In the nation's capital, this is...

On the second of May, the city of Washington witnessed the laying of the cornerstone for WRC-TV's new $4 million plant, the first building in the world designed for Color Television. It also incorporates the most complete, up-to-date radio facilities.

For Washington and for the nation at large, the cornerstone stands as a promise of bright and colorful things to come.

For advertisers, it represents a link between a successful past and even more brilliant future.

In Washington, you'll find the solid cornerstone for your advertising plans in WRC-TV.
RELAX and PLAY on a Bermuda Holiday!

You fly to Bermuda in less than 4 hours!

FACELIFT FOR STATION WHTN-TV

rebuilding to keep pace with the increasing importance of Central Ohio Valley . . . expanding to serve the needs of America's fastest growing industrial area better!

Draw on this Powerhouse of Facts for your Slogan:

- REBUILT AND IMPROVED STATION WHTN-TV will be the ONLY "FULL POWER" STATION in Ohio Valley between Cincinnati and Wheeling!
- REBUILT AND STRENGTHENED STATION WHTN-TV will be the ONLY STATION to put a Grade A signal over the four top markets of Portsmouth, Ashland-Ironton, Huntington and Charleston!
- REBUILT AND EXPANDED STATION WHTN-TV will put city grade service over the two principal major markets of Huntington and Charleston!
- REBUILT AND RE-VITALIZED STATION WHTN-TV will be THE ONLY STATION with the sustained dominance of TV-power to insure your sales messages reaching the many families earning far above the average in the fast-growing industrial centers of Central Ohio Valley, living near and in the buying centers of Central Ohio Valley.
- REBUILT, REFURBISHED, REFRESHED STATION WHTN-TV, one of the fine Cowles stations, on Channel 13 over ABC basic network will dominate Central Ohio Valley. If you want your products to sell in this important market, plan to use the station that will blanket this entire area . . . STATION WHTN-TV.

PAYOFF FOR YOU—AND HER!

write a slogan to sum up the exciting WHTN-TV story and

WIN A GLORIOUS BERMUDA SUNSHINE HOLIDAY FOR TWO!
OR THE CASH EQUIVALENT IF YOU PREFER!

In as few words as possible, no more than fifteen, write a slogan that dramatizes the TV-viewing appeal of Station WHTN-TV . . . that tells why Station WHTN-TV offers the TV-advertiser such dynamic dominance for his advertising money!

EASY! FUN! NOTHING TO BUY! EVERYTHING TO ENJOY! 103 PRIZES IN ALL!

6 happy days in Bermuda with round trip airplane transportation between New York and Bermuda * round trip transfers in Bermuda between airport and hotel * room for two with private bath at the Castle Harbor Hotel for 6 nights * use of private beach and swimming pool facilities at hotel * breakfast and dinner daily * sightseeing excursion * Not included personal items, tips and Bermuda head tax (payable in Bermuda) of $2.85.

2nd Prize: $150. 3rd Prize: $75.

100 ADDITIONAL AWARDS FOR MERITORIOUS ENTRIES.

Contest open to the personnel of advertising agencies and their clients, except the Cowles Co. and their agencies.

PRIZE WINNERS WILL BE ANNOUNCED IN THE JUNE 17TH ISSUE OF THIS MAGAZINE.
One Stands Out In Des Moines, Iowa

...and for more reasons than the spectacular LIGHTED TOWER

HIGH RATINGS AGAIN & AGAIN!!

NEW A. R. B. REPORT SHOWS KRNT-TV WITH

19 OUT OF TOP 20

315 FIRSTS OUT OF 474 QUARTER-HOURS, NEWS RATINGS UP TO 46.6

KATZ HAS THE FACTS ON THIS COWLES OPERATION
KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

HERALD SQUARE, DALLAS 2

KRLD-TV
CONSISTENTLY PRESENTS ALL OR NEARLY ALL OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

LATEST PUBLISHED PULSE REPORTS

KRLD-TV DOMINATES THE COMBINED TV AUDIENCES OF DALLAS AND FORT WORTH METROPOLITAN AREAS

LATEST PUBLISHED PULSE REPORTS

KRLD-TV COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

FROM DATA BY LOHNE & CULVER, WASHINGTON, D.C.

KRLD-TV CBS TV FOR DALLAS-Ft. WORTH

the biggest buy in the biggest market in the biggest state
MOVING DAY? Modified Craven Plan, which would delete FCC's table of television assignments, could open way for 18-20 "move-ins" (as distinguished from drop-ins) in top 100 markets, without deviating from existing allocations standards or mileage tables, according to analysis made by competent authorities. Even with drastic changes made in plan, now in "rule-making" phase, (B&T, April 29) these authorities state that many corners could be cut in providing additional services which would make possible three-network competition in possibly 85-90 of first 100 markets.

TWO-STATION vhf markets which could acquire third vhf through "move-ins" from other "anchored" assignments (several of which already are proposed under rule-making now pending) thus providing ABC-TV with new primary affiliations are: Birmingham, Al.; Oklahoma City; Altoona, Pa.; Rock Island-Quaid Cities; Green Bay; Charleston, S. C.; Jackson, Miss.; Duluth-Superior; Springfield, Mo.; Kalamazoo, Mich.; Louisville; New Orleans; Norfolk; Shreveport; Knoxville, Tenn.; Orleans, N. C.; Jacksonville or Tampa-St. Petersburg, Orlando; Mobile, Beaumont; Quincy, Hannibal. (*Now proposed.)

NOBODY ASKED • Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee, thinks White House breached understanding with Congressional committees when it notified him last week of impending nomination to FCC of Edward K. Mills Jr., deputy administrator of General Services Administration (story page 70). Sen. Magnuson thought White House should have asked committee first, in accord with understanding to check all nominations which require Senate confirmation.

ANOTHER powerful Senate Commerce Committee member, Sen. John W. Bricker (R-Ohio), also was mystified that White House didn't sound him out on Mills selection. Neither Sen. Magnuson nor Sen. Bricker was opposed to choice, but both felt common courtesy due chairman and ranking Republican member of Commerce Committee dictated private clearance with them before White House sent notice of its intentions.

TWO SHINGLES • Chairman George C. McConnaughey, when he leaves FCC June 30, will practice law, both in Washington and in his native Columbus. Educated guess is that Washington firm will be "McConnaughey & L'Heureux", latter being Robert D. L'Heureux, now administrative assistant to McConnaughey handling legislative liaison and former Republican counsel of Senate Commerce Committee. Columbus firm will be "McConnaughey & McConnaughey", comprising chairman and his elder son, George C. Jr., now in practice there.

REASON FCC Chairman McConnaughey is not resigning prior to end of term June 30 is practical one. If he quit before term was ended, he would be precluded from practicing before FCC for one year under existing regulations. This restriction, however, does not apply in cases where Commissioner's term expires.

GOODBYE, HOLLYWOOD • In internal realignment, NBC Radio is planning to consolidate all program origination in New York. Shows now coming from Hollywood—six, all transcribed—will continue to be produced there but will be delivered to New York for feeding. NBC pro-rates "allocated costs" of West Coast operations (rents, facilities, etc.) between its radio and tv networks. By transferring origination to New York, radio network figures to reduce its share of "allocated costs." For same reason, West Coast radio recording operation, now under radio network domain, will transfer to NBC Facilities Department which functions for both radio and tv. Some Hollywood employees may be relocated at the results of changes and some may be let go, but "not many" in either case, according to network authorities.

WITH prime evening time on all three networks getting scarcer and scarcer, more advertisers are beginning to move toward sponsorship of spectacular type special shows rather than regularly scheduled series. Among those actively looking now for spectaculars are Armour & Co. through N. W. Ayer & Son, John Hancock Life Insurance Co. through McCann-Erickson, and Texas Co. through Cunningham & Walsh.

BALTIMORE DEAL • Acquisition of ch. 13 WAAM (TV) Baltimore, by Westinghouse Broadcasting Co., reportedly in final stages of negotiation last weekend, with prospect of consummation sometime this week. Price understood to be in area of $4-5 million. Don McGannon, WBC president, has been negotiating directly with Ben Cohen, president of Baltimore entity. Talks have been in progress for some 60 days, it's understood, with secondary aspects remaining to be agreed upon.

PURCHASE of WAAM would give Westinghouse its fifth and last permissible vhf outlet. Parent Westinghouse Electric Co. maintains electronic and air wing plants in greater Baltimore area and long has been interested in broadcast facilities in that market. WAAM began operation in 1948 and has Class A one-hour rate of $1,100, minute spot of $200, 1D of $100 and is ABC affiliated.

REPLY IN KIND • Doesn't matter whether FCC has personal meeting with him or not, Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, still expects written reply to questions on pay tv he raised in letter to Commission two weeks ago (B&T, April 29). Commissioners still trying to arrange meeting, but conflicts indicate none will occur until FCC replies to his letter. Meanwhile FCC plans no action on pay tv.

REFUSAL last week of FCC to authorize CBS-TV to begin operation of new ch. 11 KMOX-TV St. Louis under Special Temporary Authorization expected to delay inauguration of new service until about year-end. FCC rejected request pursuant to new policy against issuance of Special Temporary Authorizations.

TOGETHERNESS • Tall tower applicants may find going little rougher at Airspace Panel sessions from now on. Seems headquarters group in Washington—disturbed about large number of split votes in regional panels on all matters—recently advised regional offices that more decisions ought to be unanimous. That means broadcasters will have to convince more than bare panel majority from now on or run into greater delay while panel members strive for unanimity.

INFORMAL opposition to transfer of ch. 12 (now occupied by KFRE-TV) from Fresno to Santa Barbara has been expressed by Mexican communications authorities to American Embassy officials in Mexico City, it was learned last week. Contention is that because of over-water haul from Santa Barbara, station would interfere with Mexico's use of ch. 12 at Tijuana, Lower California. KFRE-TV, operating since last May as CBS affiliated, has vigorously protested move which would deintermix market.

NBC LIGHTS FUSE • Taking cue from advertisers who have run radio test campaigns, conducted their own sales effectiveness studies and then followed up with substantial expenditures in radio, NBC Radio is getting ready to announce its own plan for sales effectiveness appraisal. NBC officials predict it will be "a bombshell in radio research."
Another Hooper* run-away report from Miami:

WQAM nets more than twice the daytime audience of the runner-up station

ALL 3 AGREE: first it was Hooper . . . then Trendex . . .
Now PULSE shows WQAM in FIRST PLACE

Mon.-Fri., 6 a.m. to midnight, Feb.-March, 1957
Send for a Blair man . . . or call WQAM General Manager Jack Sandler
*7 a.m.-6 p.m., Mon.-Sat., March-April, 1957

WQAM
Serving all of Southern Florida with 5,000 watts on 560

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

WDGY
Minneapolis-St. Paul
Represented by John Blair & Co.

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

Todd Storz, President
Appeals Court Ruling Supports FCC's Booster Jurisdiction

FCC's jurisdiction over unlicensed tv boosters was affirmed by U. S. Court of Appeals in Washington Friday, but court remanded Bridgeport, Wash., case because Commission also is required to provide for service. That is gist of unanimous three-judge ruling, including concurring opinion by one judge.

Case involved unlicensed booster operated in mountain region of Washington, relaying on-channel Spokane vhf signals. Commission began proceedings to issue cease and desist order, but examiner upheld right of booster to operate since no interference proved, and public interest was served. Commission reversed examiner, said unlicensed station must cease operating. Case was argued in appeals court last June.

Decision, written by Circuit Judge John A. Danaher, declared that Communications Act gives FCC power to start on renewal of appropriate licenses so "all the people" can receive service. Since Bridgeport proceedings, FCC has established translator service, permitting low power, unattended repeater service on uhf bands. There are now about 50 translators authorized and about same number still in application form.

A legal point involving FCC's right to issue or withhold issuance of a cease and desist order was clarified by Judge Danaher. He ruled that FCC may withhold issuance of cease and desist order even though it finds violation to have taken place.

Joining Judge Danaher were Circuit Judges George T. Washington and Walter M. Bastian. Judge Washington wrote concurring views.

Two Strike Actions Authorized By AFTRA Hollywood Members

HOLLYWOOD membership of American Federation of Radio & Television Artists has authorized strike action against Los Angeles area stations in event negotiations fail to produce satisfactory new contract to replace one which expired last week.

Boards also was authorized to take strike action against phononeed company in case of breakdown in negotiations now being carried on in New York.

Aiken Scores FCC Proposal To Take Ch. 6 From Schenectady

FCC's pending move of ch. 6 from Schenectady, N. Y., to Syracuse, N. Y.—proposed by Commission last February as part of its deintermixture plans for Albany-Schenectady-Troy area—has aroused opposition of Sen. George D. Aiken (Vt.-V.).

Speaking to Senate, Sen. Aiken charged removal of vhf channel (now occupied by General Electric's WRGB TV Schenectady) would withdraw tv service from more than 120,000 people living in New York, New York and Massachusetts. Sen. Aiken also bared correspondence with FCC Chairman George C. McConnaughey, in which FCC chairman explained deintermixture proceedings, and also held out hope that there will be many uhf outlets activated.

Move of ch. 6 has already been protested by General Electric Co. and Montgomery Township, ch. 5. As part of Schenectady-Syracuse switch, ch. 6 will be allocated to New Haven, Conn. (as substitute for WNHC-TV's ch. 8), and ch. 8 will be assigned to Providence-Fall River-New Bedford area.

Malco Theatres Files Bid For Oklahoma City Ch. 19

MALCO THEATRES Inc., which earlier in the week applied for uhf channels in Kansas City and Davenport, Iowa (see page 50), Friday asked for ch. 19 Oklahoma City. Application proposed 22.85 kw, antenna 359 ft. above average terrain (atop the downtown Skirvin Tower Hotel). Construction costs estimated at $135,647 with $140,000 estimated for first year operation expense.

Ch. 19 Oklahoma City formerly held by KMPT (TV), which was on air for approximately one year but returned up in 1955. Malco also has application pending for ch. 40 Columbus, Ohio.

Application for ch. 3 Lafayette, Ind., also filed Friday by consulting engineers Dawkins & Friedman. They asked for 0.94 kw, antenna 131 st. ft. above average terrain and estimated construction costs at $72,486 with $105,000 for first year operation. Mr. Espy owns 25% of KAIR Tucson, Ariz., and Mr. Friedman has served as chief engineer for several radio and tv stations. Both partners live in California.

Burke Dowling Adams Gets S-P Appointment of Burke Dowling Adams, Atlanta, New York and Montclair, N. J., as agency for Studebaker-Packard made official Friday by Harold E. Churchill, president of Studebaker-Packard Corp. Agency will handle budget, reportedly near $5 million, for S-P line and for Mercedes-Benz automobiles to be distributed in U.S. by S-P in agreement with Curtis-Wright (story page 56).

Mankato-Brainerd Shift Asked

KNJU New Ulm, Minn., Friday asked FCC to shift ch. 12 from Mankato, Minn., to Brainerd, Minn. Petitioner pointed out that there are no applications pending for channel in Mankato and that it will apply for ch. 12 if shifted to Brainerd.

PHILBRICK WASN'T DELICATE

WHERE international power politics is concerned, it pays to be politic: Ziv Television Programs reported Friday that Rediffusion Hong Kong Ltd., operator of commercial tv station in Hong Kong, bought ten programs to start on outlet last Wednesday. Included in group was anti-communist series, I Led Three Lives. Station operators realized that start of programs coincide with May Day, which was to be celebrated on nearby Communist China mainland. Considering situation "delicate," station officials asked Ziv TV to substitute "something innocuous." Ziv TV complied—and station programmed Meet Corliss Archer teen-age series on May Day.

• BUSINESS BRIEFLY

WAXING WESTWARD • Continental Industries (Gripkote wax), Brazil, Ind., currently in Miami, Tampa, Orlando and Dallas, making plans for west coast invasion this fall using eight-week radio-tv saturation spot campaign in unspecified number of markets. Product Services Inc., N. Y., is agency.

SUNTAN LOTION DRIVE • Revlon Products and Shulton Inc. lining up suntan lotion campaigns with Revlon's SunBeauty set for seven-week campaign in 30 markets starting last week in May and Shulton's Bronz-Tan going into 20 markets with four-week campaign May 24. Shulton also has bought strip of two-week availabilities in those markets for October and December, which will probably be used for Old Spice line. Revlon campaign being placed by Dowd, Redfield & Johnstone and Shulton's through Wesley Assoc., both N. Y.

CLEAN SWEEP • American Tobacco Co. (Pall Mall cigarettes), N. Y., after eight years of sponsoring The Big Story on NBC-TV (Fri., 9-30-10 p.m.), will drop it and is looking for another show. Advertiser will stay on NBC-TV Friday nights moving up to 9-9:30 slot, while relinquishing other time to Campbell Soup Co. Pall Mall also will drop alternate-week sponsorship of Navy Log on ABC-TV (Wed., 8-30-9 p.m.) and is looking for another time segment and show. Sullivan, Stauffer, Colwell Bayles, N. Y., is agency.

READY TO BUY 'KANE' • P. Lorillard Co., N. Y., on verge of signing large regional transaction with Ziv Television Programs to sponsor New Adventures of Martin Kane in more than 75 markets. Advertiser will stay on NBC-TV Friday nights moving up to 9-9:30 slot, while relinquishing other time to Campbell Soup Co. Pall Mall also will drop alternate-week sponsorship of Navy Log on ABC-TV (Wed., 8-30-9 p.m.) and is looking for another time segment and show. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

LOVABLE CAMPAIGN • With Lovable Brasierre Co. ready to spend over $400,000, its agency, Dowd, Redfield & Johnstone, New York, scouting for participations in local women's tv programs in New York, Boston, Chicago, Miami, St. Louis, Washington, San Francisco and Los Angeles.

CANINE CAMPAIGN • Also keen on women's programming is Corn Products Refining Co.'s Kasco dog food which today (Monday) launches seven-week daytime radio-tv spot campaign on 75 stations in 65 markets. Agency is Donahue & Coe, N. Y.

PROGRAM, PLEASE • Bulova Watch Co., New York, which drops Jackie Gleason Show on CBS-TV at end of this season, is still in market for another program on any network. If it fails to get program and time period it wants, advertiser may turn to spectacles in addition to time signals in spot radio and television. McCann-Erickson, N. Y., is agency.
your advertising becomes a family matter... on the Meredith Stations

... and in the 4 key markets of Syracuse, Omaha, Kansas City and Phoenix this combination assures sales growth for advertisers. Combined dollar volume of Metropolitan County Retail Sales alone approximates $3,000,000,000.00* The station managers will be happy to give you complete information.

**DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Area and State</th>
<th>Total Retail Sales</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total for United States [240 Markets]</td>
<td>$132,669,192,000</td>
<td>100.00%</td>
</tr>
<tr>
<td>15</td>
<td>Kansas City, Missouri</td>
<td>1,360,225,000</td>
<td>1.025%</td>
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<tr>
<td>51</td>
<td>Phoenix, Arizona</td>
<td>525,567,000</td>
<td>.396%</td>
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<tr>
<td>55</td>
<td>Omaha, Nebraska</td>
<td>502,402,000</td>
<td>.378%</td>
</tr>
<tr>
<td>57</td>
<td>Syracuse, New York</td>
<td>475,635,000</td>
<td>.358%</td>
</tr>
<tr>
<td></td>
<td>Total four cities</td>
<td>$2,863,829,000*</td>
<td>2.158%</td>
</tr>
</tbody>
</table>

**KANSAS CITY** KCMO **KCMO-TV** The Katz Agency
**SYRACUSE** WHEN **WHEN-TV** The Katz Agency
**PHOENIX** KPHO **KPHO-TV** The Katz Agency
**OMAHA** WOW **WOW-TV** John Blair & Co-TV: Blair-TV

Meredith Stations Are Affiliated With *Better Homes and Gardens* and *Successful Farming* Magazines
Another Five Sales Brewing For ABC-TV Fall Lineup
AT THE CE it was going last week, ABC-TV seemed apt to apply a mop-up stage in fall evening time sales in near future. Biggest deal hanging fire was possible 90-minute sale (Sun., 7:30-9 p.m.) to Kaiser Aluminum (although Kaiser, through Tillinghast, Rubicam, was also considering hour-long show on CBS-TV but had no assurance CBS-TV could find spot for it). ABC-TV meanwhile is announcing today (Monday) that it has sold Real McCoy's to Sylvania Electric Products for 8:30-9 p.m. Thursdays, effective Oct. 3, and also is understood to have signed with Screen Gems for half-hour Circus Boy, which has been on NBC-TV, and to have sold half to Mars Inc. (candy) for 3:30-4:30 Thursdays starting Sept. 19. In addition, U. S. Rubber was reported to be considering full sponsorship of Navy Log in period to be determined, Reynolds Tobacco was said to be thinking of early Monday evening half-hour for program to be determined, and Revlon Products was considering sponsorship of Walter Winchell at either 9:30-10:30 Mondays or 10:10-10:30 Thursdays. Agencies: Knox-Reeves, Minneapolis, for Mars; J. Walter Thompson, New York, for Sylvania; Fletcher D. Richards, New York, for U. S. Rubber; William Esty Co., New York, for Reynolds, and BBDO, New York, for Revlon.

Lebanon, Pa., Uhf on Again Following Transfer Approval WLBR-TV Lebanon, Pa., ch. 15, dark since 1954, resumed operating Thursday night, following final FCC decision affirming its transfer to Triangle Publications Inc. (WFIL-Philadelphia Inquirer) (see early story, page 76). Triangle bought station for $115,000 and transfer was approved by FCC in 1955, but approval stayed after protests by Harrisburg outlets.

Named general manager of Lebanon station was Frank B. (Bud) Palmer. Mr. Palmer was general manager of ch. 35, WSEE (TV) Erie, Pa., for past three years. M. Leonard Savage, formerly chief engineer of WLBR, named operations manager. Station will operate 3:11 p.m.-11:30 p.m., weekdays, 3:10 p.m., Saturdays-Sundays.

For next two or three weeks, until station fully staffed, majority of programming will be film, including feature film libraries of RKO, Twentieth Century-Fox, Warner Bros. and MGM. Planned are number of local daily programs in cooperation with community educational and civic organizations, farm groups, religious segments and others.

Meanwhile, WHP-TV Harrisburg filed petition Friday with FCC asking that authority to begin operating be stayed. Harrisburg outlet raised questions regarding WLBR-TV beginning operation in hours after FCC final decision on transfer.

Dist. 2 Nominations Sought NOMINATING forms to fill District 2 (N. Y., N. J.) vacant seat on National Radio Board mailed to radio members Friday, returnable May 9. Mail balloting on nominees will be closed May 31. Election is due to resignation of Robert B. Hanna, WGY Schenectady, who was transferred to another division of General Electric Co. and no longer eligible to hold directorship.

Visual Ads Haven't Established Auto Identification—Hardesty

DESPITE heavy use of visual advertising by car makers "has fallen far short of establishing brand identification, even among car owners," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told Detroit Advertisers Club. He said make-up brand study that, on average, only 50% of all car-owners interviewed could correctly identify a brand after viewing it in profile in enlarged color photograph. Chevrolet registered highest with 66% identification, he said, while Mercury was lowest with 37%. Oldsmobile had 64%, Dodge 43% and Nash 42%. Among non-owners, he said, identification was much lower. "In today's look-alike and highly competitive automobile market," Mr. Hardesty said, "these research results definitely point out the fallacy of the claim of many manufacturers that 'a picture is a necessity' . . . as a matter of fact, the successful use of radio by automobile dealers throughout the country has proven that the most effective car picture that can be used is a profile shot, which radio creates in the minds of buyers."

NBC, B & E in New Pact

BARRY & ENRIGHT Productions, New York, and NBC have signed new agreement, Manlie Sacks, vice president, television network programming of NBC, announced Friday. Agreement provides NBC with radio and television services of package firm, which produces network's Twenty-One and Tie Tac Dough. Both shows will continue to be produced for NBC by package firm. In addition, Barry & Enright will create and produce other programs for NBC, Mr. Sacks said.

WBAB Re-elects Higgins LEONARD H. HIGGINS, KTNT (TV) Tacoma, re-elected president of Washington State Assn. of Broadcasters Friday at Seattle meeting. Other officers elected were James W. Wallace, KPQ Wenatchee, vice president; Allen Miller, KWSC Pullman, secretary-treasurer. Directors elected were Thomas C. Bostic, KIMA Yakima; Richard O. Dunning, KHQ Spokane; W. W. Warren, KOMO Seattle; Robert E. Pollock, KAYO Seattle; Dean Nichols, KOMW Omak; Joe Kendall, KXLE Ellensburg; Joy Chytil, KELA Centralia, and J. Elroy McCaw, KTVW (TV) Seattle.

WAAF Names Forjoe WAAF Chicago Friday announced appointment of Forjoe & Co. as national sales representative.

UPCOMING

Japanese Advertising on Rise

ADVERTISING expenditure in Japan for 1956—59 times that spent in 1947—has touched one billion yen in national income, representatives of Dentsu Adv. Ltd., Tokyo, revealed Friday at IAA convention in New York (earlier story, page 31). Radio expenditures were $36.1 million and television $25.5 million as compared with $1.3 million in 1953 when radio billed $12.4 million and tv $277,000. Report was noted as "all the more spectacular" because commodity price index fluctuated widely during Japanese infla- tion few years ago. Opportunities were noted by Dentsu representatives as "great" for U. S. advertisers wanting to crack Japanese market. (In U. S., percentage of ad expenses to national income is 2.8%; Great Britain: 1.8%).

AAP Sells in Seven Markets NEW SALES for features and cartoons in seven markets reported Friday by Associated Artists Productions, New York. Popeye cartoons went to WTVQ (TV) Rockford, Ill.; KWK-TV St. Louis and WHO-TV Des Moines, Warner Brothers features were sold to KWK-TV; WKMO (TV) Davenport, Iowa, and KCRG-TV Cedar Rapids, Iowa. Warner cartoons went to WHO-TV; WSBT-TV South Bend, Ind., and KMTV (TV) Omaha.

PEOPLE

BRUCE MAYER, formerly of WWJ-AM-TV, Detroit, joins Chicago tv sales staff of Edward Petry & Co.

VERMONT Senators and Representatives in Congress were notified Friday that Vermont Federation of Women's Clubs is opposed to any form of pay tv that would blank out channels used for existing video service. Legislators were asked to support anti-pay tv legislation.

Action was taken when state group in- structed its delegates to General Federation of Women's Clubs to support national resolution opposing fee service. State group adopted resolution declaring "no charge, direct or indirect from any source whatsoever, should be imposed on the general public for the privilege of viewing tv programs on sets located in the home. Donald N. Martin, assistant to NARTB president, told Vermont group that pay tv would draw "gilded screen" across American tv set.
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The Fox River Valley from Green Bay to Fond du Lac, alone is a better market than many well-publicized TV stations have to offer.

One of America's best known industrial concentrations...75 miles of mills and manufactories...several are the largest in the world in their field...many FRV products are household words, everywhere!

These industries give stability and permanence to this extraordinary market...and their many thousand employees earn more, save more, build more and buy more than state and national average.

This is the Wonderful Fox River Valley's SELLEVISION STATION!

CHANNEL 5

WFRV-TV delivers these contiguous Wisconsin markets equally as well:

1. Marinette and Menominee and the North of Green Bay Market extending far into Michigan.
2. The Rich Agricultural Counties south of the Valley right to Milwaukee County.

WFRV-TV

ABC-CBS, CHANNEL 5

Green Bay, Wisconsin

The big station serving this big and prosperous multi-market area.

One-Third of the Population of Wisconsin. 357,340 TV Homes.

Authority: Television Magazine April, 1957.

A Billion Dollars Retail Sales.

Maximum Power. Highest Tower, 1165 ft. above average terrain.

Soren H. Munckhof,
Exec. V.P. & Gen. Mgr.

HEADLEY-REED TV Rep.
IF YOU HAD A MILLION

(THE MILLIONAIRE)

SOLD in the past 6 days on WCBS-TV, New York
SOLD in the past 6 days to WGN-TV, Chicago
SOLD in the past 6 days to WFAA-TV, Dallas
SOLD in the past 6 days to KTLA, Los Angeles
SOLD in the past 6 days to CKLW-TV, Detroit-Windsor
SOLD in the past 6 days to KHQ-TV, Spokane
SOLD in the past 6 days to KLFY-TV, Lafayette, La.
SOLD in 8 Southern markets
to BLUE PLATE FOODS, New Orleans

Flash!

Million-dollar March Nielsen of 38.0 just scored by the first runs of THE MILLIONAIRE...
51.3% share of audience! 2nd highest rating of any drama series on television!

You'll feel like a million when you knock off the biggest ratings in your market with IF YOU HAD A MILLION — the “money” show of the season. Call your MCA TV representative today!

A DON FEDDERSO PRODUCTION OF 39 HALF-HOUR FILM HITS
IMMEDIATELY AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS
NUMBER 1!
of all film adventure programs

NO. 1 NATIONALLY (PULSE—FEBRUARY) PLUS TOP OF THE TOP TEN FIRST RATINGS IN EVERY MARKET!

Look at these first ratings and audience shares! (ARB—Jan. Feb. Mar.)

| #1 in CHICAGO | 22.4 38% share | #1 in ST. LOUIS | 37.1 75% share |
| #2 in MINNEAPOLIS | 17.5 35% share | #1 in PEORIA | 38.0 70% share |
| #2 in JACKSONVILLE | 41.3 74% share | #2 in SAN ANTONIO | 31.0 58% share |
| #1 in CHICO | 57.3 88% share | #4 in BAKERSFIELD | 35.2 67% share |
| #5 in ATLANTA | 20.5 54% share | #7 in OMAHA | 23.1 42% share |
| #5 in LOS ANGELES | 16.9 19% share | #3 in SCRANTON | 19.3 49% share |
| #2 in HARRISBURG | 23.3 54% share | #4 in TULSA | 20.7 48% share |
| #3 in STOCKTON | 22.3 49% share | #8 in BOSTON | 21.5 60% share |
| #6 in CORPUS CHRISTI | 31.9 45% share | #2 in MEMPHIS | 26.3 44% share |
| #2 in ALBUQUERQUE | 28.9 61% share |
ROD CAMERON stars in 39 roaring-with-action
half-hour adventures set against the breath-taking Nevada backdrop
...Las Vegas, Virginia City, Boulder Dam, Reno, Lake Tahoe,
Mojave Desert. Produced by REVUE PRODUCTIONS.

ALREADY SOLD IN 181 MARKETS

to these important regional buyers: Reynolds Tobacco Company,
Lipton Tea, Falstaff Brewing (72 markets), Kroger Supermarkets,
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Company, Prince Macaroni, RKO Teleradio, Sego Milk Products,
Gold Bond Beer... plus troops of local stations and advertisers!

Check MCA today -- be "Top Ten" in your market tomorrow!

Write, wire, phone your MCA TV Film Representative
598 Madison Avenue, New York 22, N. Y.
(PLoza 9-7500) and principal cities everywhere
THE KATE SMITH HOUR

Kate Smith has brought that moon over the mountain for 26 years and it's become show business gospel that the hosting ability can keep any program from falling below a certain level. The one-hour musical-variety presentation April 28 typified this, with Miss Smith sparking a show replete with acts that ranged from excellent to disturbing.

A Benny Goodman jam session was a refreshing contrast to the rock 'n roll and lypso that currently saturates the airwaves. An appearance by the Billy Williams Quartet also vied for top honors.

But after this, the quality deteriorated. Molly Berg's lovable personality almost rescued her sequence, but the hackneyed theme appeared to be too much. A puzzler was Boris Karloff in an appearance to speak the words of "September Song" to an orchestra accompaniment. Ed Wynn may have stirred old fans of the Texaco Fire Chief with his gags and puns about his "inventions," but it appeared a bit flat. Edgar Bergen and Charlie McCarthy were there too. However, television's penetrating eye again revealed Mr. Bergen's failure to control mouth muscles in his ventriloquism. This distracting factor offset most of the palatable patter.

Production costs: Approximately $100,000. Sponsored by Youngstown Kitchen Div. of American Radiator & Standard Sanitary Corp., through Grey Advertising, on Sun., April 28, 9-10 p.m., EDT.


IN REVIEW

From last October when Mike Wallace became chief inquisitor on Nightbeat, a 11 p.m.-midnight item on WABD (TV) New York, numerous "celebrities" as well as prominent citizens ran a gauntlet of almost merciless cross-examination. It's apparent from hereon in they have little to fear from Mr. Wallace but fear itself. The Mike Wallace who made his debut on ABC-TV the night of April 28 is a far cry from the questioner who made hat designer Mr. John wince when he brought up the topic of homosexuality during the WABD days.

Mr. Wallace may be as gallantly irreverent as ever, but the claws seem retracted if not maneuvered. When he was grinding out two interviews per night for four nights weekly in New York, the research was detailed fully and the hour ripe for "confessional." The first guest of the network series wasn't controversial; she was the faded ex-movie queen Gloria Swanson. Mr. Wallace, if he had run true to his former track record, would have been expected to take note of Miss Swanson's ill-fated film vehicle, a post-"Sunset Boulevard" comeback attempt; probe into her marriages, of which there were many, and take a plunge or two into a pool of other available material.

This Mike Wallace, who has done much to pave the way for a new art in TV interviewing, may be just as sharp off-camera as the old headline-maker, but we can be fairly sure he won't delve into the sexual proclivities of the "international set," nor have a Robert Harrison (publisher of Confidential magazine) stripping to his waist to show viewers his shotgun scars.

It's said that Mr. Wallace's original program, a video version of Confidential with some of the pages torn out, got such wide notoriety to begin with; it's tragic that the hubbub catapulted the show onto a network, only then to be watered down.

Production costs: $22,500. Sponsored by Philip Morris Inc., through N. W. Ayer & Son, on ABC-TV, Sunday, April 28, 10:10-11 p.m., EDT.


CINDERELLA

Like comedian Ernie Kovacs, the ballet "Cinderella" can do without the spoken word. For both, the picture is paramount, and the sound system is used for something more beguiling than speech.

The Royal Ballet's account of the fairy tale, as choreographed by Frederick Ashton to music by Sergei Prokofiev, was a fascinating addition to what is becoming a television album of fairy tales.

Choreographer Ashton fitted a world of soaring grace into the compact space dictated by television. One pas de deux by Cinderella Margot Fonteyn and Prince Michael Somes took no more than 12 feet. At other times the stage was filled with dancers. But the television eye, compressed as it was, was in many ways more satisfactory than the long-range view of the theatre. Director Clark Jones, his cameramen and designers can take credit for this.

The skill of the Royal Ballet needs no restating. It scarcely ever seems to vary. Miss Fonteyn recreated the heroine in movements of beauty and incredible precision. Her fairy godmother, Julia Farron of swan-like neck and figure, was a memorable vi-sion. But the television eye, compressed as it was, was in many ways more satisfactory than the long-range view of the theatre. Director Clark Jones, his cameramen and designers can take credit for this.

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Radio Chicago

WJJD

Chicago’s Busiest Radio Station!

Yes, busy... busy... busy... adding new advertisers, receiving renewals from old advertisers, and all because of its fabulously phenomenal new programming which has captured the listeners of Chicagoland. This 50,000 watt shocker can turn any client’s cold cash register into a steam-heated one!

Keep your eye on these other Plough, Inc. Stations:

Radio Memphis  |  Radio Boston  |  Radio Baltimore
WMPS         |  WCOP         |  WCAO

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.
New 1957 Sales Management Survey of Buying Power shows
TAMPA - ST. PETERSBURG ups market rankings!

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DOMINATE Tampa-St. Petersburg

YOU GET HIGHEST AUDIENCE ON WTVD

ARB, February 1957, shows 31 out of the 50 top-rate shows in Tampa-St. Petersburg are on WTVD, your number one buy in the South's fastest-growing metropolitan market.
VTVT's maximum-power VHF signal delivers bonus coverage of 239 prospering communities!

Twin cities of the south —

WTVT

CBS Channel 13

The WKY Television System, Inc. . . . WKY-TV and WKY Oklahoma City • WSFA-TV Montgomery

Represented by the Katz Agency
WITHOUT A "PEER" in the Rockford Area!

OUR RESPECTS to Lewis Edmund Arnold

"THERE'S a real place for local live programming in television, although a lot of tv station owners and managers seem to have forgotten that there are any programs except those that come on film or over network lines," declares Lew Arnold, general manager of KTLA (TV) Los Angeles.

Mr. Arnold sees live programming as an important way in which a station can cater to the individual tastes of its local viewers, and he firmly believes that audience likes and dislikes vary widely from city to city. "Look at Do You Trust Your Wife?", he points out. "It never got very high ratings nationally, but it was the top-rated program in Los Angeles. Or take the roller derby, which disappeared from New York television years ago but is still tops out here, with advertisers standing in line to sponsor our Monday night roller derby telecasts."

Fact that KTLA happens to be owned by Paramount Pictures Corp. has not deterred Mr. Arnold from seeing that KTLA has a full complement of live programs. In addition to sports—and here the schedule includes basketball, boxing, wrestling and auto racing as well as the roller derby—are variety programs, women's shows, kiddies shows, musical shows, educational programs and audience participation programs, which add up to some 60% of all KTLA programming.

That 40% left for film shows is a far cry from the national average for non-network tv stations of 77.5% film to 22.5% live programs. It may explain why, in the six months Mr. Arnold has been guiding KTLA's operations, its air time has gone up from 75 to 100 hours a week (25% more than the average for independent tv stations) while some of the other tv stations in Los Angeles (seven in all, including three network-owned stations and three other independents) have been curtailing their hours of programming.

Mr. Arnold is happy that February was the best February in KTLA's history, 20% above the same month of 1956, and happier that in March the station hit an all-time high with the largest billings in its ten years. "Dollarwise, we're doing fine," he says, "ratingwise, not so fine. But I've learned that it's a mistake to lose sight of your audience by looking too hard at your ratings. When I can see a line a block long waiting to get into the studio, that's better than any rating in the world to me, and when the sponsors watch their sales records and learn that we can sell more with a 3 than others can with a 15, they forget the rating sheets, too."

The author of KTLA's new look got his start in broadcasting at the non-commercial educational fm station of Seton Hall, at South Orange, N. J., not far from Newark, where he was born Jan. 20, 1921, and christened Lewis Edmund Arnold.

"Rescued" from his engineering studies at Syracuse ("where my year and a half taught me chiefly that I was never intended to be an engineer"), in World War II, Lew served as an Army radar officer in Europe, returning at war's end with two battle ribbons and the rank of captain.

At Seton Hall, having raised funds for WOSU and helped design its studios, Lew served as station manager during his last undergraduate year and stayed on as manager for three years more, also teaching advertising, speech and station management in the department of communications arts and acquiring a master's degree from Columbia.

By the fall of 1952, he decided it was time to trade Seton's ivied halls for the marts of Madison Ave. and took a $32-a-week job as a mailroom boy at BBDO, where in a matter of weeks he became a tv traffic supervisor.

The following April, Lew Arnold moved up Madison Ave. a few blocks to the headquarters of the DuMont Television Network, where he started as an assistant in the program department and successively served as assistant business manager, business manager and director of production. With the dissolution of the network, he became executive assistant to Ted Cott, vice president and general manager of the DuMont-owned stations, a trouble-shooting position of multiple duties.

Mr. Arnold worked with Mr. Cott for a little more than a year. Meanwhile, DuMont's broadcasting operations had been separated from the company's manufacturing activities into a separate corporation headed by Bernard Goodwin, vice president of Paramount, a substantial DuMont stockholder. When Klaus Landsberg, who had managed KTLA since its inception, was taken ill, Mr. Arnold was asked to go to Los Angeles to help out temporarily. With Mr. Landsberg's death shortly thereafter, the full brunt fell on Mr. Arnold.

Since then, he's been too busy at the station to find time for tennis, golf or sailing, his hobbies back East, but "I'm having the time of my life, working my head off and gaining weight at it," he says.

The Rockford TV Area — Illinois' 1st market outside Chicago — is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties where 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 $1,706,962,000, 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.
260 Newscasts every week!

by Detroit's best-loved DJ's!

Key Station for Tiger Baseball

Get 'em in Detroit on

WKMH
5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

by using any 2 or more of these powerful stations

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Dearborn-Detroit

WKMF
Flint, Mich.

WSAM
Saginaw, Mich.

WKHM
Jackson, Mich.

Jackson Broadcasting & Television Corp.

Save up to 15%

Buy all 4 stations, save 15%. . . buy any 3 stations, save 10%. . .

buy any 2 stations, save 5%!
No One Was Unwanted

EDITOR:
I am disturbed by the Closed Circuit [B&T, April 15] where you report some management delegates had complained that the presence of engineering personnel at the NARTB convention luncheons prevented their obtaining tickets. As accurately as I can remember there was room for more tables. It appears that if reservations had been made in advance . . . the NARTB staff could have taken care of all who wanted to attend, the engineers’ presence notwithstanding.

. . . This proposal to separate them (management and engineering) is most disappointing as it shows there is still some lack of understanding of one of the purposes of the engineering conference.

O. W. Tower
Director of Engineering
WHAS Louisville, Ky.

[Editor’s Note—We certainly did not mean to imply that engineers were not wanted. In our view, administrative awkwardness was at fault in the luncheon ticket jam. It was at that target we were aiming.]

‘Yearbook’ Admiration Society

EDITOR:

[The B&T Yearbook-Marketbook] as always, contains a lot of very useful information.

Frank S. Ott
Vice President
New York City

EDITOR:

. . . a valuable addition to our library.
Humboldt J. Greig
C. J. Laroche & Co.
New York City

EDITOR:

. . . very useful during the course of the year.
William A. Fricke
Assoc. Media Director,
McCann-Erickson, N. Y.

EDITOR:

. . . not only our Bible but our gospel.
Philip H. Cohen
Vice President, Radio-Tv
Sullivan, Stauffer, Colwell & Bayles
New York City

EDITOR:

. . . a most helpful reference and a real time saver as it makes so much basic information so readily available.
G. Kirk Greiner
Assistant Media Director
Young & Rubicam
New York City

A Plea for Simplexing

EDITOR:
We feel it our duty to supplement B&T April 8’s excellent “How Bright a Future For Fm?” with a few precautionary notes. Muzak switched from telephone lines to fm radio in August 1956. Six months later they went back to telephone lines. Reason: considerably higher equipment maintenance problems with fm receivers, as compared to telephone line receivers. Also, the telephone company is now giving a minimum flat rate regardless of mileage which makes telephone lines less expensive.

We oppose multiplexing. At best, we feel that multiplexing should be optional. We are not worried about “pirates.” . . . We welcome them. The more (places of business) that want to “pirate” our broadcasts, the more valuable we are to our advertisers.

Continuation on a simplex basis permits a continued growth of home listening audiences. Our broadcasts are not aimed at any one or two food chains . . . . When background music programming is removed from the primary channel, it will remove a strong incentive for fm home listening.

Sidney A. Abrams
General Manager
Market-Casters
Seattle, Wash.

Wants More Fm Reports

EDITOR:
B&T is to be sincerely congratulated for its efforts to help draw attention to the revitalized interest in fm. We sincerely hope you will continue to review the ever growing interest in fm in upcoming issues.

Norman Paul
General Manager
KSJO-AM-FM San Jose, Calif.

[Editor’s Note—Reprints of the B&T April 8 "How Bright a Future for Fm?" are available at $1.50 per 100 copies.]

Gates’ Audible Tone

EDITOR:

“Automation: It’s Bound to Happen” [B&T, April 15] states that both the Ampex automatic programming system and the Gates auto-station used subaudible tones on a master tape. I would like to point out that the Gates auto-station had audible tones on a separate track which differs from other automatic systems.

Thomas R. O’Hara
Audio Sales
Gates Radio Co.
Quincy, Ill.

Likes Agency Man’s Tips

EDITOR:
We feel the article “Agency Plans Board Should Pick Media To Be Used” by Harold H. Dobberteen [B&T, March 4] contained good solid information noteworthy of personal praise. In fact, we would like to photo-reproduce copies.

Robert A. Wilt
Assistant Advertising Director
Advertising Agency Magazine
New York City

Ad Club Wants Speakers

EDITOR:
As a chairman of the Tampa Advertising Club it is my responsibility to secure interesting and informed speakers for regular club meetings. Too often we are not aware
Another RCA Advancement in **Image-Orthicon** Development

**SUPER-DYNODE**

Freedom from Dynode Burn ... Longer Effective Tube Life

RCA, pioneer in the development of Image Orthicons, announces SUPER-DYNODE design—a major camera tube advancement that (1) improves picture quality, (2) simplifies camera-chain operation, and (3) lengthens effective tube life.

In black-and-white TV-camera operation, for instance, the new SUPER-DYNODE RCA-5820 substantially reduces dynode texture during "low-key" scenes and "mood" shots. In color TV-camera work, for example, SUPER-DYNODE RCA-6474's save adjustment time on dark-shading, reduce color shift in dark areas, and make it possible to set decelerator grid voltage at the best value for highlight uniformity—throughout the useful life of the tube.

RCA-5820's and -6474's with the new SUPER-DYNODE design are directly interchangeable with all previous RCA-5820's and -6474's—without change in camera circuitry. You install an RCA SUPER-DYNODE Image Orthicon—and you're ready to shoot. No stabilizing runs to bother with. No dynode burn-off required.

SUPER-DYNODE RCA-5820's for black-and-white are already available at your RCA Tube Distributor. SUPER-DYNODE RCA-6474's for color will be available soon. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Section E-13-0, Harrison, N. J.

**Advantages of SUPER-DYNODE**

**For black-and-white**
- Less dynode texture in "low-key" scenes

**For color and black-and-white**
- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

**Improved efficiency**
- No dynode stabilizing time needed
- No dynode burn-off required
- Longer tube life than ever

**CAMERA TUBES FOR TELECASTING**

RADIO CORPORATION OF AMERICA • Tube Division Harrison, N. J.
of vacationing ad and media representatives until their visit is complete, and, consequently, do not receive the benefit which might be derived from the appearance at the club.

I would appreciate hearing from executives interested in speaking at our club.

Bob Edrington
Henry Quednau Inc.
404 13th St.
Tampa, Fla.

Raps GOP Statement

EDITOR:

Certain statements [BT, April 15] by Richard Guylay, former public relations director for the Republican National Committee, should be corrected.

The five minute "hitch-hike" on popular programs was first used in the 1944 campaign by J. Leonard Reinsch, then radio director for the Democratic national campaign and now tv and radio consultant to the Democratic National Committee.

In 1952, Mr. Reinsch suggested the use ... in the television campaign. The time was too short to make necessary adjustments. It was agreed to consider the proposal well in advance of 1956. The five minute plan was adopted after consultation between Mr. Reinsch, acting for the Democratic National Committee, and the heads of the networks.

The Republicans are free to use ideas conceived by the Democratic Party, but let's give the credit for such ideas where they belong.

Jack Christie
Television-Radio Director
Democratic National Committee
Washington, D. C.

Deme's Decals

EDITOR:

An article ... discussing the RCA Thesaurus "Shop at the Store With the Mike on the Door" promotion [BT, April 22] indicates this plan was conceived by officials of RCA Recorded Program Services about two years ago.

The "Shop at the Store With the Mike on the Door" promotion was first conceived and used in Norwich, Conn., by the former manager of this station, John Deme, in 1952. We found the promotion to be a good one and it has been in continual use since that time.

Don Lasser
General Manager
WICH Norwich, Conn.

[EDITOR'S NOTE: BT did not wish to imply that no other organization had used store decals in this type of merchandising. But as far as we know RCA Recorded Program Services is the first to conduct such a plan on a nationally syndicated basis.]

Arrow-Thru-Head Promotion

EDITOR:

I appreciate the wonderful followup story of our NARTB convention activities in BT April 15. We have done a whale of a business in arrows, as you can well imagine.

George W. Bolling
The Bolling Co.
New York City

Broadcasting • Telecasting
WTAR-TV's own crew knows the ropes. That's the reason why the Station has earned an enviable reputation for its Local Programming.

Real savvy, top-notch performers, able direction, have earned a fervent "Well Done" from advertisers; local, regional and national. All hands are standing by to hoist "sales" for you!

1. FORENOON WATCH... 8:45 A.M. ......... "Bob and Chauncey"
2. AFTERNOON WATCH... 1:10 - 1:30 P.M. ... Andy Roberts Show with Lee Brodie and Orchestra
3. FIRST DOG WATCH... 4:30 - 6:00 P.M. ... "M-G-M Theatre" Jeff Dane, Host
4. SECOND DOG WATCH. 6:30 - 6:35 P.M. ... Laverne Watson "Your Esso Reporter"
5. SECOND DOG WATCH. 6:40 - 6:45 P.M. ... Joe Foulkes, Staff Meteorologist
6. FIRST WATCH .......... 11:00-11:10 P.M. ... Joe Perkins "11th Hour News"

For detailed information and rates on these exceptionally high-rated, low-cost programs write WTAR-TV or your Petry man.

WTAR-TV

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Business Office and Studio—720 Boush Street, Norfolk, Va.
Tel.: MAdison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.
"Calls Them Right"
in **Umpire** (Ark.)!

**50-County Pulse Proves KTHS Tops In Arkansas**

KTHS has the greatest coverage—the greatest audience in Arkansas. Pulse figures show that it does a tremendous job, not only in Little Rock, but also in hundreds of smaller towns like Umpire, 110 miles away in Howard County.

Among 56 stations penetrating the 50-county area surveyed, KTHS leads all other radio stations in 190 quarter hours out of 240!

For complete details, ask The Branham Company.

**KTHS**

50,000 Watts
CBS Radio

**BROADCASTING FROM**
**LITTLE ROCK, ARKANSAS**

Represented by The Branham Co.,
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

---

**PULSE AREA SURVEY—NOV., 1956**
(50 Arkansas Counties)

All Little Rock radio stations plus 56 other stations in the respective area.

**QUARTER HOUR LEADERSHIP (240 quarter hours)**

<table>
<thead>
<tr>
<th>Station</th>
<th>7 A.M. to 7 P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTHS</td>
<td>190 quarter hours</td>
</tr>
<tr>
<td>Station B</td>
<td>50 quarter hours</td>
</tr>
<tr>
<td>Station C</td>
<td>None</td>
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<tr>
<td>Station D</td>
<td>None</td>
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<tr>
<td>Station E</td>
<td>None</td>
</tr>
<tr>
<td>Station F</td>
<td>None</td>
</tr>
<tr>
<td>Station G</td>
<td>None</td>
</tr>
<tr>
<td>56 Others</td>
<td>None</td>
</tr>
</tbody>
</table>

Latest Nielsen figures show KTHS with Weekly Daytime circulation of 62 counties and over 120,000 listening families. NCS No. 2—November, 1956.
THE FOREIGN MARKET FOR TV FILMS

It could mean 40% of sales in next five years, syndicators say

AMERICAN television film distributors in increasing numbers are turning to the world as their marketplace for "Operation Future."

This is no present gold mine, as some are finding out. But most companies which have begun to mine it are breaking even and a few have pushed their foreign syndication division into the profit side of the ledger.

In the footsteps of the motion picture industry, which has developed overseas business to substantial proportions, television distributors are building a foundation for the future to accommodate the inevitable growth of the medium abroad. Informed estimates indicate that about 50% of the motion picture industry's overall gross revenue accrues from out-of-the-U. S. release.

A consensus of major tv film distributors is that the overseas market will account for about 40% of gross revenues of their syndication business within the next five years. Present revenues from foreign distribution are far short of that, but distributors hope that within the next five years, global tv will mushroom to a sizable proportion and some of the existing roadblocks to U. S.-foreign business intercourse (detailed below) will have been eliminated.

Figures on gross revenues and net profits of overseas business by film distributors are not easily obtainable, but it is reasonable to accept the appraisal of Leslie Harris, vice president and general manager of CBS-TV Film Sales, when he asserts flatly: "At present a foreign film sales operation is lucky to break even." Some distributors said there is "a slight margin of profit," but their main objective in placing stronger emphasis on overseas business appears to boil down to this:

- To provide a cushion—or a backstop—to film users in the U. S. by making additional revenue available to syndicators so U. S. prices may be maintained at current levels.
- To upgrade program levels for U. S. advertisers outside the U. S. and give them programs which have proved their worth in competitive U. S. markets.
- To build up a market for the future when circumstances may be more favorable.
- To improve the sales picture abroad for both U. S. and foreign advertisers, and thus contribute to the reputation of tv film as an advertising medium.
- To help build foreign tv set sales by use of U. S. stars as box office attractions.

Implicit in the latter goal is the acknowledged minuscule tv audience abroad, judged by U. S. standards. Though figures on sets in use are neither complete nor accurate in all countries, a recent survey by Television Programs of America placed the number of receivers in Europe at about 10 million, of which nearly 8 million were in Great Britain. Total number of sets in Latin America is reported to be about 1.3 million.

The dearth of television sets is by no means the most formidable obstacle looming on the foreign tv horizon. A gradual expansion in set ownership undoubtedly will result, much in the pattern of other new technological developments, but among the more pressing considerations confronting U. S. distributors of tv films are:

- The high cost of dubbing for the non-English-speaking audience.
- The requirements of many countries

Inc., for his evaluation and commentary. Mr. Michelson for more than 20 years has distributed radio programs to foreign markets and currently is serving as a representative for various tv stations in foreign countries, but is not a film distributor. Together with his father, Aaron Michelson, he was active in the general exporting-importing business before turning to broadcasting and is an acknowledged specialist on marketing and exporting conditions abroad.

Mr. Michelson agrees with the large number of distributors here who view the world market as an expanding one in years to come, but believes the estimates of up to 40% of total gross volume in five years are "highly enthusiastic." He does not be-
balance of trade was weighed in favor of the U. S., which is a heavy exporter, but there has been a movement in the U. S. to have foreign countries relax these rules. Mr. Michelon acknowledged that on infrequent occasions U. S. companies use complicated methods to “unfreeze” their currency. (One favorite story in motion picture circles is that one company with blocked currency in Finland arranged to have Bibles printed in English and subsequently shipped them to the U. S. for sale.)


Distribution companies generally direct their overseas operations from New York, with either full-time or part-time representatives in various countries, who make business trips to adjacent markets. Ziv’s international division is headquartered in Cincinnati.

Since most distributors consider Canada within the purview of domestic operations, the following breakdown of activities by leading companies will concentrate largely on operations in Europe and Latin America but touch upon other smaller world markets:

**CBS Television Film Sales:** The firm’s Vice President Harris reported there are 14 CBS Film programs running in Britain and claimed that “our programs are the backbone of the Independent Television Authority and are largely responsible for it getting out of the red and into the black within a year.” He listed I Love Lucy, Assignment Foreign Legion, Gunsmoke and Amos ‘n’ Andy as “top-rated” programs in England, and others carried including Range Rider, Phil Silvers Show, Person to Person, See It Now, Champion, Annie Oakley, CBS News, The Millionaire, December Bride and Brave Eagle.

American tv films in Britain, he said, are on an unofficial quota of 20% of total program time. He characterized prices as “low,” with the highest sum paid for shows such as Lucy and Silvers approximating $5,000 each while most programs are sold for less than $1,000 for full United Kingdom rights. CBS Films has found it advantageous because of the quota and the currency restrictions to produce in England, and to date has sold about worth of films in that country and spent about $1 million in film production there. Films produced in England do not come under the 20% rule, according to Mr. Harris.

Mr. Harris said that Germany, with 17 television transmitters, is the second largest European market (estimated number of sets, 6,000,000) and $700,000 worth of films in that country are sold under the German network. He estimated that it costs about $1,200 to dub a half-hour program in German while the network will pay a top price of $1,000 a film. Germans seem to prefer cultural and educational programs, such as You Are There and those “with scenes of violence getting bad reactions.”

France, with more than 400,000 sets, has only one CBS program running—Brave Eagle, which is also being carried in French-speaking Canada, Mr. Harris said. It costs about $1,400 for dubbing a film and $800 would be “a high price” for a French tv outlet to pay, he added. Mr. Harris said CBS Film toyed around with the notion of selling these French-dubbed films in Canada, but discovered that French Canadians resented the Parisian accent.

There are about 328,000 sets in Italy. Mr. Harris reported that Italians like cultural programs such as CBS Films’ See It Now and You Are There and are also “enthusiastic viewers of westerns.” Dubbing is expensive, he said, and some sales have been made at a low fee without dubbing but “in the main, Italian sales are at a loss at present.”

Ziv Television Programs: Ziv is regarded universally as the pioneer in selling the Latin American market, having been active south-of-the-border for more than four years. This area is considered a profitable one for Ziv and other syndicators in that dubbing costs generally are lower, ranging from $750 to $1,000, and a well-produced film can command about $1,200. It is believed a syndicator can break about even on the first exposure of the film and make a profit on sales to other Spanish-speaking countries.

According to Ed Stern, director of Ziv’s international divisions, some idea of the growth of Ziv’s overseas operations can be ascertained by this observation: The business done in each month in 1957 to date is nearly twice as much as all the business signed in the entire year of 1953, the first full year of activity abroad. Though he declined to reveal Ziv’s foreign gross, it is reported to be about $3.5 million in Latin America and about $1 million in all other areas combined.

Ziv is active in Europe with four series running in England; two in West Germany;
three in Italy; two in France; three in Luxembourg and others in Belgium, Switzerland and Monaco. Ziv has sold six programs in Australia and three shows in the Philippines. Ziv is producing New Adventures of Martin Kane in England.

Television Programs of America: In its first year of operations last year, TPA International grossed about $2.8 million and the figure is likely to rise this year, particularly because of expansion in activities, highlighted by a co-production transaction with Canada on Hawkeye and Last of The Mohicans. These series become eligible for commonwealth distribution outside Britain’s unofficial quota system.

TPA International, headed by Manny Reiner, currently distributes 14 film programs abroad, including Lastie for Jack Wrather. The company is active in Australia which, outside of England, pays the highest prices for programs, according to Mr. Reiner. TPA series there include Lastie, Count of Monte Cristo, Hawkeye and Last of The Mohicans.

In England, TPA has sold Lastie, Private Secretary, Fury, Monte Cristo and New Adventures of Charlie Chan, which now is in production in England, plus several other series. In Latin America, distribution includes Lastie, for Kellogg Co.; Fury, Laboratories Picot; Stage 7, Corporacion Nacional Electronica; Monte Cristo, National Biscuit Co.; Lone Ranger, Borden Co., and Monte Cristo, Campbell Soup and Bristol-Myers.

Mr. Reiner, who has a long background of foreign sales experience with such companies as Samuel Goldwyn Productions and David O. Selznick Productions, views TPA’s international operation as “at least a break-even proposition at present,” but believes “the future is bright for companies with know-how. Though dubbing is expensive, he claims that his experience at TPA has been generally that films have been sold at a higher price than the dubbing costs in all countries. He finds currency restrictions and program time quotas “irksome.” but not an insurmountable consideration.

Though the larger proportion of advertisers abroad are American affiliates, Mr. Reiner believes that local companies can be persuaded in increasing numbers to invest in TV films. TPA, he said, has completed various transactions with Latin American advertisers, and he is convinced that other home-grown business organizations in foreign countries will “take” TV films.

Screen Gems: This company is regarded by other major distributors as probably the top company in the foreign field in overall volume, represented with programs in 13 countries in Europe; 12 countries in Latin America and in Australia, Japan, Thailand and the Philippines.

The six leading buyers of Screen Gems properties, according to John Mitchell, vice president in charge of sales, are (in order of gross volume): England, Italy, Germany, Belgium, France and Luxembourg, with England far and away the leader, purchasing 10 times as much in dollar volume as Italy. In England, Screen Gems programs are All-Star Theatre, Rin Tin Tin, Celeb-

TV ACROSS THE ATLANTIC

TELEVISION abroad is not the mass medium it is in the U. S., Thomas C. McCrory, NBC vice president and general manager of NBC-owned KRCA (TV) Los Angeles, said on his return from a month’s trip to Europe.

In France and Denmark, he saw TV only by visiting the government-operated stations. In Italy, they were TV in the hotels, in special rooms set aside for viewing by the hotel’s guests. Only in England did he find TV sets in private homes and only in England was there any competition between stations for the viewer’s attention.

Mr. McCrory emphasized that he went abroad as a tourist, not as a student of television, and that what he saw in this brief stay in the various European countries, outside of a few hours spent with officials of the broadcasting companies, was just about what any tourist would have seen. “Television was not the reason for the trip,” he said. “It was pure vacation and I didn’t allow TV to interfere. So I make no claims to being an expert and no pretense to having any special knowledge about abroad.”

Two things about foreign TV that impressed him, he said, were the uniformly good picture quality—which the pictures had 405 lines as in England, 650 as in Italy and Denmark, or 819 as in France—and the lack of programming know-how that is taken for granted by American telecasters and viewers alike.

“This is probably natural in view of the newness of TV in most of Europe,” he said, “and with the limited schedules and even more limited budgets of the government-operated TV systems.

The people in charge of television abroad are even more aware of their shortcomings than a visitor is and to me it seemed that they have an almost exaggerated idea of how much better TV is in America. It is better, but not as much as they think. But everywhere I went, before I could get out of their offices, they would be pepper ing me with questions about how we do things over here and I’d wind up being interviewed rather than doing the interviewing myself.”

In Italy, Mr. McCrory reported, commercials on TV are limited to two-minute commercials which are put on one after the other in a ten-minute block at about 8:30 each weekday. France has no commercials, nor has Denmark, he said, adding that one experiment in Denmark, when advertising was accepted in connection with a program designed to raise funds for Hungarian relief, evoked such strong opposition that the Danish TV authorities doubted whether commercial TV could ever be instituted.

Mr. McCrory said he had not seen enough of the commercial TV setup in England to comment on either its programs during sales or on TV there, but he reported that from conversations with BBC officials he gathered that the introduction of commercial competition had given BBC a shot in the arm, that it was revamping its programming in an effort to keep viewers from deserting.
At the same time, CNP is launching an expansion program overseas and by next fall expects to be in production of a filmed series in England. Toward that end CNP has just created a new London office that will be set up by June 1 with Gerald Adler, former NBC talent negotiator, heading it (B&T, April 22).

According to Herbert F. Solow, of CNP’s foreign operations program arm, there has been little difficulty in dubbing films for CNP since most of its sales have been in English-language countries. CNP has seven shows in the United Kingdom and nine in Australia, and from one to four in the other countries. Among its shows: Hapapong Cassidy, Roy Rogers, Life of Riley, Victory at Sea, Inner Sanction, Dangerous Assignment, Steve Donovan, Western Marshal and about five others. It plans to dub another five series, and is eying about a dozen-more countries. Some arrangements are made with countries near the Iron Curtain for playing of shows at no cost to provide a U.S. product on the airwaves and to secure a “foothold” for the future. Finland (Helsinki’s tv outlet) is one such country.

FEATURE FILM for tv is now in its infancy overseas. A few distributors with foreign rights to film libraries—among them Screen Gems (Columbia Pictures) and Associated Artists Productions (Warner Bros. features and short subjects and Paramount Pictures “Popeye” cartoons and other films)—have begun opening foreign markets where possible for features on tv. Reportedly MGM also is moving in that direction.

Here, the pattern generally follows the line of theatrical exhibition first, followed by tv showing. Drawbacks thus far to feature film are the few hours of telecasting time per day in most countries, and the varied restrictions in many nations.

Some examples, as explained by Norman Katz, AAP’s general manager in charge of foreign operations: the low literacy rate in some countries barring titling of films (particularly in some Latin American countries), high costs of good quality dubbing for such countries as France and Germany which permit the showing of only dubbed U.S. films, and quotas placed on U.S. film product.

AAP, which considers itself to be a “pioneer” in feature film for tv overseas, claims to be moving into all the major markets around the globe. Mr. Katz said AAP is in 14 countries, is moving into Australia and expects to be in all tv markets in Latin America.

Attraction overseas is the pre-conditioned box office draw of U.S. motion picture stars. Currency restrictions do not affect AAP to any extent since the distributor is able to apply currency to theatrical production interests.

Mr. Katz, who estimates not more than 12% of the total gross revenue of film distribution companies now comes from foreign contracts, predicts that from three to five years hence, the percentage will climb to 30 or 40.

Of interest are some pacts made by AAP with foreign groups for the production of live shows based on a feature film property (AAP holds the foreign literary rights).

JAPANESE viewers will see four CBS TV Film Sales series under terms of the contract signed by Akira Kanamori, directing manager of Sekiya & Co., and Frank Iwanaga, New York director of Sekiya, with Fred Mahalstede, director of operations and production for CBS Film. The series: Annie Oakley, The Adventures of Champion, Buffalo Bill Jr. and Terrytoons.

France and French protectorates and possessions. Programs sold by ABC Film include Three Musketeers, Passport to Danger, Herald Playhouse, Kieran’s Kaleidoscope, Code Three, Rocket Squad and Sheena, Queen of The Jungle. According to ABC Film, certain Mexican producers are considering the production of syndicated film programs to be distributed in Latin America and possibly to U.S. stations with Spanish-speaking audiences.

Official Films: This is an outstanding example of a U.S. company that enters into co-production abroad, having filmed The Buccaneers, Robin Hood and The Adventures of Sir Lancelot, in conjunction with Sapphire Films in London. The company has an interest in Sapphire Films’ studios and has invested in the production of the three series. Though Official Films reports its main objective in filming these programs in England was to give them “an authentic flavor,” the movie enables the American company to put the money it earns in England to work for it. Each of the three series was sold to U.S. tv networks coincidently with its sale in Britain and subsequently sales were made in Canada, Australia, Japan and Puerto Rico.

Official Films currently has sold 15 different program series in 10 countries, covering such series as My Hero, Foreign Intrigue, Cross Currents, The Star and The Story, This Is Your Music, My Little Margie, The Hunter and others. Markets showing these programs include Britain, Australia, Japan, Puerto Rico, Guam, Mexico, France, Italy, Venezuela and Cuba.

California National Productions (NBC subsidiary): Its half-hour series are running in the United Kingdom, Australia, Puerto Rico, Mexico City, Cuba and Belgium.

Nearly all of the CNP programs overseas were sold some time ago, with CNP paid in dollars. Now, however, with tight currency, CNP is negotiating in other markets.

HOW PEOPLE SPEND THEIR TIME

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Hours Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching Television**</td>
<td>66.1%</td>
<td>1,644.1 million</td>
</tr>
<tr>
<td>Listening to Radio**</td>
<td>55.6%</td>
<td>1,001.5 million</td>
</tr>
<tr>
<td>Reading Newspapers</td>
<td>80.2%</td>
<td>401.2 million</td>
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<tr>
<td>Reading Magazines</td>
<td>28.3%</td>
<td>149.7 million</td>
</tr>
<tr>
<td>Watching Movies on TV</td>
<td>23.1%</td>
<td>261.5 million</td>
</tr>
<tr>
<td>Attending Movies</td>
<td>28.2%</td>
<td>144.1 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 dispersion 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.

* 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 3-7 days of interview week.

** Both television and radio time were up appreciably for the week, a fact Sindlinger attributes to the start of the baseball broadcast season.

Nicaraguan viewers will see 10 Ziv TV series under terms of the contract signed by (t to r) Dr. Jose del Carmen Urbina and Don Rafael O. Cano of Television de Nicaragua, S.A., and Ralph Franklin, Ziv Latin America sales manager. Fourteen Ziv series are seen in 11 countries south of the border.
IAA TOLD OF BIG YEAR ABROAD

900 members of international group meet in New York

- International advertising seen expanding with trade

FOR Procter & Gamble, Ford Motor Co., General Motors Corp., Colgate-Palmolive Co., and a host of other U. S. "blue-chip" advertisers, 1956 was a "blue-ribbon" year in international advertising expenditures abroad. And expenditures will grow as international trade expands.

This was the theme of the 9th annual convention of the International Advertising Assn. in New York Thursday and Friday as some 900 members gathered to hear reports from a number of government, business and advertising executives. Included in the speaker roster were U. S. Defense Secretary Charles E. Wilson; Eric Johnston, motion picture "czar" and chairman of the International Development Advisory Board; Henry J. Taylor, former ABC-NBC radio newscaster who has been nominated U. S. Ambassador to Switzerland, and representatives of Philip Morris Overseas, Union Carbide & Carbon, Olin-Mathieson Chemical Co., and Westinghouse Electric Co.

Of considerable interest to those broadcasters in attendance—representing privately-owned and government-controlled outlets in all corners of the free world—was the 1956 eighth annual survey of international advertising volume. It listed estimates of radio-tv expenditures abroad, but IAA was careful to point out that because it was impossible to obtain accurate figures, its figures should be studied "with caution."

Although many of the countries reporting to the IAA survey do not operate commercial radio-tv stations or networks per se, they do allow paid advertising on the air for limited periods of the day, IAA declared. Statistics follow:

France: $17.5 million radio-tv combined (presumably including Luxembourg and Monaco); West Germany: $12 million radio; Greece: $500,000 radio; Ireland: $200,000 radio; Italy: $10 million radio; Great Britain: $2.5 million radio; $3.8 million in tv; India: $5.3 million radio; Japan: $25.6 million radio, $5.4 million television; Argentina: $9.2 million radio, $1.6 million television; Brazil: $21.2 million radio, $42.5 million in television; Cuba: $1.5 million radio, $1.5 million in television; Venezuela: $6 million radio, $5 million in television; Union of South Africa: $2.5 million radio advertising.

IAA in its report makes the following "significant comments" about the status of international advertising as it applies to broadcasting: In France, it says, one of the two commercial stations has an "uncertain" future. It does not elucidate. In West Germany, "only two tv stations broadcast advertising programs and only occasionally for 30 minutes." In Greece, radio commercials have the "airy thing, and advertisers are gearing themselves to handle a foreseen 50% increase in that field. (Advertising, IAA concludes, "is still young in Greece, but it is growing very fast.") In Italy, tv advertising began Feb. 3, and while only 10 minutes per day is allowed, "owing to the possible ending of the state monopoly, tv advertising should expand." In Japan, total advertising expenditures last year exceeded the 1955 figure by 22%, and a further 25% increase is expected this year. In Argentina, rates for all media for 1957 have risen an estimated 18%. "Television's future is not clear," the report continues. At the beginning of the year, tv rates more than doubled and the effect was a sudden drastic reduction in the amount of tv advertising." In Brazil, the shift is away from radio and to tv. Though it has but six tv stations at present, 10 more are slated to be erected this year. In Venezuela, "volume of tv advertising is increasing rapidly, with receivers in 1957 expected to exceed 10,000 last year." Radio, not expected to increase this year, may even decline in 1958. An interesting new ad technique is being developed in South Africa, where the industry is borrowing a page from radio and slipping it into the category of "outdoor advertising." It's doing it by "introducing advertising by tape recording to natives in buses." For Canada, IAA predicts a "slowdown in increased tv revenues" but the Canadian film industry "expects a bonanza as advertisers look more to the home studios for tv commercials."

With much importance being given to the "trend" in international advertising, during the two-day meeting, James W. Von Brunn, a tv film producer at McCann-Erickson International and a former Benton & Bowles art director, told a Thursday afternoon session that competition between radio and tv is becoming "sharper" overseas. In fact, "it is apparently paralleling the trend in the U. S."

Mr. Von Brunn noted that Radio Luxembourg, for example, announced a 25% British audience loss after the birth of the Independent Television Authority (ITA), but subsequently regained this initial loss "plus an additional 10% audience increase."

While there are straws in the wind that the "multiple enterprise system" of U. S. advertisers may be borrowing from subscribers throughout the world, "many countries regard this system with considerable apprehension because they feel it tends to degrade programming," Mr. Von Brunn said.

The solution, he declared, lies with the "combination system" of maintaining both commercial and government-controlled outlets as is done in the United Kingdom and Italy.

While, for example, ITA now claims 70-90% of the total British tv audience, and while older—of BBC-TV only—sets are being converted at the rate of 2.5 million a month, ITA's ad revenue for 1956 pegged at $28 million "tell about $8 million short of the break-even point." He explained that this came about because the British tv executives "lacked experience in planning campaigns and failed to judge program costs in relation to sales." He explained, however, ITA Administrator Sir Robert Fraser, Mr. Von Brunn noted, said ita will break even this year, make up its initial loss in 1958 "and go swimmingly on from there."

Still, there'll always be room for BBC's

M-E. TV BOOMS IN LATIN AMERICA

THINGS are hot south of the border, particularly as regards the growth of television. This was proved Thursday during the report on international television by McCann- Erickson International's Jim Von Brunn at the IAA convention in New York.

Latin America, which today boasts 54 stations and 1.2 million receivers, experienced a "92% increase in sets over January 1956." Runners-up in greatest growth rate were the Western European nations with 135 tv stations and 8.4 million sets (increase of 39% over last January). This increase tied with that of the Soviet bloc with 48 stations and 1.5 million sets (also a 39% gain over the previous year).

Canada's 35 stations and 3 million sets account for a 50% increase over July 1952, he reported. The present world total, Mr. Von Brunn said, is 775 tv stations and 53,529,300 sets.

Mr. Von Brunn also gave the IAA conventioneers a look into the future of international tv and projected figures for 1958. He said:

- Australia, after six months of tv, now has 6 stations and by 1958 will have 300,000 receivers operating
- Brazil, now with 3 stations in Sao Paulo, 2 in Rio de Janeiro and one in Belo Horizonte, expects 19 stations by 1957 and 405,000 sets
- Columbia, now with 60,000 sets in operation and only a handful of stations, will have 16 channels on the air by next year
- Cuba, perhaps the most bullish of Latin American tv areas, will have 23 stations hooked up to its three networks by next year, and possibly will double its present 275,000 sets
- West Germany, which last week got a new tv station, the U. S. Army-operated AFR-TV, is accounting for sales of 60,- 000 sets per month, will have more than a million sets in 1958 and will tune them in 65 tv stations. Commercial tv is expected there shortly.
- Japan will also touch the 1 million set mark in 1958 and will have a choice of 35 stations to look at.
- Spain, trailing the European nations insofar as tv is concerned, will have three stations by next year. Spain now lists 1,000 sets.
Third Programme, he declared. To show how the combination system works in Italy, Mr. Von Brunn told the conventioners: "Only four commercials are transmitted each day between 8:50 and 9 p.m., seven days a week, falling between the news and the big show of the evening. No live commercials are allowed. The film commercial is 2:25 minutes long, but only 20 seconds of this may be devoted to actual selling. The remaining 1:55 minutes of the 'commercial time' can show anything considered quality entertainment. No commission is allowable and the ad agency must negotiate with their client for the charges." Peak Italian tv audience, Mr. Von Brunn said, is 8 million with the average set at 4 million.

The future for tv abroad, he concluded, "is tremendous." More and more advertising will be placed in broadcast media overseas; Eurovision and other relay systems between nations are being developed until the point will be reached that "a twist of the dial may bring you a horse race from Rio or a geisha dancer from Tokyo"; last, but certainly not least, is the growth of film production for U. S. film companies and agencies in such countries as Mexico, Cuba and Venezuela.

Exhibitors attending the convention and "telling their stories" included McCann-Frickerson International, Robert Otto & Co., J. Walter Thompson Co., Young & Rubicam, Burke Dowling Adams Inc., Grant Adv., Gotham-Vladimir Adv., CMQ Havana, RPC Network Panama, WAPA-TV San Juan, P. R., WKAQ Radio and WKAQ-TV San Juan, YSEB El Salvador, MCA-TV Film, and other organizations.

PREVIEW: A shy, bespectacled young man with a mother complex daydreams through Dodge commercials that poke fun at competitors' hard-sells

TIRED of automobile copy that stresses bigness, comfort and roominess and leaves everything else to your imagination? Want to get away from hard-sell pitches assaulting you with scientific gobbledegook? Dodge offers you escape . . . with Waldo!

Out of Grant Adv., Detroit, and Van Praag Productions, New York, comes a refreshingly new series of live action tv film commercials that's just as radical a departure from the trite ad Chrysler Corp.'s swept-wing tailgates. Starting this Saturday, viewers to the Lawrence Welk shows on ABC-TV will meet a character named Waldo. And what a character he is. A shy, bespectacled young man with a mother complex, Waldo has a predilection for daydreaming a la Walter Mitty.

"A male wallflower," is the way Grant copywriter Jim Moos imagines him. According to the agency's radio-tv director, Robert C. Mack, Waldo's sole function is to "make the Dodge a heroic car." He explains:

"Dr. (Ernest) Dichter of the Institute for Motivational Research notes that car ownership reflects the buyer's personality. Or at least what he imagines to be his personality. These commercials define the Dodge's personality. We're not merely selling Dodge," he says, "we're giving the prospective purchaser an emotional reason for wanting a Dodge. He may not get there faster than the guy in a Buick, but the guy in the Buick can't win his girl the way Waldo can in his Dodge!"

The four commercials take Waldo and place him in some pretty outlandish situations. First off, he rescues a pretty damsel from a criminal mob ("Waldo and His Mother"). Then he woos a girl at a dance and transports her to a magic island built just for three—Waldo, the girl and the Dodge ("Waldo at the Dance"). Waldo next can be seen in the African veldt, chasing lions and saving a girl from the cannibals ("B'wana Waldo"). And last, Waldo, working on the green of Boca Raton in Florida, whisk's away his dreamgirl into the clouds in a Dodge that really flies ("Waldo at the Country Club").

Says Van Praag's director, Bert Lawrence: "These films are deliberately overacted and fraught with hammed-up plots. We've done so in order to poke fun at the other automakers. Their copy has super-doooper torque, but ours has a well-lubricated tongue in cheek." The comment, "We're well-equipped enough for a safari," conjures up the image of Waldo, perched atop a Dodge ranch wagon as if it were an elephant, tracking down the king of the jungle.

Because it takes its inspiration from "MR," and because it approaches auto advertising in a very off-beat way, William Van Praag "expects a lot of controversy to come out of this." That's not all, though. The tune used throughout the four commercials has proved to be so catchy that copywriter Jim Moos and songwriter Gene Forrell are now turning the background music into a full-fledged "pop" song.

The people at Grant and Van Praag also hope the fans of Lawrence Welk will take a liking to the two people who play Waldo and his dreamgirl—an engaging young actor appropriately named Donn Driver and a handsome lass named Rita Colton. They should be swept into bigger things via Dodge's swept-wing tails.

WALDO & HIS MOTHER: Mike Hammer? Sam Spade? No. It's only Waldo but he's armed with a .45 pistol and a 1957 Dodge. Tipped off that a beautiful damsel's in distress, Waldo, two seconds earlier sitting with his mother in their Victorian living room, engrossed in "I, Private Eye," effects a dashing rescue. He returns home triumphant, acclaimed a hero by one and all. Implied: unlike other cars which kill, Dodge saves lives.

B'WANA WALDO: "Oomla, ooga meno-ba goomala oobie," or "He went thataway!" B'wana Waldo, his "Great Swept Wing" and his faithful blonde companion close upon the killer tiger. Giraffes scatter, birds whoop it up and natives run for their lives as the Dodge comes scooting across the veldt. In this first of the four 2-minute film commercials, Dodge pokes deliberate fun at its rivals' ad copy stressing "family fun and adventure."

WALDO AT THE DANCE: He has just persuaded the prettiest girl at the country club dance to take a ride in his new car. She may feel that she's "floating on air," but Waldo counters with an "of course, Dodge Torsion-Aire Ride." She can contain herself no longer. She swoons, "Oh Waldo! Take me away! Far away to some distant place!" And Waldo does. Right to this desert island built for three—Waldo, the dreamgirl and the dreamcar.
Central Iowa Loves WHO-TV!

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME HOMES</th>
<th>NIGHTTIME HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>DAILY</td>
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<tr>
<td>WHO-TV</td>
<td>181,490</td>
<td>121,620</td>
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<td>Station B</td>
<td>175,650</td>
<td>123,430</td>
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<tr>
<td>Station C</td>
<td>176,340</td>
<td>104,930</td>
</tr>
</tbody>
</table>

It gives us a lot of satisfaction that the new Nielsen N.C.S. No. 2 runs very parallel to the audience coverage shown by the 1955 Iowa Television Audience Survey.

N.C.S. No. 2 now proves again that, day in and night out, WHO-TV gets into more Central Iowa homes than any other television station in the region!

You who have known the WHO Radio operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and believability all add up to a QUALITY audience and QUALITY RESULTS.

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

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Love, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc. National Representatives

WHO-TV is an NBC Affiliate
fifth in a series of 12 ads

PURPOSEFUL

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

PURPOSEFUL promotion prepared objectively for agency acceptance. Sales-stimulating ideas professionally presented by an expert Promotion-Research-Sales Development Department with 10 years experience in local and national sales.

the meeker company, inc.
radio and television station representatives

new york chicago san francisco los angeles philadelphia
FOR the first time since tv began its spectacular growth, the buyer of television advertising may plan campaigns in any major markets without wondering what service will be available a month or a year hence.

As far as advertising planning is concerned, the tv station system is now fixed. The advertiser can budget and the agency can buy through 1957, and at least through 1958, in the knowledge that few important television station changes will occur in major population centers.

Except for a handful of cases pending at the FCC, and a few stations now under construction, all the stations that will be operating next year, two years, or more are already operating. The buyer placing a campaign next year will make his selection from a station list that in the main exists today. For his purposes he can ignore talk out of Washington about television allocations changes.

And there has been talk, much of which may sound like gospel book to anyone who does not closely follow federal regulation. There are references to deintermixture, the Craven Plan, TASO, mileage separations, drop-ins, military invasion of the spectrum.

None of this talk is idle. Several proposals now under study in Washington could profoundly change the pattern of television—a decade from now. None can lead to any significant change this year or next.

The various proposals now before the FCC have many names and come from many motives. In one respect, however, they are commonly conceived. They all stem from the realization that Television 1957 is not too big; it ought to be and that the blueprint by which the present station system was built was imperfect.

But any change significant enough to eliminate the graver scarcities in tv station distribution must be a major change. In government regulation, major changes take place slowly. Meanwhile, here's how tv stands today, and will stand for quite a while.

Two weeks ago, the third vhf assignment to Boston proper was made, the Commission bestowing its nod on WHDH-Boston-Herald Traveler. In another few weeks remaining final decisions should be handed down in the Seattle, San Francisco-Oakland, Buffalo and Orlando, Fla., cases.

With these actions, the end of the line will have been reached in those bitterly contested tv comparative hearings for top markets which began in July 1952 when the tv "freeze" was ended.

The "freeze" was imposed in 1948 when it was discovered that many tv stations had been placed too close to each other, involving mutual interference. At the same time, the question of additional frequencies for tv came to the fore, as did color tv.

In 1952, the Commission ended the four-year hiatus. It established a nationwide table of channel allocations, meeting specified mileage separations between stations on the same and on adjacent channels. It intermixed both vhf and uhf (only vhf channels had been in use prior to that time) in many markets—on the express hope that the extra channels would, after a shake down period, provide added competition in cities where there were limited numbers of vhf outlets (one or two in many instances).

It was this decision to intermix which has caused the Commission the grief it has been facing in more recent years. The contemporary deintermixture proceedings seem to afford the fastest relief.

In about 20 instances the FCC added or deleted a vhf channel from an intermixed market. This has been done on the basis that there should be "comparable" facilities in as many cities as possible. This has usually meant three such outlets—either all vhf or all uhf.

So, with the final decisions in FCC top market hearing cases and with the deintermixture or "drop in" proposals which have already been made final or are still pending, the tv look for the country for the next few years—probably the next 10—can be pictured.

It is a canvas on which there are 62 markets with three or more comparable facilities among the top 125 markets. In these 62 markets, networks can each affiliate with an individual station. Advertisers can pick and choose among equal facilities.

In alphabetical order, the 62 markets which now have at least three comparable facilities are these:

Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Beaumont-Port Arthur, Tex. (third vhf, ch. 12, was just allocated there); Boston-Manchester-Brockton, Mass.; Charleston-Huntington, W. Va.; Chattanooga, Tenn.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Dallas-Fort Worth, Tex.; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.-Windsor, Canada; Duluth, Minn.-Superior, Wis. (where the third vhf, ch. 10, was just allocated there); El Paso, Tex.-Citrus, Juarez, Mexico; Evansville, Ind. (where all outlets will be uhf if the Commission goes through with its order to move ch. 7 from Evansville to Louisville, Ky.);

And Fresno, Calif. (where the outlets will be all uhf, if the FCC goes through with its plan to move ch. 12 from Fresno to Santa Barbara, Calif.); Harrisburg, Pa. (all uhf); Houston, Galveston, Tex.; Indianapolis-Bloomington, Ind.; Kansas City, Mo.; Little Rock-Pine Bluff, Ark.; Los Angeles, Calif.; Louisville, Ky. (if ch. 7 is finally allocated there); Memphis, Tenn.; Miami, Fla. (where a fourth vhf, ch. 6, has been allocated); Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Nashville, Tenn.; New Orleans, La. (where ch. 12 was assigned to make three vhf outlets); New York City, N. Y.; Norfolk-Portsmouth-Newport News, Va. (where ch. 13 has been assigned to make three vhf outlets); Oklahoma City, Okla.; Omaha, Neb.; Peoria, Ill. (all uhf if the FCC goes through with its plan to move ch. 8 to Topeka-Pawnee Island-Moline); Philadelphia, Pa.-Wilmington, Del.; Phoenix, Ariz.; Pittsburgh, Pa.; Portland-Salem, Ore. (with a fourth vhf, ch. 2, proposed for Vancouver, Wash.); Providence, R. I.-Fall River-New Bedford, Mass. (where a third vhf, ch. 8, is proposed); Richmond-Petersburg, Va.; Sacramento-Stockton, Calif.; Salt Lake City, Utah; San Antonio, Tex.; and San Diego, Calif.-Tijuana, Mex.; San Francisco, Calif.; Scranton, Pa. (all uhf); Seattle-Tacoma, Wash.; Spartanburg-Greenville-Anderson, S. C.-Asheville, N. C.; Spokane, Wash.; St. Louis, Mo.; Syracuse, N. Y. (if the FCC goes through with its plan to move ch. 6 from Schenectady, N. Y.); Tampa-St. Petersburg, Fla. (with a third vhf, ch. 10, proposed for New Port Richey, Fla., near Tampa-St. Petersburg); Tucson, Ariz.; Tulsa-Muskogee, Okla.; Washington, D. C.; Wilkes-Barre-Hazelton, Pa. (all uhf); Wichita-Hutchinson, Kan., and Youngstown, Ohio (all uhf).

It also will be noticed that 10 of these markets are all-uhf.

In addition, in 10 of these cities, a third vhf has only recently been allocated; in some cases there are bound to be protracted legal battles before these channels are permanently assigned.

Since 1954, the anguished cries of uhf broadcasters who found they could not compete with vhf stations have rung in the corridors of the FCC and in the halls of Congress. The solution which has been urged has been deintermixture. In June 1956, the Commission reached a tentative conclusion—which, if taken at face value, indicated that serious consideration was being given to moving television to the uhf portion of the radio spectrum—or if not all tv, at least a major chunk of it.

The move to uhf would solve many
problems—certainly the vhf-uhf situation would vanish. But the dislocation to both broadcasters and the public would be radical. After all there are close to 40 million tv sets in the hands of the public, and the vast majority (some 33-35 million) are vhf. But in practice a shift of tv to uhf in a major geographical area of the country—would involve a transition period of at least 10 years. During this time, present vhf stations would undoubtedly operate on both vhf and uhf.

But, before doing anything so harsh, the Commission said (still in its June 1966 report) that it needed more information about the potentialities of uhf. To this end an industry group was formed last year. It has the British-sounding name of Television Allocations Study Organization, and is under the direction of Dr. George R. Town, former Iowa State U. professor and before that a tv engineer with the Stromberg-Carlson Co. in Rochester, N. Y.

TASO, as it is more commonly known in the trade, comprises a steering board representing five major elements in broadcasting. These are NARTB, the industry's trade association; Radio-Electronics-Television Manufacturers Assn.; Maximum Service Telecasters Inc., a group of major operating stations; Committee for Competitive Tv, a uhf group, and Joint Council on Educational Television, an educational group.

TASO has set up panels of technical experts to delve into various aspects of the uhf "problem." Its findings will be relayed to the FCC as a report, not a recommendation, sometime in about a year or 18 months. At that time, the Commission will again be faced with the intermixture problem. What will eventuate is anyone's guess.

One other move is underway. This is the

**HOW TV STANDS IN THE TOP 125 MARKETS**

Here are the top 125 television markets, with a list of the facilities in each of them.

Usually, the first 100, or 200, markets in the United States are ranked numerically. For television, however, there is no single, numerical listing of top markets that is accepted by even a majority of broadcasters. The Census Bureau, for example, counts market rankings by metropolitan districts; NBC issues no listing at all; CBS uses one system, ABC another. Advertising agencies tailor-make their rankings.

In order to cover the top markets, BTV's list below encompasses 125 areas, arranged alphabetically. It is primarily based on the ABC and CBS tabulations submitted to the FCC in the protracted intermixture hearings of the past several years. The listing of available facilities in these markets was taken from BTV's TELESTATUS (see pages 39-49).

Each market includes the operating stations and those authorized but not operating, including call letters, channel number and network affiliation. Those stations not yet on the air are identified by a black diamond (•) following the channel number. All footnote explanations (+) are reported within each market listing. Non-commercial, educational stations are identified by an asterisk (*) following the channel.
so-called Craven plan—which under its original concept would have deleted the table of allocations entirely. This, it was felt by its author, Comr. T. A. M. Craven, would have opened the way for the addition of about 65 vhf assignments to key markets. This would have been accomplished by the use of the 75 miles of unused educational channels, and the ability of applicants to apply for vhf channels wherever they could have been fitted in.

Two weeks ago the FCC moved to put into action some of these desirable accomplishments. It proposed to delete the table of allocations, all right, but without touching the educational reservations, or those vhf and uhf assignments within 250 miles of the Canadian border, or those vhf assignments within 250 miles of the Mexican border. It also stoutly declared that it would deny any application for a vhf channel if it was proposed to serve an area, except where the uhf market was already receiving Grade A service from existing vhf outlets. And, it was adamant that no vhf grant would be made at less than the present mileage separations.

Comments on this rule-making proposal are due by June 3. Since the proposal meets all the hitherto voiced objections to the Craven plan, it undoubtedly will become effective. But just how many additional vhf assignments will be possible is at this moment an unknown equation.

The situation as of now is this: That the prospect of vhf set sales to the public in the decade at least. And, although there are a few bad spots, there is a heavy concentration of comparable facilities throughout the country. The good and the bad will be evident to those checking the accompanying list of the facilities picture of the top 125 markets.
KRON is TV in SF

San Franciscans are sold on KRON-TV

OWL THEATRE
Mon-Wed 10:30 PM
Sun-Thu 11 PM
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
A monthly situation report on present and planned tv stations and television network shows

March 1957

Total U. S. Stations on Air: 497

Total Cities with TV Stations: 314

Total TV Homes: 38,700,000

(4T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantees listed in this column: Licensed.

Channel number is in parentheses, followed by license number.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*) not interconnected.

Data on station color equipment: N. local color; S. color broadcast; L. local color.

ALABAMA

ANDALUSIA—WALI (7)

BIRMINGHAM—WABT (6)

E. L. L. F. (30)

FLORENCE—WOUW-TV (4)

GROSVENOR—WAVE-TV (6)

EASTERN-FL

Grove, Raymer; $1,700


distributed.

February 15, 1957

KOMO (8) CBS; Seattle; 1,700,000; $1,250

Washington

KOAM (8) NBC; Joplin; 100,000; N. LT, LS; $1,000

KSWO (4) NBC; Oklahoma City; 230,000; N., LS; $1,750

WBBJ-TV (7) ABC; Clarksdale; 130,000; N. LT, LS; $1,000

KGIN (4) NBC; Shreveport; 200,000; N., LS; $1,250

KLRB-TV (3) KTLA; Los Angeles; 350,000; N.; $1,750

KTVU (11) CBS; Oakland; 320,000; N.; $1,000

KOFI (4) KFRC; San Francisco; 220,000; N.; $1,000

KCBS (8) NBC; San Francisco; 250,000; N.; $1,250

WORL (5) New York; 2,000,000; N.; $1,750

Perry; 135,000; N. LT, LS; $1,000

WTVS (5) NBC; Jackson, Miss.; 150,000; N.; $1,000

KERO (10) NBC; Palm Springs; 100,000; N.; $850

KUTV (11) CBS; Salt Lake City; 220,000; N.; $650

KATV (7) KARK; Fort Smith; 125,000; N.; $500

KQED (4) San Francisco; 100,000; N.; $450

KTVF (11) CBS; Juneau; 100,000; N.; $650

K ranching; 230,000; N.; $250

KCTV (11) CBS; Kansas City; 220,000; N.; $650

KETC (11) KTVB; Boise; 150,000; N.; $1,000

KTVN (8) WVTI; New York; 2,000,000; N.; $1,750

KTVL (11) NBC; Portland; 150,000; N.; $650

KXCE (4) KXAN; Austin; 150,000; N.; $500

KXIS (9) NBC; Des Moines; 150,000; N.; $650


1957


1957

WGN—WGN—

BROADCASTING • TELECASTING

March 1957

Save this monthly TELESTATUS section. Additional copies are available. Write Readers Service Dept., Broadcasting.

Washington, D. C.

1957

December 15, 1956

KSFN—KSFN—

BROADCASTING • TELECASTING

March 1957

SAVE this monthly TELESTATUS section. Additional copies are available. Write Readers Service Dept., Broadcasting.

Washington, D. C.

1957

December 15, 1956

KSFN—KSFN—

BROADCASTING • TELECASTING

March 1957

SAVE this monthly TELESTATUS section. Additional copies are available. Write Readers Service Dept., Broadcasting.

Washington, D. C.
NEW TELESTATUS POLICY

WHILE the television station system was still growing rapidly, the B-T TELESTATUS was published weekly to keep advertisers, agency people and other interested readers currently and fully informed. As the pace of new television grants diminished and tv markets stabilized, the Telestatus was reduced to monthly frequency.

Almost all the desirable tv facilities have now been distributed; almost all the stations that will go on the air, under present allocations, have gone on the air. Accordingly, TELESTATUS will become a quarterly feature, published in the first issue of each quarter.

This is the last monthly Telestatus. It is also the last Telestatus to contain television set circulation estimates for individual stations. These estimates, provided by the stations themselves and submitted to B-T in the form of sworn affidavits, were useful when no reliable, central source of tv set circulation existed. Now that A. C. Nielsen and the Advertising Research Foundation have compiled county-by-county set figures, the individual station estimates may be abandoned. Most buyers have access to the central sources.

The quarterly Telestatus reports will continue to contain other information which buyers have found most useful—the location, identity and channel number of stations, together with target dates of stations under construction, the status of network affiliations, central sources, color equipment and station ratings.

The Editors

DECATURE—WTVF (17) ABC; 190,000; $350
EVANSTON—WLYT (22) NBC; 12/5/55-Unknown
HARRISBURG—WPVI (11) ABC; Walker; 30,000; $150
LASALLE—WEEK-TV (25) 2/13/57-Unknown (satellite of WEEK-TV Peoria)
PEORIA—WPNI (8) 2/13/57-Unknown
POST FALLS—WGlV (45) ABC, CBS; 265,230; $150
QUINCY—WIGA (7) See Hannibal, Mo.
ROCK ISLAND—Davenport, Moline—WDBM (4) CBS, ABC; 251,135; $350
SAVANNAH—WSAV-TV (2) ABC, Blair; TV Assc.; 120,301; N; $275

ATHENS—WGTV (9) 9/5/56-Unknown
ATLANTA—WDJ (2) CBS; Katz; 378,000; N; LS, LF; $1,000
BLAINE—WLWA (11) ABC; WLW Sales; 558,280; $900
BOZEMAN—WBBM-TV (2) NBC; Petry; 186,000; N; $500
CINCINNATI—WDBW (11) ABC; Petry; 251,970; $500

NEW TELEVISION STATIONS

The following tv stations started regular programming within the past two months: WTVV (TV) (ch. 2) Casper, Wyo.; KBAS-TV (ch. 4) Ephrata, Wash.; WSOC-TV (ch. 9) Charlotte, N. C., and WYES (TV) (ch. 8) New Orleans.

WGN-TV (2) CBS; Bolling; 688,000; N; LF, LS; $1,200
WCHU (4) See Bloomington
WKYW (11) 2/19/57-September: ABC
LAFAYETTE—
WAFB-TV (59) CBS, NBC; Bolling; 101,200; N; $225
MUNCIE—WREC-TV (49) ABC, CBS, NBC; Holman. Walker; 101,200; N; $225
PRINCETON—WRAY-TV (42) See footnote
ROANOKE—WPTA (21) 9/6/55-Unknown
SOUTHEAST (ELKHART)—WFLP (40) NBC; Petry; 186,000; N; $500
TERRE HAUTE—WTVH (19) CBS; ABC; Bolling; 251,970; $500

IOWA

AMES—WOI-TV (5) ABC; Weed; 300,000; N; $500
CEDAR RAPIDS—WQTV (2) ABC; Weed; 325,977; N; $450
OTTUMWA—
KTV (3) (See Kirkville, Mo.)
SIOUX CITY—
KTVG (4) NBC; Hollingbery; 231,670; N; $350
KTV (9) See Wichita
KANSAS

KTV (5) 7/25/56-Unknown
GOODLAND—
KWCH (10) 5/1/55-Unknown
GREAT BEND—
KCKT (2) NBC, ABC; Bolling; 186,097; N; $350
WICHITA (WICHITA)—
KTV (13) CBS; Kirksville; 251,135; $350
KTV (2) See Wichita
KARD-TV (3) See Wichita
MANHATTAN—
KSAC-TV (8) 7/24/56-Unknown
PITTSBURG—
KOAM-TV (7) NBC, ABC; Katz; 181,851; $300
LEXINGTON—
KBIB-TV (13) CBS; Peters; 265,237; N; $800
NEW YORK—
KTV (13) See New York
KENTUCKY

ASHLAND—WALN-TV (5) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
WKZO (56) CBS; Young; 150,000; N; $400
LEXINGTON—
WLX (19) NBC, ABC, CBS; Bolling; $200
WLCX (27) 12/3/53-Unknown
LEXINGTON—
WAVE-TV (3) NBC; ABC; Bolling; 506,- 691; N; $1,025
WLEX (13) (See Hartington, Nebr.; Parsons) (last reported set count in July 1953 was 205,544.)
WQVL-TV (6) NBC; ABC; Bolling, Weed; 232,320; N; $350
NEWPORT—
WNPW (7) 12/34/53-Unknown
OWENSBORO—
WKYT (14) 3/21/56-Unknown
PADUCAH—
WSFA (7) 11/15-56-May; Peterson; $400
LOUISIANA

ALEXANDRIA—
KALB-TV (5) NBC, ABC, CBS; Weed; 136,460; N; $300
Baton Rouge—
WAFB-TV (38) CBS, Blair; TV Assc.; 104,000; N; $350
WRBS (2) NBC; Hollingbery; 217,950; N; $300
WCNS (40) 7/19/56-July

LAFAYETTE—
WLAF (10) CBS; Bolling; 186,000; N; $500
LAKE CHARLES—
KWLA (7) NBC, ABC; Weed; 172,800; N; $300
KTAB (25) CBS; Young; 69,686; N; $100

BROADCASTING • TELECASTING

Page 40 • May 6, 1957
UNDISPUTED NUMBER 1 IN OMAHA COUNCIL BLUFFS

Dominant
All Day – 33.2 average
Morning – 33.5
Afternoon – 33.1

March–April 1957
HOOPER

24 HOURS
AVERY-KNÖDEL REP.

KOIL

5000 WATTS
Page 42 • May 6, 1957
Here are the stations... check the score!!

<table>
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<tr>
<th>MONDAY TO FRIDAY</th>
<th>6 a.m.</th>
<th>12 Noon</th>
<th>6 p.m.</th>
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<tr>
<td>Network Station 'A' (CBS)</td>
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<td>Total Percentage</td>
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<td>Homes Using Radio</td>
<td>26.3</td>
<td>27.2</td>
<td>21.3</td>
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</table>

No wonder KLIF-KFJZ in combination is the choice of national spot buyers... EVERYWHERE!

Strengthen your position in the fast-growing key market of the Southwest. Call your nearest John Blair office for current data and availabilities on KLIF-KFJZ.

JOHN BLAIR & CO. representatives

KLIF / 2104 JACKSON ST. • DALLAS 1, TEXAS  
KFJZ / 4801 WEST FREEWAY • FORT WORTH, TEXAS

Broadcasting • Telecasting

May 6, 1957 • Page 43
NOW — delivering you a market of more than a quarter-million TV families with our new maximum power, and 1,000 foot tower.

WEAU TV
EAU CLAIRE, WISCONSIN
See Your Hollingsbery Man

any way you look at it...

KBTV
first in DENVER

Quarter hour leads or percentage of audience...
KBTV is No. 1 during the most important time classification—Sign on* to 10:00 P.M. Monday thru Friday.

*10:30 A.M.*
*Jan. 1957 ARB

Represented by Peters, Griffin, Woodward, Inc.

channel 9
John C. Mullins, President
Joe Herold, Station Manager
1089 Rennock
Dial Tabor 5-6386

B'T TELESTATUS

- WAHD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,300
- WCBS-TV (2) CBS; CBS Spot Slh.; 4,730,000; N, LL, LF, LS $8,000
- WOR-TV (8) WOR-TV Slh.; 4,720,000; $2,300
- WPIX (11) Peters, Griffin, Woodward; 4,720,000; $2,200
- WABC-TV (5) NBC; NBC Spot Slh; 4,730,000; N, LL, LF, LS $8,000
- W?TV (12) See Newark, N. J.
- WREG (29) 5/14/51—Unknown
- WNYC-TV (31) 5/13/54—Unknown
- WOUHKEP—See footnote
- WKNV-TV (60) See footnote
- ROCHESTER
- WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; 585,000; N, $700
- WHEC-TV (10) CBS, ABC; Everett-McKinnon; 327,000; N, LF, LS; $700
- WCBS-TV (51) 5/10/53—Unknown
- WRCH (21) 7/2/53—Unknown
- WHEC-TV (12) CBS; Bolling; 327,000; N, LF, LS; $700
- WABC-TV (10) NBC; Bolling; 327,000; N, LF, LS; $700
- WABC-TV (10) NBC; Bolling; 327,000; N, LF, LS; $700
- SYRAH—See footnote
- WJTV (11) ABC; Petyr; 253,000; N; $500
- WYITVEVILLE—See footnote
- WFLB-TV (18) ABC, CBS, NBC; Bier-Snith; $1,000; $125
- GASTONIA—See footnote
- WTVX (6) 4/7/54—Unknown
- GREENSBORO—See footnote
- WFLB-TV (18) ABC, CBS, NBC; Bier-Snith; $1,000; $125
- GREENVILLE—See footnote
- WNCI (9) CBS, ABC; Hollingsbery; 185,000; N; $400
- NEW BERN—See footnote
- WNBE-TV (11) 5/8/55—Unknown
- RALEIGH—See footnote
- WNCN-TV (28) CBS; Forjoe; 169,125; N; $225
- WRAL-TV (5) NBC; H-R; 334,181; N, LF, LS; $600
- WASHINGTON—See footnote
- WITZ (7) NBC; Headley-Reed; 190,704; N; $225
- WILMINGTON—See footnote
- WMFD-TV (8) NBC, ABC, CBS; Wagner-Smith Assoc.; 123,926; $250
- WINSTON-SALEM—See footnote
- WJSA-TV (12) NBC; Headley-Reed; 256,504; N; $100
- WTBO-TV (31) ABC; Venard; 133,720; $300
- NORTHER DAKOTA—See footnote
- KXMB-TV (12) CBS; Weed; 43,800; N; $150
- KFYR-TV (5) NBC; ABC; Blaau TV Assoc.; $3,500; $250
- DICKINSON—See footnote
- KVCO-TV (2) CBS, ABC, NBC; Holman; 25,200; $150
- FARO—See footnote
- WWAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 32,679; N; $400
- GRAND FORKS—See footnote
- KNOX-TV (16) NBC; Rambeau; 40,000; N; $200
- MONTOT—See footnote
- KCBV-TV (13) CBS, NBC, ABC; Weed; 30,000; $200
- KMOV (10) 10/5/55—Unknown
- WILLISTON—See footnote
- KUMN-TV (18) (satellite of KFYR-TV Bismarck)
- VALLEY CITY—See footnote
- KXJU-TV (4) CBS; Weed; 133,000; N, LF, LS; $500
- AKRON—Ohio
- WAOK-TV (49) ABC; Weed; 174,000; $600
- ASHTRAK—See footnote
- WCJU-TV (15) See footnote
- CANTON—See footnote
- WHTC (25) 3/22/55—Unknown
- CINCINNAT—See footnote
- WWSO-TV (9) ABC; Blaau; 525,900; N; $200
- WKBV-TV (13) CBS; Katz; 652,259; N; $1,000
- WLWT (5) NBC; WLW Slh; 487,000; N; $600
- WQXK-TV (54) See footnote; 5/14/53—Unknown

BROADCASTING • TELECASTING
PRESENTING

SPORTS REPORT

THE SPORTS WEEKLY OF THE AIR

HARRY WISMER narrating.

A fresh, fast-paced 15 minutes of newsy, breezy featurettes covering the world of sports the world around — from baseball to archery, skin-diving to golf, hockey to savate — all made brighter still by timely interviews with top figures in sports of top popularity.

Fully scored film, with 24 minutes for commercials.

On the air already — with Bethlehem Steel the sponsor — over WBAL-TV, Baltimore; WNAC-TV, Boston; WBUF-TV, Buffalo; WTPA-TV, Harrisburg; WRCA, New York; WFIL-TV, Philadelphia; WRC-TV, Washington.

Inquire about exclusive rights in your market.

A note, wire or phone call will bring particulars.

United Press

NEWS

UNITED PRESS ASSOCIATIONS • 220 EAST 42nd STREET, NEW YORK
Ask any experienced media man. The Audit Bureau of Circulations (more informally known as the ABC) stands for no nonsense when it comes to analyzing one of its members' paid distribution.

Other methods of tallying circulation concern themselves primarily with quantity; only vaguely with quality . . . or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who pay for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may look impressive. A nickel is over twice the size of a dime—but worth only half a much. There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it, and someone who must spend money to be sure he gets it.

This is why membership in the Audit Bureau of Circulation is the truest test of a publication's stature. For the ABC audits and verifies paid circulation only . . . does it impartially, strictly without compromise or guesswork. The sleight-of-hand to fool ABC examiners has never been invented.

Of the several business publications that seek to cover the radio and television fields, only BROADCASTING-TELECASTING can offer you an ABC statement. It verifies a paid distribution for B-T averaging 16,959 copies in the last six-month period audited—which is even more than the paid circulation claimed (in various occult ways) by the other radio-tv magazines combined.

B-T takes your advertising where you want it to go.* The others will assure you that they do, too. The difference is a matter of logic. Since more people pay to get B-T, you can be mighty sure that more people . . . paying people . . . are going to read what you have to say. The result is advertising that pays its way, too!

*To the 40 biggest-billing radio-tv agencies, for example? B-T has over 5,100 paid-for subscriptions in the agency-advertiser fields. More than 1,000 key persons are included from the Big 40 that spent nearly one billion dollars in radio-tv last year!
B-T TELESTATUS

SWEETWATER (ABILENE)—
KPAR-TV (12) CBS; Branham; 64.625; $200
KILV (11) CBS; Brand; 171.550; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
RCMC-TV (8) CBS; Venard; 100.000; $150

NORFOLK—
KFOR-TV (10) ABC; Hollingbery; 171.550; $350

NEWPORT NEWS—

LYNCHBURG—

HARRISONBURG—

DANVILLE—

BRISTOL—

BURLINGTON—

SALT LAKE CITY—

VERMONT—

BURLINGTON—

WACA-TV (3) CBS; Weed; 150.000; $450

VIRGINIA—

WASHINGTON—

ARLINGTON—

WASHINGTON, D.C.—

BRISTOL—

WASHINGTON, D.C.—

Lynchburg—

WASHINGTON—

NEWPORT NEWS—

WACH-TV (32) See footnote

NORFOLK—

WMBJ-TV (2) ABC; Meeker; $150

KSPR-TV (6) 1/20/57—Walker

Fairmont—

WJSP-TV (35) ABC; Gill-Perna; 34.600; $200

Huntington—

WJTN-TV (13) ABC; CBS; Petry; 365.055; N:

WASA-TV (3) NBC; Katz; 357.620; N, LL, LF,

Oak Hill (Beckley)—

WOAY-TV (4) ABC; Pearson; 357.220; $200

PARKERSBURG—

WTAP (13) NBC; ABC; CBS; Pearl; 58.750

Wheeling (Stevensville, Ohio)—

WTRF-TV (7) NBC; Hollingbery; 312.646;

West Virginia—

MILWAUKEE—

WISN-TV (12) ABC; Petry; 700.000; N, LF, LS;

WITL (6) Branham; 630.000; N, LL, LF, LS;

WTMJ-TV (4) NBC; Hollinger, Righter & Parsons; 781.222; N, LL, LF, LS; $1100

WXI (19) CBS; CBS Spot Sale; 250.000; N; $260

WPXO-AM (31) 8/8-Unknown

WXOJ-AM (26) 6/30-Unknown

WXAN-AM (25) See footnote

SUPERIOR (DULUTH, MINN.)—

WDBM (6) NBC; Peters, Griffin, Woodward; 128.200; $450

WALD (3) See Duluth, Minn.

Whitewater (Kaukauna, Wis.)—

WITI-TV (6) See Milwaukee

Casper—

Wyoming—

KTRW-TV (2) ABC; Meeker; $150

KSPR-TV (6) 1/20/57—Walker
Going places!

Meet "AGGIE," the fastest, freshest new half-hour series of the season. Pretty Joan Shawlee plays Aggie, the fashion buyer, whose free-wheeling, breezy excursions in and out of worldwide markets catapult her into merry and mysterious foreign entanglements! Here's comedy-adventure for all audiences, all ages... with matchless merchandising and promotion advantages built right into the script.

"AGGIE's" going places... and so is any advertiser who travels with her!

See "AGGIE". For details, prices, and audition print, phone, write, wire, or walk right over to

RKO TELEVISION
a division of RKO TELERADIO PICTURES, INC.

1440 Broadway
New York 18
LO 4-8000

See "AGGIE".
Formula For Sales:

**NCS #2 X PULSE = ACTUAL AUDIENCE**

This is the 29-county area in which Nielsen gives KCMC-TV 25% or MORE weekly coverage.

*AREA TELEPULSE (February, 1957)* of this same area shows KCMC-TV clearly dominates this area with an audience MORE THAN 2½ TIMES that of the second station—Providing

**DOMINATE SERVICE TO 117,100 TV HOMES**

**TELEPULSE - TOTAL WEEKLY SHARE OF AUDIENCE**

<table>
<thead>
<tr>
<th>Station</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCMC-TV</td>
<td>49%</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>19%</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>13%</td>
</tr>
<tr>
<td>All Others</td>
<td>19%</td>
</tr>
</tbody>
</table>

In this area there are:

- 575,000 PEOPLE
- 166,000 HOUSEHOLDS
- $600,000,000 Consumer Spendable Income
- $450,000,000 RETAIL SALES
- 200,000 FARM POPULATION

Interconnected **KCMC-TV**

CBS-ABC

Texarkana, Tex.-Ark.

Maximum Power 100,000 WATTS

Channel 6

Represented by Venard, Rintoul and McConnell, Inc.

WALTER M. WINDSOR, General Manager

RICHARD M. PETERS, Commercial Manager
JWT Sees No Free Grab In Merchandising Plan

AN agency with top radio-tv billings expressed surprise last week that a tv station had inferred the former was attempting to obtain "free" station merchandising and promotion on behalf of a client that does not buy tv time.

A spokesman for J. Walter Thompson, New York, noted the agency had received no complaints from stations and, to the contrary, at least six stations have reported their cooperation.

The client involved is Oneida Ltd. Silversmiths, which through JWT, has been asking the cooperation of retailers, which through JWT, their cooperation.

of course.

of course.

of course.

of course.

of course.

of course.

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of course.

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of course.

of course.

of course.

of course.

of course.

of course.

of course.

of course.

of course.

of course.

of course.
Father-and-sonmanship, in our town, is something wonderful to see.

Even the electric train never drew the men of the house so close as their shared pleasure in Channel 10.

If you've had the good fortune to grow up in Central Ohio, you know exactly what makes a satisfying world for Central Ohio males. Team-play sports far out-draw gladiatorial combats. The local and regional events, in newscasts, get top attention. Along with CBS complete coverage of all major sports and network entertainment, the boys want to know the fishing conditions in the Olentangy, Scioto and Big Walnut.

This kind of programming has built one of America's top television stations in Columbus, Ohio — and can pull the tail feathers of 8,597 pheasants with a single broadcast. It has been equally adroit in creating top-rated women's and children's programs.

Time buyers welcome such clear-cut situations. For this market of 1½ million people, Madison and Michigan Avenue professionals say it in one sentence: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS @ TV
CBS TELEVISION IN COLUMBUS, OHIO

Recipient of 21 major TV awards including Billboard, duPont, Thomas A. Edison, Freedoms Foundation and Headliners Club.
its area, and WREX-TV noted its salesmen would use the information for leads.

Attention was directed by the agency to portions of its letter which the spokesman emphasized spelled out JWT's stand on the Oneida offer.

This paragraph stated:

"Of course, we believe you should also talk with the retailer about buying air time, too. Biggest news he has for the same time the network show [The Big Payoff] is on the air is the introduction of the new Heirloom sterling silver pattern, 'Flower Lane.' He should make this part of his advertising."

This letter to stations was dated April 1. Four days later, the agency followed it up with another that listed the schedule of the Oneida products to be shown on Payoff and the dates they were slated to appear. A number of sterling silver patterns and varying pieces in sets were listed. The follow-up letter suggested that the station "advise your retailers of this schedule and work out your individual plans accordingly."

Noted the agency: "After all we didn't request this service; we only suggested it. And stations don't have to do anything if they don't want to."

Borton Says Advertising Must Correct Bad Practices

The advertising industry is threatened constantly by restrictive regulations from government, legislatures and bureaus and by judicial interpretations, and must take corrective action if advertising is to serve business and the public effectively.

This view was expressed last week by Elon G. Borton, president of the Advertising Federation of America, in a talk at the U. of Missouri during Journalism Week there. Mr. Borton cited three "necessary actions" to be taken by advertising to cope with present circumstances:

• Eliminate the bad advertising practices which "are comparatively few in number but tar all of us and give excuses or claimed reasons for many of these regulations."

• Watch for proposed laws or bureau orders "constantly and everywhere—many of them are not publicized."

• Be ready to inform legislators, bureau officers, and judges about the place of advertising in the U. S. economy and about the "bad effects" of any proposed regulations.

"There is a steadily increasing amount of governmental regulation and restriction of advertising—national, state and local," Mr. Borton asserted. "It is estimated that at least 100 proposed laws are introduced in Congress and the state legislatures to control or tax advertising. In addition, there are many proposed city ordinances and rulings by state and national bureaus. Most of them fall of passage, but each year a few are passed and advertising is controlled at bit more."

Mr. Borton pointed out that the advertising industry realizes "there must be some regulation of excesses in advertising performed by a few bad boys." He added that the industry has supported many state and national laws to guard the public, but contended that no additional laws should be passed without the advice of the industry.

1920s. A year ago, Mr. Mathes was elected board chairman at his agency, and W. T. Okie, a vice president and director, was elected to succeed him as president. The Mathes agency currently bills approximately $17.5 million, of which broadcast revenue is about $3 million. Among its most active broadcast clients: Union Carbide & Carbon Co. (Omnibus); Ludens (Capt. Kangaroo); Fire Underwriters Assn., radio and tv spot user; Economics Labs (Soilax and other house cleaning agents) and Canada Dry. With Ayer, Mr. Mathes was a pioneer of programming and sponsorship in radio's early days. From 1923-29, he was associated with Eveready Hour, a radio show of the National Carbon Co., and helped arrange the radio programs of E. R. Squibb & Sons and Shur-on Optical Co., also in the twenties.

According to an article by Mr. Mathes in the Aug. 1, 1940, issue of BET, the Eveready Hour established an "impressive list of firsts," by presenting under sponsorship "the first drama, the first stage show, the first sound effects, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were paid for their performances, the first radio adaptation of a book, the first rounded variety program—and others that now escape me."

Mr. Mathes was made a partner at N. W. Ayer in 1919, and when Ayer was incorporated, he became a senior vice president and second largest stockholder. In 1924, he and P. D. Saylor bought and refinanced Canada Dry Ginger Ale Inc., and at his death he was a director and member of the executive committee. He had interests in Durez Plastics & Chemical Inc., and was a director of Chelmsford Ginger Ale Inc., Canada Dry International, Emery Air Freight Corp., C. B. Seeley Sons Co. and Otarion Inc.

Surviving are his wife, Mrs. Ruth Dearborn Mathes, and three daughters and 14 grandchildren.

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

May 7, 14 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner.

May 8 (8-9 p.m.) U. S. Steel Hour, U. S. Steel Corp. through BBDO.

May 9 (8-930 p.m.) Showers of Stars, Chrysler Corp. through McCann-Erickson.

May 15 (8-9 p.m.) Arthur Godfrey Show, participating sponsors.

NBC-TV

May 6-10, 13-15 (1:30-2:30 p.m.) Club 60, participating sponsors.

May 6-10, 13-15 (3-4 p.m.) Matinee Theatre, participating sponsors.

May 6, 13 (8-8:30 p.m.) Adventures of Sir Lancelot, Whitehall Pharmaceutical through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 6, 13 (9:30-10:30 p.m.) Robert Montgomery Presents, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.
No matter how you slice it!

WROC-TV and only WROC-TV can guarantee maximum circulation throughout the ROCHESTER area.

Take FIVE delivered homes, rather than FOUR, when you buy the Rochester, New York market. Get the most mileage for your advertising dollars in this rich, prime area where nearly a million people spend more than a billion dollars annually, in one of the nation’s first 45 markets.

**MARKET COVERAGE**

<table>
<thead>
<tr>
<th>Homes Reached Monthly</th>
<th>26.2%</th>
<th>More than the other Rochester Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes Reached Once a Week</td>
<td>24.1%</td>
<td>More than the other Rochester Channel</td>
</tr>
</tbody>
</table>

**DAYTIME CIRCULATION**

| Homes Reached Once a Week | 24.0% | More than the other Rochester Channel |
| Homes Reached Daily Average | 27.4% | More than the other Rochester Channel |

**NIGHTTIME CIRCULATION**

| Homes Reached Once a Week | 22.3% | More than the other Rochester Channel |
| Homes Reached Daily Average | 18.6% | More than the other Rochester Channel |

Represented Nationally by Peters, Griffin, Woodward Television Sales.
Jones Cites TV Growth In Institutional Ads

THE growing use of television for institutional advertising by companies in major industrial fields was pointed out by Merle S. Jones, president of CBS-TV, in a speech before the Pittsburgh chapter of the National Industrial Advertisers Assn. Thursday night.

During the past five years, he said, "22 million pounds of new advertising media, representing the chemical, utility, steel, aluminum, and building materials industries invested $44.5 million in television to acquaint the public with the merits of the particular materials they produced. . . . This investment represented only the institutional phase of their advertising effort, and in network television alone. It excluded the advertising appropriations made through tie-in arrangements with the manufacturers and retailers of their basic products."

Of this five-year volume, Mr. Jones noted, Reynolds Metals Co. spent more than $7 million in tv; U. S. Steel Corp. $6 million; Aluminum Co. of America $6.25 million; Dow Chemical Co. $5.5 million, and DuPont more than $3.5 million. By comparison, he pointed out, Johns-Manville Corp. was the only major company active in tv in 1952 and spent $283,000 that year, whereas in 1956 its tv spending reached almost $750,000.

The postwar "revolution in the laboratory," Mr. Jones pointed out, produced new materials and new by-products of old materials which substantially changed the advertising of the members of major industries. Where a company's advertising targets used to be found "within the framework of the specific industry to which the company belonged," its targets today must necessarily include the ultimate consumer of the products made from basic materials supplied by that company.

To reach this ultimate consumer and actually demonstrate these products in use, he continued, television is "uniquely equipped." And television also was "inevitable," he asserted. With the changes in the nature of competition and the accompanying changes in advertising objectives, "the time clearly required a nationwide medium of mass communication that could convey information with greater impact and versatility than any previous medium had been able to do in the past."

Where advantages for a particular product can only be "claimed" in print media, he pointed out, they can be "demonstrated in action on television."

Aside from the importance of tv as an institutional advertising medium, Mr. Jones cited the overall business investment in television—$1.25 billion last year, or 12.5% of the total spent on all advertising—as "a clear measure of the medium's critical importance to the national economy."

He singled out daytime tv as an area offering "a unique opportunity to reach the American housewife, in whose hands the purchasing power of the family essentially lies." he said: "although her husband may well be the building contractor, it is she, just as often as not, who decides what roofing materials should be used, what type of window screening, and what kind of water heater is most desirable."

49 Speakers on AFA Agenda At Convention June 9-13

MORE than 49 speakers, covering all major advertising interests from government to new trends in merchandising, media and copy, will be presented at the 53rd annual convention of the Advertising Federation of America, June 9-13. Fontainebleau Hotel, Miami Beach. AFA predicts that 1,000 delegates representing 120 advertising clubs, 18 affiliated national associations and 1,000 company members (advertisers, agencies, media) will attend.

Principal speakers Sunday, June 9, will include William G. Power, advertising manager, Chevrolet Division, General Motors Corp.; Walter Williams, Under Secretary of Commerce, and Robert M. Ganger, chairman, D'Arcy Adv., New York.

On Monday speakers include Ward Stevenson, president of General Public Relations Inc. division of Benton & Bowles, New York, and William D. Tyler, vice president, Leo Burnett Co., Chicago. Mutual responsibilities of advertisers and media will be discussed Tuesday by John P. Cunningham, president of Cunningham & Walsh, New York.

Tuesday's program also includes a panel on motivational research, including Dr. Ernest Dichter, president, Institute of Motivational Research; Prof. Robert J. Williams, psychology department of Columbia U., and Dr. Herta Herzog, vice president and director of research, McCann-Erickson.

The Wednesday program will feature AFA "trading post" sessions and advertising club awards along with the annual AFA business meeting and election of officers. The Thursday program will be devoted to retail advertising and direct mail.

Burke Dowling Adams Seen as S-P Agency

BURKE DOWLING ADAMS Inc., Atlanta, New York and Montclair, N. J., a heavy industrial agency the broadcast activities of which have been limited to radio spot campaigns on behalf of only a few clients (i.e., Varig, Scandinavian, Delta Airlines, and Columbia Baking Co.), appeared most likely last week to be named to service the Studebaker-Packard account resigned two weeks ago by Benton & Bowles [BT, April 22].

Though officials of both agency and prospective client would not confirm or deny such an appointment last week, it was "up to the client to make any announcement" and the client in turn stating that "nothing's been set yet"—the selection of Burke Dowling Adams apparently was a fait accompli.

(The mystery of who got what and when is compounded by the fact that while Studebaker-Packard may be the "billing client," the company making the decisions this days is Curtiss-Wright Corp., Wood-Ridge, N. J., the so-called "silent partner" of S-P. Last year, the South Bend automaker was saved from a financial crackdown when the aircraft parts manufacturer gave S-P $35 million in a "package deal" to continue working for an option to buy five million S-P shares at $5 each [still unexercised] and got in exchange "management responsibilities," presumably including responsibility for advertising. It was learned that one of the "misunderstandings" between the agency and S-P was that Benton & Bowles had to please two clients at the same time, S-P and C-W, although it placed advertising for one only.)

Although Benton & Bowles won't go on record until July 5 as having resigned S-P, it's a virtual certainty that all S-P advertising strategy is being conducted through Burke Dowling Adams. In fact, the print announcement of the tri-corporate pact between S-P, C-W and Curtiss-Wright, A.G. of Stuttgart, Germany, was placed by BDA.

The one-time $8-million-plus account, now down to less than $5 million (with the $2.5 million radio-tv budget just about a thing of the past), will put BDA into the "top" 50 agencies with annual billings of over $12 million. This figure would not include the billing for the newly-formed Curtiss-Wright & Daimler-Benz Inc. firm assigned U. S. distribution, promotion and eventual manufacturing rights for the Mercedes-Benz car and allied parts. This budget has not yet been determined.

Burke Dowling Adams has been servicing Curtiss-Wright Corp. since 1939 when the latter was known as the Wright Aeronautical Co. This was the agency's first account, and the principals of BDA were at one time employed with the manufacturing company. (The agency lost the account in the 1940s, regained it in 1952.) Indicating expansion is in the works was the announcement last week that BDA will open its third and newest office today (Monday) at 3 E. 54th St., New York 22, telephone Plaza 1-5630. Appointed office head is James H. Cobb, former American Airlines and Delta Airlines advertising manager.
Game called
on account
cartoons

Bugs Bunny and Popeye are breaking up a
lot of young ball games in Salt Lake City. The
kids hurry home at four every weekday after-
noon to watch the “Popeye and Bugs Bunny
Cartoon Hour” on KUTV—giving the station an
ARB average rating of 22.5 against an even
3.0 for each of the two competing stations.

And only months ago, before programming
these all-time favorites of the small fry, KUTV
had a rating of 3.8 in the 4-5 PM time period
against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons
distributed by A. A. P. are setting the same
kind of record in market after market from
cost to coast. When you want this kind of
audience in your area, write or phone

345 Madison Ave., New York City, Murray Hill 6-2323
That wonderful sound of WBC's local programs is no accident. It takes a wide-awake, aggressive organization to corral the best disc jockeys in every market... fire up the mobile units, beep phones and tape recorders that make on-the-scene news come alive... produce local public service programs that capture national awards. On top of this, there's the expert programming assistance each station gets from WBC group advisers—programming that makes WBC stations the most listened-to in their areas.
If you want to know how little it costs to put the sound difference on WBC Radio to work for you—if you want proof that no selling campaign is complete without the WBC stations—call A. W. "Bink" Dannenbaum, WBC V.P.—Sales, at Murray Hill 7-0808, N.Y.
America’s most copied radio station!

KLZ Radio

Many other fine stations throughout the nation have copied (with our blessings) KLZ’s commercially successful...

ART GOW SHOW
PAT GAY SHOW
DENVER AT NIGHT
STARR YELLAND’S PARTY LINE

KLZ-Radio is proud of the opportunity to make this contribution...making Radio even a better buy than ever!

KLZ is more than a radio station

KLZ is a selling force!

CBS IN DENVER
KLZ REPRESENTED
Radio 560KC

ANA West Coast Meet Plans Workshops on Media and PR

WORKSHOP sessions on media and public relations-publicity occupy a major place on the agenda of the 11th annual Assn. of National Advertisers’ West Coast meeting, to be held Wednesday-Friday at the Arrowhead Springs Hotel, San Bernardino, Calif.

The media session Thursday afternoon will open with a discussion on significant changes in media and what they mean to advertisers. Then a panel of six advertisers and two agency men will discuss the media philosophy of their organizations, to be illustrated by case histories from all media. The session will conclude with an open discussion. A four-member panel will talk on how public relations and product publicity helos make advertising more effective at the Friday morning session, which also will include an open discussion.

The meeting’s opening session Wednesday afternoon will be addressed by Edwin W. Ebel, vice president for advertising, General Foods Corp., on “Do We Advertise Goods to Advertise Them or to Sell Them?” William A. Hart, president, Advertising Research Foundation, on “Proposed—a $500,000 Look at Magazine Readers,” and Donald H. McCollum, vice president, Schwerin Assoc., on “Why TV Commercials Sell—or Don’t Sell.”

ANA President Paul B. West will speak on management techniques at the Thursday morning session. A West Coast advertiser will discuss “What Management Expects of Advertising Today,” and Prof. Albert Frey of Dartmouth will report on the significance of the ANA agency study to general as well as advertising management. The Friday agenda includes Arthur C. Nielsen Jr., executive vice president, A. C. Nielsen Co., whose subject is “Common Errors and How to Avoid Them in Building a Strong Franchise Under Today’s Marketing Conditions.”

Caples Absorbs Martin Agency, Plus Some Employees, Accounts

ABSORPTION of The Martin Co. agency, and several of its employees and accounts by the Caples Co. was consummated last week, with Mark T. Martin, head of the former agency, joining Caples as vice president. Negotiations also included personnel shifts from the Martin agency’s Dallas and Los Angeles offices, with the fate of Martin’s other two offices (Nashville and St. Louis) not revealed.

Moving to Caples are such radio-tv accounts as Highland Church of Christ, Dad’s Root Beer Co. and Willard Tablet Co. The only constantly active broadcast account among over 70 clients at Caples is Union Pacific Railroad, which uses network and spot radio-tv. The agency also is reviving its Play Marlo bingo game, which it produced for tv stations before the FCC declared the program a lottery in 1956. The U. S. Court of Appeals subsequently reversed the Commission this year [B&T, April 1, March 16].

Caples Co. maintains headquarters in Chicago and branches in New York, Omaha, Los Angeles and Portland, Ore.

Page 60 • May 6, 1957
KMOX delivers more homes daily than any combination of any other two stations in the St. Louis market. Add one station—any major station—to your basic KMOX schedule and reach virtually as many homes as the total combined audience of all stations, not including KMOX. KMOX alone will deliver 84.4% of all radio homes in St. Louis in only one week! This is based on the Cumulative Pulse "Unduplicated" Audience of Metropolitan St. Louis, November, 1956. You may project it as far as you wish . . . the KMOX 50,000 watt, clear channel signal is your abacus. Weight your formula with CBS Radio and top local KMOX programming that wins more quarter-hour-firsts Pulse after Pulse than all other stations combined and you can only conclude . . . KMOX is your basic Choice in St. Louis!

THE VOICE OF ST. LOUIS

KMOX
CBS owned and operated
Represented by CBS Radio Spot Sales
MRS. TYLER IS A COMMERCIAL MINUTE IMPRESSION

Put it another way: an advertiser reaches over 8 million different Mrs. Tylers (and their families) each more than three times a week with solid, one-minute impressions each time. At just about the lowest cost-per-thousand available in any medium.

Today—with so much money going into once-a-week or once-a-month advertising—it makes good sense to extend and insure your budget with this kind of frequency and reach. And it makes most sense to fit your message into identifiable programs with a beginning and an end—specific dramas to tune to every day.

That’s why you find companies that sell low-cost, high-turnover products, companies like Colgate-Palmolive, General Foods and Lever Brothers, all buying (and re-buying) daytime drama on CBS Radio.

FOR FREQUENCY YOU CAN AFFORD AND NEED...THE CBS RADIO NETWORK
NEWS COVERAGE
Helps MAKE
K-NUZ No. 1
Radio Station in Houston

Big Mike X99

Big Mike No. 1

Big Mike No. 2

Big Mike No. 3

plus
Houston's Largest News Staff
(6 FULL-TIME NEWSMEN)
MAKE K-NUZ 1st in NEWS
No. 1 in Hooper, Pulse, Nielsen
and Cumulative Pulse

K-NUZ
HOU STON'S 24 HOUR MUSIC AND NEWS
National Reps.: FORJOE & CO.—Southern Reps.: CLARKE BROWN CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle •
Dallas • New Orleans • Atlanta
IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

ADVERTISERS & AGENCIES

Florida Citrus Group Sets
Tentative $4 Million for Ads

The largest advertising budget in the
Florida Citrus Commission's history tenta-
trively was set up yesterday as the commis-
sion instructed its agency, Benton & Bowles,
to present a program for the 1957-58 season
calling for expenditure of $4 million, with
an additional $400,000 to be held in reserve
for later disposition.
The proposed program will be presented
for the commission's approval at its June
meeting.
Advertising expenditures for the current
season will be approximately $3,150,000, in-
cluding a special $250,000 push approved
yesterday for processed products, which are
in heavy supply. This supplemental program
will run between mid-May and June 30, end
of the fiscal year.

Citrus Commission advertising money is
raised by a per-box tax on all fruit moving
in commercial channels. The legislature, now
in session, has approved an increase from
three cents to five cents per box in the
orange tax, making extra money available
for the next two seasons.
The tax now stands at five cents per box
on oranges, tangerines, temples and tangelos,
and at six cents on grapefruit.

It is estimated the total commission in-
come from the taxes will be slightly over $7
million, of which it is contemplated $4 mil-
lion will go into consumer advertising.
About a million dollars generally goes into
merchandising work, with other funds being
divided among research, administration,
transportation studies, public relations and
other promotional items.

Since income depends on crop size and
disposition, all budgets are of a tentative
nature and subject to frequent change.

Kabaker Adds Local Programs
At Compton Los Angeles Office

COMPTON Adv., Los Angeles, has ap-
pointed Alvin Kabaker, vice president of
radio and television of that office, to handle
local radio and television as well as national
programming for the Los Angeles office. Mr.
Kabaker, simultaneously, announced new
staff appointments and local program pur-
chases.

Staff changes include assignment of super-
vision of local television production to Joe
Agnello, in addition to other production
duties, and he, along with Mickie Kies who
was transferred from another department,
will be reporting to Mr. Kabaker.

Robert Howell and Marjorie Bane will
continue as production supervisors. Shirley
Willson is business manager for the tv group.

New local television purchases include
the week-end home baseball games of the
Los Angeles Angels for Volkswagen Dealers
Assn. and M. K. Goetz Brewing on KJH-
TV; Bill Brundige sportscast five days week-
ly for the latter sponsor on KJH-TV; and
Clete Roberts Reports, alternate Sundays on
KNXT (TV) for Lincoln Savings & Loan
Assn. George Putnam continues through
Compton for Bond Clothes, five days weekly
over KTTV (TV) Los Angeles.

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BROADCASTING • TELECASTING
A city is vibrant. A city grows. But the heart of a city never changes. At WCAU, we’re proud of our Philadelphia tradition and this month, our 35th Anniversary, we are honoring all the yesterdays that have served us so well. Some of us can still see the long parade of personalities associated with WCAU. Al Jolson sang his first song on radio over WCAU, Fred Allen made his first radio appearance with us. Paul Douglas, Ezra Stone, Boake Carter, Henry Morgan, Wilbur Evans, all began bright careers at WCAU.

Yes, we have grown since we were issued our first broadcast license in 1922. And our 50,000 watts aren’t the real measure of growth. It’s the long list of public service awards—the confidence of advertisers that helped make 1956 the greatest in our history. But, most of all, it’s the acceptance we enjoy in the 2 million homes in 47 counties to which each day we bring news, information and entertainment.
Good Humor to Use Radio-Tv
To Promote New Soft Drinks

WITH GOOD HUMOR Corp. prying the cap off its plan to enter the bottled soft drink market, radio and tv can be expected to get the majority of an increased advertising budget flow.

This was revealed last week when for the first time in its 37-year history, Good Humor began marketing a product other than ice cream (includes sherbet, fruit sticks, etc.). Another milestone for the firm is its departure from traditional distribution until now restricted to white truck fleets.

Good Humor is offering its flavor concentrate base to local bottlers for final bottling and delivery to retail stores. Several Coca-Cola bottlers have expressed interest in adding the new line, according to David J. Mahoney, Good Humor's president.

While the new soft drink generally will try to follow those markets where the firm is entrenched the strongest with its ice cream products, George Newman, vice president in charge of advertising, said Good Humor will "move into any area with any bottler who meets our specifications."

The multi-million-dollar ice cream "empire" already places 90% of its advertising budget in radio and tv. It is expected to earmark about 60% of the soft drink budget for radio-tv, and the remaining 40% for outdoor and newspaper support. Good Humor's soft drink already is in Warren, Ohio, using spot radio and tv. The company plans to enter more markets, with the heaviest concentration in tv, emphasizing children's shows where possible.

The campaign will use one-minute spots chiefly, but 20-second spots will be aimed for adjacencies to "good" network shows (children's programs preferred). Where possible, minute spots will be a 20-second film and 40 seconds of a local personality's delivery. Initially, the soft drink broadcast campaign will move into southern markets, with some also in the Northeast and Midwest, it was said.

At the first of this year, the corporation appointed Cunningham & Walsh, New York, to handle the soft drink introduction, because Macmanus, John & Adams, New York, which has all of the ice cream products, already services another soft drink advertiser—White Rock.

U. S. Tv Audience Reaches
122.4 Million—Siddlinger

SOME 122.4 million people now make up the nation's tv audience, with 99.9 million 12 years of age or older, and the remaining 22.5 viewers from five to 12 years old, according to Siddlinger & Co., analysts, Ridley Park, Pa.

Siddlinger's monthly client service report also noted that 38.6 million households, or 78% of the national total, are tuning in with 42.5 million sets in working order.

The firm's computations indicated about 300,000 sets were sold in March, and estimated 300,000 to 450,000 purchases in April. It also was said about 100,000 sets become obsolete each month.

L&M Drops CBS Radio 'Gunsmoke'

LIGGETT & MYERS Tobacco Co. (Chesterfield), N. Y., has canceled the radio version of Gunsmoke on CBS, it has been learned. The cancellation came on the eve of Gunsmoke's fifth anniversary on radio. Effective last week, Gunsmoke entered its sixth year on CBS Radio. The network will place the program into its "Impact" plan of participating sponsorship.

Democrats' Christie Suggests
More Political Use of Radio

EFFECTIVE use of prime radio time rather than undue reliance on tv and broadcast political speeches no more than 15 minutes in length were recommended last week for Democrats who run in the 1960 election campaigns.

Jack F. Christie, tv and radio director for the Democratic National Committee, told students at Syracuse U.'s Radio and Television Center that candidates should use the five-minute, one-minute, and shorter spot announcements to a greater extent than in 1956 because research indicates "they are very well received."

Other recommendations by Mr. Christie include: expanded use of regional radio-tv hookups for regional issues, more rehearsal time, and relaxation of the FCC's so-called "equal time" rule so networks may give "top-of-the-ticket" majority party candidates free time without awarding it to numerous candidates heading splinter parties.

Mr. Christie also said that office seekers should lean more on trained workers within their own parties instead of looking to Madison Avenue for help.

Pontiac Buy Exemplifies
Network Radio Sales Speed

SPEED and flexibility in network radio sales was demonstrated last week when Pontiac Div., General Motors Corp., moved into one-quarter sponsorship of NBC Radio's News-on-the-Hour news capsules for a period of three weeks. Pontiac, through MacManus, John & Adams, placed the order a week ago Friday to start on Monday, and the program did.

Pontiac fills a partial advertiser vacancy created when Bristol-Myers Co. (Bufferin) cut back its advertising schedule on the NBC newscasts. B-M continues to sponsor 25% of the programs, while Brown & Williamson Tobacco Co. continues with 50%. Pontiac has the remaining quarter.

When the Pontiac buy expires May 20, its slot will be filled by a national food packer for the succeeding 26 weeks. The name of the food packer will be made public May 11. Combined contracts come to $600,000 in net billings.

Beaumont & Hohman Merges
With Cunningham & Walsh

MERGER of accounts and personnel of Beaumont & Hohman, Chicago, with Cunningham & Walsh that city was announced Friday by Ivan Hill, executive vice president in charge of C&W's Chicago office. The merger became effective two days earlier [At Deadline, April 29].

Guy Davis and Perry Thomas, vice pres...
"... all over the tablecloth, he's writing!"

"Sure, we see all kinds in here," says bar-custodian Umberto at Danny's Hideway (where THE agency elite of New York meet). "But this guy... he's drawing a map like crazy on our snow-white damask with a black grease pencil. Of what? State of Maine, that's what!"

"Guess he had reasons to be excited. Seems he just absorbed the latest TV Trendex* from up there — and what a whooperoo! That WABI-TV Waltzes off with 17 of the top 20 shows! Gets the best rated multi-weekly show, best film show, best local show, best news show, best sports show, best weather show, best network show — day or night.** How superman can you be? And all the studies prove WABI-TV a bull-dozer in audiences, coverage, dollar-for-dollar value — the works! Can't understand why anybody'd advertise any other way up there in Maine!"

Neither can we. Whether you want No. 1 television coverage or No. 1 radio coverage in the fastest-growing part of Maine — the writing's clear on the tablecloth. Buy WABI-TV or WABI Radio — super-team with super-steam. If you're looking for a hideaway, go to Danny's. But if you want to put your product out on the table, for buyers' grabs, tell the Maine market about it via this high-compression combination. It's something to write home about — on anybody's tablecloth!

* Trendex, Oct. '56
** Good memory, that Umberto. Probably kept the tablecloth and memorized it.
idents and account executives at Beaumont & Hohman, join Cunningham & Walsh in executive capacities not announced. Henry Howell, B. & H. president, announced simultaneously he will work indefinitely in an advisory capacity with C & W in Chicago.

Among radio and/or tv accounts moving to C & W are Brearley Co., Dale Carnegie Courses, Grand Hotel, Grayline Assn., Tru-Ade Co. and Northern Great Lakes Area Council. Messrs. Davis and Thomas will work on these accounts. Other Personnel additions will be announced later, Mr. Hill said.

Cunningham & Walsh is moving into new 16th floor headquarters at 6 N. Michigan Ave. in Chicago, with a renovation project slated to be completed by May 15.

Traviesas Appointed by BBDO To Manage Radio-Tv Activities

HERMINIO TRAVIESAS. BBDO vice president and in charge of Lucky Strike radio and television activities for seven years, has been appointed manager of the tv-radio department of BBDO, it was announced last week by Charles H. Brower, general manager of the agency.

Robert L. Foreman, recently named an executive vice president of the agency, remains in over-all supervision of all tv and radio for the agency in addition to his new responsibility as chairman of the plans board.

Mr. Traviesas joined BBDO in 1950. He was with CBS before that in New York from 1947 to 1950, as tv sales service manager; and with NBC in New York from 1937 to 1947 as traffic manager in the international division and salesman for international accounts of the radio recording division. He has supervised such shows for Lucky Strike as Your Hit Parade, the Robert Montgomery Show, Private Secretary and the Jack Benny Show.

American Chicle Buys 'Sugarfoot'

AMERICAN CHICLE Co. (Deutyns, Clerets and Rolaisd), New York, has signed to sponsor ABC-TV's new adult western series, Sugarfoot starting Sept. 17 (alternate Tues., 7:30-8:30 p.m. EDT), it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. The agency is Ted Bates & Co., New York.

Agency Now Thomas & Douglas

THOMAS & DELAHANTY INC., New York agency, has been changed to Thomas & Douglas Inc. New partner is Lawrence H. Douglas, formerly with WINS New York. Thomas & Douglas also announced the following new accounts: Founders Corp., First Dividend Corp. and KTVR (TV) Denver.

Benton & Bowles Affiliates With Dorland in Paris, Brussels

BENTON & BOWLES, New York, is entering the foreign field, in an inter-agency affiliation with the Dorland Agency in Paris and in Brussels, Robert E. Lusk, president of Benton & Bowles, announced last week.

Mr. Lusk explained that "for some time, Benton & Bowles, as has been examining both pros and cons of extending marketing and advertising services beyond the borders of the U.S. The basic reason for this study was the expanding interest in international operations on the part of some of our clients."

"As a result of this study, we have developed the position that Benton & Bowles can add to and improve its service to clients having international interests by participating in market planning and advertising counsel in certain foreign markets."

"The experience and resources of Benton & Bowles, including assistance in research, media and other fields, as well as man-power, training, will be made available to these Dorland officers in order that a high caliber of service will be available to its clients with interests in France and Belgium."

He also announced that Edward W. Murtfeldt will be in charge of liaison with the Dorland offices.

Benton & Bowles now has offices in Toronto, Detroit, Hollywood and New York.

Ault Succeeds Caron As Chrysler Ad Manager

HARRY L. AULT was promoted last week from dealer advertising manager to advertising manager of the Chrysler Division of Chrysler Motors Corp., filling the vacancy created by John H. Caron who retired.

Mr. Ault began his advertising career in 1932 when he joined Sprague-Warner Co., Chicago, as a copywriter. After 25 years' experience in the advertising and merchandising field in food, manufacturing, and automobile industries, he joined Chrysler in 1955.

P&G to Absorb Clorox

PROCTOR & GAMBLE Co., Cincinnati, plans to acquire the assets of Clorox Chemical Co., Oakland, Calif., in return for some of P&G's common stock, according to W. J. Roth, Clorox president.

The agreement is subject to ratification by the P&G board of directors and by Clorox stockholders, who are expected to receive 8 1/2 shares of P&G for each 10 of Clorox.

Gomber Named Compton V. P.

APPOINTMENT of Raymond F. Gomber, former Westinghouse Electric Corp. executive, as vice president and manager of Compton Adv. Inc.'s Milwaukee office was announced by the agency last week. He joined Compton last Wednesday.

Mr. Gomber was industrial advertising and sales promotion manager for Westinghouse in Pittsburgh, heading those industrial activities, and previously was regional sales promotion manager for the company in New York. He was associated with G. M. Basford Adv. Agency, New York, for 1936 to 1942. Mr. Gomber is a member of the National Industrial Advertisers Assn. and Pittsburgh Ad Club.

Heinz Names Armour Exec. V. P.

FRANK ARMOUR JR., last week was named executive vice-president of H. J. Heinz Co., Pittsburgh, sponsor of Studio 57 and Captain Gallant, to succeed Herbert N. Riley who retired last year. He has been with Heinz for 30 years, will succeed in the executive capacity with H. J. Heinz II, president. For the last three years he was vice president for domestic operations.

NETWORK BUYS

Chesebrough-Ponds, N. Y., to sponsor alternate weeks of Bob Cummings Show, Tuesday, 9:30-10 p.m. EDT, on NBC-TV. Other advertiser is Reynolds Tobacco Co. Agency for Chesebrough-Ponds: J. Walter Thompson; for Reynolds: William E. Gillette Safety Razor Co. Signed to sponsor CBS-AM-TV coverage of Triple Crown horse-racing classics consisting of Kentucky Derby this Saturday, 5:15-5:45 p.m. EDT; Preakness, May 18, 5:30-6 p.m. EDT, and Belmont Stakes, June 15, 4:30-5 p.m. EDT. Agency: Mazon Inc.

A&A SHORTS


Procter & Gamble (Spic and Span cleanser), Cincinnati, through Young & Rubicam, New York, is buying 90-second spots in participating shows in approximately 20 markets starting early this month.

Billy Graham Evangelistic Assn., through Walter F. Bennett & Co., Chicago, has purchased four weekly one-hour programs on ABC-TV starting June 1, 8-9 p.m. EDT. Hour-long programs will pick up Mr. Graham's appearances at New York's Madison Square Garden.

Reader's Digest Assn., has signed for Wednesday quarter-hour segment of Arthur Godfrey Time on CBS. Contract for 52 weeks placed through BBDO, N. Y.

Broadcasting • Telecasting
This time we got help. Our 1,450'-above-average-terrain tower is on the way up—again. WMT-TV • CBS for Eastern Iowa • Reps: The Katz Agency
N. J. LAWYER MAY GET FCC POST

- He's Edward Mills, now in other administration job
- White House checks Jersey senators for clearance

THE White House last week advised New Jersey's senators that a 51-year-old New Jersey lawyer was under active consideration to succeed George C. McConnaughey on the FCC.

It was widely believed that the White House would soon submit for Senate confirmation the name of Edward K. Mills Jr., now deputy administrator of the General Services Administration, for a seven-year term on the FCC beginning July 1. Chairman McConnaughey's term expires June 30.

Whether the President had Mr. Mills in mind for the FCC chairmanship could not be learned at the time this story went to press.

At midweek it was reliably said that Mr. Mills' appointment to the commission would be sent to the Senate momentarily, and it was then believed he was also destined for the chairmanship. By week's end, however, the question of the chairmanship became unsettled. Indeed, some uncertainty developed as to the commissionership appointment itself.

Some senators from other states supporting other candidates for the FCC were said to have urged the White House to reconsider the Mills appointment.

There were conflicting reports as to the probable choice of a chairman. Speculation centered around Mr. Mills and two incumbent Republicans, Comrs. John C. Doerfer and Robert E. Lee.

The other incumbent Republican, Rosel H. Hyde, has already held the chairmanship. He was appointed to it by President Eisenhower July 1, 1953, and served until Mr. McConnaughey joined the FCC as chairman Oct. 4, 1954.

Mr. Mills joined the Eisenhower "businessman's government" a year ago for his second tour of government service. His first was during the Roosevelt administration when he was chief of the Opinion Section of the Civil Aeronautics Authority in 1939-40. His primary interest, however, has been in New Jersey law practices.

He was active in the Eisenhower presidential campaign of 1952 as chairman of the Morris County Citizens for Eisenhower Committee. He is a neighbor of such Eisenhower Republican dignitaries as Bernard M. Shawley, secretary to the President, and Rep. Peter Frelinghuysen Jr. (R-N.J.).

Early in his law practice he was associated with William J. Brennan Jr., now Associate Justice of the U. S. Supreme Court.

Mr. Mills was said to have the endorsement of both New Jersey senators, Clifford P. Case and H. Alexander Smith (both Republicans). Indeed it was from aides of those two senators that word came last Wednesday that the appointment of Mr. Mills was "in the works."

Patrick Mills Jr. comes from old New Jersey stock, tracing his family back to Revolutionary days. He was born in Morrisatown March 19, 1906.

Mr. Mills followed the Morris County patrician road—to Phillips Exeter Academy; to Princeton U., from which he received his bachelor's degree in 1928; to Yale Law School, from which he received his LL.B. in 1931.

His early law work was with the top-drawer New Jersey legal firm of Pitney, Hardin & Skinner, Newark, N. J. In those junior days he shared the firm's "bull pen" with another young Jerseyman, William J. Brennan Jr., who last fall was named an Associate Justice of the Supreme Court. Mr. Mills' early practice encompassed the field of corporation law, including specialization in railroad reorganization work. He served as secretary of the Bondholders Protective Committee of the Northern Ohio Railroad and of Central of Georgia Railroad.

In 1939 Mr. Mills came to Washington, where he served as chief of the Opinion Section of what was then the Civil Aeronautics Authority. Mr. Mills prepared the CAA's first air mail rate and new route opinions.

During the second World War, Mr. Mills flew with the Civil Aeronautics Board, became a submarine commander, and later served with a sub-marine missions, transferring to the Air Corps as a flight instructor and becoming an Air Transport Command pilot. He also served as planning officer at ATC headquarters, and on the secretariat of two Joint Chiefs of Staff committees—on Atlantic communications, and on Army-Navy air transport facilities in the Pacific. He received the Air Medal for his services. He held a commercial pilot's license, with a flight instructor rating. He has logged more than 1,000 hours.

He returned to Morristown after being mustered out of service with the rank of major, joining his father in the family law firm of Mills, Jeffers and Mountain.

In 1949 and again in 1950, Mr. Mills was mayor of Morristown. In the 1930s he had served on the board of alderman. He is a director of the Morristown Trust Co. and a vice president and director of Theobald Printz Co., Morris Plains. He was a member of the Morristown area Chamber of Commerce and a trustee of the Morristown Neighborhood House and other charitable institutions.

Almost one year ago, on May 21, 1956, Mr. Mills was named deputy administrator of the General Services Administration (salary: $20,000). This is the federal agency which oversees the vast U. S. housekeeping. It builds and maintains all U. S. government buildings, arranges for transportation and communications services for the federal government; handles the national stockpile and is in charge of the National Archives.

As the No. 2 man in the GSA, Mr. Mills is the operating general manager of this vast and complex organization. For the past four months, in addition to this major job, Mr. Mills has acted as commissioner of GSA's Transportation and Public Utilities Service.

Despite his bulk, Mr. Mills carries him-
PLANNING A RADIO STATION?

The RCA PROGRESS PURCHASE PLAN makes it easy to get equipment — as you need it

By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

RCA... your first source of help in station planning

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment, Camden, N. J.
In Canada: RCA VICTOR Company Limited, Montreal
take

and get the whole rich northern Florida market that The PERRY STATIONS cover as no other media can... completely, effectively, and with apparent but deceptive ease.

THE PERRY STATIONS

1 WJHP AM/FM/TV Jacksonville
2 WCOA Pensacola
3 WTMC Ocala
4 WDLP Panama City
5 WESH-TV Daytona Beach

Radio Stations Represented By, JOHN H. PERRY ASSOCIATES
TV Stations REPRESENTED BY PERRY

GOVERNMENT

self with easy assurance. His hair, parted on the side, is iron gray turning white in front. He uses dark, horn-rimmed glasses. His flannel suits are expensive, and subdued. His manner is mild, with a spark of dogmatism, but withal affable. He is considered by those who know him to be a "lawyer's lawyer."

Mr. Mills has no associations in the broadcasting or advertising field. In an interview he declined to express any opinion on broadcasting except to say he has "an open mind on radio and tv." He said he likes to "marshal his facts and then reach a conclusion."

An intriguing sidelight is Mr. Mills' serious interest in inventions. He holds two patents and has two others pending at the Patent Office. One patent is for a convertible vehicle, a combination automobile, airplane and boat. Another is a junior pilot trainer, developed before World War II. Patents are pending for a new type of automobile safety device, and for a passenger seat which can be converted into a berth with a minimum of effort, useful for airplane or railroad carriers.

Mr. Mills is a member of Phi Delta Phi, national legal fraternity; Princeton's Colonial Club; the Metropolitan and Capitol Hill Clubs in Washington, and the Morris-town Club in New Jersey. At Princeton he was on the track team (high hurdles).

Mr. Mills and his family (he married the former Shirley Burks of Brownsville, Tex.), live in the fashionable Georgetown section of Washington. They have two daughters, Shirley Neel, 9, and Katina Slade, 7. The family are members of Washington's Christ Episcopal Church.

FCC Stays KNAC-TV Purchase, Sets Hearing on Protest

THE FCC last week postponed the effective date of its Feb. 27 action in approving the sale of 50% of ch. 5 KNAC-TV Ft. Smith, Ark., to George T. Hernreich and set the grant for hearing.

The hearing was scheduled on the protest of Southwestern Publishing Co. (ch. 22 KFSA-TV Ft. Smith), which claimed that it had contracted to purchase the station from H. S. Nakdimen, who died Dec. 20, 1955. Messrs. Nakdimen and Hernreich formerly were competing applicants for ch. 5 and Mr. Hernreich was given an option to purchase 50% of the station in return for withdrawing his application.

The Commission ordered the hearing to determine (1) if Mr. Hernreich conspired to breach the agreement for assignment of KNAC-TV to Southwestern and to prevent consummation of such agreement; (2) whether Mr. Hernreich has failed to carry out representations made by him to the FCC; (3) whether there has been an unlawful transfer of control of KNAC-TV to Mr. Hernreich and others, and (4) whether in light of the evidence, grant of the sale would serve the public interest.

The parties were given until May 31 to return station control to Mrs. Nakdimen.
THESE BOYS are the BUYS in Rochester!

ED MEATH
AND THE
"Musical Clock"
6 - 9:30 A.M. Mon. thru Sat.
Rochester's long-time top-favorite disc jockey dominates our morning program schedule which averages, from 6:00 A.M. to Noon... 33%*

BOB E. LLOYD
AND
"Lloyd's Unlimited"
3:30 - 6 P.M. Mon. thru Fri.
Only one year in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which averages, noon to 6:00 P.M. ... 24%*

... and, beside rating FIRST in share of audience in the morning, and FIRST in the afternoon, we really ought to mention that we're FIRST evenings, too! 23%*

*LATEST ROCHESTER PULSE REPORT MARCH, 1957

WHEC of Rochester
NEW YORK
5,000 WATTS
DAYTIME ACTION 6 MONTHS AWAY

- So Craven guesses in testimony to Senate daytime unit
- DBA, CCBS, FCC, others testify in two-day Hill hearing

AN FCC commissioner last week told a special Senate subcommittee that the Commission would make a decision on the Daytime Broadcasters Assn. petition for extended hours of operation "as fast as possible," but any approximation of a date for settlement of the thorny problem remained suspended at the end of a two-day hearing on a DBA charge of FCC delay in acting on its petition.

FCC Comr. T. A. M. Craven Tuesday told the Senate Special Daytime Radio Broadcasting Subcommittee, headed by Sen. Wayne Morse (D-Ore.), that "we have seven different opinions, possibly, and it is very difficult for me to say how quickly we can resolve our differences in terms of days or months." He agreed to supply the subcommittee with a proposed timetable for resolving the matter after the Commission has discussed the DBA petition and the clear channel case at a meeting May 22.

Comr. Craven told the subcommittee that, "as a personal guess," it would take at least six months for the Commission to resolve its differences on the problems after the May 22 meeting.

Last Monday 16 witnesses from all parts of the country paraded before the subcommittee to testify for the DBA cause or to counter on behalf of the Clear Channel Broadcasting Service, and Tuesday the Senate unit heard four FCC officials ardently defend the Commission's delay in acting on the daytimers' 3-year-old petition.

Hearing testimony from broadcasters, FCC commissioners and other officials were Sen. Morse, Sen. Alan bible (D-Nev.) and Sen. Andrew F. Schoeppel (R-Kan.), members of the Senate Small Business Subcommittee named in March to investigate the DBA complaint against the Commission for its inaction [BWT, March 25, et seq.]

Since shortly after its organization, member stations of DBA and other small local stations have sought extension of their present sunrise-to-sunset hours as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later).

The merits of engineering data presented by Hollis M. Seavey, executive director of the Clear Channel Broadcasting Service, and the rights of the public to better local service asserted by DBA Board Chairman J. Ray Livesay, owner of WBH Mattoon, Ill., were prime factors in the hearing.

While DBA supporters and CCBS witnesses expressed different bases for accepting or rejecting the daytimers' request for extended hours, both joined Sen. Morse in denouncing the FCC for its delay in acting on the DBA request.

Sen. Morse opened the hearing last Monday by asserting that if the DBA charges against the FCC were true, "this represents a deplorable situation." He said Congress has a duty to watch over the regulatory agencies which it creates and that it appeared that the Commission had treated "a substantial number of small businessmen in a cavalier and perhaps even in an inconsiderate manner."

He stated that he wanted one or more commissioners present for Tuesday's session—that the FCC general counsel's appearance for the Commission would be unsatisfactory.

First principal witness for the DBA cause was Mr. Livesay, who testified and presented two prepared statements to the subcommittee.

Noting that the DBA represents some 150 small radio stations, Mr. Livesay said "this problem of ever-changing hours between the winter and summer months works hardships on our stations, advertisers and listeners."

'Tracing the progress of the clear channel...

The DBA witnesses asserted that under the present sunrise-to-sunset hours of operation, farmers in communities without daily newspapers or clear channel radio service would be handicapped in weather forecasts or price reports before they began the day’s work. Rural housewives also were handicapped by lack of weather information and school bus schedules, and were forced to send their children out into bad weather without knowing if schools would be open, the group said.

In addition to Mr. Livesey, Rep. Springer and Sen. Scott, testifying or entering prepared statements into the record for the DBA cause last Monday were Alf M. Landon, former Republican candidate for President in the 1936 campaign and present owner of KSCB Liberal, Kan.; Ralph L. Weir Jr., owner of KJCK Junction City, Kan.; Edward Mason, general manager of KXXX Colby, Kan.; John Charles Thomas, former Metropolitan Opera star and now executive vice president and managing director of KAVR Apple Valley, Calif.; Joe Leonard Jr., general manager of KGAF Gainesville, Texas; and Frank Morris Jr., president of the First State Bank of Gainesville.

Others were Hecht S. Lackey, president and general manager of WSON Henderson, Ky.; Richard E. Adams, general manager of WSOX Framingham, Mass.; Charles B. Stafford of Fairmont, N. C., secretary and treasurer of the Tobacco Board of Trade; Mayor Von Gilmore of Southern Pines, N. C., and station KMMJ Grand Island, Nebraska.

In rebuttal testimony at the end of the hearing Tuesday, Benedict J. Cottone, Washington attorney for the DBA, said the engineering concepts formulated for radio stations by the FCC in 1934 or 1935 were outmoded, and stated that the DBA petition “must be decided basically and initially upon the question of whether the public will best be served by the extended hours of operation.” The problem is not one which should be decided solely on technical engineering considerations, he said.

Most of the early engineering concepts established by the FCC were arbitrarily decided, and the question of interference is not the only one to be considered in the problem, Mr. Cottone added.

He outlined the history of the DBA petitions, noting that the initial petition was filed Nov. 1, 1954, and was followed by briefs in July 1954 and April 1955 and a petition in December 1955 asking that DBA be allowed to be an intervenor in the clear channel case where it involved hours of operation of daytime stations.

In answer to the charge by CCBS and FCC officials that the daytimers had offered either no engineering data or insufficient technological facts to support its petition, Mr. Cottone said, after the hearing, that the DBA will file “an additional statement which will show the fallaciousness of their engineering principles.”

He stated that the briefs filed before the Commission in July 1954 and April 1955 included engineering data to support the daytimers’ position. This information was prepared by Comr. Craven, who was at the time a member of the private firm of Craven, Lohmes & Culver, consulting radio engineers, and by Ralph Bitzer of St. Louis, Mo.

Opening Monday afternoon’s testimony in opposition to the daytimers’ petition was CCBS Director Hollis M. Seavey.

Noting that the clear channel organization is composed of 14 Class I-A stations and has the support of some 59 other clear channel and regional stations, Mr. Seavey said daytime stations operating on extended hours would cause “intolerable interference” to existing fulltime stations; would interfere with stations in Canada, Mexico and Cuba, which operate on the same frequencies as 410 U. S. daytime stations and would hamper the daytime stations themselves, and the listening public.

Extended hours of operation for daytime stations “would destroy all of the secondary or skywave service of clear channel stations and severely limit the groundwave service of Class I-A stations during the extended hours,” he said, and “would substantially degrade existing nighttime radio service to rural and remote America, which service is already admittedly inadequate.”

As an example of actual interference to a clear channel station by daytime stations operating on the same frequency after sunset and before sunrise, Mr. Seavey cited WCAU Philadelphia, and noted that four daytimers on 1210 kc during the winter months “would destroy the entire secondary service area of WCAU in which reside 361,674,942 people and would deprive 4,459,351 people of the interference-free primary service they now receive . . . ”

Adding engineering support to Mr. Seavey’s testimony was A. Earl Cullum Jr., consulting engineer, representing WBEN Buffalo, N. Y., who asserted that “engineering considerations . . . are the basic considerations upon which any broadcast service must be built.”

Mr. Cullum stated that approval of the DBA petition would not benefit the public “since their accustomed radio service would be made unusable in large areas during portions of the day,” nor the full-time broadcaster “since his service area would be severely reduced twice during the broadcast day,” nor the daytimer himself “since during the additional time he would be permitted to broadcast the service area of his station would be severely restricted.”

Mr. Cullum told the subcommittee he also had interest in a daytime station—“I’m sympathetic to the DBA problem but I couldn’t ask for extended hours of operation for my station to the great detriment of so many other stations.” He also noted that all daytime station owners must be cognizant of the limited operating hours when they apply for a daytime facility.

To extend operating hours of daytime stations would require revamping the present international treaties with Canada (NARBA), Cuba and Mexico, he added. Mr. Cullum defended the FCC delay in finalizing the daytimer and clear channel problems because “they couldn’t decide something arbitrarily while the government was negotiating treaties with these foreign countries.”

In a prepared statement, the engineer said “these studies indicate that the proposal would result in a net loss of service to the public. The proposal is . . . utterly unsound, in violation of engineering experience and the laws of nature and cannot be in the public interest. If the Commission is at fault in the handling of this petition, the fault lies in not dismissing it promptly.”

Terming the DBA proposal an “irresponsible one” which would create “bedlam,” Louis Seltzer, president of WCOJ Coatesville, Pa., cited his earlier letter to Sen. Morse denouncing the daytimers’ cause. He said the petition was a “something-for-nothing proposal!” which would cause more harm than good to the DBA stations themselves.

Also entered into the record in opposition to the DBA petition was a statement by Stuart L. Bailey of Jansky & Bailey Inc., Washington, D. C., consulting engineers, on behalf of WTAR Norfolk, Va.

Testifying for the FCC in last Tuesday’s session were Comrs. Craven and Rosel H. Hyde, General Counsel Warren Baker and James Barr, assistant chief of the Commission’s broadcast bureau.

Reasons cited by Mr. Baker for the commuter: "Since his service area would be severely reduced twice during the broadcast day," nor the daytimer himself "since during the additional time he would be permitted to broadcast the service area of his station would be severely restricted."
mission's delay in acting on the DBA petition were:

(1) That the proposal could hardly be separated from the unsettled clear channel and daytime skywatch proceedings.

(2) That the problem was related to the international agreements with neighboring countries "because the fundamental allocation in the entire hemisphere had to agree . . . to the allocations within the U. S."

(3) That the FCC has been involved since 1950 in many problems, especially those of allocations for television and the deintermixture of uhf and vhf channels.

(4) That the initial DBA proposal "actually requested that the Commission defer and delay its consideration of the case . . ." reopen the records of the clear channel and daytime skywatch proceedings and consolidate them with the DBA request for extension of daytimers' hours.

Mr. Baker also noted that the DBA petition filed initially in March 1954 has been amended twice—first in May 1955 and then again in December 1955. He said the Senate Commerce Committee in February 1949 had asked the FCC to delay decisions in both the daytime skywatch and clear channel proceedings.

In answer to questions by Sen. Morse, Comr. Hyde said that advance invitations were extended to all segments of the broadcast industry to meet with the FCC and the State Department and help prepare the U. S. government's position for negotiating radio agreements with hemisphere countries.

He added that after the various treaty negotiations were underway, daily meetings were held with industry officials and further advice obtained from them on their positions in the treaties being prepared.

To give daytimers extended hours of operation would cause interference to stations in Canada, Cuba and Mexico on some frequencies but not others, Comr. Hyde said.

Mr. Baker noted that "technically under the rules the Commission today could dismiss the DBA petition," and said if the proposal was dismissed "out of hand, I would have no trouble defending this in court."

Also testifying at Tuesday's final session was John S. Cross, acting chief of the Telecommunications Division of the State Department, who was 42, with Comr. Hyde's earlier testimony that industry representatives had been invited to preparatory meetings prior to the various international radio treaties conferences. He added that DBA representatives were present at meetings held prior to the recent treaty conference with Mexico, and that they did have an adequate hearing for their views.

Also hearing testimony during the two-day Senate investigation were Lee C. White, counsel for the full Senate Small Business Committee; Walter Stults, staff director for the committee; Sens. A. S. Mike Monroney (D-Okla.), and Edward J. Thye (R-Minn.).

FCC Reaffirms Purchase Of WLBR-TV by Triangle

THE FCC last week reaffirmed its approval of the sale of ch. 15 WLBR-TV Lebanon, Pa., to Triangle Publications Inc. for $115,000.

The vote was 4-2, with Comr. E. Lee not participating and Comrs. Rosel H. Hyde and Robert T. Bartley dissenting.

Commission approval was first given for the Triangle purchase without a hearing in November 1955, but was stayed and set for hearing at the protests of WJPX-TV, WCMB-TV and WTPA (TV), all uhfs in Harrisburg, Pa. The main contentions made by the protesters were that approval of the WLBR-TV buy would give Triangle undue concentration of control, overlap of signals of its tv stations and undue competitive advantage.

These pleas lack persuasive merit, the Commission majority ruled, and said that in none of the fields of communications does Triangle enjoy a monopoly. The FCC further said that the competitive position and practices of Triangle, insofar as reflected by the record, are lawful.

Triangle owns WFIL-AM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and 50% of WHGB Harrisburg. The firm also publishes the Philadelphia Inquirer and several magazines. Walter H. Annenberg, president and director holds 98% of the Triangle stock. Roger W. Clipp is vice president-general manager of Triangle's radio-television division.

WLBR-TV was purchased from WLBR (52%), Lebanon Daily News (37.78%), and three other stockholders. WLBR is owned equally by David S. Etter, H. Raymond Stadium and Eugene Silverstein.

In dissenting, Comr. Mack said he was not satisfied that transfer of WLBR-TV to Triangle would be in the public interest and Comr. Bartley felt there would be too much overlap between the firm's WFIL-TV and WFBG-TV.

Natvig Sentence Suspended In Lamb Case Perjury Action

THE Edward Lamb license renewal case, before the FCC for nearly three years, and turnabout witness Marie Natvig were back in the news last week.

U.S. District Judge Alexander Holtzoff suspended the sentence of eight months to two years given Mrs. Natvig on a perjury conviction for her testimony during a Commission hearing on the renewal of Mr. Lamb's license for his WICU-TV Erie, Pa. In October 1954 she testified she had known Mr. Lamb as a member of the Communist Party during the 1930s and that she had been a communist herself.

The following February Mrs. Natvig recanted that testimony, claiming she had been coerced into making her earlier statements by the FCC and FBI agents. The Commission had charged Mr. Lamb lied when he claimed in previous applications before the FCC that he had had no connection with the Communist Party. In May 1955, a jury, before Judge Holtzoff, convicted Mrs. Natvig of perjury for her testimony during the FCC hearings.

Mrs. Natvig acknowledged last week before Judge Holtzoff that her first testimony before the FCC was "voluntary" and that she was not "intimidated or coerced" by any official of any government agency. In placing Mrs. Natvig on probation for two years, the judge said he felt she refuted her first testimony because she could not take the strain of cross-examination. The cross-examination went far beyond what would be permitted under rules of practice in federal courts, he said.

In December 1955 Hearing Examiner Herbert Sharfman ruled that Mr. Lamb was innocent of the charges he knowingly associated with communists, recommending that the WICU-TV license be renewed. The Commission still has not issued a final decision.

$320,000 WAPA-TV Sale Among Approvals by FCC

WAPA-TV San Juan, P. R., was among several sales approved by the FCC last week. Winston-Salem Broadcasting Co. has purchased the island station for $320,000.

Winston-Salem is licensee of WSGN-AM-FM Birmingham, Ala., WLOW Portsmouth, Va., and WTOP-AM-TV Winston-Salem, N. C. Principals include President James

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ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY

- 15 of the Top 16 Weekly Shows.
- 7 of the Top 10 Multiweekly.
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Demand absolute proof of KOIN-TV's Superior Coverage of the full 30-county Oregon Market (Oregon and Southern Washington) from your nearest CBS Television Spot Sales Office

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES
W. Coan (14.4%), general manager John G. Johnson (12.6%) and 10 other Winston-Salem residents.

Among other sales approvals were:
WPEO Peoria, Ill., sold for $70,000 to Merrill Owens. Robert E. Sharon, Kenneth R. Greenwood and Lee Vaughn, who will operate as Dandy Broadcasting Co. Mr. Sharon and Mr. Greenwood are salesmen at WHB Kansas City, Mo. Mr. Owens has advertising interests and Mr. Vaughn is an attorney.

WBOW Inc. has bought WBOW Terre Haute, Ind., for $108,000. New owners are Jerome W. O'Connor 70% and Thomas L. Davis and Ray Freedman 13.4% each. Mr. O'Connor owns WPFA Pensacola, Fla., Mr. Davis is 50% owner of KLEE Ottumwa, Iowa, and Mr. Freedman holds advertising interests.

John Poole Broadcasting Co. has sold 51% of KBIF Fresno, Calif., to David T. Harris and Ethan Bernstein for $40,800. The station will be licensed to KBIF Inc. Mr. Harris is manager of KWG Stockton, Calif., and Mr. Bernstein is a salesman with KMJ Fresno. Poole Co. is licensee of KBIG Avalon and owns cp's for KBID-TV Fresno and KBIC Las Angeles.

Sale of WQIK for $150,000
Filed by Macri With FCC
THE SALE of Carmen Macri's WQIK Jacksonville, Fla., to Thomas Casey and Marshall W. and wife Carol C. Rowland for $150,000 was filed last week for FCC approval. The sale is being made so that Mr. Macri can buy WHJP-AM-FM that city from the Jacksonville Journal. The sale was filed two weeks ago for Commission approval [B+T, April 29].

The Rowlands (he is a former WHJP salesman-announcer) in turn, are selling their WFBF Fernandina Beach, Fla., to Edward G. Murray for $60,000, plus the assumption of $4,448 in notes. They also hold a cp for WSIZ Douglas, Ga. Mr. Casey, St. Mary's, Ga.; businessman, is the father of Mrs. Rowland.

A March 31 balance sheet for WQIK showed an earned surplus of $13,659, current profits of $1,802, total assets of $41,212 and total liabilities of $6,620. Independent WQIK is on 1280 kc with 1 kw day. Mr. Macri also holds a cp for ch. 30 WQIK-TV.

Mr. Murray formerly was associated with WRCV-TV Philadelphia and WTBO Columbia, Md., and currently is a consultant for Storer Broadcasting Co. Gross income of WBBF for the 12 months ended Sept. 30, 1956, was $45,075 with a net profit of $15,533. Earnings for the five months ended Feb. 28 were approximately $1,300 per month. The station is an independent on 1570 kc with 1 kw day.

Also filed for Commission approval was the $100,000 sale of WAPL Appleton, Wis., one of the Bartell stations, to Connie Forster (40%) and Karl P. Baldwin, L. H. Chudacoff, Robert J. Beelen (each 20%), all Appleton residents.

Miss Forster is general manager of WAPL and holds four shares of non-voting stock in the Bartell Stations (WAPL, WAKE Atlantic, KBQ San Diego, KRUN Glendale, Ariz., and controlling interest in WMTV (TV) Madison, Wis.).

The WAPL balance sheet, dated Feb. 28, showed a net worth of $10,195 with a 6$-395 surplus. Current assets were $22,931, total assets $46,172 and total liabilities $35,977. Current assets of the 1 kw daytimer on 1570 kc will remain with Bartell.

Commission Grants 5 Permits For New Am Radio Stations
FIVE construction permits for new am radio stations were granted by the FCC last week.

The grants were:
Panama City Beach, Fla.—Mel Wheeler, 1290 kc, 500 w daytime. Mr. Wheeler is president, general manager and 25% owner of WEAR-AM-TV Pensacola, Fla., and general manager of WDWM (TV) Panama City. Macon, Ga.—William H. Loudermilk, 900 kc, 250 w daytime. Mr. Loudermilk is chief engineer at WEAS Decatur, Ga., and owns a radio-tv repair service.

Manchester, Ga.—Radio Manchester Inc., 1370 kc, 1 kw daytime. Co-owners are C. H. Grider, 33.3% owner of WIMO Winder, Ga., and WGSW Greenwood, S. C.; George T. Burton Jr., salesman at WTRP La Grange, Ga., and W. C. Woodall Jr., owner of WDWD Dawson, Ga., 33.3% of WGRA Cairo, Ga., 33.3% of WIMO and 50% of WGSW.

Plymouth, N. C.—Harry A. Eppsion Sr., 1470 kc, 1 kw. Mr. Eppsion owns WBRG Lynchburg, Va.


4 Am Initial Decisions Issued, One to Be Effective Immediately
FOUR initial decisions on am applications were issued by the FCC the last fortnight. The FCC made one effective immediately.

Examiner Thomas H. Donahue favored the application of Jefferson County Broadcasting Co. for 1270 kc, 5 kw daytime in Pine Bluff, Ark. Examiner Donahue ruled that the opposing application of Kermit F. Tracy, for 1270 kc, 1 kw daytime in Fordyce, Ark., would not provide the service deemed desirable for economic distribution of facilities. The favored applicant will serve a much larger population, providing better public service, Examiner Donahue said. Jefferson principals are Louis Alford, Phillip O. Brady and Albert M. Smith, owners of WAPF 28, Tomb, Miss., WMDC Hazlehurst, Miss., and WABL Amite, La.

The FCC has made effective immediately a hearing examiner's initial decision favoring Stephenville Broadcasting Co. for a new am in Tahlequah, Okla. Since no exceptions (to the initial decision) were filed in the time allotted for filing, Examiner J. D. Bond's decision of March 28, 1957 [B+T, April 1] was declared in force.

Stephenville owners are Galen O. Gilbert and J. R. Kincaid, owners of KSTV Stephenville and KTAN Sherman, both Tex.

Lawrenceville Broadcasting Co. was fa-
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vored by Examiner Annie Neal Huntting for a new am in Lawrenceville, Ill. The applicant has asked for 1350 kc, 500 w daytime. The examiner ruled that the need for service in Lawrenceville outweighed the need of proposed service by the competing applicant for the same facilities in Newburgh, Ind., Southern Indiana Broadcasters Inc. The favored applicant will bring service to a city and county that had been without any station and with primary service from only two stations, the examiner said. Lawrenceville owners are Ray J., George R. and Stuart K. Lankford.

Hearing Examiner Donahue has issued an initial decision which favors the application of Polk Radio Inc. for a new am station in Lakeland, Fla. W. H. Martin (52% owner of WMEN Tallahassee, Fla.) is 96.6% owner of the application for 1330 kc, 1 kw daytime in that city. The examiner decided Polk's equity should protect its application and made the grant over the protest of the Broadcast Bureau.

Malco Applies for Two Uhfs Within Week at Commission

MALCO THEATRES Inc., last week filed its second and third applications at the FCC for uhf channels within a week's time.

Two weeks ago Malco asked for ch. 40 in Columbus, Ohio [BT, April 29]. The two most recent filings were for ch. 36 in Davenport, Iowa (which is no longer allocated to that city), and ch. 65 in Kansas City. Malco, which formerly owned WEOA-WEHT (TV) Henderson, Ky.-Evansville, Ind., and operates theatre chains in the Midwest, is principally owned by M. A. Lightman.

For the Kansas City facility, the applicant proposed 722 kw, antenna 278 ft. above average terrain (atop the downtown Waldheim Bldg.), $293,982 for construction costs and $250,000 for first year operations. In Davenport, Malco is seeking a power of 23.32 kw and antenna 98 ft. above average terrain. Construction costs were estimated at $124,300 with $140,000 to be spent for operation the first year.

The FCC deleted ch. 36 from Davenport, replacing it with ch. 68, in the same action that shifted ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline, Ill. [BT, March 4].

Also filed last week was an application for ch. 5 in Weston, W. Va., by dark ch. 35 WJPB-TV Fairmont, W. Va.

Last December, the FCC changed the educational limitation on ch. 5 (at the request of J. Patrick Beacon, owner of WJPB-TV) and made it available for commercial use [BT, Dec. 24, 1956].

WJPB-TV asked for a power of 100 kw, antenna 881 ft. above average terrain and estimated its costs at $146,000 for construction and $90,000 for first year operation.

Mr. Beacon, mayor of Fairmont and former member of the West Virginia legislature, owns WBUT-AM-FM Butler, Pa., and 70% of WVVW Grafton, W. Va. He said he would donate 25% of the station's air time for educational programming.

FCC Can't Enforce Programs Of 'Good Music', Says Examiner

"THE FCC does not and indeed cannot decree, in effect, that 'Thou shalt play 'Good Music' not otherwise.'" Hearing Examiner Herbert Sharfman ruled last week in recommending that the sale of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. be re-affirmed.

The $400,000 sale was protested by WGMS minority stockholder Lawrence M. C. Smith in an effort to keep the stations out of "music outlets." The sale first was approved by the Commission last July [BT, July 23, 1956], but was set for hearing following Mr. Smith's protest. RKO had taken over WGMS-AM-FM, operating the am outlet as a Mutual affiliate, but in November was ordered by the Commission to return the stations to the original owner, Good Music Stations Inc.

Mr. Sharfman said that he, as much as anyone, "is personally in favor of good music, and the more good music the better." He said, however, that while the lovers of good music are numerous, they cannot dictate the offerings of a station which proposes an otherwise "unimpeachable" program schedule.

U. S. High Court to Decide On Benny Parody of 'Gaslight'

THE question of whether a parody of a copyrighted work violates the copyright laws was taken up last week by the nation's highest court.

At the request of comedian Jack Benny, his sponsor, the American Tobacco Co., and CBS, the U. S. Supreme Court agreed last week to decide the issue. The case stems from a parody of the motion picture "Gaslight" written for Mr. Benny's radio and tv programs on CBS.

The Benny program, titled "Autolight," was carried on radio. Lowe's Inc., which owns the motion picture rights for "Gaslight," obtained a restraining order from the Federal District Court in Los Angeles preventing a telecast of the parody. Last January, the U. S. Court of Appeals in San Francisco upheld the district court's ruling [BT, Jan. 7].

Mr. Benny, American and CBS, in asking for a review, claimed the art of parody is as old as literature itself. The lower court's ruling, they argued, "will have a stifling effect on parody and burlesque . . . and authors of parodies . . . will have no alternative but to abandon their art."

Storer's Manchester Buy Has New Hurdle to Clear

A NEW factor entered the Storer Broadcasting Co.—WMUR-TV Manchester, N. H., case last week when the FCC indicated that a hearing is necessary on WMUR-TV's request for license renewal and an application for a new tv station on the same channel.

McFarland letters were sent to Storer, WMUR-TV and Tv for New Hampshire Inc., which has applied for ch. 9 in Manchester, asking them to tell why a hearing should not be held to determine the ap-
A PUBLIC hearing scheduled by the FCC's special Network Study Committee was stalled last week in New York when seven independent tv program producers challenged the jurisdiction of the Commission over their business [B&T, April 29]. The hearing was recessed until later this month.

The delay in proceedings started with the failure of the producers to appear personally Wednesday at the Federal Court House in Foley Square, New York, before James D. Cunningham, FCC chief examiner, on order of a subpoena obtained by the FCC. Instead, their counsel filed a motion to quash the subpoena. Arguments against quashing the court order were presented Thursday by the FCC Network Study Committee counsel, but at that point, attorneys for the producers requested—and obtained—permission from Examiner Cunningham to recess the hearing so that they might have the opportunity to study the transcript of the arguments. The producers were granted through May 17 to submit formal briefs on their motion and the presiding officer indicated the hearing would be rescheduled shortly thereafter in Washington.

The FCC has been investigating network operations since September 1955 through a committee directed by U. of Cincinnati Law School Dean Roscoe R. Barrow. The decision to hold a public proceeding was based on the refusal of some interests—including producer-distributors—to supply requested data voluntarily. Among those subpoenaed were Harold L. Hackett, president of Official Films; John L. Sinn, president of Ziv Television Programs; Michael M. Sillerman, executive vice president of Television Programs of America; Ralph M. Cohn, vice-president-general manager, Screen Gems; MCA-TV Ltd. (Music Corp. of America) and Charles Miller, secretary of Revue Productions, MCA subsidiary; and Harry Fleischmann, president of Entertainment Productions Inc. Other industry interests are expected to be subpoenaed later.

FCC's study seeks to determine if network operations promote or interfere with free competition in radio-television broadcasting. According to the Commission, most industry businesses have supplied the FCC with data voluntarily, and the public hearing was decided upon when the needed documents were not supplied. The study group's appropriation expires June 30.

On the opening day of the hearing Wednesday, Paul A. Porter, counsel for Screen Gems and spokesman for the other six film companies, indicated that the producers objected largely to the Commission's demand for information of a financial nature, including the costs of programs produced since 1952 and the prices paid by networks and stations.

In the motions to quash the subpoenas, which were substantially the same for all companies, the respondents' main arguments cited were: the lack of Commission authority to investigate program producers and distributors; the "unreasonableness of board subpoena demands for purposes of a genuine investigation"; the lack of relevance of the data requested to a network investigation; "the oppressiveness" of the subpoena, requiring the collection of various types of documents, some located in different parts of the country.

In asking that the motion be dismissed and the subpoenas upheld, Ashbrook P. Bryant, counsel to the FCC Network Study Committee, cited court decisions to prove his contention that the FCC was not acting "arbitrarily." He claimed that for the "lawful purposes" of this investigation the FCC is empowered to seek the data it requires, either by questionnaire or by subpoena, if necessary. He referred to Section 403 of the Communications Act as granting "broad powers" to the Commission, applicable to the present inquiry.

Mr. Bryant argued that a government agency is entitled to obtain subpoena for "lawful demands" and said relevancy cannot rightfully be raised as an issue unless it is proved that the demands are "plainly irrelevant." He insisted that program producers are an integral part of a network broadcasting inquiry, since each of the companies involved supplies (or has supplied) programs which the networks telecast.

Vertical Fm Polarization Authority Asked by McNary

AMENDMENT of FCC rules to permit vertical polarization of fm station signals was proposed by James C. McNary, consulting engineer, to promote use of automobile fm radios. With interest in auto fm increasing [B&T, April 8], the use of vertical polarized signals would provide more efficient reception by conventional auto whip antennas, he said.

Present rules authorize circular and elliptical polarization of fm waves on an optional basis, with the lack of polarization as standard. Mr. McNary recommended that Sec. 3.316(a) be amended to read as follows, "Antenna Systems (a). It shall be standard to employ horizontal or vertical polarization." A change in Sec. 3.333 would be required.

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Tv Rulemaking Pleas On Shifts Flood FCC

COMMENTS, proposals, counter proposals and petitions for new rulemaking flooded the FCC last week in allocation proceedings stretching from California to Maine. And, there are many more to come as deadlines were extended and new cases were opened.

Although the Commission extended the time for comments on the proposal to shift ch. 8 from New Haven, Conn., to Providence-Fall River-New Bedford (the latter two cities in Massachusetts), this controversial question received the most replies last week. The deadline was extended (at the request of WMTW TV) Poland Spring, Me.) from April 30 until 20 days after the Commission acts on a petition by WRGB TV Schenectady, N. Y., for reconsideration of the shift of its ch. 6 to Syracuse, N. Y.

The New Haven channel would be replaced by ch. 6, now assigned to New Bedford, and is dependent on the final move of ch. 6 from Schenectady. The majority of the comments filed were on the basis that any grant of ch. 8 at the proposed location would actually be for a Providence station.

Triangle Publishing Co., licensee of ch. 8 WNHC-TV New Haven (which will be required to shift to ch. 6 under the proposal), said that it had no objections providing a suitable transmitter site can be found. Triangle asked that an amendment be included in any action to cover the possible unavailability of a satisfactory new transmitter site for WNHC-TV.

WHIM Providence said it is essential that a market pattern of Providence have a minimum of three local services and that it will apply for ch. 8 if allocated there. Capitol TV Corp. (Harry Pinkerson) said that the limitation of Providence to two local services is "manifestly unfair" but favored the assignment of ch. 3 instead of ch. 8.

Ch. 16 WNET (TV) Providence felt the assignment should go to Providence alone; asked that the educational reservation there be changed from ch. 36 to ch. 16, and that its cp be changed to specify operation on ch. 8. ABC also said that the new ch. 8 assignment should be for Providence as an individual city. ABC said Providence is the country's largest metropolitan area without at least three equal facilities.

Ch. 12 WPRO-TV Providence opposed the change on the grounds that "there are serious engineering problems present with respect to this proposal ... which would appear to militate against adoption of the plan." Two of the three applicants for ch. 6 in New Bedford—E. Anthony & Sons Inc. and George F. Wilson—also opposed the proposal. They questioned the availability of a transmitter location for ch. 8 in the area and said that it would exclude local service to the 541,000 citizens of southeastern Massachusetts.

KGO Teleradio Pictures Inc., licensee of WNAC-TV Boston, said that the change would place its ch. 7 station at a competitive disadvantage with other Boston stations by limiting its power, antenna height and transmitter location.

The proposals to move ch. 8 Muskogee, Okla. (KTVX TV), to Tulsa was favored by that station and ABC, while three Tulsa stations opposed the move. KTVX claimed that Muskogee is incapable of supporting a vhf station; that it is at a disadvantage in competing against Tulsa stations for advertising, and that the change would provide a third competitive facility for Tulsa.

Arthur R. Olson, owner of dark ch. 17 KSPG (TV) Tulsa, said that he would have applied for ch. 8 in the first place if it had been allocated to Tulsa. He charged that the operators of KTVX have "engaged in a pattern of inconsistent, misleading and incorrect representations to the Commission ..." and asked that if ch. 8 is reallocated to Tulsa, KTVX be assigned a uhf channel in Muskogee.

Tulsa's two operating v's, KVOO-TV and KOTV (TV), claimed that KTVX has been operating as a Tulsa station all along with a bare minimum of equipment and personnel in Muskogee. KVOO-TV said that the change would not result in any "additional service from any additional stations to any additional people."

One "yea" and one "nay" were filed on rulemaking to assign ch. 10 to Presque Isle, Me., first proposed by Northeastern Broadcasting Co. WTWO (TV) Bangor, Me., supported the proposal because, it said, the importance of Presque Isle and its continuing growth supports the need for competitive tv service there.

Ch. 8 WAGM-TV Presque Isle said that the proposal would not increase the efficient use of the spectrum as stated by Northeastern. WAGM-TV pointed out that ch. 19 is available in Presque Isle, but Northeastern...
The Commission set back two other deadlines for comments on proposed rulemaking. On a petition by KHKO El Centro, Cal., the April 30 deadline for comments on the shift of ch. 13 (KYAT-TV) from Yuma, Ariz., to El Centro was extended until May 14.

Interested parties now have until May 10 to give their views on the shift of educational ch. 10 from Pullman, Wash., to Moscow, Idaho, or ch. 12 from Coeur d'Alene to Moscow. This deadline was originally April 30.

One rulemaking shift was finalized last week when the Commission shifted ch. 31 from Kokomo, Ind., to Marion, Ind., with Kokomo getting Marion's ch. 29. This move, with no objections filed, was made so that ch. 15 WANE-TV Ft. Wayne, Ind., could move its transmitter to a site within the city limits of Ft. Wayne.

The Commission invited comments on the following rule-making proposals by June 3:

- By Sarkes Tarzian Inc. (WTIT [TV] Bloomington, Ind.) to assign ch. 13 to Carter (Marion County), Ill., in the south-central part of the state.
- By ch. 22 WSIL-TV Harrisburg, Ill., to allocate ch. 8 there in lieu of ch. 22.
- By WCIL Carbondale, Ill., to assign ch. 3 to that city.

Rulemaking petitions filed with the FCC:

Proposal by Liberty TV Inc. to make educational ch. 9 Eugene, Ore., available for commercial use and allocate educational ch. 7 at Corvallis, Ore., for the hyphenated Corvallis-Eugene area.

Four Corners Broadcasting Co. request that ch. 12 be assigned to Farmington, N. M. Farmington Broadcasting Co. also has asked that the same channel be assigned there.

Ch. 3 KMTV (TV) Omaha, asked that ch. 8 be substituted for ch. 3 in Ainsworth, Neb., because, KMTV said, the use of ch. 3 in Ainsworth would cause interference to four existing stations. Ch. 3 was allocated to Ainsworth March 28.

Request by O'Neill Broadcasting Co. that ch. 17 be assigned to Bakersfield, Calif. O'Neill also said that it supported a proposal by ch. 29 KBKX-TV Bakersfield that ch. 10 (KERO-TV) there be replaced with ch. 39, making city all uhf.

Finally, a proposal by ch. 11 KTNT-TV Seattle-Tacoma that ch. 2 be assigned to Portland, Ore. KTNT-TV noted that the FCC last November asked for comments on a proposal by ch. 21 KVAN-TV Vancouver, Wash., that ch. 2 be assigned to Vancouver; that on Jan. 4 further comments were asked on a proposal made by Altru Broadcasting Co. (applicant for ch. 33, Longview, Wash.) to assign the vhf facility to Longview, and that Grays Harbor TV Inc. has requested the same facility for Aberdeen, Wash.

KTNT-TV claimed that the other three sites have neither the need nor the resources to support a vhf station.

UHF Granted at Victoria, Tex.; Educational VHF in Oregon

The FCC last week granted construction permits for a new commercial tv station in Victoria, Tex., and a new educational tv outlet in Corvallis, Ore.

Alkek Television Co. was granted uhf ch. 19 in Victoria. The station will have an effective radiated power of 20 kw visual, 10.7 kw aural and its antenna is to be 321 ft. above average terrain. Construction costs are estimated at $190,500 and first year operating costs at $70,000. Albert B. Alkek, majority owner of KNAL Victoria, is owner of the permittee.

The State of Oregon, through the State Board of Higher Education, is permittee for vhf ch. 7 in Corvallis. The station plans an effective radiated power of 28.8 kw visual, 2.5 kw aural and an antenna height of 1,210 ft. above average terrain. Construction costs are estimated at $180,000 and first year operating costs at $100,000. The studio will be located on the State College campus.

Commission Denies KIKI Protest

JUST one week after oral argument [B•T, April 29], the FCC last week denied a protest by KIKI Honolulu of the grant of a new am station in Honolulu to Kaiser Hawaiian Village Radio Inc. (KHVI).

Comrs. John C. Doerfer and Robert E. Lee did not participate in the decision.
U-I to End Holdout, Release Films to TV

UNIVERSAL-INTERNATIONAL, one of the last two Hollywood studios that had refused to make its feature film backlog available to TV, has changed its mind. Within the next month, it was learned last week, U-I is expected to announce the leasing of 500 of its pre-1948 films at a price of over $20 million.

The prospective lessee was not identified by U-I officials in New York, but the studio assuredly will assign the $20 million lease to a film distributor. Mentioned most frequently in trade circles last week was Seymour Weintraub's Flamingo Films Inc. It also is reported that station owner Mr. Weintraub (KMGM [TV] Minneapolis) may be negotiating on behalf of Westinghouse Broadcasting Co. and Storer Broadcasting Co. stations.

U-I will "definitely not sell outright" but lease to TV, the film company officials said. Privately, some of these officials have "viewed with alarm" the actions of Warner Bros. in "cleaning out its closet" for TV. They feel that in the long run, TV will profit as Hollywood loses its hold on revenues. Milton Rackmill, U-I president, told stockholders April 9 that the company would not sell its product, but would rent it to the company making the best offer. In the past 90 days, there have been 10 such offers, all of which have been listened to by U-I in "dead earnest," according to one of its officers who requested anonymity.

Unlike other Hollywood "majors," namely 20th Century-Fox Film Corp. and United Artists, which have released their libraries in blocks of 39 films, U-I will lease the entire library to one lessee or party of lessees for a period of not less than 7 years.

Hult Named Sales Consultant For RKO Television Division

ADOLF N. HULT, veteran network radio and television sales executive, has been retained by RKO Teleradio Pictures Inc. as a special consultant on national sales for RKO Television Div. (Closed Circuit, April 29), Robert Mabry, RKO vice president, announced Tuesday.

Mr. Hult, who has resigned as director of sales development for Screen Gems, division of Columbia Pictures Corp., immediately will begin servicing RKO. He formerly was vice president for sales and a member of the board of MBS, with which he was associated from its founding in 1934. Mr. Hult will concentrate on special film and live programming now being developed by RKO for national advertisers.

MGM-TV Reports Business Good; $300,000 Sold, $175,000 Coming

BUSINESS at MGM-TV's film commercial division is good; reportedly $300,000 worth since its formation in February, with approximately $175,000 in the works.

The latter figure represents about 11 bids now in by MGM-TV to advertisers and/or their agencies.

MGM-TV currently is in the process of completing films for the following advertisers (agencies in parentheses): Lux Soap (J. Walter Thompson Co.); Maybelline Co. (Gordon Best); Pure Oil (Leo Burnett); Langendorf Bread (Compton Adv.) and an industrial film for the Idaho Potato Industry (McCarty Co.).

Completed within the 90 days since MGM set up a shop for filmed commercials, were

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‘Courage’ Did the Job, Says CBS Radio’s Hayes

"COURAGE" is the key word to explain the recovery of CBS Radio daytime sales from last June, when network time (10-3:30) was only 40% sold, to today, when it is more than 90% sold, CBS Radio President Arthur Hull Hayes said Thursday in an interview after a flying visit to the network's Hollywood offices.

"It took courage to go ahead with programming the most expensive kind of daytime programming like serials, Godfrey and Linkleter at a time when many people were willing to write network radio off as finished," Mr. Hayes said. "It took courage to embark on new sales concepts—split sponsorship in the daytime, segmentation at night. It took courage to expand our sales force. But we did those things and doing them has paid off handsomely."

It paid off first, Mr. Hayes noted, in bringing back to radio what he described as "deliberate advertisers," companies like Colgate-Palmolive and Lever Bros., who don't buy on impulse but because they have studied the situation and asked questions and got satisfactory answers and are convinced before they sign a contract that what they are buying is good advertising that will sell their products.

"Such advertisers are bellwethers," he said. "They were the first to get into television and, as TV costs rose and rose, they began to curtail their radio appropriations. This made it necessary for us to do some revamping on our own until we are now offering the best buy that was ever obtainable from radio, even during its so-called heyday. Now the deliberate advertisers are coming back to radio, and the others are following them back just as they followed them away."

Mr. Hayes said that what has happened in daytime radio at CBS is going to be duplicated in the evening hours. Mr. Hayes believes, he said that it is too early to be positive about the effects of the new impact plan and the "new and more realistic rates," but he called the $1 million order from Kent cigarettes and the new Postum business "extremely encouraging signs."

Feeney Promoted at CBS-TV

HARRY J. FEENEY, currently trade news editor, has been promoted to the newly-created post of manager of trade and business news, CBS Television press information, effective last week. The announcement was made by Charles J. Oppenheim, director of information services, CBS-TV. Mr. Feeney joined CBS-TV press information in his former position in April 1956.
Signings a contract for WwL-TV
New Orleans to become an intercon- 
ected primarily affiliate of CBS, effec- 
tive about Aug. 1, are (I to r): Edward 
P. Shurick, CBS vice president and di- 
rector of station relations; W. H. (Slim) 
Summerville, WwL-TV general man- 
ger, and the Rev. A. B. Goodspeed, S. J., treasurer of Loyola U., which 
owns and operates WwL-TV.

Nielsen 1957 Study Indicates 
Tv Audience at ‘All-Time High’
NETWORK television’s audience in 1957 has been at “an all-time high with every 
month of the year to date exceeding the pre-
ceding year’s comparable month’s audience, 
according to figures released last week by 
the Television Bureau of Advertising.

TvB’s figures, compiled from data pro-
vided by the A. C. Nielsen Co. (January 
through March each year), also showed that 
while the average daytime television adver-
tiser reached 9% more homes in 1957 than 
1956, the average evening television adver-
tiser reached 20% more homes. The 
average network program, TvB reported, 
reached more than 1.5 million homes per 
broadcast in 1957 than 1956. The average 
crease for weekday daytime programs were 
283,000 homes.

TvB noted that the average evening pro-
gram increase—1957 over 1955—was 41% 
and the average weekday program increase 
—1957 over 1955—was 28%.

Network TV Audiences 
1955-1956-1957 
(January through March each year, Nielsen total 
audience basis)

Average evening program 
   Rating   (PSB)  Homes    (add 000)  1957-1956 
1955 (141) 23.7%  6602  21  
1956 (123) 24.9%  7842  Plus 20
1957 (129) 20.3%  9142

Average weekday daytime program 
   Rating   (PSB)  Homes    (add 000)  1957-1956 
1955 (40) 10.4%  2000  
1956 (81) 10.8%  3299  Plus 9
1957 (64) 10.1%  3890

(Number of programs shown in parentheses.)

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NBC-TV Not to Renew Writers 
NBC-TV New York has confirmed that it 
has not renewed the one-year contracts of 
several “name” writer-producers on its Hol-
lywood staff but denied this signifies a new 
program policy change by Executive Vice 
President Robert Kintner. The decision was 
made last December. Not renewed were 
Ellion Lewis, Leo Soloman, Milt Josephs-
berg and Carroll Carroll. NBC-TV noted 
recent Hollywood staff additions include 
Norman Panama, Mel Frank, Tom Mc-
Knight and Jack Chertok.

NBC Radio Billings for Week, 
New and Renewal, $700,000 
NEW and additional participation sched-
ules amounting to $700,000 net, including 
a major 52-week campaign for General 
Mills, were purchased on NBC Radio by 
six sponsors in the week ending April 29, 
according to William K. McDaniel, vice 
president, NBC Radio sales. 
Advertisers placing new orders were: Gen-
eral Mills Inc., through Dancer-Fitzgerald-
Sample, 10 one-minute and 10 30-second participations in Bob and Ray and new 
Fibber McGee and Molly segments on 
Monitor each weekend for 52 weeks starting 
June 1; Princeton Knitting Mills Inc., 
through Ehrlich, Newirth & Sobo Inc., its 
first network radio buy, 10 Bob and Ray 
segments on Monitor for seven weeks 
starting July 20; Columbia Pictures Corp., 
through Donahue & Coe, 11 one-minute participations in NBC Bandstand, People 
Are Funny, and Monitor over three-week 
period starting June 24; Time Inc., through 
Young & Rubicam, has ordered two partici-
pations in Conversation; Ex-Lax, through 
Warwick & Legler, has ordered one partici-
pation in The Great Gildersleeve, People 
Are Funny, One Man’s Family, and Monitor 
each week for 34 weeks starting April 
30. Evinrude Motors, through Cramer-Kras-
sett Co., Milwaukee, has extended its Moni-
tor schedule of five one-minute participations a weekend for three weeks effective June 21. 
These orders are in addition to the re-
cently announced sale of one-quarter spon-
sorship of NBC Radio’s News on the Hour 
(story page 66), and brings to $1.3 million the net revenue recorded by NBC Radio in 
one week.

Leonard Hole, NBC-TV Head 
Of Program Development, Dies 
FUNERAL services were held in New York 
Friday for Leonard H. Hole, 49, director of program development for NBC-TV and 
a veteran of more than 25 years of 
television and radio production, direc-
tion, writing, program- 
ning and adminis-
tration. Mr. Hole 
died Tuesday morning in New 
York after a long 
ilness.

Besides his duties 
as director of pro-
gram development,
Mr. Hole had 
served this season as NBC production super-
visor for the Perry Como Show and 
Washington Square. He joined the network 
in 1950 as program procurement supervisor 

KsL radio 
50,000 WATTS FOR CBS IN 
The MOUNTAIN WEST
and production manager of NBC-TV. In 1952 he became director of production for both NBC Radio and NBC-TV, and in 1953 was appointed to his last post.

Before going to NBC Mr. Hoje served with Allen B. DuMont Labs. and CBS. He held the rank of lieutenant (senior grade) in the U. S. Navy during World War II.

KNX-CPRN Departments Merged

PROGRAM and operations departments of KNX Los Angeles and the Columbia Pacific Radio Network have been consolidated under supervision of Robert P. Sutton, program director, KNX-CPRN, following the promotion of Maurie Webster, operations director, to general sales manager [B*W, April 22]. Concurrently, Robert Lloyd, who had been Mr. Webster's assistant, was appointed KNX-CPRN production manager.

WWIN Baltimore to Join ABC

WWIN Baltimore will become an affiliate of the ABC Radio Network effective June 1, it was announced last week by Thomas F. McNulty, president of Belvedere Broadcasting Corp., and Edward J. DeGray, vice president in charge of station relations for ABC. WWIN operates with 250 w on 1400 kc. The ABC affiliate there has been WFBR.

You're in good company on WGN-RADIO

Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

TRADE ASSNS.

Radio Week Promotion Begins

NATIONAL Radio Week opened yesterday (Sunday) with more than 3,000 stations joining the national networks, political, manufacturing and distributing groups in a week packed with promotional events.


W. R. G. Baker, General Electric Co., RETMA president, stated that more radios are now being made and sold than at any other time since the immediate postwar period. "This is indicative of the vitality of this medium of information and entertainment and the continuing advancement in the design of radio receivers," he said.

"Radio, whose demise was prematurely predicted when television made its debut, is a remarkably healthy today. The average household has adjusted to the dual attractions of radio and tv, and the outdoor radio—both portable and auto set—was never more popular. Set production is running 10% ahead of last year and 1956 was recorded as one of the three best years in radio history—exceeded only during the pent-up demand of the years after World War II when production rose to 20 million sets in one year. Auto radio production is 20% ahead of last year. Today there are nearly 150 million radio sets in the nation."

Members of Congress responded with enthusiasm to an NARTB request that they point up Radio Week in their broadcast activities and send messages to radio stations in their districts and states, according to Joseph M. Sitrick, NARTB special projects director.

Nearly 30,000 special window streamers were displayed by distributors and dealers, with RETMA's public relations-advertising committee in charge. Julius Haber, RCA, committee chairman, was in charge of distribution of publicity-promotion kits, the "Give-a-Radio" campaign and cooperation with broadcasters. Times Square, in New York, became Radio Square for a week.

In Philadelphia, representatives of 10 stations met with Mayor Richardson Dilworth to start off the observance with a "May Is Radio Month" proclamation. A slogan in jingle form, "All through your home and on the go, you get much more from radio," is being featured thousands of times during the month.

Kevin Sweeney, RAB president, chided broadcasters who complain radio is taken for granted by the public. "All too often," he said, "the real fault lies with the broadcaster himself who—through lack of promotion and too infrequent contacts with the audience at large—encourages the lay public to take his station for granted. Here's an opportunity to familiarize everyone in your signal area with the many contributions, commercial and altruistic, which are made, often too humbly, every day of the year."

Station Representatives Assn. announced last week that Managing Director Lawrence Webb will make two appearances as guest speaker during Radio Week. On Wednesday he will address the Assn. of Broadcasting Executives of Texas in Dallas, the first regularly scheduled dinner meeting of this newly formed association. On Thursday he will address a luncheon meeting of the Radio & Television Executives Club of Houston. He will speak at both occasions on "This Business of Radio, 1957."

In the first of a series of National Radio Week addresses being made by executives of RAB, John F. Hardesty, RAB vice president and general manager, warned advertisers last week that they must update their thinking on the selection of radio time segments if they would keep pace of "the tremendous advances they have made within the past year in the field of producing creative and highly-effective radio commercials." He spoke before the Minneapolis Advertising Club Wednesday.

Mr. Hardesty pointed out that too many agencies are still in the "copy cat" race of attempting to place all of their clients' announcements within a four-hour span within the broadcast day—7-9 a.m. and 5-7 p.m. "These periods are no longer considered primary time," he said, "by those who have made a study of the aural medium and kept abreast of the past changes which have occurred in listening habits within a relatively short time."

No Bad Segments Today

Mr. Hardesty claimed that "today there is really no segment of the broadcast day which can be considered bad." He said new studies of audience patterns "will readily substantiate this statement." He cited the fact that many advertisers interested in reaching only the important distaff market are unaware of the fact that more women listen to the average radio station during the 10-11 a.m. period than can be found tuned in during the highly-sought 7-9 a.m. period. National spokesmen from the field of public service will participate in a tribute to the radio industry Wednesday on "The Power of Radio" on ABC, 9-9:25 p.m. Robert E. Eastman, newly appointed president of the ABC Radio Network, will conclude this special feature as spokesman for the family of ABC stations with a guarantee that ABC will continue to fulfill the responsibility of radio in supporting "the public interest."

Among those included in the broadcast will be Basil O'Connor, president of the National Foundation for Infantile Paralysis; Rev. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ in America; E. Roland Harriman, national chairman of the American National Red Cross; Dr. William Trent, executive director, United Negro College Fund. Mr. Harriman will deliver a Jewish Theological Seminary of America; Herbert P. Lansdale, general secretary of YMCA in the U.S.A.; Mefford R. Runyon,
executive vice president of the American Cancer Society, and Peter Aymen, director of radio and visual service division of the United Nations.

A salute to radio stations, the networks and the radio industry will be voiced all week by what is claimed to be the world's most widespread radio program, The Lutheran Hour, it was announced last week by the Lutheran Laymen's League of the Lutheran Church, Missouri Synod.

The series is said to be the oldest sponsored religious program on the air—26 years—and presently is on NBC and MBS weekly as well as many independent stations. The Laymen's League also produces Family Worship Hour for local stations. This series also will honor radio this week. The Lutheran Hour is heard in 56 languages in 63 countries outside the U. S., it was said.

John Karol, vice president in charge of network sales for CBS Radio, will address the Association of Broadcasting Executives in Dallas' Amon Carter Airport this Wednesday.

Mr. Karol will salute National Radio Week in the talk, and will discuss radio's place in the modern-day advertising scheme.

In Chicago WGN unofficially kicked off National Radio Week with a pre-observance lunch for some 200 agricultural and other business leaders, reviewing plans for its Farmerama—57's world's fair of agriculture, a four-day event over the Labor Day weekend.

Ward L. Quaal, vice president and general manager of WGN Inc., traced radio set sales and production figures for 1956, pointing out the industry enjoyed a record year.

WGN planned to use the "Farmerama" luncheon and Big Ten community party Friday evening as high spots in radio week observance, with saturation on-the-air jingle reminders and a contest for listeners with transistor radios as prizes.

WCCO Minneapolis also was one of several stations offering prizes in community-tailored activities based on Radio Advertising Bureau's suggested promotion techniques. WCCO conducted a "Radio Is Everywhere" contest, asking listeners to tell the station, in 25 words or less, about unusual places or situations in which they hear WCCO. The contest will be featured through the week on all local programs and is open to listeners in the entire area.

Banks Heads Pa. AP Group

WILLIAM BANKS of WHAT Philadelphia is the new president of the Pennsylvania Associated Press Broadcasters Assn., succeeding Cecil Woodland of WEIL Scranton, the AP announced last week. The annual meeting was held Wednesday in Bloomsburg, Pa.

John Price of WHP Harrisburg was named vice president and Joseph Snyder, chief of the AP bureau at Philadelphia, was re-elected secretary-treasurer. Elected directors were: Mr. Woodland; Robert Williams, WHLM Bloomsburg; Mickey Berkestein, WMAJ State College; Ben Gimbel, WIP Philadelphia; Vic Diehm, WAZL Hazleton, and Tom Price, WBVP Beaver Falls.

All Conversation Is Reserved For Advertisers

We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers." And that's why your advertising on KTRI is so much more effective.

Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

**ONLY LOCAL STATION WITH LOCAL NEWS REPORTER**

**MUSIC**

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**Marketing Executive Sold on Audit Bureau of Circulations**

Dr. D. B. LUCAS,
Chairman, Dept. of Marketing,
School of Commerce
New York University

"The assurance that the publisher will carry out his contract with a specified minimum number of copies is the reason that A.B.C. figures have long been accepted as the basis for publication advertising contracts."

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AWRT POLL INDICATES PROGRESS

WOMEN are forging ahead in broadcasting, according to an informal poll taken among some 700 delegates at the sixth annual convention of American Women in Radio & Television, held in St. Louis April 26-29.

The special survey figures showed 54% of the delegates had been promoted within the past year, 85% were given increased responsibility and 89% got pay raises.

During the annual meeting at the Chase and Park Plaza Hotels AWRT delegates looked at their problems and listened to advice from invited speakers and panelists. Other convention features: Delegates set up a job referral service to be headed by Montez Tjadren, promotion manager of KWTV (TV) Oklahoma City; learned their organization had grown to 1,450 members, and elected new directors to two-year terms. These are:

Jeanne Bacher, station owner-broadcaster of KGST Fresno, Calif.; Ruth Goldberg, manager, Cleanliness Bureau of the Assn. of American Soap & Glycerine Producers, New York; Bea Johnson, women's director of KMBC-KFRM-FM-KMBC-TV Kansas City; Henrietta Kieser, vice president-copy chief-radio-tv coordinator, Bozell & Jacobs Inc., Omaha advertising agency, and Martha Rupprecht, manager of network program distribution, CBS, New York. Incumbents who continue in office another year are President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit; Secretary-Treasurer Nena Badenoch, National Society for Crippled Children & Adults, New York, and vice presidents, Betty Butterfield, WAAAT-WATV (TV) Newark; Martha Crane, WLS Chicago; Edith Ford, WLWA (TV) Atlanta; Sarah Jane Moon, KSFA Nacogdoches, Tex., and Marion K. Rowe, KRON-TV San Francisco.

In other convention actions delegates made Agnes Law, retired CBS librarian, an honorary life member of AWRT, established alumnae membership for women who have retired from the field after 10 or more years' service, and awarded the annual scholarship for undergraduate radio-tv study to Barbara Ann Watson, 19-year-old junior at Temple U., Philadelphia.

Members of separate "Showmanship and Salesmanship" panels for radio and tv evaluated assets unique to women broadcasters and made suggestions for further positive values. TV panelists were Elmer Sulzer, director of radio-tv activities of the U. of Indiana; John B. Babcock, program manager of Crosley Broadcasting Co., who said, "The hardest thing still to find is a good female personality—there just aren't enough around"; Josephine McCarthy of WRC, New York—"A local woman's show is often the only personal selling tool a sponsor or station has... in the face of new network programming and Genevieve Hazard, account executive of Campbell-Ewald Co., Detroit agency, who saw tv as "still in the creeping stage and (it) needs women to teach it how to walk, and later, to run."

Radio panelists on "Showmanship and Salesmanship" were Jayne Shannon of J. Walter Thompson agency, New York, who attributed radio's ascending star to increased creativity; Howard Meyer, Chicago vice president of Venard, Rintoul & McConnell, representation firm, who asked vigilance by women broadcasters to meet changing times and markets; Virginia Marmaduke, WMAG-WBBK (TV) Chicago, who stressed program budget-consciousness, and Patricia A. Seareight of WTOP Washington, who felt that program material should be tailored to the individual market.

At another Saturday panel session Judith Waller, NBC public affairs representative, stated that "stations performing most effectively in the public service field are likely to be the broadcasters performing most effectively in the commercial field." Co-panelists with her were S. R. Trottman Jr., general advertising manager of Southwestern Bell Telephone Co.; Elizabeth Marshall, assistant radio-tv director of the Chicago Board of Education, and Raymond C. Witcoff, vice chairman of the St. Louis Educational Television Commission. Josephine Wetzler of WLS Chicago moderated.

Highlights of the closing banquet, hosted by McCall's magazine, were the magazine's annual awards (B*!, April 29) and a speech by Ben R. Donaldson, director of institutional advertising, Ford Motor Co., and board chairman of Advertising Federation of America.

A panel on traffic deplored the practice of some advertisers who use a 60-second spot to advertise two products, "hitch-hiking" a tag announcement at the end of the primary copy. Panelists agreed that conflicts with competitive sponsors can be avoided if representatives and agencies "put all the cards on the table" when signing a contract with a station. Donaldson adds, sales service manager of MBS, Chicago, moderated the session, and panelists were Evelyn Vanderploeg, director of timebuying, Arthur Meyerhoff & Co., Chicago agency; Alan Axtell, St. Louis account executive, The Katz Agency, representation firm, and Jeanne Bacher of KGST.

RECEPTION...

There are all kinds, but if you're looking for sales reception in Southern California, "Star Shoppers"—KTTV's free daytime show for its food advertisers—has another record worth playing...

Boys Market, one of the nation's most successful supermarket chains, tells the story...

"As you know, we featured on our one hour special, fresh ground beef at a really low price, thinking perhaps that two or three hundred sales would be made on this special. Imagine our amazement when our meat department at Panona informed us that 2,100 pounds of hamburger were sold!"

Now in its 5th year, "Star Shoppers" visits a different market each morning, delivering effective, tangible merchandising support and in-store promotion that means business.

Talk to your Blair man about KTTV's "Star Shoppers" and sales reception.

KTTV
Los Angeles Times-MGM Television
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PAUL WILLIS, president of the Grocery Manufacturers of America, greets two ranking guests at the GMA's nightcap party for AWRT convention delegates in St. Louis April 27. They are (left) Betty Doolittle, executive convention director, and Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit, president of AWRT.

BROADCASTING • TELECASTING
Kennedy Elected New President Of AFCCE at Annual Meeting

ROBERT E. L. KENNEDY, member of the Washington consulting engineering firm of Kear & Kennedy, has been elected president of the Assn. of Federal Communications Consulting Engineers. The election took place at the annual meeting in Atlantic City, N. J., April 27-28.

Mr. Kennedy succeeds Everett L. Dillard as president. Other officers elected were John Creutz, vice president; George P. Adair, secretary, and George E. Gautney, treasurer. Chosen as members of the executive board were Howard T. Head and Jules Cohen, for two year terms, and William E. Beans Jr. for a one-year term.

Approved in principle was a resolution favoring adoption of the proposed criteria for the location of tall towers in relation to air navigation, submitted last year by the Joint Industry-Government Tall Structures Committee. A report on the Television Allocations Study Organization was presented by George C. Davis; on the signal strength research study underway by the Maximum Service Telecasters Inc., by Mr. Head. AFCCE, president of AFCCE, was an honored guest at the meeting.

REMTA Elections Scheduled

OFFICERS of Radio-Electronics-Tv Mfrs. Assn. will be elected at the 33rd annual convention to be held May 15-17 at the Sheraton Hotel, Chicago. James D. Secrest, executive vice president, said more than 40 business meetings will be held, winding up with a meeting of the newly elected board of directors.

REMTA President W. R. G. Baker, General Electric Co., will present the 1957 REMTA Medal of Honor to Max F. Balcomb, former board chairman of Sylvania Electric Products and now a director-consultant. The award provides industry recognition for outstanding contributions to electronic manufacturing. The award will be presented at the May 16 dinner meeting.

Oregon Broadcasters Name Hoss

DAVE HOSS, KSLM Salem, Ore., was elected president of the Oregon State Broadcasters Assn. at the group's annual meeting last Sunday-Tuesday at Eugene, Ore. Other officers are vice president, Carl O. Fisher; KUGN Eugene; secretary-treasurer, Ray Johnson, KMED Medford; tv director, C. Howard Lane, KOIN-TV Portland; radio directors, Ted Smith, KUMA Pendleton, and Glen Nichols, KWRO Coquille.

PERSONNEL RELATIONS

CBS Files Charges With NLRB Against IBEW Following Strike

CBS Inc. is wasting little time in taking the International Brotherhood of Electrical Workers to task for having "short circuited" the WCBS-TV New York telecast of the Antoinette Perry Awards ceremony in New York April 21 [B+T, April 29]. It has filed charges against IBEW with the National Labor Relations Board (Second Region, New York) under provisions of the 1947 Taft-Hartley Amendment of the National Labor Relations Act.

The charge notes that IBEW engaged in a strike to force CBS Inc. to assign particular work (i.e., lighting for "remote pickups" by tv) to employees belonging to Local 1212, IBEW, rather than employees who are members of IATSE, Local No. 1.

The CBS charge against IBEW will be given special priority after a preliminary investigation, an NLRB official said, and should CBS charges be found valid during a hearing in Washington, the matter will then be referred to a U. S. district court.

The next step would be an injunction against IBEW to keep IBEW workers from continuing their strike.

Samuel M. Kaynard, NLRB attorney, noted that while any possible decision against IBEW will apply only to this local incident, it also may have widespread implications insofar as the decision may be used as a precedent by which to judge other like incidents.

This was promptly denied by Robert Silagi, counsel for IBEW Local 1212, who said any decisions stemming from CBS charges would be applicable only to this particular jurisdictional dispute. Mr. Silagi added, "We beat CBS once and we'll do it again."

(Mr. Silagi referred to a charge filed by the network on April 15, 1955, with NLRB concerning Local 1212's right to film a certain segment of the CBS-TV Mama program. Local 1212 had kept the segment off the telecast show by instructing its member projectionist assigned to the program not to put it on after CBS assigned IATSE Local 644—motion picture cameramen—to film the clip. NLRB found for IBEW.)

But Harold P. Spivak, Spivak & Kantor, counsel for IATSE, said Mr. Silagi was "confusing the issue." He declared the Mama incident was a representation case while the "Tony" awards telecast was a jurisdictional dispute.

Mr. Spivak said that while IATSE Local 1 was not formally named in the current charges, he will appear at the hearing "with witnesses" to protect his client.

Hollywood Musicians Sue AFM For $2.1 Million Over Fund

HOLLYWOOD musicians employed in the production of tv films last week filed a $2.1 million damage suit in Los Angeles Superior Court against the American Federation of Musicians over the payment of 5% royalty fees by the movie makers into the Music Performance Trust Funds. Attorneys for the plaintiffs, Harold A. Fender and Daniel A. Weber, said the royalty requirement had
caused 90% of the tv film companies to get their music from foreign recordings instead of American musicians.

The suit seeks an injunction to restrain the tv film companies from making further royalty payments into the trust fund and another injunction to prevent AFM from taking punitive action against either the plaintiff musicians or their film company employers. Although aimed at the AFM, the suit also lists as defendants the union’s president, James C. Petrillo; Samuel R. Rosenbaum, trustee of the funds, and more than 60 producers of tv films.

The action is the third brought by a group of Hollywood musicians who want to upset AFM’s trust fund payment policy and require that any extra payments negotiated by the union go to the musicians doing the work. The other suits, filed last fall, concern royalty payments by recording firms and re-use payments by the producers of film originally made for theatrical exhibition and subsequently sold for tv.

ASCAP Re-elects Cunningham

PAUL CUNNINGHAM has been re-elected to a second term as president of American Society of Composers, Authors & Publishers. Other officers re-elected: Louis Bernstein and Otto A. Herbach, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

Spot-Wobble System Described to SMPTE

SPOT-WOBBLE. a system of making tv scanning lines quiver 15 million times a second on the face of the picture tube, may eliminate these objectionable lines, according to Westinghouse Research Laboratories. The new technique was revealed last Tuesday at the Washington convention of the Society of Motion Picture & Television Engineers.

Francis T. Thompson, WRL research engineer, said the wobble is accomplished by splitting one of the picture tube’s cylindrical metal grids used to focus the electron beam into a split-grid system. This technique was developed by Dr. E. Atti and J. A. Hall, of the Westinghouse electronic tube division, Elmirra, N. Y.

Mr. Thompson in turn developed the line-structure reduction technique that employs electron beam wobbling as the spot tracks across the tv picture tube. A slight up-and-down motion of the beam broadens the white lines carrying picture information and narrows the in-between black lines.

The spot-wobble method dates back several years, Mr. Thompson said, but was handicapped by equipment problems. The split-grid structure inside the tv picture tube eliminates these problems, with the split focusing grid still serving its regular function of sharply concentrating the electron beam on the screen. The wobble voltage is supplied by a single electronic tube fitted to a socket into which the picture tube is plugged.

Spot-wobble still is in the experimental stage, Mr. Thompson said. He noted the normal viewing distance for a 24-inch picture tube is 10½ feet, where the scanning lines start to disappear for the average viewer. He said that with the new method, the viewer will want larger pictures and perhaps view a 24-inch tube from a distance of about six feet.

Among other highlights of the week-long SMPTE convention were:

- A complete three-hour evening session on the Ampex video tape recorder, with technical explanations offered by an Ampex team comprising Charles P. Ginsberg, Charles Anderson, Kurt R. Machin and Robert A. Miner.
- A proposal for wide-screen tv, discussed by Seymour Rosin and Madison Cawein, Crimson Color Inc., New York, whereby the Scanascope lens (similar to the anamorphic lens in motion pictures) enlarges the picture from the usual 4:3 ratio to 8:3. It was admitted this could not be transmitted over the air (it requires a nine mc band and a reverse optical system at the receiver), but has been used over a closed-circuit system.
- Use of magnetic tape, which amounted to more than seven billion feet of quarter-inch tape chiefly for sound recording in 1956, would increase by 70% in 1961, Barton Kreuzer, SMPTE president, told members at the kick-off luncheon last Monday. He also said that $90 million is allocated to telfilm productions this year.

Among the exhibits were Harwald Co.’s automatic film inspection machine—which inspects, cleans, measures, counts splices, and permits viewing and sound reading of 16 mm or 35 mm film; Unicorn Engineering Corp.’s portable Cleaner-Rewind; Prestosxe Mfg. Corp.’s butt-weld Presto-Splicer; Andre D’ebrie Mfg. Corp.’s automatic daylight film processor, and Zoomar Inc.’s new reflector models.

Navv Development Seen as Color Tv Aid

A NEW and simplified approach to color television is offered by the Navy in the wake of its announcement of a revolutionary development in tv screens that originally was conceived to permit viewing in broad daylight with little loss of contrast.

It is also expected these new findings may pave the way for three-dimensional viewing.

Several private television concerns have indicated the development will be used immediately in their laboratories, according to the Navy, which declined to name the firms.

Key to the new screen, developed by Dr. Charles Feldman of the Naval Research Laboratory, Washington, is the placing of phosphor on thin transparent films, which in turn are deposited on the face of the tv tube. Under present procedures, opaque white powders are sprayed on the tubes, causing the surface to reflect. In strong sunlight the reflection becomes brighter than the picture.

With use of the new transparent films, sunlight passes through and is lost in the darkened interior of the tube. As a result contrast is maintained even with bright daylight shining on the tube face.

The second advantage of transparent films is picture sharpness. Whereas conventional powdered screens have a grainy texture that scatters light, the films show no grain and scatter none of the light.

Both these features can be applied advantageously to color tv in its present use, according to the Navy. It was added that transparent films can open a completely new avenue to color. Here’s how the Navy envisions it:

Films that create different colors can be deposited one atop another and lighted sep-
ately (or mixed) through control of the speed or direction of the electrons in the tube. By the use of one film for each of the primary colors (red-yellow-green), the complete color spectrum can be obtained with proper mixing.

The Navy said tubes with several combinations of two primary colors and blends of these two colors have been operated successfully; tubes with all colors are in the experimental stage.

The phosphor films are considered by the Navy to be more permanent than the powder screen with less tendency to burn out quickly. Phosphor, a luminous substance, emits light without sensible heat.

The new Navy screen is an outgrowth of a project to eliminate the windshield, with its reflection and glare, from airplanes. In its place there would be thin television screen coverings with the phosphor films permitting better visibility.

Radio Set Production Up For March, Quarter—RETMARADIO set production in March and the first quarter of 1957 ran well above the same periods of 1956, according to RadioElectronics-Tv Mfrs. Assn. March radio output totaled 1,609,073 radio sets compared to 1,264,765 in February and 1,360,113 in March 1956. First quarter radio output totaled 3,959,367 sets compared to 3,532,243 in the same 1956 period. Of the March output, 597,532 sets were auto models. Sales of radio sets in retail outlets, excluding auto models, totaled 730,584 units in March, $25,029 in February and 527,649 in March 1956. First quarter radio sales totaled 1,818,976 sets compared to 1,513,722 in the same 1956 quarter.

March tv production totaled 559,842 receivers compared to 464,697 in February and 680,003 in March 1956. Of March 1956 sets, 62,815 had uhf tuners compared to 82,805 in March 1956. Tv output in the first three months of 1957 totaled 1,474,729 sets compared to 1,844,632 in the same 1956 quarter. Sales of tv sets in March totaled 534,115 compared to 525,437 in February and 544,411 in March 1956. Tv sales in the first quarter of 1957 totaled 1,682,911 compared to 1,689,178 in the same 1956 period.

WESCON Sees Electronics JumpTHE Los Angeles office of the Western Electronic Show & Convention (WESCON) has released an informal survey of San Francisco Bay manufacturers showing gains of 42,2% for 1957 in electronics sales and 33% in number of people employed for 1957. An estimated 26,000 will be employed at the end of 1957, compared with 19,539 at the year's outset. Sales should reach $320 million by year's end, compared with $224,836,000 last year, WESCON says.

WESCON, sponsored by West Coast Electronics Mfrs. Assn. and the San Francisco and Los Angeles sections of Institute of Radio Engineers, is scheduled for Aug. 20-23.

2 Sylvania Engineers See Transistorized TVs by 1959FULLY transistorized television receivers will be technically practical by 1959. At first they'll cost more than tube receivers, but they'll be worth more.

These were highlights of a paper prepared by W. F. Palmer and George Schiess, electronics engineers of Sylvania Electric Products, and delivered by Mr. Schiess before the northeastern district meeting of the American Institute of Electrical Engineers at Pittsfield, Mass., last Thursday.

They said many tv receiver sections can be transistorized now with commercially available transistors, but that transistors of extreme frequency or voltage capabilities may not be ready commercially for about two years.

Earlier in the week, Sylvania Chairman and President Don G. Mitchell described current tv set prices as "unrealistically low" and predicted that "higher prices will prevail in the new lines which will be introduced this summer."

Mr. Mitchell, speaking Tuesday at a Sylvania shareholders meeting in Boston, said the company's first-quarter sales reached a new high of $87.5 million, compared to $86.4 million during the same period a year ago, and that net income for the period was $3 million as against $4.2 million in the first three months of 1956. He expected earnings for the full year 1957 to be as good, or even better than, they were in 1956. Industry-wide sales of electrical and electronic products, he predicted, will rise from last year's record $19.5 billion to around $21.5 billion this year.

Sylvania's tv set sales in the first quarter were "strongly ahead of a year ago," although industry-wide factory sales were down more than 15%, he reported.

Two new directors were added to the Sylvania board: Donald C. Power, president of General Telephone Corp., and Robert E. Lewis, vice president of Sylvania and president of the company's new Argus Camera Div.

Zenith Net Profits Down For First 1957 Quarter

DECREASED net consolidated earnings and profits for the parent company and subsidiaries have been reported by Zenith Radio Corp. for the first quarter of 1957 against the same period last year—along with hope of an early "favorable" decision by the FCC on toll tv.

In a statement to stockholders, President E. F. McDonald Jr. announced net consolidated profits of $1,650,590 or $3.35 per share, after depreciation, excise taxes and other factors, compared to $1,831,165 or $3.72 per share for the first three months of 1956.

Sales were $36,658,510 against $37,915,318 for the first three months last year. Zenith directors declared a dividend of 75 cents per share payable June 28 to stockholders of record June 7. Earlier, the com-

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MAY 6, 1957 • PAGE 91
Ford to Install Radio Sets In Rear of Some of Its Cars

There will be a radio in the future of some Ford owners—even though it will take a back seat in some 1958 models.

This "secret" was revealed last week by the Ford Motor Co., which plans to install receivers under rear seats in some of its automobiles. The tuning buttons will remain up front.

Included in the radio is an automatic search-tuning device which brings on another station when one goes off the air. A memory circuit, used to avoid "losing" a station when driving through an underpass, retains a station setting for 10 seconds before re-tuning.

Radios actually operate more efficiently in the cooler rear area and are more accessible for servicing, according to Ford. Antennas also are rear-positioned, following recommendations of automobile stylists the past few years.

Hollingsworth Hopes to Show $5,000 Electronic TV Tape Gear

HOLLINGSWORTH Enterprises Inc., Hempstead, L. I., hopes to be able to demonstrate a new "all-electronic" tape television recorder that will cost about $5,000 when production is set, Lee Hollingsworth, president, said last week.

"The system is all-electronic in nature," Mr. Hollingsworth said, "and has only one moving part, namely the moving tape and required mechanical drive and makeup mechanism."

Mr. Hollingsworth, who formerly owned WKBS (now WKB) Mineola, L. I., and reports he now holds about 35 U. S. and foreign patents, declined to give other details of his system, pointing out it is still in the developmental stages. He believes the system will be ready for demonstration within a year. He explains the low price of his projected recorder by saying it does not require precision machinery. (Amplex Video Tape Recorder, fully equipped, runs to more than $100,000.)

RCA Tv Tube Plant Busy

RCA is now in substantial production of 21-inch, 110-degree black-and-white picture tubes at RCA Tube Div.'s Marion, Ind., plant. More than 1,000 tubes are being produced daily with the output expected to
increase rapidly. RCA claims to be the "first tube manufacturer to reach full commercial production" of tubes which have glass-button base, new electron gun of "straight" type functioning without ion trap and "precision control" of aluminizing process.

RCA Components Div., which has developed companion components of deflecting yoke and horizontal output and high-voltage transformer, is in volume production of items at its Findlay, Ohio, plant.

**Robotape Allows Commercials To Be Added at Purchase Point**

DEVELOPMENT of a tape player for interspersing "on location" commercial messages with fm broadcast music for use in food and other stores, as well as numerous commercial institutions, has been announced.

The player unit, developed by Oakton Engineering Corp., Skokie, Ill., and announced by Cody Adv., Chicago, is designed to sell shoppers "automatically" by remote control from fm station. It's claimed that until multiplexing is ready—and even after—the automatic player can help expand commercial and industrial applications of storecast and background music fm broadcasting.

When the unit (Robotape) is connected to a special fm radio broadcast receiver, the station can send out an audible 20 kc signal, the music is silenced and the player feeds commercial messages to point-of-purchase, according to Cody. Several units can operate simultaneously in various departments of a food store. Its use also is envisaged for specialty shops, banks, airlines, railway terminals and other public places.

**Rek-O-Kut Plant Start Set**

NEW 25,000-square-foot plant for Rek-O-Kut, radio-telephone recording equipment and high fidelity components manufacturer, is scheduled to go into operation in July, George Silber, company president, has announced. An outgrowth of increased sales volume in high fidelity components, the new plant will be located at 108th St. and 39th Ave. in Queens, N. Y. In addition to expansion, plans for 1958 call for a greater diversification in manufacture of radio-telephone recording equipment as well as hi-fi components. Rek-O-Kut sales, according to Mr. Silber, are 50% ahead of same period last year. He estimates sales volume for the industry for 1957 will be in excess of $200 million.

**New 'Scatter' Firm:Formed**

TRIPAC ENGINEERING Corp., Bethesda, Md., last week announced the formation of a subsidiary, Tripac Scatter Communications Inc. which will share office space with its parent. The new arm specializes in the engineering, design, and installation of "scatter" radio communications systems.

"Scatter," a recently developed technique, has found wide acceptance with the armed forces in areas where conventional signals are subject to blackout. All members of the new firm were associated with installation of the Air Force's own "scatter" system.

**ASTRONOMICAL HOP**

FROM heavenly stars to tv stars may seem to be a long jump, but in Nashville, Tenn., it's a short hop.

John H. DeWitt Jr. and Aaron C. Shelton, WSM-TV Nashville president-general manager and chief engineer respectively, were called in sometime ago to help astronomers at Dyer Observatory, Vanderbilt U., Nashville. The astronomers wanted to use an image orthicon tube as a light amplifier, but they couldn't hold the star image steady because of movement due to atmospheric conditions.

The Nashville broadcast engineers devised a method of using an electronic deflecting system to accomplish this purpose and then found that it could also be used to move the tv image around the target so the tube will not suffer "burn-in." Its movements are followed by the scanning beam on the rear of the target, causing the transmitted picture to appear as a normal, stationary image. A low frequency generator, mounted in a box on the side of the camera (see picture above) supplies the current to the device.

An application for a patent on this device, which has the potential of doubling the life of an image orthicon, has been filed by Messrs. DeWitt and Shelton. They estimate the apparatus can be sold as a kit at about the cost of a single image orthicon ($about 1,200). There are two companies interested in taking out licenses, they reported last week.

Last month at the NARTB convention in Chicago, two image orthicon extenders were shown. Visual Electronic Corp., New York, showed a device using a mechanical oscillator, selling for about $2,400. RCA showed an optional kit for color cameras, using a rotating plate before the orthicons, selling for $700.

**Kay Lab Profits Soar**

KAY LAB, San Diego manufacturer of Kin Tel electronics equipment, had net profits before taxes for first quarter of 1957 approximately 10 times those of same period of last year—$154,499 this year to $15,481 last—La Motte T. Cohu, president and board chairman, reported. After taxes, net profits for first quarter were $90,499 this year to $15,481 last. (No taxes were paid for this 1956 period because of a previous loss.) Net product sales rose to $1,080,000 from $420,080, orders to $1,611,000 from $667,000 for quarter.

**Hoffman Sales Up**

SALES and profits of Hoffman Electronics Corp. reportedly were the second highest in company history last year when sales totaled $46,580,279, up from $44,416,673 in 1955. Net income was $1,601,974, or $.21 per share outstanding share compared to $.13,560,996, or $.12 per share in 1955, according to the annual report to stockholders of H. Leslie Hoffman, president. Company's sales peak was hit in 1953, its highest profit in 1952.

**DuMont Launches ITV Program**

AN intensive marketing program for a completely new line of industrial tv products has been launched by Allen B. DuMont Labs. The program, according to Kenneth F. Petersen, manager of DuMont's Industrial Television Dept., is based on the findings of a two-year nation-wide survey of operating industrial television installations.

**MANUFACTURING SHORTS**

RCA, Camden, N. J., reports shipments of 3-Vidicon color cameras to NBC in N. Y.; six-section superturnstile antenna to WPSD-TV Paducah, Ky. (ch. 6); three-section superturnstile antenna to KMAU-TV Wailuku, Hawaii (ch. 3), satellite of KGMB-TV Honolulu; 50-kw transmitter to KETV (TV) Omaha (ch. 7).

Westinghouse Electric Corp. has announced addition of two new 14-inch portable tv receivers, models 14T198 and 14T199, to its spring line. They have vinyl finish metal cabinets and contain full 15-tube horizontal chassis and new Westinghouse 90-degree aluminized 14-inch picture tube. Each model weighs 30 pounds. Sets are priced $149.95.

RCA Tube Div. changes its name to RCA Electron Tube Div. Reason given for change is that new name defines more closely type of products made and merchandised by RCA tube unit.

Motorola Inc. announces new high power transistors with "significant potential" in field of audio amplifiers. Among advantages claimed are more power output, more reliable temperature performance, maintenance of gain at high power, less distortion and uniform quality and performance.

Sylvania Electric Products, tv picture tube division, Seneca Falls, N. Y., announces new lightweight 17-inch 90-degree deflection picture tube is in experimental production at division and will make possible man-
manufacture of portable tv receivers up to three pounds lighter than present models.

Admiral Corp. announces new portable radio line consisting of one AC-DC-battery model and two 12-volt all-transistor battery sets, all with steel cases and printed circuits inserted by automation. Transistor models include either six or eight transistors, playing up to 1200 hours on eight flashlight batteries. Suggested retail price for three-way portable is $29.95 and for transistor units $39.95 and $69.95.

Whirlpool Corp. (RCA Whirlpool appliances, other products) announces first quarter sales of about $112 million for 17% increase over same period in 1956. Capital expenditures are budgeted for $15 million this year.

Sylvania Electric Products Inc., announced that its electronic product sales department has consolidated its east central and central equipment sales regions into single areas to be known as midwestern equipment sales region with headquarters in Melrose Park, Ill. J. P. Mallen, east central equipment sales manager, appointed midwestern equipment sales manager.

Browning Labs Inc., Winchester, Mass., announces new Multiplex Sub-Carrier Automatic Muting System. Device is used by fm stations who multiplex background music service. New product used at transmitter automatically mutes all Browning Multiplex receivers between musical selections. Extra relay contacts are provided which enable music itself to provide other controlling functions. Price: $189.00.

Whirlpool-Seeger Corp. announces approval functions. Price: $189.00.

relay contacts are provided which enable
receivers between musical selections.
automatically
service. New product
stations
matic Muting

SALES

Morrison

Patterson

Taber

Westin

CBS FOUNDATION PRESENTS FELLOWSHIPS

FIRST CBS Foundation News & Public Affairs Fellowships in "electronic journalism" are being announced today (Monday) by Ralph F. Colin, president, CBS Foundation Inc. They go to eight persons active in either the commercial or non-commercial aspect of the broadcast news profession.

The fellows selected include three persons from stations affiliated with, but not owned by, either CBS Radio or CBS-TV; two teachers of broadcast journalism, and three associated with CBS in New York. They are: Ernest F. Andrews Jr., assistant professor of journalism, State U. of Iowa and news director, WSUI Iowa City; William B. Crawford, tv news writer CBS, New York; William Arthur Eames, news director KBOI-AM-TV Boise; William Ray Mofield, director of news and special events and assistant manager, WPAD Paducah, Ky.; Joseph L. Morrison, associate professor of journalism, U. of North Carolina's School of Journalism, Chapel Hill; John Meredith Patterson, assistant news director, WDBJ-AM-TV Roanoke; Robert Bruce Taber, news writer CBS, New York, and Avram Robert Westin, a director for CBS news and public affairs, New York.

The fellowships, established early this year, are granted annually for a year's study, beginning in September, at Columbia U. in New York for eligible persons engaged in radio-tv news and public affairs. The fellows' expenses are paid. Average stipend is about $8,000 covering tuition and other costs at the university and necessary transportation and living costs for each fellow and any family dependents for the fellowship year of 36 weeks. Selections were made from a total of 140 applicants from 35 states, the District of Columbia, Alaska and Guam.

Fellows Prescribes Revamping Of Journalism, Radio-Tv Courses

PROFESSIONAL schools of communication embracing radio, tv and newspaper career training should replace the journalism and radio-tv courses at the nation's universities, NARTB President Harold E. Fellows suggested Wednesday in a talk delivered at the U. of Missouri "Journalism Week" banquet, at Columbia, Mo.

Noting that radio and tv are now full partners "in the vital field of communicating," Mr. Fellows proposed that the term "journalist" be abandoned in favor of "communicator" since the reporting of events no longer is limited to the written word.

Mr. Fellows conceded the idea breaks with scholastic tradition and anticipated opposition from some publishers. He said training for technical skills in communications "should occupy no more than 25% of the time of the entire student curricula" and lauded the U. of Missouri's requirement that students obtain a full background in the political and social sciences, history and economics and liberal arts.

"Communications has become a profes-
sion of such demanding exactitude," Mr. Fellows said, "requiring the ultimate of judgment in handling (that) perishable and unpredictable commodity—the news of the day—that I believe its practitioners should be schooled with an emphasis no less in- 
vative than that which is placed upon other professions such as the law, medicine and teaching itself. To those of us in broadcast-
ing, who are conscious of the day-to-day demands implicit in the responsibility for serving the public interest, the need for able young people is critical." Mr. Fellows talked to those listening via the 80-station Anheuser-Busch baseball network.

Missouri Broadcasters Assn. held a two-
day meeting during the university's journal-
ism week, including a Wednesday BMI 
clinic.

600-800 Set to Attend 
Ohio Radio-Tv Institute

SOME 600-800 conferencees on educational 
radio-tv will meet Wednesday in Columbus, 
Ohio, for the 27th annual Ohio State U. In-
stitute for Education by Radio-Television. 
Sessions will take place at the Deshler-Hil-
ton Hotel, Wednesday through Saturday. 
Wednesday is "Teaching-by-Television Day." General sessions get underway that 
night with a review of the current status of 
broadcasting by Donald H. McGannon, 
president of Westinghouse Broadcasting Co., 
and Joseph Csida of Csida-Grean Assoc., 
New York [BT, April 22].

Thursday afternoon's general session is on "The Broadcaster and the Audience," with Parker Wheatley, general manager of 
educational stations WGBH-FM-TV Boston, 
presiding. Rolf B. Meyerson, research di-
rector of the U. of Chicago Center for the 
Study of Leisure, will present a summary on 
audiences, to be followed by a panel discus-
sion on audience influence. Panelists: Leon 
Goldstein, programming vice president, 
WMCA New York; Richard Hull, director of 
radio-tv broadcasting; OSU; Ted Leitzell, 
public relations director of Zenith Radio 
Corp., Chicago; Robert Mason, general man-
ger of WMRN Marion, Ohio; Jerome 
Reeves, general manager of KDKA-TV 
Pittsburgh; Arnold Wilkes, public affairs 
director. WBAL-AM-TV Baltimore, and 
Clarence Worden, public affairs director of 
WCBS-TV New York. Moderator is Ken-
neith G. Bartlett, vice president of Syracuse 
U., and institute discussion leader.

Philip Cohen, vice president in charge of 
radio and television of Sullivan, Stauffer, 
Colwell & Bayles Inc., New York, is sched-
uled to preside at a session on "Radio in a 
Television Age" Thursday evening. On the 
program are Louis Hausman, advertising 
vice president of CBS Radio; William B. 
McGrath, vice president-managing director 
of educational stations WHA-AM-TV Madis-
on, Wis., and M. S. Novik, New York 
radio-tv consultant.

The final general session Friday afternoon 
will take up "International Broadcasting in a 
Cold War," with George Vicas, CBS news 
and public affairs, presiding.

George D. Crothers, director of public 
service broadcasts of CBS, will be toastmas-
ter at the institute dinner Friday evening. 
Speakers on the future of broadcasting will 
be Herbert E. Evans, vice president of Peo-
ples Broadcasting Corp. (WRFD Worthing-
ton, Ohio; WTTM Trenton, N. J.; WMMN 
Fairmont, W. Va., and WGAR-AM-FM 
Cleveland), and Burton Pauli, president of 
the National Assn. of Educational Broad-
casters.

Fifteen clinics on Thursday and Friday 
will deal with specialized phases of broad-
casting. National Assn. of Educational 
Broadcasters, Assn. for Education by Radio-
Television and American Council for Bet-
ter Broadcasts will hold sessions during the 
institute.

NAEB meetings Wednesday will deal with 
radio-tv teaching and utilization of radio-
tv programs. Separate ACBB sessions on 
Saturday will feature a morning symposium on 
"Let's Air Our Experiences." Edward 
H. Bronson, director of television code af-
fairs of NARTB, will address the noon 
luncheon, followed by an afternoon devoted to 
"Becoming Informed about Broadcast-
ing." I. Keith Tyler, director of the insti-
tute, will be moderator.

Other organizations meeting this week in 
Columbus: trustees of the Junior Town 
Meeting League; Alpha Epsilon Rho, na-
tional radio-tv fraternity, and Ohio Educa-
tional Telecasters.

WFMT (FM) Prize to Back "Qualitative" 
Radio Study

WFMT (FM) Chicago has contributed its 
$1,000 prize from the Alfred I. duPont 
awards [BT, April 1] as a grant to the U. 
of Wisconsin for a research project on the 
qualitative "impact" of radio advertising and 
programming.

Edward E. Werner, marketing instructor 
at the university, will head the project to 
identify and measure the qualitative effect 
upon listeners of a program or advertising 
message, according to J. Howard Westing, 
associate dean of the university's School of 
Commerce. Ultimate object of research is to 
find a way to measure impact and identify 
results.

Stanford U. Readies Institute

STANFORD U.'s Radio-Television Insti-
tute is preparing for its 15th summer session 
which will include a new course in non-
commercial telecasting under the guidance of 
KOED (TV) Berkeley, Calif.

KNBC and KPIX (TV), both San Fran-
cisco, are the other cooperating stations 
that will assist in a variety of courses to be 
pursued by 50 students who should apply no 
later than June 1. Two years of college, or 
the equivalent thereto, are required.
INS Telenews Picks Up 18; Glickman Replaces Wismer

CONTRACTS placing various INS-Telenews film services in 18 new tv markets have been signed during the past month, it was announced Thursday by Robert H. Reid, manager of the INS television division. He also disclosed that veteran sportscaster Marty Glickman, formerly sports director at WMGM New York, will narrate the weekly This Week in Sports show replacing Harry Wismer, resigned.

The quarter-hour syndicated sports review has been bought by Great Falls Breweries through the Wendt Agency, Great Falls, Mont., to blanket the state starting in June on KOOK-TV Billings, KXL-F TV Butte, KFBB-TV Great Falls and KMSO-TV Missoula. The sports program also has been sold for local sponsorship to KVAT- TV Phoenix, Ariz.; KOIN-TV Portland, Ore., and KCCC-TV Sacramento, Calif.

Studebaker-Packard has picked up sponsorship of the INS-Telenews weekly news review in four additional markets to bring its total sponsorship to six markets. New stations are WNBW-TV Binghamton, WCNY-TV Carthage-Watertown and WGTK (TV) Utica, all N. Y., and WISN-TV Milwaukee. United Auto Workers, through Kaufman Agency, Washington, has signed for the weekly news review on CKLW-TV Windsor-Detroit. Other local sponsorship sales were to WOOD-TV Grand Rapids, Mich., and KSIX-TV Corpus Christi, Tex.

WRVA-TV Richmond, Va., has purchased the five-day INS Telenews daily newsmagazine while WATV- TV Norfolk, Va., and KIDO- TV Boise, Idaho, have signed for the International News Photos, daily tv photo service.

Outside the U. S., both the news review and the sports review have been sold to CMAB-TV Havana.

ASCAP Claims Win in WSAY Case

AMERICAN Society of Composers, Authors and Publishers has obtained a summary judgment of $4,098.52 in Supreme Court, New York County, against Federal Broadcasting System Inc., the owner of WSAV Rochester, N. Y., ASCAP announced last week. The suit was based upon the defendant station's failure to pay license fees due ASCAP under license agreements which formerly were in effect, the music licensing organization explained.

Creative Merchandising Co. Formed for Tv Activities

FORMATION of a new tv program-production-packaging company, Creative Merchandising Co., has been announced by its two principals, H. Pierson Mapes, for 15 years vice president and general manager of the now-closed New York office of Hutchins Adv., and Gene Schiess, radio- tv director of the agency. Temporary offices are at 535 Fifth Ave., New York. Telephone: Murray Hill 2-7825.

Mr. Mapes was instrumental in launching the original Philco Tv Playhouse (now known as Goodyear Playhouse and Alexis) on NBC-TV for Hutchins' client, Philco Corp. When the account shifted last year to BBDO, Hutchins closed its New York operations. CMC's first program is Happy Felton's It's A Hit, a new daytime educational quiz program which premieres on CBS-TV Saturday, June 1, at 11:30 a.m. Among clients signed for CMC services are (Bing) Crosby Brands Inc. and Philco Corp.

Mr. Mapes said his firm currently is consulting with Philco regarding this year's "Miss America" pageant at Atlantic City.

Leavy Leaves RKO Records Post

JOSEPH LEAHY, president of RKO Unique Records, has resigned to go into independent production of record masters. The announcement, made jointly by Mr. Leahy and John Begley of RKO Teleradio Pictures Inc., parent firm, said, however, that Mr. Leahy would remain as technical adviser and artists and repertory man for the record concern. The post of president will remain open, according to the announcement. Mr. Leahy will use Unique's facilities at 1697 Broadway, New York, while Unique will use facilities of the RKO Record Division at 1440 Broadway.

Education Group Among Bidders for WATV (TV)

THE PROSPECT of a commercial television station seeking to go non-commercial—through change of ownership—loomed in New York last week.

The Metropolitan Educational Television Assn. was identified as one of several bidders reportedly negotiating for the purchase of WATV (TV) Newark, one of seven stations, all vhf, now operating in the New York area.

Irving R. Rosenhaus, president of WATV and its am affiliate, WAAT, confirmed the reports. Negotiations for sale of the properties were in progress with a number of prospective buyers, but declined to name any of the bidders. Unofficially, it was understood that the asking price for the two stations was approximately $6.5 million.

Frank E. Karelson Sr., a trustee of META as well as its general counsel, confirmed that META was negotiating for the ch. 13 station but would not discuss details. He said he anticipated no problem in getting the FCC to revise the New York area allocations—which specify ch. 25 for non-commercial educational use—to permit WATV to continue on its present channel if META succeeds in buying the station. He said META had not yet touched the question to the FCC, however.

Ch. 25 has been assigned to the U. of the State of New York, but construction has never started.

The only other channel allocated in that area, ch. 31, has been assigned to city-owned WNYC New York, but construction of the station has not started.

META was chartered by the State Board of Regents in 1954 to operate a non-commercial educational station. It is composed of leading civic and educational groups, and some months ago it set up a program production center to prepare educational programs for showing on commercial stations.

Although the association does not have funds on hand to cover the proposed purchase, its leaders apparently feel they can get the money. If they succeed, and are successful also in reaching an agreement for purchase of the station, they reportedly are thinking of leasing some of their time to commercial interests as one possible means of raising money for operating expenses.

WLWT (TV) to Add Local Color

CROSLEY Broadcasting Corp. will institute local color-originations by June from WLWT (TV) Cincinnati, the firm announces.

Nearly a million dollars—for five color cameras and associated equipment—is involved. First two shows that will be colorcast are Ruth Lyons' daily 50-50 Club, noon-1:30 p.m. and the Saturday night Midwestern Hayride, 6:30-7:30 p.m., both to be fed to other Crosley stations, WLWD (TV) Dayton, WLWC (TV) Columbus, both Ohio, and later to WLW (TV) Indianapolis, which is to go on the air in September. Other shows, including experimental colorcasts of Cincinnati Reds baseball games, are to be added to the local color schedule.

SOUTHEAST AM STATION

Major Market
$75,000 down

R. C. CRISLER & CO., INC.
Fifth Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775
NIXON DOES WRC HONORS
VICE PRESIDENT Richard M. Nixon laid the cornerstone last week for a new $4 million facility for NBC's Washington stations, WRC-AM-FM-TV. NBC-TV's Today televised the cornerstone ceremonies.

After installing the cornerstone with a silver trowel, Mr. Nixon, Robert W. Saroff, president of NBC, and FCC Chairman George C. McConnaughey looked on as master mason George Geddes placed the cornerstone (above).

The building, which will contain three tv studios, three radio studios and complete executive and sales offices, is said to be the first studio "designed and built from the ground up" for color telecasting. It will begin operations this fall.

Mr. Nixon was greeted on his arrival by Carleton D. Smith, NBC vice-president and general manager of the Washington station (right).

DATALINES
A sampler of radio and television news enterprise

PLYMOUTH—No one was there to broadcast the beginning of the voyage of the first Mayflower from England to Massachusetts. But WPLM Plymouth, Mass., corrected this oversight the second time around. When Mayflower II left Plymouth, England, April 20 on its voyage to Plymouth, U.S., WPLM covered the event by transatlantic telephone. The on-the-scene reports of the embarkation mark the beginning of extensive coverage planned by WPLM in connection with the event.

SEATTLE—Another seagoing event proved that KOL Seattle will go to almost any lengths to provide listeners with news coverage "in depth." Last month station staffers went 60 ft. down to broadcast maneuvers of a U.S. Navy submarine in Seattle's Elliott Bay area. In a two-hour broadcast by disc jockey Bob Waldron and reporter Candy Johnson, KOL chronicled arrival of the USS Greenfish from Pearl Harbor on the 57th anniversary of the Navy's submarine service.

To broadcast the ocean show the station used Navy shortwave facilities on two frequencies assigned by the FCC. The program was picked up on a shortwave receiver at KOL's transmitter site and relayed through the studio's main console.

TYLER—It took KTBB Tyler, Tex., only a few minutes to meet the April 26 tornado emergency and mobilize coverage, not only for its own area but for seven other Texas stations. The staff started emergency service and mobile coverage when the twister hit that morning and worked with no let-up until the small hours of the next day. Other state stations which got reports of the million-dollar disaster from KTBB were KDSX-Denson, KEYS Corpus Christi, KFJZ Fort Worth, KITE San Antonio, KRRV Sherman, KTRH Houston and KVET Austin. After the storm, Tyler's civil defense, police, Red Cross and utility officials were loud in their praise of the KTBB job, the station reports.

BALTIMORE—All three Baltimore TV stations close ranks tomorrow (Tuesday) to take turns telecasting the first of a three-day House Un-American Activities Committee inquiry into communism in Maryland. Rep. Francis E. Walter (D-Pa.) is chairman of the group to hold hearings at the Federal Court, Baltimore.

WMAR will handle all pickups, with the cost to be shared by the three outlets. The stations will also make audio feeds available to radio stations and newsreel companies.

KBET-TV Buys Heavy in Film
IN unusual buy, KBET-TV Sacramento, Calif., Friday announced purchase of 800 RKO feature films and full MGM-TV library (more than 700 films). Station, primary affiliate of CBS-TV, also has films from 20th Century Fox, Warner Bros., Columbia Pictures and United Artists.

WRCA Lists New Rates
WRCA New York has issued a revised rate card, No. 16, listing new prices for special feature shows, saturation plans and time period divisions. On the new schedule an hour of Class I time (6:30-9:30 a.m. and 5:10-8:30 p.m., Monday-Friday, and 6:10-9:30 p.m. weekends) costs $1,200. Announcement rates are divided into four time classes with a minute in Class I (6-10 a.m., Monday-Friday) listed at $175. Discounts are unchanged from the old rate schedule.

Goldenson Sets Dedication Talk
LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., will participate in a round of activities in connection with dedication of WBKB (TV) Chicago's new facilities May 16. He will address monthly luncheon meeting of the Broadcast Adv. Club of Chicago and, after an afternoon tour of the station's new $1.5 million plant in the ABC State Lake Bldg., will play host at a press reception at 5:30 p.m. A party for WBKB employees and their families will wind up official dedication ceremonies that evening.

KFSO to Build New Studios
KFSO Inc. San Diego, licensee for KFSO-TV there, is preparing to break ground for its new studio facilities some time within the next three weeks.

The site, occupying more than seven acres, is located in a larger subdivision to be known as Broadcast City. William E. Goetzee, KFSO executive vice president and general manager, said the new building will cost $650,000, and that equipment such as color tv will bring the entire project to about $1 million.

BIG MIKE X99, helicopter news unit, has been added by KNUZ Houston to its fleet of three other mobile units, Big Mike Nos. 1, 2 and 3. The aircraft will be used for traffic reports, man-hunts and other special news jobs.
KPTV (TV) Now on Air as Vhf With Haggarty in Control

KPTV (TV) Portland, Ore., went dark last Tuesday on ch. 27 under the ownership of Storer Broadcasting Co. and returned to the air Wednesday on ch. 12 with Detroit attorney George Haggarty in control.

The switch was made possible when Mr. Haggarty purchased KPTV for $1.89 million and ch. 12 KLOR (TV) Portland for $1,794,865 [B&T, April 22]. Facilities of the two stations were combined with the ch. 27 cp and KLOR call letters returned to the FCC.

Mr. Haggarty will be president of KPTV and Frank Riordan, managing director of the station under Storer, has been named vice president, general manager and secretary. Don Tykerson and Gordon White, sales manager and program director, respectively, of KPTV under the former owner, also will remain in those capacities.

KPTV will retain its NBC-TV affiliation and will be represented nationally by George P. Hollingbery Co. The station's highest one-time hourly network rate has been established at $800, with a $700 spot rate. KPTV's studios are located at 735 S.W. 20th Pl., Portland. Telephone: Capital 2-9921.

Afram Redmond, WHP-AM-FM-TV V. P.-General Manager, Dies

FUNERAL SERVICES were held last Saturday for Abram K. Redmond, 53, vice president-general manager of WHP-AM-FM-TV Harrisburg, Pa. Mr. Redmond died at his home Tuesday after a heart attack. He had not been ill before the Tuesday stroke.

He is survived by his wife, Beatrice Potteiger Redmond, sales service director of the stations, and his brother, Dick, who is program director of the facilities. Starting in radio in 1925 as a performer, Mr. Abram switched to management when he joined WHP in 1926. Under his direction WHP built a reputation for civic and patriotic service, recognized by a number of awards.

Knorr Quits Tigers Presidency

FREDERICK A. KNORR, owner-president of WKMH Detroit and other Michigan stations, has resigned as president of the Detroit Tigers baseball team on the ground his broadcast activities require more of his time. Mr. Knorr had been president of the club since last summer. John E. Fetzer, owner of the Fetzer Stations, continues as chairman of the board. Walter O. Briggs, executive vice president-general manager, also has resigned in a series of internal changes. Messrs. Fetzer and Knorr, and Kenyon Brown, who operates KWFT Wichita Falls, Texas, and other stations, are active members of a syndicate that bought the baseball team last year for $5.5 million.

PING PONG CHAMPS

TO the list of "championship" sports events on television WGN-TV Chicago has been added still another series, set up with alternate week sponsorship. The station started a new program, Championship Ping Pong, pitting national and state men's champions against each other every Wednesday at 7 p.m. Telecasts are sponsored by Gottfried Motors of Chicago and Metal Weather Products Co., Melrose Park, with business placed by Kuttner & Kuttner, Chicago.

The winner of each Wednesday night match continues on the series to meet a challenger the following week, with competition for assorted prizes. Among other participation sports televised in recent years are "championship" bowling, golf and horseshoes.
Jones Takes Over KELP, KILT (TV)

RICHARD E. JONES last week assumed control of KELP-KILT (TV) El Paso with FCC approval, and changed the TV outlet's call to KELP-TV.

Mr. Jones along with Joseph Harris and Norman Alexander purchased the two stations from Gordon B. McLendon for a reported $1 million, leaving Mr. McLendon control of the old call letters, KILT.

Ed Winton and Herb Golombeck remain as station managers for KELP and radio, respectively.

Ludden to Direct WCBS Programs

ALLEN LUDDEN, manager of program planning and development for NBC, has been named program director for WCBS New York, it was announced last week by Sam J. Slate, WCBS general manager. Mr. Ludden succeeds Mr. Slate as program director and will assume his new post next Monday (May 13). Prior to his NBC assignment, Mr. Ludden served in various capacities in radio production for a number of years and at one time was continuity director at WATIC Hartford, Conn.

Burris Heads KSAN Staff

ROBERT C. BURRIS, sales executive with San Francisco stations, has been appointed general manager of KSAN there. He succeeds Lennox T. Cinnamon, who died in a highway accident [BT, April 22]. The new general manager formerly was on the sales staffs of KJBS and KSFO, both San Francisco.

Paul Promoted at WERE

EDWARD PAUL last week was named national sales manager of WERE Cleveland, but he will continue as merchandise manager, a post he has held since 1951, according to Richard M. Klaus, station president. Before joining WERE in 1950, Mr. Paul was news and sports director for WMRN Marion, Ohio, and before that was with WCOL Columbus.

STATION SHORTS

KFWB Los Angeles appoints Carson-Roberts Inc., same city.

KAVE-TV Carlsbad, N. M., to be interconnected on CBS-TV by July 1.

WBUP (TV) Buffalo, N. Y., to increase power to 1 mg, effective on or about Aug. 1.

KUAM-AM-TV Agana, Guam, has established business office in Manila, P. I. Address: 324 Natividad Bldg., Escolta, Manila. Telephone: 3-89-68.

REPRESENTATIVE APPOINTMENTS

KAMQ Amarillo, Tex., will be represented nationally by Venard, Rintoul & McConnell and in South by Clarke Brown & Assoc., effective May 1.

The all new 1957 TelePrompTer MOD V!

Now's the time to reserve MOD V TelePrompTer equipment...complete new features including master controls and industry camera mounts mean GREATER FLEXIBILITY!

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AWARDS

Sloan Safety Awards
Honor Stations, Others

TENELVE radio or tv stations and advertisers last week were presented Alfred P. Sloan Awards for highway safety in 1956 for "outstanding public service" in this area during the past year.

Winners of the awards and their categories:
KSEL Lubbock, Tex. (1 kw or less sustaining), for "its great sense of civic responsibility in mobilizing its staff and resources for its daily Safety Parade program and for dramatizing traffic accidents as 'live news'; WLW Cincinnati (over 1 kw sustaining) for its State Trooper program and for "its willingness to share traffic material with other stations through the distribution of free discs; Armed Forces Radio & Television Service (special awards) for "focusing attention on the serious problem of off-base traffic accidents in every part of the world where American military and civilian personnel are stationed"; WKAR East Lansing, Mich. (non-commercial educational) for You Are the Jury series produced in cooperation with the Michigan State U. highway traffic center.

WWJ-TV Detroit (television sustaining class) for its Traffic Court program, recreating actual cases with real court officials, plus spot announcement campaigns and other special programming; WTTW (TV) Chicago (non-commercial educational) for its Man Behind the Wheel series, teaching techniques and principles of good driving.

OSU Names Programs For Radio-TV Awards

AWARD WINNERS in the 21st annual American Exhibition of Educational Radio and Television Programs are being announced today by Ohio State U., Columbus. Judges, representing educational institutions and organizations across the country, picked winning entries submitted in various classes by stations, networks and organizations.

Their selections will be available for review during the Ohio State U. Institute for Education by Radio-Television Wednesday-Saturday at the Desher Hilton Hotel in Columbus (separate story).

TELEVISION

GROUP I. NETWORK
CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: Home, NBC-TV: honorable mention: Grand Rounds, Medical Radio & Television Institute; This Is the Answer, Radio & Television Commission; Southern Baptist Convention; CBC Religious Drama Theatre, CBC-TV.
CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: CBC Folio, CBC-TV: honorable mention: Art and Artists: Great Britain, Educational Television & Radio Center and British Broadcasting Corporation; Bell Telephone System Science Series, on CBS-TV: Hallmark Hall of Fame, NBC-TV.
First award: Explorations, CBC-TV: honorable mention: The American Forum, to American Forum and NBC-TV.
CLASS 4. Dealing With Basic Freedoms
First award: "Tragedy in a Temporary Town," on Alcoa Hour—Goodyear Playhouses; honorable mention: Section Sixteen, Westinghouse Broadcasting Co.

To blanket Western Montana at low cost
NIGHT-TIME choose
KMSO-TV CBS NBC 191,000 WATTS
DAY TIME choose
KGVO 5,000 WATTS CBS

Either Radio or TV, when you think of Montana, THINK of MOSBY at Missoula, Mont.
CBS Radio-Television Public Affairs Dept. and WCBS-TV New York, were jointly awarded the Albert Lasker Medical Journalism Award for two documentary TV productions, Out of Darkness, and The Wassiac Story. The first dealt with mental health, the latter with mental retardation.

At the award presentation were (l-r): Albert Wasserman, producer-writer-director of Out of Darkness; Irving Gitlin, CBS Director of Public Affairs; Mrs. Mary Lasker; Sam Cook Diggs, WCBS-TV general manager; Bill Leonard, producer-narrator of The Wassiac Story, and Arthur Zegart, who directed that film. The awards are given for outstanding reporting on mental research and public health.

CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: Journey, KNXT (TV) Los Angeles; honorable mention: Long Before Shakespeare, to New York U. and Station WKNO-TV New York; special award: Kenichi Yellow, to Stanford U. and KPIX (TV) San Francisco.
First award: Senate Banking Committee Hearings, WBKB (TV) Chicago; honorable mention: Ten Seconds to Live, KPIX (TV) San Francisco.
CLASS 4. Dealing With Basic Freedoms
First award: "The Nature of Anti-Semitism," on The Open Mind, WRCA-TV New York; honorable mention: The Checkers Game, KYW-TV Cleveland; honorable mention: Here and Now, KPIX.
CLASS 5. Systematic Instruction: Telecourses, etc.
CLASS 6. Children and Youth (Out-of-School Listening)
First award: Hop, Skip and Dance, KEDF, honorable mention: Hickory, Dickert' Hop, KQED, honorable mention: Hickory, Dickert', KQED, honorable mention: Hickory, Dickert', ABC.
CLASS 7. School Telecasts (For Use in School Classrooms)
First award: Missouri Constitution, KETC (TV) St. Louis; honorable mention: See and Do Time, WJTV, Cleveland; honorable mention: Threescore and Ten, WEJS-L.

RADIO
Group I. Programs Heard Nationally
CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: The Sacred Note, U. of Chicago; first award: The Eternal Light, Jewish Theological Seminary and NBC; honorable mention: The Ave Maria Hour, Graymoor Friars.
CLASS 2. Cultural: Drama, Science, Literature, Music (Not Straight Music)
First award: ABC Wednesday Night, ABC; honorable mention: Conversation, NBC; honorable mention: Portrait from Memory, ABC; honorable mention: CBC Stage, CBC.
CLASS 3. Dealing With Personal and Social Problems
First award: The Hour of St. Francis, Hour of St. Francis, Hour of the Charter, UN Radio and ABC; honorable mention: Threesome and Ten, WEJS-L.
CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
CLASS 5. Dealing With Basic Freedoms
First award: "Footloose in the South," from series Footloose, ABC; honorable mention: The Road to the Charter, UN Radio and ABC.
CLASS 6. Special One-Time Broadcasts
First award: The Diplomat, UN Radio and ABC; honorable mention: The Voices of Christians, U. of Chicago.
CLASS 7. Children and Youth (Out-of-School Listening)
First award: Journey, toward the Light, BBC; honorable mention: Cuckoo Clock House, BBC; honorable mention: No School Today, ABC.

Group II. Regional
CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: To Make Men Free, U. of Michigan Broadcasting Service; honorable mention: Frank Atwood Program, WTIJ Hartford.
CLASS 2. Cultural: Drama, Science, Literature, Music (Not Straight Music)
First award: Assignment, WBT Charlotte; honorable mention: Bushnell Symphony PReview, to Bushnell Memorial and WITC; honorable mention: America on Stage, Wisconsin State Broadcasting Service.
CLASS 3. Personal and Social Problems
First award: This Is My Story, Federation of Jewish Philanthropies and WRCA New York; honorable mention: As I See It—With Charles Shaw, WCUT Philadelphia.
CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
First award: Probes Report, CJOR Vancouver; honorable mention: Gift of Life, KMOX St. Louis.
CLASS 5. Dealing With Basic Freedoms
CLASS 6. Special One-Time Broadcasts
First award: Murder on the Installment Plan,
AWARDS

WCAU: Honorable mention: The Skid Row Story, WBCA.

CLASS 1. Children and Youth (Out-of-School Listening)
First award: The Children's Bookshelf, KDKA
Pittsburgh: Honorable mention: Once Upon a Time, Hamilton Public Library and CKOC Hamilton, Ont.

CLASS 8. Designed for In-School Use by Pupils in Primary Grades.
First award: Tales from the Four Winds, WNYE New York: Honorable mention: Story Time, Ohio School of the Air and Station WOSU Columbus; Honorable mention: Old Tales and True, Minnesota School of the Air and KUOM Minneapolis.

CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades
First award: Let's Take a Look at Our Minnesota and Ia People, Minnesota School of the Air and KUOM: Honorable mention: Stufm KFPR (et al) Goes to School--Science Series, McCurdy Broadcasting Co. stations in California and Nevada.

CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School
First award: Meet Master Cold Rice, Manitoba Dept. of Education and CBC: Honorable mention: Listening is Fun, British Columbia Dept. of Education and CBC.

Group III. Local

CLASS 1. For Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: In Spirit and In Truth, Syracuse U.

CLASS 2. Cultural: Drama, Science, Literature, Music
No first award: Honorable mention: Behind the Scenes in Music, to the National Orchestral Assn. and WNYC New York.

CLASS 3. Personal and Social Problems
No first award: Honorable mention: The Council Questa, Dixie Productions and WJAN Spartanburg, S. C.

CLASS 4. Public Affairs: Forums, Roundtables, News Interpretation, etc.

CLASS 5. Basic Freedoms

CLASS 6. Special One-Time Broadcasts

CLASS 7. Children and Youth (Out-of-School Listening)
First award: Down Story Book Lane, Dept. of Speech, U. of Michigan, WW2 Detroit; Honorable mention: Little Orchestra Society Children's Concerts, Little Orchestra Society and WNTC New York.

CLASS 8. Designed for In-School Use by Pupils in Primary Grades
No first award: Honorable mention: Just Why Stories, St. Louis Board of Education; Honorable mention: Fun and Fancy--Listen Ashtoe, to Stanislaus County Schools, KBEE Modesto, Calif.

CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades

CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School
First award: Out of the Past--Listen Ashtoe, Stanislaus County Schools and KBEE; Honorable mention: Tales from Medicine Lodge and Rice, Indiana School of the Sky, Indiana U.

Capra Tops Tv Winner List
For Latest Christophers

FRANK CAPRA topped the list of television winners of Christopher Awards for the six months ended March 31. The list, being announced today (Monday), gives Mr. Capra honors for the production, direction, and writing of both "Our Mr. Sun" and "Homo Magnificus," presented by the Bell Telephone System on CBS-TV in November and March. Shamus Culhane was cited for the animation work on the two productions.


Overseas Press Club Sets
Radio-TV Awards Tonight

MORE awards for best reporting will be garnered by the three networks tonight (Monday) as the Overseas Press Club, at its 18th annual awards dinner in New York's Waldorf-Astoria Hotel, presents the following radio-television newsmen with laurels for their work during the calendar year 1956:

NBC'S Moscow correspondent Irving R. Levine will receive the OPC award for "best tv or radio reporting from abroad," with his colleague from CBS, Daniel K. Schorr, also in Moscow, receiving an OPC citation for his reportage. Also cited for reporting will be NBC's Berlin correspondent Gary Stintz, CBS' Cairo correspondent Frank Kearns and CBS' roaming cameraman Homer Martin. Dr. Schwartzkopf covered the Budapest uprising for CBS and its Peabody Award-winning special report "War in Crisis," ABC commentator Cecil Brown will receive the OPC award for "best press, radio or tv interpretation of foreign affairs within the U. S." and for his "candid expression of responsible opinion" during the Suez crisis.

Young, Price Named to Receive
AS&CA's 'Horatio Alger' Awards

ADAM J. YOUNG, president of Adam Young, Inc., station representative, and Gwilym A. Price, president and board chairman of Westinghouse Electric Corp., will receive a Horatio Alger award in a ceremony to be held Thursday at New York's Waldorf Astoria. Messrs. Price and Young are among 11 business and professional leaders honored this year in the awards (bronze plaques) made annually by the American Schools & Colleges Assn.

Mr. Price went to work at 16 after his father, a "roller" in a Canonsburg, Pa., tin mill, died. He studied at night, working his way through law school and after engaging in his own practice, went into banking. He became president of Pittsburgh's second largest bank, joined Westinghouse in 1943 as a vice president and within three years was named president.

Mr. Young, who was born in New York City, was the eldest in a family of eight children, left high school to become an NBC page boy to support his family during the depression and rose in the broadcast field to become head of the station representative firm which bears his name.
FOR THE RECORD

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. ssa—subsequent station authorization. mc—atmosphere. SSA—special service authorization. STA—special temporary authorization. "educ.—educational.

Am-Fm Summary through May 1

FCC Commercial Station Authorizations
As of February 28, 1957 *

<table>
<thead>
<tr>
<th>Am-Fm</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (tail on air)</td>
<td>3,060</td>
<td>513</td>
<td>2,592</td>
</tr>
<tr>
<td>Cps on air</td>
<td>116</td>
<td>225</td>
<td></td>
</tr>
<tr>
<td>Cps not on air</td>
<td>123</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Total authorized</td>
<td>3,164</td>
<td>522</td>
<td>435</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>119</td>
<td>0</td>
<td>70</td>
</tr>
<tr>
<td>New stations requests</td>
<td>383</td>
<td>10</td>
<td>58</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>87</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>115</td>
<td>115</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>568</td>
<td>112</td>
<td>353</td>
</tr>
<tr>
<td>Licenses deleted in February</td>
<td>6</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

* 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, ceasing operations, surrendering licenses or grants, etc. These figures do not include non-commercial, educational, fmc 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.

Tv Summary through May 1

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>385</td>
<td>88</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>18</td>
<td>5</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>551</td>
<td>284</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>20</td>
<td>21</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend.</td>
<td>1,084</td>
<td>337</td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>66</td>
<td>37</td>
</tr>
</tbody>
</table>

| Total | 1,140 | 347 | 1,487 |

1. 375 cps (23 vhf, 143 uhf) have been deleted.
2. One educational uhf has been deleted.
3. One applicant did not specify channel.
4. Includes 44 already granted.
5. Includes 118 already granted.

New Tv Stations...

ACTIONS

Corvallis, Ore.—State of Oregon, by State Board of Higher Education granted $175,000; ch. 7 (174-180 mc); ERP 25.8 kw v. a., 2.5 kw aur.; altitude above average terrain 1,310 ft., above ground 227 ft. Estimated construction cost $180,000, first year operating cost $100,000, no revenue. P. O. address Box 5175, Eugene, Ore. Location—State College campus.

WASHINGTON, Tex.—Alikek Television Co. granted uhf ch. 12 (550-568 mc); ERP 20 kw v. a., 15.7 kw aur.; height above average terrain 351.6 ft., above ground 200 ft. Estimated construction cost $190,500, first year operating cost $75,000, revenue $75,000. P. O. address Victoria Bank & Trust Bldg., Victoria. Studio and trans. location Victoria. Geographic coordinates 36° 47' 00" N., Lat., 96° 06' 16" W. Long. and trans. RCA. Legal counsel R. K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner Albert B. Alikek is majority owner of KNAL Victoria and former 50% owner of KNAL-TV Victoria. Announced May 1.

APPLICATION

Kansas City, Mo.—Malco Theatres Inc., uhf ch. 43 (775-783 mc); ERP 0.005 kw v. a., 0.005 kw aur.; altitude above average terrain 278 ft., above ground 281 ft. Estimated construction cost $255,000; first year operating cost $250,000, revenue $250,000. P. O. address Box 2565, Memphis, Tenn. Studio location Kansas City. Trans. location Jackson County. Geographic coordinates 39° 06' 05" N., Lat., 94° 54' 34" W. Long. Trans. and trans. RCA. Legal counsel Edward W. Deeters, Washington, D. C. N. A. Hockett, former owner WEHT (TV) Henderson, Ky., and WQDA (TV) Evansville, Ind., will be 75.8% owner. Announced May 1.

New Am Stations...

ACTIONS

Phoenix, Ariz.—Grand Canyon Broadcasters

New buildings have been completed by Grand Canyon Broadcasters for its new AM station to be known as KGMB. The station will use a 250-ft. tower, according to Robert W. Moulton, company president. KGMB will transmit on 1,330 kHz with a power of 1,000 watts.

Eastern

New England Network

$110,000

Midwest

Major Market

$350,000

South

Daytime Independent

$175,000

Southwest

Texas Network

$30,000

West

California Network

$125,000

Well-rounded economy and high retail sales in this important market. 29% down.

Valuable station in 600,000 market. Valuable real estate. $100,000 down.


Single station. Small but highly prosperous oil center. Financing available.

A substantial market with a growing agricultural and industrial economy. $50,000 cash down.

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Broadcasting Telecasting

May 6, 1957 Page 103


**APPLICATIONS**

**RIvera Beach, Fla.—Public Service, 1370 kc, 1 kw D. P. O. address Box 1460, Fort Myers.**

Estimated construction cost $7,000, first year operating cost $22,500, 2nd year $21,000, 3rd year $19,500, 4th year $18,000, 5th year $16,500, 6th year $15,000, 7th year $13,500, 8th year $12,000, 9th year $10,500, 10th year $9,000. Mr. Jackson, owner WMVR Fort Myers, will be sole owner. Announced April 26.


**Keyes, Okla.**—Keyes granted 1200 kc, 1 kw D. P. O. address Box 341, Panama City, Fla. Estimated construction cost $14,500, first year operating cost $32,000, 2nd year $30,000, 3rd year $28,000, 4th year $26,000, 5th year $24,000, 6th year $22,000, 7th year $20,000, 8th year $18,000. Mr. Price is former chief eng. of WYCB, Key West, Fl., interested. Mr. Price is weather-propulsion-film salesman. Announced April 25.

**Applications by Radio Manufacturers**

**KGBP Fresno, Calif.—**-Granted license of call KGBP with new call letters for $40,800. David T. Harris (25.5%), station manager KGW Stockton, Calif; Ethel Bernstein (25.5%), sales manager KMP Fresno, and John Poole (25.5%), licensees. KGBP Fresno, owned by KGBP Fresno, Inc., 29% owned by the Yermo Packing Co., 29% owned by Granite City Construction Co. and 29% owned by the California Fruit Growers. Mr. Poole is owner, president, treasurer, and secretary of the corporation. Announced April 26.

**Southwest $50,000.00**

Atlantic Seaboard independent with unusual growth possibilities. Exceptional facility. All cash required.

**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

**Southeast $160,000.00**

Good facility in progressive market in need of owner-operator. Good real estate and high fixed assets. Can be financed with 29% down for the right buyer.

Page 104 • May 6, 1957

BROADCASTING • TELECASTING

**FOR THE RECORD**

Inc., granted 1500 kc, 1 kw D. P. O. address P. O. Box 1974, Phoenix. Estimated construction cost $17,400, first year operating cost $26,500, second year $26,000, third year $25,500, fourth year $25,000, fifth year $24,500, sixth year $24,000, seventh year $23,500. Principals include Pres. William P. Ledbetter, 20% interest; Chief Engineer, Vice Pres. Charles K. McHattan (less than 1%). Second year operating cost $21,000, 3rd year $20,000, 4th year $19,000, 5th year $18,000, 6th year $17,000, 7th year $16,000. Mr. Jackson is sole owner. Announced April 25.

**WLBV Columbus, Ohio.—** Jeter granted 1380 kc, 1 kw D. P. O. address 1901 W. Oklahoma, Enid, Okla. Estimated construction cost $15,864, first year operating cost $24,500. Mr. Jeter is engineering manager KKRC Enid, Okla. Announced April 25.

**Panama City, Fla.—** Price granted 1600 kc, 1 kw D. P. O. address P. O. Box 83, Panama City, Fla. Estimated construction cost $14,505, first year operating cost $26,600, 2nd year $25,500, 3rd year $24,500, 4th year $23,500, 5th year $22,500, 6th year $21,500, 7th year $20,500, 8th year $19,500. Mr. Wheeler is pres-gen., mgr.-25% owner. WEAM-AM-TV Panama City, Fla. Announced May 1.

**Manchester, Ga.—** Radio Manchester Inc. granted 1270 kc, 1 kw D. P. O. address P. O. Box 328, Winder, Ga. Estimated construction cost $17,427, first year operating cost $28,000, 2nd year $27,000, 3rd year $26,000, 4th year $25,000. Principals are equal owners Pres. C. T. Grider, 25% interest; Chief Engineer, W. C. McHatton (less than 1%). Second year operating cost $22,000, 3rd year $21,000, 4th year $20,000, 5th year $19,000, 6th year $18,000, 7th year $17,000, 8th year $16,000. Mr. Grider is former engineer of WYCB, Key West, Fl., interested. Mr. Grider is chief engineer, WEAS Deatur, Ga, and owns radio- tv repair service. Announced May 1.

**Memphis, Tenn.—** Wilson granted 1400 kc, 1 kw D. P. O. address, Memphis, Tenn. Estimated construction cost $13,526, first year operating cost $20,250, second year $19,000, third year $18,000, fourth year $17,000, fifth year $16,000, sixth year $15,000, seventh year $14,000, eighth year $13,000. Mr. Lourdmirk is chief engineer, WEAS Deatur, Ga, and owns radio- tv repair service. Announced May 1.

**Cairo, Ga.—** Presque granted 1370 kc, 1 kw D. P. O. address Box 309, Cairo, Ga. Estimated construction cost $11,427, first year operating cost $17,000, second year $16,000, third year $15,000, fourth year $14,000, fifth year $13,000, sixth year $12,000, seventh year $11,000, eight year $10,000. Mr. Price is former chief eng. of WYCB, Key West, Fl., interested. Mr. Price is weather-propulsion-film salesman. Announced April 25.

**Chattanooga, Tenn.—** KAAP granted 1250 kc, 1 kw D. P. O. address, Chattanooga, Tenn. Estimated construction cost $7,100, first year operating cost $11,300, second year $10,000, third year $9,000, fourth year $8,000, fifth year $7,000, sixth year $6,000, seventh year $5,000, eighth year $4,000. Mr. Jeter is engineering manager KKRC Enid, Okla. Announced April 25. **Keran Gardner, Presque, Miss.—** Price granted 1400 kc, 1 kw D. P. O. address, Box 124, Keran, Miss. Estimated construction cost $12,500, first year operating cost $17,500, second year $16,500, third year $15,500, fourth year $14,500, fifth year $13,500, sixth year $12,500, seventh year $11,500, eighth year $10,500. Mr. Fagan is former owner of WAPI, Pensacola, Fla., interested. Announced May 1.

**KOBW Latamie, Wyo.—** Granted transfer of control of Gazette Company (parent company of licensee) to John E. Holman of Juneau, Wyo, and Ray Freedman, advertising interests, will be 15.5% each of KOBW.

**KCRG—AM-TV Cedar Rapids, Iowa.—** Granted transfer of control of Gazette Company (parent company of licensee) to John E. Holman of Juneau, Wyo, and Ray Freedman, advertising interests, will be 15.5% each of KOBW.

**KWWB—AM Cedar Rapids, Iowa.—** Granted transfer of control of Gazette Company (parent company of licensee) to John E. Holman of Juneau, Wyo, and Ray Freedman, advertising interests, will be 15.5% each of KOBW.

**KBEP Phoenix, Ariz.—** Seeks assignment of license from Bamp Ray. Bamp is to prepare applications for 1380 kc, Phoenix, will be sole owner. Announced April 26.

**KVFC Cortez, Colo.—** Seeks assignment of license from Jack W. Hawkins and Barney H. Maxwell of Raton, N. M., to prepare application for 1380 kc, Cortez, will be sole owner. Announced April 26.

**WDBF Delray Beach, Fla.—** Seeks assignment of license from Dr. David Slonim of Winfield, Ill., to prepare application for 1370 kc, Delray Beach, will be sole owner. Announced April 26.

**WSXT Sandusky, Ohio.—** Seeks transfer of control of licensees corporation from Washington Bridge Co. to Mr. Foster for $75,000. Mr. Foster, 50% owner, will be sole owner. Announced April 26.

**WJCL Macon, Ga.—** Seeks assignment of license from Dumas Milner Enterprises Inc. to Dumas Milner, 75% owner, 25% owner, will be sole owner. Announced April 26.

**KTRC Santa Fe, N. M.—** Seeks assignment of license from Dumas Milner Enterprises Inc. to Dumas Milner, 75% owner, 25% owner, will be sole owner. Announced April 26.

**WHTC-AM Cherokee, N. C.—** Seeks assignment of license from Dumas Milner Enterprises Inc. to Dumas Milner, 75% owner, 25% owner, will be sole owner. Announced April 26.
CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted—(Cont’d)

Salesman with executive potential for major market network station. Excellent income for right man, with department override, commis- sions, and quarterly bonus. If interested in this lucrative position, send full information and picture to Box 3182, B-T.

Sales manager for California major market network station. Must be aggressive, experienced in competitive selling and be able to train sales staff. Medium sized market provides excellent opportunity. Address Box 5956, B-T.

Wanted immediately—combination engineer-an- nouncer for central Virginia station. Must have first class ticket. Good salary. Send your tape and data. Box 4362, B-T.

Go getting salesman for California medium market network station. Ability to hire and train producing salesmen essential. Box 565, B-T.

Sales manager. Excellent situation for right man. Salary, commission and override. Box 5766, B-T.

Sales manager who loves to sell. Five figure in- come. Strong independent, major market, north- ern Illinois. Box 576, B-T.

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, have family and must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion prospects. Box 4426, B-T.

Account executive wanted by top-Florida net- work station. This is an ideal opportunity for two hard-hitting sales executives who want to work in a major market. Send full information, picture to Box 4776, B-T.

Salesman wanted for hottest music-news on east Atlantic. Needs experienced salesman who has proven record in music-news, fast chain. Chance to advance to management. Guar- antee $10,000 commission plus incentive for every station. Advertising Consultants, Inc., Box 4546, B-T.

First phone combo strong on announcing for Michigan, salary excellent. For drifters, send tape and resume. Box 5006, B-T.

DJ-personality for top-flight major market (first 15) network operation in midwest. Must be ex- perienced, no beginner. Unlimited opportunity, income open in discussion. Send full details, photo and audition tape to Box 5806, B-T.

Well established Minnesota station needs sales- man-announcer. Experienced in time selling not necessary but must be energetic, hard-working, Good salary plus commission. Box 5856, B-T.

Excellent position opening in midwest 65 kw for top-notch DJ. Top pay and security for right man. Send complete resume. Box 5556, B-T.

Southern California network station needs staff announcer-AFTRA scale. Send complete details, tape and recent photograph for our files. Box 5757, B-T.

SDBL

DOLLAR FOR DOLLAR

Help Wanted

Management

Sales manager with executive potential for major market network station. Excellent income for right man, with department override, commis- sions, and quarterly bonus. If interested in this lucrative position, send full information and picture to Box 3182, B-T.

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Excellent position opening in midwest 65 kw for top-notch DJ. Top pay and security for right man. Send complete resume. Box 5556, B-T.

Southern California network station needs staff announcer-AFTRA scale. Send complete details, tape and recent photograph for our files. Box 5757, B-T.

Good hillbilly announcers wanted. Must be good personality air salesman. Top pay. Send tape, letter, to Box 5666, B-T, Georgia station.

Deadline: Undisplayed—Monday preceding publication date, Display—Tuesday preceding publication date.

Situations WANTED 20¢ per word $2.00 minimum

HELP WANTED 25¢ per word $2.00 minimum

All other classifications 30¢ per word $4.00 minimum

DISPLAY ads $15.00 per inch Payable in advance. Checks and money orders only

No charge for blind box number Arrangements If transcriptions or half packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photo, etc., sent to our own risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

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RADIO

Help Wanted—(Cont’d)

Announcers

RADIO

Help Wanted—(Cont’d)

Announcers

Illinois kilowatt offers opening for sports, news, DJ and regular announcers. If interested, send resume, salary expected and tape. Box 5766, B-T.

Thousand watt independent midwest station needs DJ and announce, emphasis on announcing. Salary commensurate with ability. Send audition tape. Box 5766, B-T.

Play-by-play announcer to cover sports beat and announce and write daily TV and radio sportscast. Must have good voice. Midwest station. Box 5766, B-T.


Top pay for top announcer with first class ticket for midwest rated station. Send complete resume, tape and data. Box 4518, B-T.

Experienced announcer and newsmen, McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, WOKO, Dallas, Texas.

Combination announcer-salesman. Exceptional opportunity. Contact Bob Erickson, General Manager, KOKI, Keokuk, Iowa.

Southern style: Need announcer-engineer to enjoy living in year-round recreation land in heart of beautiful central Florida. Fishing, golf, swimming on your time—good pay on ours. First class ticket required. Maintenance experience unnecessary. If you'd enjoy congenial co-workers at sharp, fast-growing news and music station, send tape, resume. Box 5426, B-T.

Announcer-salesman. Good opportunity in big market. WATE Baltimore, 1, Maryland.

North Carolina station wants experienced an- nouncer. Good pay and ideal working conditions. WBBQ Forest City, North Carolina.

South Florida's top Negro station—WFBC Miami! has opened for experienced DJ. Send tape and resume.

First phone announcer, if qualified will become Program Director. Contact Vernon Nunn, WIZZ Streator, Illinois. Phone 1-201.


Experienced staff announcer-DJ—good selling voice—strong on commercials and news. 40 hour- week—car required. Send tape, experience record, and recent photo to the above.

One good radio announcer for better music station, WPTC Minneapolis. Contact Bill Stewart.

Broadcasting • Telecasting

Page 106 • May 6, 1957
Help Wanted—(Cont'd)

ANNOUNCERS

Wisconsin kilowatt seeks good announcer with first class license. Also interested in full-time editor to gather, edit and air news. Send complete details and audition, Robert Borden, Manager, WAW, WW, Platteville, Wisconsin.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediate and all commercials. Send full resume and tape. (Tape returned promptly). Attention: WTAC, The Big Station Inc., P. O. Box 939, Flint, Michigan.

TECHNICAL

Chief engineer for Pennsylvania station, Prefer man who can locate sources to locate permanently in growing chain. Opportunity to supervise new construction in future. Good salary, regular raises, paid vacations, travel expenses. Apply in writing, enclose references and photo to Box 586G, B-T.

1st phone engineer-announcer, and/or salesperson for major market, excellent opportunity for go getter. WAYE Baltimore 1, Maryland.

WANTED Immediately—combination engineer-announcer must have a first class ticket. Good salary, excellent benefits. Apply to L. Laning, WERB Radio, Brattleboro, New York.


First class license. Experienced transmitter and control room. WIBX Utica, N. Y.

Excellent opportunity for engineer-announcer. 1st day turnover. Good pay and working conditions. 48 hours in New York. Contact WITX, Wilmington, Delaware.

ENGINEERS

First phone for radio- TV chain undergoing expansion. Opportunity for advancement for the right man with or without previous experience. Apply Tom Crew, Rollins Broadcasting, 414 Fremont Street, Wilmington, Delaware.

Engineers Expanding operations, Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Chief engineer for new eastern 1 kw. Apply Nick Andrews, 90 West Main Street, Mt. Kisco, New York. MT 6-4112.

PRODUCTION-PRODUCTION, OTHERS

News. Excellent opportunity for experienced newscaster, reporter and editor. Leading midwest metropolitan. Details full particulars, including salary expected, when available. Attach small photo, which cannot be returned. Confidential. Box 586G, B-T.

WANTED: Executive type secretary. Must be adaptable, resourceful and, above all, alert. Handle correspondence for home office of burgeoning broadcasting chain. Should have thorough, or at least experienced background and allied fields. No ufcy factory. Happy, congenial, "country club" type in major midwestern city. Company benefits make it almost as profitable as big city. Girl can expect very top pay to the right girl. Run, do not walk to the nearest typewriter and send all details to Box 481G, B-T.

ANNOUNCER

Newman for aggressive Pennsylvania independent. Our man has moved up to 60 kw. Experienced writing and airing local news. Must be a self-starter. $75 to start. $85 after man proves himself. Box 522G, B-T.


Top-flight newsmen to gather, write, edit, and air news and operate mobile unit. Will be addition to red-hot major market east coast in-Indianapolis News outlet. Send tape, resume, and salary expectations to Box 596G, B-T.

Program director—excellent opportunity for qualified person in fast growing midwest university town. Reply fully, stating background, expected salary, etc. Box 566G, B-T.

Newman—gather, write, edit and broadcast local news. Also handle public service and special events. Must be permanent and able to fit in. Box 596G, B-T.

Aggressive experienced, morning newsmen for Ohio 9000 watt independent, writing and editing ability necessary. WIRE, Warren, Ohio.

—Broadcasting—Telecasting—

Help Wanted—(Cont’d)

ANNOUNCERS

Newscaster—immediate opening to take over radio-newspaper management. Must have solid background plus voice and ability. Send tape, audition and biographical background to Bill Frosh, WIBL, Indianapolis, Indiana.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOAM Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Radio news teacher, related courses, one year beginning September; can take graduate work; B.A., essential. School of Journalism, State University of Iowa, Iowa City.

SITUATIONS WANTED

Management

Young, experienced manager who can sell. Available August 1st. Seeking radio or TV position with financial incentive. Prefer New York or Pennsylvania. Box 586G, B-T.

Assistant manager, 9 years, 36, family, seeking manager post. Midwest. Box 576G, B-T.

Station manager of one of the nation's top music-news-sports independents in major metro market looking for new challenge. Six years experience in administration, sales and program management. Backed by ten more in every phases production. Interested in an opportunity to commerate with experience and proven ability to produce. Excellent professional, community and personal references. Principals only, please. Box 381G, B-T.

Station manager: You can't beat this experience. This live wire of energy at 45 has a wealth of knowledge and showmanship. Manages, sells, gets business. Prefer southern markets. Radio Manager. 15 Cromwell Avenue, Greenville, South Carolina.

SALES

Self-starting salesman with manager capabilities and 11 years sales experience desires connection with solid but progressive midwest station. Box 493G, B-T.

ANNOUNCERS

Experienced, employed, midwest independent. Desires job in south. Air work or production, four kw. Box 580, Box class ticket. Young, college, married. Wants good pay! Box 546G, B-T.

Attention nearness: Announcer who sells spots like he's client. 5 years experience. Excellent professional, community and personal references. Desires stable. Box 312G, B-T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 533G, B-T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 544G, B-T.

Available June 15—after graduation from Michigan State University. Practical announcing experience gained last summer in commercial radio. Box 527G, B-T.

Outstanding DJ looking for permanent location. Experience. Can build and hold audience with my format. If you want a good man, contact me. Box 589G, B-T.


College junior, 21, wants summer work in radio drama, versatile. Box 549G, B-T.

Tripe threat—announcer, writer, salesmen. DJ for housewife, strong commercial! Write and produce gimmicks. Jingle and loaded with promotion-commercial ideas! 15 solid years announcing, writing, selling. Sales department's best friend. Unhappy present position, 28, and aggressive. Money talks and I'm listening. Box 545G, B-T.

AVAILABLE!

To Qualified Buyers

Who Hurry

Station 1. Mid-South. 5 kw in a metropolitan market. Major network affiliate. Grossing in excess of $290,000. Asking $325,000 with 30% down.

Station 2. West Coast independent. 1 kw in a growing city surrounded by rich trading area. Grossing close to $200,000 with high cash throw-off. Asking $200,000 with $60,000 down.

Station 3. Southern. ABC regional operation in solid industrial city of 60,000. Now grossing near $125,000. Asking $105,000 without real estate. $35,000 down.

Station 4. Far west independent. 250 watt full time monopoly station in attractive small city. Grossing over $150,000. Asking $150,000 without real estate. 29% down.

ALLEN KANDER & COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON

1625 Eye Street, N.W. National 8-1990

NEW YORK

60 East 42nd Street Murray Hill 7-4242

CHICAGO

35 East Wacker Drive Randolph 6-6740

May 6, 1957 • Page 107
WANTED
Audio Engineer...Graduate of Technical Institute, with 3 years experience in Radio Engineering. Must have ability to assume full responsibility for design and construction of network radio stations. Must be capable of planning and building complete transmitting and receiving systems. Knowledge of hf and rf operations, antenna systems and some experience in electrical engineering desirable. Positions available in metropolitan area. Address Box 592G, B.T.

WANTED
Radio Engineer...For major eastern station. Must have 3 years experience in radio-engineering, and experience in hf work. Must be conversant with rf and hf operations, antenna systems and some experience in electrical engineering desirable. Position available in New York City. Address Box 589G, B.T.

WANTED
General Sales Manager...For top-flight radio station in large eastern city. Must have a record of 10 years successful experience, and must be thoroughly familiar with all phases of radio, sales, and management. Must have high degree of executive ability, and be capable of planning and developing radio station and radio network. Address Box 587G, B.T.

WANTED
Studio Manager...For major east coast network. Must have a record of 10 years' experience in studio management. Must have had complete charge of studio operations. A record of successful accomplishment desired. Address Box 585G, B.T.

WANTED
Announcer...For major east coast network. Must have a record of five years' experience as top-flight announcer. Must have a broad background in studio management, and must be thoroughly familiar with all phases of radio. Address Box 583G, B.T.

WANTED
Voice Director...For major east coast network. Must have a record of five years' experience as voice director. Must have a broad background in studio management, and must be thoroughly familiar with all phases of radio. Address Box 581G, B.T.

WANTED
Station Manager...For major east coast network. Must have a record of five years' experience as station manager. Must have a broad background in studio management, and must be thoroughly familiar with all phases of radio. Address Box 579G, B.T.

WANTED
Radio Manager...For major east coast network. Must have a record of five years' experience as radio manager. Must have a broad background in studio management, and must be thoroughly familiar with all phases of radio. Address Box 577G, B.T.

WANTED
By Mail or In Residence

**RADIO**

RADIO

*Situation Wanted—Cont'd*

**Announcers**

Attention! If you're looking for an experienced (11 years) energetic, young, able, friendly and deep-toned announcer and deejay, then write to Box 546G, B.T., for full information.

Announcer—radio or tv—fully experienced, Sports, news, DJ. Good on commercials. Harvard University graduate. Six lbs. picture tape, references available. Box 555G, B.T.

Announcer—first year—7 years experience—family—currently southern Florida. Box 585G, B.T.


Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B.T.

Summer replacement-staff announcer: College speech instructor, single, vel. 3 years experience including Fort Wayne, W. B. C., Indiana, quite versatile. Poise, news specialty. Bachelor's degree. Available to commercials dramas. References. Box 579G, B.T.

Have experience—will travel. 7 years of successful radio and tv announcing with proven commercial work. Looking for a move that will be permanent. Box 583G, B.T.


**TELEVISION**

**Situation Wanted—Cont'd**

**Announcers**


Bob Daniels, 6112 la Mirada, Hollywood 28, Calif., has recently experienced, 23, single, 2nd phone, vet and will travel. Tape and photo on request. References.

Combo, 1st phone, 2 years experience, desires northwest location. $100 minimum. Howard Lovdahl, 5148 Middaunion Avenue, Sacramento, California.

Top announcer-deejay-salesman—experienced in sales, radio, public relations, advertising and promotion—college grad, single, $10, ambitious, good voice, personality.期货 California, or New York or Cleveland, Al Sheehan, 5138 G, Raleigh Street. Hollywood, California, ID 3-7971.

**Technical**

Chief engineer, 17 years experience high-powered domestic and shortwave equipment of all types. Box 546G, B.T.

Regardless of complexity of your station(s) you have peace of mind with this engineer. All phases design, construction, maintenance. Available June. Box 546G, B.T.

1st class ticket, 1 year radio school, trained, desires location in midwest. Want morning or afternoon. Will do own switching. Available July 1st. Edward Graham, 4029 Sunset Blvd. Los Angeles 21, California.


Experienced radio-tv-news-sports director with unlimited experience. Wants job with unlimited hours, opportunity, air work. Only stations whose news-sports "wag" dog apply. Box 526G, B.T.

Anybody in San Francisco want smart, salable, hard working gal copywriter? 12 years experience, now employed. Continuity, traffic, library. Box 534G, B.T.

Continuity director, news editor, assistant PD. Enjoys kiddie shows, women's programs. Fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 539G, B.T.

Illinois program man, 9 years, wants bigger job. Radio or agency. Box 577G, B.T.

**Programme-Production, Others**


Experienced radio-tv-news-sports director with unlimited experience. Wants job with unlimited hours, opportunity, air work. Only stations whose news-sports "wag" dog apply. Box 526G, B.T.

Desire continuous, traffic, library. Box 534G, B.T.

Continuity director, news editor, assistant PD. Enjoys kiddie shows, women’s programs. Fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 539G, B.T.

Illinois program man, 9 years, wants bigger job. Radio or agency. Box 577G, B.T.

**Sales**


**Technical**

Technician, 1st phone—married. 29, wants permanent position from Washington, D. C., to Portland or Florida. Box 537G, B.T.

Chief engineer, 9 years experience in tv station planning, station control, systems design, personnel recruitment and training, equipment and systems developments. For details contact Box 556G, B.T.

**Programming-Production, Others**

Free offer: Young man, 29, now with tv network in public relations-promotion field, offers free resume to interested parties. Your request enters you in big contest—possible prize for the right entrant. Box 535G, B.T.

Director, Experienced. Can do own switching. Any growing market. Details on request. Box 544G, B.T.

Experienced program director, practical, hard-headed, no yes man, desires position with good progressive station. Family man, college graduate. Box 542G, B.T.

New and/or public affairs director—will consider assistant directorship. Highest references, complete background in all phases including video-tape. Box 535G, B.T.

Tv producer-director. Imaginative, alert, thorough knowledge of all phases. 3 years with present employer. Abilities, complete background. Current situation. Want to advance. Expands with more operations, open to reasonable offers—resumes— upon request. Box 537G, B.T.

Newswriter-producer-director—experienced in all phases of news, newswriting, videotape possibilities. Highest references. Box 586G, B.T.
FOR SALE

Stations

$5,000 cash buys 4% interest in new station, or will sell CP. Box 561G, B-T.

250 watt, Pacific Coast, three county market of 41 thousand, retail sales 15 million, highest west of Minneapolis. Annual NiN thousand operations. Avail- cent after all. Price $5,000, one-third down and four hundred monthly. My Brothers, Bingham- ton, N. Y. No telephones. Please use our No. 9006, confirming by airmail.

The Norman Company, 510 Security Bldg., Daven- port, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


Equipment

Jaw GE-2T 30 fm transmitter with tubes. Also GE frequency monitor. Box 562G, B-T.

Composite 550 w an transmitter; real buy where is as is, $450 or trade for Magnecorder. Box 560G, B-T.

Western Electric 32C audio console. $300.00. Also Magnecorder P320-AH mechanism and phonograph amplifiers, clean, good condition. $300.00. Box 5470, B-T.


DuMont I-O camera—with used tube—field mount model. Termo. Box 568G, B-T.

For sale—reasonable—Collins 21C 5 kilowatt complete an transmitter, now in operation. Allow- able after April 30. Write or phone RANS. Hobart 4-2387. Wichita, Kansas.

One RCA OR-1 turntable and recording attach- ment in good working condition. Mail inquiries and offers to John Powell, KHAS Hastings, Nebraska.

For sale: One DuMont live camera chain. For sale: One DuMont 100 microphone system. One system equipped with 4 foot reflectors; one system equipped with 8 foot reflectors. Make an offer. For one or both. Contact Bill Hargans, KBSH-TV, P. O. Box 1831, Salinas, California.

Tv tower: 512 feet Stainless heavy duty, guyed, A-4 lighting. Excellent condition, ready to ship. Pullman, COO, Columbia, S.C.

$800.00 will buy a Presto type 28-N turntable unit composed of 2 8-N recording turntables mounted in a type 13-A table cabinet. Recorder is complete with B6-C control panel, two Presto I- C cutter heads, and suction type thread remova- unit. A Presto 88 recording amplifier is included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

Several used RCA 76-C consoles with associated power supplies. WMGM, 711 Fifth Avenue, New York 22, N. Y.


18 new and used guyed towers ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with light- ing and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 810, Austell, Georgia.

Complete DuMont camera chain. pickup control and monitor. Portable sync generator. Pedestal dolly. 30mm, 50mm, and 135mm lens. Also tripod and tracking dolly, miscellaneous lights, mike boom and film editing equipment. Sound project- or. All excellent condition. Very reasonably priced. Can be seen in Washington, D.C. Con- tact W. A. Sawyer, Northwest Schools, 1221 N. W. Hit, Portland, Oregon. Phone CAPitol 3-7246.

FOR SALE

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Billey holders; regrinding, repairing, etc. Also A. M. Monitor serv- ice. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edi- son Electronic Co., P.O. Box 391, Temple, Texas.

Two DuMont camera chains, generator, mixers, etc. Preview studies, 1441 No. McCadden Place, Los Angeles.

RCA 1G transmitter—first rate operating condi- tion; also Truscon 225 feet self-supporting tower. W. N. Cook, 1832 Vreeland Road, Trenton, Michi- gan. Phone Orleans 6-2464.

WANTED TO BUY

Stations

Radio station in $50,000 to $75,000 class midst preferred. Box 500G, B-T.

Wanted—we will go for it. Thousand watts minimum. WABZ, Albertmarle, North Carolina.

Private conservative service. Confidential nego- tiations. New Mexico, Colorado, Texas, Louisiana, Arkansas, Kansas, Missouri, Oklahoma, Ralph Erwin, Licensed Broker. 1439 South Tulsa, Tulsa.

Equipment

Wasted, used channel 12 tv transmitting antenna. Two to six bays and diplexer. State condition and price. Box 404G, B-T.

WANTED TO BUY

Equipment

Need light used antenna about 100 feet. Reason- ably priced. Box 553G, B-T.

Fm wanted: 3 or 5 kw transmitter; frequency, modulation monitors: antenna. Box 600G, B-T.

10 kw fm transmitter with monitor plus any other associated fm equipment. State condition and final price. Box 546G, B-T.

Wasted to buy: RCA 463X or MI-3097-G micro- phone. State price and condition. WCHN Nor- wich, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resi- dential training. Our schools are located in Hol- wood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 5, D. C.


FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeckworth 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

SERVICES

Station managers. A new service provides custo- tom spots, sound effects, production spots, new voices, continuity. As little as $3.00 monthly. In- quire, Box 468G, B-T.

EXAMPLE — PRACTICAL TV TRAINING

Cherry Blossom Parade Covered
By DC Students

This is a typical example of the practicality of ALL of Northwest's training programs. These students are actually doing a live remote from Washington's Cherry Blossom Parade. ALL Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For TOP TV people in all sections of the country, call John Birrel.

NORTHWEST

Television – Radio Division
SCHOOLS

561 N. W. 21st Avenue
Portland, Oregon • CA 3-7746

Broadcasting • Telecasting

May 6, 1957 • Page 109
**RADIO**

**Help Wanted**

**Sales**

**MAN OR WOMAN**

Sales-service fulltime travel opportunity with radio-TV sales promotion firm sold over 160 markets, 40 states. (No crew deal—NARTB Associate member.) Salary, incentive bonus, full expenses. Unlimited chance for executive position. Must be over 30, have career appearance, personality prime importance. Write full background, availability, recent snapshot. Interview will be arranged.

Box 497G, B*T

**RADIO SALES**

Opportunity with an unlimited future for an aggressive local radio salesman. 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to Box 585G, B*T

**ANNOUNCER**

We want a top announcer to join our staff. He must not be a beginner but an experienced man who knows both radio and television. We are a progressive radio and television operation located in one of the finest communities in the country. We will start the man selected at $100.00 a week plus TV talent. This is an ideal opportunity. Send full details, photo and tape in your first letter to

Earl Boyles
Executive Vice President
WLEX-AM-TV
Lexington, Kentucky

**REPRESENTANT WRETCH**

Lured away by the wiles of a siren, after 14 years marital bliss. Now thoroughly disillusioned, wants to return to his first true love—radio. Rich background of over 20 years in advertising, including 11 years with top station. 3 years with leading rep. Outstanding record in sales, sales development and promotion. Seeks administrative opportunity preferably New York Area.

Box 580G, B*T

**FOR SALE**

**Equipment**

**TAPE RECORDERS**

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

**STEFFEN ELECTRO ART CO.**

4405 W. North Avenue
Milwaukee 8, Wis.
Hilltop 4-2715
America's Tape Recorder Specialist

**EMPLOYMENT SERVICES**

**TOP JOBS—TOP PEOPLE**

We have, or will find, just the person or job you’re looking for.
Contact M. K. Stone, Manager, ...

**NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE**

5th floor, 1627 K St. N.W.
Washington, D.C.—RE 1-0343

**NATIONWIDE PLACEMENT SERVICE**

Radio-TV Personnel
Scientific selection and placement; better results for your station or your career.

P.O. Box 8585
Jacksonville, Fla.
NARBA Notifications...

List of changes, proposed changes and corrections in assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations (Mimeograph 47214-3) attached to the Recommended for the records of the North American Regional Broadcasting Engineering Meeting Remodel January 30, 1941.

Canadian Change List 119

March 28, 1957

720 kc

CKDM Dauphin, Manitoba, 1 kw D, 250 W ND unl. EI 11-15-57.

Brandon, Manitoba 10 kw DA-2 un. II. Delete assignment.

1300 kc

Richmond Hill, Ontario, 500 w ND. III. EI 12-15-57.

1350 kc

CKMR Newcastie, N. B., 250 w ND un. IV. Delete assignment (now in operation on 190 kc).

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 5
(Figures in parentheses indicate dates oral arguments were held:)

Seattle, Wash., 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (6-19-56); Boston, Mass., ch. 10 (12-16-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6
(Figures in parentheses indicate dates initial decisions were issued:)

Coos Bay, Ore., ch. 7 (12-20-56); Hatfield, Ind.- Owensboro, Ky., ch. 9 (2-18-56); Stoughton-Farmington, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeenos-Pitts-

Bourd, Pa., ch. 4 (4-19-57).

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 1; Blythe Falls, S. D., ch. 13; Providence, R. I., ch. 7.

IN COURT: 5

(Appeals from grants to U. S. Court of Appeals, Washington, D. C.)

Wichita, Kan., ch. 3; Portland, Ore., ch. 8; Knoxville, Tenn., ch. 19; Miami, Fla., ch. 10; Supreme Court: Shreveport, La., ch. 12.

Routine Roundup...

BROADCAST ACTIONS

By the Broadcast Bureau

Announced April 25

WTWV (TV) Bloomington, Ind.—Granted mod. of cp to change trans. location and make minor equipment changes: ERP vs. 100 kw. 100 kw. ant. height 1,000 ft.

KASU Austin, Minn.—Granted extension of completion date to 7-2: conditions.

Actions of April 25

WGR Buffalo, N. Y.—Granted authority to transmit baseball games from Buffalo to CFCF and CKAC Montreal, Canada.

The following were granted extensions of completion dates as shown: WHMT Huntington, Ind., to 6-15, conditions; WNMP Evanston, Ill., to 8-23.

Actions of April 23

WCAR Detroit, Mich.—Denied license covering change in power, install new trans. (DA-2): change in ant.-trans. location, studio and station location from Pontiac to Detroit.

WBNS-TV Columbus, Ohio—Granted cp to

TO BE FILING

Modication of cp

WDOL Athens, Ga.—Seeks mod. of cp to change studio location, type trans. and remote control trans.

WTAM Decatur, Ga.—Seeks mod. of cp to change ant.-trans.-studio station location and change DA.

KBCS Grand Prairie, Texas.—Seeks mod. of cp to change licensee name to Three Cities Radio Inc.

WALB-TV Albany, Ga.—Seeks mod. of cp to change ERP to 205 kw. vs. 97.8 kw. aur., correct geographic coordinates. Install new ant.

WWL-TV New Orleans, La.—Seeks mod. of cp to change type trans., ant. height to 150 ft.

KJCB-TV Minot, N. D.—Seeks mod. of cp to change ERP to 205 kw. vs. 97.8 kw. aur., correct trans. trans. location and change ant.

WSM-TV Nashville, Tenn.—Seeks mod. of cp to change ERP to 96.3 kw. vs. 40.3 kw. aur., change ant. system, and trans. location.

WTYI (TV) Jacksonvilllle, Fla.—Seeks mod. of cp to change ERP to 15 kw. vs. 7.5 kw. aur. and ant. height to 863 ft.

Following seeking mod. of cp to extend completion dates: KPAR-TV Sweetwater, Tex; WHTN (TV) Washington, N. C.; WTTU Tupelo, Miss.

License to Cover cp

KNLR North Little Rock, Ark.—Seeks license to cover cp which authorized new am.

WFCR Fairbanks, Va.—Seeks license to cover cp which authorized change ant.-trans.-studio location.

UPCOMING

May

May 5-11: National Radio Week

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 7-9: Annual convention, Alpha Epsilon Phi. Home-Apite-Hilton Hotel, Columbus, Ohio.


May 15-17: Radio-Electronics-TV Mrs. Assns. convention, Sheraton Hotel, Chicago.

May 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.


June

June 4-8: National Community TV Assn., Penn- Star Motel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.


June 14: Maine Radio & TV Broadcasters Assn., Poland Spring House, Poland Spring, Me.


June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-12: Television Institute, U. of Cali- fornia, Los Angeles.


August

August 20-23: Western Electronic Show and Con- vention, San Francisco.
ADVERTISERS & AGENCIES

R. W. Moore Sr., president, Canada Dry Ginger Ale Inc., elected chairman of board and chief executive officer. Roy W. Moore Jr., vice president-general manager and son of chairman, elected president.

Andrew C. Britton, general factories manager for Philip Morris Inc., Roger Greene, advertising director, and Walter N. McFadden, purchasing director, named vice president of manufacturing, vice president of advertising and vice president of purchasing, respectively.

James H. Jewell, vice president in charge of sales for Westinghouse Electric Corp., appointed vice president in charge of marketing.

E. C. Harbur, assistant to president, Boyle-Midway Inc., elected vice president in charge of marketing.

David A. Neuman, Emil Mogul Co., to Peck Adv., N. Y., as account executive. William Hermes, Ellington & Co., Clyde Risley, McClatchy newspaper chain in Calif., and John F. Brower to Peck as associate art director, assistant art director and assistant production manager, respectively.

Walter E. Koons, account executive, Fuller & Smith & Ross, to Ketchum, MacLeod & Grove Inc., as account executive in N. Y. office.

William A. Baumert, partner in Frank Baumert Co., to Paris & Peart Inc., N. Y., as account executive. Andrew T. Halman, Benbow & Bowles, and Joseph Pendergast, vice president, John T. Fosdick Assoc., to Paris & Peart as associate copy director and marketing account executive, respectively.

Tom McCann, account executive, KING Seattle, to Miller, Mackay, Hoeck & Hartung, same city, as assistant account executive.

George Yanam, formerly account executive at WJJD Chicago, to Edward H. Weiss & Co., same city, as timebuyer.

Lavern A. Hertzler promoted from jobbing salesman to Chicago office sales manager for Quaker Oats Co.

Alidor Belksis, radio-TV-film director at William Hart Adler Inc., Chicago, appointed copy chief.


Lambert (Bud) Botts, staff writer, Advertising Age, to Edward H. Weiss & Co., Chicago, as public relations director.

John D. Carew Jr., Fairmont Foods Co., Omaha, Neb., to Zimmer, Keller & Calvert Inc., Detroit, as research director.

Barton G. West, senior group art director, Needham, Louis & Brorby Inc., Chicago, to Russel M. Seeds Co., same city, as executive art director.

William L. Chadsey to John W. Shaw Adv. Inc., Chicago, as art director.

Alvin Achenbann, manager of research department, McCann-Erickson, N. Y., to Grey Adv., same city, as project director in marketing and research department.

Joel Harvey, production department head, Young & Rubicam, L. A., to Doyle Dane Bernbach, same city, as production manager.

Ralph A. Peck, formerly press director for Chicago Community Fund, to Reach, McClintock Co., Chicago, as public relations director.

Robert M. Clark appointed associate media director at Foote, Cone & Belding, Detroit, handling new Edsel automobile account.

Frank S. Miller Jr. appointed associate creative director at McCann-Erickson Inc., Chicago.


John Norman, formerly account executive at Roche, Williams & Cleary Inc., to MacDonald-Cook Co., Chicago.

Grace Rauworth, formerly manager of media, J. R. Pershall Co., to J. Walter Thompson Co., handling various activities on Joseph Schlitz Brewing Co. account.

Vernon England, director of ABC-TV Film Dept., western division, to Hollywood office of N. W. Ayer & Son as assistant to film director.

Junius R. Fishburn, with Edward Petry & Co. for past eight years, has resigned. He has not announced future plans.

Donald E. Fawcett, formerly with Leo Burnett Co., and Cunningham & Walsh, to Doyle Dane Bernbach, L. A.

Myrna McCauley, tv department of Needham, Louis & Brorby Inc., Chicago, to Foote, Cone & Belding, same city, copy staff.


Michael Sassanoff, Warner Bros., N. Y., art director, writer and co-director on animated films, to copy staff of radio-television department, N. W. Ayer & Son, same city.

Fred Muefeld to Kane Advertising, Bloomington, Ill.

Norman D. Buehling, president of Fensholt


Jerome S. Stolzoff, vice president-account supervisor, Grey Adv., N. Y., married Ruth Jackson, actress, April 7.

Karl Koerper, vice president of Kansas City Power & Light Co., Kansas City, Mo., and former executive of Midland Broadcasting Co., in Kansas City, died April 8.

FILM

Winston O'Keefe, tv director, recently with NBC-TV's Maltine Theatre, to executive staff of Screen Gems in Hollywood, and Michael Abel, script consultant-producer at MGM, to Screen Gems where they will assist William Sackheim, director of program development.

Ted Liss, formerly writer-producer at CBS-TV, appointed creative tv sales director at Filmack Studios, Chicago.

Douglas Whitney, talent executive, RKO Studios in Hollywood, to Screen Gems Inc., same city, in charge of creating and negotiating for new tv program packages.

Nox Lempert promoted from production manager to producer of commercials for Guild Films, N. Y.

Chuck Zornig, freelance producer, appointed music director at Lewis & Martin Films Inc., Chicago.

Joseph Kenas, motion picture writer-director, named director of film, radio-television department of Anti-Defamation League of B'nai B'rith. He succeeds Maury Glbaum who resigned to take charge of public affairs film production for Dynamic Films, N. Y.


NETWORKS

E. Charles Strauss, assistant to director of business affairs, CBS-TV Hollywood, appointed to newly created post of director of talent and casting.

Willard Block, NBC-TV Sales, to CBS-TV Film Sales as account executive in N. Y. office.

Chalmers Dale, supervisor of broadcast film operations, CBS-TV Film Services Dept., as assistant manager. He succeeds Lee Hon who is transferring to Technical Operations Dept.

A. Robert Bonagura, since December 1955 with sales staff of CBS-TV Film Sales, to sales staff of CBS Radio.

John Caraway, WGN Chicago, to writing staff of NBC-TV's Tonight in that city.

STATIONS

Norman Geron, WIZE Springfield-Dayton, Ohio, to WHLT Huntington, Ind., as general manager. 

Charlie Keys, KWTV (TV) Oklahoma City, to KGEO-TV Enid, Okla., as sales manager.

Bob Powell, announcer-staff musician, WBTM Danville, to WBCR Christiansburg, both Va., as sales manager. Faye Hoover, traffic manager at WBCR, promoted to program director.

George Rice, program director for WABC-TV New York, and Yale Roe, merchandising manager for WBKB Chicago, to KGO-TV San Francisco as program director and national spot sales manager, respectively.

Hal Berger, formerly program director, KPAC Los Angeles, to KGO-AM as operations manager.

George Bove, production manager, WTIC-AM Hartford, Conn., named production manager for WTIC-TV.

George H. Green, program manager WATV (TV) and WAAT Newark, assumes duties of publicity, promotion and advertising. Robert MacDougall, educational director of both stations, appointed public relations director. Lou Frankel, director of promotion, has resigned.

Baldwin (Bill) Goodwin Jr., account executive, WMBR Jacksonville, Fla., named assistant general sales manager.

Ollie Schell, Cascade Broadcasting, Yakima, Wash., to KGA Spokane as program director. John McAlpine, KGA announcer, named assistant program director and Larry Lester, announcer at KNEW Spokane, to KGA as announcer. Peggy Hunt, continuity director at KREM-TV Spokane, and Phil Geiger to KGA as continuity director and promotional-merchandising manager, respectively.

Ray Lukshis, executive producer, KTLA (TV) Hollywood, named program director. Hal Dasbach, KTLA administrative assistant, and Gene Karaganies named program supervisor and assistant production supervisor, respectively.

Joe Whalen, sports director-staff announcer, WVPO Stroudsburg, Pa., named program director, succeeding Joe Webster, resigned.

Ray Lukshis, executive producer of KTLA (TV) Los Angeles, promoted to program director. Hal Dasbach, administrative assistant, named program supervisor and Gene Karaganies becomes assistant production supervisor.

George Hobkirck, publisher, Muscoy Community Free Press, San Bernardino, Calif., to KACE Riverside, Calif., as program director.

Helen Nugent, WKRC-AM Cincinnati, May 6, 1957
John, director of sports-packaging subsidiary.

Bill Alcine, production manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, promoted to film director. Alberta Hackett, production coordinator, named production manager and Floren Thompson, chief clerk in KNXT-CTPN business office, becomes assistant production manager. Stanley Green, prop-shopper, named stage manager and Robert Frye, chief mail clerk, moves up to prop-shopper.

Warren D. Johnson, sales engineer at General Outdoor Adv., Chicago, to WNDU-TV South Bend, Ind., as account executive on regional and local accounts.

Jim Coryell, WINZ Hollywood, Fla., to WQAM Miami sales staff.

Roger Ball, announcer-salesman-copywriter, to WSUN St. Petersburg, Fla., sales staff.

Rosemary Redden Schwartzel to KTBC-AM-TV Austin, Tex., as women's editor.

Sara Boynoff and Rodney Voigt to KNX Los Angeles and Columbia Pacific Radio Network news bureau staff as news editors. Betty Cummings succeeds Nancy Basche Newton as record librarian for KNX.

Troyanne Ross to WSOC-TV Charlotte, N. C., as "Weather Miss."

John M. Asher, director of advertising-promotion, KNX Los Angeles and Columbia Pacific Radio Network, to Golden West Broadcasters as director of advertising-promotion for KMPC Los Angeles and KSF-F San Francisco and Golden West Features, sports-packaging subsidiary.

Bob Herzog promoted from news editor to news director at WXIX (TV) Milwaukee, Wis., succeeding Jerry Dunphy, to join WBMM-TV Chicago. Roger Grimsby, news director at WISC-TV Madison, to WXIX as news editor.

John Lindop, formerly with Kalonazoo (Mich.) Gazette, to news staff of WJIE Grand Rapids, Mich., where he also will serve as correspondent for WKZO-TV Kalamazoo.

Stephanie Kelsey, formerly with Premier Film & Recording Corp., St. Louis, to WIL's continuity department and Raymond Richardson, KBF-F Fresno, Calif., joins WIL as summer replacement announcer.

Gerald D. Coleman, general manager-chief engineer, WBUT Butler, Pa., to WISR, same city, as public relations director.

Carl Horwich, account executive with Gerald, John & Associates, to WVOY New York sales staff.

THE Animals In Action show on KTVK (TV) Phoenix never lived up to its title so well as the day the box full of rattlers fell on the floor. Show host "Jungle Jack" Adam here sets about retrieving the coiled vipers as "Percy Percival" (Norman MacDonald), program assistant who accidentally broke the latch releasing the pets, looks on from the desk to which he had quickly repaired. Fifteen of the total 18 snakes—a dozen of them six-footers—were caught by the end of one of the series' most dramatic shows. Announcer Bob Corrigan pluckily delivered commercials atop a bed on the set, breaking continuity only once with "Oh, oh," when menaced by a big one. No one was bitten, although at least four of the show's temperamental east struck at Mr. Adam. His parting message to viewers was "Hope you enjoyed the show because we'll never do it again."

Philip George, KVAL-TV Eugene, Ore., named co-ordinator of local sales.

George Holland, recently released from service, to WBAI-TV Baltimore as account executive.

Al Weeks, formerly with KLO Ogden, Utah, to WLKL Longview, Wash., as account executive.

Wayne Wille, reporter, Chicago Sun-Times, and Royce C. Blair Jr., with Atchison, Topeka and Santa Fe Railroad in customer relations, named press information chiefs for WBMM-TV Chicago and WBMM Radio, respectively.

Joe McKinney, freelance announcer in Dallas-Fort Worth area, to WKY-TV Oklahoma City as announcer.

Jack Hickey, formerly with KDAY Santa Monica and KVFN Ventura, both Calif., to KPOL Los Angeles announcing staff.

Chuck Faber, announcer, WTVO-TV Rockford, Ill., to WTMJ-AM-TV Milwaukee announcing staff.

Brad Crandall, formerly production chief, WDVH Gainesville, to WKIS Orlando, both Fla., as disc jockey.

Ted Lumpkin, KCEN-TV Waco, to KFIZ-TV Fort Worth, both Tex., as announcer.

People

The better equipped stations are dominating the field with more listeners and more advertisers.

Gates Radio Company MANUFACTURING ENGINEERS SINCE 1922 Quincy, Ill., U. S. A.
James K. Peterson to KTVH Wichita, Kan., announcing staff.

Dave Alban, announcer-news director, to WALK Patchogue, N.Y., as morning man, succeeding Bob Early.

Bob Gray, formerly with KPRC-TV Houston, named promotion manager for Houston Post.

Art Lamb, radio-TV personality, formerly with WQMS and WTTG (TV), both Washington, to WMAL-AM-TV, same city.

Marvin Levey, co-manager of WFDF Flint, Mich., elected president of Flint Sales Executives Club.


Les Johnson, vice president-general manager, WHBF-AM-FM-TV Rock Island, Ill., appointed chairman of advance gifts committee in campaign to raise $450,000 for Augustana College, same city.

Gifford Phillips, president, Colorado Broadcasting Co. (KGHF Pueblo, KKTV [TV] Colorado Springs) and also president of Phillips-Flower Tee Vee Co. (film distributor in Canada and Australia), has been named Los Angeles County chairman of May fund drive of Mental Health Foundation.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., elected first Lt. Governor for Fifth District Advertising Federation of America.


Al Shaw, disc jockey, KFEQ St. Joseph, Mo., and Wilma Stagner, traffic manager, married last month.

Nunzi Cassavola, news editor, WGAN-AM-TV Portland, Me., married Mrs. Helen Knight.

Don Klein, KCBS San Francisco sports commentator, father of girl, Karen.


Martin Edwards, WBAL Baltimore personality, father of boy, David Michael.

**DAILY REMINDER**

TWO WTVP (TV) Decatur, Ill., station salesmen, Gene Bell and Don Lindsey, are wearing their 1957 sales quotas printed on labels inside new suits to keep them on their toes for the remainder of the year.

Their station and commercial managers, Bob Wright and Ben West, respectively, said the suits were presented to the salesmen for doubling local sales during the last three months.

**MANUFACTURING**

Frank Mansur, director of marketing, Lewis & Kaufman Ltd., division of International Glass Corp. (manufacturers of Los Gatos brand electron tubes), Los Gatos, Calif., named general manager.

Dr. Seymour B. Cohn, Stanford Research Institute's Antenna Systems Lab., named manager.

**TRADE ASSNS.**


Arthur Bagge, midwest radio sales manager of Peters, Griffin, Woodward Inc., re-elected president of Midwest Council of Station Representatives Assn. Other officers: Bill Reilly, Adam Young Inc., elected vice president; Jack Davis, Blair-Tv, named treasurer, and Roger O'Sullivan, Avery-Knodel Inc., re-elected secretary.

George Deppman, regional merchandising manager of Owens-Illinois, Chicago, elected president of Merchandising Executives Club of Chicago. Among others named were Mercor Francisco, Francisco Films, vice president, and Hilliard S. Graham, Erwin, Wasey & Co., treasurer.


Lou Corbin, news director, WFBK Baltimore, elected president of Chesapeake AP Broadcasters Assn. Charles Truitt, WBOC-AM-TV Salisbury, and John Mine, AP Baltimore bureau, elected vice president and secretary, respectively.

Jack Crandall, KHOB Hobbs, New Mexico, elected state chairman for New Mexico Associated Press Broadcasters Assn.

Murray Koff, advertising-sales promotion manager, Kessler Div. of Seagram-Distillers Co., named chairman of Assn. of National Advertisers' sales promotion service com-

**WORL’S NORM TULIN COMES in FIRST for the 2nd year in row!***

Norm Tulin, WORL’s big two-time winner in the annual Manischewitz Wine national Disc Jockey Contest is the only winner in the country to get a top award two years in a row:

1956 — BEST SELLING Presentation
1957 — MOST PERSONABLE Presentation

He can be selling for you on the new NORM TULIN SHOW every morning 6 to 9 A.M.

**OVER 950 on the dial 5000 watts**

IN BOSTON

Represented nationally by HEADLEY-REED COMPANY

May 6, 1957 • Page 115
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**Note:** The table above represents a schedule of shows for different networks on various days of the week. The shows listed are primarily from the 1950s and include a mix of dramas, comedies, and other programming typical of that era. The times listed are approximate and do not account for commercials or other network-specific scheduling events. The table includes check marks (✓) to indicate programming that is not included in the schedule.

John J. Alves, account executive at WSJV-TV Elkhart, Ind., named southwest sales representative of RCA's Recorded Program Services sales staff, Dallas.

Sid Tamber, production supervisor of The Big Payoff (CBS-TV), Walt Framer Production, named associate producer of show. Other promotions in Framer firm are Joe Gottlieb, former associate producer of Strike It Rich (CBS-TV) and Payoff, to concentrate on innovations for Strike It Rich; Helen Lee, assistant to Mr. Tamber, becomes production supervisor of Payoff; Lenore Miller, replaces Miss Lee and assumes responsibility of questions for Payoff. Frank Abrahams joins Framer as production supervisor of Lucky Lady series to be aired on ABC-TV in fall.

Lawrence Sideman appointed national sales representative for Romper Room (Bert Claster TV Productions Inc. package).

Bob Nash, formerly WPAT Paterson con-tinuity director and freelance jingle writer, named account executive, Gotham Recording Corp., New York.

Arthur W. Levy, 56, associate sales manager of International News Photos, died April 10 in Mt. Sinai Hospital, N. Y., after brief illness following heart attack.

PROFESSIONAL SERVICES

Howard Mendelsohn, formerly press in-formation director at WBBM-TV Chicago, to Harshe-Rotman Inc., public relations firm, same city, on special assignment project.


Daniel J. Edelman, owner of Chicago and N.Y. public relations firm bearing his name, elected to board of directors of Boston Mfg. Co., Milwaukee supplier of seat-ing equipment for truck and tractor indus-try.

BETSY, finger-painting chimpanzee and tv performer, will be represented at two art exhibits in the next few weeks and has received an invitation to display her paintings at the Arthur Newton Gallery, New York. The artistic chimp developed her technique as a regular performer on WAAM (TV) Baltimore's This Is Your Zoo.

The paintings have brought prices up to $100. Recent sales of Betsy originals, mostly at $25 to $50, have totaled more than $2,000, according to Arthur Watson, director of the Baltimore zoo. The zoo broadcast is sponsored on WAAM by Sinclair Refining Co., placing through Morey, Humm & Warwick, New York.

Future showings of Betsy originals include the U. of Wisconsin show sponsored by the Milwaukee Art Club April 29-May 11, and the Diablo Art Assn. show at Walnut Creek, Calif., May 23-28. A Texas art group has already scheduled a 1958 exhibit of the paintings.

While continuing her WAAM performances, Betsy has fit several tv guests spots into her busy schedule, appearing on NBC-TV's Tonight, and CBS-TV's Garry Moore Show and I've Got A Secret. Her work first gained recognition when a Baltimore gallery paid $1,000 for an abstract painting by a contemporary artist, leading Mr. Watson to observe, "We've got a chimp who can do better than that." Art critics have found absorbing interest in Betsy's rhythmic, flowing patterns, delicate shadings and sense of balance.

Success always inspires imitation, and having been seen in a creative mood by millions of tv fans, Betsy is now acquiring imitators at other zoo. None, however, show Betsy's natural functioning of hands, arms and body, according to Mr. Watson.

PERSONNEL RELATIONS

Melville B. Nimmer, former counsel for Paramount Pictures' Studio, has been ap-pointed legal counsel for Writers Guild of America, West.

INTERNATIONAL

Eugene Hallman, assistant supervisor of talks and public affairs at Canadian Broadcast-ing Corp., Toronto, named director of radio network programming. Peter Mc-Donald, assistant director of program plan-nning and production at CBC, appointed director of tv network programming.

J. Ketter, formerly of Young & Rubicam Ltd., and E. W. Reynolds & Co., both Toronto, as account executive, to man-age new Toronto office of Chicago ad-vertising agency Arthur Meyerhoff & Co., at 33 Bloor St. E.

Bryan Vaughan to managing director of Toronto, office of Vickers & Benson Ltd., Montreal, Que., advertising agency.

James A. Robb named manager, MacLaren Adv. Co. Ltd.'s new office at 635 Ouellette Ave., Windsor, Ont.

Peter MacFarlane, producer of tv shows on Canadian Broadcasting Corp. network, to Granada Tv Network Productions Ltd., London, as producer of musical variety shows.

Ev Smith, announcer-writer. CKCO-TV Kitchener, to CKVR-TV Barrie, both Ont., as program director.

EDUCATION

Marvin Alisky, assistant professor of radio-tv and journalism at Indiana U., Bloomington, to Arizona State College, Tempe, as chairman of mass communications depart-ment.
And now for the $128,000 question—What is “Scotch” a brand name for?

You’ll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: “Scotch” Brand Cellophane Tape, or “Scotch” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.
KROGER: FASTEST GROWING FOOD CHAIN

Radio and television take key roles in bringing customers to 1,476 stores

KROGER Co., third largest food chain, is pulling up on its two main competitors, A&P and Safeway.

Fastest growing of the big three, Kroger buys more radio and tv time than either A&P or Safeway, judging by available data. It spends more than a million dollars a year on saturation radio spots and another million-plus on locally bought television, mostly syndicated films.

Two decades of electronic advertising in a field predominantly newspaper-minded are reflected in the rapid and consistent increase in Kroger's sales. Here is the way 1956 sales of the big three (see chart) compared with 1955:

- Kroger—Up 22%.
- A&P—Up less than 4% (fiscal year).
- Safeway—Up a fraction of 1%.

Serving 54 million people in 21 states (Great Lakes to Gulf, Western Pennsylvania and Georgia westward to Central Kansas), Kroger's radio advertising is a major, 52-week advertising media fundamental to its promotion and currently totaling 22% of the advertising budget.

The postwar food chain growth, with Kroger adding tv at the turn of the decade to its radio advertising, shows this 1948-1956 sales experience:

- Kroger—Up 82%.
- A&P—Up 72%.
- Safeway—Up 56%.

Since tv became a major national medium, Kroger's newspaper advertising expenditures have ranged from 77% of total media budget in 1950 to a peak of 87.2% in 1953 and back to 78% in 1956. Television was allotted 5.5% of the 1950 budget, mostly in the last four months of the year and quickly rose to 12% as radio dropped from 17% to 10%. After trying various tv formulas, Kroger settled on syndicated films as a video background several years ago. At present radio gets 10.7% and television 11.4% of the ad budget.

These statistics tell at a glance what has been happening in the world of food chains, a world that is undergoing a major transition from small neighborhood stores to major shopping palaces.

Kroger has been eminently successful in the past. It's looking far into the future and expects 1957 sales to run $150 million over last year, continuing its unbroken 55-year dividend record.

Millions of Kroger's customers are moving into better income ranges and raising larger families. People are now spending 25% of their higher incomes for food compared to 23% before World War II, buying more luxury foods and wholly or partially prepared items.

Headquartering in Cincinnati, where the chain was founded, Kroger executives are alert to these changes and are tuning up the evolution of major networks in the late 20s and early 30s. With appointment of Ralph H. Jones Co., Cincinnati, as agency in 1930, an itch to use this dramatic voice in a big way was apparent at Kroger's headquarters. The agency was using radio for other clients and in 1937 it came up with a formula tailored to Kroger's territory.

The formula was built around transcribed daytime serials. These had several advantages—frequency of impact (five shows a week), access to the predominantly feminised daytime audience (Kroger knew who was boss in the kitchen), a chance to select best station buys, and custom-built campaigns.

The first Kroger venture into bigtime radio was the transcribed serial Linda's First Love. Sweet, adorable Lil' Linda did a lot of living in a fairly gentle way for eight years. But just about the time the last shots were fired in World War II, Linda's story line was given a shot in the arm—and in the heart, too. Actually Linda had been in and out of a half-dozen affairs in her transcribed career but the Kroger and Jones people decided she should shoot the works and take the fatal step.

Millions of women were startled in Mid-October of 1945 to discover that Linda's current love was for keeps. Drama was injected day after day and, after 2,200 episodes, Linda had herself a husband; the ladies of 18 states had a new interest in Kroger's coffee because, "(I like Kroger's coffee because...)." That offered big, costly appliances to contest winners. Kroger's first peacetime sale campaign since 1941 had as its theme, "Linda's Wedding of Values."

When it was over, Kroger officials were happy to declare radio had done a good job for the company. Linda had been flanked during these years by two other serials—Mary Foster, the Editor's Daughter, for bread, and Hearts in Harmony, for Tender Beef.

A Kroger-Jones party was staged in New York Feb. 1, 1947, to celebrate the 10th anniversary of Linda, whose episodes numbered 2,600. Some of the cast who had been with the show from the start received 

Text continues on page 122
THE BATTLE for the American food dollar becomes fiercer every year. Kroger Co. has its 1,476 stores in the heart of the nation where its energetic executives are competing against A&P, Safeway and other chains. Matching their sales records shows that Kroger is gaining on its two main rivals.

With the nation's food bill now running $70 billion a year, Kroger is sensitive to the fact that women handle most of this money and possibly two-thirds of all personal expenditures ($286 billion in 1956).

Kroger uses consumer advertising media in substantial amounts. Since Mrs. America spends a lot of time at home—although 30% of married women do some sort of outside work to raise their living standards—Kroger catches the chief food buyer during daytime hours with saturation radio spots that start Wednesday and generally wind up Friday. In the evening hours Kroger has syndicated TV films that catch both Mr. & Mrs. America at home.

Newspapers, of course, are widely used by Kroger. Their price-listing appeal is appreciated but the chain has found the answer to food-store promotion—radio, TV, newspapers.

*Total retail sales, U. S. and Canada. Wholesale sales ranged from $34 million in 1956 to $57.2 million in 1956.

**For fiscal year ended Feb. 28.

KROGER's advertising budget has had its ups and downs through the years, but the downs have been confined to the sums allotted to particular media. The media pattern since television's advent has been typical of the sensitive feel Kroger has for the public pulse.

The chart demonstrates how newspapers had roughly three-fourths of the mass-media budget at the turn of the decade, with radio getting roughly 17% and TV less than 6%. Radio was cut back in 1951 as Kroger followed the advertising trend by signing up for a costly production, the Alan Young series. This million-dollar venture didn't work out as well as hoped, so Kroger started all over again in the visual medium.

Starting in 1952, the chain began buying local shows. It emphasized syndicated films and locally-produced commercials which were augmented by specially filmed commercials. Now Kroger is buying TV, and lots of it. While television was at a low ebb in the 1952-54 period, radio began to take a larger share of the advertising budget and newspapers at one point had seven-eighths of the total. This has since settled down to a little over three-fourths as radio and TV get 22% of the total.
medals and store officials told guests the program had carried coffee sales to an all-time high.

Kroger's faith in radio was emphasized by its expenditure of nearly $9 million in the medium between 1941 and 1948. Since the commercials had been system-wide instead of local, many of the division and store managers weren't sold on this type of selling. They liked to look at a specially priced item in a full-page newspaper ad and think in terms of customers who came in for a special and left with a loaded cart. This local format was taken seriously in Cincinnati and the thought developed that maybe Linda, Miss Foster and Hearts had seen their most effective days.

Obviously radio had established a place in the headquarters' heart. But these aggressive sellers began to watch another new advertising technique—selling by television.

The three serials were replaced by a live audience show, Share the Wealth, with transcribed segments used on radio stations around the Kroger marketing area. The account left Jones during this period, winding up at Ruthrauff & Ryan. The programs were staged around Kroger territory. Quiz programs, of course, were the radio rage at that time.

In searching for a radio formula that would bring back the chain's account, the Jones agency came up with a revolutionary plan of saturation spots. This was designed to take advantage of local radio's hold on the community, give divisions a chance to advertise their own specials on a flexible basis and reach a large audience throughout the broadcast day at the peak selling period late in the week.

This idea appealed to Kroger headquarters and the account returned to Jones in September 1951. The saturation spot idea caught on with the divisions and it's now popular all around the circuit.

Concentration on Buying Days

At the Jones office in Cincinnati, a complete organization was set up to do the complicated processing job. Local units promoted items exclusively on radio and finding quick results, began to regard it as an important part of the advertising program. Since Friday produced 40% of the week's sales, and Thursday-Friday-Saturday about 80%, radio spots were timed to reach housewives during daylight hours in the latter days of the week.

Division managers went along with the novel saturation idea, featuring one or two items in a series of spots. Sometimes two spots were used in a single city and a good share of them were in the lower-power category. Frequently the Jones time-buyers ran into problems. They would go to a station with this approach, "We want to buy saturation spots 52 weeks a year. You have no saturation rate. We know your coverage and ratings. Let's see if we can get together. Usually they couldn't and many stations started adding saturation rates to their rate cards.

Currently the Jones agency is buying spots on 160 radio stations, running from 10 up to 90 and averaging around 25 a week, mostly daytime. It's getting tougher, week by week, to buy good daytime radio spots, according to James M. Nelson, Jones vice president-account executive.

Radio was and remains a bargain when evaluated at listeners-per-dollar, Kroger officials are convinced. The millions of homes reached and impressions made in the course of a week are important factors in the growth of the chain. The impact of saturation radio spots dwarfs that of the three serial campaigns of the last decade. One of the exciting events of that decade had been the announcement in October 1947 of a $500,000 Kroger advertising campaign embracing radio, newspapers and magazines. The radio effort had included 1,790 spots on 33 stations with Fred Allen, Al Jolson and Amos 'n' Andy transcribing announcements for their respective sponsors' products. These closed with a suggestion to buy the products "at your nearest Kroger store."

Television's early years were observed with interest at Kroger headquarters and around the divisions. As stations took the air in the marketing area, Kroger decided to enter the new visual medium with a splash. This consisted of a kine of the Alan Young Show, starting in September 1950. The series cost more than a million dollars before it was cancelled at the end of 1951.

Again a major media decision was strongly influenced by division opinion. Managers and store owners couldn't get overly excited over this deluxe advertising so Kroger started exploring local shows, but with caution. In 1952-53-54 the company bought local tv on a modest scale. Gradually the divisions accepted these local programs and by 1955 Kroger was known to be in the million-dollar tv bracket—all of it local.

One of the secrets of Kroger success in using radio and tv is based on the skilful way it adapts its merchandising methods to the special advantages of each medium. Since it considers radio a low-cost and multiple-impression device in each community, it successfully sells special items and service features to the daytime audience in an effort to attract traffic.

Local tv programs, with high-standard local commercials, provide a greater opportunity to tell a complete story, it's believed at Kroger, which regards tv as a hard-sell medium. "You can sell on radio; you can sell and demonstrate on tv. Actually, you can do everything but eat the food," one official explained. One tv commercial often brings immediate sales results the same week. In the case of radio, Kroger counts on repetition or frequent exposure. Most of the tv programs are at night whereas radio spots go from 6 a.m. to 4 p.m.

Starting nearly 75 years ago, Kroger stores have used heavy newspaper space regularly. Newspaper advertising was retail price listing in the 1880s and it hasn't changed too much. The newspaper advertising copy is prepared locally and the chain feels an advertising agency isn't necessary, as in the case of radio-tv, since most retailers are newspaper-minded. One thing about newspapers, Kroger advertising men say—it's easy to check newspaper circulation. Each division has its own newspaper advertising department.

Magazine Used Sparingly

The only Kroger magazine advertising campaign is based on a special edition of Family Circle, sold in the stores and containing live editorial inserts and color spreads covering the chain's products and services. Every store is keenly aware of what's going on around its community, particularly on the electronic media. Dump or end-island displays carry signs announcing the time of broadcasts. If bread is to be featured in advertising in Dayton, the manager will order enough so that he doesn't run out by early afternoon. This coordination of advertising and sales promotion has achieved one particularly important internal effect—the division people who are paying for these radio-tv campaigns believe in the
Another way SRDS helps sell time

you are secure in the knowledge that your story is accessible

...accessible weekends and after hours

when agency men so often use SRDS

in planning ad campaigns.

with your Service-Ad in Standard Rate & Data

you are there selling, by helping people buy!

SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Illinois
Sales Offices: New York • Evanston • Los Angeles
ACHAIN OF 1,476 FOOD-SELLING PALACES

KROGER'S merchandising empire can be described in two ways, each accurate but neither completely descriptive.

- Kroger is an organization of 1,476 retail stores, staffed by 36,807 employees and executives, and entrenched in the food-chain field by only A&P and Safeway.
- Kroger is a service enterprise owned by 26,621 shareholders who have 3,827,307 shares of stock that earned $4.41 each from the profit on 1956 sales of $1,492 million.

In its role as third largest food merchandiser in the world, Kroger is committed to local autonomy. Top policy and objectives are drafted by Joseph B. Hall, president, and a cluster of eight vice presidents. From there it's up to the divisional managers, who hold local vice presidential rank in most cases and operate business groups that gross anywhere from $20 to $150 million a year. A division in itself is a big business, essentially area in character. Each division has a distribution center supplying its stores. Most operational decisions are made at the divisional and local level, where the facts are known by officials close to community needs and habits. A division merchandising session, including grocery, meat and produce men, will make the buying and selling decisions for the week. It's their responsibility to sell the merchandise, including Kroger's own products, which last year reached $130 million.

Division headquarters at a Kroger store cluster looks a lot like the main office of a medium-sized corporation, except it's probably busier. In St. Louis, for example, Robert A. Hughes, a merchandiser of many years' experience, runs the 110-store business as division vice president. Under, around and in general proximity to Vice President Hughes—except when they're in the field, and they often are—will be found a manager of operations, grocery merchant, meat merchant, produce manager, and manager of advertising, sales promotion and public relations.

Like other chains, Kroger is weeding out small stores and replacing them with strategically placed supermarkets, often on a lease basis. In the last five years the chain has opened 448 new stores, re-modeled 296 and closed 1,058. It has spent $69.5 million for new stores and equipment. Another 89 outlets were acquired by absorbing the Henke & Pilot, Krambo and Big Chain groups. In 1956 store area was increased over a million square feet. Last year $41.9 million was spent for new stores, distribution centers, warehouses, buildings, and equipment compared to $25.8 million in 1955. The 1957 out-lay will run about $46 million, a pace that will be continued through the rest of this decade.

Stockholders shared in $17 million net income in 1956, a 19% gain over 1955. Sales in that period rose from $1,219 to $1,492 million, a remarkable 22% gain that Mr. Hall said was due mainly to "increased tonnage, since prices of food products increased only about 3%.

Despite the tendency of Kroger and the other food chains to lease rather than build, a new project in Toledo, Ohio, is catching the eyes of merchandisers. Here Kroger has bought the Southwest corner of the Toledo baseball Mudhens, and the centrally located ballpark will soon become a shopping center, with Kroger having a big market and leasing space to other retailers.

It takes a lot of goods to stock the shelves of 1,476 stores and the current Kroger retail inventory runs $94 million, equal to about 25 days' sales. Total assets were $259 million in 1956, $230 in 1955.
YOU MIGHT PITCH A PERFECT WORLD SERIES GAME*—

BUT... NIELSEN PROVES YOU NEED WKZO-TV

TO STRIKE THEM OUT IN

KALAMAZOO-GRAND RAPIDS!

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America's top-20 television markets. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMED RADIO—PEORIA, ILLINOIS

The Fetzer Stations

Avery-Knodel, Inc., Exclusive National Representatives

* Don Larsen of the Yankees did it on October 8, 1956
settling on Hamilton, Ohio, for the first outside branch. By 1910 there were stores in Dayton and Columbus. Among other innovations was operation of a Kroger bakery that made low bread prices yield a profit. Meat departments were added, a novelty in chain merchandising. In 1912 B. H. bought a St. Louis chain and spread on to other midwestern cities. Still another precedent-breaker was the Kroger-owned truck fleet. These early shatterers of custom—advertising, quantity buying with low-pricing at a small profit, food-producing units and efficient warehouse-transportation methods—are still practiced by Kroger and of course are common to the entire chain merchandising industry.

One of B. H.'s original store slogans is still heard around his chain—"Be more particular than your most particular customer."

3 AGENCIES SERVICE KROGER RADIO-TV ACCOUNTS

THE job of processing over 4,000 assorted radio announcements tailored to 1,476 Kroger stores is performed weekly in the workshoppish quarters of Ralph H. Jones Co., up on the 31st floor of Cincinnati's lofty Carew Tower.

The complicated chore culminates Friday afternoon in a setting reminiscent of a post office scramble the Sunday before Christmas. Three-score harassed executive and clerical workers write, process, sort and dump into mailbags the commercial continuity for 168 stations taking part in Kroger's saturation radio campaign.

Since local autonomy features the Kroger organization, with 27 division vice presidents carrying full responsibility for as many as a half-hundred stores (each averaging over $1 million in sales per year), radio's community character, low cost-per-1,000 and speedy processing of copy fit neatly into the pattern.

Early in the week the 25 divisions serviced by the Jones agency teletype their spot orders, and usually each division has its own special copy emphasis—39 cents a pound for frying chickens, 31 cents for pork loin roast (rib end), or Kroger golden shortening, 3-pound can, 89 cents. Copy is written, okayed, processed—sometimes with blanks for last-minute price insertions. The station spots are mailed Thursday and Friday to divisions, which send them to stations and keep file copies. Sometimes a spot teletype order is received in Cincinnati Friday afternoon and mailed before quitting time.

"This is God's own miracle," said James M. Nelson, vice president and account executive as he scanned the operation. Ann Smith, Jones' radio-tv director, supervises the project under guidance of Mr. Nelson and President C. M. Robertson Jr.

Two people at Jones do nothing but check station affidavits of performance. Others work on the 36 programs telecast weekly on 30 tv stations, one of the major localized television campaigns in the nation. Two viewing rooms are in constant use as new programs are scanned and prints are checked for sound and video quality.

Five Jones field servicemen are on the road four days each week, checking on radio and tv station performance. Each tv show is monitored at least once a month and constant contact is made with the 30 stations on the tv schedule.

Current syndicated tv programs include Highway Patrol, State Trooper, Men of Annapolis, new Martin Kane series, Whirl- birds, Mr. District Attorney, Last of the Mohicans, Sheriff of Cochise, Public Defender, and From the Doctor. Feature films are used in one city.

The tv programs are checked by audio tapes and a homemade kinescope system.

The idea is simple—field men carry film cameras and merely shoot the commercials off a motel or hotel room tv receiver. Since the bulk of commercials for the film programs are live, and produced locally, these homemade kines may be technically crude but they make pretty good sense back in the Cincinnati viewing chambers.

An extra week's lag between preparation of mv commercials at the agency and appearance on the air is allowed because of production problems. The Jones people realize that most food commercials on tv are likely to be compared to those on Kraft Theatre and other network productions. Stations are anxious to match the network standards and the production is usually of a good quality.

The 110 stores of Kroger's St. Louis Division, serving an area within 125 miles of the city, place advertising through Campbell-Mithun Inc., headquartered in Minneapolis. This arrangement came about as a result of Campbell-Mithun's handling of advertising and promotion for Top Value trading stamps. At Kroger's request, the agency made a presentation last June and was appointed Nov. 4 after proposing what is called "The St. Louis Marketing Plan."

Charged with the task of creating "an outstanding personality" for stores in the division, plus some simultaneous sales building, Campbell-Mithun developed the "Personal-Word Guarantee" device, a written guarantee on every purchase from a Kroger store.

While Kroger has always guaranteed everything it sold, a new gimmick was added—a guarantee printed on the back of a new green-colored cash register slip. This guarantee idea was advertised by heavy radio schedules, two St. Louis tv programs, newspaper space and other tv spots.

Later campaigns for the St. Louis Division were drawn up for such Kroger exclusive items as Tenderay beef, the new Blossom Fresh bread and the currently promoted Cackling-Fresh eggs.

The electronic media were heavily emphasized in each product push, with some genuine trail-blazing techniques that lifted many a retailer eyebrow. These included:
- Special musical jingle for radio commercials, featuring the personal-word guarantee.
- Animated film commercials on television programs.
- Full-page four-color newspaper space.
- Outdoor postings (24-sheet) in major cities.

Spot radio schedules, totaling 192 spots per week, were bought on three St. Louis stations as well as outlets in Jefferson City, Columbia, Hannibal and Farmington, Mo., and Quincy and Effingham, Ill. The films telecast in St. Louis are Dr. Hudson's Secret Journal and Highway Patrol.

The Pittsburgh Division has been placing advertising through Wasser, Kay & Phillips for several years. The agency, headed by a former Pittsburgh broadcaster, G. S. (Pete) Wasser, has its own production setup for radio and tv commercials. The appointment, made at the time the division was entering television, was based on a desire for local agency handling of advertising. Current tv programs are Highway Patrol in Pittsburgh and Steubenville, Ohio. The division embraces stores in Western Pennsylvania and Eastern Ohio.

Thus, three advertising agencies handle one of the major spot projects in radio-tv, custom-building each commercial to the community and area served in an effort to secure the maximum amount of store traffic and sales impact from each commercial message. Working with division and store personnel, the agencies carry on intensive promotion activities. And when a new store is opened, everyone around knows about it as kilocycles, megacycles and print media join in a barrage that's bound to reach every dwelling except maybe a few caves—and chances are that the cave-dwellers have a small radio or tv dipole.

SEVERAL THOUSAND Kroger radio announcements clear through this traffic board in the office of Ralph H. Jones Co., Kroger agency. Robert Bliss, Jones traffic manager, removes a tag showing that a spot has been completely processed. Names at left are Jones staff members responsible for commercial copy.

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Broadcasting • Telecasting
883,700 Prospective Customers Are Slipping Through Your Fingers...

If You’re Missing the Big St. Joseph Market

37 County coverage area in one of Nation’s Leading Markets

Now on the Air with Full Power 100,000 Watts

WHO KNEW a year ago that you could get “Eight big tomatoes in an itty bitty can”? Only the sponsor knew then… now, 160 million people know — thanks to Radio.

THE SAME 160 million people that “Wonder where the yellow went”, that “Get more bounce to the ounce”, that know where to get a good deal on a new or used car. And the reason they know is Radio.

RADIO — that in one year brought fame and fortune to the Elvis Presleys, Pat Boones and Harry Belafontes, simultaneously brought highly successful sales results to automobile manufacturers, food dealers and the store around the corner. Yes, Radio today sells everything from baby foods to baby grinds — from pills to pillow cases.

In honor of National Radio Week, we salute those sponsors who have the foresight and judgement to choose Radio… one of the most powerful advertising mediums in the world.
HOW AGENCY SERVICES
CUT THE RISKS IN TV

ONCE upon a time there was an advertiser who had a hunch that it would be a good idea to get into television. He telephoned his advertising agency.

The account executive lifted up a copy of the Telecasting Yearbook-Marketbook and turned to the section, "Program Production Firms." Picking a name at random, he called up and asked if the firm would send over the best pilot film available. He took the film to the projection room of the network nearest his office, looked at half of it, bought 52 episodes from the supplier and that same day booked a year's prime evening time over 150 stations.

There are times and places for dreaming—even in the advertising business—but too often one is asked to carry away. May we start over?

The era has long passed (if it truly ever existed) when an advertiser "gets into" television on a hunch and an advertising agency servants television programming by the mere purchase of an available show and time period.

An advertising agency serves its clients long before a decision is reached to use any media. But before the birth of a television program the prelude is drawn before a full court of management. The contributions of skilled research, media, marketing and creative specialists must be supplemented by the talents of a well trained corps—within the agency—of professional showmen, who will give "aided service" to the sponsor. These "added services" are a must for any client, large or small, who prefers to invest—not risk—his advertising dollars in television.

Once the need for a television program has been established the next obvious step is the search for the best possible show to meet the marketing plans of the client. It becomes the responsibility of the agency to find this program, or if it does not exist, to create it or assist in its creation.

If the program is "found" it will not have been the result of a telephone call or a cursory examination of a few available properties. Excellent television ideas which will not only draw large audiences, but specially required audiences, are too few. (In a year, McCann-Erickson will review some 600 pilot films, scripts, formats or show ideas, and may analyze 30 within one particular category in order to select the right one for a particular product exposure.)

Further, within an advertising agency, there must be people who through constant contact with all creative branches of show business are acquainted with not only what is available but also with what may be available, and, if necessary, bring together known and respected talents necessary for the creation and performance of a successful show.

Once television is embraced, it becomes the agency's further responsibility that this embrace does not become a kiss of death. Having used its best judgment in recommending a program to a client, the agency must participate constructively in the development and perfection of that program. This, of course, includes the selection, after careful study and constant communication with network officials, of the proper time franchise. But a top time franchise no longer insures adequate return for the investment. The show itself must produce the return.

What if the show fails to get off the ground, or if it does, falters within a few months, or suddenly for no apparent reason begins to wither? Added, intense service must be quickly supplied by the advertising agency on behalf of its client.

Constructive suggestions must be presented—whether they call for a change in writers, directors, producers, actors, a revision of the entire format, or a return to the quality of the production originally purchased.

Preventive medicine, of course, is preferred. A show professionally supervised, week in, week out, by the client's advertising agency has a better chance of survival than one left to its own devices.

The selection of the material, casting, writing, rehearsals and on-camera time (whether the show be live or film), all the preparations right up to the moment of the broadcast are services deserved by clients today.

We are particularly aware of these responsibilities, since almost half of our clients' total advertising investment (over $100,000,000) is in television—largest volume of any agency.

While all Hollywood last year produced 413 hours of feature films, McCann-Erickson in 1957 will be responsible to its clients for the production of 531 hours of television entertainment.

The agency will also be responsible for the preparation of the commercial messages which go into these programs and those used in spot campaigns. The same planning that results in a newspaper or magazine campaign—and that integrates the best available market research and product analysis—goes into the development of commercials. The television creative staff is prepared to furnish all the ingredients of an effective commercial, from script to singing jingle to cartoon or photographic storyboard, to testing of commercials. Some of the traditional criteria are not used here: recall, sponsor identification, and "liking". Instead, testing (partly through the Electronic Program Analyzer) gauges the ability of a commercial to sustain attention, convey conviction, establish the correct psychological mood and tone. It examines the factors of believability and comprehension (did the viewer get what was intended?). Records of this research, in both program and commercial content, are examined by the creative staff in seminar meetings, augmenting their information derived from motivational research and from the standard rating analysis.
Toll Gate Closed

SOMETIMES questions can be almost as helpful as answers in clarifying a subject under debate.

This was certainly so when Rep. Oren Harris (D-Ark.) sent a series of questions to the FCC on the subject of subscription television. Rep. Harris' letter, reproduced in BT last week, adroitly raised all the important questions there are to ask about subscription television.

The FCC's answers, if responsive, will add up to a statement of policy on toll TV, but they will not add up to a final FCC ruling. Until April 19, it appeared that the FCC might be heading in the direction of approving toll TV on at least a trial basis. It can no longer proceed unilaterally toward action on toll TV. It must first disclose its intentions to Congress.

We venture that once the FCC has answered Rep. Harris, the Congress will wish to undertake a study of subscription TV on its own. Certainly the subject is important enough to warrant the most serious Congressional inquiry.

As we say, all of the questions that Mr. Harris asked were pertinent. Among them we were especially pleased to note his request for information on the nature of communications which the FCC had received from the public either supporting or opposing toll TV.

We can supply part of that answer. Many of the pro-subscription communications now in the FCC's file bear the marks of organized letter-writing. Though written by the general public, they are obviously the inspiration of the professional advocates of toll TV. A careful study of these files will show, we are sure that the advocates have been far more artful in their public relations than the opponents have been. It has been only recently that those who object to toll TV have begun to assert themselves effectively.

Yet the opponents have by far the more impressive case. There can be no doubt that if subscription television is authorized on broadcast frequencies, it will be only a matter of time before a box-office is installed for all important television programs. The free service to which the public has become accustomed will disappear.

These are prospects which have not been made clear to the public. If they were, we venture that the public would inundate the FCC with mail, all of it opposing toll TV on the airways.

Nickels, Dimes, Millions

THE story of F. W. Woolworth Co. and radio demonstrates once again that the taste test is one of the most convincing factors in the sale of radio time.

Until two years ago, Woolworth had never tried network radio. Then the five-and-dime giant signed with CBS Radio for a weekly hour of live music, to be presented with dignity and showmanship. A fortnight ago, as The Woolworth Hour approached its 100th broadcast, Woolworth officials let it be known that, having tasted radio, they were finding it savory indeed. The savor that they especially relish is one which is peculiar to cool green dollars, heavy black ink and improved earnings statements.

During the approximately two years since The Woolworth Hour was launched, Woolworth's annual sales have gone from $721.3 million to more than $806 million and stockholders' net earnings from 79 cents a share to $3.57 a share last year.

When several are used, no one medium can claim credit for all the good fortune that ensues. But Woolworth officials make clear that they see considerably more than happenstance linking the healthy gains in sales and profits with their concurrent use of radio. From their two years' experience they know that The Woolworth Hour "pre-sells" their products and "directly stimulates over-the-counter transactions."

They didn't say so, but they must be sorry, now, that they waited so long to take the plunge. A lot of other advertisers might feel the same way, if they'd just give radio a trial. Until they do, they'll go on missing sales and have only themselves to blame. Everybody knows radio goes everywhere. Smartly used, it can sell more products than even Woolworth's carries.

The Woolworth company is not alone among big retailers to discover the value of the air media. Indeed many discovered it many years ago. Take the nation's third largest grocery chain, for example.

More than 20 years ago the Kroger Co. saw in radio's mass circulation and personal appeal a chance to promote the Kroger name and merchandise. Kroger stores have used radio consistently since then, and with conspicuous success.

Kroger was among the early important users of television. As of now, television and radio are both major media for the chain. Newspapers still dominate the Kroger budget, but the newspaper share lately has been diminishing and the radio-tv share rising.

Kroger's skillful use of both radio and tv is a definite factor in the chain's current rate of growth. Kroger's sales curve is rising faster than the curves of A&P and Safeway. The full story is told in the first of a series of B&T business profiles, published this week.

Thankless Job

THE chairmanship of the Television Code Review Board is a job guaranteeing little glory, much work and an excellent opportunity for the incumbent to make a fool of himself and of television.

If a code chairman talks too much, he can impart the impression that tv is rife with immorality and greed. If he talks too little, it will be said that he is suppressing news of code violations or of condoning them. To be effective, the chairman must be alert to code offenses but discreet in dealing with offenders. He must, in short, be a business statesman.

The first code chairman, John Fetzer, and the second, G. Richard Shafto, fully measured up to the demands of the job. It may confidently be expected that the new chairman, William B. Quarton, will maintain the standards of his predecessors.
Who cares?

Anniversaries are real nice occasions for the folks who are having them—but let’s face it, not many others are really interested.

Folks don’t listen to a radio station just because it’s 35 years old. They listen because, day after day after day, it brings them what they want to hear most. And WJR does that! This was proved by a survey made by Alfred Politz, Inc., which shows that 41% of the adult listeners in the Detroit-Great Lakes area claim WJR as “their” radio station. Remember, this is in an area where 196 other stations can be heard! WJR’s advertisers don’t use WJR just because it’s 35 years old. No sir! They’re more interested in the fact that in the age groups that control 80% of the buying power, WJR reaches more people than the next six Detroit stations combined.

If you have a product that you’d like to put across in the rich Detroit-Great Lakes market . . . what you want to know is what WJR can do for you. And the man to call is your Henry I. Christal representative—he’s got all the facts.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

35 years of service

WJR’s primary coverage area—over 17,000,000 people
When Big Things Happen in Kansas City...

KMBC-TV IS THERE!

You name it, KMBC televises it!

Championship NCAA basketball or an ABC-TV network fight...the biggest local events or special big-time shows...when big things happen in Kansas City, KMBC-TV is there!

That's why more of the 489,380 TV households reached by KMBC-TV's 316,000 watts of power turn FIRST to Channel 9. They know they can always count on KMBC-TV for the biggest and best in TV entertainment— from special events to favorite ABC network shows...KMBC-TV's own top-rated personality programming...and fine syndicated and feature films.

Fact is, everything about this alert ABC affiliate is big and choice—coverage, programming, availabilities, station facilities and sales power for you—with prime-time spots or program sponsorship.

And when you consider that KMBC-TV delivers your message to 31,500 more families than any other channel in the Kansas City market, it's easy to see why coverage-conscious time buyers are buying time on Channel 9.

The man to see for availabilities is your Colonel from Peters, Griffin, and Woodward.

See Peters, Griffin, Woodward, Inc. for availabilities.

It's easy to see why the SWING is to KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

...and in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas