technique gives you a combination of the top local radio personalities in every market. You take advantage of their cumulative local influence, endorsement value and persuasive salesmanship, as well as repeated message.

If you have a broad-apread product and your market is everybody, spot radio saturation should be considered. Radio can reach virtually 100% of all the homes in every market. And saturation guarantees that your sales message will reach a tremendous unduplicated audience every week.

When launching a new product, starting from scratch in brand recognition and awareness, you need repetition and plenty of it. Spot radio saturation is ideal in this case because you can afford to tell prospects about your new product several times daily, six or seven days a week. Again and again, you hammer home your product's name and advantages.

In a situation where you have to register immediate sales gains and time does not allow the building of your new sales story block-by-block, spot radio can put across your message with lightning speed. Saturation's penetration and repetition can assure big immediate impact. And finally, to get the most out of your advertising budget, it is wise to remember that spot radio saturation has an attractive price tag.

With a limited budget saturation can make a big splash in the spot radio medium.

An advertiser can achieve big radio ratings today not only with adjacencies to better network shows—and these are far fewer than six years ago—but also by participating in shows run by strong local personalities. These big ratings, available through radio, can be bought more economically than ever before because of a general lowering of spot radio costs, particularly through the sizable savings offered on a bulk-buying basis. The unit cost of an announcement bought in an 18- or 24-week package plan costs 20 to 30% less than a 260-time rate in 1950. To my mind, 100 rating points is massive market penetration. Yet this can often be achieved with 18 to 24 announcements weekly.

This brings us to saturation's third media advantage—immediate impact. In only a few weeks you can get customers talking about your product. Your sales message gets across to a big chunk of the market with enough repetition to build a lasting impression in the initial weeks of the campaign.

More than anything else, saturation is repetition—the one commodity no product ever has enough of.
Timken to Debut on Tv in Fall
With Two NBC Documentaries

TIMKEN Roller Bearing Co., Canton, Ohio, will make its first use of television next fall on NBC-TV. Through BBDO, Cleveland, the industrial firm has picked up two as-yet-unscheduled "specials," one being the next Project XX documentary, "The Innocent." The other, announced Thursday by George Comito, national sales manager of ABC Radio, was also reported to American Bird Food Mfg. Corp and General Foods Corp. who have renewed their program segments in Don McNeill's Breakfast Club (Monday-Friday, 9-10 a.m. EST).

New York, through Sullivan Staufer, Colwell & Bales, New York, is sponsoring a Thursday, five-minute segment of Breakfast Club, effective Feb. 14. La Choy Foods Div. of Beatrice Foods Co., Chicago, through Foote, Cone & Belding, has signed for the same program for the Friday, 9:15-9:20 a.m. EST portion starting Mar. 4, the Monday, 9:15-9:20 a.m. segment, starting Mar. 4 and the Wednesday 9:55-10 a.m. period, starting Mar. 14.

Good Housekeeping, New York, through Grey Adv., New York, has bought segments of When a Girl Marries (Monday-Friday, 10:30-10:45 a.m. EST) for the period Feb. 19-22, "Juggling," (Bayer Aspirin), New York, through Dance-Fitzgerald-Sample, New York, has added the Wednesday 10:25 a.m. EST segment of When a Girl Marries, starting last week. Sterling also sponsors the Monday, Wednesday and Friday 10:05-10:10 a.m. portion of the program.

CARPET SWEEPER FIRM SLATES SPOT TV IN 10 TOP MARKETS

SPOT TV campaign will be launched March 26 by Bissell Carpet Sweeper Co., Grand Rapids, Mich., on some 78 stations in 10 top markets, plus participations on NBC-TV's Matinee Theatre.

A fifteen-week drive will be the first of 1957 seasonal campaigns in which tv advertisements will exceed those of last year's schedules. In 1956 Bissell used about 50 stations, as well as participations on NBC-TV's How's the Weather? and Today shows. Bissell broke into spot tv in 1955 with a heavy campaign. Recently it has been using limited spot tv.

Length of the upcoming spring drive and frequency of announcements were undetermined last week. Similar schedules will be utilized later this year, including the fall and Christmas seasons. Agency is N. W. Ayer & Son.

SPONSORS JUST LOVE BASEBALL RADIO

BASEBALL means sponsors for virtually 98 out of every 100 radio stations carrying play-by-play broadcasts of the games. This sales lure was pointed out last week in a survey conducted by Radio Advertising Bureau in advance of the 1957 season.

More than half of the stations which replied to RAB's questionnaire said they carried baseball play-by-play broadcasts last year, the only 2.3% of these said their coverage was not sponsored.

Broadcasters were by far the most frequent sponsors—more often on a regional network than on a purely local station basis—followed by oil distributors and refiners, and automobile dealers, in that order.

The survey was conducted among RAB's 800-plus member stations and accordingly did not include baseball on tv. A total of 516 stations replied, with 300 of these (54.4%) saying they carried play-by-play baseball last season.

Of the 300, 97.7%—293—said their games were sponsored. These 293 reported a total of 516 sponsors.

A total of 165 stations, or 55% of the 300 which carried baseball, reported sponsorships by breweries. Other leading advertiser types, by percentage of stations reporting: oil distributors and refiners, 22.3%; auto dealers, 13%; banks and finance companies, 9.7%; cigarette and tobacco companies, 8.3%; appliance retailers and distributors, 6.7%; carbonated beverages, dairies, and building and lumber supplies, 4.7% each, and other types, 4.3%.

Broadcasters, oil distributors, cigarettes and tobacco, and banks and finance companies were advertiser categories in order more to regional than to purely local sponsorships. Some 58.7% of the baseball stations said they were parts of regional baseball networks; 23.7% said their games were carried locally, while 17.6% reported both local and regional network coverage.
Pratt Named Hoyt Co. Director; Roberts Elected Vice President

RICHARD G. PRATT, vice president of Charles W. Hoyt Co., New York, has been elected a member of the board of directors of the agency and James R. Roberts, an account executive, has been appointed a vice president.

Announcement of the changes was made by Winthrop Hoyt, board chairman, at the 48th annual meeting of the agency's stockholders in New York. Mr. Hoyt reported that 39% of the company employees are now stockholders in the corporation.

Mr. Pratt joined Hoyt in 1938 and became a vice president in 1953. He serves as service manager on several accounts using radio and tv. Mr. Roberts has been with the company since 1948 and was elected a director in 1950 and secretary of the company in 1953. He is account executive on Monticello Drug Co., which places 80% of its budget in radio, 10% in television and 10% in newspapers.

New Food Products Corporation Considers Radio-Tv Advertising

FORMATION of American Brands Inc., New York, a new food products corporation, was announced last week by David G. Lyon, board chairman and former agency executive with Raymond Spector and Cecil & Presbrey.

First product to be marketed by American Brands Inc. is an instant liquid tea concentrate, "2 Sec'n Tea," which will be introduced regionally next month. Maxon Inc., has been retained as American Brands' agency, and radio-tv advertising is definitely being considered, according to a spokesman for American Brands.

Mr. Lyon is the son of Alfred E. Lyon, board chairman of Phillip Morris Inc. Other officers include Arnold Fink, president, former head of Globe Canteen Inc. and the developer of "2 Sec'n Tea"; Bess Myerson, former "Miss America" and ABC-TV personality, director and vice president, who will play a "prominent role" in exploitation and advertising plans.

Hadalol Maker Seeks To Bypass Rate Cards

STATE SEN. Dudley J. LeBlanc, known as the Hadalol man from Louisiana, has returned to the broadcast scene with a new product that he proposes to sell without benefit of rate cards.

Instead of a tonic, the Senator is now introducing Kary-On vitamin and mineral tablets. Apparently recalling his radio crusade for Hadalol tonic, a series of campaigns that wound up in asserted legal intricacies, he again proposes to use per inquiry time. Two special gimmicks are involved—the first bottle is free; the second bottle costs the customer $2 and Sen. LeBlanc offers to send back half of this to the station.

The offer to stations promises to furnish transmissions "with a top pitch man saying in effect that 'Senator LeBlanc, the man who discovered Hadalol; who was among the first to put a vitamin and mineral tonic on the American market; the man who has made an extensive study of vitamins and minerals—has a new vitamin and mineral formula that has worked wonders with the people who have used it.'"

The Senator has so much faith in the formula, his "pitch man" will say, "that he is willing to send you absolutely free a 30-day trial of his famous Triple AAA Kary-On vitamin and mineral tablets which have a retail value of up to $5."

Under the plan, the customer gets his free bottle with "top-best selling literature." In 30 days another bottle goes to the customer, plus a bill for $2. "Immediately upon receiving payment, we would give you half which, in this case, would be $1," the letter to stations explains. LeBlanc Vitamin Co., under contract terms, would agree to do business with only one station in this town. The station agrees to broadcast at least 15 spots a day for the first 30 days and then not less than seven spots a day. Affidavits of performance are required.

Another per inquiry deal offered broadcasters is based on an Elvis Presley game "designed to give you the thrill of forecasting who your future sweetheart will be." The project, submitted by Lakeside Television Co., New York, species a $3 price for the game, with the station keeping 50 cents.

Bozell & Jacobs on behalf of Melton Publishing Co. is promoting a per inquiry travel expense and income tax record book that sells for $3 plus 35¢ postage. The station keeps $1.05.

Carter Takes Network Hockey

CBS-TV has sold part of its Saturday afternoon National Hockey League series to Carter Products Inc. (Rise shave cream, Arrid men's deodorant) in some 80 of the 115 cities to which it feeds the games, covering the last four games of the 10-game series. Stations in other markets are carrying it on a co-op basis. Agency is Ted Bates & Co., New York.
WSAV reaches more homes than any other Savannah medium!

... WSAV reaches 13,650 more radio homes than its nearest competitor.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE NCS No. 2 REPORT

It's 630 in Savannah WSAV

COMPARATIVE ANALYSIS
Based upon Official Published Reports-Nielsen Coverage Study No. 2 for Savannah, Georgia Radio Stations

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Average Daily Circulation (ABC Reports):
Savannah Newspaper "M"—51,698
Savannah Newspaper "E"—23,389

JOHN BLAIR & COMPANY
WBRE and WSCR are top rated NBC affiliates. Either station is the "buy" in their individual areas; but, for the National or Regional advertiser they become the only 2-station combination to consider when planning your radio advertising to reach Pennsylvania's double "L" market.

National Representative
The Headley-Reed Co.

WBRE and WSCR offer you the two largest markets in Northeastern Pennsylvania located in one of America's greatest concentrations of populations with unlimited sales potentialities.

...Lackawanna
and Luzerne Counties

for National or Regional
Advertisers...!
Advertising Researcher Hits Overemphasis on TV Ratings

"ADVERTISING is a sick, frightened profession of insecure men who have completely lost sight of their objectives," Paul Wallach, advertising researcher, said last Monday at the Hollywood Advertising Club. He charged that they had allowed their interest in ratings to take precedence over service to their clients, holding the best programs for rating week broadcasts and forgetting that sales are what really count.

An experimental survey conducted by mail ballots to 60,000 western subscribers to a tv fan magazine, of whom 12,000 replied, show listener loyalty to be more important than size of audience, Mr. Wallach said. He reported that while Ed Sullivan has a "spectacular audience" and sponsor identification of better than 90% of his viewers, less than 13% say that they are influenced by the program's commercials. Conversely, he said, Noah's Ark, reportedly being dropped because of low ratings, has a greater consumer loyalty potential than almost any other program on the air.

The most liked type of tv commercial—filmed dramatizations or animated cartoons—can swiftly become not only disliked but an actual creator of antagonism toward the product, driving customers away instead of attracting them, if it is repeated too frequently, Mr. Wallach reported.

Unless agencies wake up and begin using other kinds of research than audience ratings they may find themselves displaced with a new profession, advertising management, which will evaluate programs on the basis of sales effectiveness, rather than high ratings, he added.

Franco Assoc. Institutes Suit In New York Against Three Firms

A SUIT was instituted in New York State Supreme Court Wednesday against Chemical Corn Exchange Bank, Rexall Drug Co., and United Cigar-Whelan Corp. by Carlos Franco, New York, in the latest move of the agency's fight against Seaboard Drug Co. and its present agency, Grant Adv., New York [B&T, Dec. 10, 1956, et seq].

The suit—three separate actions—was in the name of Mr. Franco and the sheriff of the City of New York. Following authorization by Supreme Court Justice Henry Clay Greenberg Feb. 20, it seeks to have the three companies turn over to the sheriff "monies or property" totaling $28,572.87—from Chemical Exchange, $15,092.96; Rexall, $11,147.36, and United Cigar-Whelan, $2,322.55—in aid of the $45,000 warrant of attachment filed Nov. 23, 1956, with New York State Supreme Court Justices Alfred A. Saypol, Jack Benny (CBS-147): American Tobacco (BBDO), Sun. 7:30-8 p.m.
December Bride (CBS-183): General Foods (BB&F), Mon. 9:30-10 p.m.
Perry Como (NBC-121): Gold Seal (Campbell-Milthin), Kimberly-Clark (FCB&K), Noxema (S&ICB), RCA (K&E), S&K Green Stamps (S&ICB), Sat. 6 p.m.
Disneyland (ABC-178): American Motors (Geyer-Brookes, Smith, French & Derrance), American Dairy (Campbell-Milthin), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B&T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), program, day and time.

Four Vice Presidents Named By Leo Burnett Adv. Agency

SEVERAL key appointments were announced by Leo Burnett Co. Wednesday involving its coporate department. John Matthews was elected vice president, associate copy director and manager of the copy department.

The other—Howard Shank, Ernest Eversz and Ben S. Laitin—were elected vice presidents and associate copy directors. H. William Jell Jr. was assigned to the Kellogg account as a copywriter.

Earlier last week it was announced that Thomas A. Wright Jr. had been promoted from media group supervisor to manager of the media department at Leo Burnett Co., Chicago.

Last appointment was announced by Leonard Matthews, vice president in charge of media. Mr. Wright will assume certain duties heretofore exercised by Mr. Matthews.

Value of Radio-Tv Advertising Cited at Flint, Mich., Meeting

FAILURE of advertisers to utilize fully the radio and tv pipelines into the homes and families of the nation "is as absurd as for a manufacturer to refuse to use modern technological improvements to increase efficiency and cut costs," Richard P. Doherty, management consultant, said Wednesday in an address to the Flint (Mich.) Executives Club.

Commercial tv is an industry giving employment to several millions persons in the...
production-distribution and servicing of sets, and the broadcast operations, he said, adding that just a few years ago the industry didn't even exist.

"Without advertising this industry, as many others, would have grown slowly and leisurely," he said.

Mr. Doherty broke the total advertising dollar into newspapers 33.6%, direct mail 14.1%, television around 12%, magazines 7.9% and radio 5.9%.

**Pabst Brewing Co. May Drop Co-Sponsorship of ABC-TV Fights**

PABST Brewing Co., Chicago, once again is in process of re-appraising its advertising budget, with the prospect it will drop co-sponsorship of ABC-TV's Wednesday Night Fights before the contract expires May 29.

Date of cancellation was understood to hinge on ABC-TV's ability to line up another sponsor to share the tab with Pabst's co-sponsor, the Mennen Co. Pabst agency is Leo Burnett Co., Chicago.

Simultaneously, there were reports that Lester Malitz, Burnett vice president on the account, would resign the agency to set up his own production company and package the fights. Reports were neither confirmed nor denied by principals involved.

Pabst has been re-evaluating its sponsorship of the boxing matches, on and off, for the past six months in line with overall study of its advertising budget. The fight series continues through the summer months.

**WSAAA to Explore Ad Future**

WESTERN States Advertising Agencies Assn. will hold its seventh annual conference April 25-27 at the Oasis Hotel, Palm Springs, Calif. The conference theme will be "The Advertising Business—In 1962."

**AGENCY APPOINTMENTS**

CBRS Radio appoints Doyle Dane Bernbach, N. Y., succeeding Marshalk & Pratt Div., McCann-Erickson.

Edinger-Wyckoff Inc. (merchandising display fixtures), Stroudsburg, Pa., appoints Leon A. Friedman Adv., N. Y.

R. M. Hollingshead Corp. (manufacturer of waxes, polishes, automotive chemicals), Camden, N. J., appoints Gray & Rogers, Phila.


Videola-Erie Corp. distributor of hi-fi radios and phonographs, N. Y., appoints A. D. Adams, same city.


**HOW PEOPLE SPEND THEIR TIME**

**THERE WERE 122,230,000 people in the U. S. over 12 years of age during the week Feb. 10-16. This is how they spent their time:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Number of Hours Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television</td>
<td>70.3%</td>
<td>1,824.5 million</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>37.4%</td>
<td>1,015.1 million</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>81.0%</td>
<td>392.7 million</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>29.2%</td>
<td>166.6 million</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>24.9%</td>
<td>284.1 million</td>
</tr>
<tr>
<td>Attending movies</td>
<td>25.9%</td>
<td>130.5 million</td>
</tr>
</tbody>
</table>

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B&T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co. Inc.

*All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**GLAD TO HELP** Television, albeit by indirect, can take credit for enriching the coffers of a rival—Time magazine. Sindlinger's "Activity" report shows magazine reading at 166.6 million hours the week Feb. 10-16, up 32.3 million hours from the previous week. The increase is attributed largely to Time's cover story of tv's Charles Van Doren, star contestant of NBC-TV's Twenty One.

**Spot New Business**


American Cyanamid Co., chemical and agricultural division, through Cunningham & Walsh, N. Y., buying 21 radio spots per week in farm markets, Feb. 20-March 4.

**NETWORK NEW BUSINESS**

Standard Oil Co. of California to begin sponsorship of Chevron Headline News on ABC Western Div. radio network, Mon.-Fri., 5:45-6 p.m., for 52 weeks effective Mar. 4. Agency: BBDO, San Francisco.

Seudder Food Products (Laura Scudder's potato chips, peanut butter and mayonnaise), Monterey Park, Calif., have signed for CBS Film Sales, Whirlbyirds half-hour TV film series in L. A., S. F., Bakersfield and San Diego. Agency: Mottle & Siteman Adv., L. A.

**A&A PEOPLE**

David W. Thurston, product manager, General Foods Co., to Lennen & Newell, Inc., N. Y., as vice president and account executive.
MGM-TV OFFERS THE WORLD'S GREATEST STUDIO AND ITS FABULOUS FACILITIES FOR THE PRODUCTION OF TV COMMERCIALS!

For the first time—all under one roof—the tremendous physical and technical resources of M-G-M's 185-acre Culver City lots are yours to command.

Here is a city within a city—giant stages and sets, prop and make-up departments, story development, research experts—and much more.

The most modern camera equipment and M-G-M's own laboratory are geared up and ready-to-go to give you split-second action on the production, processing and "on-time" delivery of black-and-white or color TV film commercials.

The personnel and artisans employed on your commercials or industrial films are the same people that have made M-G-M the most famous trademark in the history of entertainment.

The same animation department which has consistently won awards for its "Tom and Jerry" and other cartoons can now create characters for you.

All this at competitive prices. Your inquiries are cordially invited—today!

A SERVICE OF LOEW'S INCORPORATED
1540 Broadway, New York 36, N.Y.
Judson 2-2000

Virgil "Buzz" Ellsworth
Director of the Commercial and Industrial Dept.
M-G-M Studios, Culver City, Calif., TExas 0-3311.
Richard G. Palmer, previously with Hot-point Co., Chicago, to Easy Laundry Appliances Div. of Murray Corp. of America, same city, as marketing analysis and research manager.

Elizabeth Crumpacker, former partner, Allardice-Ridgeway Inc., to Kenyon & Eckhardt, N. Y., as staff publicist.

Harry Berns, art director, Wilson & Co. (meat packers), Chicago, appointed advertising manager for bacon, ham and sausage products. He is succeeded as art director by Robert Berns.

Michael O'Rourke, Grant Adv., Hollywood, named director of West Coast public relations.

Sherwood Dodge, vice president-general manager, Foote, Cone & Belding, N. Y., to Ted Bates & Alvin account N. Y., to Ted Bates & Alvin account.

John G. Jennings promoted as vice manager, Mercury Co., same city.

Leonard Keenon, sketch artist, Kenyon & Eckhardt, N. Y., to Ted Bates & Alvin account.

Robert J. Ward, & Alvin account N. Y., to Ted Bates & Alvin account.

Henry H. Arthur, Cunningham Mather, John G. Jennings promoted as vice manager, Mercury Co., same city.

John G. Jennings promoted as vice manager, Mercury Co., same city.

Reginald L. Johnson, senior advertising manager, Johns-Manville Corp., N. Y., elected vice president of J-M Sales Corp.

John G. Jennings promoted from sales supervisor to general sales manager of Noreen Inc. (cosmetics), Denver, Col.

Martin Baker, BBDO, N. Y., and Joseph Freedman, formerly with Grey Adv. and BBDO, both N. Y., to Ogilvy, Benson & Mather, same city, as account executives.


Alvin N. Sarasohn, copy supervisor, Kenyon & Eckhardt, N. Y., elected vice president.

Roger W. LeGrand, radio-tv department director, Cramer-Krasselt Co., Milwaukee, named vice president. He will continue to head radio-xy department.

Perry Brand, account supervisor and Arch Macdonald, creative director, Campbell-Mithum Inc., Chicago, elected vice presidents.


Mrs. Leonora F. Peters to N. W. Ayer & Son, N. Y., as assistant time buyer.

Darrel C. Roberts, head of N. Y. office, Mac Manus, John & Adams, named personal assistant to president.

**NARTB HOSTS STATE ASSN. HEADS; TALKSFEATURE MEDIA PROBLEMS**

Broadcasters accustomed to a life of conflict locally and nationally, heard their problems reviewed in detail last week at NARTB's second annual State Assn. Conference in Washington as government and industry leaders met with a half-hundred state association presidents.

FCC Chairman George C. McConnaughy and W. Randolph Burgess, Undersecretary of the Treasury, led government spokesmen in briefing the presidents on regulatory problems and Washington developments. Harold E. Fellows, NARTB president, listed the 10 main problems facing broadcasters and told what his association and state groups are doing about them.

Howard H. Bell, assistant to President Fellows and NARTB's state coordinator, presided at the conference.

Chairman McConnaughy wound up a talk directed at the industry's codes and broadcasters' programming by coming out in favor of five-year license renewals instead of the present three-year period, provided stations meet "the minimum requirements" (see story, page 44). He urged broadcasters to help the work of the national and state associations. The state presidents were told by FCC staff officials they will be called on to lend local support to a move to obtain five-year licenses.

Reviewing the changing patterns in modern life, Chairman McConnaughy said broadcasters must offer balanced programming that keeps pace with habits of the people and holds their interest.

NARTB was presented a citation by American Heritage Foundation for its role in organizing radio-xy support of the get-out-the-vote drive last year. Brendau Byrne, executive director of the foundation, said a record turnout was attained despite forecasts that the vote would be well under the 1952 figure. Mr. Byrne presented the citation to Mr. Fellows at the Thursday luncheon session.

President Fellows listed the 10 main broadcasting problems as follows:

1. Expanded public relations.
2. Extension of remote control facilities.
3. Freedom of access for radio-xy.
4. Television allocations.
5. Solutions to Sec. 315 (political) anomaly.
6. Threat of invasion of broadcast frequencies.
7. Legislation and investigations.
8. TV music copyright negotiations.
9. Reliable audience measurement procedures.
10. Upgrading of standards by sound ethical practices.

Explaining how the association is meeting these problems, Mr. Fellows said public relations activity is being expanded in many directions and called on state associations to do their part in correcting errors of broadcasters and defending locally against unjust charges. He reviewed progress of efforts to gain access to public events and courtrooms for radio-xy facilities and the problems created by Canon 35 of the American Bar Assn. (see bar stories, pages 40 and 70).

Mr. Fellows forecast progress in 1957 in the effort to extend remote control privileges to all broadcast facilities in line with electronic progress. He cited the NARTB board's position in opposing pay-xy if it would employ frequencies reserved for broadcasting. As to ASCAP, he observed that an all-industry meeting on the tv copyright negotiations will be held during the April 7-11 NARTB convention in Chicago.

Mr. Burgess, subbing for Treasury Secretary George M. Humphrey, told delegates their broadcasts and telecasts were a major factor in the drive to sell savings bonds. He asked for cooperation in the Treasury's campaign to sell bonds under a revised interest formula and to induce the public to hold on to present bonds.

NARTB staff members discussed work of their departments. Donald N. Martin, public relations assistant to the president, outlined the public relations effort and explained how the department was being expanded. Vincent T. Wasielowski, government relations manager, spoke on legislative developments. Mr. Bell traced the freedom of access situation in detail and Robert L. Heald, chief attorney, handled the legal side of broadcast and association activity.

Charles H. Tower, NARTB employer-employee relations manager, described plans to renew the association's efforts to have small-market broadcasters exempted from the wage-hour law. He said exemption would benefit two-thirds of radio and one-fourth of tv stations.

Charles A. Batson, WIS-TV Columbia, S. C., president of South Carolina Radio & Television Association, reported on legal problems affecting that state.

A CITATION for its radio-xy role in 1956 elections was presented to NARTB Thursday at the state association meeting by Brendan Byrne, (r), executive director of American Heritage Foundation. NARTB President Harold E. Fellows receives the award. Below, FCC Chmn. George C. McConnaughy.
"KMTV Delivers Dividends on Ad Dollars . . ."

says T. P. Maguire, Business Manager—Radio & TV—Maxon, Inc.

"By delivering the right combination of . . . broad coverage . . . balanced programming . . . plus sound merchandising support, KMTV delivers dividends on ad dollars invested in the Omaha market", Mr. Maguire said.

KMTV was among the top 20 stations in the number of national spot accounts throughout 1956. Schedule KMTV to sell this $2 1/2 billion market area. See your Petry representative today.
Four Named Winners In VOD Contest

FOUR national winners in the 10th annual Voice of Democracy contest were presented Friday at a banquet held at the Sheraton Park Hotel, Washington. Forty-eight other state and territorial winners joined the quartet in a tour around Washington as guests of NARTB, Radio-Electronics-Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The national winners received gold recordings of their winning talks and $500 scholarships. Announcement of the winners’ names was made Friday morning in ceremonies held at Washington Monument. The winners were: Judith Buonaccorsi, 17, San Leandro, Calif.; Ted Cooper, 16, Portsmouth, Ohio; Mary Ellen Zanton, 17, Avalon, Wis., and Deborah Allen, 17, Williamsburg, Mass. Miss Allen attends high school at Troy, N. Y., and was the New York state entry in the national competition.

High government officials and members of Congress attended the awards banquet Friday night. The four winners gave their talks on the benefits of free society under a free democracy. The winners visited the White House Thursday and wound up their three-day visit with a tour of Colonial Williamsburg, Va., where they appeared on the ABC College News Conference simulcast.

Knight Sees Top Tune' Stations In Danger of Limiting Audience

STATING that less than 15% of the people purchase more than 90% of the records, Vick Knight, owner of Key Records, told the Southern California Broadcasters Assn. Thursday he questions the wisdom of some stations in programming entirely by lists of top tunes and ignoring likes and dislikes of the great majority of the public.

Additionally, he pointed out that albums, rarely played on the air, comprise some 80% of record purchases.

Analyses of whom the broadcasts reach and what these listeners buy might radically change the current broadcast pattern, he said. Mr. Knight quoted a major timebuyer who, when asked why he avoided a disc jockey program with the highest rating in the area, replied that the listeners making that rating were practically all kids and his product was refrigerators, which youngsters do not buy.

Mr. Knight is former radio vice president of Foote, Cone & Belding and producer of the Fred Allen, Kate Smith and Eddie Cantor radio programs of yesteryear.

Gross to TVB Sales Development

MURRAY GROSS, director of promotion and advertising, WCBS New York, for the past three years, will join the Television Bureau of Advertising New York on March 11 as assistant to George Huntington, the Bureau’s director of sales development.

Mr. Gross spent two years as a copywriter with CBS Radio Spot Sales before he went to WCBS.

Bar Group to Study Canon 35 Changes

- ABA ponders revision
- Action set this July

THE House of Delegates of the American Bar Assn. will give “special priority” to revision of controversial Canon 35—involving broadcasters’ right to courtroom news coverage—at its meeting this July in New York. ABA President David S. Maxwell declared last week at the annual association conference in Chicago.

Action on Canon 35 and other canons of ethics by the delegates might be forthcoming from recommendations to be formulated this May by the affiliated American Bar Foundation’s ethics committee, Mr. Maxwell said. However, final vote on the revision could not be held until the ABA’s 1958 meeting next February in Chicago, he noted.

The ABA ethics committee plans this spring to solicit views of bar foundation members and all other “interested” members of the legal profession on possible revision of Canon 35. The group’s decision followed an informational report Feb. 17 by its chairman, Judge Philbrick McCoy, Los Angeles.

Judge McCoy’s committee said it will canvass ABA members more thoroughly, seeking their views on what limitations should be placed on publicity of court trials.

Judge McCoy noted in his report that there is presently no agreement among ABA and AFB members on what changes should be made in Canon 35.

Of the long controversy on revision of the 20-year-old canon, he said “there is a liberalizing trend in many places, but more restrictive changes are favored in other areas.”

Indications are that the ABA committee will urge the ABA House of Delegates to clarify the rule, if not relax it. Language of the canon has been termed “unfortunate in some respects.”

Remembrance, Saturation Values Themes of New RAB Brochures

RAB last week distributed to members two brochures on the effectiveness of radio—one devoted to the remembrance value of radio commercials among listeners and the other to local radio saturation campaigns in a strong television market.

To test the audience awareness of radio, RAB hired The Pulse to conduct a study in Omaha centering around 100 commercials advertising New York’s Staten Island ferry carried over KFA, KOIL and WOW. RAB reported that Pulse researchers questioned “a large segment of the public to find that an amazingly large percentage had heard of the Staten Island ferry and that most could recall at least one of the points featured in the singing commercials.” The results of the study were incorporated in a brochure titled, “The Staten Island Ferry in Omaha?”

The second RAB mailing piece makes the point that the local advertiser investing in radio spot announcements on a saturation basis in a strong tv market is “delivering his
KRON is TV in SF

San Franciscans are sold on KRON-TV

BUGS BUNNY PRESENTS
Mon.-Fri. 5:15-6:20
AVAILABLE

S. F. CHRONICLE - NBC AFFILIATE - CHANNEL 4 - PETERS, GRIFFIN, WOODWARD
CBS Policy Impossible, News Analysts Charge

CBS NEWS was charged last week as being "foolish" in pretending to follow "an impossible policy which its news analysts are violating every day." The charge was made by the Assn. of Radio-TV News Analysts, whose members (including most, if not all CBS commentators) "deplore the action against Eric Sevareid and Edward R. Murrow" [B&T, Feb. 11, et seq.].

In placing its attitude on public record, the association, over the signatures of its president and officers, filed a formal protest with CBS. Quincy Howe, ABC News analyst, is president, and the other officers are H. V. Kaltenborn (NBC), John MacVane (ABC) and Chet Hunterly (NBC).

The letter reminded CBS that "some years ago (we) had occasion to point out to CBS that every competent news analyst is bound to express editorial opinion. He does so in selecting topics, in emphasizing their relative importance, and in the tone of voice he uses. Straight news broadcast is an expression of editorial judgment of news values."

On the same note, Mr. Kaltenborn, the "dean of news commentators," said Wednesday that there is a vast distinction between news broadcasters and news analysts, but that "analysis and commentary are one and the same. Analysis is in itself editorializing."

The protest was made against two separate actions by CBS News. The first was taken Feb. 6 when the network killed Mr. Sevareid's 9:25 p.m. EST news program criticizing Secretary of State John Foster Dulles' ban on travel in Red China by U. S. newcomers. Mr. Murrow was chastised the following week by top CBS executives for using a nightly newscast to praise Mr. Sevareid's position.

Sales Clubs Will Honor Closed-Circuit Spectaculars

THE 34 nationwide Sales Executives Clubs, in cooperation with the Jam Handy Organization, Detroit, and TelePrompTer, New York, will stage two giant "Tele-Sell Spectaculars" via closed-circuit tv tomorrow night (Tuesday) and March 5.

The 34-city hookups are expected to attract audiences up to 40,000 executives at $10 a person. Programs will consist of dramatized sales success "secrets" by such sales executives as John M. Fox, president, Minute Maid Corp.; Alfred C. Fuller, chairman, Fuller Brush Co.; Joseph Kolody, managing director, National Assn. of Tobacco Distributors; Wade McCargo, president of McCargo-Baldwin department store; Byron Nichols, group marketing general manager, Chrysler Corp.; Herman C. Nolen, president, McKesson & Robbins; H. Bruce Palmer, president, Mutual Benefit Life Insurance Co.; Judson S. Sears, president, Norge Div. of Borg-Warner Corp.; Philip M. Talbot, senior vice president, Woodward & Lothrop department store; John M. Wilson, sales vice president, National Cash Register Co.; R. S. Wilson, executive vice president, Goodyear Tire & Rubber Co., and Mrs. Brownie Wise, vice president, Tupperware Home Parties Inc.

Tomorrow's session will be opened by Vice President Richard M. Nixon, and the following Tuesday's program will be introduce by U. S. Secretary of Commerce Sinclair Weeks.

A spokesman for the Sales Executives Clubs told B&T that the idea for the two closed-circuit tv programs was conceived by Parade Publisher Arthur H. (Red) Motley, who is chairman of the National Distribution Council, U. S. Dept. of Commerce. The official said that the aggregate salary of the "stars" would come to $2.5 million, and that this, at $12 million "talent fee" per program, would "make it the most singularly expensive 'tv program' in history were these executives to be paid for their advice.

Oklahoma Assn. to Meet Friday

OKLAHOMA Radio Broadcasters Assn. will hold a convention Friday at Youngblood Hotel, Enid. Kevin Sweeney, president of Radio Advertising Bureau, will be the luncheon speaker and Gerald M. Howard will address the banquet.

New officers and directors will be elected. Leo Morris, KASA ElK City, ORBA president, will preside. Co-chairman of the convention committee are Pat Murphy, KCRC, and Allan Page, KGWA, both Enid.

Religious Commission to Meet

ANNUAL meeting of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A. will be held March 4-6 at the Belmot Plaza Hotel in New York. The commission's activities last year will be reviewed and various discussions will be held as to future of radio and tv in religious programming. Ralph Steelet, Joint Council of Educational Television, will be the featured dinner speaker on March 5.

Taylor Takes So. Calif. Post

WILLIAM J. TAYLOR, general manager of KSLR Oceanside, Calif., has been appointed general manager of the Southern California Broadcasters Assn., regional radio station organization, succeeding Frank Crane, who has joined KPOP Los Angeles as director of national sales and merchandising. Title of the position has been changed to general manager from president.

TRADE ASSNHS.


CEMA Assn.

THE CEMA Assn.'s meeting this month was held at the Statler Hotel, New York, and attracted 500 members to hear President George H. Reynolds not only make his annual address and report, but also to praise Mr. Sevareid's position.
On February 25, 1927, WFAA and NBC joined forces to provide listeners throughout North Texas and neighboring states with the finest entertainment the industry had to offer.

WFAA, Dallas, was one of the very first stations in the Southwest to recognize the value of such an association, and is justly proud to be a pioneer affiliate.

Through the years... WFAA has maintained a dominant hold on this tremendous market, and acknowledges the pleasant and profitable association with the National Broadcasting Company over these past three decades.
PASTORE ADVOCATES 5-YEAR LICENSES

And might favor permanent ones, senator says in exclusive interview

BROADCAST licenses should be extended to at least five years, according to Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce subcommittee on communications.

"In fact, there may be good reasons to make them permanent since the FCC has power to remove licenses for cause," he said last week in an exclusive interview with B&T.

Right now legislation to extend the length of the broadcast license term is being talked about on Capitol Hill and may come up at this session of Congress, he said.

As second ranking Democratic member of the Senate Commerce Committee, Sen. Pastore will take an active role March 5 when the full committee will hear a report from the FCC on the progress of its tv allocations work. The committee, which held extended allocations hearings, wants to know what long-range and short-range steps the Commission has taken in its back-log of vhf-uhf controversies the last Congress adjourned.

Sen. Pastore has definite views on key broadcast regulatory problems and is keep

- Longer affiliation contracts between stations and networks may be reasonable. After all, FCC can suspend station licenses for cause.
- Network contracts might well be the same length as the station license term.
- Going into the problems created by three-year broadcast licenses, Sen. Pastore said, "Once an operator has made an investment, has proved his qualifications and has received a broadcast license, he may be reluctant to make improvements in equipment or service if he fears there will be a problem at license renewal time.
- "When a license is granted, it should only be removed for cause. Then the station can give the public the right kind of service. This idea is being discussed now and may be included in legislation that may be introduced at this session of Congress.
- "Once a license has been granted by an administrative body—and remember, this is a government of laws, not men—the burden is on the administrative body to prove that the operator is disqualified to operate the station.
- "Under present procedure, stations must prepare a case every three years as though they were original applicants. This is burdensome and not conducive to serving the public interest to an optimum degree. It's unfair to make a licensee prepare for renewal proceedings every year. The FCC has power to act if it feels stations are not serving the public interest."

There's a side to the license problem that reflects Sen. Pastore's judicial approach and his deep-rooted consideration for the rights of people. As the son of Italian immigrants, he has worked for a living since the age of 8 and knows the problems facing an individual who must prove his claims to a privilege.

"If a broadcast license is indefinite in length," he said, "then the responsibility is on the administrative board to prove the license should be removed. With a term license, you as a broadcaster must come to the Commission under a burden of proof to justify your application."

"But, remember, the FCC must discharge its full responsibility to see that stations operate in the public interest."

On the subject of term regulation, Sen. Pastore suggested that longer affiliation contracts "might be reasonable" instead of the present two-year pacts.

"I see no need of network regulation at this time," he said. "That gets into real censorship. But I could change my mind in the future.

"Right now, let the networks alone. They are doing a magnificent job. Their complications are due to the uhf-vhf controversy. Networks are out to sell programs to those with the widest distribution. They are profit ventures, like all American industry. If the length of network affiliation contracts were extended, the Commission could still suspend station licenses for cause.

"There might be sense to having network affiliation contracts the same length as the station license term."

These penetrating observations come from a legislator who has come up through state government the hard way. He got his law degree at a YMCA night school in Providence while operating a stamping machine in a jewelry factory. Because he likes people—all people—he wanted to get into politics and started out with a precinct door-knocking assignment. From ward assignments to legislature to state's attorney to the governor's mansion, all as a young man, this small-sized pepper box from New England has become a congressional authority on communications and atomic energy.

Sen. Pastore has two "open" policies—an open mind, and an open door to his office, the latter tracing back to his gubernatorial days when anyone in Rhode Island could see the governor.

His views on broadcast regulation come from his close study of the issues, careful attention to witnesses at hearings and an ingrained habit of pitting opposing viewpoints against each other in search of an answer. Many a Commerce Committee hearing has been spiced by a favorite trait. An industry witness opposing an FCC argument, for example, will be interrupted while the senator turns to the Commission spokesman and asks what he has to say on the point.

Incidentally, Sen. Pastore takes a sympathetic view of the problems confronting a witness in committee or in court. As a state prosecuting attorney in Rhode Island, he developed the habit of treating witnesses and defendants as human beings. His questions may be rough, but they are asked in a fair and consistent way.

The open-minded policy marks Sen. Pastore's thinking about subscription tv, a subject that may be decided Feb. 27 by the

FCC CHIEF URGES LONGER LICENSE TERMS

FIVE-YEAR periods for broadcast licenses were advocated by FCC Chairman George C. McConnaughey last Thursday at the NARTB state association conference in Washington (see story, page 38). Anticipating advances in programming, the chairman said, "When broadcasters begin to effectuate these ideas I would like to have the feeling they deserve programming awards . . . . and I feel they merit a five-year renewal of license instead of a three-year renewal based upon meeting the minimum requirements." He has taken this position before, as have some other commissioners in public remarks. Conn. John C. Doerfer once publicly suggested that licenses be awarded "in perpetuity."

Page 44 • February 25, 1957
SO NOW EVERYBODY'S FIRST

but only
WSAZ-TV
is
firstest

in the Huntington-Charleston
TV market

WSAZ-TV

which survey
book do
you read?

HUNTINGTON-CHARLESTON, W. VA. • N.B.C. NETWORK
Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT. — Represented by The Katz Agency
Nobody but nobody can deny the fact that KYW beats every other Cleveland radio station from 6 AM to Midnight, seven days a week, in both NSI and Total Station audience, according to the latest Nielsen figures.

KYW's popularity goes around the clock. 89% of the time (64 out of 72 quarter-hours, Total Station Audience) more people are tuned to KYW than any other Cleveland Station. And KYW is the station NSI area listeners tune to 58.3% of the day.

When you buy a spot campaign on KYW you are assured peak listenership throughout the day and evening.

In Total Station Audience, KYW leads the second place station by 92.9% and the third place station by 166.7%. In the NSI area, KYW has 28.2% more listeners than the second place station and 30.8% more listeners than the station in third place.

When you buy a spot campaign on KYW you are assured of reaching the largest number of radio listeners.

YOUR MONEY AND YOUR CONFIDENCE ARE WELL PLACED IN KYW.

* Clopper: Modification of Scot. dial., clabber. SLANG — to defeat overwhelmingly
JOHN ORLANDO PASTORE, native of Providence, R.I., was born March 17, 1907. Next March 17, which he usually reserves for St. Patrick's Day ceremonies, he will go to Providence to be with his family on his 50th birthday. Educated in Providence public schools, he worked after school for a druggist following his father's death in 1915. He graduated from Northeastern U. with bachelor of laws degree, putting himself through school by working at jewelry factory. After entering ward politics, he was elected to the Rhode Island House of Representatives in 1934 and re-elected in 1936. He became assistant attorney general of any part. If the opponents are right on several record in the legal profession for his fair and skilled handling of criminal cases. He was elected lieutenant governor Nov. 7, 1944, becoming governor a year later when Gov. J. Howard McGrath joined President Truman's Cabinet as attorney general. He was elected governor Nov. 5, 1946; re-elected Nov. 2, 1948. In every campaign he attained the highest pluralities in state history.

Sen. Pastore was elected to the U. S. Senate Nov. 7, 1950 for a term ending Jan. 3, 1953; re-elected Nov. 4, 1952 for six-year term. He married Elena Cai to in 1941. They have three children. He is second ranking Democrat on Senate Commerce Committee; one of most active members of Joint Atomic Energy Committee and now is a member of the Appropriations Committee (which of course handles FCC appropriations). He served as member of the U. S. Delegation to Tenth General Assembly of the United Nations. He holds the highest (fourth) degree in Knights of Columbus. Member of Elks and Kiwanis. Active at St. Pius Roman Catholic Church, Providence. He holds a number of honorary degrees.

Commerce Committee [B&T, Feb. 18], "We are dealing with an overall calculated risk of losing free entertainment in the long run through subscriber television, if the opponents are correct in saying it will degrade programs. The free tv people must show good arguments to justify their service. We're dealing with imponderables here. Some want to try fee tv on a selective basis, giving it a trial."

"We still need to know more about this subject. There are good arguments for and against. The opposition claims there will be a serious impact on the public, cutting the quality of free entertainment. Is this fear real or imaginary? It remains to be proved. "As a legislator, I am concerned with the public interest. It's a serious problem, whether the public will or should be made to pay anything for programs it can get free today."

"The quality of broadcast entertainment in general is very good. Excellent progress has been made. The opponents say we might lose a lot of these programs if fee tv comes. Maybe the best programs would gravitate toward fee tv. If the opponents are right that fee tv will distort the high quality of free television, then I see great reluctance on the part of Congress to permit this proposed service. If it is not likely to hurt free tv, then the burden of proof is on the fee opponents."

He then posed this question, "Will fee tv give us something we don't have now?" He voiced an interest, however, in the possibility it might mean more money for stations now losing money, or even help bring more stations on the air.

If there's one broadcasting topic that interests Sen. Pastore, it's uhf vs. vhf, since he presided at the 1954 allocation hearings and has watched the allocation intricacies in New England where cities are crowded together and uhf had its first practical field-testing. "This deintermixture problem gets down to basic questions," he said. "All uhf operators want a vhf facility if they can get it. Right now there's serious danger that uhf will be shut down completely. There are only 90 uhf stations still on the air."

"The FCC made a mistake in the first place by concentrating vhf channels in the big cities, New England, for example. New York has seven vhf stations, Rhode Island two. If a third vhf channel is dropped in Hartford, then Providence can't get a third vhf facility and Hartford will have intermixture, and what will that mean to the area?"

"If we once intermix, it's almost impossible to deintermix. When vhf comes into a uhf market, uhf lives only if it has top network programming. And you can't expect the public to make the sacrifice of paying more for uhf tuners if they can already get the programs on vhf stations."

"If there is uhf service and the situation is disturbed by putting in vhf, most of the business may gravitate to the vhf station. Vhf, of course, has the longer range and is less troubled by hills. The FCC was not quick to grasp the opportunity offered by deintermixture though I am well aware of the technical problems."

"If something isn't done quickly, we may lose a part of the spectrum that should be a promising asset."

Sen. Pastore is interested in radio broadcasting, too. "Radio must not be undersold," he said. "Autos alone are adding new listeners every day." He observed that portable tv sets are changing viewing habits in the home.

Sen. Pastore likes the direct approach. Back in 1947-48 when the telephone company announced an increase in rates, effective shortly, he demanded the utility should prove its case before charging more money. In his role as governor, he called a special session of the legislature putting through a law that recognized the utility's right to a fair return and the public's right to be protected against unjustifiable rate boosts.

Around Washington it's certain Sen. Pastore will be remembered for decades as a legislator who respects the ordeal facing a witness and as a man who tries to live without prejudices.

Only Congress Can Raise License Limits Over 3 Years

TO EXTEND broadcast station license periods beyond three years will take an act of Congress. The Communications Act in Sec. 307(d) says: "No license granted for the operation of a broadcasting station shall be for a longer term than three years...." That same section adds that no license granted for any other class of station shall be for longer than five years.

The general approach of advocates of a five-year term is to do away with the statutory difference between broadcast stations and other types of stations. FCC Chairman George C. McConnaughey has on several occasions called for an equalization of license terms between the two classes of stations, recommending that all stations be licensed for five years.

In the present Congress, Rep. Gardner R. Withrow (R-Wis.) last month introduced HR 3514 which would revise Sec. 307(d) to fix the maximum of five years for all types of radio stations [B&T, Jan. 28]. Rep. Withrow said he introduced the bill at the behest of a constituent, Herbert H. Lee, WKTY La Crosse, Wis.

FCC's Broadcast Bureau Names Levy, Brown as Branch Chiefs

FCC last week announced the promotion of Martin Levy and Edward J. Brown to branch chiefs in the Broadcast Bureau. Mr. Levy replaces Sol Schilthuise, who resigned to become general manager of KOMA Oklahoma City [B&T, Dec. 31, 1956], as chief of the tv applications branch of the broadcast facilities division. Mr. Levy, who had been Mr. Schilthuise's assistant, joined the FCC in November 1948 and was in the common carrier bureaus before moving to tv applications.

Mr. Brown was named chief of the renewal branch of the renewal and transfer division, succeeding Millard F. French. He joined the FCC in December 1953 and has been a trial attorney in the hearing branch. He also formerly was associated with an Eau Claire, Wis., law firm. Mr. French, an FCC hearing examiner from August 1953 to April 1955, was renamed to that position, effective Jan. 27. He had left the FCC in 1955 for work with the Senate and returned to the Commission a year ago.
Recently KOMO-TV's half-hour daily news show, "DEADLINE", was granted the coveted Sylvania Award as the nation's outstanding local news and special events program.

"...for outstanding contribution to creative television technique."

KOMO-TV feels particularly pleased at this honor bestowed upon "DEADLINE." For "DEADLINE" represents a continuous effort to give both viewer and advertiser the dramatic, immediate news coverage only the medium of television can give.

The real honor belongs, however, to the entire "DEADLINE" news staff for inspired creative effort and technical inventiveness; for presenting—daily—a news show based upon swift, accurate, and complete coverage. It was on KOMO-TV's "DEADLINE" that viewers, for the first time anywhere, saw in full color local news events filmed the same day.

KOMO-TV warmly thanks Sylvania's distinguished judges and our "DEADLINE" news staff. We are grateful, too, to all who have shared in this achievement—advertisers, viewers and suppliers—whose response and enthusiasm make our effort all the more worthwhile.

for greater influence in Seattle & Western Washington

CHANNEL 4 NBC the COLOR station
GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE
The next-to-the-last word on Hungary

Someday, the Hungarian people will have the last word. Meantime, to record in sharp focus all the heart-breaking events to date, NEWSFILM sifted through its thousands of feet of exclusive film from inside Hungary and produced a stark history of the revolt.

NEWSFILM subscribers in the United States, Cuba, Mexico, Argentina, Australia, Alaska, Japan and throughout Europe got it free...a bonus surprise package. And the response was tremendous.
Typical is this message from KTVA-KTVF, Alaskan stations: “Excellent coverage . . . tremendous contribution to your subscribing stations. We used it on both Anchorage and Fairbanks stations then turned it over to the high school systems of both cities.” From WTVH, Peoria: “You are to be highly complimented . . . it was stark drama, yet presented in good taste. We used it very effectively as part of a show covering the arrival of a plane load of Hungarian refugees in Peoria.”

Stockholm newspapers commented: “Terrifying . . . one of the best documentary films.”

“Hungary in Revolt” is simply another excellent example of NEWSFILM’s vastly-superior coverage of the news — fast, professional, complete. A product of CBS News, NEWSFILM is available to all stations. For the last word in television station news, get in touch today with the nearest office of . . .

CBS TELEVISION FILM SALES, INC.
“the best films for all stations”
FCC DECISIONS DUE TOMORROW IN DEINTERMIXTURE PROCEEDINGS

TOMORROW, Feb. 26, is D-Day—"D" for deintermixture.

The FCC is scheduled to take final steps then on about half of the 14 proposals to unscramble mixed uhf-vhf areas. And, according to reports, the Commission has made up its mind on the following:

- New Orleans, La.—Add ch. 12 to New Orleans and to Beaumont-Port Arthur, Tex. Add ch. 3 to Lake Charles or Lafayette, La. Add ch. 11 to Houma, La. Unfreeze the non-construction ban on ch. 4 WWTV-LV New Orleans.

- Springfield, Ill.—Move ch. 2 from Springfield, Ill., to St. Louis, Mo., and award it to KTIV (TV) St. Louis, now on ch. 36. Move ch. 36 to Springfield, Ill., and award it to WMAY-TV there, now assigned ch. 2.

- Peoria, Ill.—Move ch. 8 from Peoria to Rock Island, Ill. WIRL-TV is assigned ch. 8 in Peoria, but is prohibited from building pending a decision on the unmixing proposal.

- Hartford, Conn.—Retain ch. 3 in Hartford, Conn. WTIC holds a grant for that assignment in Hartford, but is prohibited from building pending a decision in the deintermixture proposal.

- Madison, Wis.—Retain ch. 3 in Madison, Wis. (WISC-TV).

- Evansville, Ind.—Move ch. 7 from Evansville to Louisville, Ky.; also specify ch. 9 in Hatfield, Ind., as an educational, non-commercial channel. WTVV (TV) operates on ch. 7 in Evansville.

- Fresno, Calif.—Move ch. 12 from Fresno to Santa Barbara, Calif. KFRE-TV operates on ch. 12 in Fresno.

Also pending before the FCC are the following proposals on which it is understood, no decision has yet been reached. (1) Elmira, N.Y., delete ch. 9; (2) Vali Mills, N.C., delete ch. 10; (3) Norfolk, Va., add ch. 13 from New Bern, N.C.; (4) Charleston, S.C., add ch. 4; (5) Columbia, S.C., add ch. 5 from Charleston, S.C.; (6) Duluth, Minn.-Superior, Wis., change educational reservation from ch. 32 to ch. 8; (7) Winston-Salem, N.C., add ch. 6.

There is a belief also that the FCC, when it completes its deintermixture plan, will take up in earnest the so-called Craven Plan, which proposes to delete the fixed table of assignments. This would permit, it is believed, the addition of some 25 new vhf assignments in major markets.

Filed with the FCC last week by ch. 26 WTVK (TV) Knoxville, Tenn., was a petition asking that ch. 7 be moved to Knoxville from Spartanburg, S.C.; or that chs. 2 and 8 be added to Knoxville (as suggested by ABC and incorporating the use of precision offset), or adding chs. 2, 7, or 8 to Knoxville waiving the mileage separation rules and permitting the use of low power and/or directional antennas. WTVK noted it still has pending a proposal to move ch. 7 from Spartanburg to Knoxville. It said it has been operating at a loss since it lost its CBS affiliation (now carried by ch. 10 WBIR-TV Knoxville; NBC is affiliated with ch. 6 WATE-TV there) and that it has an investment of more than $500,000 in its uhf outlet.

Uhf Operators Endorse Proposal for Preserve

A DECISION to request the FCC to set aside a uhf preserve—encompassing 6.5 million people and about 55,000 square miles of central Pennsylvania and southern New York states (BT, Feb. 11)—was made by a group of uhf operators meeting in Wilkes-Barre, Pa., last Thursday.

The group approved a statement to be filed with the FCC this week which called for the region as a logical and feasible area for the maintenance and promotion of a uhf preserve or sanctuary.

"The area is substantially the largest and most populous section of the country predominantly relying upon uhf assignments and authorizations. It therefore offers the greatest potential for the growth and development of uhf television, providing a substantial demand for the development of improved transmitting and receiving equipment and providing an opportunity for the long-range demonstration to the networks, agencies, and national advertisers of the adequacy of uhf and the retention of uhf television as an essential to a nationwide television service."

The area includes 13 or 14 operating uhf stations, the statement declared, and about the same number of authorized uhf outlets. There are in addition, it said, 21 more uhf assignments. There is only one uhf operation in the area (ch. 12 WNBF-TV Binghamton, N.Y.), it pointed out.

The uhf "stronghold" includes such areas as Binghamton, Elmira, Ithaca and Poughkeepsie, N.Y., and Scranton, Wilkes-Barre, Williamsport, Hazleton, Allentown, Reading, Lebanon, Harrisburg, York, Sunbury, Loch Haven and Lewisport, Pa.

The group asked the FCC to protect the area from any additional vhf assignments or new vhf operations. This would require the removal of the ch. 9 "drop-in" at Elmira, N.Y., it pointed out. There has also been talk of assigning ch. 2 to Fairfield, N.Y.

The meeting was co-chaired by David M. Baltimore, WBRE-TV, and Thomas P. Shelburne, WILK-TV, both Wilkes-Barre, Pa. Other stations represented at the meeting were WSYE-TV Elmira, N.Y.; WKOK-TV Sunbury, Pa.; WSEE (TV) Erie, Pa.; WNOW-TV York, Pa.; WPTA (TV) Harrisburg, Pa.; WGBI-TV Scranton, Pa.; WHP-TV Harrisburg, Pa.; WPBM (AM) Loch Haven, Pa., and WINR-TV Binghamton, N.Y.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION:

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

- Seattle, Wash. (AM), ch. 7 (12-17-56); Indianapolis, Ind., ch. 5 (2-5-56); St. Louis, Mo., ch. 7 (1-25-56); Orlando, Fla., ch. 6 (12-19-55); Buffalo, N.Y., ch. 7 (8-24-56); Boston, Mass., ch. 9 (10-29-56); Baltimore, Md., ch. 13 (12-18-56).

AWAITING ORAL ARGUMENT:

(4) (Figures in parentheses indicate dates initial decisions were issued.)

- San Francisco-Oakland, Calif., ch. 2 (6-28-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-23-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-28-57).

AWAITING INITIAL DECISION:

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

- Hatfield, Ind.-Owensboro, Ky., ch. 9 (7-5-55); Toledo, Ohio, ch. 11 (2-25-56); Onondaga, N.Y., ch. 9 (2-9-56); Telegraph, Tex., ch. 4 (1-7-57).

IN HEARING

- Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3, Victoria, Texas, ch. 10; Beaumont, Tex., ch. 6; Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5.

IN COURT

(3) (Appeals from tv grants in U. S. Court of Appeals, Washington, D. C.)

- Pittsburgh, Pa., ch. 11; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 11; Knoxville, Tenn., ch. 10; Supreme Court; Shreveport, La., ch. 12; Sacramento, Calif., ch. 10 (petitions for writ of certiorari submitted).

WKST-TV Move to Youngstown

WLAC-TV to Nashville Okayed

TWO TV stations, one v and one u, licensed to small cities, were granted shifts to nearby larger cities by the FCC last week. They are now dark WKST-TV (ch. 45) New Castle, Pa., to Youngstown, Ohio, and ch. 5 WLAC-TV Old Hickory, Tenn., to Nashville.

WKST-TV was granted a move of its transmitter from New Castle to Youngstown, increase in power from 17.8 kw to 200 kw, authority to change type of transmitter and make other equipment changes. The moves were conditioned on WKST-TV's furnishing New Castle (17 miles from Youngstown) with a Grade A signal. By separate letters, the Commission (1) denied the application of ch. 73 WXTV (TV) Youngstown to shift to ch. 45 and notified the station that acceptance of its application was in error in the first place and (2) returned as unacceptable an application by the Jet Broadcasting Co. for a new tv station on ch. 45 in Youngstown.

Comr. Robert T. Barton dissented and Comr. T. A. M. Craven abstained from voting. The move was made possible by the FCC award last fall of original construction on the tv table of assignments by assigning ch. 45 to the hyphenated communities of Youngstown-New Castle in lieu of New Castle alone.

WLAC-TV's move was made possible by an FCC action of Dec. 5, 1956, realigning ch. 5 from Old Hickory to Nashville. No change in facilities or operation of WLAC-TV is contemplated.
It's not the height of the handle...

But HOW BIG THE UMBRELLA THAT COUNTS

WKY-TV
66 COUNTY COVERAGE

Other Oklahoma City Station
46 COUNTY COVERAGE

18% more TV homes are available to you on WKY-TV than on the second station.

Source: N. C. S. #2

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTWT, Tampa, Fla.
Represented by THE KATZ AGENCY, INC.
Sen. Neuberger Raps
Comr. Craven's Plan

- Educational vhf proposal hit
- Craven disagrees in letter

FCC Comr. T. A. M. Craven last week said that Congressional critics of his plan to scrap the present television allocations had been misinformed.

Sen. Richard L. Neuberger (D-Ore.) commented, in the Congressional Record, that he "protests most vigorously any attempt which would deny to the people of the United States the limited number of television channels set aside for educational use."

Disagreeing with Sen. Neuberger, Comr. T. A. M. Craven wrote: "I regret to state that you have been misinformed. The facts are exactly the opposite. In my recommendation to the FCC to delete the table of assignments [B&T, Dec. 24, 1956] I also included the following:"

"'Announce that in the distribution of television channel facilities to states and communities, the Commission will take into special consideration the needs of educational institutions in each state which plan to utilize television channel for educational as contrasted to commercial purposes. In this connection the educational institutions will be requested to make their needs and plans known to the Commission.'"

Comr. Craven recalled he had been a consulting engineer to the Board of Education of Connecticut and that in that state the educational channels had been allocated in an "inefficient" manner.

"My proposal will eliminate such inefficiency," he said.

The commissioner told Sen. Neuberger: "It is true that my plan would provide for other use of such channels. However, if there is any indication of a desire to utilize television in a state's educational system, my plan offers most effective cooperation and encouragement."

Ralph Steele, executive director of the Joint Council on Educational Television, pointed out to the Oregon Senator that the council had submitted a progress report which indicated that 32 educational tv stations were in operation and 10 others under construction. Twenty additional communities have plans to build such stations, he told the senator.

Reps. James C. Wright Jr. (D-Tex.) and Walter Rogers (D-Tex.) also expressed opposition to the Craven plan. Rep. Wright particularly has a problem because in his own district an educational channel in Denton has been proposed for commercial use. In a weekly letter to his constituents he suggested that the know-how for proper use of educational tv was lacking in the educational system. He advanced the idea that the Commerce Dept. or Health, Education, and Welfare could bring the technical knowledge to the educators and offered the name of the man to fill the post—Charles Van Doren, who has won $143,000 to date on NBC-TV's quiz show, Twenty-One.

WNAC-TV Boston last week turned over to the State Department prints of its documentary on the Hungarian uprising, entitled "Weltschmerz" ("World Sorrow"). At the presentation in Washington are (l to r) Frank Luther, the station's public affairs director; Deputy Secretary of State Robert Murphy, and Norman Knight, WNAC-TV executive vice president-general manager. The documentary, shown on the station last Monday, is the second of two programs produced on the scene in Hungary by a WNAC-TV team consisting of producer-director H. Jeff Forbes; cinematographer Ed Gilman, and Mr. Luther.

Owensboro on the Air Favored For Ch. 9 in Initial Decision

FCC Hearing Examiner Thomas H. Donahue last week issued an initial decision favoring Owensboro on the Air Inc. for a new tv station on ch. 9 in Hatfield-Owensboro, Ind. On the Air won over competing applicant Owensboro Publishing Co. on the Commission's diversification of control policy.

Owensboro Publishing principals Lawrence W. Hager and W. Bruce Hager (and other members of the Hager family) and George M. Fuqua control WOMI-AM-FM Owensboro and the Owensboro Messenger and Inquirer. On the Air (V. J. Steele, 69.4%; M. A. Rhodes, 19%; and Malcolm Greep, 11%) owns WVIS-AM-FM Owensboro.

Examiner Donahue found the two applicants substantially equal on all points except the question of diversification of ownership. He ruled that a grant to Owensboro Publishing not only would put it "in a commanding competitive position for the advertisers' dollar but it would be in a position where local persons would be almost solely dependent upon it as a source for their day-to-day information." Therefore, he said, the Commission's policy can only be effectuated by a grant to On the Air.

Applicant Wants Aberdeen Ch. 58

APPLICATION for ch. 58 in Aberdeen, Wash., was filed with the FCC last Wednesday by Gray Harbor TV Inc., seeking a power of 9.4 kw and antenna 41 ft. above average terrain. Gray Harbor proposes to spend $77,350 for construction and $40,000 for first year operation with the tv station's antenna to be mounted atop the KXRO Aberdeen tower.

Equal owners of the applicant are Harry Spence, 85% owner of KXRO; John Walker; W. Donald McCaw, 50% owner of applicant for a new tv station in LaGrande, Ore., and Fred G. Goddard, manager and owner of one share of KXRO.

FCC to Stop Issuing STA's After April 1

A POSTWAR practice, designed to rush tv service to viewless cities whose populace was hungry for television, will be discontinued beginning April 1, the FCC announced last week. At that time, the Commission stated, no more special temporary authority grants will be made. These permitted tv stations to begin commercial operation without completing construction according to the specifications of the construction permit.

FCC regulations require that stations be built according to the terms of the construction permit, with the start not later than 60 days after issuance of the grant, and completion not later than six months from grant.

During the course of construction, the station may engage in equipment tests upon notification. After completion, and after an application for license is filed, the station may request program test authority prior to the issuance of the license.

Most tv stations, both postwar and postfreeze (the freeze on tv was lifted in July 1952), began operating under STA permits. Equipment shortages, application processing delays, and other obstacles prompted the FCC to use the STA route to bring service to the public. These will be retired as they expire, the Commission said, beginning after the April 1 deadline.

Snyder Gets Defense Nomination

MURRAY SNYDER, assistant news secretary to President Eisenhower and next-ranking to James C. Hagerty, news secretary was nominated Wednesday to be Assistant Secretary of Defense for public affairs. The nomination requires Senate confirmation. Mr. Snyder replaces Robert Tripp Ross, who resigned after a Senate inquiry about military contract awards to firms in which members of his family reportedly had an interest.
A is for automobile, appliance, awning.

Also for agricultural tool, airline, air refresher, ale, aluminum cleanser, amusement, animal food, antenna, anthracite, apparel, army surplus, athletic equipment, auction, auto insurance, paint and body work, parts, rental, supply.

...some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.

United Press
U.P. News produces

February 25, 1957 • Page 55
PACKAGER LAWYERS HIT TAX PROPOSAL

- Memo defends holding firms
- Claims IRS idea is in error

A PROPOSAL by the U. S. Treasury Dept. Internal Revenue Service that would affect the tax structure of tv packaging firms came under fire in New York last week as the law firm of Lewis & Mound made public a memorandum charging the IRS with intention of usurping legislative functions of Congress.

The law firm said it represents "several large advertising agencies and tv packaging firms" but refused to identify them on the basis of attorney-client confidence.

The tax proposal, which pertains to Section 543 (A) (5) of the Internal Revenue Code of 1954; Dec. 10, 1955; was first published in the Federal Register last November 16. It would broaden the definition of personal holding company income to include cash earned by a principal owning more than 25% of tv program packaging firms, advertising agencies and building construction companies. The definition of personal holding company income set forth in the Revenue Act of 1937 (and later in the 1954 code) included "amounts received under a contract under which the corporation is to furnish personal services, i.e. services performed by an individual who is a partner of the corporation." The proposed act would nullify the definition of "individual services," substituting instead "performance of important and essential services by other persons."

This, notes Lewis & Mound, not only hits service corporations with fewer than 10 or 11 stockholders or those controlled by "five people or fewer" but it is also unconstitutional. "Regardless of the merits or wisdom," the brief states, "the crucial point is that the bureau has no legislative power and may not issue new law or amend congressional action." The only authorization granted the bureau by Congress under Section 7805, Internal Revenue Code of 1954, the brief goes on to say, is to "issue regulations only for 'the enforcement of the code.'"

The second objection was on the bureau's intention to make this regulation retroactive to "include taxable years beginning after Dec. 31, 1953, and ending after Aug. 16, 1954." Even Congress, notes the brief, would not have the power "to impose a penalty tax ex post facto, much less the bureau."

Lewis & Mound says the bureau is in error by "appearing to believe that performers and other creative people have organized corporations solely as a means of tax evasion." It cites as a case in point that of a "typical corporation producing a live tv package show." Of the total gross income derived from network or sponsor, 22% goes to featured performers (exclusive of the "stockholder-star") on long-term contracts; to staff writers, 12.6%; to producers, directors, choreographers, etc., 18%. Total production costs (rent, secretarial salaries, publicity, etc.) account for 75% of gross receipts. The "stockholder-star" gets 11.35% of gross (putting him in the 91% personal income tax bracket); and the company itself pays for federal taxes 7.31%, leaving as net income added to surplus 6.7%. But continues the brief, "before the stockholder can obtain this surplus, he will be obliged to pay at least an additional 25% tax, or 1.67%, leaving as business risk profit 5.03% of the gross receipts."

Obviously, the brief states, "the corporate form is not for tax evasion but for the same business reasons that other people operate in corporate form." It not only gives the star control over all the people "essential to the success of the show," thus eliminating his role as a direct employee of the network or sponsor, devoid of any influence over his "team" but it also protects him against personal liabilities on long-term leases, talent contracts and defamation "and all other public risks."

Furthermore, it allows the corporation to earn a customary business profit as rewards for assuming the risk of capital investment or labor.

Though this proposal, if enacted into law, would affect program packagers such as Jackie Gleason Enterprises Inc., Gomulco Productions (George Gobel), Shellyc (Sid Caesar), Barry & Enright, Goodson-Todman, and Epi Inc. $64,000 Question, it would do "nothing" to "stop building contracting firms," according to Milton M. Mound, partner of Lewis & Mound. "Let's face it," Mr. Mound told BtT last week, "if the government mainly wanted to go after agencies and packagers, they wouldn't have gone to all the trouble of preparing its case. This goes beyond the sphere of television and advertising. The bell tolls not only for them . . ."

Mr. Mound said he and his staff spent Feb. 4-6 in Washington, talking to senators, members of the House Ways & Means Committee and Treasury officials before depositing their brief. A hearing on public protests was held in the Capitol Jan. 24.

N. M. Channel, Wyo. Drop-In Sought In Petitions to FCC

In rule-making petitions filed last week, the FCC was asked to assign ch. 12 to Farmington, N. M., and drop ch. 3 at Thermopolis, Wyo., in preference to KRGY-TV Broadcasting Co., whose principal office is in the community's antenna system in that city, said that it would apply for ch. 12 in asking for the allocation. Closest co-channel is in Silver City, N. M., 275 miles away, and the nearest adjacent channel is ch. 13 KGGM-TV Albuquerque, 145 miles away, according to engineering data with the new proposal.

Joseph P. and Mildred V. Ernst (permittees of ch. 10 KWRL-TV Riverton, Wyo.) are seeking the Thermopolis allocation, saying their operation would be more efficient on ch. 3. The Ernsts, who own ams in Riverton, Thermopolis and Worland, Wyo., said their am studios in Thermopolis are larger and better equipped for conversion to tv broadcasting than the am studios which are to be used in Riverton. Also, they stated, the KWRL-TV transmitter site is 31 miles from Riverton but only 14 miles from Thermopolis. They reported the closest co-channel was 3 KID-TV Idaho Falls, 225 miles, and ch. 2 KTWO-TV Casper, Wyo. (110 miles), as the nearest adjacent channel.

In a third petition, Weather-Alvarez Broadcasting Co., permittee of ch. 13 KYAT TV Yuma, Ariz., asked that this channel be shifted to El Centro, Calif. KYAT, not yet on the air, said that this would permit a more efficient use of the channel and that the move would meet all FCC mileage separations. The proposal would leave Yuma with ch. 11 KIVA (TV) now on the air, and would add ch. 13 to chs. 16 and 56 already assigned to El Centro.

NEW TERM OFFERED SAYS HEAD OF FCC

FCC Chairman George C. McConnaughey said Thursday that President Eisenhower has offered to reappoint him to the Commission when his term expires June 30. His statement was made in response to a direct question.

The FCC chairman also said that he had not yet made up his mind whether to accept the offer. There have been rumors that Mr. McConnaughey desires to retire from government service to return to the private practice of law in Columbus, Ohio, his home.

He told BtT that he would make up his mind "in the near future."

A White House spokesman told BtT that he would neither confirm nor deny the reported offer. He said it was a long standing White House policy never to discuss appointments until the President was ready to submit the nomination to the Senate.

Mr. McConnaughey was appointed to the FCC to fill out the term of Comr. George E. Sterling. Mr. Sterling retired Sept. 30, 1954.

Celler Charges Ike Appointments Don't Keep Federal Law's Intent

CHAIRMAN Emanuel Celler (D-N. Y.) of the House Antitrust Subcommittee last week charged that appointments to the FCC and other federal regulatory agencies were not being made in accordance with the intent of the federal statutes.

"The appointment of an Eisenhower Democrat to the regulatory commissions is not in accordance with the spirit of the law," he said. Mr. Celler suggested the President should maintain the proper bi-partisan spirit in such appointments so that the commissions will have the proper "competition of ideas" in order to carry out the intent of Congress.

Mr. Celler emphasized that it was not his intention to interfere with Presidential appointments. He was quoted in a United Press dispatch [BtT, Feb. 18] as having called for a probe of presidential appointments. He denied that story last week.
*More KLZ-TV non-network shows in the top 15 than all other Denver TV stations combined!

*More KLZ-TV network shows in the top 25 than all other Denver TV stations combined!

*More KLZ-TV programs (all shows) in the top 50 than all other Denver TV stations combined!

* Highest share of audience—sign-on to sign-off—seven days a week.
* Highest rated local news, weather and sports.
* Highest rated syndicated show in Denver.

All Substantiated by January ARB!

Sell more—sell Denver's largest TV audiences... Contact your KATZ man or Jack Tipton, General Sales Manager.

Represented by the KATZ Agency.
FCC MUST SAVE DAY.
'U' PERMITTees SAY

• Claim they can't build now
• Want further cp extensions

THE PROBLEM is yours, uhf permittees told the FCC, to see that uhf tv stations are able to get on the air and compete success- fully against vhf outlets. This was the essence of uhf answers to an FCC ultimatum to explain why they are not on the air or making efforts to begin teleporting [AT Dead- line, Feb. 18, B-T, Nov. 26, 1956].

Of 83 stations queried, all but five have made an accounting with the Commission. Five of the stations—ch. 27 WTOV Norfolk, Va.; ch. 36 WRAK-TV Williams- port, Pa.; ch. 27 WLA-P-TV Lexington, Ky.; ch. 23 WMCN (TV) Grand Rapids, Mich., and ch. 40 WNR-TV Binghamton, N. Y.—have received extensions of their comple- tion dates. Five others—ch. 16 KEDD (TV) Wichita, ch. 48 WJLN-TV Birmingham, ch. 29 WOTV (TV) Richmond, ch. 21 WIRK-W TV W. Palm Beach, Fla., and ch. 20 WAAB-TV Worcester, Mass.—have had their cps cancelled and call letters deleted.

Of the five not heard from, ch. 35 WJPB-TV Fairmont, W. Va., has an application pending for modification of its cp. The other four—ch. 62 WHEF-TV Brockton, Mass., ch. 14 WACA-TV Granden, S. C., ch. 14 KTRB-TV Modesta, Calif., and ch. 52 KCOA (TV) Corona, Calif.—are in danger of losing their cps if the Commission follows through with the conditions set forth in its November letter.

All of the remaining stations, in replying to the Commission letter, asked for further extensions of time to complete their con- struction. They stated it would be financial suicide and not in the public interest to attempt to go on the air under present uhf-vhf conditions. Many of the stations have at- tempted to compete against vhf stations and found it impossible to do so, they said.

They called upon the FCC to take steps to insure the future of uhf television to pro- vide the public with additional television service. Many offered suggestions to the Commission as to how this could be done; many did not.

One of the stations filing a reply, ch. 20 KBAY-TV San Francisco, said that to bet- ter serve the public interest the station is being sold and requested FCC approval. Sherrill C. Corwin is buying the KBAY-TV cp from Leonard and Lily B. Avrett for $1,750, which represents the Avretts' ex- penses to date. No physical assets are in- volved. Mr. Corwin is minority stockholder and officer of KPRO Riverside, KROP Brawley, KYOR Blythe and KREO Indio, all California, and KAKE-TV Wichita, Kan.

The Commission staff presently is digest- ing the comments, which will be turned over to the Commission for futher action.

FCC Approves Sales Of One TV, Four Ams

THE $330,000 sale of WASK-WFAM-TV Lafayette, Ind., topped station sales ap- proved by the FCC last week. Olney E. Richardson sold the stations to Lafayette Broadcasting Co., whose principals include Henry Rosenthal (50%), assistant manager of the stations; Alvin H. Hath (25%), La- fayette accountant, and D&B Equipment Co. (50%), Lafayette, jointly owned by E. J. Bannon and John M. Drysdale.

WFAM-TV is on ch. 59 and affiliated with CBS; WASK on 1450 kc with 250 w, is affiliated with Mutual.

Cyril W. Reddoch and Ralph L. Hooks sold WJKY-AM TV Keene, N. H., to Airweb Inc., on $52,250. Equal owners of Airweb are Frank D. Bannon and Ralph L. Hooks, manager of WJKY-AM TV, Imperial, Calif., and Officer of the company.

Capitol Broadcasting Corp., purchased WXXL Concord, N. H., from Tele-Broad- casters Inc. (H. Scott Killigore) for $50,000 and assumption of $50-$60,000 in obliga- tions. Frank B. Estes and WKNE Corp. (Joseph K. Close, president) each own 50% of Capitol. WKNE Corp. properties are WKNE-AM-TV Keene, N. H. and WKNY- AM-TV Kingston, N. Y. WXXL is a CBS affiliate on 1450 kc with 250 w.

In a fourth action, the Commission ap- proved the sale of KABR Aberdeen, S. D., to KYNT Yankton, S. D., for $45,000. The station was sold by the estate of Delbert T. Hunt, deceased. Principal owners of KYNT are Doris B. Hunt (50%), William M. Smith (22.8%), and Manager William E. Johnson (18.2%). Keystone-affiliated KABR broadcasts on 1450 kc with 250 w.

For other sales, see FOR THE RECORD, page 129.

Senate Confirms Larson

ARTHUR LARSON was confirmed by the Senate last week for the post of director of the United States Information Agency. Mr. Larson last occupied the position of Under Secretary of Labor and was a speech writer for President Eisenhower in the last cam- paign and wrote a book, Modern Republic- canism.

IKE SALUTES VOAs

PRESIDENT EISENHOWER'S state- ment marking the 15th anniversary of the Voice of America was to be broad- cast throughout the world today (Mon- day) over the entire radio network of the U. S. Information Agency. This was planned as the first time that all of the Voice's 78 transmitters, with a combined power of more than 8 mil- lion kw, have been used for a single program. It also was to be the first time that a President of the U. S. has spoken over the government's international network. The speech was scheduled to climax an 11 a.m.-noon show, Freedom to Listen, which covered high- lights of the Voice's 15-year life.

FCC TO PASS ON FTC'S COMPLAINTS

FROM now on when the Federal Trade Commission issues a complaint against an advertiser using radio or tv, the FCC is go- ing to let broadcasters involved know about it purely for informational purposes.

That is the intent of an announcement last week by the FCC. Basis for this action is, according to the Commission, so sta- tions "may be fully informed . . . and be in a position to consider taking action consis- tent with their operation in the public interest."

The Commission said that it has consist- ently held that the selection and presenta- tion of program material, including adver- tising, is the responsibility of licensees. It continued:

"In fulfilling this obligation, a broadcast station is expected to exercise reasonable care and prudence with respect to advertis- ing copy in order to assure that no material is broadcast which will deceive or mislead the public."

Where the FCC itself has received com- plaints regarding misleading advertising, the Commission has advised the stations con- cerned, but has made no effort to determine the merits of the complaint, the FCC said in its announcement last week.

When, however, a finding has been made by an authoritative body such as the FTC that particular advertising is deceptive, the continued broadcasting by a station of such advertising would raise, according to the Commission, "serious questions as to whether such stations are operating in the public interest."

The Commission said that an arrange- ment has been effected whereby the FTC will advise the FCC of questionable adver- tising over broadcast stations. Where the FTC issues a complaint, an order to cease or desist, an initial decision after a hearing, or any stipulation which involves radio or tv stations the FCC will be provided with copies of such documents indicating the call letters of the stations which have broadcast the advertising in question. The FCC in turn will communicate this information to the stations involved for their information.

The FCC added that licensees should not rely solely on FTC action regarding false and misleading advertising, but should con- tinue their own efforts to determine the suit- ability of the advertising material submitted for broadcast over their facilities. It warned also that broadcasters should be on guard against advertising by firms other than those cited by the FTC whose advertising might be similar.

The question of false and misleading ra- dio and tv advertising was made a cause celebre last year, initially by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. It was fanned by then FTC Comr. Lowell Mason in several speeches to public audiences. These attacks resulted in an addition of $100,000 in the FTC 1957 appropriation which led to the establishment of an FTC radio-tv monitoring group [B-T, Jan. 14].
COMING SOON...

HIGHEST TOWER—MAXIMUM POWER

WSOC-TV
CHARLOTTE, N. C.

announces
the appointment of
H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES*

AIR DATE: APRIL 28, 1957
Channel 9 — NBC Basic

LARRY WALKER
Executive Vice President

GEORGE HENDERSON
General Sales Manager

* Southern representation-Somor, Lawrance & Associates.
New Agriculture Rules Censor Tv, Says Moss

AGRICULTURE Department officials have established new regulations which would appear to exercise a form of censorship over tv and newscasts. That is the view of Rep. John E. Moss (D-Calif.).

The Congressman heads the House Government Information Subcommittee. The Agriculture Department regulations, dated Jan. 24, according to Mr. Moss, specify that producers “may request cooperation only if the filmed story will portray the work of the department or rural life in ‘true perspective’.”

Then Mr. Moss said, the department must give approval of the proposed script before cooperation can be offered. And finally, the producer must submit his film for review before public release. Moreover, the congressman charged, the department demands that story material shall not conflict with the published views of the department.

Finally, Mr. Moss declared, the producer is required to change his script and film if department officials decide it would violate policy or contain information detrimental to the best interests of the department.

The regulations in fact, Mr. Moss said, “permit government officials to exercise censorship over films being produced with the assistance of the department.”

The California congressman addressed a letter to Agriculture Secretary Ezra Taft Benson in which he expressed a wish to have answers to certain questions. One was whether the FCC had been consulted previously to the promulgation of the new regulation.

Another question he asked related to the right to judge whether a producer’s proposed distribution channels are acceptable.

Rep. Moss asked the Secretary for full and complete answers. At the same time he indicated that if “full and complete answers” to the specific questions were not forthcoming, the Secretary would be asked to come to the Committee in public hearing and explain the position of the department.

Commission Authorizes Nine Ams In Broadcast Actions Last Week

THE FCC made nine new am grants last week to:

Prescott, Ariz.—Thunderbird Broadcasting Co., authorized for 1450 kc, 250 w unlimited time. Roy L. Albertson Jr., 9% owner of WBNY Buffalo, N. Y., and Harold L. Sanner, announcer at WNAO-TV Raleigh, N. C., are co-owners of Thunderbird.

Fayetteville, Ark.—Stamps Radio Broadcasting Co. on 1250 kc, 500 w daytime. Owners are H. Weldon Stamps, owner of KTCS Fort Smith, and his brother Clifford L. Stamps, who has jewelry interests.

Littleton, Colo.—Skyline Broadcasting Inc., 1510 kc, 1 kw, directional antenna unlimited. Skyline owners are J. Kenneth Brothers, former commercial manager of KGMC Englewood, Colo.; Dean D. Jervis, sales manager of KTLM Denver, and Walter F. Angerer, retail liquor interests.

Douglas, Ga.—Fernandina Beach Broadcasters, 1480 kc, 1 kw, day. Marshall W. Rowland and Carol C. Rowland, owners of WFBF Fernandina Beach, are co-owners.


Loyall, Ky.—Tri-State Radio Corp., 1050 kc, 250 w day. Equal partners in Tri-State are Dr. B. F. Wright, physician, Hugh S. Martin, Harlan real estate interests, and James R. Martin, theatre manager.

Bossier City, La.—Bossier Broadcasting Service, 1220 kc, 250 w. day, engineering conditions. Bossier co-owners are Edwin W. Mahone Jr., Mildred J. Mahone, Howard A. Bridge Sr. and Howard A. Bridge Jr., owners of KMHT Marshall, Tex.

Vineland, N. J.—The Delta Broadcasters, 1270 kc, 500 w, directional antenna daytime, engineering conditions. Owners are Mortimer Hendrickson (34%), Vivian E. Hendrickson (33%) and John T. Jones Jr. (33%).

Olean, N. Y.—Olean Broadcasting Corp., 1360 kc, 500 w, daytime. Olean owners are Donald W. Merriman (50%), former assistant manager of WHDL Olean, Herman C. Mosch (20%), 22% owner of Coudersport, Pa. TV Cable Co., community antenna, Robert R. Gridley (20%), accountant, and Daniel S. Sauders (10%), business manager of Olean Medical Group.

WE ARE PROUD TO HAVE WON THIS HONOR IN FRIENDLY COMPETITION WITH 1600 AP STATIONS. THIS IS ADDITIONAL PROOF THAT KRMG IS AN OUTSTANDING STATION IN AN OUTSTANDING MARKET.

ASK YOUR BLAIR MAN FOR THE KRMG STORY

50,000 WATTS TULSA OKLAHOMA

THE GREAT INDEPENDENT OF THE SOUTHWEST
FOR THE TENTH consecutive year, WGN-TV will be televizing the daytime home games of the Chicago Cubs and White Sox—exclusively!

This is the highest-rated sports feature in the nation's second largest market!

FOR THE FIFTH CONSECUTIVE YEAR, Hamm's Beer and for the third consecutive year, Oklahoma Gasoline will share sponsorship of the play-by-play!

NOW AVAILABLE: Choice 10, 20 and 60-second baseball adjacencies delivering from 5 million to 38 million home impressions!*

Also check availabilities in high-rated syndicated programs and feature film presentations on Channel 9!

*Estimated impressions spot-for-spot for 1957 season based on the average Pulse, ARB and Nielsen ratings for these spots last season in an area with 2,300,000 television homes!

TOP-DRAWER Advertisers buy WGN-TV in Chicago!

See your WGN-TV representative today!

WGN-TV Channel 9

The Chicago Tribune Station, Owned and Operated by WGN, Inc.

Midwest Office
441 N. Michigan Ave. Chicago 11

Eastern Advertising Office
220 E. 42nd Street New York 17

Also represented by
Edward Petry & Company, Inc.
FCC Asked to Censure WGN-TV's 'Luther' Ban

THE FCC was asked last week to move against WGN Inc. for its withdrawal of the telecast of the feature film Martin Luther. This action was requested by the Action Committee for Freedom of Religious Expression in a formal petition filed with the FCC. It followed by two weeks a similar request by letter by the same group [B+T, Feb. 11].

The Martin Luther film was scheduled to be telecast by WGN-TV Dec. 21. On Dec. 19 it was cancelled, the Action Committee charged, due to pressure from Roman Catholic circles.

The Action Committee represents the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago and the Midwest Region of the National Assn. of Evangelicals plus 40 other religious and lay groups. The committee said it had 150,000 signatures to a petition to the FCC asking that WGN-TV be censured for its action.

The petition filed last week asked the FCC to force WGN Inc. to take appropriate action against WGN Inc. for its failure to meet its obligations to operate Television Station WGN-TV in the public interest and in accordance with its public service obligations." It claimed that WGN's action in withdrawing the film "has been timid.

It said the National Catholic Church has never officially banned the film and that WGN officials previously consented and "as sured representatives of the Lutheran Church Productions Inc. (producers of the film) that they were prepared for possible firework.

The petition asked the FCC to order WGN to file a license renewal application so that the Commission can take up this matter. WGN-TV's license expires in December 1958.

In reply to the Action Committee's letter, WGN said that the complaint should be denied based on (1) the film is prohibited from censoring it, (2) WGN has maintained its overall programming balance, (3) it has not discriminated in its religious programming, and (4) the subject of the film is not a controversial issue.

Ch. 7 Laurel, Miss., Granted; Laurel Tv Co., Sole Applicant

FCC last week made final a hearing examiner's initial decision of Jan. 25 and granted ch. 7 in Laurel, Miss., to Laurel TV Co. Laurel TV was the lone applicant for the channel after Mississippi Broadcasting Co. (ch. 30 WCOC-TV Meridian) withdrew its application and was paid $4,000 as "out of pocket expenses" at deadline, Jan. 21. WCOC-TV had sought the channel for Pachuta, Miss., and planned to switch its operations from ch. 30 to ch. 7.

President-25% owner of Laurel TV is Meridian Mayor William S. Smylie. Other stockholders include D. B. Marcus (publisher of Laurel Evening-Call) and T. M. Gibbon, both 11.8% owners of WAML Laurel. The new tv station is authorized a power of 52.29 kw with antenna 754 ft. above average terrain.

WBC HOSTS BOSTON CONFERENCE ON PUBLIC SERVICE PROGRAMMING

THE great challenge for the local broadcaster is how better to serve the communications media, Vice President Richard M. Nixon will tell delegates to the Westinghouse Broadcasting Co.'s industry-wide conference on local public service programming. Vice President Nixon's filmed message will be replayed at the opening of the Wednesday-Thursday-Friday sessions which will be held in Boston. More than 200 agency officials, educators, public leaders, and broadcasting executives representing about 110 radio and tv stations will attend.

Recalling how communications have advanced since the Town Crier, the Vice President said every radio and tv station "is potentially a Paul Revere that can instantly alert an entire community or an entire nation to any emergency." He added, "The awareness of radio and tv broadcasters of the obligation and responsibility they have to the public is nowhere demonstrated better than in the fact of this meeting itself.

Among dignitaries at the Boston session will be FCC Chairman George McConaughy, who will speak at the Thursday luncheon, and Joseph N. Welch, Boston attorney who served as counsel for the Army in the McCarthy hearings that were televised nationally, will be the principal speaker at a dinner Thursday. A wide range of subjects will be covered at joint radio-tv sessions and smaller radio-only and tv-only workshops.


Special guests at the Thursday dinner will include Boston leaders in business and education; Norman E. (Pete) Cash, president of TbV, and Richard Salant, CBS vice president.

The conference will begin Wednesday at 9:15 a.m. in the Georgian Room of Hotel Statler. The prologue, titled "The Challenge," will include in addition to Mr. Nixon's message, filmed observations on the broadcast media by Dr. Milton S. Eisenhower, president of Johns Hopkins U.; Sen. John P. Kennedy Jr. (D-Mass); Rear Adm. H. G. Rickover (USN); Dr. John B. Bunch of United Nations Undersecretary, and Carl Sandburg. Donald H. Mccannon, WBC president, will welcome the delegates.

At 11 a.m. a "Meet the Critics" panel made up of Merrill Pannitt, managing editor of Tv Guide; Tony LaCarena, radio-tv editor, Boston American; Fred Remington, radio-tv editor, Pittsburgh Press, and Dwight Newton, radio-tv columnist, San Francisco Examiner, will present a "critical approach" to public service programming. Lyinn Poole, director of public relations, Johns Hopkins U., will be chairman.

After lunch, separate sessions for tv and radio will be held at WBZ's Studios A and B respectively. Both meetings will take up the general topic of "Freedom." For tv, panelists will include Bernard C. Barth, WNDU-TV South Bend, Ind.; Herbert B. Cahan, WBZ-TV Boston; Carl Fox, KYTV (TV) Springfield, Mo.; Lewis Freedman, WGBS-TV New York, and Ralph A. Renick, WTVJ (TV) Miami. Jerome R. Reeves, KDKA-TV Pittsburgh, will be chairman. On radio, the panel will be made up of Leon Goldenstein, WMCA New York; Sherwood R. Gordon, WSAI Cincinnati; Mark Olds, KYW Cleveland, and Sam Serota, WIP Philadelphia. That session will be chaired by Gordon Davis, KYW.

After dinner, a meeting on "Showmanship in Public Service Programming" will be held at the Statler, including on the panel James T. Aubrey Jr., ABC-TV; Dr. Frank C. Baxter, English professor, U. of Southern California; Louis G. Cowan, of CBS; Dr. Bergen Evans, Northwestern U. English professor; William J. Kaldan of WBC; Robert Saudek, of the Tv-Radio Workshop (Omnibus) and Edwards Stanley, NBC. Chairman will be James Macandrew, New York City's director of broadcasting. A reception follows.

Panels on tv and radio news are to be held at the WBZ studios Thursday at 9 a.m. tv panel: Robert W. Breckner, KTTV (TV) Los Angeles; Bill Burns, KDKA-TV Pittsburgh; James H. Ferguson, WSAZ-TV Huntington, W. Va., and Mike Wallace, WABD (TV) New York. John K. McCaffrey, WRCA-TV New York, will be chairman. Radio panel includes Robert H. Forward, KMCPC Los Angeles; Jack Kerrigan, WHO Des Moines; Daniel W. Kops, WAVZ New
FAITH

Inborn—a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

avery-knodeL
incorporated
McCarthy to Sell Houston Stations

- Brokers will pay $600,000
- Four other sales filed

SALE of KXYZ-AM-TV Houston, Tex., by Glenn H. McCarthy to Underwood, Neuhaus & Co., a Houston, stock broker firm, for $600,000 became known last week with the filing of an ownership report with the FCC, including an agreement for the sale. At the same time applications were filed for FCC approval of the sales of KIOA Des Moines, Iowa; WKNK Muskegon, Mich., among others.

The Houston brokerage firm is paying Mr. McCarthy $425,000 plus assuming $175,000 in liabilities for the ABC-affiliated 5 kw KXYZ (on 1320 k) and the ch. 29 permit for KXYZ-TV. The firm comprises M. R. Underwood and Philip R. Neuhaus as principals. Actually the station properties are being assigned to the Houston Broadcasting Corp., which will be owned by the Houston stock brokers. Fred Nabas, present president-general manager of KXYZ, will continue in that capacity with the new owners.

The Underwood-Neuhaus group at the present time owns 1,875 shares out of 50,000 outstanding of KTHT Houston. It is presumed that when the station assignment application is filed, the interest in KTHT will be sold in order to comply with the FCC's duopoly rules.

KIOA Des Moines, Iowa, has been bought by Lester Kamin, Houston advertising agency owner and owner of KAKC Tulsa, Okla. The station was bought from the Home & Farm group (Don Searle) for $185,000. KIOA operates on 940 kc with 1 kw day, 5 kw night and is affiliated with ABC. Mr. Kamin also holds 20% of WMRY New Orleans and of KCJi Shreveport, La., and 33 1/3% of WCKG (TV), ch. 26 permitting in New Orleans.

The sale is being made to Public Radio Corp., licensee of KAKC Tulsa, Okla., owned by Mr. Kamin. Home & Farm stations include KMMJ Grand Island, Neb.; KXXX Colby, Kan., and KFNF Shenandoah, Iowa.

WKNK Muskegon, Mich., was sold by Nicholas and Gladys Kuris to WGRD Grand Rapids, Mich., for $150,000 ($40,000 down with succeeding payments of $22,000 annually for five years). WKNK, an independent on 1600 kc with 5 kw, listed a Dec. 31, 1956, balance sheet showing $22,075 in current assets, $129,662 total assets, $10,020 current liabilities and a capital in the Kuris partnership of $119,642. WGRD President Paul F. Eichorn said the WKNK call would be changed, subject to FCC approval.

Joint-owners W. J. Harpole, Troyce Harrell, Kermit Ashby and Arthur Kline have sold 901 shares (60.9%) of KVOW Cheyenne, Wyo., for $50,000 to W. P. Wright, A. C. Etter, E. L. Thornton and Norman E. Jorgenson, Washington attorney. Mr. Wright, 19% owner of KTOV Oklahoma City, 18.6% of KWCW Abilene, Tex., and 6.8% of KRIG Odessa, Tex., is purchasing

Broadcasting • Telecasting

Haven; Rod MacLeish, WBZ-WBZA Boston-Springfield, and Gordon B. McLendon, KLIF Dallas. Chairman is Sandford Markey, KYW Cleveland.

At 11:30 a.m. a panel will be held on radio and tv children's programs with the following speakers taking part: John Arthur, ABC; Gloria Chandler, KING-TV Seattle; Jack Miller, co-producer of CBS-TV's Captain Kangaroo; Helen Parkhurst, child psychologist and educator, and Judith Waller, of NBC. Fred A. Keller, WBEN-TV Buffalo, will chair this session.

The Thursday luncheon will include Mr. McCrossin and the presence of Charles L. Van Doren, Columbia U. instructor and high money man on Twenty-One, NBC-TV's quiz show, as a special guest. Three more sessions, on informational films, special program sources and radio-tv religious programming, will be held at the Stinger Thursday afternoon.

Speakers at the informational film discussion: Richard Carlton, of Trans-Lux Films' tv department; Charles F. Dolan, of Sterling Movies U. S. A.; Michael Hayward, UN radio and visual service section of public information; Caleb Paine, WRGB (TV) Schenectady, and John F. White, WQED Pittsburgh. Chairman will be Robert B. Hudson, program coordinator at Ford Foundation's educational television and radio center.

Lineup at the meeting on special program sources: Gertrude G. Broderick, U. S. Office of Education's radio-tv education specialist; Guy Harris, KDKA Pittsburgh; Dorothy E. Lewis, UN radio-tv consultant; George E. Probst, executive director of Thomas Alva Edison Foundation, and Barbrie Thorne, British Broadcasting Corp.'s North American representative. Seymour N.

Siegel, WNYC New York, will chair this session.

The religious program panel includes Albert Cresw, National Council of Churches of Christ in America; the Rev. Walter L. Flaherty, executive director of All Saints TV Center at the Catholic Archdiocese in Boston; Milton Krents, Jewish Theological Seminary and Bruce Wallace, WTMJ Milwaukee. Dr. Richard V. McCan of WBZ-TV will be chairman.

At the Thursday dinner, the first annual WBC "American History Award" will be announced. Toastmaster will be Wilmer C. Swartley, vice president of WBC in Boston, with Mr. Welch as speaker.

A three-hour television production session will be held at the studios of WBZ Friday morning. Panels are Philip H. Cohen, vice-president, radio and tv, Sullivan, Stauffer, Colwell & Bayes, New York; Ray W. Trent, KDUB-TV Lububb, Tex.; Charles Vanda, WCAU-TV Philadelphia, and Arnold L. Wilkes, WBAL-TV Balitmore, with William C. Dempsey, KPIX San Francisco, the chairman. Also slated that morning at WBZ is a panel on programming personnel. It will include Martin Bookspan, WQXR New York; Dr. Douglas S. Moore, department department of music, Columbia U.; Ray L. Stone of Maxon Inc. New York, and Melvin C. Wissman, WWJ Detroit. Chairman is Raymond S. Green WFIL-TV (FM) Philadelphia.

At 11 a.m. Friday, also at WBZ, Melvin A. Goldberg, WBC's research director, will chair a panel on how research can help public service programming. Two speakers are slated: Dr. Leo Bogart of McCann-Erickson, New York, and Dr. Philip Eisenberg, Motivation Analysis Inc. The WBC "Paul Revere Award" will be presented at 1:30 p.m.

Last panel is set at WBZ Studio A on production, use and potentials of radio and tv public service spots. It will include Arthur J. Bellare, vice president for radio-tv copy, BBDO, New York; William J. Kaland, WABC's news manager; Gordon C. Kinney, Advertising Council's radio-tv director; Irvine H. Milligate, visual education director, Boy Scouts of America, representing the Council of National Organizations; James H. Quello, WJR Detroit. Franklin A. Tooke, WBZ-TV, is to be chairman. A tour of historical spots will be held Saturday morning.

WSLI Digs Out of Flood Damage

After an enforced silence of ten days, WSLI Pikeville, Ky., cleaned up mud and flood damage and returned to the air. WSLI spent all day Jan. 29 dealing with the emergency, collecting and broadcasting disaster news and answering telephone calls, before rampaging waters forced the station off the air. Overflowing Virginia and Kentucky streams had come within a hair's breadth of WSLI wires leading to its transmitter, when the station had to sign off at 6:55 p.m. During succeeding days engineers worked through a maze of shorted circuits, muddy monitors, motors and microphones and erected a new 1 kw transmitter to put WSLI back in business.

\[\text{Page 64 • February 25, 1957}\]
This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen and SR&D)

They serve this amazingly rich inland market with an effective buying income of almost $4.3 billion — more than the Washington (D.C.) metropolitan market — and with more gross cash farm income than Minnesota. (Sales Management's 1956 Copyrighted Survey)
AM-TV Honolulu
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The Mormon Church has complied
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Gallie, Fla., and 25% of WALY Kerki-
Jorgensen 25%

of KTOW; AM -TV

and WMEG

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Iona
19% of KSL -AM -TV Salt Lake City

ch. 3), and KBOI-AM-TV Boise, Idaho

ch. 2), and the Commission had ruled

owners of the satellites would be the same

as ownership of regular stations in regard to

the five vhf limitation.

An application for the sale of 20% of ch.
7 KLTW (TV) Tyler, Tex., to the station's
general manager, which was consummated in
1955, also
the last week for FCC ap-

proval. Principals involved, owners Lucille
Ross Lansing and Gerald Hall Lansing (hus-
band and wife) and General Manager Mar-
shall Pengra, said that they were not aware,

until recently, that FCC approval was re-

quired. Mr. Pengra paid $7,460, plus as-

sumption of 20% of all obligations, for his

interest. The Lansings also own KGB Tyler
and Mr. Pengra owns 33 1/3% of WATO Oak
Ridge, Tenn. The NBC-affiliated KLTW bal-

, as of Oct. 31, 1956, showed cur-

rent assets of $86,314, total assets $442,490,

current liabilities $220,193 and long term

liabilities $237,234.

Weston Pullen Named
Time Vice President

ELECTION of Weston C. Pullen Jr., head of
Time Inc.'s growing broadcasting activi-

ties, as a vice president of the corporation
[CLOSED CIRCUIT, Feb. 18] was announced
last week by Presi-

dent Roy E. Lar-

sen.

He will continue
to be responsible
for all of Time
Inc.'s radio and tv
operations, report-

ing directly to Presi-

dent Larsen, and

will also

continue to handle all major

negotiations be-

tween Time Inc.

and Rockefeller

Center relating to the new 47-story building

they plan to erect in mid-Manhattan.

Mr. Pullen, 40, was assistant to Executive
Vice President and Treasurer Charles L.
Stillman prior to his election to vice presi-

dent. He joined Time Inc. as a copy boy
in 1939, worked with Life magazine's ad-

vertising sales staff from 1940 to 1942, and

after Navy service during World War II,

returned to Time Inc. as assistant to Presi-

dent Larsen. He became assistant to Mr.

Stillman in 1947.

He is a vice president of KOB-AM-TV
Albuquerque, N. M. (which co-owners Time
Inc. and Wayne Coy have sold to Stanley
Hubbard's KSTP Inc., subject to FCC ap-

proval), and vice president and treasurer of
KLZ-AM-TV Denver (wholly owned by
Time Inc.) and KDYL-AM-FM and KTVT
(TV) Salt Lake City (80% owned by Time
Inc.). He also headed Time Inc.'s negoti-

ations for the purchase of WFBM-AM-TV
Indianapolis, WTCN-AM-TV Minneapolis-
St. Paul, WOOD-AM-TV Grand Rapids and

two subsidiary companies from the Harry
M. Bitter Sr. interests for $15,750,000, sub-

ject to FCC approval [B&T, Dec. 24, 1956].

KBAS-TV Ephrata Goes on Air;
Satellite of KIMA-TV Yakima

KBAS-TV. Ephrata, Wash., went on the air

Feb. 15 as the fourth tv station operated by
Cascade Broadcasting Co., Yakima, Wash.

The new station is a satellite of KIMA-TV
Yakima as are KEPR-TV Pasco, Wash., and

KLEW Lewiston, Idaho.

James Schroeder is sales and promotion
manager for KBAS-TV, which has its trans-
mittter and tower located in Ephrata and its

business offices in nearby Moses Lake.

Howard Hammond is chief engineer.
**NOW!**

**WBKB IS NUMBER TWO IN CHICAGO!!**

**ARB**

January, 1957  
7 days per week  
6:00 P.M. to Midnight

| Net Station No. | 1 | 40.2 |
| WBKB—ABC | 23.1 |
| Net Station No. 2 | 21.6 |
| Independent | 14.5 |

**NIELSEN**

January, 1957  
7 days per week  
6-9 P.M. to Midnight

| Net Station No. | 1 | 35.7 |
| WBKB—ABC | 29.6 |
| Net Station No. 2 | 23.4 |
| Independent | 10.8 |

Another example of the phenomenal strides WBKB and ABC have made in the Chicago market is seen in this comparison of quarter-hour segments in the 6:00 P.M. to Midnight time period, Monday through Friday:

**ARB**

Number of Highest Rated Quarter Hours  
6:00 P.M.-Midnight, Monday-Friday

| Net Station No. | 1 | 53 |
| WBKB—ABC | 40 |
| Net Station No. 2 | 8 |
| Independent | 20 |

**NIELSEN**

Number of First and Second Highest Rated Quarter Hours  
6:00 P.M.-Midnight, Monday-Friday

| Net Station No. | 1 | 84 |
| WBKB—ABC | 83 |
| Net Station No. 2 | 37 |
| Independent | 41 |

Ratings tell the story. In Chicago WBKB is the Number Two station—just as in America, ABC is the Number Two network!

**WBKB—ONE OF ABC’s FIVE GREAT OWNED AND OPERATED STATIONS—REPRESENTED BY BLAIR-TV**
the new self-liquidating
**S-E** silver dollar plan for boosting power!
There are a number of VHF-TV stations for whom the S-E Silver Dollar Plan represents a practical way to add profitable revenue. Through the addition of a 25-kilowatt S-E “Add-A-Unit” Amplifier—these stations can now add signal strength and viewers... to obtain more profitable time charges. The cost of the amplifier is only $25,000... half the cost of previous models of this type... an achievement made possible by new manufacturing techniques which have substantially reduced production time. Expansion can be made without disposing of or replacing your present equipment. Let us show you... with facts and figures based on your station’s present and potential signal coverage... how The S-E Silver Dollar Plan can add profitable new income which pays for your station’s expansion. Write at once to William Ziliger, Vice President, Standard Electronics Corporation, 285-289 Emmett Street, Newark 5, New Jersey.

standard electronics corporation
A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.
Bar Uses KNX Report
In Spite of Canon 35

THE board of governors of the California State Bar Assn., while strongly upholding Canon 35 of the American Bar Assn. prohibiting radio and tv equipment from courtrooms, dropped its prejudice against such devices long enough to gather in Studio 4 of KNX Los Angeles to listen to that station's tape recordings of the hearing held by the House Un-American Activities subcommittee last Dec. 6-8. Acrimony which had developed then between Richard Arens, committee counsel, and attorneys representing witnesses before the committee resulted in a suggestion by the committee that it ask the California Bar Assn. to take disciplinary action against these attorneys for their failure to observe the committee's rules of procedure. The attorneys, on their part, resolved to request the association to publicly repudiate the procedure of the committee and its counsel as violating ethical legal procedure.

KNX, which had exclusively recorded the proceedings, was ordered to preserve its tapes as evidence in any action the association might see fit to take. At the request of the board, the KNX news department extracted pertinent exchanges from several days of hearing tapes for the board to hear.

"The significance of this for broadcasters is two-fold," Jack Beck, KNX news director, said. "First, there is the fact that the aggrieved parties felt that the full and complete record of what had transpired could not be obtained from reading the written record, which was available. Second, the presence of the Bar Assn. board in a radio studio for the purpose of getting a fully dimensional reconstruction of what had taken place was in effect a refutation of the attitude reflected in Canon 35. If Canon 35 had been followed in this instance there would have been no taped record for the board to examine, no record to present accurately the emotion-packed atmosphere which bore directly on the charges the association is now being asked to investigate."

Joseph Ball, president of the California State Bar Assn., conceded that the tapes made an excellent case for the value of recorded reports of judicial proceedings. Mr. Beck reported. "But," he added, "Mr. Ball said he still felt that to allow broadcast media into the hearing room would result in building pressures on witnesses to a point which might have a negative effect on the proper conduct of a hearing or trial."

WOR's 35th Anniversary
Marked by Special Events

WOR New York celebrated its 35th anniversary last week with various special events. On Thursday, the station arranged for more than 7,000 employees, in 17 different New York agencies, to be served coffee and cake at their individual desks with WOR's compliments. Mayor Robert F. Wagner proclaimed Feb. 21 "WOR Day" and the station held several contests. One such contest was "Guess the Weather". Prizes were awarded to listeners who came closest to forecasting the low temperature and the time of day it occurred on Feb. 22. The governor's proclamation said WOR has "contributed to the growth of the city of New York and the needs of its people by, disseminating news and information; lending itself to any campaign for human well-being; tolerance for, and presentation of all points of view; respect for the laws of good taste and the traditions of fair play; developing and cultivating a great many talents for the entertainment of listeners, and by being a dependable, reliable reporter of events both large and small."

Listeners received gifts if their initials were the same as the station's call letters. Anyone celebrating his 35th anniversary or birthday was also eligible for gifts.

WIP, WIPA Exchange Programs

WIP Philadelphia and WIPA Annapolis, Md., this week will begin the interchange of two daily programs, it was announced last week by Benedict Gimbel Jr., president-general manager of the former station. The programs are Start the Day Right, featuring Joe McCasley, from 7 to 10 a.m. and the Jack Pyle Show (1:30 to 4 p.m.).

Page 70 • February 25, 1957
If Southwestern Pennsylvania is important in your marketing plans, you just can't overlook WJAC-TV in your advertising plans. Here's sound, solid strength in coverage . . . but, even more important, amazing audience loyalty and program appeal.

In the Johnstown-Altoona Market, for example, in the 7:00 to 11:00 P.M. period, WJAC-TV leads in 106 periods while Station B leads in 7! Of the top 25 night-time shows, 24 of them are on WJAC-TV! Best of all, a sizable share of this wide and effective coverage is actually a bonus for you!

*Call your Katz man for all the facts and figures.*

The dominant force in Pennsylvania's 3rd TV Market
General Tire Announces $10.9 Million Earnings

GENERAL TIRE & Rubber Co.'s consolidated sales for the year ended Nov. 30, 1956, reached an all-time high of $390,471,772, William O'Neil, president, announced last week in his annual report to stockholders.

It was the seventh consecutive year that General Tire's consolidated sales have exceeded the previous year's record. The 1956 sales, which do not include those of the wholly-owned subsidiary, RKO Teleradio Pictures Inc., nor those of operations outside of the U.S. except General's Canadian operations, were an increase of $94,740,676 over 1955, the company's best previous year.

While the RKO Teleradio sales are not included, earnings of the broadcasting-motion picture-music subsidiary are being consolidated, it was reported by Mr. O'Neil.

Explaining the figures, Mr. O'Neil said, "Because of the increasing importance of RKO Teleradio, its net earnings are now being included in our consolidated statements for the first time. Actually, due to customary delay in foreign audits, we are able at this time to include the RKO Teleradio earnings only for the 10-month period through September. Unaudited figures indicate that RKO Teleradio in October and November showed additional profits of approximately $1 million."

(In New York last week, MBS Vice President and Treasurer George R. Ruppel told B&F he was unable to release earnings of Mutual or General Teleradio stations because "none of the other radio networks have done so, so why should we?)."

Mr. O'Neil gave another reason for declining to specify Teleradio earnings. "We are not consolidating RKO Teleradio sales in our figures because they are not tangible merchandise. This is an equity type consolidation, hence, our traditional pattern of reporting sales has not been changed."

Consolidated company earnings, including RKO earnings for only 10 months, are $10,860,129. This amounts to $6.90 per share. Not included in this figure are the undistributed earnings of foreign subsidiaries and affiliated companies which "enjoyed an outstanding year in both sales and earnings," according to Mr. O'Neil.

Mr. O'Neil also said that steps were taken in 1956 toward making the company's preference stock its senior stock. "The plan was initiated by retiring more than $6 million of cumulative preferred stock through exchanging either subordinated debentures or preference stock for it," Mr. O'Neil stated. "Less than $800,000 of cumulative preferred stock now remains outstanding. In addition, plans for consolidating certain series of our preference stocks are now under consideration," he told stockholders.

Pointing to the company's tremendous growth, Mr. O'Neil said, "We project sizable gains in sales and profits in all our basic operations—rubber, plastics, chemicals, rocks, and entertainment—in 1957. In anticipation of this increased demand we completed or began major expansions during 1956 as part of a $40 million two-year capital expenditure program."

At Nov. 30, 1956, General's working capital was $68,944,063 as compared to $52,399,145 a year previous. Its current assets are $147,028,874 and its current liabilities $78,084,809.

Griffin Broadcasting Interests Announce Executive Changes

CHANGES in three executive positions at Griffin stations in Oklahoma and Arkansas were announced last week.


James C. Leake, formerly the three firms' executive vice president, succeeds Mr. Griffin as president, and Mike Shapiro, formerly managing director of KTVX (TV) and KATV (TV), moves up to the executive vice president post.

KTLA (TV) to Merchandise With Local Consumer Panel

NEW POLICY of making Southern California housewives partners in its merchandising plans has been adopted by KTLA (TV) Los Angeles, Lew Arnold, general manager, announced Friday. The policy is accomplished through an exclusive television tie-up between KTLA and the Continuing Consumer Panel of Research, rapidly-growing organization of consumers from all parts of the Greater Los Angeles area, whose goal is to have one woman out of every 200 as an continuing member.

These consumers, classified as to income, size of family and 50 other variables, become available to KTLA advertisers who want sampling, product analysis or assistance in distribution. In addition, the station has established a working relationship with brokers and retailers to insure proper display of consumer products advertised on the station at the retail level. KTLA is also working with advertising agencies and is marshalling its own personalities behind the plan.

Two specific programs will become effective in mid-March: one is an in-the-market promotion, featuring KTLA talent, stock announcements and on-the-air plugs. All current KTLA consumer products accepted by the CCPR will automatically participate in this plan and will also receive a new KTLA official seal of approval.

Second new program is being offered to 10 non-competing accounts with less than 25% distribution but products of these products will be featured on a new products hour of the Dorothy Gardiner Show on KTLA each weekday afternoon, each receiving one two-minute and four 30-second spots during the week. They also will get stack guarantees, strong in-store merchandising support and cooperation of CCPR.

Radio-Tv Supplies 18% Of Meredith's Revenue

FOR the Meredith Publishing Co. and subsidiary, Des Moines, Iowa, the 1955-56 fiscal year that ended last June 30 was "the most successful one in its history from the standpoint of overall revenues and earnings." Chalking up a gain of 14% for the 14th consecutive year, Meredith, which operates four radio and four tv stations besides publishing such magazines as Better Homes & Gardens, saw its net earnings for the first time pass the $4 million mark.

In the annual report to stockholders last week, President Fred Bohen noted that Meredith's broadcast revenues, accounting for 18% of the company's total 1956 revenue of $48,460,000 (a gain of 13% or $5,706,000 over 1955), totaled $8,881,000— an increase of 21% over 1955.

Meredith owns and operates WHEN-AM-TV Syracuse, N. Y., WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, and KPHO-AM-TV Phoenix.

The stations, during the past year all underwent physical improvement, the report goes on. KCMO-TV got a new 1,042-foot, self-supporting tower, reportedly the highest steel tower of its kind in the country, and its operating plants in Kansas City and Syracuse are undergoing expansion; color tv equipment is being installed and new maximum power transmitters are on order for WHEN-AM-TV and KPHO-TB. Combined capital expenditures over the next two to three years will approximate $2 million on the stations alone, Meredith noted.

But, as revenues shot up, so did costs—by $4,888,000 over last year. This gain does not include a rise in taxes. Earnings after taxes of $4,047,000 represent an increase of $623,000 over 1955's $3,624,000. Earnings and dividends per share, respectively, rose 33 cents and 25 cents, with current earnings per share set at $3.14 and current dividends at $1.50.

Breakdown of how much of Meredith comes from where was also stated in the report. Magazine advertising revenue combined with book sales (barbecue and decorating books) for 7%. © BROADCASTING • TELECASTING
PREFERRED Two to One
The GATES BC-1J • Most Outstanding One Kilowatt Transmitter Today!

FEATURES
The only transmitter made for full 540-1600 Kc. Tunes to Conelrad without buying extra parts. Guaranteed first on tune-up. At certain frequencies actual unused capacitors become self-contained spares. If you recall, when going to higher power, BC-1J will operate at any broadcast frequency. Complete relay complement for ease in remote control and equipment protection — no circuit breakers. Twin-drive audio for low distortion. Center line metering.

QUALITY
Big all the way — in component size, electrical strength and mechanical design. Full-fledged Tee network. Edgewise ribbon coils in entire final tank. Roomy cabinet eliminates parts stacking. Ample space between parts means cooler operation. Extra large main plate transformer weighs 92 pounds and rated continuous duty at 90% sine wave modulation — not just average modulation.

PERFORMANCE
Response, distortion and noise pleases the most exacting engineer. Extremely low harmonic radiation. Negligible intermodulation. BC-1J is known as an easy modulator because of abundance of R.F. drive and high power capabilities of 833A modulators ... a transmitter that sounds as good as the published specifications.

SALES
Based on field reports compiled by Gates sales engineers, BC-1J outsold all competition during 1956 and came close to equaling the combined sales of any two competitors, notwithstanding one competitive model less in price.

GATES
QUEBEC, CANADA
THE CANADIAN MARCONI CO.
GATES RADIO COMPANY, QUINCY, ILL., U.S.A.
OFFICES IN: NEW YORK - WASHINGTON D. C. - ATLANTA - HOUSTON - LOS ANGELES

INTERNATIONAL
13 E. 40th ST., NEW YORK 16, N. Y.

Broadcasting • Telecasting
February 25, 1957 • Page 73
Chicago Station Posts Realigned by NBC

REALIGNMENT of top executive posts at NBC's Chicago stations, including the appointment of Howard W. Coleman as station manager of WMAQ-AM-FM, was announced Tuesday by Jules Herbuveaux, network vice-president and general manager of the stations.

Reorganization is to effect complete separation of sales and programming for WNBQ (TV) and WMAQ-AM-FM.

Other appointments include those of:

(1) Russell G. Stebbins, formerly sales director of both radio-tv operations, as WNBQ sales director.
(2) Harry D. Trigg, formerly program director for both outlets, as tv program director for WNBQ.
(3) John F. Whalley as operations director for all stations and acting business affairs manager, pending a permanent selection void since the transfer of Neil Murphy to WNBC (TV) New Britain, Conn.

A new three-man color sales development unit has been set up comprising Mr. Stebbins, Henry T. Sjogren, assistant general manager of WMAQ-WNBQ, and John M. Keys, WNBQ advertising-promotion-merchandising manager.

Postal Inspectors Throw Wrench Into Plan to Win KOSI Contest

EXCITEMENT over a "Top Forty Contest" operated by KOSI Denver simmered down last week when an apparent effort by a young couple to win the $10,000 prize ended in federal court. The couple, listed by federal officials as Paula Sue Gore Griswold, 16, and her husband, 18, were said to have confessed to postal inspectors they tampered with mail in providing a correct answer to a contest at which odds were variously listed from 1,000,000-to-1 to all the way to 851 million to the $48 power.

The contest offered a $10,000 prize to any listener who would list correctly the 40 most popular tunes played by KOSI during the week, in the order performed, provided the entry bore a postmark prior to midnight Friday. Several weeks ago, according to federal officials, the couple addressed an envelope to themselves with light pencil marks to obtain a proper postmark.

The following Monday, after the contest was over, they obtained a mimeographed list of the tunes from the station, copied them, addressed the envelope to KOSI and then told a postal clerk the letter had been put in their own mail box by mistake, federal officials explained. Postal inspectors brought charges against the young people after examining the delayed entry in a laboratory. The two are held under $500 bond and are to be arraigned March 1.

Prior to entry of postal inspectors into the affair, Mrs. Griswold, a former Colorado state golf champion, had sued KOSI for $20,000 because prize money was not paid and she stated payment would have to come from the insurance company that underwrote the contest, described as Lloyds of London. The contest was suspended by KOSI after the dispute arose, according to Edward M. Guis, KOSI general manager.

New Sponsors Falling in Line Behind WITH 'Community Club'

THE 17 advertisers sponsoring the sixth 13-week cycle of Community Club Awards now nearing completion on WITH Baltimore station during the week, in the end of 10 weeks of, the current cycle, Mr. Embry reported, these credits exceeded $6 million, more than three times what they amassed in the first cycle.

WITH's food merchandising plan also includes tie-ins with the three food chain stores operating in Baltimore—A&P, Acme and Food Fair, Mr. Embry said, insuring the station's food accounts of good shelf space plus displays in the outlets of those chains, and an arrangement with the GA Group of independently owned food stores, assuring WITH advertisers of special promotions.

Aware, Hartnett Denied Plea For Dismissal of Faulk Suit

APPELLATE division of the New York State Supreme Court in Manhattan last week unanimously affirmed an earlier decision which held that the complaint of John Henry Faulk, WCBS New York personality, in a libel suit against Aware Inc. and Vincent Hartnett, was "sufficient in law" and the defendants' defenses were "insufficient."

The action last week stemmed from a $500,000 libel suit filed last June by Mr. Faulk against Mr. Hartnett, a research consultant and writer and Laurence A. Johnson, former owner of a chain of grocery stores in Syracuse, and Aware Inc., an organization established to "combat the communist conspiracy in the entertainment industry." Mr. Faulk's complaint charged that Aware— which issues a bulletin—and Messrs. Hartnett and Johnson "were engaged in the blacklisting of radio and television artists and they published the libelous articles pursuant to a conspiracy to destroy Mr. Faulk's livelihood and remove him as a vice president of the New York chapter of the American Federation of Television & Radio Artists."

Aware and Mr. Hartnett, in their answer to the complaint and a move for dismissal, claimed that the publication was "true"; it was an exercise of the right of fair comment and the defendants had a "qualified privilege" to make their charges. The state supreme court last April had indicated division last week ruled that the "defenses of truth and fair comment had not been properly pleaded and moreover, that there is no such qualified privilege in the law." Mr. Johnson was not involved in the latest court moves.

Station Reps' Growth Discussed by Headley

THE station representative, as a person or a firm, has grown within three decades from a close-mouthed trader to a "vital and indispensable force in the broadcast industry."

So said Frank M. Headley, president-director of H.R. Headley & Co., and president of the Station Representatives Assn., in a speech last Thursday before a luncheon meeting in Boston of the Broadcast Executives Club of New England.

The station rep, Mr. Headley declared, has come on long way from the "early beginnings of informal, blue-sky salesmanship,"

He pointed today as the rep's role as a performer providing services which encompass research, promotion, marketing, counseling and even social contacts. Yet, although representatives "have evolved into organizations with a broad group of service functions for their client stations, they maintain, first and foremost, their original reason of being—sales."

In detailing to the New England broadcasters just what a station representative's job consists of, Mr. Headley disclosed that the total annual payroll for the 53 firms active in station representation is $12,557,000. These 53 firms maintain centralized offices, employing a total of 1,615 people (of whom 622 are salesmen), and represent over 2,000 radio and 400 tv stations.

With spot figures higher today than ever before (he cited TVB, RAB and SRA figures), Mr. Headley ventured the opinion that "without the assorted station representatives, have been so important to provide agencies with minute-by-minute availability information and a smooth communication flow with the stations, it is doubtful if spot advertising would have become the large scale, potent medium it is."

"I think," Mr. Headley said, "it is safe to make one prediction. Whatever the broadcasting industry goes, so will the representatives."

No matter what great changes the next decades bring to our dynamic, ever-changing industry and no matter where technological and social progress takes the broadcasters, the representatives will travel alongside—consulting, servicing and selling. No station could ask for more."

BROADCASTING • TELECASTING
WDSU-TV Films Hearing As Rayburn Ban Defied

WDSU-TV New Orleans covered a two-day Congressional hearing into communist activities in New Orleans last week with the express permission of Rep. Edwin Willis (D-La.), chairman of a subcommittee of the House Un-American Activities Committee. Speaker of the House Sam Rayburn (D-Tex.) has expressly forbid TV in House committee hearings and several members of the House have opposed the ban.

The sound film was used on regular newscasts and on the second day, with reluctant witnesses and admitted former communists testifying, WDSU-TV programmed the film report through the day as follows:

A special 20-minute film segment on morning testimony was scheduled as an insert in the Midday program at 1 p.m.

• Highlights on all witnesses were included on the Esso Reporter newscast at 6 p.m.
• A special half-hour film review of the day's testimony was offered at 7 p.m., three hours after the hearing ended. The show was entitled Communism in New Orleans.
• Film highlights and an interview with Rep. Willis were included in the regular World Tonight 11 p.m. newscast.
• Sunday Supplement show at 2:30 p.m. with Bill Monroe, WDSU news director, had a live interview with Dr. William Sorum, a psychiatrist, who told the committee of his years in the Communist Party from 1945 to 1951.

Two dramatic confrontations in which reluctant witnesses were faced with admitted former communists and were identified by them also was shown on TV.

Congressman Willis requested and got a copy of the half hour report. He said he wanted it as an example of the speed and accuracy with which TV can cover such a hearing on film.

C-C's Ex-Employees Sue
For Severance, Other Pay

TROUBLES for Crowell-Collier Pub. Co. (KFWB Los Angeles) are piling up.

Papers were served Thursday afternoon on Crowell-Collier by the New York law firm of Landis, Taylor & Scoll, on behalf of the Employees Committee representing the 2,300 employees affected by the sudden demise of Collier's and Woman's Home Companion last December.

The complaint, seeks to force C-C to pay a promised $1 million in severance pay, and also unspecified amounts covering accrued vacation and pension rights.

It is based on two contracts. One is implied, attorneys told B&T, and incorporates the American Magazine "severance plan," established last summer when Crowell-Collier suspended The American magazine. It calls for one week salary for each six months employment up to 26 weeks or a possible alternate of $5,000. The other is "expressed" and is based on the Jan. 4, 1957, "oral promise" by the board of directors to allocate $1 million to severance. (An "oral promise," according to New York state law, is considered valid if acted upon within one year's time, attorneys explained.)

257 TV Stations Now With Color, NBC Says

THE NUMBER of TV stations in the U.S. able to teletcast in color was 257 on Jan. 1, 1957, according to estimates released Thursday by the NBC Research Dept.

Of these 257 stations, 136 are affiliated with NBC-TV. These 136 stations serve areas which include 37,230,000 television homes, or 96% of the total number of TV homes in the U. S., the network claimed. This number of NBC-TV affiliates, now equipped to broadcast network color programs represents a 30% upswing over a year ago and is expected to increase to approximately 146 by this July and to 153 by Jan. 1, 1958. Currently there are 45 NBC affiliates capable of originating local film programs in color and 20 which can originate live programs in color, NBC reported.

Expansion of NBC-TV color facilities was highlighted during the past year by the completion of new color studios as well as the colorization of existing plants, NBC said. Both of these encompassed a $12 million program completed by the fall of 1956, and the launching of a new $31/2 million expansion program for 1957.

In January 1957 NBC-TV broadcast 54 hours and nine minutes of color programming. This represents a 23.3% increase over the 43 hours and 54 minutes of colorcasts during the corresponding period for 1956. During the current television season the network is presenting at least one major color show nightly, not including spectacles.

Broadcast Pioneer Gannon Dies Of Heart Attack in Washington

FUNERAL services for Charles F. Gannon, 54, New York radio and television publicist, were held in Washington last Tuesday. Interment was in Rock Creek Cemetery, Washington. He died Feb. 16 of a heart attack while in Washington. Mr. Gannon was program director of WRC Washington and WOR New York, and a vice president of Kubner and of Benton & Bowles advertising agencies before forming his own public relations business in New York in 1952. He originated and helped launch many famous radio shows, among them The Railroad Hour and Meet the Veep. While at WRC he was credited with arranging the first commercial football broadcast, an Army-Navy game. Mr. Gannon was one of the principals of Hartford Telecasting Inc., unsuccessful applicant for Hartford, Conn., ch. 3. He is survived by his widow and a daughter and a brother. He was a native of Falls Church, Va.

REPRESENTATIVE APPOINTMENTS

REPRESENTATIVE PEOPLE
John Severs, vice president, Peters, Griffin, Woodward Inc., elected treasurer.

Thomas A. Dooley, assistant to advertising vice president, Whitehall Pharmacal Co., N. Y., to Adam Young Inc., same city, as radio account executive.


STATION PEOPLE
Ken Finnstaehl, in charge of sales for KEUE Minneapolis, named general manager and sales manager.

James H. Burgess, national sales representative for Crosley Broadcasting Corp.'s TV stations, named sales manager, WLWA (TV) Atlanta, effective Mar. 1.

Jo Ranson, press relations director, WMGM New York, named to new post of director of advertising, promotion and publicity.

Jack Murphy, program director, KOOL-TV Phoenix, to KLJR-TV Las Vegas. Nev., as chief engineer.

Russell Goyette promoted from engineer to chief engineer at KARD-TV Wichita, Kans.

Frank T. Edwards Jr., manager, KBTN Neo-

sho, Mo., to KODE Joplin, Mo., as radio sales manager. Jay Corrington, KODE chief announcer, named program director.
Blackburn, Others Form Broker Firm

**Location**: Headquarters Washington

**President**: Marshall, Harvey in company

**Description**: FORMATION of a new brokerage firm, Blackburn & Co., was announced last week. The firm comprises James W. Blackburn, Clifford B. Marshall and Jack V. Harvey, all formerly associated in the media broker firm of Blackburn & Hamilton Co. Ray V. Hamilton and other former associates of the Blackburn-Hamilton firm two weeks ago announced the formation of Hamilton, Stubblefield, Twining & Assoc. [B&T, Feb. 18].

The new Blackburn firm will specialize in negotiations, financing and appraisals in the radio, television and newspaper fields, Mr. Blackburn said. He and Mr. Harvey will continue to operate in Washington, D. C., headquartered in the Washington Bldg., that city. Mr. Marshall, formerly in charge of Blackburn-Hamilton Co. office in Atlanta, Ga., will remain in Atlanta in the Healey Bldg. as head of Blackburn & Co.'s operations in the southern states.

Mr. Blackburn, a former Hearst Newspapers advertising department executive in Chicago, co-founded Blackburn-Hamilton Co. in 1946.

Both Mr. Harvey and Mr. Marshall served as business representatives for the United Press in the south. Mr. Harvey joined the UP after working for newspapers in the midwest. Mr. Marshall at one time was manager of WGRV Greeneville, Tenn.

Miller Joins Paul Chapman Co.

**Company**: J. McCarthy Miller, former co-owner of WDCI Tarpon Springs, Fla., today (Monday) joins Paul H. Chapman Co., Atlanta, station brokerage firm. Mr. Miller will cover Florida and the Gulf Coast from Chapman Florida headquarters located at 1604 Sunset Dr., Clearwater, the announcement of his appointment stated.

Thomas P. Littlepage Buried Tuesday in Arlington Cemetery

**Name**: Thomas P. Littlepage

**Location**: 49, Washington radio attorney, was buried in Arlington Cemetery, Washington, last Tuesday following his death from cancer on Feb. 16. He had been ill six months. Mr. Littlepage, was born in Boonville, Ind., but was reared in Washington. He attended Washington D. C., public schools, Indiana U., George Washington U. and received his law degree from National U., Washington, joining his father in law practice in Washington in 1933. His father was Thomas P. Littlepage Sr.

During World War II, Mr. Littlepage was a Navy lieutenant in radio communications work. He was a member of the Federal Communications, District and Supreme Court bars. He is survived by his widow, Mrs. Geraldine F. Littlepage; a daughter, Mrs. Ira H. Pearce; a son, Thomas P. Littlepage III; a sister, Mrs. William B. Fletcher, and two brothers, John M. and James Littlepage.

Professional Service People

**Name**: Victor Schiff, account executive-account supervisor, Carl Byoir & Assoc., N. Y., named senior vice president.
LATEST NSI RADIO REPORT* SHOWS KDKA
... TOPS in the all important metropolitan area
... TOPS in the 8 county area
... TOPS in the total market area

GREATER PITTSBURGH PULSE* CONFIRMS
Latest Pulse Report shows KDKA the leader in 360 quarter hours a week, Monday-Friday, out of 360 surveyed.

What’s putting KDKA way up there?

MUSIC— that’s programmed the way people like it . . . not only what they want to hear, but when they’re in the mood for it, around the clock.

NEWS— that’s reported while it’s happening—fast, prompt, complete on-the-scene coverage . . . from mobile units, beep phones, and wire services.

SERVICE— that’s all-out . . . including complete weather round-ups, hourly . . . full traffic reports at peak hours . . . where to go . . . what to do . . . Community Bulletin Board . . . lots more selling-service features!

That BIG audience you want to reach is yours for the phoning.

To check on availabilities, call Don Trageser, KDKA Sales Manager, EXpress 1-3000, in Pittsburgh. Or A. W. “Bink” Dannenbaum, WBC-V. P. Sales, M'urray Hill 7-0808, in New York.

February 25, 1957
Ford Foundation Ends Support of 'Omnibus'

THE FORD Foundation announced Tuesday that it would end its financial support of Omnibus after five years. The program will continue to be produced by Robert Saudek, director of the Tv-Radio Workshop of the Ford Foundation, as a commercial venture under the corporate name Robert Saudek Assoc.

Henry T. Heald, president of the Ford Foundation, explained that "when the Ford Foundation established the Tv-Radio Workshop, producer of the experimental television program, Omnibus, in 1951, the foundation believed that adult, cultural television of high caliber could compete successfully for a large and loyal audience on a standard television network."

The experiment, he said, has been successful and there is "no need for the foundation to continue in this area." He also said that the foundation had no specific television plans under consideration except for education television. Mr. Heald told a news conference in New York that "the foundation would be very much pleased to see the new venture succeed."

Mr. Saudek and the foundation are negotiating for the transfer of the Omnibus title, the library of motion picture films and the kinescopes of the shows for the past five years. When asked about specific terms of the transfer, Mr. Heald said there are "practical problems still to be solved" but that they would work out a "reasonable agreement."

Mr. Saudek announced that his new associates in the firm will be Alistair Cooke, m.c. of Omnibus; Walter Kerr, drama critic of the New York Herald Tribune; Henry May, art director of Omnibus, and members of the editorial and production staff.

Mr. Saudek said "the financial assistance thus far lent by the Ford Foundation to this venture has been of incalculable value to American television. Our intention is to secure and extend the principle for which Omnibus stands and to keep this tradition alive and growing."

He said that all three networks were in the discussion stage for the show. It will continue on ABC-TV, Sunday, 9:10-10:30 p.m. until March 31.

The foundation's expenditures through December 1956 total 15.21,09, of which 5,498,867 has been offset by sponsor income, leaving a net of 3,013,242 provided by the foundation.

In addition to producing Omnibus, Mr. Saudek said his new firm is also planning dramatic, musical and children's series.

NBC Radio Reports New Sales Of $300,000 in Net Billing

SALES representing nearly $300,000 in net billing were reported last week by William K. McDaniel, vice president of NBC Radio network sales. Four advertisers are involved.

Insurance Co. of North America, Philadelphia, ordered four participations weekly for 26 weeks in Monitor on Friday nights (new Friday night portion of program, 8:05-9:55 p.m. EST), through N. W. Ayer;
ANIMATE YOUR STATION

with these

52 FIRST RUN CARTOONS

PRODUCED BY
COLUMBIA PICTURES

...never before available for television!

For information call
SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

 Detroit 709 Fox Bldg.
 Chicago 230 N. Michigan Ave.
 Hollywood 1334 N. Beechwood Dr.
 New Orleans 1032 Royal St.
 Toronto 102-108 Peter

'Montgomery' Seeks New Time As 'Crisis' Falls Monday Slot

A NEW mystery-melodrama series, probably to be called Crisis, is expected to be announced officially by NBC-TV this week as a Monday evening offering for next fall. It will occupy the 10:11-11 p.m. EST period, thus evicting Robert Montgomery Presents, a tenant in the 9:30-10:30 p.m. slot for the past seven years. The new program will also extend NBC-TV's network service from 10:30 to 11 p.m. and place it directly against Studio One on CBS-TV. NBC-TV is combing its schedule for a new time period for the Montgomery show, which it hopes to retain in the program lineup [B†, Feb. 18].

Crisis will be programmed on a 52-week basis (as was Montgomery). Ten programs will be produced on film by Alfred Hitchcock; another ten on film by Revue Productions, and 22 will be produced live and in color by MCA-TV and will originate in New York. Five of the Hitchcock productions and five of the Revue series will be repeated in the 10-week summer period.

Mr. Hitchcock's pact with NBC-TV is not expected to extend to the film program series. Alfred Hitchcock Presents, seen on CBS-TV Sundays, 9:30-10 p.m. EST. Although he appears on that series, Mr. Hitchcock's associates largely produce it. He will not appear on the programs presented on CBS-TV, however, since his contract with CBS-TV does not permit it.

John Nesbitt's 'Telephone Time' Goes From CBS-TV to ABC-TV

NEW EVIDENCE of ABC-TV's strengthened competitive position was placed Thursday by Oliver Treyz, vice president in charge of ABC-TV, with the announcement that the network had won AT&T's Telephone Time with John Nesbitt away from CBS-TV and will start the drama show April 4 or 11 for 52 weeks in the Thursday 10:10-10:30 p.m. period.

Announcement was made jointly with James E. Hanna, vice president in charge of radio-TV for N. W. Ayer & Son, agency for the sponsor. Telephone Time began last year on CBS-TV in the Sunday 6:6-6:30 p.m. spot.

KFLY-TV to Be CBS-TV Regular

KFLY-TV Lafayette, La., March 1 becomes the first station to graduate from CBS-TV's Extended Market Plan group to status as a regular affiliate; Herbert V. Akerberg, CBS tv station relations vice president, said that on that date KFLY-TV would become a primary supplementary affiliate. The ch. 10 station is headed by Paul H. DeClouett as president and Diere nell Hamm as general manager. CBS-TV's extended market plan, now in its second year, was designed to bring smaller market stations into the national commercial television picture. It now has 34 member stations.

PERSONNEL RELATIONS

Musicians Charge Collusion Between Petrillo, Employers

CHARGE that there is complete collusion between James C. Petrillo, president of the American Federation of Musician's, and employers of musicians in recording and motion picture industry "to deprive their employees of the fruits of their labors" was injected Thursday into the legal battle of a group of Hollywood musicians employed in those industries to halt payments into the music performance trust funds and to secure those fees for themselves.

Harold Fendlner, counsel for the musicians, who are suing the AFM for more than $13 million in damages, made the collusion charge during argument before the California district court of appeals on an appeal from a decision of Judge John J. Ford of the Los Angeles superior court. He had denied them an injunction to prevent the companies from making further payments to the trust funds pending a trial on merits of the musicians' charges.

Judge Ford said his court had no jurisdiction, since one of the essential parties, Samuel R. Rosenbaum, trustee to whom the payments are made, is located in New York, outside the jurisdiction of a California court [B†, Jan. 28]. The state appellate court agreed to hear argument on the matter of jurisdiction, meanwhile continuing in effect a temporary order restraining the employing companies from making the payments due the fund on Feb. 15 [B†, Feb. 11].

Jaffe Resigns AFTRA Post To Pursue Outside Interests

HENRY JAFFE, national counsel for the American Federation of Television & Radio Artists for 20 years, submitted his resignation last week, and the union's board of directors accepted with "extreme regret."

In his letter of resignation, Mr. Jaffe pointed out that he had attempted to resign as national counsel several times during the last two and a half years, but said he had remained in the post "at the insistence of the board." Mr. Jaffe said his decision was "final and irrevocable," explaining that he is about to enter "various production ventures in television and other entertainment fields and these activities, together with my responsibilities to my law practice, will make it impossible to serve you any longer."

He asked the board to select a successor no later than the end of March. Mr. Jaffe last year resigned as counsel to the New York local of AFTRA.

Mr. Jaffe and his brother, Saul Jaffe, are partners in a New York law firm with clients in the entertainment field, and in Showcase Productions, which produces various dramatic shows. Several weeks ago the Jaffe brothers confirmed reports that they planned to dissolve their law partnership but said no decision had been reached about the disposition of their television properties, including Goodyear-Almo Television Playhouse and Producers' Showcase on NBC-TV.

FILM

New Procedures Given At CBS-Tv Film Meet

A NEW discount plan, a "basic" price formula, and a new type bookkeeping system were unveiled at the annual sales clinic of CBS Television Film Sales Inc. in New York last week [Closed Circuit, Feb. 18].

At the same time, executives of the CBS film syndication unit, underscored a business climb in terms of a 20% rise last year, an expected 20% increase over that mark this year, and a still further 20% rise next year.

The film sales organization has decided to offer its six shows in package form. The six: Amos 'n Andy; Files of Jeffrey Jones; Gene Autry: The Range Rider; The Whistler, and Life With Father. Stations which program six episodes of one of the shows each week or one-half hour of each of the six shows weekly, can earn a maximum discount of 50%. Other combinations of less than six but run on a strip basis instead of once a week will earn discounts on a sliding scale up to the 50% maximum.

A new basic pricing formula has been developed for every market in the country for each of CBS Television Film Sales' shows, the clinic disclosed. The pricing for each of the film shows is based on the number of tv sets in each market in relation to the total number of sets in the country.

The salesmen also learned of the new bookkeeping plan that will be provided for clients, giving agencies only one bill that will consolidate time and talent.

The CBS film unit has two new shows ready for syndication, with pilots to be released within a week. It has an additional four shows ready to go into production.

Television Programs of America Combines Central, Chicago Units

CENTRAL and Chicago divisions of Television Programs of America, New York, have been consolidated into one unit, the Central division (also located in Chicago) under the supervision of Walt Plant, it was announced last week by Michael M. Sillerman, executive vice president of TPA.

Mr. Plant, who has been with TPA since January 1956 and has been serving as Central Division manager, has been named administrative-ex.
Nielsen Coverage Service
No. 2 survey shows

... that WSB-Radio delivers more audience
than any other radio station or established
combination of radio stations in Georgia.
This dominance exists not only in
WSB-Radio's total coverage area, but also in the
60-county Atlanta retail trading area,
in the 27-county Nielsen NSI area, and in the
4-county Atlanta Metropolitan area.
Ask your Petry man to show you all the facts.

WSB radio
The Voice of the South/Atlanta

"White Columns"
is the home of
WSB Radio and WSB-TV

NBC affiliate. Affiliated with The Atlanta Journal and Constitution
MANAGEMENT-ENGINEERS—THE ANSWER TO

140 Studio ZOOMARS used by station
35 Universal ZOOMARS used by network

SPEED: F:3/9 • ZOOM RANGE: 2½ TO 16 INCHES
WEIGHT: TEN POUNDS • LENGTH: FOURTEEN INCHES
THIS LENS DOES NOT TIE UP A CAMERA.
CONVERTS TO ALL AMERICAN ORTHICON CAMERAS
COLOR BALANCED & CORRECTED, MONOCHROME, COLOR
MOUNTED OR REMOVED IN LESS THAN A MINUTE

Superior... because they are faster, lighter, and
more flexible—used everywhere on most important local
and network television productions and commercials

Mel Allen, famous sports announcer, covers the
World Series with Universal Zoomar.

Harvey J. Aderhold, Chief Engineer, WLW-A,
Atlanta, Georgia, the first station to take deliv-
ery on a UNIVERSAL ZOOMAR.

Lionel Wittenberg and Dr. Frank G. Barket,
center of the STUDIO ZOOMAR and Uni-
VERSAL ZOOMAR LENSES, at Stati
WISN-TV, Milwaukee.

KUTV, Salt Lake City, Utah...........................Herbert Holtshouser
NBC, New York.................................Dick Almance
Board of Education, Hava Rey, F. R.....Don Rafael Delgado Manquez
NBC, New York.................................James Glenn
Radio Belgrano, Buenos Aires, Argentina............................Herb Koblin
KPLS, New York.................................Oris Freeman
KTRV, St. Paul, Minn...............................William Seidler
WTMY, Milwaukee, Wisc............................Phil Lesser
WHO, Des Moines, Iowa...........................Read Snyder

WLW-T, Cincinnati, Ohio....................Howard Lepino
WISH-TV, Milwaukee, Wisc.................Lionel Wittenberg
WTIN, Washington, D.C............................Holl Wilson
NBC .................................................New York
WLS-A, Atlanta, Ga..............................Harvey Aderhold
WCPD-TV, Cincinnati, Ohio.................Paul Adams
WWL, Springfield, Mass........................Donalde Shae
NBC .................................................New York

WCTV, Hartford, Conn......................Rogers
CBS .................................................New York
WCTV, Miami, Fla.............................W. C. Scott,
WBAL ..............................................Baltimore, Md
WBAN, Chicago, Ill..........................New York
KABC ..............................................New York
WWLS, Houston, Tex..........................George Chee
CAMERA OPERATION, IMPROVES PICTURE, REDUCES COSTS!

everywhere for monochrome and color independent stations—studio and remote

THE NEW Universal ZOOMAR

We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!

You have seen its studio use on leading network participation shows where they pan and zoom from stage to audience. It has speed and range for any show where only one camera is used, such as church services, boxing, wrestling, bullfights, bowling, etc.

LARRY J. ADERHOLD, CHIEF ENGINEER, WLW-A, ATLANTA, writes:

"We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!"
Screen Gems Forms Another Sales Area

ESTABLISHMENT by Screen Gems of a new fifth regional sales area covering the north central region and the appointment of Stanley Duddleston as manager were announced last week by Jerry Hyams, director of syndication for the firm.

Mr. Duddleston who will headquarter in Detroit, formerly was midwestern regional sales manager for Hygo. With this additional region, Screen Gems now has five sales areas within the U. S.

The appointment was disclosed after the first syndicated sales convention of SG since the acquisition of the Hygo-Unity product last December. The convention was held in New York in two parts—Feb. 5-Feb. 9 for sales representatives of eastern, north central and midwestern areas and Feb. 12-15 for representatives from southern and western areas. Sales, advertising and promotion plans for Hygo-Unity were outlined.

Mr. Hyams also announced that Pat Rastall, formerly with ABC-TV Film Syndication, has been named a sales representative for SG in the midwestern area, and will operate out of the Chicago office under Henry Gillespie, midwestern area sales manager.

WBKB (TV) Claims Film Record

WHAT is described as "the biggest sponsor sale of a film package to any retail advertiser in America" was announced Tuesday by Sterling C. Quinan, ABC vice president in charge of WBKB (TV) Chicago. The purchase was that of 87 20th Century-Fox film classics on WBKB by Courtesy Ford Motors, that city, for an estimated $750,000. It was negotiated with Jim Moran, president of the auto firm and traditional heavy tv film buyer.

'Hawkeye' Goes Over $1.6 Million

TOTAL gross billings on "Hawkeye and The Last of the Mohicans" tv film series have exceeded the $1.6 million mark, it will be announced today (Monday) by Michael M. Sillerman, executive vice president of Television Programs of America. TPA has sold the program in 74 U. S. markets and to Incorporated Television Programmes of London for Britain and Australia. In addition, CBC, which is co-producing the series with TPA, will present it in both English and French versions.

FILM PEOPLE

Richard A. Harper, operations director, MGM-TV, television subsidiary of Metro-Goldwyn-Mayer (Loew's Inc.), named general sales manager and is succeeded by Sol Schriber, Loew's theatrical distribution department.

Margueright Tazelaar, formerly with publicity department of DuMont Bestg. Corp. and movie critic-feature writer on New York Herald Tribune, to Associated Artists Productions, N. Y., as press contact for trade and other publications.

EDUCATION

Educational Tv Project Initiated For Alabama's Public Schools

BROADENING of the existing curriculum of the public school system, television instruction in areas of serious teacher shortages and in-service training for teachers to help improve their teaching skills are the highlights of a new joint project designed to improve educational opportunities in Alabama through the use of educational tv.

Five institutions and agencies are cooperating with Alabama's public schools in conducting the project, financed by a $72,000 grant to the U. of Alabama from the Fund for the Advancement of Education, said James H. Newman, the university's interim president. The FEA grant will be matched by existing Alabama educational tv funds, he said. The program will cover a three-year period.

State groups cooperating in the project are the U. of Alabama, Alabama Polytechnic Institute (Auburn), the State Dept. of Education, the Alabama Educational Television Commission, and the Birmingham Educational TV-Productions Commission.

The first public school tv series will be done in the natural science subjects at each of the state's three production centers.

All programs produced at each center will be televised simultaneously on the three channels of the Alabama Educational TV Network: ch. 3, WBHQ (TV) Birmingham; ch. 7, WTVQ (TV) Munford, and ch. 2, WAIIQ (TV) Andalusia.

Television Seen as Teaching Aid, No Answer to Teacher Shortage

EDUCATIONAL tv may serve as a teaching aid but it will never "solve the teacher shortage," a New Jersey educator declared in Chicago Feb. 15.

E. De Alton Partridge, president of New Jersey State Teachers College, Montclair, N. J., told a tv subcommittee of the American Association of Colleges for Teacher Education, of which he is chairman, that references to eliminations of instructors' positions are "creating insecurity among teachers."

Mr. Partridge expressed belief that "pure tv teaching" can't be done because "education doesn't take place that way" and argued that attention should be devoted on how tv can improve teaching, "not take over the job."

Notre Dame U. Plans Workshops

TECHNIQUES of "planning and writing school radio and television scripts" will be explored during the first of two writing workshops at the U. of Notre Dame June 24-July 12, the school has announced. Sessions are designed primarily for high school and college instructors who number school publication, publicity and promotion among their chores, in addition to their teaching.

Other workshops are intended for instructors who wish to develop their own creativity and stimulate greater interest in writing among their students. Writing for school papers and yearbooks, fiction and poetry are among other subjects to be covered. Article-writing will be explored in the second workshop starting July 15.
In the all important field of coverage, WMCT is a resounding first! According to recent coverage figures, WMCT reaches 9.5% more TV homes than Station B, and 17.67% more than Station C. Because WMCT reaches more TV homes over a greater area, your station time on WMCT costs less on a per thousand basis, the real barometer in evaluating TV advertising costs!
Your best TV buys in Memphis will be found on WMCT—the area station for coverage and results.

TOP RATED MORNING PROGRAM
"Today" with a top rating of 15.2.

TOP RATED AFTERNOON PROGRAM
"Queen for a Day" with a top rating of 17.5.

TOP RATED AFTERNOON MOVIE
The "First Show" with a cumulative rating of 26.3 (Forty-one-county cumulative rating 31.9)

TOP RATED NIGHT-TIME MOVIE
"Academy Award Theatre" with a top rating of 14.7.

TOP RATED CHILDREN'S SHOW
"Playhouse" with a cumulative Monday thru Friday rating of 13.9.

SOURCE:—
Nov. 1956 Memphis & Shelby County ARB.

SOURCE:—
Nov. 1956 The Memphis Area 41-County ARB.

WMCT—WMCF—WMCT MEMPHIS’ FIRST TV STATION
100,000 WATTS • NBC BASIC
Owned and operated by THE COMMERCIAL APPEAL
FREEDOMS AWARDS ANNOUNCED, WTVJ (TV), NBC TAKE TOP HONORS

TWENTY-NINE stations, networks and sponsors were named for radio and television awards by the Freedoms Foundation at Valley Forge, Pa., last Friday. Broadcast representatives also took prizes in other categories of the annual program recognizing "outstanding efforts to improve public understanding and appreciation of the basic constitutional rights and freedoms inherent in the American way of life. . . ."

WTVJ (TV) Miami, Fla., took the top television award for Listen to the People, a public service program for Independence Day. NBC, for Threescore and Five, radio public service series on the country’s senior citizens, received the top radio award. In addition NBC was named for a distinguished service award, given to winners in at least six of the foundation’s eight annual programs.

Other television winners (* denotes distinguished service citation):

SERIES TELECASTS

WBKB (TV) Chicago, Ill., for Father Rigney Speaks, public service, featuring a missionary priest relating his experience as a prisoner behind bamboo Curtain.

WBBZ-TV Boston, for History for Small Fry—a public service series teaching history to young people.

WFIL-TV Philadelphia, for Benjamin Franklin—The Compleat Man, a public service series.

SINGLE BROADCASTS

Campbell Soup Co., Camden, N. J., for "Local Election" program on Lassie series on CBS—the story of how one family learned the importance of voting.

The Christophers, New York, for "Knock On Every Door" program on various stations—a dramatic presentation showing how citizens work in local elections.

CBS New York, for "The History of American Political Parties" program on Bandwagon ’56.


Firestone Tire & Rubber Co., Akron, Ohio, for "Springtime, U. S. A." on the Firestone Hour on ABC, a salute to America’s heritage of freedom.

* General Motors Corp., Detroit, for "Birth of an American" on NBC’s Wide World.

* NBC, for "The Bill of Rights" on Open Mind, panel discussion.

WTOP-TV Washington, D. C., for "The Blessings of Liberty" public service program showing government in action in the national capital.

Other radio winners:

SERIES BROADCASTS

* ABC New York, in cooperation with American Red Cross, Washington, D. C., for Disaster, a public service series.

Industrial Information Institutes Inc., Youngstown, Ohio, for Tales of the Mahoning & Shenango Valleys, success stories of local citizens carried over WHH Warren, Ohio; WPIC Sharon, Pa.; WFAH Alliance, Ohio; WFMJ, WBKN and WBBW, all Youngstown, Ohio.

KDKA Pittsburgh, for Allegheny Roundtable, a series focusing attention on the problems and achievements of the community.

WHEC Rochester, N. Y., for Youth Asks the Question, a public service series where young people pose questions on municipal government.

WOWO Fort Wayne, Ind., for Freedom Day Broadcasting, a day-long program of freedom messages on Columbus Day, 1956, integrating patriotic material into practically every scheduled program for that date.

Standard Oil Co. of California, San Francisco, for Standard School Broadcast, a weekly series emphasizing in words and the art directors on the tv commercial and Richard Van Benthem the artist.

Presentation was made Thursday, preceding the 12th annual West Coast Exhibition of Advertising and Editorial Art which opens next Wednesday in Los Angeles under the sponsorship of the Art Directors Club.

Top honors at the dinner went to Robert M. Wheeler, art director of Young & Rubican, who won two medals, one for designing the best publication ad and one for planning and supervising the best photograph. Other medals went to Arthur Grossweiler and Michael Such for the best painting, Max Yavno, best photograph, Bill Hyde, Lowell Herrero and John Flack, outdoor poster and Saul Bass, design direct mail piece.

Certificates of distinctive merit were awarded for outstanding art work in a number of categories, including two for tv commercials. Animation Inc., Hollywood, won a certificate for its black-and-white animated commercials for Kroger Co., placed through Campbell-Mithun Inc. [BT, Feb. 11]. Art directors were Cleo Hovel and Earl Klein and artists were Ed Barge and Ron Naidenberg. Certificate for color film commercials went to T. V. Spots Inc., Hollywood, for its commercials for Standard Oil of New Jersey, placed through McCann-Erickson. Art directors for these spots were Norm Gottfredson and Paul Sommer; artists were George Cannata and Bob Bemiller.
WHEN YOU BUY ATLANTA...BUY waga-tv
AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a "must" market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programing. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.

TOP DOG IN THE NATION'S 21st MARKET
waga-tv
CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—118 E. 57th St. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.
music the heritage of people living in freedom.
Troop Information & Education Div., Dept. of the Army, Washington, D. C., for The Army Hour Series, the story of America in words and music.

Youngstown Sheet & Tube Co., Ohio, for inspirational messages on Don Gardner's World of Sports program, devoting regular commercial time to educational messages about the American system.

WJAN Spartanburg, S. C., for I Am Thirty, a musical narrative emphasizing the freedom concepts important to young men who have preserved America’s freedom during wars.

mathrm{\text{WKOX Framingham, Mass., for Re-dedication of Concord Bridge, a narrative relating the historic importance of America’s pioneer patriots.}}

mathrm{\text{WLOA Braddock, Pa., for The House You Live In broadcast, discussing the fundamentals of the American way of life.}}

Cited for awards in the “miscellaneous spiritual values” category were:

ABC, in cooperation with the National

AWARDS


KFI Los Angeles, Calif., in cooperation with Fremont High School, Los Angeles, for special “Memorial Day Program” on Young America Sings series.

WCAU Philadelphia, for As I See It broadcast of June 18, 1956, relating the story of the “new look” in America’s economy.

WCNR Bloomsburg, Pa., for “The Other Washington”, a documentary program based on the life of George Washington at Mount Vernon.

WAN Spartanburg, S. C., for I Am Thirty, a musical narrative emphasizing the freedom concepts important to young men who have preserved America’s freedom during wars.

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Cited for awards in the “miscellaneous spiritual values” category were:

ABC, in cooperation with the National

AWARDS


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WCAU Philadelphia, for As I See It broadcast of June 18, 1956, relating the story of the “new look” in America’s economy.

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ABC, in cooperation with the National
4 States Coverage Tied into One Big Market

- **COVERAGE IN 32 COUNTIES**
  In Texas-Arkansas-Oklahoma-Louisiana (NCS #2)

- **OVER 100,000 TV HOMES**
  88,450 TV Homes (NCS #2) (plus Projected increase) not including Home County of any other TV Station

- **ENTHUSIASTIC ADVERTISER ACCEPTANCE**
  Illustrated by 250 Hours Sponsored Network Programs Monthly

**KCMC-TV**

**CHANNEL 6**
TEXARKANA - TEXAS, ARKANSAS

**MAXIMUM POWER 100,000 WATTS**

Walter M. Windsor  
*General Manager*

Richard M. Peters  
*Commercial Manager*

Represented by Venard, Rintoul and McConnell, Inc.

by the only sales influence which unites the great resources and buying power of over 600,000 people...

(engaged in industry, commerce, agriculture, oil production in the most diversified and growing area in the country.)
Use
WFLA-TV
to make hay where the sun shines!

Only the sun covers more of Florida than WFLA-TV!

30 COUNTIES IN FLORIDA'S RICHEST, MOST HEAVILY POPULATED TRADE AREA, INCLUDING ...

FLORIDA'S 2nd MARKET

WFLA-TV blankets the fast-growing Tampa-St. Petersburg area, where far-sighted industrialists are investing billions of dollars in new plants and expanded facilities. The Tampa-St. Petersburg Metropolitan area is now Florida's 2nd and the nation's 36th retail market!

But that's not all! WFLA-TV delivers a 30-county industrial-agricultural area where more than 1 1/4 million people, owning 330,000 TV sets, spend over $1 1/4 Billion in retail stores annually.

Consult your BLAIR-TV man for top-rated availability on this sales powerhouse of Florida's West Coast — where steady year 'round buying power is supplemented by millions of tourist dollars!

(Figures from SM Survey of Buying Power—1956)

PRESENTING a National Exchange Club plaque to John B. Poor (r), Mutual Network president, for MBS' efforts during the 1957 National Crime Prevention Week is J. Benjamin Brick of Atlantic City, N. J., Exchange Club past president. This is the third successive year that Mutual has received an honor from the Exchange Club for its dramatic program impact to fight lawlessness. MBS prepared station-break spots outlining how motorists are the "biggest law breakers in the land."

AWARDS

Council of Churches, New York, for the radio program, The Stranger Who Stayed, religious series.

Calvary Presbyterian Church, Cleveland, for Religion That Works, on WQAR Cleveland, emphasizing religious traditions of America.

CBS, for Church of the Air, weekly series presenting tenets and inspiration of all faiths.

Dr. James W. Fife, Jr., Los Angeles, for "The Lighted Window," on various stations, a sermon on film relating basic concepts of the American way of life.

Lutheran Church Missouri Synod; Lutheran TV Productions, St. Louis, for This Is the Life series on various stations, emphasizing in dramatic form the spiritual value of the American way of life.

NBC in cooperation with National Council of Churches of Christ in the U. S. A., National Council of Catholic Men and Jewish Theological Seminary of America, for Frontiers of Faith, public service series on issues important to citizens in evaluating the American way of life.

Spiritual Mobilization, Los Angeles, for The Freedom Story, weekly radio series on the religious approach to problems of individual, family and group living, and answering them in the American way.

WCAU-TV Philadelphia, for "Bless This House", public service program on religion in American life.

WGN-AM-TV Chicago, for Faith of Our Fathers, radio and tv public service series featuring churches of all faiths.

In the advertising class, Storer Broadcasting Co., multiple station owner, again won an award for its trade advertising series on American landmarks. This series was cited last year [B&TV, Feb. 27, 1956].

The U. of Texas, Austin, won an award in the campus class for the radio-tv programs, Come to the Party—Any Party, written and staffed by faculty and students as a contribution toward an enlightened vote. The programs were simulcast over KTBC-AM-TV Austin.

Freedom Foundation is a non-profit organization which is supported by public subscription. A jury composed of state supreme court jurists and heads of national patriotic, service and veteran organizations selected the award winners. Dr. Kenneth D. Wells, foundation president, announced the awards at special George Washington's birthday ceremonies.

14 RADIO-TV AWARDS CONFERRED BY NCCJ

FOURTEEN radio and television programs were announced last Thursday as recipients of National Brotherhood Media Awards for "outstanding contributions to the cause of brotherhood" during 1956.

Three others were chosen to receive certificates of recognition for advancement of brotherhood.

The awards, which this year totaled 25 in all media, are presented annually by the National Conference of Christians and Jews during Brotherhood Week. They encompass such fields as cartoons, articles, editorials, books and motion pictures as well as radio-tv.

The award winners in broadcasting:

Radio—WIAT Spartanburg, S. C., for its Everything About It Is Appealing disc jockey program; WNYC New York for "numerous programs in the cause of brotherhood and mutual understanding"; KNX Hollywood for its Minority Report series; ABC for The Lonely Alabamian program; and WBNS Columbus, Ohio, for its Lighthouse series.

Television—U. S. Steel Hour's "Noon on Doomsday" on CBS-TV; Medical Horizons on ABC-TV; Kakla, Fran & Ollie's 1956 Brotherhood Week salute on ABC-TV; the Dean Pike program's "What's Happening in This Country Now?" on ABC-TV; Alcoa Hour's "Tragedy in a Temporary Town" on NBC-TV; Telephone Time's "The Man With the Beard" on CBS-TV; Frontiers of Faith's "The Gift" on NBC-TV; The Open Mind series on WRC-TV New York; and See It Now's "Report From Africa" on CBS-TV.

Broadcasting winners of certificates of recognition:

Radio—WGY Schenectady's Words of Our Children, a documentary.

Television—NBC-TV's Frontier series, and the Danny Thomas Make Room for Daddy series on ABC-TV.

Award scrolls were to be mailed to winners last week.

KING-AM-FM-TV Wins Award

KING-AM-FM-TV Seattle Feb. 15 was named winner of the Paul Bunyan Award of the Seattle Chamber of Commerce for attracting favorable national attention to the city of Seattle. KING's entry was based on two achievements: feeding a program on the
Effective—March 1, 1957

BLACKBURN & COMPANY

will be established as National and Exclusive Radio-Tv & Newspaper brokers

James W. Blackburn, Clifford Marshall and Jack V. Harvey announce the formation of Blackburn & Company, national brokerage firm which will render a superior service in negotiation, financing & appraisal of radio-tv and newspaper properties.

- NEGOTIATIONS  •  FINANCING  •  APPRAISALS  •

Blackburn & Company

WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
Washington Building
Sterling 3-4341

ATLANTA
CLIFFORD B. MARSHALL
Healey Building
Jackson 5-1576
without a "peer"
in the rockford area!

mike band

without limits sales

inside wrex-tv is the king salesman

the rockford tv area — illinois’ 1st market
outside rockford — is 400, 195 families strong,
with $2,357,080,000 income. it embraces
rich farm counties whose cities house industrial
giants like general motors, fairbanks-morse,
parker pen, burgess battery, sundstrand . . .
and show sales indexes like rockford’s 158,
beloit’s 151, janesville’s 153, dekalb’s 184,
freeport’s 176, dixon’s 203. sales total
$2,357,080,000, average $4,265 per family
— 447 above average.

the most recent viewership survey again
shows wrex-tv as the favorite, by better
than 3 to 1. it’s favored by advertisers too
. . . for its consistent results, at much lower
cost per thousand.

j.m. baisch, general manager
represented by h.r. television, inc.

awards

children’s orthopedic hospital, seattle, to
the abc-tv network; and covering the
gold cup hydroplane races in detroit.
king-tv films of the race were decisive
in refuting the contention of some race
judges that a seattle boat was disqualified
for hitting a buoy.

award shorts

j.l. van volkenburg, member of board
of directors, cbs inc. and retired president
of cbs-tv, will receive outstanding achievement
award from u. of minnesota, feb. 28. award is reserved for former students
who have attained “high eminence and dis-


lawrence h. rogers ii, president-general
manager, wsaaz-am-tv huntington, w. va.,
received distinguished service award
of huntington junior chamber of com-
merce.

martha crane, women’s director at wls
chicago, has been selected by women’s adv.
club of chicago as city’s woman of distinction
for 1957, in recognition of her 28 years
in broadcasting.

sarah paterniti, traffic manager, wtjn
jamestown, n. y., named “jamestown’s
woman of the year” by inter-club council,
that city.

curt ray, kmox st. louis, won slenderella
international “announcer of the year” award.

wtn-c-am-tv st. paul received 1956 con-


serving award from governor orville l.
freeman for “outstanding contributions to
the preservation and use of minnesota’s nat-


ural resources.”

plaques for being first in oklahoma
and first in the nation in the exchange
of news through the associated press
are awarded to officials of krmg
tulsa. wilbur martin (l), ap okla-


homa bureau chief, presents the state
plaque to krmg general manager
frank lane, and john aspinwall, ap
radio news editor (r) presents the na-
tional plaque to krmg news direc-
tor glenn condon. presentations were
made a fortnight ago at the annual
meeting of the oklahoma ap broad-
casters assn. in tulsa (at, feb. 11).
second and third place winners,
wtmi milwaukee and whls port
huron, mich., will receive their awards on march 30.

manufacturing

at&t ‘56 tv take
hits $31.5 million

• company makes annual report
• revenue rises $565,871,000

american telephone & telegraph co.
last week reported a gross increase of
$565,871,000 for 1956 in operating revenue
and other income. in at&t’s annual report,
listing of operating revenues came to
$5,956,807,000 as against the 1955 figure
of $5,390,936,000.

of the 1956 income, $31.5 million came
from bell system interexchange video
revenues, at&t was told. this included network
line charges plus those accrued from closed-
circuit tv operations. no breakdown or com-
parable figures for 1955 were given.

operating expenses and taxes for 1956
exceeded those for 1955 by $458,359,000.
net income for at&t last year was $777,-
791,000—a gain of $94,247,000 over 1955’s
net income. net income per average share
($13.16) represented a gain of six cents per
average 1955 share.

in the broadcast field, at&t claimed
a three-fold development. the first was the
opening on sept. 25, 1956, of the first trans-
atlantic telephone cable, linking nova scotia and scotland. this line has already
been used by CBS and nbc for radio
broadcast purposes.

the second development lay along paths
of expanding closed circuit and educational
television. in hagerstown, md., at&t has
linked eight school buildings and three civic
buildings on what it calls a five-year trial
basis. eventually, at&t intends to intercon-
nect 48 schools in maryland’s washington
county. it also hooked up more commercial
tv stations with the network links.

the third development is still in some-
what of an experimental stage. bell labs
are trying out a new microwave
telephone relay system to provide an economical
means of carrying tv signals over distances
of 100-200 miles. it also is developing a
high-frequency relay system which, by virtue of its being in the 6000 mc band,
may carry four times as many conversations
as today’s relay systems.

in tv sponsorship, the bell system broke
into network television programming with
telephone time, a weekly series of dramatic
stories “told” by john neubit. this pro-
gram was placed last year on CBS-TV
(sun., 6:00-6:30 p.m. est) through n. w.
ayer & son, new york. bell, long a radio
sponsor with the famous bell telephone
hour (which continues on nbc radio, sun.,
9:30-9:30 p.m. est), also sponsored the
first in its new science series nov. 19.
this hour-long entry, “our mr. sun,” pre-

now! the real facts about tv
in el paso . . . page 19

broadcasting • telecasting
IT'S ALL NEW!!

ANNOUNCING

KANSAS CITY'S ONLY
COUNTRY-WESTERN MUSIC STATION

We say the Heart of America has let its Country and Western Music fans go a-beggin’ long enough! For years, city cousins had to depend on country cousins to keep in touch with the only really American form of music: hillbilly, mountain, country and western music! Now Kansas City's really up-to-date with its new-sales-building country western station —KCKN!

NEW DISC JOCKEYS
headed by DAL STALLARD ... everybody's favorite ... and including Cousin Lee, Little Herb, Dixie Don and Guy Smith

NEW MANAGEMENT
pledged to give you MORE enjoyment every minute of every day you're tuned to 1340—KCKN!

NEW ALL DAY, ALL NIGHT programming!
Yes, KCKN's now on the air 24 HOURS A DAY!

KCKN
1340
ON YOUR DIAL

NEW POWER!
Clearer, better reception ALL OVER GREATER KANSAS CITY ... and "Suburbia," too!

NEW NEWS COVERAGE
5 minute capsule news summaries EVERY HOUR at 25 minutes after the hour!

NEW COUNTRY-WESTERN MUSIC
programming: the music you've been asking to hear! 24 HOURS A DAY!

Affiliated with WARL, Washington DC. and WCMS Norfolk, Virginia
Represented by Charles Bernard and Company, New York, Circle 6-7242
Package buys available on any combination of the three stations.
empted Westinghouse's Studio One at 10 p.m. the second in the irregularly-placed series, *Hemo, the Magnificent,* also a Frank Capra production, will be aired March 20, 9-10 p.m. EST.

Collins Radio Co. Appoints Haerle, Valentine to Posts

APPOINTMENT of John M. Haerle as broadcast sales manager and William B. Valentine as its broadcast representative for New York, New Jersey, Ohio and the New England states has been announced by Collins Radio Co., Cedar Rapids, Ia.

Mr. Haerle, who has served in the broadcast field for 10 years, will direct Collins broadcast activities from Cedar Rapids, and Mr. Valentine, a five-year veteran in the field, will be stationed in New York City.

GE Over $4 Billion in Sales But Unhappy With Low Profits

ALTHOUGH sales for General Electric Co., Schenectady, passed the $4 billion mark for the first time in 1956 with a record of $4,090,015,658, GE President Ralph J. Cordiner expressed dissatisfaction with earnings, indicating they had failed to keep pace with the rise in volume.

Mr. Cordiner's remarks were contained in a year-end statement issued by GE last week. He noted that while 1956 sales represented an 18% increase over the $3,463,734,419 volume for 1955, net earnings rose but 2%—$213,756,849 as against the previous year's $208,908,054. This was attributed to "generally too low" operating profit margins resulting from the "unfavorable price situation in the electrical manufacturing industry." Other factors holding down net earnings were the high costs involved with expansion, research and development. (The 1956 expansion outlay was more than $34 million higher than in any previous year in GE's history. Since World War II, GE has spent $1.4 billion for expansion and modernization.

General Electric owns and operates WRGB (TV), WGY and WGFM (FM)—all Schenectady—earnings of which are included in the net figure.

'56 Tv Set Shipments Reported 7,028,456

SHIPMENTS of television receivers from factories to dealers in 1956 totaled 7,028,456 units, fourth highest year on record, but lower than 1955, when 7,421,978 sets were shipped, according to Radio-Electronics-Tv Mfrs. Assn. Following are tv sets shipped to dealers by states in 1956:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>65710</td>
<td>N. H.</td>
<td>2,045</td>
</tr>
<tr>
<td>Ariz.</td>
<td>47,522</td>
<td>N. J.</td>
<td>233,040</td>
</tr>
<tr>
<td>Ark.</td>
<td>70,195</td>
<td>N. M.</td>
<td>28,344</td>
</tr>
<tr>
<td>Calif.</td>
<td>94,602</td>
<td>N. Y.</td>
<td>778,946</td>
</tr>
<tr>
<td>Colo.</td>
<td>38,502</td>
<td>N. C.</td>
<td>150,109</td>
</tr>
<tr>
<td>Conn.</td>
<td>113,509</td>
<td>N. D.</td>
<td>28,960</td>
</tr>
<tr>
<td>Del.</td>
<td>18,274</td>
<td>Ohio</td>
<td>292,310</td>
</tr>
<tr>
<td>D. C.</td>
<td>60,675</td>
<td>Okla.</td>
<td>50,697</td>
</tr>
<tr>
<td>Fla.</td>
<td>238,140</td>
<td>Ore.</td>
<td>81,729</td>
</tr>
<tr>
<td>Ga.</td>
<td>147,751</td>
<td>Pa.</td>
<td>44,416,673</td>
</tr>
<tr>
<td>Idaho</td>
<td>28,082</td>
<td>R. I.</td>
<td>72,210</td>
</tr>
<tr>
<td>Ill.</td>
<td>294,385</td>
<td>S. D.</td>
<td>25,244</td>
</tr>
<tr>
<td>Ind.</td>
<td>179,080</td>
<td>S. D.</td>
<td>27,746</td>
</tr>
<tr>
<td>Iowa</td>
<td>86,188</td>
<td>Tenn.</td>
<td>129,471</td>
</tr>
<tr>
<td>Kan.</td>
<td>79,630</td>
<td>Tex.</td>
<td>365,849</td>
</tr>
<tr>
<td>La.</td>
<td>111,830</td>
<td>Utah</td>
<td>59,074</td>
</tr>
<tr>
<td>Me.</td>
<td>136,697</td>
<td>Va.</td>
<td>130,074</td>
</tr>
<tr>
<td>Md.</td>
<td>41,527</td>
<td>Wash.</td>
<td>110,059</td>
</tr>
<tr>
<td>Mass.</td>
<td>262,488</td>
<td>W. Va.</td>
<td>79,981</td>
</tr>
<tr>
<td>Mich.</td>
<td>282,599</td>
<td>Wis.</td>
<td>133,510</td>
</tr>
<tr>
<td>Minn.</td>
<td>110,791</td>
<td>Wyo.</td>
<td>9,982</td>
</tr>
<tr>
<td>Miss.</td>
<td>64,892</td>
<td>U. S. Total</td>
<td>7,010,723</td>
</tr>
<tr>
<td>Mo.</td>
<td>164,533</td>
<td>Ariz.</td>
<td>4,240</td>
</tr>
<tr>
<td>Mont.</td>
<td>29,489</td>
<td>Alaska</td>
<td>4,240</td>
</tr>
<tr>
<td>Neb.</td>
<td>59,249</td>
<td>Hawaii</td>
<td>3,200</td>
</tr>
<tr>
<td>Nev.</td>
<td>13,800</td>
<td>Grand Total</td>
<td>7,008,456</td>
</tr>
</tbody>
</table>

Hoffman Sales Up $2 Million In 1956 Over Previous Year

HOFFMAN Electronics Corp., Los Angeles, had sales of approximately $46,500,000 in 1956, compared with 1955 sales of $44,416,673, and earnings estimated at $2.17 per share last year against $2.15 the year before, H. Leslie Hoffman, president, reported last week in a letter to stockholders. Prospects are good for 1957, he said, with television inventories at a very low level and January of this year ahead of January 1956, in face of a general drop in tv business.

He also said that the firm's semiconductor division, which has opened a new research and development building in Evanston, Ill., is aiming at doubling its sales this year. The firm has embarked on an expansion program of both facilities and personnel, which has already brought James D. McLean, Philco vice president, to Los Angeles as president of Hoffman Laboratories, wholly owned subsidiary of Hoffman Electronics Corp. Mr. McLean is responsible in his new position for the work carried on by Hoffman for the armed forces in engineering, design and production of advanced electronics and electrochemical projects, including the supervision of over 400 engineers and 2,200 employees and 12 engineering service centers throughout the country and Alaska.

EYES TO TOMORROW

PEOPLE living in 2007 A. D. will have the opportunity to know if forecasts by Dr. W. R. G. Baker, vice president of General Electric Co., are accurate. A message prepared by GE's top electronics expert for enclosure in the cornerstone of KETV-TV Omaha may be revealed that year to 21st century people if the cornerstone is opened.

Dr. Baker predicts that television in the year 2007 will be "picture-on-the-wall" tv; tv broadcasting will "no longer be confined to geographical limits" but will be world-wide; television transmission will be perfect; automobile transmission will be electronic rather than mechanical.

A G-E television receiver, said to be the lightest and most compact designed for use today, will also be placed in the cornerstone so that people living years from now may have an example of "the highest point reached in tv receiver development" in 1957.

IT SOON will be tv eyes across the sea but to the moon man will never go, Dr. Lee de Forest, inventor of the vacuum tube, predicted yesterday (Sunday) from Washington over the Voice of America network.

Speaking on a U. S. Information Agency symposium over VOA, Dr. de Forest said "trans-oceanic television is only a matter of ten years or less," but passenger trips to the moon "constitute a wild dream worthy of Jules Verne." The USIA symposium was entitled "The Frontiers of Knowledge and Humanity's Hopes for the Future."

Dr. de Forest said trans-oceanic tv will be accomplished by "a location of relay stations and by taking advantage of reflections from the ionosphere."
In the "Rep" business you keep orders flowing into your stations or you're in a "jam." Getting orders takes smart headwork . . . fast footwork . . . and lots of plain hard work. That's why, when as a group of mature, sales experienced partners, we started H-R, we all agreed to be working partners.

The record shows that many radio and TV stations favor this kind of mature, two-fisted representation. That's why we have such a fine list. And to keep orders flowing into these stations, the partners who head up this firm, are still working partners . . . and we still "always send a man to do a man's job."
why

two?
One is for television... one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects... but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that adds important audience in terms of TV homes not otherwise reached by the basic TV properties and adds important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:

<table>
<thead>
<tr>
<th>New Homes</th>
<th>Home Visits</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-50% more</td>
<td>80-165% more</td>
<td>only 10-15% more</td>
</tr>
</tbody>
</table>

Basic TV Buy Added by ABC Radio

That's why today the new medium for television advertisers is network radio!

* Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.
RCA Denied Trial Delay In Zenith's Anti-Trust Suit

RCA APPEAL for delay of scheduled trial in its $61 million anti-trust patent suit with Zenith Radio Corp. was denied in Chicago District Court Tuesday.

RCA had accused Zenith with interference in the gathering of depositions from European witnesses and sought postponement of the trial beyond June 17. Judge Michael Igoe of Federal District Court denied the petition urging completion of depositions by the end of March. RCA accused Zenith of influencing witnesses on depositions.

Zenith counsel branded RCA charges as "a figment of the imagination." Zenith also is gathering overseas depositions. RCA originally filed suit in 1948, charging Zenith with infringement of patents. Zenith filed a counter-suit, charging RCA with restraint of trade and seeking treble damages.

Specifically, RCA accused Zenith of influencing Robert Roth, Zurich (Switzerland) department store executive in charge of radio sales, not to give a deposition in Paris. It asked the court to direct Zenith to inform 11 witnesses that it approved obtaining depositions from them.

Admiral Corp. Plans Expansion Of Radio-TV-Phonograph Plant

ADIMURAL Corp. has announced plans for a 150,000-square-ft. addition to its Harvard (Ill.) electronics plant, which it said would be the world's largest single facility devoted exclusively to radio-TV-phonograph unit production.

Ross D. Siragusa, Admiral president, reported the plant will have a daily capacity of 6,000 tv receivers and 1,000 hi-fi phonographs when completed. He attributed expansion to need for greater control over production and distribution costs.

Admiral also plans to transfer its portable tv plant at Bloomington (Ill.) to Harvard where radio-tv component production will be initiated.

MANUFACTURING PEOPLE

Raymond S. Perry, former president of Federal Telephone & Radio Co., IT&T division, appointed to newly-created post of vice president in charge of marketing for IT&T, N. Y.

Roy D. Jordan, manager of advertising and sales promotion, Broadcast Equipment Div., General Electric Co., has been transferred to Phoenix, Ariz., in similar capacity for GE's Computer Dept.


Joseph A. Ricca, operations manager, Precision Components Div., Norden-Ketay Corp., Stamford, Conn., to Allen B. Dumont Labs, Clifton, N. J., as manager of the mobile radio communications department.

Mead Brunet, RCA vice president and managing director of RCA International Div., N. Y., named vice chairman, board of trustees, Union College, Schenectady, N. Y.

Calvin K. Townsend, executive vice presi-


Reeun Arnett, vice president, Allen B. Dumont Labs, Clifton, N. J., resigns to accept post as executive vice president, Chamber of Commerce of Greater Philadelphia.

MANUFACTURING SHORTS

RCA Camden, N. J., reports shipments of live studio color cameras (TK-41) to NBC studios in Brooklyn; 25-KW transmitter with 6-KW driver to WMFD-TV Wilmington, N. C. (ch. 6), and necessary equipment to complete installation of 3-vidicon color film camera to KFDX-TV Wichita Falls, Tex. (ch. 3). Firm also reports new type stabilizing amplifier designed to eliminate low frequency disturbances in both color and monochrome transmissions.

General Electric Co., Syracuse, N. Y., issued new booklet, Transistor Manual, containing basic information on transistors and their operations in circuits, which is obtainable for 50¢ from company's Semiconductor Products Dept. or from local G-E tube and transistor distributors.
Would like to express appreciation to the following wonderful people who helped us introduce our new personalities to the New York agencies at our recent reception.

TONI ARDEN
RUSSELL ARMS
EILEEN BARTON
CAROLE BENNETT
TONY BENNETT
POLLY BERGEN
MONA CAROL
DOROTHY COLLINS
JILL COREY
SAMMY DAVIS, JR.
DeJOHN SISTERS
STUART FOSTER
GEORGE HAMILTON IV
BILL HAYES
RICHARD HAYMAN
AL HIBBLER

DICK JACOBS
MORGANA KING
EDDIE LAWRENCE
DENISE LOR
GISSELLE MACKENZIE
MITCH MILLER
LOU MONTE
JAYE P. MORGAN
JOE REISMAN
EILEEN RODGERS
DICK ROMAN
JIMMY SAUNDERS
LUANN SIMMS
SYLVIA SYMS
TONY TRAVIS
ANDY WILLIAMS

REPRESENTED NATIONALLY BY GILL PERNIA, INC. New York, Chicago, Los Angeles, San Francisco
IN THE PUBLIC INTEREST

STATIONS GIVE 'MARATHON' BOOST TO MARCH OF DIMES CAMPAIGN

TV and radio stations throughout the nation again "put their best foot forward" - with telethons, broadcast marathons and stunts of all kinds - to raise money for the 1957 March of Dimes campaign.

In this year's Jan. 3-31 polio drive, radio and tv stations exerted top efforts to help the National Foundation for Infantile Paralysis combat the dread disease. The 1956 campaign total was $54 million.

Basil O'Connor, president of the National Foundation for Infantile Paralysis, earlier this month paid enthusiastic tribute to broadcast media for aid in the nation's fight against polio (B'T, Feb. 11).

For sheer endurance, disc jockeys Bob Kluz and Jack Platten of WROD Daytona Beach, Fla., took the prize with their 402-hour broadcast marathon staged from early morning Jan. 14 through Jan. 30 in the '57 campaign. Attracting interest and contributions from all parts of the county, the disc jockeys alternated on 30-hour shifts and plugged away for the March of Dimes with interviews, record playing, and announcements between and during regular programs.

No other announcer was on duty during the 17-day period, and no one else made even station break spots during the marathon.

Taped for 'Monitor'

What began as a radio effort for the area polio drive soon mushroomed into a broader scale as pledges started rolling in from nearby Georgia, and far away Illinois, New York and other states. March of Dimes officials from the Atlanta headquarters flew to Daytona Beach to lend support. And part of the marathon was taped for NBC's use on Monitor from New York City.

Jack Murphy, president and general manager of WROD, reported that unfortunately no estimate was made of the total sum raised by his two announcers in the marathon.

However, Mr. Murphy did estimate that each of the disc jockeys was strengthened by 1,730 cups of coffee and 5,180 cigarettes. He also said that approximately 350,000 words were spoken in the 17-day polio drive marathon.

Among the zaniest gimmicks reported by a radio station for the '57 campaign was that of nearby WMEN Tallahassee, Fla., which offered to the lucky listener (chosen by a drawing) contributing one dollar to the drive an opportunity to run the station as he pleased all day Feb. 5.

With more than $300 pledged, a drawing was held Feb. 1 and the owner of a local pest control company emerged as the lucky winner. The station's new "boss" fired WMEN's top disc jockey, Larry Owens, for the day, and gave away $300 in merchandise prizes to listeners.

(WMEN Program Director Dave Wagenvoord reported that though "Feb. 5 featured some unusual listening to the least," the station's one-day director remained within FCC regulations.)

On the television side of the ledger, Texas was not to be outdone. Houston's three tv stations - KTRK-TV, KPBC-TV, KGUL-TV - and nearby KTRE-TV Lufkin, collected over $220,000 in a joint 16-hour telethon show the weekend of Jan. 19-20.

The four stations cancelled all regular programming from 11 p.m. Jan. 19 till about 2:30 p.m. the next day, and pooled their talent and facilities to present continuous entertainment for viewers. Nearly 100 Lions Clubs, representing 40 Texas counties, joined the stations in conducting the telethon. Countless barrels and buckets were filled with bills and coins, and pledges offered, as thousands of cars moved through the drive-in, drop-in centers established in front of the four stations. Contributions continued to pour in after the telethon ended, station officials reported.

Included in other drive activity reports received by B'T from some 17 radio stations and 14 tv stations in 17 states and Canada are the following:

WKNE Keene, N. H., and the town's Junior Chamber of Commerce raised over $2,000 in a radio auction for the March of Dimes. Among "items" auctioned off were three new cars supplied by local dealers.

In another radio auction, WTSA Brattleboro, Vt., sold 10,000 bags of peanuts and a standing silo in its annual auction for the campaign. Livestock, retail merchandise and hours of labor donated by listeners also went on the block to bring in $4,500 for the drive.

At New York City's WNYC, Jan. 14, Mrs. Franklin D. Roosevelt displayed unexpected talent as a disc jockey when she "spun platters" - most Elvis Presley numbers and other rock 'n roll songs - for polio-afflicted children gathered at the station. Purpose of the gimmick was to encourage similar amateur talent shows across the country to support the March of Dimes drive.

More than 50,000 dimes in telephone pledges from central New York (state) were received by Syracuse's WHEN and WHEN-TV in its 12th annual March of Dimes tune auction simulcast Jan. 27. Radio and tv personalities and area civic leaders appeared on the three-hour program.

Two disc jockeys for WOKO Albany, N. Y., in 44 hours on the air, acquired $1,800 in pledges by making listeners compete for records they wished to hear on the basis of the size of their pledged contributions. Disc jockeys Geoff Edwards and Leo McDevitt handled the platter spinning.

Topping all its previous records, WNBF's (Binghamton, N. Y.) sixth annual telethon for the Broome County chapter of the NFIP had raised $26,000 in contributions and pledges by mid-afternoon Sunday, Jan. 27, and money was still coming in at the...
Martha Crane was selected for this high honor by the Woman's Advertising Club of Chicago, from nominations submitted by more than 100 clubs and organizations of business, artistic and professional women. This award is in recognition of her outstanding contributions in service and inspiration to her profession and her community during her 28 years as a radio personality on WLS.

Martha Crane is the midwest's best-known and most popular women's radio commentator. Her daily chats with the world's most interesting personalities, 8,500 to date, have made listening to WLS a must with midwest homemakers. 2,250,000 letters from them during Martha's years with WLS attest to their interest and response to "The Martha Crane Show" and their believability in WLS personalities and programs.

A Clear Channel Station

890 Kilocycles • 50,000 Watts • Represented by John Blair & Co.
BROADCASTERS often utilize marathons to support charity drives. But down in Arkansas they decided a walkathon might do the trick for this year's March of Dimes campaign.

The sheriff of Union County, El Dorado, Ark., O. E. Bishop challenged his colleague from Ouachita county, Grover Linebarier to the walkathon. The law officers agreed to walk 20 miles from court house to court house, each starting from his own and ending at the other's. Radio and tv aided and abetted the sheriffs' deeds.

Manager for the Union County official was W. N. McKinney, manager of KELD El Dorado. A mobile unit accompanied him. The unit covered the frequencies of both sheriffs. Sheriff Bishop began with $198. By the time the party reached "the city limits" Sheriff Bishop had picked up "over $450 in the plastic bucket" he was carrying.

John Turner of KRBB (TV) El Dorado took some film of footage for his evening newscast. Ed Hall, manager of KDNS El Dorado gave a noon report from his air mobile unit while flying over the location on Highway 7 between Camden and El Dorado. The KELD mobile unit, serving as the official mobile headquarters, drove slowly beside Sheriff Bishop as its red light blinked a warning to approaching motorists.

"Thanks to radio, the step-by-step progress of our walk was broadcast to the people of the two counties," said Sheriff Bishop. Both sheriffs were arrested by "opposing forces," jailed and bonds had to be raised. The bonds raised went for the campaign.

Sheriff Bishop reported: "The necessary funds were raised. My county raised nearly $8,500. Camden County collected nearly $7,000.

The finder of a $100 check hidden within the city limits of Danville, Va., by WDVA executives will be a $25 contributor to the local polio fund as well as the recipient of the $75 cash. Since WDVA officials hid the check last month, station announcers have broadcast daily clues as to its whereabouts. Even though the city's police department has joined in the search for the check, the last word to B+T from WDVA was "so far—no luck."

Pledges totalling $37,120 from its tri-state area were received Jan. 19-18 by KSLA-TV Shreveport, La., during a 17-hour telephone featuring entertainment by CBS-TV comedian Dick Van Dyke.

Further south in Baton Rouge, La., WAFB-TV gathered over $18,000 in pledges during a 10-hour telephone variety show Jan. 26-27. Station staffers and local tv personalities participated.

In the Midwest, WNDU-AM-TV South Bend, Ind., staged a five-day effort for the March of Dimes, culminating with a finale program Jan. 31 for the "Mothers' March on Polio."

Edward L. Doyle, the station's public affairs director, directed WNDU's public service campaign, which included Salk anti-polio inoculations—on camera—of over 50 station personnel; interviews of nine mothers from as many nearby communities for three successive days; presentation on a weekly feature program of an iron lung, polio victims and nurse-therapists; appeals on news, weather and sports shows by show talent, and spot announcements throughout the period.

WLPO LaSalle, III., collected nearly $1,000 cash in two days with its special "Dough for Polio" program. The broadcast Jan. 27 featured entertainment and interviews with polio victims at the Kaskaskia Hotel.

The governors of three states—Missouri, Iowa and Nebraska—literally tossed their campaign hats into a "sale ring" in a cooperative effort with KFNF Shenandoah, Iowa, to promote the March of Dimes.

When KFNF's Art Sorenson invited Governors James P. Blair (Mo.), Hershel Loveless (Ia.) and Victor Anderson (Neb.) to let him sell their campaign hats on his program, The Trading Post, to the highest bidder from each state, all three responded promptly with the hats and their photographs. The hats and photos currently are on display in various leading area stores.

Throughout February, Mr. Sorenson is accepting mail bids, which must be accompanied by a dime contribution or more to the polio drive. Bids and qualifying donations should be addressed to "The Trading Post," c/o KFNF, Shenandoah, Ia., he said.

KSDK-FM Manhattan, Kan., student training station at Kansas State College, joined KMAN Manhattan Jan. 12 to present a four-hour simultaneous broadcast for the March of Dimes. Remote crews originated...
They do things BIG in “America’s 27th Metropolitan Market”, served by WTAR-TV, Norfolk, Virginia.

In Newport News (see map) was built U.S.S. “FORRESTAL”, giant Aircraft Carrier. Her flight deck would hold The “Queen Mary” and The “Queen Elizabeth” simultaneously! Her engines turn up an estimated 200,000 H. P. and her basso-profundo whistle can be heard for 20 miles!

BUT THAT IS JUST A WHISPER compared with the “Voice” of WTAR-TV. This, the established VHF Station for five bustling cities, operates with maximum power and tower on far-reaching Channel 3.

POWERFUL, DOMINANT WTAR-TV IS THE ONLY STATION YOU NEED TO REACH POPULOUS TIDEWATER VIRGINIA.

**WTAR-TV**

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio — 720 Boush Street, Norfolk, Va.

Telephone: Madison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.
pickups from Randolph, Riley, Leonardville and Ogden (manned solely by students of KSDB-FM) during the program, which highlighted local talent and interviews from each point.

Thirty RCA Victor recording artists entertained some 2,500 fans on the New WDGY Dance Frolic show (WDGY Minneapolis-St. Paul) Jan. 19 on behalf of the March of Dimes. Such performers as Julius LaRosa, Jack Leonard, Frankie Lester, Joe Valino, Lurlene Hunter, Eddie Heywood, Lou Monte, Ann Gilbert and others were on the program. Earlier in the day the group made personal appearances at hospitals, department stores and radio and TV stations.

Lansing, Mich., teenagers turned out 2,700 strong for WILS' second annual "Teens Against Polio" dance held Jan. 26 at the Lansing Civic Center. Paying an admission charge of $.50 apiece, the youngsters danced to recorded music presented by three disc jockeys of WILS Lansing. A total of $3,648 was netted from the dance and a contest held in seven Lansing schools for the highest per capita dollar donations. A winner was selected from each of the schools. Prior to the dance WILS also held its weekly "Disc for Dimes" program for a 22-hour stretch, and Lansing listeners pledged $1,142 for their recorded requests.

Western Texans got into the act too, with an 18-hour TV show for the polio drive presented by KILT (TV) El Paso in the city's 15,000-seat coliseum. Area residents crowded the coliseum to see the first remote telecast in El Paso's history as professional entertainers from throughout the Southwest performed. More than $10,000 was pledged to the '57 campaign during the telethon.

It took 8½ hours broadcasting by George G. (Buck) Buchanan of KDON Salinas, Calif., to get out of Monterey County jail for "committing morning mayhem," but area fans sent him his $1,500 bail to the tune of $700 cash and $1,300 in pledges for the March of Dimes.

Monterey County sheriff's deputies "arrested" Mr. Buchanan Jan. 9, clamped him in a cell till his bail was paid by Salinas citizens. The disc jockey made his appeals directly from the jail.

Outpacing her two compatriots in a broadcast marathon over KUDU Ventura, Calif., for the March of Dimes, Jerry Loomis, 21-year-old station staffer from Ventura, attained what is believed to be a new women's broadcast record with an on-the-air total of 89 hours, six minutes.

Miss Loomis outlasted 21-year-old Shirley Spencer of Oxnard, who quit after 88 hours, 15 minutes, and Marilyn Martell of Santa Paula who fell asleep after 65 hours. Miss Loomis was broadcasting from Ventura, Miss Spencer from Oxnard and Miss Martell from Santa Paula.

Co-sponsored by KUDU and the East Ventura Lions Club, the trio's marathon brought in more than $3,000 in contributions and pledges to the drive. The marathon began at 1 p.m. Jan. 23 and ended at 6:06 a.m. Jan. 27, and the young women alternated in auctioning donated goods, playing musical requests and accepting contributions.

Discs Offered for Dimes

"Discs for Dimes"—a polio drive fund project—was the outgrowth of a spur-of-the-moment gag by disc jockey Del Moore of KLAC Los Angeles, who began by offering to sell a record he had just played to the first motorist arriving at the station studios with a dime.

Eleven motorists answer his first appeal, and Mr. Moore's brainstorm later was climaxxed with a 3½-hour record sale Jan. 31 on his regular show, broadcast for the occasion from the Mark C. Bloom service station on Sunset Blvd.

At his special platter-selling show, recording artists signed autographs, gals from the L. A. March of Dimes office directed traffic and KLAC's other disc jockeys assisted Mr. Moore with the sales. Donations ranged from a dime up, and for those motorists spending a dollar for a record, the Bloom service station washed their cars free of charge.

Up in San Francisco a parakeet's word power added $50 to the '57 polio drive. Niki, a parakeet owned by Miss Margarette Chase, secretary-treasurer of Borchers Bros., spoke the required call letters "KBY-1550" and her mistress was awarded $50 by the San Francisco station in its contest to test the speaking ability of such birds in the area. Niki, named after Vice President Richard Nixon, took only three days to learn the station's call letters, according to Miss Chase.

KNX Los Angeles, CBS' Columbia Pa-
GOOD SPORTS
are good
customers
and you'll find
them all on

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<th>SPORTS HEADLINES</th>
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Talking Sports to sports-minded men and women is a quick channel of communication to take for finding a receptive, interested audience.

And Channel 4 - Buffalo is the station to take you to most of the sports-minded, most often! For WBEN-TV features sports in its local programming, reports sports — accurately and completely — in its twice daily sportcasts, and presents CBS Network Sports events to Western New York's largest audience.

If making quick and easy sales is foremost in mind, consider the sports-minded that consistently favor viewing on WBEN-TV! It's a big audience ... in a big market! Write or call today for details and availabilities.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

WBEN-TV
CBS IN BUFFALO
your dollars count for more... on ch. 4
PIONEERING OUTER SPACE CAN WAIT!

by Harold F. Walker

Let's pioneer Outer Space, later! At the moment, let's whosoth to the South—with a sales thrust, powerful as the impact of a rocket taking off. Destination: WDIA, Memphis, where a market bonanza is waiting exploration—a Negro market that's Tangible, Tenable, Timely!

Tangible

The Memphis Negro market is tangible. This sales area has one of the nation's highest percentages of colored population, one of the heaviest concentrations of Negro income. Approximately 43% of Memphis residents are colored with a per capita income of $28.79 for every $100 of white income; while that of Chicago is $78.50, and New York, only $65.90.

What's more, Memphis Negroes spend 80% of that high bracket income on commodities—for example, more than 60% of all flour purchased in this section; more than 80% of deodorants and soaps.

Tenable

The market is, also, tenable. Since its inception, in 1948, as an exclusive Negro radio station, WDIA has recorded for its advertisers a marked and sustained advance, evidenced by its gross dollar volume increase of 600%. Low readership makes newspaper advertising an ineffective medium—low percentage TV ownership limits tangibility. The only 50,000 watt station in Memphis, WDIA dominates commercial contact with sales responsive consumers. Convincing statistics on the sales power of programs, serviced by WDIA, appear on the progress charts of clients, like:


Timely

Now is the time to explore the feasibility of a promotional program for your products. Recognizing the financial factor of the Negro wage earners, in the rapidly expanding economy of the South, you may participate in its development, securing priority advantages to sell and establish your brand. Drop us your name, on your letterhead, that we may send you a factual prospectus. Request too, your bound copy of "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

IN THE PUBLIC INTEREST

cific Radio network station, was awarded a plaque from Joe S. Kieve, March of Dimes campaign director, for its assistance in last year's polio drive. In the '57 campaign, a daily March of Dimes contest, with prizes awarded to listeners each afternoon, was conducted on the station's Matinee program.

Ten thousand votes—at $1.00 a ballot—cast by citizens of Great Falls, Mont., netted $1,000 for this year's March of Dimes campaign. In a week-long popularity contest between five favorite singers sponsored by KFBB-TV Great Falls.

Donating part of its Open House disc show to the polio drive, KFBB-TV disc jockeys played records by Elvis Presley, Pat Boone, Frank Sinatra, Fats Domino and Guy Mitchell, and listeners donated $10 for each vote cast.

KOMO-TV Seattle, Wash., presented 10 half-hour live color shows to raise money for the March of Dimes in Seattle and West-
ern Washington. Many of the station's Spotlight programs last month were devoted to fund raising for the polio drive. Amateur talent from Western Washington was featured on the programs, with auditions held in Everett, Aberdeen, Tacoma and Seattle. Up in the Maple Leaf country, Art Laing, weatherman for CKLW-TV Windsor, Ont., Canada, last month solicited contributions to the Canadian and American March of Dimes drives on his show, The Weather-
man (seven days a week), and collected over $28.79 from citizens in Southwestern Ontario and parts of Michigan.

The contributions flowed in, and the City of Windsor helped Mr. Laing with his monetary problems by lending him the city's coin wrapping equipment used for counting and wrapping parking meter monies.

Newscast Reunites Family

A MOTHER and daughter, separated for 42 years, will soon be reunited through a newscast on KOOL-TV Phoenix, Ariz. The daughter, who lived in Indiana but thought that her mother was in Arizona, requested the station's help. A newscast brought several leads, and one brought the two women in contact again.

Films Brotherhood Jingles Filmed

WNAC-TV Boston produced three film spots for national Brotherhood Week. The spots are animated jingles, aimed at youngsters, and 360 prints were shown across the country. Words and music for the spots were written and sung by Frank Luther, WNAC-

TV public affairs director. The station has been congratulated for its work by the National Conference of Christians and Jews, Inc., which ordered the spots.

KONO-TV Reunites Family

A SERVICEMAN, his wife, and a young son he had never seen were reunited through the efforts of KONO-TV San Antonio, Tex. The serviceman, who had lost his family's new address, returned home on leave from Korea. Police were unable to locate the family. KONO-TV carried a film story on an evening news show, and 10 minutes later a phone call brought the family togethers.

AID FOR FARM YOUTH

WTIC Hartford, Conn. is beginning its 10th year of a partnership project with young livestock farmers in Connecticut and western Massachusetts. The station's Farm Youth Program during the years has loaned $68,505 for the purchase of 435 purebred heifer calves. These have been raised by 354 boys and girls, each of whom became a partner of the station during the time the loan was outstanding. Three young men were awarded out-of-town trips last year for outstanding work in the program.

Clipping Service Expands

K RCA (TV) Los Angeles' Operation Haircut is expanding. Started last June to give free haircuts to the Boys Club of Hollywood, K RCA has built two special barber chairs for the children, and now also will serve the Los Angeles Orphanage Home. The station has two barbers in attendance twice a month to provide the clipping service.

Staff Efforts Aid Flood Victims

MRS. GLADYS HUBBARD, of WWKY Winchester-Mt. Sterling, Ky., personally raised $2500 for flood relief in eastern Ken-
tucky—and within 48 hours bought needed supplies and traveled 750 miles distributing items in afflicted communities. Station person-

nel raised another $1000, and the studios served as clearing houses for community drives for flood relief.

WOV Makes 'Record' Donation

THE Salvation Army was able to offer some of the best buys in popular records in New York, thanks to a gift of 40,000 records from the library of WOV New York. The station also donated a schedule of free an-
nouncements promoting the sales; all pro-
cceeds benefited the Salvation Army.

Pennies Total Up for CARE

"PENNIES in a stream," as the song goes, flooded KDKA Pittsburgh as a result of the week-long, round-the-clock campaign for CARE's Hungarian relief program. Dona-
tions totaled 150,000 pennies at the end of the week.

Library Gets WDRC Albums

WDCR Hartford, Conn., has contributed 55 albums of classical records to the Hartford Public Library. Many other albums have been given to state institutions.

Boy Scouts Tour WCBS-TV

IN connection with Community Leadership Day, WCBS-TV New York invited two local Boy Scouts to be its day-long guests and to tour the studios so that they could get an inside look at the daily operations of a tele-
vision station.

Scouts Get TV Remote Bus

IN observance of National Boy Scout Week, WAPI-WAFM-WABT (TV) Birmingham, Ala. presented a local scout troop with a 40 passenger bus which was formerly used for remote telecasts.
CAST
The good people of Cedar Rapids-Waterloo

DIRECTOR
JIM SEILER

PRODUCER
WMT-TV

CAMERAMAN
ANON. STAFFER

STORY LINE
One Sunday recently ARB did a telephone coincidental survey on The Big Movie (WMT-TV 3:00-5:00 PM), a new series which started the week before.

What the Critics Said
Sets in use, 46.4 Rating, 31.9

(For your information, the feature was Tyrone Power in "A Yank In The RAF.")
(For your further information the rating was accomplished with the 703' tower* which helped build Eastern Iowa's largest audience.)

WMT-TV
CBS Television for Eastern Iowa
National Reps: The Katz Agency

*Not to be confused with the largest horizontal tower in the world, which will be rebuilt to 1,466' as soon as the wind dies down.
LESS than four months after the beginning of commercial television in Australia, the outlook is optimistic for a successful industry there although there are several obstacles to be overcome.

This commentary was offered to B&T last week by Charles Michelson, president of Charles Michelson Inc., New York, U. S. representative for TCN-TV Sydney (ch. 9) and H-SV-TV Melbourne (ch. 7) during a progress report on commercial television there. Mr. Michelson cited Australia's policy of blocked currency and the comparatively high price of receivers (average of $500) as two of the bleak spots in an otherwise bright picture.

As of Jan. 1, 1957, according to Mr. Michelson, there were about 25,000 receivers in Australia, located in Sydney and Melbourne, which are the only two cities offering television service. Research by stations and set manufacturers indicate that each set has between six and ten viewers. Mr. Michelson reported that as tv begins to "catch fire" and the price of sets is gradually lowered, the number of sets sold is expected to approximate 100,000 a year and attain the 500,000 mark by 1963. Set owners, he said, also are required to pay a $10 license fee to the government.

In addition to TCN-TV, owned by Television Corp. Ltd. and H-SV-TV, owned by the Herald-Sun Television Ltd., Mr. Michelson said, there are two other commercial outlets in Australia, ATN-TV Sydney and GTV-TV Melbourne. In addition, there are government-owned, noncommercial stations in Melbourne and Sydney.

Expansion Later This Year

The commercial stations operate only in the evening, Mr. Michelson said, remaining on the air about 2½ hours per day on week days and about four hours on Saturday and Sunday. It is expected that by May 1, the stations will be programming about four hours each day.

Mr. Michelson, who has been operating his company for 23 years, primarily as a distributor of transcribed radio programs and sound effects, serves the Australian tv stations as a film buyer, equipment buyer and liaison with advertising agencies purchasing time and programs for clients on the outlets. He estimates that 70% of the programming currently on Australian commercial stations is American-produced. It is in purchasing U. S.-produced tv programs that the difficulty arises because of the Australian government's policy of blocked currency under which Australian pounds are not permitted to leave the country, according to Mr. Michelson. At the outset of commercial television, he said, the government permitted a certain sum to be spent outside the country by the station only for program and equipment procurement. He is "hopeful" that some arrangement can be made to permit a "steady flow" of U. S. programs to Australia.

Among the U. S. companies with Australian affiliates who currently are sponsoring programs on the stations he represents, Mr. Michelson revealed, are the Coca Cola Bottlers, Kellogg Co., Chesebrough-Ponds, Sunbeam Corp., Lever Bros., Max Factor & Co., General Motors and W. A. Sheaffer Pen Co.

The current thinking in Australia is that there will be no additional commercial tv stations for the next three years, according to Mr. Michelson. It is hoped that by that time there will be a sufficient number of sets and a growing acceptance of the medium by the public and the advertiser to warrant the establishment of other outlets.

CBO to Hear Requests For Radio, TV Stations

APPLICATIONS for three new radio and one new television stations, as well as power increases, will be heard at the March 15 meeting of the board of governors of the Canadian Broadcasting Corp., in the Canadian Senate at Ottawa.

A radio station is being requested for Kitimat, B. C., site of what will be the world's largest aluminum smelter, 400 miles north of Vancouver. In 1957 the area was still virgin wilderness with only one small Indian village. Now close to 10,000 people are living in the area and the townsite for a population of 50,000 is being built. International Radio and Television Corp. Ltd., is applying for a 1 kw station on 1140 kc.

At Huntsville, Ont., 1960 miles north of Toronto, Lloyd Olan is asking for a station license on 1340 kc with 250 kw power. At Melfort, Sask., a license is being requested by Melfort Broadcasting Co. Ltd., for 250 kw on 1240 kc.

First Canadian application for a television station with satellites is being requested by Canadian Vanadium Ltd., at Kelowna, B. C. Financially pooled are resources of CKOV Kelowna, CKOK Penticton, B. C., and CJIB Vernon, B. C. Main transmitter is to be at Kelowna, on ch. 2, with 3.7 kw video and 1.65 kw audio, and antenna 98 ft. high. A satellite is to be located at Penticton on ch. 13, with 300 w video and 160 w audio, and directional antenna on 108 ft. A second satellite is to be at Vernon, on ch. 7 with 310 w video, 155 w audio and directional antenna on 112 ft. height.

CKVL-FM Verdun, Que., is requesting permission to program separately from CKVL (AM) between 6 p.m. and midnight on a bilingual basis. CKVL-FM now broadcasts programs of the am station.

CCKO-TV Sudbury, Ont., first privately-owned Canadian television station to go on the air (in 1953) is asking for permission to increase power from 1.74 kw video to 30 kw video and from 870 w audio to 16 kw audio, on ch. 5. Station will change its antenna from 276 ft. above average terrain to a directional antenna 284 ft. high.

CKPR Fort William, Ont., is requesting power increase from 1 kw on 580 kc to 5 kw...
Because... in Memphis... "There's more to see on Channel 3"...

Because Memphians are more and more demanding of television entertainment... they are tending to reduce their variety of stations and are giving their support to the more interesting and more reliable, as measured by the Arbitron Ratings and the Pulse Survey, channels.

The Pulse survey, which reflects the actual audience ratings of television stations, shows Channel 3 leading the competition with 2,729.3 rating points.

The Arbitron ratings show Channel 3 leading Channel B and Channel C with 4,538.5 rating points.

Delivering top coverage of the great Memphis and Mid-South Market with:
1. Top Shows!
2. Highest Antenna (1,349 feet above mean sea level)
3. Full Power!

Represented Nationally by The Katz Agency
**NEWSY NEIGHBORHOOD**

In Port Huron let WHLS the community-minded station—featuring full time newsmen—deliver your message between newsbreaks.

**WHLS**

Where local "know-how" delivers the local touch.

PORT HURON, MICHIGAN

Represented Nationally by Gilb-Pere

For Detroit — Michigan Spot Sales

*INTERNATIONAL*

kw on the same frequency. CKOT Tillsonburg, Ont., daytime station, wants to increase its power from 250 w to 1 kw on 1510 kc. CHRC Quebec, Que., is requesting an increase in power from 5 kw to 10 kw on 800 kc. CHEX Peterborough, Ont., is applying for an increase from 1 kw on 1430 kc to 5 kw on 980 kc.

A transfer of control is being asked by CHCT-TV Calgary, Alta., from Calgary Television Ltd., to Fred Shaw. Present operating company includes financial interests of the three Calgary radio stations—CFAC, CFCH and CKXLL. Fred Shaw is president and managing director of CKXLL.

Share transfers are being requested by a number of stations, including CKLW-AM-TV Windsor-Detroit, where the request is for transfer of 100 common shares.

**Canadian TV Set Sales Decrease But Radio Sales Rise During '56**

FEWER television receivers but more radio receivers were sold in Canada in 1956 than in 1955, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada.

A total of 612,871 tv receivers were sold in Canada in 1956, compared to 776,536 in 1955. Most of the sets sold were in 21-inch screen class. Geographically the four Atlantic coast provinces accounted for 51,742 sets; Quebec for 170,819 sets, with 114,082 sold in the Montreal area alone; Ontario for 229,944, with 90,126 in the Toronto metropolitan area; the three prairie provinces for 112,009, and British Columbia for 48,357.

A total of 577,205 radio receivers were sold in 1956 compared with 523,066 in 1955. Of the total, 358,426 receivers were for home use, 43,380 were portables, 130,435 were automobile sets, and 44,964 were combinations with phonographs.

**Detailed Audience Data Given In Survey by Canada’s BBM**

FIRST time-period audience survey of the Bureau of Broadcast Measurement, Toronto, Ont., gives more detailed audience data than has hitherto been available in Canada, according to Clyde MacDonald, BBM director. Recently published, the new audience rating system covers 144 areas throughout Canada by half-hour periods from 6 a.m. to midnight and provides both urban and rural coverage. A firm estimate of out-of-home tuning is also contained in the report.

BBM now has 131 radio stations, 27 television stations and 100 advertisers and advertising agencies as members. The Canadian Broadcast Corp., operating 20 radio and eight television stations, dropped out of BBM last year.

Mr. MacDonald also announced a second survey, to cover at least 155 areas in Canada.

**Audience Measurement Group Formed by Canadian Foundation**

A BROADCAST audience measurement committee has been formed by the Canadian Advertising Research Foundation of the Assn. of Canadian Advertisers. This committee, headed by Robin Merry, Lever Brothers Ltd., Toronto, Ont., is sending a questionnaire on all phases of broadcast measurement requirements to advertisers, agencies, Canadian Broadcasting Corp. officials, and private radio and television station officials. Findings will be put in composite form to give a picture of requirements throughout the industry.

A list of specifications will be drawn up from the committee's findings which will be made available to research organizations intending to establish broadcast measurement systems in Canada.

Broadcasting personnel on the committee include Dennis Whitaker, CHML Hamilton, Ont., and Rae Lewis and Dr. Joe Patton, both of CBC, Toronto.

**Tv Set Total in West Germany Increases 140%, Nears 700,000**

THE NUMBER of registered, licensed television sets in West Germany and West Berlin increased by 140% in 1956, with the total now close to the 700,000 mark. Set total is expected to double by the end of 1957, officials report.

These figures, however, do not include an estimated 200,000 sets which are operated illegally—that is, without a license.

Bavarian Radio and Radio Free Berlin presently are the only two organizations having commercial segments in their otherwise non-commercial schedules. Bavarian Radio reported a total of 55,731 registered set sales January 1, 1957, within its assigned coverage area, and Radio Free Berlin cited 29,805 sets at the start of the year.

Both West German Radio and South German Radio are contemplating introduction of commercial tv, which would add another 91,604 sets to the total commercial circulation in West Germany.

**INTERNATIONAL PEOPLE**

Peter N. Harricks, radio time sales division of All-Canada Radio Facilities Ltd., Toronto, Ont., to manager of broadcast services division.

WILL Garnham to sales representative of TelePrompTer of Canada Ltd., Toronto, Ont.


Dick MacDougall, 41, one of Canada’s leading radio and tv personalities, died of heart ailment at Toronto, Ont., on Feb. 14, after a month's illness.

**INTERNATIONAL SHORTS**

"WDSU-TV relies on G-E camera-tube quality, both for studio and remote work!"

"From earliest times, New Orleans has insisted on the best in entertainment. General Electric camera tubes help us hold to this tradition by giving viewers clear, sharp TV pictures, whether they originate in our studios or at remote locations served by WDSU-TV's mobile unit.

"Besides the quality performance of G-E camera tubes, we like the prompt service and all-around cooperation we get from local General Electric distribution. Fast tube deliveries are made to our door... any claims or adjustments are handled fairly and with a minimum of paperwork and delay.

"Packaged for safe handling and compact storage, G-E camera tubes have proved to be a sound inventory investment for WDSU-TV, as well as a help to us in maintaining high picture standards. Our experience has been favorable in every way."

Your General Electric tube distributor offers you the same advantages of top camera-tube performance... fast delivery... close, friendly cooperation. Phone him today! General Electric Company, Electronic Components Division, Schenectady 5, New York.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Right from the horse's

To make sure you say what you mean... mean what you say!—put your message on film... check and recheck it with real live audiences before it's finally aired. Then there'll be no "fluffs"—no fault to find with what's said and done.

Furthermore, you schedule to best advantage, save time and money—when you use EASTMAN FILM. For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR... you'll be glad you did
A BROADER plan for national-regional football telecasts this fall was distributed to the National Collegiate Athletic Assn. membership last Monday.

The plan—based on recommendations of its 1957 Television Committee—is basically similar to last year's program except for provisions designed to meet requests of the Big Ten and other conferences or more sectional tv exposure in their respective areas [B&T, Feb. 11].

Major variations call for setting aside (1) nine national and four regional television dates; (2) two national telecasts for split network coverage of two games, and (3) at least one nationally-televised game from each of NCAA's eight districts.

Concession to state legislative pressures is made in the 1957 plan by permitting "the home college's institutionally-owned educational television station" to carry any "sellout" game "provided it operates entirely on a non-commercial basis."

As anticipated earlier, the Big Ten describes the plan as "definitely an improvement" over the 1956 blueprint because it offers the "potential" of more games (as many as seven) featuring Big Ten schools and U. of Notre Dame on telecasts coming into Dist. 4 from an outside area.

The plan, however, is not regarded by the Western Conference as "totally acceptable" at this time. It was to be presented to the Big Ten's tv committee and conference at meetings late this past week, according to William Reed, assistant commissioner.

In the absence of more actual regional playing dates—and its own "three appearance, one-rule" plan, giving schools more autonomy on selection of appearances—the conference has favored an arrangement whereby either a Big Ten or Notre Dame game would be made available on tv in the midwest area each week during the NCAA 13-week season.

Vote Deadline This Week

Under the 1957 plan—on which NCAA member schools will vote in referendum by midnight Feb. 28—the balance of national and regional telecasts is changed from the eight-and-five arrangement of last year. Individual member schools may appear once each on national and regional tv dates, or twice regionally—with "certain exceptions" to meet "special situations."

Five of the nine national tv dates are specified in the present plan, with four additional Saturdays to be chosen by the sponsor(s) within a fortnight after the NCAA Tv Committee awards the national rights. Group will hear sponsor bids early in March, it was indicated. Advertisers also will select two dates for split network coverage of two games.

Five dates already selected are Sept. 21, Oct. 5, Nov. 28 (Thanksgiving Day), Nov. 30 and Dec. 7. Member colleges will be permitted to make their own arrangements for regional tv appearances on the four Saturday dates set aside for intra-district telecasting—subject to the usual two-appear- ance rule—once national arrangements are consummated.

Coverage by state-supported educational tv stations represents a new twist to this year's program, obviously in deference to pressures from the Indiana and Ohio legislatures, which are studying bills to force telecasts of U. of Indiana, Purdue and Ohio State [B&T, Jan. 28].

Thus, within the Big Ten periphery—it would be possible for WOSU-TV Columbus, WILL-TV Urbana-Champaign, WKAR-TV East Lansing, and other educational outlets to televise "sellout" contests, respectively, of Ohio State, U. of Illinois, Michigan State U. and other schools. (Purdue is not a state university.) On the other hand, WOI-TV Ames presumably would be deprived of such privileges for Iowa State College (non-Big Ten member) games because it operates on a commercial basis.

East-West Tv Network Names Nine New Associate Offices

EAST-WEST Tv Network, Toledo, Ohio, independent supplier of closed-circuit projection equipment, has announced appointment of nine associate offices in as many cities.


During past year, East-West has furnished equipment to Sheraton Closed Circuit Television for such accounts as BBDG, Packard, Dodge, Swift's and Armour, and has serviced Bruce B. Brewer agency, Visual Electronics of New York City and others, plus individual hotels.

PROGRAM SERVICE PEOPLE

William J. Lochen, department manager, A. C. Nielsen Co., to vice president in charge of Chicago production departments for firm's food-drug division.


John McAlpine, supervisor of Copyright-License Dept., Capitol Records Inc., Hollywood, named royalty-license supervisor, succeeding Roland Fribourg- house.

George Avakian, eastern director of popular albums, Columbia Records Inc., subsidiary of CBS Inc., appointed head of popular album department.

PROGRAM SERVICE SHORTS

Capitol Records Distributing Corp., Hollywood, has opened branch in Baltimore.

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LAUNCHING of a three-year spot saturation campaign for American Airlines on KNX Los Angeles was the occasion for a luncheon attended by (l to r) Fulton Wilkins, KNX eastern sales representative; Jules Dundes, CBS Radio vice president in charge of station administration; C. L. Smith, vice president of Lennen & Newell, agency for American Airlines, and Gordon F. Hayes, general manager of CBS Radio Spot Sales, national spot representative for KNX.

A 52-WEEK contract for a heavy schedule of announcements on WTRF-TV Wheeling, W. Va., is signed by Don West, manager of the Sears Roebuck & Co. store in that city. The contract was the result of a recent warehouse sale by the store, which had contracted for promotion of the event on an exclusive basis with the TV station. With Mr. West are Dave De Prospero (I) WTRF-TV account executive, and H. Needham Smith, the station's sales manager.

MARKING the initiation of a 52-week Weatherman schedule sponsored by the Atlantic Refining Co. over WBOC-TV Salisbury, Md., was a reception attended by Atlantic and station officials at WBOC-TV studios. The Salisbury station is the 20th one to air the five-a-week, five minute Weatherman schedule. Among the nearly 50 dealers and representatives of the sponsor and the agency at the reception were (l to r) Dawes Walter, Atlantic's advertising department; Charles J. Truitt, station general manager; weatherman Larry Lambeth; R. S. Zinn, Atlantic's district sales manager, and T. J. Donohue, N. W. Ayer & Son Inc.

NEGOTIATIONS for half-sponsorship of 18 Indianapolis Indians baseball telecasts on WTTV (TV), that city, have been completed for George Wieckmann Brewing Co., through Tatham Laidr Inc., Chicago. Signing pact is Donald Grasse, agency broadcast media manager, in the presence of (l to r) Norma Cisna, The Meeker Co., representative; Frank Willis, WTTV national sales manager, and Keith Wilson, merchandising director of the Indianapolis station.

A CONTRACT for area news coverage on WGEM-TV Quincy, III., by Hill-Dodge Bank of Warsaw, Ind., is signed by Cy Phillips, bank president. The 26-week pact is for the Flying Reporter regional seriees. Present at the signing of the agreement are (l to r) Big Jim Smith, "Flying Reporter"; Ben Stewart, WGEM-TV commercial manager and Joe Bonansinga, WGEM-TV general manager.
Only STEEL can do so many jobs so well

Through The Slough. This 75-ton gasoline "splitter" was made by U. S. Steel's Consolidated Western Steel Division in San Francisco. It was so huge that it had to be shipped on a sea-going barge through an old slough (tidal creek) that hadn't been used for 50 years and was specially dredged out for the journey.

12-Ton Stainless Steel Propeller. A typical Great Lakes ore boat will develop about 4,000 horsepower. But newer models turn out 7,000 hp., and need stronger propellers to harness this extra energy. These blades were made from Stainless Steel: it casts easily, resists fatigue, and is easy to weld.

The Mysterious Bends. This "sucker rod" was pulled from an oil well in which the casing had collapsed. This 14-foot sucker rod had been twisted into an 18-inch pretzel, yet it didn't break or even crack! The rod was made by the Oil Well Supply Division of U. S. Steel.
WILL TELEVISION REPLACE SEX?

Not likely, but that's about all it won't by 1984, says KABC-TV's Seligman

THE OPINIONS in the article that follows are those of the author, Selig Jacob Seligman, and do not necessarily reflect those of this magazine. In fact, B&T has no knowledge that Mr. Seligman himself is making book on the predictions he details below. Be that as it may, the editors find it a fascinating—if fantastically—account of what electronics may do to the future of man.

This is a condensed text of a speech Mr. Seligman, general manager of KABC-TV Los Angeles, made to the Los Angeles Advertising Club last Tuesday.

BY 1984 we shall have solved every problem concerning size, weight, dimension, adaptability and mechanics, of our television devices.

The television picture will have true definition and dimension, with perfect color and no limitation as to size.

Our screens will be full wall size, curved for 3D, completely portable. We will have numerous smaller screens for specialized services, indoors and outdoors, special reading screens, wrist watch or pocket size personalized intimate screens.

Sound systems will be stereophonic with hi-fidelity and directional audio.

The television camera as we know it today will be largely obsolete. It will contain no tubes nor even transistors, but will operate with types of radiations that will not be visible to the naked eye. We will have developed a television camera that will be able to take clearly defined pictures in pitch blackness, thus eliminating all problems of lighting. Theatrical or dramatic lighting will be accomplished by remote controls in our studios and superimposed electronically over the subject rather than actually being a part of the subject while it is photographed. The size of the TV camera should be no larger than a box of cigarettes and should weigh less than a pound.

The transmission of television signals over the entire surface of the world will have been fully accomplished. The existing microwave link will be obsolete. Information will be relayed all over the surface of the earth by bouncing TV signals off a succession of satellites, man-made, which would then be circulating the earth at regularly spaced intervals, linking the entire world in a communication network through television.

The bandwidth of existing television will be greatly increased by operation in new frequency ranges now being explored. Television stages will be manned primarily by cameras that are automatically moved into various positions by remote automation controls. These controls can either be completely pre-set or will respond to voice commands.

There should be virtually 100% coverage of the entire civilized world with television receivers. These receivers will also link interchangeably with telephone devices and with various automation and computer devices. They will contain simple controls which will adapt them to flexible and interchangeable uses.

All telephones will be capable of linking into various of the screens we possess so that private persons may see each other when they telephone if they so choose.

Tape recording devices will be available which will allow us to record any television program at any time for immediate playback.

Instead of a baby-sitter, you will be able to train a television camera on the baby you leave at home, visit a friend and on their television monitoring screen observe the child and hear every sound it makes no matter where you are.

The conventional motion picture camera will be obsolete. Pictures for home use will be electronically recorded on tape and capable of immediate projection through the television screen system.

Connected with the various tapes and recording devices will be printing devices so that in addition to mechanisms permitting playback, any particular item which can be electronically transmitted would also be capable of immediate recording on paper. These transmitting and recording devices would have their impact on the publishing industries, on books, magazines and newspapers. Thus it is possible that future books would be published and distributed as follows: If you want a book you would make arrangements through some central billing organization to pay whatever fee is involved in the purchase of the book. This would result in the transmission of a special signal which would allow you to tape record the book on high-speed recorders in a matter of seconds.

Thus the delivery of the morning newspapers would be accomplished in virtually the same manner with high-speed tape recording and leisurely playback by the reader.

At the present time we estimate there are more television sets in use in the world than there were people at the time of Christ.

Since we will have interconnected world television in 1984, we estimate that the number of individual homes a program could conceivably reach might be around 5-600 million. Of course each home would have many screening devices so that the number of sets in use would approach 2 billion.

Average cost for programming an international network half hour could approach $400,000, exclusive of time charges; write your own figures for the great international spectaculars . . . try $5 million as a starting point.

Sponsors? Virtually every major producing company would have an international market for his goods.

Language barriers? There will be a great impetus towards the establishment of a single language for the world . . . but until that is fully accomplished, local national stations could superimpose titles over international foreign language telecasts.

Exploration programs would be especially popular until we have exhausted that subject. Remote broadcasts will be accomplished by our attaching flying apparatus to our small television camera and transmitting it to any point in the world by remote controls. If human beings are available at the other end of the telecast, portable screens, and two way conversations could also be employed. And since the science of air transportation will by then have reached great levels of development, as a final touch if we want to transmit a crew or an interrogator directly to the spot, it would be possible to send any human being with high speed in safely controlled missile type aircraft to any place on earth in a matter of minutes.

Our satellites will be equipped with television cameras which will provide a constant monitoring of the entire surface of the earth. These monitoring devices will be used on a political level, to constantly examine world activities and to prevent the start of any aggressive acts of warfare among nations. They will also be available to commercial television to record any unusual activity that takes place when it takes place. Thus they will be able to spot a flood in Egypt, a hurricane in Japan and so forth and bring them to the world's attention on news programs, etc.

Distribution of goods and sale of materials would take place in the following way. Let us say that Mrs. Jones is ready to order food from the supermarket. She will phone the market and plug in her viewing screen. Cameras will monitor shelf displays which will present the food, any sales material connected with it, the price and code number. Mrs. Jones will make up her shopping list,
Enrico Fermi atomic power plant is under way near Detroit through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.

Dresden, Illinois, plant is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.

Yankee atomic-electric plant is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.

What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor or "furnace." That's because the electric companies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

Non-technical booklet, "Electric Power from the Atom," gives 32-page survey of atomic-electric development. Write for a free copy to Atom, Box 400, New York 19, N. Y.

America's Independent Electric Light and Power Companies*
ordering by quantity and using code numbers. She will then plug in the supermarket recording station and place her order which will be tape recorded by the supermarket for servicing and billing purposes. The centralized billing service will record and charge what Mrs. Jones has ordered and submit appropriate monthly bills. Automatically, the supermarket copy of the order will be placed into automation mechanisms which would relay the order to supermarket vehicles, patrolling various neighborhoods. Mrs. Jones' order will be packaged and delivered to her home from one of these patrolling vehicles in a matter of minutes.

All billing services for any of mankind's activities, be they medical visits, purchase of services, purchase of goods, etc., will be in the hands of a few central computing companies which will record charges on universal charge plans and bill people directly through television tape mechanisms, transmitted directly to the home screen. The question of credit will be solved by devices whereby an immediate check on a person's credit and his ready visual identification could be made from any place on earth through television mechanisms. Collection expenses and difficulties would be almost non-existent since it would be essential for all persons for their own convenience to be able to use centralized billing services. Therefore, a threat from the collection agency that credit and billing service would be suspended for non-payment of bills would bring ready compliance.

Automation through highly developed control and computer machines would make it possible to pre-set almost all of the production and transportation requirements of man. Thus, entire factories would be operated by centralized computing and automation mechanisms in which pre-set flights would be strategically located throughout the factories where direct control observations are needed. In the central control room various monitors would permit a single observer to supervise the overall running of a factory both by instruments and visually through television. The same would apply to railroad, ocean and air transportation. Television mechanisms would take place, monitored by television and not requiring the services of pilots and engineers, with their attendant human frailties.

The personal automobile of tomorrow will be lightweight, powered by atomic energy and capable of interchangeable flight in the air, on land, over or under water. It will be completely enclosed with visibility for the occupants obtained through television viewing screens. The enclosure will virtually remove the possibility of serious accident which would also be controlled by radar and electronic safety devices which would make collisions impossible, since these mechanisms would automatically force objects to remain a certain distance from other moving or dangerous objects.

Television cameras would be mounted in the warheads of guided missiles and other weapons making it possible for mechanisms either of transport or of destruction to be launched at high speeds then slowed to low speeds and guided directly to the target visually by the monitored observation of the television camera. Thus an H-Bomb aimed at a city 10,000 miles away could be launched so that it could cover the first 9,900 miles in a matter of minutes then slowed down so that the last few miles could be observed fully by television and then sent by direct control precisely into the target area.

Revolution in Ratings

Recording and monitoring television devices will finally solve one of the great problems of television, namely the rating services. Instead of the ARB, Nielsen, Tele-Pulse and Trendex disputes we would be able to take electronic rating and recordings of the viewing popularity of anything transmitted, and obtain all major marketing data.

The widespread use of television screens and cameras would virtually remove the necessity for public assembly. University courses and education in general will be from the studio to the home directly. Even examinations can be accomplished this way with answers recorded on tape and monitoring mechanisms available so that cheating, etc., would be impossible. The motion picture theatre, legitimate theatre, the concert hall, the sports arena would all have a considerably minimized impact since almost duplicate or substitute entertainments would be readily available with greater convenience. Consultation with doctors, observations of scientific experiments, etc., would all be done on two way television unless there is need for actual physical contact between the persons involved.

That briefly is the picture of television as I see it for 1984.

an Ampex can keep your accountant happy too!

A few cents per hour is all it costs in the long run . . . because year after year an Ampex continues to perform within original specifications (18,000 known hours of service in one actual instance). Inevitably it requires fewer adjustments and parts replacements than machines of lesser quality. And because an Ampex is the recorder that everyone wants, it maintains the highest percentage of its original value. For lasting economy, buy the best — buy Ampex.

For further information, write to Dept. D 2290

SIGNATURE OF PERFECTION IN SOUND
934 Charter Street, Redwood City, California

Page 118 • February 25, 1957
BEGIN YOUR RADIO ENGINEERING YEAR WITH MORE THAN 800 NEW IDEAS!

No wonder engineers say the radio-electronics year begins in March! This year, the manufacturers and suppliers for this 12 billion dollar and still growing industry require all 4 floors of New York City's Coliseum to show you their new ideas.

834 exhibitors representing more than 80% of the industry's productive capacity will display all that's new in equipment, component parts, instruments and production at The Radio Engineering Show. Attending the Show gives you an opportunity to talk with the men responsible for these newest advances in radio-electronics. The 55 technical sessions of The IRE National Convention, with over 200 new papers presented by 22 different professional groups, will also inform you of up-to-the-minute developments in your specialized field of electronics.

Begin the year right. See and hear all that's new in 1957 radio-electronics. Plan to attend or, better still, make your reservations today!

REGISTRATION:
IRE Members $1.00
Non-members $3.00

MARCH 18-21

The IRE
National Convention
Waldorf-Astoria Hotel
and The Radio Engineering Show
Coliseum
New York City

1 East 79th Street, New York 21, N. Y.
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**SUNDAY**

**MONDAY - FRIDAY**

**SATURDAY**
## Time

### Sunday
- **CBS**
  - 10:00: "Americana" by the National Symphony Orchestra
  - 11:00: "The Hollywood Bowl" by Columbia Broadcasting System
- **MBS**
  - 10:00: "The Big Apple Show" by ABC
  - 11:00: "The Music of the World" by NBC
- **NBC**
  - 10:00: "The Music of the World" by NBC
  - 11:00: "The Music of the World" by NBC

### Monday-Friday
- **CBS**
  - 8:00: "The Big Apple Show" by Columbia Broadcasting System
- **MBS**
  - 8:00: "The Music of the World" by NBC
- **NBC**
  - 8:00: "The Music of the World" by NBC

### Saturday
- **CBS**
  - 8:00: "The Music of the World" by NBC
  - 9:00: "The Music of the World" by NBC
  - 10:00: "The Music of the World" by NBC
  - 11:00: "The Music of the World" by NBC

### March 1957

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**February 25, 1957**

*Broadcast* is featured in order: Novians, names of programs, number of minutes. It is a **final** to be announced. Time EST.

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**ABC**
- 7:30 p.m.: "The Girls From Mexico" by ABC
- 8:00 p.m.: "The Girls From Mexico" by ABC
- 8:30 p.m.: "The Girls From Mexico" by ABC
- 9:00 p.m.: "The Girls From Mexico" by ABC
- 9:30 p.m.: "The Girls From Mexico" by ABC
- 10:00 p.m.: "The Girls From Mexico" by ABC
- 10:30 p.m.: "The Girls From Mexico" by ABC
- 11:00 p.m.: "The Girls From Mexico" by ABC
- 11:15 p.m.: "The Girls From Mexico" by ABC

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**Network News**
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Marriage Licenses 'on the House'
THIRTY-TWO Fort Worth, Tex., couples applying for marriage licenses Feb. 14 (St. Valentine's Day) found that the fees had "been taken care of" by KFJZ Fort Worth as the Tarrant County explained that KFJZ attributed the generosity to a combination of "a soft heart toward love and the springtime weather."

Disc Jockeys Advertise Car
CAL SALES INC., Los Angeles, is using disc jockeys to advertise the new Triumph TR-3, said to be the first sports car in its class with disc brakes. Campaign, placed through Allen & Marshall, Los Angeles, is using a heavy saturation of quarter-hours on KMPC Los Angeles and KSFO San Francisco. Plans call for the use of additional radio in the spring and possibly tv in the summer, according to Herbert West, account executive and partner in Allen & Marshall. Stations in San Diego and Phoenix will be used as well as Los Angeles and San Francisco, he said, with later extension of the radio-tv campaign to Portland and Seattle.

WRPB Salutes Air Force
IN AN effort to pay tribute to the Air Force, WRPB Warner Robins, Ga., has begun using "The Air Force Song" for its sign-on and sign-off music. The station, near Robins Air Force Base, also carries a weekly program called Robins Records, featuring music and news from the Air Force base, and the other a daily show, Serenade for You, which is directed at the Air Force wife and features records, and news of reenlistments.

HATS OFF, JIM

21.4 ARB in November!
Sponsor: Standard Oil Of Indiana

ABC FILM SYNDICATION
for your market availabilities, call, write or wire
ABC Film Syndication, 1501 Broadway, New York • LA 4-5050
How well do you know
YOUR HEART?

Although heart disease is our nation's greatest health problem, we can face it today with increasing hope and confidence. Through research, a vast amount of knowledge about the heart and its functions has been accumulated.

As studies continue, there is every justification to anticipate further advances in diagnosis, treatment... and perhaps even prevention... of various diseases affecting the heart and blood vessels.

While heart disease is a challenge to medical research, it is also a challenge to you. If you are informed about the heart, you can help protect your own and the hearts of your relatives and friends. The following questions and answers may help you to know your heart better... and give it the care it deserves.

Is the heart strong and durable?
Yes... the healthy heart is one of the strongest organs in the body and it has remarkable reserves of strength. Despite its immense task, a healthy heart can be nearly as efficient as the years advance as it is at age 20. Even at the older ages, a healthy heart is fully capable of meeting the body's needs.

Can you do anything to keep your heart in good shape?
Yes... you can protect your heart by avoiding sudden or prolonged exertion, watching your diet, avoiding overweight, and by getting the sleep and rest you need. You should also have a medical examination every year. Then if heart trouble is found, prompt treatment may control it and make possible a long and nearly normal way of life.

Are all heart attacks serious?
Not necessarily... because some are mild and the heart can repair itself with care and treatment. In these cases, a person may usually resume normal activities. Even when there are serious complications, patients can often recover if the heart is helped to heal itself. In fact, four out of five of those who withstand their first coronary attack recover and continue to work full time for many years.

Are overweight and emotional tension bad for the heart?
Yes... overweight taxes the heart and blood vessels, according to many scientific studies. So, try to keep your weight about equal to what you should have weighed between ages 25 and 30. Emotional upsets can make your heart beat faster and your blood pressure go up.

Can people with heart disease lighten the heart's work?
Yes... if they learn how to care for an impaired heart. Plenty of rest, protection against infection, proper diet, and avoidance of hurry, worry and strenuous activities can all help the affected heart to carry on. Of course, treatment given by your doctor is important, but the patient himself can do most to safeguard the heart.

Is heart disease more prevalent now?
No... not when you consider these facts: (1) more people are living longer and reaching ages when the heart's endurance naturally ebbs; (2) heart ailments are diagnosed now with greater accuracy, whereas in the past many deaths actually caused by heart disease were blamed on other causes.

Metropolitan Life Insurance Company
1 Madison Avenue, New York 10, N. Y.
**BIG—EVEN FOR TEXAS**

Dallas optical firm pulls out stops in its exploitation of 'Dr. Christian'

APPEARING on a special preview program on WFAA-TV that helped launch Dr. Christian in Dallas-Fort Worth are (to r) Charles W. Engel, territorial sales manager of the Simmons Co.; Dr. Stanley Pearle of Lee Optical Co., and commentator Jerry Haynes.

A GROUP of Lone Star citizens has shown the TV film syndication industry that when it comes to pulling off a massive exploitation campaign, Hollywood can be taught a lesson or two.

Last summer, the Lee Optical Co. of Dallas—which claims to be the world's largest chain of optical stores, with 107 branches or affiliated firms scattered throughout 11 southwestern states—signed for Ziv Television Programs' Dr. Christian series.

This regional sponsor did things in an extraordinary way, merchandising the series "to the hilt" in the 15 markets affected by the purchase—Lubbock, Ft. Worth-Dallas, El Paso, San Antonio, Texarkana, Waco, Temple, Harlingen, Wichita Falls, Laredo, Austin, Houston, San Angelo, and Abilene.

With a good two-thirds of Lee Optical's total annual $6 million gross coming out of Texas pocketbooks, Lee, its agency, Mayfair Assoc., Dallas, and Ziv, spared no expense in making Texans "Mark Christian-conscious." Today, the visitor in Dallas or the other 14 markets can't fail to know that Dr. Christian is identified with Lee and Lee with Dr. Christian. Autos bear bumper strips, buses carry car cards, school bulletin boards are plastered with pictures of MacDonald Carey, mailboxes are stuffed with direct mail pieces, and from the looks of it, one would think that Lee is the only sponsor in those markets where the series is sold on a multiple sponsorship basis.

It isn't. Along with Lee Optical, the advertiser roster for Dr. Christian in Texas includes a brewery, an oil company, a mattress firm and a furniture store.

Although the series has been on TV for only two-and-a-half months, already it is having an impact at Lee Optical's Dallas headquarters. Co-owner and advertising-public relations director Dr. Stanley C. Pearle told BT that for the first time in 15 years the past Christmas sales season wasn't chilling. In four out of 15 markets, Lee's principal business—selling eyeglasses—jumped 20% over the previous Yuletide season.

Sales results to date point up the importance of "pre-selling" syndicated films at the local level.

Before Ziv placed Dr. Christian on the national market, its spot sales manager, Phil Williams, heard that Lee Optical, though planning to expand its TV expenditures to 45% of its total advertising budget, was somewhat less than satisfied with its efforts up to that time. These had been limited to placing a few syndicated crime shows in an "occasional market." Before "hard-selling" Lee Optical on Dr. Christian, Mr. Williams flew the firm's business manager, Ted Shanbaum, to Hollywood for a first-hand look at how the series was being filmed. Led by Herb Gordon, Ziv's vice president in charge of client and artists relations, Mr. Shanbaum toured Ziv's six-acre Hollywood plant (the former Eagle-Lion Studios), talked to star MacDonald Carey, the producer-director (Henry Kesler), and the production coordinator (Bill Schwartz), discussed the possibility of filming "custom commercials" (i.e., having the star of the series deliver the commercial in person on film), and following his...
return to Dallas, so impressed his colleagues with the Ziv story that they signed on the dotted line.

Early in September, Lee Optical, warned by its agency that prime evening time for filmed, non-network shows, was hard to come by, and that the stations had to be "sold" on placing Dr. Christian in an AA period, invited the stations' executives to Dallas for a closed luncheon session.

For three-and-a-half hours, the broadcasters sat through one of the most elaborate presentations ever prepared by a local advertiser, including not only a point-by-point breakdown of the actual promotion plans, but also a 30-minute film, expressly shot by Ziv on Lee Optical's order and telling of Mr. Shanbaum's trip to Ziv's Hollywood plant. The fact that today the Dr. Christian series may be seen in top evening time attests to the success of the presentation, Mayfair officials feel.

The exploitation campaign did not use scattered publicity buckshot, but was carefully primed by concentration in three areas: public relations (the mass viewer); employee relations, and station relations.

In the public relations category, newspaper readers in the 15 Texas markets came upon items in the radio-tv columns alluding to the forthcoming TV series. Then, direct mail campaigns, newspaper ads, spot announcements and in-store promotions hit like a tornado.

In the employee category, Lee executives met with the employees, "let them in" on advance screenings, gave them synopses of future Dr. Christian episodes in script form, suggested personal phone calls to friends or relatives—all designed to stimulate a "word-of-mouth" publicity campaign.

For stations—each visiting station executive got a personal "thank-you" note from the sponsor. The stations received free balop...
SPONSOR representatives were present for recent announcement by Ward L. Quaal vice president and general manager of WGN Inc. Chicago, that WGN-TV for the 10th consecutive year will televise local White Sox and Cubs daytime home games during the 1957 season [B+T, Jan. 28]. At a pre-season reception held in Chicago's Ambassador East Hotel (1 to r): Joseph Guilbault, president, and Ed Smith, vice president, Oklahoma Oil Co.; Mr. Quaal; William Figge, president, and Odd Moe, general manager, Theodore Hamm Brewing Co.

tv mat service, and numerous "plugs" from newspaper editors.

Lee Optical is tickled pink with the series on a cost basis. Were it to be the sole sponsor in the 15 Texas markets (and the one Alabama market, Mobile), the cost for film and time would exceed $500,000 a year. As it stands now, its 52-week contract with each of the 16 stations (on a 39-13 bass) runs Lee an average $200,000 in total.

'Weather Engineering for Profit'

WEATHER Corp. of America, St. Louis and New York, is offering a brochure entitled, "Weather Engineering for Profit" which discusses the role of modern weather sciences in solving industrial problems of production, marketing and distribution. It cites actual case histories of weather services to many industries and discusses in detail the growth of industrial weather services. The booklet explains how specialized weather forecasting has "aided radio-tv stations and networks in situating crews and equipment for remote news coverage."

Copies of the brochure are available on request from William J. Harnett, president of Weather Corp. of America, 611 Olive St., St. Louis 1, Mo.

Britannica Issues Film Catalog

ENCYCLOPAEDIA Britannica Films, Wilmette, Ill., has issued its 1957 catalog of films available for elementary, junior high, senior and adult education levels. The brochure also lists textbooks that can be used in correlation with the films.

'Cugat Show' Replaces 'Coke Time'

NEW NBC-TV color program, The Xavier Cugat Show, starring the orchestra leader and Abbe Lane, singer and dancer, begins this Wednesday at 7:30-7:45 p.m. EST, and also in that period on Friday. The program takes over the time spot of Coke Time Starring Eddie Fisher. The series has been booked for 13 weeks (26 programs).

'Bang Up' Entertainment Offered

WGLV (TV) Easton, Pa., in order to promote ABC-TV's Ray Anthony Show, moved a 76 mm Gun Tank M41 into the downtown area in that city. Advertising boards were used on the sides of the tank and invited viewers to "Watch this 'Bang Up' entertainment . . . the Ray Anthony Show, Fridays at 10 p.m. on WGLV." The tank was left in the downtown area for a month.

'Tonight' Adds News Feature

AN additional 10-minute news feature with Bob Considine of International News Service has been inserted in the new NBC-TV Tonight program. The segment, which will consist of news, interviews and features, has been scheduled from 12:20-12:30 a.m. EST.

"If it weren't for us KRIZ Phoenix account executives, you air personalities would be permanently sustaining."
‘OLD TRADIN’ POST’ DRAWS THEM

DOWN San Antonio, Tex., way, cus-

tomers also go to Kallison’s Big Old

Country Store to sell their wares—not

just to buy them.

Through Kallison’s radio show The

Old Tradin’ Post customers get more than

the usual service—they’re provided with

free advertising for promoting their needs

or selling their farm items and animals—

anything from “bales of good alfalfa hay”
to a pair of peacocks, or a used trailer, tractor or

incubator.

Celebrating its 20th year in radio adver-

tising, Kallison’s 25-minute, six-day-a

week program on KENS San Antonio

includes farm and rural area news, public

service notices and items its customers

have for sale. Broadcast daily from 6:30

to 6:35 a.m. by Perry or Jimmie Kallison,

the program helps to sell an estimated

million dollars worth of customers’ goods

annually.

And “ole” bachelors on the Texas

range need’s no—t loneliness—they’re

given announcements through The

Old Tradin’ Post show—one of the

more “delicate” services provided by

Kallison’s for its customers.

Its daily program carries some 21

minutes on public service notices, farm

news and customers’ wares for sale and just

four minutes to selling its own merchan-

dise.

Among the added services offered by

the program are those of finding jobs for

farm and ranch workers and for needed

personnel for ranchers and farmers. Hun-

dreds of workers have located jobs

through Kallison’s efforts.

In the public service field, Kallison’s

program includes obituaries and funeral

arrangements for deaths in the area; news

of the weather, livestock prices, number

of cattle in the San Antonio stockyards,

and current local celebrations such as

family reunions, picnics, fairs, cattle sales,

watermelon, thumps, turkey trots, straw-

berry festivals, cowpokes, jamoborees,

rodeos and many other events of interest

to farmers and ranchers.

But Kallison’s doesn’t just cater to its

“old” customers. Newcomers also may

register at the store for inclusion on the

next morning’s program.

Much work goes into preparation of

the daily show because Kallison’s investi-
gates every job offer, job applicant and all

items offered for sale.

For further details and a closer look at

wares for sale, customers go to the store

and inspect Kallison’s card file—where

each need or piece of merchandise is item-

ized on a separate card, all of them

placed on an old-fashioned, stand-up work

table. Hundreds of persons weekly con-

sult the visitors’ register and the sales

cards.

By operating their own 3,000-acre

ranch with 400 head of Pollled Hereford

cattle, the Kallison family truly talks

the rancher’s and farmer’s language and

has an intimate knowledge of all its cus-

tomers.

Dating back to 1899, the store grew

out of a saddle and harness shop estab-

lished in San Antonio by Nathan Kalli-

son. The elder Kallison came from

Chicago and made saddle and harness

gear for San Antonio’s two breweries and

for individuals until his market was satu-

rated.

He began adding other items for sale

in his store and today Kallison’s 20 de-

partments sell such things as windmills,

fencing, woven and barbed wire, farm

implements of all types, clothing, cowboy

hats and other gear, saddles and harness

equipment, cattle and veterinary remedies,

hardware and household appliances.

While credit for some of the store’s

present sales of $3 million a year is given

to newspaper ads and other forms of ad-

vertising, San Antonio area residents know

Kallison’s by The Old Tradin’ Pos program,

and the store’s faithful service to

Texas ranchers and farmers.

Concludes a long-satisfied customer,

R.W. Briggs Sr., San Antonio banker and

big-scale rancher: “If a ranch hand wants

to buy or sell anything whatever, he

makes a beeline to Kallison’s.”

‘Business Goes to Press’

WMCA New York is set to begin new series

of programs, Business Goes To Press (Tues.,

9:30-10 p.m. EST) this week, on which

newspapermen will explore business topics

with representatives of industry. The pro-

gram is being presented in cooperation with

Commerce and Industry Assn. of New York

and moderator will be Thomas Jefferson

Miley, executive vice president of the

association.

WMIT Offers Music Course

MORE than 80 students at Appalachian

State Teachers College, Boone, N. C., are

receiving their music course via WMIT

(FM) Charlotte, N. C. The educational pro-

gram opened with a full-scale rendition of

the opera Aida on Jan. 27, and will com-

prise a once-a-month presentation for the

remainder of the college year. Students are

supplied with brochures and will receive

credit for this course—proffered via the

airways.

Silence May Be Golden, But

SILENCE may be golden, but not always

profitable. WLBG Lauren’s, S. C., proved

this recently when it conducted a contest to

find a parakeet that could say the phrase,

“I, too, like WLBG.” The winning bird,

which learned the words in three weeks’
time, earned his owner a $25 U. S. Savings

Bond. The parakeet is now being used on

WLBG’s station breaks and is known to

listeners as “Piedmont Pete, the WLBG

Parakeet.”

BROADCASTING • TELECASTING

February 25, 1957 • Page 127
THE THIRD TIME WAS THE CHARM

OUT on the range, a man's best friend may be his sure-footed horse or his ever watchful dog, but in the metropolitan jungles where programs fight it out to the bitter end for the last fraction of a rating point, there's nothing helps program promotion like a pretty girl. Nobody has learned this truth better than Reavis Winckler, who keeps the world in general and tv writers in particular advised of the current and up-coming program activities of KTTV (TV) Los Angeles, "that good-looking channel 11," as each news release proclaims.

Case in point: Mr. Winckler's method of impressing on the minds of tv reviewers in his community that on Feb. 14 the Jack London Stories of Captain David Grief, Guild Films' series set in the South Seas, would make its debut on KTTV as a weekly Thursday evening series, 7:30-8 p.m. On Friday, Feb. 8, each tv editorial sanction was invaded by a sarong-clad beauty bearing a coconut wrapped round with gay ribbon which carried a tag boldly blazoned with the name of program, station and time and date of the initial telecast.

Three days later, a weekend having intervened, came a second beauty-borne reminder, this time a fresh pineapple, also appropriately tagged. To make the point doubly impressive, the gal (model Nicki Gibson) quickly hung a pair of lens around the writer's neck and pressed a kiss against his wrinkled brow. The following day, just two days before the Jack London series was to begin, back she comes again, bringing a pipe cleaner creation of a South Sea island, complete with towering palm tree and courtly native. (Yes, the tree bore the usual tag of program, station, time and date.)

The life of a tv editor may be rough but, in Hollywood at least, it has its compensations (see photo).

KLIF Broadcasts from Plane

RALF's mobility again was illustrated last Monday as KLIF Dallas began its early morning weathercasts direct from the cockpit of a four-passenger Cessna 172 airplane. KLIF disc jockey, Ken Knox, a veteran pilot, handled both flying and announcing chores at the same time, and will henceforth continue to "make the rounds" above Dallas between 7:30 and 8 a.m., Monday through Saturday. In addition to his weekday schedule, Mr. Knox will scout road and traffic conditions on weekends over a 100-mile radius. KLIF also intends to use the Cessna as a link in its news coverage system. With the plane's two-way relay broadcast equipment set at the same frequency as the two KLIF mobile news units on the ground, the station will be able to pool reports from ground to air and vice versa, giving its newscasts maximum flexibility.

Series Increases USMA Interest

ZIV-PRODUCED West Point. (CBS-TV, Friday 8-8:30 p.m.) is said to be responsible for a sizable increase in letters from high school and college students and members of the armed forces seeking information about the U. S. Military Academy and its opportunities. According to Ziv Television, the normal monthly quota of letters has jumped from 250 in pre-tv exposure days to a current rate of 800.

ABC's 'It's Your Business'

ABC RADIO, in cooperation with the National Association of Manufacturers, is presenting a weekly public service series entitled It's Your Business! Ted Malone travels throughout the country with a portable tape recorder and interviews men and women who discuss the effect of taxes on their businesses and professions. The series is tied in with NAM's Five-Year Tax Plan which is designed to "bridge the tax gap" at the moment by taxing personal income at a ceiling of 35%". Radio broadcasting was selected a fortnight ago as one of the programs in the series. Jack Soell, manager of WISN Milwaukee, discussed the effect taxes have on broadcasting and also the advantages of the Five-Year Tax Plan.

Suicide Attempted on TV Tower

BOSTONIANS were able to see and hear on-the-spot coverage of an attempted suicide this month when a despondent young man climbed to the top of the remains of the old WBZ-TV tower in that city. Ed Kane, WBZ radio newsmen, used a portable tape recorder and got a three-minute report of the man's ascent up the tower ladder which was immediately placed on the air as a bulletin. Engineers ran a microphone and line out of the back door of the studio and cameras were trained on the near tragedy. Disc jockey Norm Danklefsen taped the tower recorder out into the crowd that had gathered and interviewed police, firemen, and others who were trying to save the young man. Verne Williams, WBZ newsmen who was off duty at the time, rushed to the studio and did the narration for the tv coverage. A minister and a policeman finally persuaded the young man to come down, which he did, unharmed.

WINS Adds New Morning Show

NEW morning music-sports program from 7-10 a.m. EST titled Contract will get under way by this morning. The debut is on WINS New York. The program will feature former NBC and ABC sportscaster Bill Stern. One of the show's new looks will be provided by a 1957 Ford Thunderbird, specially equipped to take newsmen Stan Burns to on-the-spot happenings. (Another New York station, WRCA, also employs a Thunderbird on its Pulse program with Bill Cullen).

WTOP to Carry Orioles Games

A TOTAL of 113 regular season games and six pre-season contests of the Baltimore Orioles will be broadcast during the 1957 season by WTOP Washington, it was announced last week by Lloyd Dennis, the station's vice president for radio. The schedule starts March 9 and runs through Sept. 29.

WEWS (TV) Sets Braves Games

WEWS (TV) Cleveland, Ohio, will televise 54 Cleveland Indian games—including six night road games—this summer, it was announced last week. Carling Brewing Co. and Sohio (Standard Oil Co. of Ohio) will sponsor the telecasts.
Station Authorizations, Applications  
(As Compiled by B•T)  
February 14 through February 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant—antenna, k—kilowatts, mc—megacycles, d-day, n—

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<th>Am-Fm Summary through Feb. 20</th>
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FCC Commercial Station Authorizations
As of January 31, 1957

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<td>Licensed (all on air)</td>
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<td>Licenses deleted in January</td>
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<td>Cps deleted in January</td>
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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, reading operating, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

New Tv Stations . . .

ACTION

Hatfield, Ind.—Owensboro On The Air Inc. (WVSJ-AM-FM)—Owensboro, Ky.—Granted vhf ch. 9 (186-186 mc); ERP 221 kw vhf, 118 kw aud.; ant. height above average terrain 931 ft. above ground 876 ft. Estimated construction cost $491,500, first year operating cost $412,500, revenue $424,000. P. O. address 324 Allen St., Owensboro, Ky.—Station to be located near railroad tracks and trans. location to be determined. Geographic coordinates 37° 54' 08" N., Lat. 87° 13' 54" W. Long. Trans. and ant. GE Legal counsel Loucks, Ems, Young and Janusky, Washington. Consulting engineer Page, Creutz, Garretson & Waldenworth, Washington. Principals include Pres. V. Y. Steele (65%), Vice Pres. Malcolm Greg (11%), and Sec-Treas. N. A. Rhodes (19%). Announced Feb. 18.

Existing Tv Stations . . .

CALL LETTERS ASSIGNED

WBMG (TV) Birmingham, Ala.—Birmingham Television Corp., ch. 49.


New Am Stations . . .

ACTION BY FCC

Paducah, Ky.—E. Weaks McKinney-Smith—Granted 1590 kc, 500 w., directional. P. O. address P. O. Box 146, Paducah, Estimated construction cost $85,500, first year operating cost $84,600, revenue $74,000. Mr. McKinney-Smith, food broker, is sole owner. Action Feb. 14.

APPLICATIONS

Pompano Beach, Fla.—Lawrence J. Plym 1470 kc, 5 kw D. P. O. address Rte. 2, Pompano Beach. Estimated construction cost $100,015, first year operating cost $60,000, revenue $75,000. Mr. Plym, owner of WNL, Mcl, will be sole owner. Announced Feb. 20.

Blakely, Ga.—Cyril W. Reddoch and Ralph L. Hooks d/b/a Dixie Bestrs. 1366 kc, 1 kw D. P. O. address 5 Mr. Hooks, Box 46, De Ridder, La. Estimated construction cost $12,225, first year operating cost $20,000, revenue $30,000. Mr. Reddoch owns 50% KDLA De Ridder, 50% KREH Oakdale, and WPFR Hammond, both La. Mr. Hooks owns 50% WPFR and KREH. Mr. De Ridder and Mr. Hooks will be equal partners. Announced Feb. 14.

Prestonburg, Ky.—Gordon Collins 1310 kc, 5 kw D. P. O. address 5 Mr. Collins, Lackey TV. Estimated construction cost $35,630, first year operating cost $41,000, revenue $52,000. Mr. Collins, Lackey hardware and furniture dealer, will be sole owner. Announced Feb. 20.

Dayton, Tenn.—Norman A. Thomas 1380 kc, 1 kw D. P. O. address Box 428, Chattanooga, Tenn. Estimated construction cost $18,853, first year operating cost $22,000, revenue $30,000. Mr. Thomas, real estate and construction holdings, will be sole owner. Announced Feb. 15.

Williamsburg, Va.—James J. Williams 790 kc.
FOR THE RECORD

Existing Am Stations .

CALL LETTERS ASSIGNED


WSTK Starke, Fla.-Ben Akerman, 1560 kc.

KUDI Great Falls, Mt.-Bestg. Corp., 1450 kc.


KJFM Fort Worth, Tex.-Blue Bonnet Bestg. Corp., 970 kc. Changed from WCMC.


APPLICATIONS


KPOF Denver, Colo.-Seeks mod. of license to change hours from specified to univ. Announced Feb. 14.

New FM Stations .

APPLICATIONS

Los Angeles, Calif.-M. W. Hall d/b as Hall Bestg. Inc., 102.7 mc. 13.8 kw unti. P. O. address 683 Sunset Blvd., Hollywood 28, Calif. Estimated construction cost $19,625, first year operating cost $35,600, revenue same as WTRC-AM. Mr. Hall, owner KLAC Los Angeles, will be sole owner. Announced Feb. 16.

Palm Springs, Calif.-Richard T. Sampson 95.1 mc. 1 kw unti. P. O. address 643 Collon Ave., San Bernardino, Calif. Estimated construction cost $4,050, first year operating cost $12,000, revenue $15,000. Mr. Sampson, electronics wholesaler, will be sole owner. Announced Feb. 20.

Existing FM Stations .

CALL LETTERS ASSIGNED

WRFK (FM) Richmond, Va.-Union Theological Seminary in Virginia, 9.1 mc.

Ownership Changes .

KOMA Oklahoma City, Okla.-Granted assignment of license from Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin to same and Harold Thurman and Sai Schildhause for $26,417. Mr. Thurman will be 5% owner. Mr. Schildhause, KOMA manager, will own 95%. Announced Feb. 19.


APPLICATIONS


KBLR Oceanide, Calif.-Seeks transfer of control of license corporation to W. D. Shanks. Nathaniel P. Maurer and Walter Johnson to Courtland W. Shanks. Mr. Shanks is Oceanide appliance dealer. Announced Feb. 19.

WJNO West Palm Beach, Fla.-Seeks assign- ment of license from WIND Inc. to George H. Buck Jr., George H. Buck Jr., Adrian C. Lebby and Sydney Russell. Mr. Buck Jr. will own 55.06%. This corporate and control change, no consideration. Announced Feb. 19.

WHIE Griffin, Ga.-Seeks assignment of license from Gateway Bestg. Inc. to W. C. Courson and Fred L. Wadkins, announces at WHIE, for $10,000. Announced Feb. 16.

WRAG-AM-TV Elkhart, Ind.-Seeks assign- ment of license from Western Broadcasting, Inc. to D. F. R. G. VanHoozer and Ellis K. French, directors of WMN, a TV station in the Eastern Broadcasting, Inc. of South Bend. Mr. VanHoozer is Western Broadcasting, Inc. President. Mr. French is vice-president. Announced Feb. 15.

WIGR-AW New York, N. Y.-Seeks assignment of license from Southern Television Corp. to Frank E. Holland, Joseph M. Appleby, William R. White, and John Primm d/b as New South Bestg. Corp. for $5,200. Mr. Holland, 25% WLSM Lincoln, 25% WCCL Cleveland, 20% WNML Laurel, all Miss., Mr. Appleby, 25% WLSM, 20% WCLL, Mr. White, 25% WLSM, 20% WCCL, will be equal partners. Announced Feb. 19.


WMGM New York, N. Y.-Seeks assignment of license from Gateway Bestg. Inc. to W. C. Courson and Fred L. Wadkins, announces at WHIE, for $10,000. Announced Feb. 16.

KWVO Cheyenne, Wyo.-Seeks transfer of control from Law Publishing Co. and W. J. Harpole, Troyce Herrell, Kermit Ashby, and Arthur Kline to A. C. Etter, E. L. Thornton, W. F. Wright and N. E. Jorgensen for $37,000. Mr. Wright owns 15.6% KWRC Atlantic, 6.6% KRGB. Mr. Thornton owns 19.8% KWRC and 19% KOWX Peoria, Ill. Mr. Jorgensen owns 25% WMGE Eau Gallie, Fla., and 25% WALT Herkimer, N. Y. Announced Feb. 20.

Hearing Cases .

FINAL DECISION

Actions in Docket Cases

Laurel, Miss.-FCC made effective immediately hearing examiner's initial decision and granted the application of Laurel Television Co. for new tv on ch. 7. Announced Feb. 20.

KARK Revealed FCC denied petition and supplement by Nevada Telecasting Corp. request- ing (1) waiver of rule relating to transfer of control, (2) reconsideration of June 13, 1956, order directing that corporation to show cause why cp for KARK should not be revoked, pending hearing, without hearing of its application for assignment of cp to Tower Telecasting Corp. Action Feb. 20.

PRINTED MATERIALS

INITIAL DECISION

Ch. 14 Port Arthur, Tex.-Hearing Examiner Basil P. Smith denied Feb. 18 for reconsideration of objections looking toward grant of application for Port Arthur Col- lege for new tv.

OTHER ACTIONS

Ch. 11, Pittsburgh, Pa.-FCC (1) affirmed its Jan. 31 order scheduling oral argument in the ch. 11 proceeding accepting Broadcast Bureau's last filing of assignment applications for consideration by WENS (TV) Pittsburgh. Action Feb. 20.


NARBA Notifications .


Mexican Change List 159

Announced Feb. 11, 1953

610 kc

XECV Ciudad Valles, Salo Luis Pefos, 1 kw D, 530 mc.

600 kc

XERBM Mexico, D. F., 5 kw DA-2, unit. Class I, 1-2-57 (change of letters from XEHR).

960 kc

XERC Mazanillo, Colima, D. F., 1 kw, 100 w. N. unit, Class IV, 7-3-57 (change in frequency from 400 kc.-increase daytime power-change time of operation).

970 kc

XKOW Mazatlan, Sinaloa, kw, 250 w. N. unit, Class I, 1-2-57 (n.p. operation).

980 kc

XERTV San Andres Tuxtla, Veracruz, 250 w. unit, Class IV, 1-2-57 (change call letters from XEPA).

1260 kc

XECV Ciudad Valles, Salo Luis Pefos, 1 kw D, Class III, 7-3-57 (deletion).

1310 kc

XEKV Chihuahua, Chihuahua, 1 kw D unit, Class III, 7-3-57 (deletion).

1400 kc

XECV Mazanillo, Colima, 250 w. unit, Class IV, 7-3-57 (deletion assignment—change to 960 kc).

1490 kc

XEPA Puebla, Puebla, 250 w. unit Class IV, 7-3-57 (deletion assignment of letters).

1590 kc

XERZ Meequi, Chihuahua, 1 kw D, Class III, 7-3-57 (New).

Routine Roundup .

February 20 Decisions

- ACTIONS ON MOTIONS

By the Commission

Longview-Denton, Tex.-FCC on Feb. 15 granted extension of time for filing reply comments in tv rule-making proceeding.

By Chief Hearing Examiner

James D. Donahue

KASN-TV San Francisco, Calif.-Denied petition of S. H. Patterson. KASN-TV to intervene in proceeding on application of WFR Stockton, Calif., to change trans. and ant. site; and on Feb. 20 issued erratum to public notice minor changes in the memorandum opinion and order. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue


February 20 Applications

ACCEPTED FOR FILING

Modification of Cp

KFSA-TV Fort Smith, Ark.-Seeks mod. of cp

Continues on Page 137

BROADCASTING • TELECASTING
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>1735 De Sales St., N. W., WASH. 8-5411</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C. Telephone 7-1205</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>—Established 1026—</td>
<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Neck, N. J.</td>
<td>Member AFCCE*</td>
</tr>
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<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years’ Experience in Radio Engineering</td>
<td>Pennsylvania Bldg., Republic 7-2347 WASHINGTON 4, D. C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>L. H. CARR &amp; ASSOCIATES</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>Washington 6, D. C. Fort Evans 1001 Conn. Ave., Leesburg, Va. Washington 6, D. C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>PAGE, CREATZ, STEEL &amp; WALDSCHMITT, INC.</td>
<td>Communications Bldg.</td>
<td>710 14th St., N. W. Executive 3-5570 Washington 5, D. C. 353 White Henry Sturt Bldg., Mutual 3350 Seattle 1, Washington</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>711 14th St., N. W.</td>
<td>Sharston Bldg. Washington 6, D. C. Republic 7-2964</td>
<td>Member AFCCE*</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>INWOOD POST OFFICE DALLAS 9, TEXAS LAKESIDE 8-108</td>
<td>Member AFCCE*</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>P. O. Box 32</td>
<td>Crestview 4-8721 1100 W. Abram ARINGTON, TEXAS</td>
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<tr>
<td>ROBERT M. SILLIMAN</td>
<td>John A. Moffet—Associate</td>
<td>1405 G St., N. W. Republic 7-6646 Washington 5, D. C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers</td>
<td>Radio-Television Communications-Electronics 1410 Eye St., N.W., Washington, D. C. Executive 3-1238 Executive 3-0601</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>8401 Cherry St.</td>
<td>Hillard 4-7010 KANSAS CITY, MISSOURI</td>
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<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY Directional Antenna Proofs Mountain and Plain Terrain</td>
<td>1316 S. Kearney Skyline 6-1603 Denver 22, Colorado</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers</td>
<td>2000 P St., N. W. Washington 6, D. C.</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3802 Military Rd., N. W., Wash., D. C. Phone Emerson 2-0871 Box 2446, Birmingham, Ala. Phone 4-5924</td>
<td></td>
</tr>
<tr>
<td>WILLIAM R. PERCY</td>
<td>Consulting Radio Engineer</td>
<td>4900 Built Avenue Cleveland 3, Ohio Phone Henderson 2-3177</td>
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<tr>
<td>A. E. TOWNE ASSOCs., INC.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS</td>
<td>420 Taylor St., San Francisco 2, Calif. Phone 5-3100</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION</td>
<td>501-514 Munsey Bldg. Sterling 3-0111 Washington 4, D. C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 7-8215 WASHINGTON 4, D. C.</td>
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<td>Member AFCCE*</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N. W.</td>
<td>Hudson 3-9000 WASHINGTON 6, D. C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>CONSULTING ENGINEER AM-FM-TV</td>
<td>4806 MONTGOMERY LANE WASHINGTON 14, D. C. Oliver 2-8520</td>
<td></td>
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<tr>
<td>ROBERT L. HAMMETT</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>821 MARKET STREET SAN FRANCISCO 3, CALIFORNIA SUTTER 1-7545</td>
<td></td>
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<tr>
<td>J. G. ROUNTREE, JR.</td>
<td>5622 Dyer Street</td>
<td>EMerson 3-3266 Dallas 6, Texas</td>
<td></td>
</tr>
<tr>
<td>RALPH J. BITZER, Consulting Engineer</td>
<td>Suite 299, Arcade Bldg., St. Louis 1, Mo. GARfield 1-6564</td>
<td>“For Results In Broadcast Engineering” AM-FM-TV Allocations - Applications Petitions - Licensing Field Service</td>
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**Service Directory**

**Commercial Radio Monitoring Company**

**Precision Frequency Measurements**

**Full Time Service for AM-FM-TV**

P. O. Box 7037
Kansan City, Mo.
Phone Jackson 3-5202

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Accredited Technical Institute Certified
2224 16th St., N.W., Wash. 16, D. C.
Practical Broadcast, TV Electronics engineering home study and residency courses.
Write for Free Catalog, specify course.

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**Consultants—Specialists in**

Television — Radio allocations — Installations -field—antenna measurements—AM—UHF—VHF “will consider investing with new applicants”

Norwood J. Patterson, Owner
1111 Market Street San Francisco, Calif.
MARCH 1-1917

**Professional Cards**

February 25, 1957  Page 131
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpaid display—Monday preceding publication date. Display—Tuesday preceding publication date.

Situation Wanted: 20¢ per word. $1.00 minimum. Help Wanted 25¢ per word. $2.00 minimum.

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1736 S DeSales St. N.W., Washington 6, D.C.

APPLICANTS: If transcription or bulk packages submitted, $1.00 charge for mailing. Forward resumes, photos, etc., please. Contact box number and specify a reason. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Station manager, salesman, announcers, engineers, needed every day, week. Mt. Kisco, N.Y. Cover Southern Westchester of Radio station Martin Stone, 395 Madison Avenue, New York City.

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 1482E, B-T.

Sales manager who loves to sell. Five figure income. Major market for strong independent in Illinois. Box 682E, B-T.

Sales manager excellent New Jersey "spot" with large broadcast salary, commission and override. Box 650E, B-T.

Agressive sales-station manager for 500 watt soon on air in central New York. Participation and part ownership may be arranged. Box 467, Norwich, New York.

Salesmen

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly to past two years. Management and tv potential. Box 477E, B-T.

Country music salesman? Our 35% sales commission plus 50% of 250 watt annual to top men. One of Florida’s largest cities. Also include any television experience in your complete resume. Box 880E, B-T.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Oregon.


Wanted! Chain of 7 radio and tv stations in southeast needs aggressive salesman with know-how. All expenses paid. Send resume to advance from your four figure earning no pipe dream but a reality. Cables to: General Manager, Radio Station WJSR, 92 Haywood Street, Asheville, North Carolina.

Salesman—metropolitan market. Excellent opportunity for live wire. WBTO, Elmwood, Conn.

Top-notch salesman for New York office of America’s fastest growing rep. If you are an experienced and proven rep salesman and you aspire to move into a sales management job and want to immediately earn in five (5) figures, call Ted Oberfelder at Plaza 1-6466.

Announcers

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. Premiere pay, vacations, etc. Must have car. Excellent opportunity for advancement within chain. Send resume and tape. Box 786C, B-T.

Illinois billboard wants experienced announcer age 25 to 40 with several years of solid commercial work. Full time announcing position. News gathering and writing ability helpful. Liberal bonus, sick benefits, pension plan, with well-established independent market area. Age, education, experience in detail. Personal interview required. Box 448E, B-T.

Need two announcers, one radio, one television. ABC Chain. No experience needed for combined radio-television job. Must be able to prepare and deliver on camera. Positive, young, good background, references and salary requirements first letter. Box 638E, B-T.

RADIO

Help Wanted—(Cont’d)

Announcers

Immediate opening radio and tv announcing, midwest. 5 kw am full power tv. Box 639E, B-T.

Sportscaster-announcer with play-by-play experience and knowledge of Pennsylvania station. 40 hour work, and extra when needed for salary requirements and references in first letter. Write Box 464E, B-T.

Help wanted: Radio announcer. $350 per month—48 hour week—married men who are experienced are preferred. Paid vacations—free insurance. New good local key daytimers in midwest. Box 534E, B-T.

Hundred a week to start for top-notch announcer with first class broadcast station in midwest network station. Box 663E, B-T.


Immediate opening for sepia DJ personality Must have sincerity and good diction. Large southeast indie. Send resume and tape. Box 697E, B-T.

Wisconsin metropolitan indie needs newscaster who can go out and get it. Must have good voice for best rating. Send tape and resume. Box 408E, B-T.

Station that’s moving up needs two top-notch deep-voice personalities that know when to stop talking. Prefer men with active radio background. Know the ropes, willing to take the time that’s needed to prepare their shows. If you like radio, and know you can give us top ratings, then fire a tape showing your air work. Make it long, cut the music. This is a balling operation with stations in seven markets. No phone calls, send tape and resume of background. Drinkers and drifters need not apply. Top money. Box 685E, B-T.

Top announcer with first class license. Excellent salary. Emphasis on advertising. Sending resume, box 717E, B-T.

Top announcer seeking permanent, good opportunity, growing market. 4030 kw. KBMA, Austin, Texas.


Announcer, experienced in phases. Needed immediately by 5000 watt NBC, station; city of 100,000. Our man should hail from Kansas or adjacent state. Must be proficient with good station and floated or victims of bottle fatigue required. Send references and marital and draft status and salary requirements to Jim Heaton, KXGB, Great Bend, Kansas.

Good morning man for progressive independent. Can also do news. Has limited experience. WATG, Ashland, Ohio.

Immediate opening for experienced announcer. Personal interview necessary. Lee Jylia. WBCM, Bay City, Michigan.

Now! Experienced, homey man, to operate board, gather, write and edit news. Top pay for top help. Middle market island kilometwatt. Forty hours. Salary and tapes collect within 500 miles. WCN, Mt. Pleasant, Michigan. Phone Spring 3-311.

Announcer. Must have experience. Top working conditions. Prospect for profit sharing plan. WCOJ, Coatesville, Pennsylvania.

RADIO

Help Wanted—(Cont’d)

Announcers

Need experienced announcer for PD. Also need straight announcer. Send resume to WHAV, West Virginia, West Virginia.

Need announcer with 1st class ticket, for WIDE, Biddeford, Maine. Biddeford is located 85 miles from Boston and 15 miles from Portland and only 5 miles from New Hampshire. Your host, Old Orchard Beach, Maine. If you’re the type of fellow who enjoys good friends, fine people and like good clean living, then Biddeford is just the place you live out your dream. Send full resume and tape to WIDE, Biddeford, Maine.

Announcer—staff work, college town in vacation country. Some experience desirable. Send tape and resume to PD, WFUJ, Burlington, Vermont.

Radio announcer for WKDA, Nashville, Tennessee. Send resume to manager who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glasscock. WKDA, Nashville, Tennessee.

Immediate opening for experienced announce-salesman. Good salary plus commissions on all accounts you sell and service. Total earnings should exceed $100 per week for good producer. Contact WLOD, Big Stone Gap, Virginia.

Combo man with first phone emphasis on breaking news. Experience desirable. Send photos and resume of past experience. WMIC, Monroe, Michigan. Tape will be returned.

Good announcer—must have good voice—no re- gionality. Quick native intelligence, humor, education and experience. Up to $100 weekly for responsible man with initiative and imagination. Opportunity to try new ideas. Personal interview necessary. Resume, tapes to WPVL, Painesville, Ohio.

Exceptional opportunity for salesman-announcer combination. Permanent. WSMJ, Litchfield, Illinois.

Wanted: Two announcers with first class ticket. Write Box 685, Aberdeen, Maryland.

Technical


First phone announcer-chief engineer. 500 watt California bay area indie. Send references-tape. Box 655, B-T.

First class engineer-announcer needed for new 500 watt station in southwest. About twelve months experience desirable. Excellent potential for right man. Clean living habits essential. Must be willing to work on weekends and after hours, and salary requirements first letter. Box 908E, B-T.

First class engineer. Who can handle maintenance and installation of station equipment. Any location in good condition. Excellent working conditions in town; free housing and camping. Position open. Contact KRRK, Rexburg, Idaho.

Man with engineering experience re do work of Chief. Must be good engineer and able to maintain equipment. KSSL, Silver City, New Mexico.

First phone operator. 1000 watt. Opening now. Write details. WBBG, Pittsfield, Mass.

Wanted immediately—combination engineer-announcer must have first class ticket. Good salary. Send your tape and data to L. Lansing, WBBY, Radio, Boonville, New York.

Engineer, first class ticket for remote control station with new Collins equipment. Contact Mr. Roland Potter, 4-7934, WHBG, Harrisonburg, Virginia.

Combo—or announcer interested in engineering position. Within 3 months vacation. WSSR, Wassaumaginna. Daytime steady employment.

Combo engineer for construction. Contract Mr. Bevin, WMLF, Pineville, Kentucky. Good deal.

WOWN, Defiance, Ohio, has openings for first class announcer. Excellent opportunity for right man. Forward full information to Glenn R. Thayer.

Wanted operator with first phone license. Experience not necessary, WSBY, Rutland, Vermont.
RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted experienced writer for radio-television continuity department in top Midwest operation. Finest working conditions. Many extra benefits including paid vacations, Blue Cross-Blue Shield and other security benefits. Start at $60 per week, if qualified. Send sample continuity, background and recent snapshot. Box 355E, B-T.

Continuity-traffic manager (male or female) needed immediately. Replies to Box 5167 MSS, Tallahassee, Florida.

Situations Wanted

Managerial

Sales manager—personally sold over half million dollars worth of local time in one year! Only progressive management with sound product need apply. All replies held in confidence. Box 321E, B-T.

24 year veteran seeks responsible position with reliable company. Experienced all phases programing, news, management. References. Inter¬view for station offering right job at right money. Prefer south or east, but will consider all reasonable offers. Neatly, dependable family man. Box 646E, B-T.

Better arrangement or management desired by sales manager with southwest major network station. Box 460E, B-T.

Working manager, married three children, age 40 manager present station in north 12 years, wants to invest, control interest and manage small or medium station in southeast. Write Box 622E, 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.

533 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 6, D. C.

RADIO

Situations Wanted—(Cont’d)

Managerial

Manager desires to make change. Interested in position as a manager, assistant or sales. No tv experience but believe I could handle tv sales. Florida preferred. Would consider offer to travel Florida territory for allied tv or construction. Box 693E, B-T.

Manager or PD experienced announcer. Great knowledge business, conscientious. Box 705E, B-T.

Commercial manager desires relocation with progressive radio station in California or Florida as manager or commercial manager. Box 706E, B-T.

Energetic, successful working selling general manager seeking job as manager or PD. Available now due to change in ownership of WPTC. Draft exempt, church and family plan with proven ability. Top references guaranteed. Age 52. Worked at same station five and the half years. Will travel. Contact J. Harold Vester, 344 Rim Road, Sexton Street, North Carolina, Phone 8224.

Situations Wanted

Managerial

10 years radio sales experience, 250 daytime to 5000 network. Have been sales manager. Like to work. Single. Available. Can make money for station and myself. Have car, will travel. Will consider all large or medium stations. 880 South Lincoln Avenue, Springfield, Illinois, 7405.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. run on box. Eager to please. Go anywhere. Box 1092, B-T.

Experienced married announcer DJ feels he is ideal for all-night, all-sales. Relaxed, delivery deep rich voice. Prefer larger station. Tape on request. No obligation. Box 587E, B-T.

Combos—1st-phone 5 years radio experience—812 South Street, Miln., North Dakota. Available February 1st. Box 576E, B-T.

Staff announcer: Versed in all phases of announcing. Have had own morning show on mid-western station. Available February 1st. Two years experience. Married, vet 34. Desires to relocate this Spring. Box 594E, B-T.

Ex-B.B.G. broadcaster desists staff position or free-lance assignments. Anglo-American accent. Tapes available. Box 600E, B-T.

Baseball play-by-play announcer, seven years experience. Box 603E, B-T.

Experienced sportscaster, strong on baseball, live tapes to prove. Excellent salesman. Featured in metronome at top DJ. Box 605E, B-T.

Personality DJ, warm, friendly style. Strong on music, news and sports. Net affiliate and mid-experience. College grad. Box 622E, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcers

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(Continued on next page)
KLIF and KITS  
Dallas and San Antonio  
need  
TOP NEWSMEN

Two of America's top-rated independents, both ahead by light years in ratings, need qualified radio newsmen with good authoritative news voice to write and deliver the news. Send applications and b.g. to:

Gordon McLendon  
2104 Jackson Street  
Dallas, Texas
RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Ambitious, capable assistant director—camera-
man. Presently employed top vhf 4 years ex-
perience. Desires directing. Box 674E, B-T.

Director-switcher. Three and a half years com-
mmercial experience. Top vhf stations. Desire to
settle in decent vhf market. Top references. Box
692E, B-T.

Attention N. E. vhf stations. Cameraman, three
years experience vhf. Creative, Available im-
mediately. Top references. Box 632E, B-T.

Film director-editor. Seven years commercial-
television experience. Sharp on buying and sched-
uling. Have set up and can operate depart-
ment. Top references. Box 682E, B-T.

Want tv director-production or associated field.
Have worked film editor-tv commercials, camera-
man. WPIX-TV, New York. SRT and college-
grad—Announcing-director experience. Veteran,
will travel. Box 688E, B-T.

Promotion manager. A young man with skill and
experience in sales and station promotion. Four
years television experience, 28, married. Box
1006E, B-T.

Available immediately, practically-trained, top-
flight production personnel, all categories. Call
Northwest First, Northwest Radio & TV School,
1221 NW 21st, Portland 6, Oregon. Also Holly-
wood, Chicago. Washington, D. C.

FOR SALE

Stations

250 watt. long-established station with excellent
billing, located in the northeast, for sale to com-
mmercial buyer. Creative. Available im-
mediately. Proofs of ability to purchase with inquiry.
Principals only. Box 646E, B-T.

For sale: Single station market. Remote con-
trolled kilowatt daytimer in south. Has always
operated in the black. Excellent equipment. New
station wagon with mobile unit. $55,000 cash, or
$60,000 with terms. Box 707E, B-T.

Station in growing secondary market with Flor-
ida's favorable living conditions. $120,000. Part-
cable. Buyers will please present proof of ability to purchase with inquiry.

Kentucky small market station showing profit.$50,000. Terms. Paul H. Chapman Company, 84
Peachtree, Atlanta.

New available. Single-station market. VHF tele-
vision station. Southwest, Semi-tropical climate.
Owner states urban population 100,000. Nearest
competitive station 100 miles. Takes $65,000 cash
to handle. Only written requests from qualified and
identified principals will be acknowledged.

Ralph Erwin, Broker. 1443 South Trenton,
Tulsa.

FOR SALE

Stations

Listing 8D. Long-established southwest AM sta-
tion. Diversified market: Agriculture, military,
year-round acoustic resort. Requires $25,000 cash
down. Ralph Erwin, Broker, Tulsa.

Southwest—unlimited indie excellent for owner-
managers, $35,000. Terms if you qualify. Contact
Bob Haskin, 1530 Oklahoma Natural Build-
in, Oklahoma City, Oklahoma. Knappen Busi-
ness Brokers.

The Newman Company, 519 Security Bldg., Davenport,
Iowa. Sales, purchases, appraisals, handled with
care and discretion, based on operating our own
stations.

Write now for our free bulletin of outstanding
radio and tv have throughout the United States.
Jack L. Stoll & Associates, 6281 Hollywood Blvd.,
Los Angeles, Calif.

Equipment

W.E. Amplifiers. Original cartons. 120C, 80$: 122A,
$5: 130B, $100. Used coils, W.E. 111C, RF. Langan
602A, $5. GR modulation monitor 721A. $175.
Box 635E, B-T.

For sale: Gates 200 watt 250-C transmitter avail-
able in thirty days will accept a reasonable offer.
One Gates 52-CS studioette nearly new. $800.
Frank Carman, KULR, Salt Lake City, Utah.

150 self-supporting tower. Available soon. Rea-
sonable. Write WBC, Framingham, Mass.

For sale: Blau-Knox gyroed tower. $2000. In-
cludes lights. Easily accessible. WCEC,
Dubois, Pennsylvania.

Valuable studio and transmitter equipment in good
condition. low priced, send for list. WCRA,
Effingham, Illinois.

For sale: 1—200 foot galvanized tower. 1—300
foot tower. 4—8x16 Andrew passive reflectors.
1—Telemaster, seven element, wide spaced, special
design. Channel 6 receiving antenna. Contact
WATM-TV, Hattiesburg, Mississippi. Telephone
Jumper 4-446.

RCA WX-1A field intensity meter. RUST RI-106
remote control and spare parts kit. General
Radio 916-A RF bridge. 8-H minitape recorder.$800
feet Whitney-Blake $2312 audio wire. Guy C.
Rauer, WEJL, Scranton, Pa.

Mobile studio, aluminum body Vanette Chev.
truck, containing Onan 35kw 60cy generator, REI,
60w fm transmitter, 152.32 mc., direction
and non-directional antennas. 2.56 watt McIntosh
PA amps. 4 25 watt trumpets. 4 300 watt flood-
lights. Gates control-completion condition. Propane
heater and more. Guy C. Rauer, WEJL, Scran-
ton, Pa.

Remote control and metering system. Gates M
(465—14). Like new. Three years old. Com-
plete with tubes and five channels. Manual. Best
offer. WEOK, Poughkeepsie, N. Y.

RCA console. Model 76C. Complete with power
supply, tubes and manual. Excellent condition.
Seven years old. Best offer. WEOK, Poughkeep-
sie, N. Y.

For sale—one RCA 96-A limiting amplifier with
power supply, complete Concord-
rad receiving unit. WRMN, Elgin, Illinois.

FOR SALE

Equipment

RCA-BTY 55 3kw fm transmitter, four bay An-
drew antenna. REL monitor, complete Gates
播送设备 and two three-speed tables, two Magnecord tape re-
corders, and other station equipment. Contact
A. E. Kester at The Music Room, 122 N. Michigan,
South Bend, Indiana.

RCA-BTY-1L transmitter complete with one set
tubes, crystal for 1480 kHz, wire for remote op-
eration. Also Rust BTS-SAX remote control unit
including R1-156-1A two meter panel to read
modulation and frequency at studio. Power in-
crease necessitates sale. Priced as package
for $3,750, or separately, transmitter $2,550, and
re-
et $100. Call 690. Write or call Stanley Bay,
OK Group, 505 Baronne Street, New Orleans,
Louisiana.

For sale: 455 foot self-supporting Truscon Tower.
Now in storage. Contact U. L. Lynch, Technical
Director. Farm & Home Radio, Grand Island,
Nebraska.

3 kw Federal Telephone fm transmitter with
cable and monitor, including NCO, self-
supporting tower—$1950. Phone C. L. Graham,
Gadsden, Alabama. Liberty 6-1814.

For sale: 3 kw, RCA fm transmitter, 300 ft.
transmission line, modulation frequency monitor
4 bay side mount Andrews antenna. $4,000.00
for everything. Phone C.O., shipping point. Aaron N.
Robinson, The Dixie Network, P. O. Box 309, Jack-
son, Tennessee.

WANTED TO BUY

Stations

Wanted: Radio station with good potential, in
Florida. No brokers please. Box 811E, B-T.

Equipment

Wanted: Good used 250 watt transmitter, turn
tables and console. Box 655E, B-T.

Wanted—250 or 1000 watt fm transmitter for Conel-
rad operation. Station KXAN, P. O. Box 1058,
Eureka, California. Phone III 9-961.

Fm transmitter, 1.3—10 kw, associate equipment
Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted: Record library, especially classical and
semi-classical, bridge and mood, by small univer-
sity broadcasting station (non-commercial) now having none. Used discs must be in good
condition. Write W. F. Riegel, Western State
& Lee University, Lexington, Virginia.

INSTRUCTION

FCC first phone license. Start immediately.
Guaranteed experience. Northwest Radio & Televi-
Sion. Write Mr. Dewitt, Dept. D, 1443 K Street, N. W., Wash-
ington, D.C.

Here is an opportunity to enter the media brokerage business with an established organization.
We offer a position on a successful operating team to men with these four qualifications:

1. Good character and unquestioned in-
tegrity—references will be required.

2. Sales experience.

3. Financial responsibility—income is in
proportion to ability and work.

4. Willingness to travel cheerfully.

PAUL H. CHAPMAN COMPANY

84 Peachtree Street, Atlanta, Georgia

Broadcasting • Telecasting

February 25, 1957 • Page 135
HELP WANTED

COMBO-MAN FOR METROPOLITAN NETWORK STATION. Must be experienced in program requirements as DJ-newsreader with at least third-class license. Age 21-31, reliable, neat with good reputation. Regular 10 hour week full vacation pay plus holiday extras. Excellent working conditions, live pay week salary guarantees. Big city opportunity for qualified applicant capable of making top dollar. If you are that person, send complete details, recent photo, audition tape to Box T525E, B&T.

CHIEF ENGINEER-ANNOUNCER WANTED


Situation Wanted

Announcers

PRESCRIPTION: For Sad Station Managers with "Unhappy Hoopla, Poor Pulses and Anemic Nichloes!" Daily shots by No. 1 Show Surgeon now in major metropolitan market. Holder of D.D.J. and A.S. Degrees (Doctor of Disc Jockeying and Air Salesmanship). Have instruments, (hit records), will travel.

Box 621E, B&T

FUTURE WANTED!

DIRECTOR-PRODUCER-PERSONALITY NEWS-SPORTS-VARIETY-MUSICAL-SPECIAL

Expereienced all phases of Dir.-Prod. Now with successful midwest TV operation. Will trade my experience for future with larger organization. Will it be yours? Find out now! Tape, Picture, Usual.

Phone: Wire: Write
John Beatty
309 W. 7th, Apt. #11
Topeka, Kansas
Phone: Home 4-8241
TV Station 5-3473

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 realize $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 larger operations. Phone 4-8241, TWICE.

FOR SALE

STATIONS

TELEVISION

HELP WANTED

Technical

IMMEDIATE OPENING

Need top quality TV announcer-newsreader for expanding VHF operation. Excellent opportunity for man who can deliver. Write and send tape.

KWTX-TV

P. O. BOX 3128

WACO, TEXAS

Situations Wanted

Programming-Production, Others

FOR SALE

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KWTX-TV

P. O. BOX 3128

WACO, TEXAS

Situations Wanted

Programming-Production, Others

FOR SALE

STATIONS
Continued from Page 130

to extend completion date to 5-15-57.

License to Cover Cp

KGOL Oklahoma City, Okla.—Seeks license to cover cp which authorized new fm and specialty studio.

KAGE Winona, Minn.—Seeks license to cover cp which authorized new fm and specialty studio.

WNAL Laurel, Miss.—Seeks license to cover cp which authorized new fm and specialty studio.

KCYI Shelby, Mont.—Seeks license to cover cp which authorized new fm and specialty studio.

Renewal of License

WMNF-WM Meriden, Conn.; WPBO-WM Providence, R. I.

Renewal of SCA

WMNF-WM Meriden, Conn.

February 19 Applications

ACCEPTED FOR FILING

Applications of Cp

Following seek mod. of cp to extend completion dates: WMLF Pineville, Ky.; WARE Wjare, Mass.; KBIS St. Peter, Minn.; WYGO Tupelo, Miss.; WMPT South Williamsport, Pa.; KBIX-TV Corpus Christi, Tex.; WCRS-TV Charleston, W. Va.

License to Cover Cp

WTBF Troy, Ala.—Seeks license to cover cp which authorized change frequency, increase power, change ant.-trans. location, change ant. system and trans. location.

Renewal of License

WMMW-FM Meriden, Conn.; WPBO-WM Providence, R. I.

February 20 Decisions

BROADCAST ACTIONS

Bk. 27, page 26:

ACTS-By Hearing Examiner

James D. Cunningham

Ordered that the following dates be scheduled to commence in the following in the proceedings on the dates shown:

KOVR Stockton, Calif., to cp change frequency, to 1.225 Mc., to 5-24-57; WYTO-TV Coastal, Tex., to cp change frequency, to 1.320 Mc., to 6-29-57; WBOB-TV San Antonio, Tex., to cp change frequency, to 1.325 Mc., to 5-29-57.

By Hearing Examiner Hugh B. Hutchison

Progressive Bstg. Co., Lawton, Okla.—Granted petition for rehearing of order; granted petition for rehearing of order.

By Hearing Examiner Elizabeth S. Smith

WNYC New York, N. Y., and WCCO Minneapolis, Minn.—Granted petition for additional on-air time.

By Hearing Examiner James M. Mcallen

KBFG-FM Biltmore, N. C.—Granted petition for additional on-air time.

February 19 Applications

ACCEPTED FOR FILING

Applications of Cp

Following seek mod. of cp to extend completion dates: WMRF Pineville, Ky.; WARE Ware, Mass.; KBIS St. Peter, Minn.; WYGO Tupelo, Miss.; WMPT South Williamsport, Pa.; KBIX-TV Corpus Christi, Tex.; WCRS-TV Charleston, W. Va.

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Pastore Paves the Way

A GOLDEN opportunity to solve the chronic problem of all broadcasters—the license renewal—awaits those who will arise to the challenge and go to work. The invitation is extended by Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce Subcommittee on Communications. You can read about it in this issue.

Sen. Pastore wants broadcast licenses extended to at least five years. But he goes beyond, and suggests there may be good reasons to make licenses permanent, with the FCC to carry the burden of proof in revocation proceedings for cause.

In these columns, over the years, we have espoused longer license tenures to give stability to broadcasters who have invested hundreds of thousands and even millions, only to come to the FCC, hat in hand, every three years to seek renewals. Legislation now is pending for extension of licenses to five years, and we have endorsed this approach on the theory that progress best could be made a step at a time. Licensing in perpetuity, such as Sen. Pastore envisages, seemed to be too much to hope for now.

But is it? There is logic to Sen. Pastore's view. Months ago, Comr. John C. Doerfer of the FCC suggested perpetual licenses. Years ago, the late and esteemed communications attorney, Louis G. Caldwell, made such a proposal. But it fell on deaf ears in an era when broadcast licenses were issued for three months, then six months and ultimately three years.

Past Commissions have been loath to propose longer license tenures. The renewal permits the Commission to check past performances of stations—form of indirect censorship repugnant to the First Amendment. A detailed renewal application, showing breakdowns of programs in various categories and the counting of commercial spots, now is required. And the applicant, of course, is placed in a vulnerable, if not untenable, position if his past "promises" have not been met.

The burden of proof appropriately should be on the licensing authority. It can use its revocation authority any time it feels that a licensee has not served "public interest." Any party can file an application with the FCC at any time for any authorized facility if it feels it can make a better case "in the public interest" for the facility occupied by another.

Sen. Pastore also suggests that network affiliation contracts perhaps should run concurrently with the station license tenure. Perhaps they could not run in perpetuity, but certainly they should extend beyond the present two-year standard, if only from the standpoint of prudent business in the light of the hazards and the heavy investments required, particularly in television.

The FCC appears before the full Senate Commerce Committee March 5. The Committee will have things other than the license tenure on its mind. Sen. Pastore, as the subcommittee chairman, will figure importantly in the March 5 and in subsequent sessions of the committee.

This is the time, it seems to us, to ask for hearings on the pending license extension proposals. And it's the time to prepare the strong case that is obvious for permanent licenses, with the burden of proof shifting to the FCC, where it belongs.

The Luther Lather

THE Action Committee for Freedom of Religious Expression, comprising representatives of several Protestant denominations, has asked the FCC to start license renewal proceedings against WGN-TV Chicago because the station yielded to purported Catholic pressure and banned the film, "Martin Luther."

The legal basis of the Action Committee's complaint is that WGN-TV failed to respond to representations it had made in previous license renewal applications. In removing "Martin Luther" from its schedule, the station reneged on its promise to present discussion programs on important public issues, the committee says.

This charge is foolish, of course, but it towers like a Supreme Court decision beside the added philosophy on which the Action Committee's complaint is built. Here is an excerpt:

"Religion and controversial issues must be given time on the air. We do not question the right of a broadcast licensee to refuse to present a bad program whether it be religious or not. We assert, however, that a broadcast licensee cannot refuse to telecast a program of a religious or controversial nature because in his opinion it might offend people who have contrary positions."

It seems to us that the Action Committee for Freedom of Religious Expression is using in its name a word it does not understand. "Freedom" of expression does not mean freedom of access to every public forum. No one has the right to commandeer any communications medium for the transmission of his views.

It was clearly the right of WGN-TV to reject, or accept, "Martin Luther," although we cannot say that the station exercised that right with conspicuous fortitude.

Of all the charges made against WGN-TV by the Protestant committee, only one is justified. The committee says the station was "timid" when it knuckled under to pressure and called off the scheduled presentation of the film.

There can be no argument that WGN-TV was timid, but should a single showing of timidity deserve so stern a judgment? Is there a newspaper, a magazine, any individual that has acted invariably with spotless courage?

The greatest contribution that the Action Committee for Freedom of Religious Expression could make to the cause of freedom would be to withdraw its FCC petition and call off the propaganda campaign it has been conducting. Pursuit of the committee's present course will lead only to an intensification of sectarian bickering—to the detriment of the nation's spiritual, intellectual and cultural well-being.

In the Family

UNLIKE many other publications and the Assn. of Radio-Television News Analysts, we can't get worked up over CBS's censoring of Eric Sevareid and rebuke to Edward R. Murrow. The incidents have been the subject of widespread publicity, and last week the news analysts society officially upbraided the network for killing a Sevareid script that criticized the U.S. ban on newsman travel to China and reproving Mr. Murrow for going on the air with similar views.

To us, the matter is entirely an internal affair. Top news management at CBS, and indeed at every other network and station, has the duty to edit news and analysis. To let reporters and analysts go on the air cold would be an abdication of management responsibilities. This principle applies even to newsmen of such undeniable talent and judgment as Messrs. Sevareid and Murrow.

If an editor erred at CBS, it is a situation to be corrected within the family. There is no occasion for an outburst of talk about the suppression of opinion on the air.
"TONIGHT" from Houston

When Steve Allen and cast came to Houston for a "Tonight" telecast from the Shamrock Hilton, KPRC-TV provided complete production and engineering facilities for the network pick-up. The hour and a half show was picked up from the hotel lobby, ballroom and outside pool by an experienced KPRC-TV staff of 27 men. This experienced staff makes "network quality" possible on KPRC-TV from sign-on to sign-off. Houston viewers have expressed their appreciation by keeping KPRC-TV first in the market for 8 years. Your clients need the station that can really sell the market. It's your move.

KPRC-TV

THE MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET!
Your Best Radio Buy for the KANSAS CITY MARKET...

"Tailor Made Coverage" KMBC-KFRM

When you buy spot radio coverage of the Kansas City Market on KMBC-KFRM the Kansas City Market is exactly what you get. Not just a small segment. Not coverage beamed out of the market. KMBC-KFRM covers almost exactly the Kansas City Trade Area as defined by the industrial economists of the Federal Reserve Bank in the Tenth District.

Now, with the opening of the new $160,000,000 Kansas Turnpike, reaching 236 miles to the southwest, the Trade Area is tied closer than ever to Kansas City.

In programming as well as coverage, the KMBC-KFRM radio team fits the Kansas City Trade Area like a glove. It reaches the people who trade in Kansas City — and have the buying power. It doesn’t waste your money on either the under-age urbanites or the “wild blue yonder” outside the trade area limits. With KMBC you get the high listenership you want in the metropolitan area. The bonus station, KFRM, gives you the important rural and small city coverage — right where you need it.

Only KMBC-KFRM offers you such tailor-made coverage of the Kansas City Market for greatest radio economy. And only KMBC has such tailor-made programming for the market it covers. Music, news, sports, farm service, women’s programs—they’re all part of the KMBC-KFRM personalized radio that sells as it serves.

FOR CHOICE AVAILABILITIES on KMBC-KFRM contact your Colonel from Peters, Griffin, Woodward, Inc. He’ll tune you in on the New Sound that’s creating new sales in the Heart of America.

Don Davis, President
John Schilling, Executive Vice President
Dick Smith, Manager, KMBC-KFRM

George Higgins, Vice Pres. & Sales Manager
Mori Greiner, Manager, KMBC-TV

KMBC of Kansas City — KFRM for the State of Kansas
The personality radio stations that are

1st in the Heart of America

...and in television, the Swing is to KMBC-TV
Kansas City’s Most Popular and Most Powerful TV Station.