In any of these 5 important markets . . . every time is a good time with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. March 1957 Nielsen shows WDGY first (NSI Area, 9 a.m.-6 p.m., Mon.-Sat.). Latest Trendex ranks WDGY first all day. Latest Hooper and latest Pulse have WDGY first every afternoon. Make sure you're working with up-to-date data from the Twin Cities. See John Blair or WDGY GM Steve Labonski.

OMAHA . . . with KOWH. First all day on all 3 Omaha surveys. First on latest (March-April) Omaha Hooper. 40.3% first place all-day average. Latest Omaha Trendex, 246 out of 264 first-place daytime quarter-hours, 246 to latest Pulse. Contact Adam Young Inc., or KOWH GM Virgil Sharpe.

KANSAS CITY . . . with WHB. First per METRO Pulse, Nielsen, Trendex and Hooper—first per AREA Nielsen and Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.). And first per latest Hooper. Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. Way out front. More than twice the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All three show WQAM first— all day! See John Blair, or WQAM GM Jack Sandler.

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

TODD STORZ, President
ANNCR: Wheeling is the center of one of the fastest growing markets in America—the booming Upper Ohio Valley...

New Industry is moving in!—The gigantic Olin-Revere aluminum plant will cover 1,100 acres, has already been replanned from 60,000 tons to 180,000 tons yearly capacity.

This new plant plus accompanying power plants, coal mines, and aluminum rolling mills will require more than 4,000 new employees... and attract many other "satellite industries."

Established Industry is Expanding!—Weirton Steel Div. of National Steel Corp. has embarked on a vast expansion program, creating steady jobs for 13,500 employees.

Weirton will have the world's speediest cold reducing tandem mill, largest reheating furnaces, widest slab yard, largest open hearth furnaces in the industry!

Wheeling is meeting the challenge—with such new civic improvements as this beautiful Ohio River bridge and expressway entry to the heart of the city...

Increasing employment and swelling payrolls mean more spendable funds—for products advertised on WTRF-TV, the dominant television station in the Wheeling market...

"a station worth watching"

WTRF tv
Wheeling 7, West Virginia

For availabilities and complete coverage information—call Bob Ferguson, V. Pres. and Gen. Mgr., or Needham Smith, Sales Mgr.—Wheeling Exchange—Cedar 2-7777—or any George P. Hollingbery Co. Representative.

316,000 watts
Equipped for network color

reaching a market that's reaching new importance!
CBS, NBC, and ABC Television Networks

TERRE HAUTE is Indiana's 2nd largest TV Market!

251,970 TV HOMES IN THE WTHI-TV VIEWING AREA

NCS NO. 2 STUDY

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO.: NEW YORK CHICAGO
LOS ANGELES: SAN FRANCISCO: BOSTON
Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers

More Listeners
More Coverage
than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts—full, accurate coverage at minimum cost. KRLD is centrally located in Texas’ richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

KRLD Radio CBS

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

JOHN W. RUNYON
CLYDE W. REMBERT
Chairman of the Board
President

More Listeners
More Coverage
Less Cost per 1,000
COMBINED MAKE
KRLD
the biggest buy
in the biggest market
in the biggest state
DELAYED DECISIONS • Never in recent history of television have there been so many advertisers who, although they've bought time, have waited so long to select their show entries that their ads will fall. Slow starters to date include Max Factor, Chesterfields, Speidel, Sunbeam, Marlboros, Pepsi-Cola and Campbell Soup, among others.

ONE reason advanced for unprecedented tardiness in full show selections is growing interdepartmental struggle at many agencies between media and programming. With increasing difficulty in time clearance, media department has come into new eminence, challenging programming for final authority on show decisions. Another reason for delay is natural hesitation resulting from spectacular number of show casualties among last season's favorites. More than 30 programs have failed to make return trip to the air for next season.

WDAF SALE NEAR? • Harold F. Gross, president of WJIM-AM-TV, Lansing, Mich., reportedly will return to U. S. Monday (Monday), cutting short European vacation, to enter conferences regarding possible purchase of Kansas City Sta.-tions, WDAF-AM-TV. Lawyers representing Mr. Gross reportedly were in Kansas City last week, talking deal in $10 million class. Since report first circulated that WDAF-AM-TV might be sold [B&T, April 8], several prospective buyers have looked at properties, but Mr. Gross is said to be first to reach contract drafting stage.

RKO Television this week plans to unveil new national sales pattern for tv film. Its formula: work with agencies before pilot film is shot. Agency would aid in property's creation, including advice on casting and script. Market research, exploitation and merchandising would be worked out for client before sale. Plans are to be geared for spring 1958 buying season. RKO Tv wants to become service operation for advertiser rather than producer of pilots, which in addition to being expensive, may never be sold.

WINCHELL'S WORK • What's really behind investigation of rating services by Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee? Sen. Magnuson has refused to specify reasons for his sending detailed questionnaires to all broadcast audience research firms [B&T, April 1 ed.], but it can now be said authoritatively that he was urged to look into field by Walter Winchell. Mr. Winchell has been crusading against ratings in his syndicated column ever since his NBC-TV show was cancelled after few performances early this season.

FEELING that newspaper columnist (and readers) fail to understand and unwittingly tend to distort "top tens" in radio-tv ratings has led at least one rating service, Pulse Inc., to consider discontinuing practice of issuing such reports to newsmen generally. Like many advertisers, agencies, performers and broadcasters, Pulse thinks that publication in consumer press of "top tens" or any other number with arbitrary cutoff point does injustice to programs which may be only meaningless fraction below select group.

BULL MARKET • Gyrations in stocks identified with subscription tv may be examined by Senate Investigating Subcommittee headed by Sen. Henry M. Jackson (D-Wash.). Stock values of Zenith and Skiatron have jumped since word got out around that FCC would approve tests of pilot tv. In first two months of this year Zenith stock ranged from 92-98. It closed last Thursday at 114¼. Skiatron in 3½-3¾ range early in year, closed last Thursday at 5¼.

JACKSON Subcommittee, which to date has held public hearings on purported Civil Aeronautics Board leak last year, also proposes to study FCC, FTC, ICC and other quasi-judicial agencies. Subscription tv aspect presumably is to determine whether there were leaks which resulted in "manipulation of stocks based on predictions of favorable action."

PRICE RISE • Westinghouse Broadcast- ing Co.'s $4.4 million purchase of ch. 13 WAAM (TV) in May, 1957 may turn out to be more than that by time application is filed, FCC approves and deal is consummated. Since purchase (to be paid in Westinghouse Electric Co. stock) was announced May 6, stock has risen 2½ points. WBC-WAAM deal is reminiscent of 1954 transaction whereby Westinghouse bought ch. 5 KPIX (TV) in San Francisco for both Westinghouse stock and cash, totaling $6 million. By time purchase was approved by FCC, appreciation in Westinghouse stock made deal worth $7.5 million.

FCC is cracking down on tv construction permit holders who have dragged their feet, some for years. Almost 40 Utah grantees are due to be considered for deletion in next week or two. Last year FCC re- quested 80-old cp holders to explain reasons for delays in building. About half of them showed evidence of having taken some steps, many of these having operated against vhf competition for periods ranging from months to years before going dark and reverting to cp status.

ROADBLOCK BUSTER • It's believed means will be found to allay fears of some advertisers that their participation in Television Allocations Study Organization might involve antitrust risks (story page 9). FCC and industry representatives are said to have developed method of resolving antitrust question, consistent with Dept. of Justice views.

NATIONAL Assn. of Insurance Agents, New York, has postponed start of its first time-radio use from May to next fall, probably November. Advertising budget target for NAIA is $2 million, about half to go into broadcast media, other half in magazines. If $2 million is obtained (32-000 independent insurance agents throughout country are being asked to contribute from $50 to $3,000 depending on their size) $400,000-800,000 would go into net- work tv, $700,000-800,000 in network radio and remainder into tv spot (one-minute film commercials). Dorentus & Co., New York, is agency.

MEMBERS ONLY • Formation of "The Broadcasters Club" in Washington by broadcasters and others professionally identified with field is underway, with organ- izing committee busily at work. Limited membership would include those identified with profession in Washington, along with non-resident members. Head- quarters will be in Colony Building, 1737 DeSales Street, with food under manage- ment of Colony Restaurant.


CONTEST OVER CONTEST • Serious pitch is being made by Junior Chamber of Commerce to lure Voice of Democracy contest away from NARTB and Radio-Electronics-Tv Mfrs. Assn., other two co- sponsors since contest began. Jaycees have made similar gestures in past years, contending local work of their chapters is most important of contest operation. Ten- year-old competition is generally con- sidered one of most effective promotions in American industry. If split Community agrees with Jaycees develops, one suggested alternative is to let state broadcaster associations run local VOD eliminations.

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"Nice looking case you have there. What's in it for us?"

"Plenty—if you're buying New Orleans. I've got a brand-new Pulse that puts WTIX further ahead."

The very latest Pulse* shows WTIX with an even bigger lead over the next station in 11-station New Orleans—first in the morning (19.0%), first in the afternoon (19.0%) and first all day. Hooper continues to give WTIX top audience share in every time period, with a first place 20.3% all-day average.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, which in turn is producing a new New Orleans time-buying habit. Next time the Young man calls, make him tell you the WTIX story. Better still, give him a call—or talk to WTIX General Manager Fred Berthelson.

* 7 a.m.-6 p.m., Mon.-Fri.

W T I X
New Orleans

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

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Broadcasting • Telecasting
THE WEEK IN BRIEF

ADVERTISERS & AGENCIES

Ads That Rap Competitors—Two actions last week could alter tv commercial strategy involving slams at rival products, which though unnamed are obvious. FTC slaps complaint on Rolaid; Schick sues Remington-Rand. Page 31.

Whacky Radio Spots—That's the way Stan Freberg does Zee paper towel commercials, a formula that has won the affection of Crown Zellerbach. Page 34.

What Timebuyers Want—BBDO's Frank Silvernail tells Pennsylvania station managers mere "numbers" aren't enough. State group hears advertiser and station views on operations. Page 52.

Tv's Most Artistic Offerings—Commercials for Ford and Lincoln are rated the best in television by the nation's foremost art directors. Seven others earn tv certificates of merit. Page 114.

FILM

Happier Days at Guild Films—President Kaufman erases memories of last year's lean profits, reporting sales for first six months of this fiscal year come to $10 million, possibility of $20 million for 12 months. Page 42.

A Leaning to The Law—ARB reports on the 10 leading syndicated films in 10 major markets during April. In six of the cities Ziv's Highway Patrol led; in two others, MCA-TV's State Trooper was first. Page 46.

SUBSCRIPTION TV

That Tell-Tv Test—Four FCC commissioners huddle with Chairman Harris of House Commerce Committee on pay tv's result. Future appears to be hearing on some fundamental questions and perhaps another session with Congressional leaders before further action on subscription tv test. Page 62.

Hollywood—a Pay-Tv Patsy?—No, say New York investment advisors who claim Hollywood producers have nothing to lose if subscription tv succeeds, that commercial tv networks will be principal victims. Page 40.

IN THE COURTS


STATIONS

DuMont Wants The Limit—Stockholders back DuMont Broadcasting's moves to build up its radio-tv station ownership to FCC limits, approving $7.5 million record purchase of WNEW New York and paving way for acquisition of KTLA (TV) Los Angeles. Page 74.

Ad Gains to Continue—President McGannon tells Westinghouse group that radio-tv's share of national budgets will expand. Sees economic progress. Page 74.

Radio on the Fire Front—New England stations chalk up more records in public service broadcasts as forest fires ravage the area. Page 80.

NETWORKS

NBC Offers to 'Prove' Radio—Confident that ratings don't show radio's true sales impact, network sets up fund to underwrite sales-effectiveness studies for qualified advertisers. Page 58.

MANUFACTURING

Business Barometer in Electronics—New York investment counselors say RCA lost $6.9 million in color tv last year, analyze other manufacturers. Page 70.

Manufacturers' Future Bright—Delegates at RETMA Chicago convention see busier era ahead as automation, military, color tv and portable radio-tv demands keep growing. Page 48.

INTERNATIONAL

RFE Blameless in Revolt—Radio Free Europe gets vote of confidence from governments of 15 European nations, is absolved of any "guilt" in last October's Hungarian uprising. Council calls for an end to U. S. direction of RFE, seeks European participation in financial support. Page 87.

OPINION

Spread Your Chips in Tv—Don't bet your roll on one big television show, counsels Hank Fownes. The MacManus, John & Adams executive—in BET'S MONDAY MEMO—contends that smaller individual expenditures, with more frequency, generally gain better sponsor identification. Page 121.

Television's Better-Balanced Diet—Viewers next fall will have a practically-new menu of tv fare. AB-PT President Leonard Goldenson tells how networks drew on experience and know-how gained through the years to prepare this best-balanced schedule. Page 116.

DEPARTMENTS

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in Kansas City

if you want to sell
the rock-n-rollers,
there's a place to go...

but if you want to sell
the whole family
it's KCMO radio

Basic CBS—50,000 W.
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.

KCMO... One of Meredith's Big 4... All-Family Stations.

KCMO-Radio  Kansas City  810 CBS
WHEN-Radio  Syracuse  620 CBS
KPHO-Radio  Phoenix   910 ABC
WOW-Radio   Omaha     590 CBS

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines
Trinity University — a modern-structured college of arts and sciences attended by students from 45 states and 18 foreign countries — helps to set a new pace in apparel store sales. Latest figures show San Antonio surpasses Columbus, Rochester, Louisville, Memphis, and Denver.

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER.*
IN SAN ANTONIO, IT'S KENS-TV

SAN ANTONIO, TEXAS

REPRESENTED By PETERS, GRIFFIN, WOODWARD, INC.

*See the latest — ARB, PULSE, RORABAUGH
NOW READY TO MAKE RATING HISTORY!

ZIV's NEW, ALL-NEW MYSTERY-ADVENTURE SERIES!

"The NEW Adventures of Martin Kane"

starring Academy Award Winner WILLIAM GARGAN

Get Martin Kane in your market and you get TV's most firmly established mystery-adventure hero. Wire or phone immediately for a look at a truly gripping audition and a comprehensive sales plan.

Meet James W. Seiler (above), Director of the American Research Bureau and eminent authority on TV program ratings. He is seen here as he selects a Midwest market for special review... one of the hundreds of markets in which ZIV shows consistently rate high.

In the photo at the left, ARB Tabulation Director, Kenneth F. Aurich, is supervising distribution of ARB's national diaries. In these diaries TV viewers record the facts behind the ARB ratings we list on these pages.
Ford's CBS Radio Saturation May Alter Competitors' Strategy

CBS Radio and J. Walter Thompson Co. may have opened autoland to network radio for saturation-type buys on Ford Division pattern [BeT, May 13]—particularly if precedent-making Ford purchase clears stations. Manufacturers and their agencies said to be riveting attention on Ford situation (auto radio potentiality and "open season" permitted on CBS Radio). Once CBS Radio and Ford's JWT come up with substantial clearance, it's believed "open season" for radio salesmen will be on in Detroit. Mutual already has made pitch to Chevrolet, via Campbell-Ewald. In addition, these automakers are expected to be approached (even though some—Chevrolet included—already are in network radio): Pontiac and Buick, both of General Motors; Plymouth and Dodge of Chrysler Corp.; Mercury and Edsel of Ford Motor; Rambler of American Motors, and Studebaker of Studebaker-Packard. Import could be reversal from radio spot saturation to network radio spread along Ford-CBS lines, or if radio sellers can swing it, emphasis on both network and spot.

TASO Warned Its Procedures Could Invoke Antitrust Action

JUSTICE DEPT. has told Television Allocations Study Organization, through FCC, that if participating companies want to stay out of antitrust trouble procedures better be revised. Key change, it is understood, would give FCC observers on committees and panels voice in warning when committee or panel members get too close to subjects where conspiracy might be alleged. TASO board meets on matter May 23.

Antitrust-sensitive TASO members raised question almost from first meeting, succeeded in persuading FCC Chairman McConnaughy to ask Justice Dept. for guidance. Justice cited 1950 directive to government agencies, essence of which implied joint industry-government groups are better than all-industry groups.

TASO Executive Director George R. Town said Friday he was sure matter could be worked out without changing nature of work or causing any change in membership.

MGM-TV Rings Up $2 Million

MORE than $2 million in two pacts for seven-year lease of MGM feature film package by MGM-TV Div. of Loew's Inc. reported Friday. Included were deals with Westinghouse Broadcasting Co. on behalf of WAAM (TV) Baltimore for approximately $1 million (pending FCC approval of WBC's purchase of station) and full library lease to WNYT (TV) Buffalo for over $1 million.

Taylor-Reed First Weaver Client, Takes 'Ding Dong' in 13 Markets

FIRST sale of Sylvester L. (Pat) Weaver Jr.'s Program Service, new major-market tv network, announced by Mr. Weaver today (Monday). Representing gross billings estimated at $250,000, it's to Taylor-Reed Corp. (food products), Glenbrook, Conn., for half-hour Ding Dong School three times weekly for 52 weeks on live network of eight cities starting July 1 and 13 cities starting in October.

Program will be carried 10-10:30 a.m. EDT, Monday through Friday. With Taylor-Reed contract understood to encompass three days per week, two remain available for other advertisers. Agency is Hicks & Greist, New York.

Ding Dong School, which was NBC-TV morning feature during Mr. Weaver's tenure as head of that network, will originate in New York, reportedly at WPXI (TV). No stations were identified by Mr. Weaver, but announcement said cities involved, starting July 1, are New York, Chicago, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis. To be added in October: Hartford-New Haven, Indianapolis, Milwaukee, Minneapolis and Detroit. Negotiations for specific outlets in these cities are still in progress.

FCC Meddling in Programs Unconstitutional, Says Craven

FCC not only has no right to jeopardize station licenses for program proposed to be broadcast, but it is trampling on First Amendment when it renews license because station promises not to broadcast certain type of program, Comr. T. A. M. Craven said in concurring statement on WWBZ Vineland, N. J., renewal earlier in week (see page 64). He said Free Press guarantee prohibits FCC's exercising previous restraint or imposing will through processing procedures.

A GOOD TRIP EAST

PRODUCER Hal Roach Jr., in New York last week, reported to be returning to Hollywood with $10 million gross billing in renewals and sales. Mr. Roach's studio got renewal for three current network shows—ABC-TV's Telephone Time (American Telephone & Telegraph Co.), Oh Susanna (Nestle and Helene Curtis), and Blonde (Nestle and Toni Div. of Gillette Co.). It also signed distribution agreement with NBC's California National Productions for Charlie Farrell Show, and is understood to have made sale with a leading advertiser for another show.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 31.

HUNT ENDS • Pall Mall, through Sullivan, Stauffer, Colwell & Bayles, N. Y., Friday purchased MCA-TV's Manhunt mystery series as replacement for Big Story on NBC-TV next fall, Fri., 9-9:30 p.m.

MAKES MARK • A. C. Sparkplug, through D. P. Brother, Detroit, late Friday signed for ABC-TV's new Zorro series, beginning in fall.

NEWPORT NEWS • P. Lorillard Co.'s newest cigarette—Newport, filter-menthol brand—will be expanding its initial campaign in New York to Chicago, Los Angeles and San Francisco starting June 7. Radio and tv spots are used. Young & Rubicam, N. Y., is agency.

EXPANSION PLANS • E. & J. Gallo Winery, Modesto, Calif., understood to be enlarging tv expenditures both on east and west coasts. Already signing in Texas and California markets for new syndicated film properties such as Adventures of Martin Kane, Gallo also intends to expand New York State and New England tv budget. Gallo agency is Doyle Dane Bernbach, N.Y.

QUICK ACTION • Warner-Lambert, N. Y., for Quick home permanent, placing television spot announcements in about 50 major markets, starting May 27 for 20 weeks. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

LOTS OF SPOTS • Armour & Co. (Clover Bloom margarine), Chicago, through N. W. Ayer & Son, N. Y., buying radio saturation spot announcement campaign using as many as 40 spots per day for one-week campaign in southern markets.

Pabst Splurges on NBC Radio

IN WHAT NBC described as biggest saturation buy any beer company has made in network radio in five years, Pabst Brewing Co. signed Friday for 13 weeks of "Imagery Transfer" participations on NBC Radio's Monitor, weekend service, and Nightline (Tues., Wed., Thurs., 8:30-10 p.m.). Contract, effective June 4, said to represent approximately $250,000 net billing to NBC. Pabst will use 30-second and one-minute announcements which, in line with "Imagery Transfer" concept, put up key points of themes already developed in other Pabst advertising. Contract placed through Leo Burnett Co., Chicago.

Broadcasting • Telecasting

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KNTV (TV) Claims Film Squeeze, Sues 2 Rivals, 23 Distributors

SUIT for $500,000 has been filed in California Superior Court by ch. 11 KNTV (TV) San Jose, Calif., against KRON-TV and KPIX TV) San Francisco and other TV stations and associated companies including NBC and CBS subsidiaries. KNTV charged it can't buy film because KRON-TV and KPIX have sewed up film contracts for exclusive use within 60-mile radius of San Francisco, 40 miles north of San Jose.

Independent KNTV, owned by A. T. Newell, stated it can't buy films because of restrictive practices by two San Francisco stations. In addition KNTV alleged both San Francisco outlets also are buying films with first through fourth run rights, and in some cases are building two-year stockpile. It alleged KRON-TV and KPIX, owned by San Francisco Chronicle and Westinghouse Broadcasting Co. respectively, do not put city grade signal into San Jose-Santa Clara area. It asked for double $250,000 damages as provided in California's Business & Professions Code and for court to enjoin San Francisco stations and film distributors from refusing to sell films to KNTV.


Similar complaint was filed with FCC in March 1956 by ch. 9 WMUR-TV Manchester, N. H., claiming Boston tv outlets had secured exclusive film showing rights encompassing Manchester, 75 miles north of Boston. That complaint still pendns FCC action.

Pa. Broadcasters Elect Morgan

ROY MORGAN, WILK-AM-TV Wilkes-Barre, elected president of Pennsylvania Assn. of Broadcasters at Bedford Springs meeting Friday (early story page 52). He succeeds Thomas B. Price, WBVP Beaver Falls. Other officers elected: George Koehler, WFIL Philadelphia, first vice president; Cecil Woodland, WEJL Scranton, second vice president; Milton Bergstein, WMJ State College, secretary. Tom Metzger, WMRF Lewistown, continues as treasurer.

Dividend Participation Plan Set for Three NBC-TV Shows

ADVERTISERS on NBC-TV's Today, Home and Tonight programs will be able to secure additional advertising exposure without extra cost when two new dividend participation plans go into effect June 1, it was announced Friday by William R. Goodheart Jr., vice president, television network sales, NBC. New plans will replace current discount schedule applicable to three programs and are as follows:

Plan I—Effective June 1 through Sept. 6, advertisers will receive dividend participations when buying six or more paid participations. Rate at which these dividends will be earned will increase as number of paid participations increases. Maximum rate of one dividend participation for every two paid participations will be reached when 20 or more paid participations are ordered. For example, an advertiser purchasing 20 participations will earn 10 dividend participations at no extra cost.

Plan II—Effective Sept. 7 through May 30, 1958, advertisers will receive dividend participations when buying 12 or more paid participations. Under this plan, rate at which dividend participations are earned also will increase as number of paid participations increases. Maximum rate of one dividend participation for every three paid participations will be reached when 30 or more paid participations are ordered. For example, an advertiser purchasing 30 participations will earn 10 dividend participations at no extra cost.

WIRL-TV Given Setback

In Fight to Keep Ch. 8

WIRL-TV Peoria, Ill., Friday lost another round in its efforts to retain ch. 8, granted last summer on conditional basis. FCC had prohibited start of construction until completion of then-pending rulemaking proceedings to make Peoria all uhf.

Friday's action denied WIRL-TV petition for removal of no construction provision and assigned station ch. 25, in lieu of ch. 8. Commission previously shifted ch. 8 to Rock Island-Moline, Ill.-Davenport, Iowa, area [B+T, March 4]. Acceptance by WIRL-TV of "instant grant" [ch. 25] shall be deemed to constitute surrender by grantee of all asserted rights with respect to ch. 8," Commission said.

Disney Gross Up $2.8 Million

CONTRACTS for production of $9.5 million in tv shows for use on ABC-TV during 1957-58 season signed by Walt Disney Productions, Roy O. Disney, president, said in report to stockholders for 26 weeks ended March 28. Package includes 26 new 60-minute Disneyland programs; 130 half-hour Mickey Mouse Club shows and 39 episodes of new Zorro series. Gross for 26-week period was $16,457,933, up from $13,621,369 in same 1956 period. Net was $1,532,391 compared to $1,418,850 year ago.

Balaban $650,000 Buy Among Six Sales Announced

H. & E. BALABAN Corp. has bought L. A. Benson stations WIL St. Louis and WWIL Fort Lauderdale, Fla., for $650,000—$450,000 in cash and $200,000 in four-year note. WIL is 5 kw on 1340 kw, WWIL is 1 kw on 1580 kc. If approved by FCC, acquisition will give Balaban group fourth radio outlet; it already owns WRIT Milwaukee and 25% of KFBI Kansas City. Balaban also owns 50% of WTVO (TV) Rockford and of WICS (TV) Springfield, both Illinois, and 100% of WBMG (TV) Birmingham, Ala. Sale handled by Hugh Norman & Assoc., Davenport, Iowa.

Other sales announced Friday, all subject to FCC approval:

- KFXD Nampa, Idaho (5 kw on 580 kc, MBS), from Frank E. Hurt & Son to Everett Wenrick, owner of KBOE Oscaloosa, Iowa, for $275,000. Handled by Hugh Norman & Assoc., Davenport, Iowa.
- KJAY Topeka, Kan. (5 kw day, 1 kw night, on 1440 kc), from Robert Rohrs and associates to Kansas City group including Ed Schulz and Dale S. Helmers (KMBK Kansas City account executives) for $150,000. Handled by Allen Kander & Co.
- WOOO Deland, Fla. (1 kw day on 1310 kc), from William Martin and B. F. J. Timm to Herbert A. Saxe, New Haven; Oscar Silverman, Waterbury, Conn., and Wally King, WATR Waterbury program director, for $76,000. Handled by Blackburn & Co.
- WNTM Vero Beach, Fla. (1 kw daytime on 1370 kc), from Mrs. Naomi T. Murrell (owner WKIS Orlando, Fla.), to Frank Spiers, Atlanta, Ga., businessman. Handled by Hamilton, Stubblefield, Twining & Assoc.

PEOPLE

SHERWOOD DODGE, national marketing director, Foote, Cone & Belding, to Fletcher D. Richards Inc. June 1 as executive vice president and director.

CHARLES C. WOODARD JR., CBS-TV assistant general attorney in charge of talent, program and facilities contracts, named administrative assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co. [CLOSED CIRCUIT, May 13].

RICHARD E. FISHER, director of community affairs for American Airlines, to Lennen & Newell, N. Y., as associate director of merchandising responsible for activity on American Airlines account.

HENRY A. GILLESPIE, midwest sales manager of Screen Gems, named manager of Chicago office of CBS Television Film Sales.

WESTBROOK VAN VOORHIES, formerly narrator for March of Time, joins Mutual's newscasting staff in New York June 2.
Not just one survey, not just one month, but almost always! That's how often you find Ziv shows at the very top of the rating lists. So if you want the CONSISTENTLY BIG AUDIENCE of a CONSISTENTLY HIGH-RATED SHOW, join the big happy family of Ziv show sponsors.
KRON is TV in SF

San Franciscans are sold on KRON-TV

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

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
**DATE WITH THE ANGELS**

THERE'S a well-worn path across many a living room rug where the tv viewer prefers to assert dial-twisting prerogative rather than suffer through a film show in which the producers insist on dubbing audience laughter. And this provocation is even greater when the ersatz reaction is not calibrated to the quality of the humor.

This proved to be the greatest drawback to *Date With the Angels*, which debuted May 12 on NBC-TV. Betty White, familiar to daytime tv viewers, stars in this series about a young couple in their first year of marriage. If the first show is a criterion, it tends too often to lapse into hackneyed lines and situations. Miss White handles her lines well, but often when a raised eye or puzzled expression should evoke a satisfactory chuckle, there is a disconcerting wave of audience roars.

This initial stanza concerned Miss White as Vickie Angel, and her aspiring insurance salesman husband. Their attendance at the party of a socially-prominent figure (despite the wife's fears that they may be out of their element) produces the expected sequence of embarrassment. The few contrived remarks about Vickie's fur and the Angels' 1946 model car, combined with other social *faux pas*, managed to maintain the show's standard of mediocrity throughout.

The live commercials for the new Plymouth were well done. At least this portion was not marred by audience reaction.

**Production costs**: $35,000.

*Sponsored by Plymouth Div. of the Chrysler Corp., through Grant Adv. Inc., on ABC-TV Fri., May 10, 10:10 p.m., EDT.*

Regular Cast: Betty White as Vickie Angel; Bill Williams as Gus Angel.

Producer: Don Fedderson.

Executive Producer: Fred Henry.

Director: James V. Kern.

Head Writer: George Tibbals.

**MR. BROADWAY**

TELEVISION'S current foray into the nostalgia of the twenties received a nice contribution from "Mr. Broadway," colorcast May 11 on NBC-TV.

Particular credit must go to Mickey Rooney, always under the handicap of a public remembrance of him as brash, young Andy Hardy or as Puck in "A Midsummer Night's Dream." In portraying the immortal George M. Cohan, however, the 36-year-old actor excelled in those sequences that reflected the more tragic events in the life of one of show business' greatest names.

In the fine supporting cast, the efforts of James Dunn, as the elder Mr. Cohan, and Eddie Foy Jr. were especially commendable.

The production and camera work were effective, permitting Mr. Rooney to step from one set to the next as he narrated different phases in the life of Cohan.

As could be expected, the 90 minutes were interspersed with Cohan's hits of yesteryear. Had nothing else fallen flat, these numerous offerings alone could have salvaged the show.

One other high spot of the show was the performance of Peter Gennaro, who not only staged all the dances in the telecast, but did a stellar job in an "Indians and Trees" number with June Havoc.

**IN REVIEW**

**VACATION TIME IS WFMI RADIO TIME**

In Youngstown, Ohio, radio is plenty good in the wintertime, but come summer ... it is terrific.

Listeners enjoy good music, news and sports, and when summer comes, it's welcomed all the more. With more leisure time to listen to radio, and with the biggest percentage of people actually staying home for their vacation, it's just plain common sense to listen to WFMJ.

So . . . Mr. Time-buyer, line up your Youngstown radio schedule for summer. WFMJ's low cost, together with its many thousands of loyal listeners, makes it your best radio buy in the BIG Youngstown market, 3rd in Ohio.

* * *

Ask Headley-Reed or Call Mitch Stanley, station manager for availability and spot rates on Youngstown's BIG music and news station.

Youngstown's Good Neighbor Station

**WFMI**

May 20, 1957 • Page 15
WTVJ’s Local, Award-Winning News
From South Florida

THROUGHOUT THE DAY…THROUGHOUT THE WEEK WTVJ’s AWARD-WINNING NEWS PROGRAMS CONSISTENTLY OUT-RATE THE COMPETITIVE SHOWS…IN MANY CASES BY 4…5 AND 6 TO 1

*ARB March: WTVJ again captures 82.6% of ALL Soul
Shows Obtain Top Ratings* Viewers

WTVJ takes great pride in the national recognition received by its 22 man news department... an indication that the station is serving its community in the public interest.

Represented nationally by Peters, Griffin, Woodward, Inc.

Florida Television Quarter-hour Rating "FIRSTS"
Agency Executive Sold on Audit Bureau of Circulations

William C. Dekker
Vice President
McCann-Erickson, Inc.
New York City

“Our membership in the Audit Bureau of Circulations speaks for our belief and confidence in that organization. We are happy that Broadcasting & Telecasting elected to join the ranks.”

B&T is the only paper in the vertical radio-tv field with A.B.C. membership, your further guarantee of integrity in reporting circulation facts. B&T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING
TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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James Montagne

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Copyright 1957 by Broadcasting Publications Inc.
The BIG NEWS in Boston!

Radio Boston

WCOP

fastest rising radio station in Boston!

Boston Metropolitan Area Pulse

- January-February 1957 . . . Second Place and Still Rising!
- November-December 1956 . . Second Place
- September-October 1955 . . Third Place
- July-August 1955 . . Fourth Place
- May-June 1955 . . Fifth Place

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

Radio Baltimore | Radio Chicago | Radio Memphis
WCAO | WJJD | WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.
OUTRATES ALL SYNDICATED SHOWS!

Words of Wisdom Accepted
EDITORS:

You may have noted that my criticism ("Myopia: It Handicaps Radio, Too")—B&T, April 29) was very open and frank. It has been very encouraging to observe the favorable reaction it has had upon the broadcast industry. Generally, people like to hear about the good things rather than the bad, but it is my honest belief that radio people are interested in policing a few of the bad elements within radio's structure.

The support of strong champions of radio like yourself will do much to promote the worthy cause for which we are fighting. Let's keep the radio medium a prosperous business.

Arthur S. Pardoll
Media Group Director
Foote, Cone & Belding
New York City

Those Top TV Markets
EDITORS:

Your writers indicate the top 125 TV markets (B&T, May 6) were based on tabulations submitted to the FCC by ABC and CBS, and stop at this point of distinction.

Imagine our bewilderment when we checked through this list to find that six of the markets are not even on the air and, in addition, our Florence outlet [WBET (TV)] exceeds an additional 22 of the listed markets in circulation based on NCS #2. . . . Could your writers have confused "metropolitan area" coverage with "total" coverage?

Jack Burney
Manager, Research & Special Services
Charlotte, N. C.

EDITOR'S NOTE: B&T did not attempt to rank the markets. We presented a compilation based on the listings submitted to the FCC by ABC and CBS during the allocations proceedings. These were the only two such lists filed. For television there is no single, numerical listing of top markets that could be accepted by the majority of broadcasters. Also we did not exclude noteworthy markets because grantees there were not yet on the air.

The ABCs of Omaha
EDITORS:

Although some weeks ago you ran the news that KETV (TV) Omaha has signed to be a primary affiliate of ABC-TV and will carry its schedule live right from our starting date in September, in B&T May 6, you listed KMTV (TV) Omaha as the ABC affiliate and KETV as an independent.

Eugene S. Thomas
General Manager
KETV (TV) Omaha

EDITOR'S NOTE: The May 6 listing reflects the situation as it is now with KETV carrying ABC-TV.

Tripped by Transposition
EDITORS:

A 21-gun salute to B&T for its fine Our RESPECTS in the May 6 issue. We stand in agreement with the communications media "journal without peers" in admiration for one of Seton Hall U.'s finest alumni, Lew Arnold. On the other hand, we stand in amazement at Lew's "... having raised funds at WOSU..." while on the staff here at Seton Hall. While I'm certain our fellow educators and broadcasters in Columbus, Ohio [where Ohio State U. operates WOSU], would hardly take exception to being inadvertently credited with an outstanding alumni, actually we at WSOU are happy to say "we knew him when."

Al Paul Klise
Station Manager
WSOU Seton Hall U.
South Orange, N. J.

Approves Set Count Deletion
EDITORS:

I applaud your decision to drop the television set count in favor of authoritative distribution information now available [B&T, May 6].

Roland Weeks
Manager
WSSC-TV Charleston, S. C.

STAGE 7

San Francisco — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Golfe, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

Twin Cities—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc. Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

More Kroger Copies, Please
EDITORS:

In your article on the success of Kroger's [B&T, May 6], I was particularly impressed with the important role that radio now plays in their operations. Could [you] provide me with a dozen reprints?

Robert O. Moran
General Manager
WBEL Beloit, Wis.

EDITOR:

... Send 50 copies of B&T May 6 with the story on Kroger's advertising.

Maurice E. Oshry
Media Dept.
The Ralph H. Jones Co.
Cincinnati, Ohio

[EDITOR'S NOTE: Copies enroute.]

Belongs With South Bend
EDITORS:

All of us thought "How TV Stands in the Top 125 Markets" (B&T, May 6) was extremely important. The heck of it is that under South Bend, Ind., you list WSBT-TV and WNDU-TV and left us out of the picture. It's the old problem of being located 10 miles from the major market which you serve.

I suppose that you are plagued by detail of this sort and yet an omission from the "bible" hurts all of us who are trying to serve the South Bend market.

Paul C. Brines
General Manager
WSIV (TV) Elkhart, Ind.

[EDITOR'S NOTE: This clerical oversight has been corrected in our records.]

Opening Mike

Television Programs of America, Inc.
488 Madison Ave., N.Y. 22 • Plaza 8-2100

Page 20 • May 20, 1957
DICTIONARY OF SYNONYMS FOR WSM-TV

Top Man on the Totem Pole! Check production facilities.

Check local advertisers — use any measure you choose. You’ll find WSM-TV to be the number one station in the Nashville market.

Irving Waugh or any Petry man can supply the proof.

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.
you don't need colored glasses with market facts like these!*

* Based on preliminary estimates, May 10, 1957 Sales Management "Survey of Buying Power."
**WFAA-TV EFFECTIVELY**

**BLANKETS ALL THIS!**

* based on Television Magazine designation of the market.
* substantiated by A. C. Nielsen's NSI reports.

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*WFAA-TV  NBC-ABC, Channel 8*

A television service of The Dallas Morning News
Edward Petry & Co., National Representatives
A COLLEAGUE described Max Ule's recent appointment to the post of senior vice president at Kenyon & Eckhardt as a triumph of research and scruple.

"He's the coming breed in advertising," the man insisted. "The slick gray flannel man is on his way out."

A man of crusty conscience in a ready-made suit, Max Ule presides with tough brilliance and an open door over the following departments at Kenyon & Eckhardt: media, tv-radio programming, research, promotion and marketing plans.

His elevation has been conceded generally as a recognition by the agency of the growing importance of marketing and research in advertising.

"We believe in research here," Mr. Ule has said. "Research working closely with other professional marketing services and account management people helps to determine whether or not we recommend radio and/or television in a given case. . . . Research organizes the necessary factual materials to help us determine whether, basically, television is a communication medium that fits individual clients' marketing needs.

"However, more important than any one particular specialty, is the interaction of trained specialists in the marketing services working under the discipline of basic facts that produces for Kenyon & Eckhardt the kind of challenging environment where men insist on outdoing their previous efforts. Here, friendly but keen group participation brings out our best thinking, burnishes it, and subjects it to the most critical review. In my judgment, only a group of really dedicated people can accomplish this. It is this dedication I think we have; it is our going challenge to expand it, to deepen it, to make it an article of faith in the agency."

A thorough man and thoroughly dedicated to his job, Mr. Ule, working with his marketing services colleagues, is in the process of completing a comprehensive volume of principles and standards in marketing for the exclusive use of his staff. He explains this project as "basic building blocks—an internal training document."

"Max," said one of his staff members affectionately, "is the last of the red-hot schoolmasters."

Actually Mr. Ule, who was born Feb. 17, 1907, began his career as an instructor in economics and marketing at the U. of Chicago where he did both undergraduate and graduate work.

Referring to himself as a "low turnover individual," he held only two other jobs before entering the agency field and has worked at only one other agency besides Kenyon & Eckhardt. In June 1940 after a stint as economist for the trade paper Building Management he joined McCann-Erickson as manager of its research department.

Nine years later, in May 1949, he moved to his present location at Kenyon & Eckhardt, New York, as vice president in charge of research. Last year, in a key reorganization at the agency, he was named a senior vice president in charge of four departments including radio and television.

CURRENTLY the agency is represented on the air as follows: Ed Sullivan Show for Mercury Division of the Ford Motor Co.; Producers' Showcase and Perry Como for RCA Victor and Whirlpool Corp.; Adventures of Rin Tin Tin for National Biscuit Co. and such television spot advertisers as Pepsi-Cola Bottlers, Lever Bros. (Instant Spry), Beech-Nut Packing Co. and RCA Distributors. In radio, the agency has Lever Bros. sponsoring Helen Trent, Young Dr. Malone, House Party and Ma Perkins; Bob and Ray for RCA Victor, and Game of the Day for Quaker State, in addition to radio spot schedules for Lincoln Mercury Dealers Assn., Mercury Division of Ford Motor Co., Ford institutional, Lever, Pepsi-Cola Bottlers, Chase Manhattan, National Biscuit and Beech-Nut Packing.

A great believer in the team principle, his captains include: James S. Bealle, vice president, radio-tv department; Joseph P. Braun, vice president in media; Bud Sherak, vice president in research, and Stephen Dietz, vice president in promotion.

His door is never closed to them nor to the members of their staffs.

"I believe it my job to be available to any of my people at any time," he explained.

Summing up his working philosophy once, he said, "I don't say that I achieve it, but it's my aim to act each day as though it were my last, and to study and learn as though I were going to live forever."

Mr. Ule is a Sunday school teacher in the associate vestry of Christ Church in Rye, New York. He lives in the town of Rye with his wife, the former Margaret Karahuta, and their two children: Max Jr., 17, and Carol, 13.

An opera aficionado, he is particularly partial to Wagner. He is a devotee also of the ballet and the legitimate theatre.
First Resort... for Resorters
When Michigan Moves Outdoors

WKMNH
THE STATION THAT'S KEYED TO SUMMER'S CAREFREE MOOD

KEY STATION
For All Home and Away, Night and Day
DETOIT TIGER BASEBALL

Baseball brings 'em to 1310 on the dial from April through September... and what they hear keeps 'em coming back for more... more of the top newscasters, top disc jockeys and top sportscasters that keep 'em tuning to WKMNH all year 'round. Results prove... LISTENERS ARE SOLD ON WKMNH! And so are advertisers. It's the best dollar buy in the rich Michigan market.

WKMNH Dearborn
5000 WATTS
FRED A. KNORR, Pres. JOHN CARROLL, Mgr. Director

KNORR BROADCASTING CORP.

SAVE up to 15%
by Buying 2 or More of these Powerful Stations
WKMNH WKMF WKHM WSAM
Dearborn Flint Jackson Saginaw

BUY ALL 4 STATIONS ........ SAVE 15%
BUY ANY 3 STATIONS .......... SAVE 10%
BUY ANY 2 STATIONS .......... SAVE 5%
BIG DEAL,
HUH?
Follow-the-leader is a great game—for children. Grown-ups who play it are mere lacklusters and lardbottoms. Especially in the business world. No doubt about it, you can be a perfectly respectable mackerel simply by swimming along after your fellow-mackerel. But it's a whole lot more exhilarating to make your tidy buck by bucking the tide.

That goes for our business as well as yours. Traditionally in the TV film syndication field, you're supposed to make your big deals first. Get off your production nut! Go after a network sale! No soap? (Or cereals, or cigarettes?) Then make your pitch for the giant regional deals. Only after that can you afford to sell smaller regional, or local, sponsors. That's the going theory. And that's where we part company with all the other mackerel.

In our book, the local, regional and spot advertiser is strictly a first-class citizen who needs, wants and rates first crack at first-class syndicated TV film products.

With this mad, impetuous notion, we sent our new syndicated submarine-adventure series, "The Silent Service," down the ways. We aimed it straight at non-network advertisers. And in only 24 days, we not only matched the heady dollar effect of a major network deal, we topped it. Our biggest regional deal involved just four markets. We are off our nut—and the biggest part of our potential still stretches out way ahead of us like a sunlit sea.

The syndication market a secondary one? Not so’s CNP would notice. Prime syndicated TV film properties for local, regional and spot advertisers exclusively—that's our idea of a big deal. And it's working just fine. NBC TELEVISION FILMS a division of CALIFORNIA NATIONAL PRODUCTIONS
L. A. Stations to Aid CP Assn.

ALL radio stations of the Los Angeles area are joining in a concerted drive to help make the fund-raising campaign of United Cerebral Palsy Assn. in that city an outstanding success. From 7 p.m. Wednesday to 9 p.m. Thursday the 23 radio stations will devote all their public service time to this cause. The last two hours of the concerted radio effort will coincide with the Thursday evening doorbell ringing, the contribution solicitation of UCPA's Golden Deed Brigade.

WTIX DJs Aid Safety Campaign

WTIX New Orleans disc jockeys took an active part in that city's safety campaign. They went to a dangerous intersection and acted as traffic directors to protect school children crossing the street. The disc jockeys—Larry Wilson, Mike Secrest, Ken Karlton and Richard Fahey—were dressed in white pith helmets, carried whistles and were accompanied to the intersection by the WTIX mobile news unit. A series of direct reports to the radio audience kept the city aware of what was happening. As a result of the campaign, the police department said it would assign a patrol to protect the children.

WMGM Listeners Buy Ambulance

A fully-equipped ambulance, valued at $4,000, was recently presented to officials of the Knickerbocker Hospital in New York by "Big Joe" Rosenfield Jr., conductor of the Happiness Exchange program over WMGM New York (Mon.-Sun. 12 midnight-3 a.m. EST). Listeners to the program contributed funds for the ambulance. Last year listeners provided funds for a 20-bed "Happiness Exchange" ward at the hospital.

KMTV (TV) Salutes Medical Education

KMTV (TV) Omaha recently presented a live salute to Medical Education Week with a special show, the story of Omaha's Children's Memorial Hospital. The show traced the course of a patient through successful surgery, from the time he was admitted to the completion of the operation. Viewers were taken on a tour through the hospital and into the operating room during the program, entitled Thirteen For Billy Gray.

Auction on KCRC-TV

MORE than $10,000 was raised by the Optimist Club of Texarkana, Tex., in a 13-hour television auction on KCRC-TV Texarkana. Proceeds from goods and services contributed by local merchants went into a fund to send members of the local Boys Club to summer camp.

Donors Respond to WHB Appeal

A REQUEST for a rare type of blood, needed for transfusions for a critically ill Kansas City man, was aired by WHB Kansas City, on the Eddie Clarke Musical Clock program. Response was immediate, the station said, and the necessary blood type was obtained, saving the man's life.

In Public Interest

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time turbulence that perfect complement of improved flexibility—swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

KTTV
Los Angeles Times-MGM
Television

Represented nationally by BLAIR-TV

UPSTREAM POWER!

Selling products is an upstream battle in today's competitive market. It takes power to make headway... to channel advertising skillfully over shoals and into homes of receptive prospects.

WSAZ-TV can do this for you in the rich Ohio River market. Blanketing 69 important counties with half a million TV homes, its power is measurable both in ERP and in viewer acceptance, persuasive selling.

No other medium approaches WSAZ-TV's broad popularity. Nielsen shows (for example) a nighttime, weekday superiority of 100,580 homes for WSAZ-TV over the next-best station.

This kind of penetration and preference gets advertising results... and can propel you to new sales levels in America's industrial heart. Any Katz office can help you harness WSAZ-TV to get you upstream faster.

WSAZ-TV

CHANNEL

Huntington-Charleston, W. Va.

N. B. C. Network

Affiliated with Radio Stations WSAZ, Huntington & WKBW, Charleston

Lawrence H. Rogers, President

Represented by The Katz Agency

Page 28 – May 20, 1957
Digging for business is our business! We've made it our business since the day when H-R was started by a group of Working Partners. And because the H-R partners are still working partners today, and our staff made up of mature, experienced and sales seasoned men, the stations we represent and the buyers of time we serve, all know that when H-R goes digging for business, "we always send a man to do a man's job."
Congratulations to the

KWKH WINNERS!

Here are the statistical wizards and speed demons who were the first to name the three radio stations in America which dominate their markets as completely as KWKH dominates Shreveport and its entire NCS No. 2 area. Our KWKH checks totaling $1500 have already been mailed to them.

And what are the facts about KWKH's impact and dominance? KWKH has 50% greater circulation than its nearest competitor in the home county—293% greater circulation than its nearest Shreveport competitor throughout its NCS No. 2 area—and this despite the fact that there are eight radio stations in Shreveport, rather than just four or five!

Impressive as these figures are, they are only part of the reasons why practically everybody chooses KWKH in the Shreveport area—advertisers as well as listeners! Ask your Branham man for all the facts!

KWKH

A Shreveport Times Station

TEXAS

SHREVEPORT, LOUISIANA

ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Henry Clay Fred Watkins
Representatives General Manager Commercial Manager
CAN TV ADS SLAM THE COMPETITION?

- No, says FTC. It says Rolaids ads are false, misleading.
- No, says Schick. It sues Remington-Rand for $5 million.

TV COMMERCIALS which cast doubts on competing — albeit unidentified — products came under fire in two quarters last week.

- The Federal Trade Commission filed a complaint against American Chicle Co. saying its commercials for Rolaids falsely disparage competing alkalizers (and misrepresent both facts and the medical profession).
- Schick Inc. sued Sperry-Rand Corp. and its Remington-Rand division for $5 million in damages, alleging that the competing women's electric shaver disparaged in a Remington commercial was a Schick shaver or a model "exactly similar thereto."

The FTC's complaint against American Chicle is the fourth (and the most detailed) it has issued since establishing liaison with the FCC.

Observers of both cases see far-reaching effects should the FTC and Schick win their points. It is felt that affirmative decisions could cause reconsideration of many advertising campaigns, especially those which castigate "Brand X" or "competing products."

Often, these observers say, ads are produced in such a way as to leave little doubt in the buyer's mind whose product "Brand X" really is.

The accelerated pace of actions against misleading commercials has brought response from other parties, too. The Proprietary Assn. at its national convention last week heard a stern warning that government action is focused on that business. And the American Pharmaceutical Assn. appointed its own watchdog committee to report misleading advertising to the appropriate government agencies.

ROLAIDS ON FTC CARPET

The Federal Trade Commission, reported some time ago to be staking television's man-in-the-white-jacket, last week opened fire on the make-believe medic.

In a complaint based on reports of its radio-tv monitoring unit the federal agency charged American Chicle Co., Long Island City, N.Y., with making false claims in its Rolaids (alkalizer) television commercials. The FTC alleged that ads falsely disparage competing alkalizers and misrepresent the medical profession generally by implying medical endorsement. Portions of the official complaint resemble advertising copy, detailing offending pictures at the left side of the page under a "video" heading and the spoken continuity at right under "audio."

This, the fourth complaint based on work by the radio-tv unit set up last fall, is the most detailed to date on alleged visual deception. The three earlier complaints resulting from work by the new unit were filed antacid preparations and that doctors or the medical profession generally prescribe or recommend Rolaids.

Rolaids commercials are seen on nearly 100 tv stations, and last year American Chicle spent $372,300 on advertising that product on spot tv, according to Television Bureau of Advertising figures [B+W, April 8]. The advertiser also sponsors portions of Jim Bowie and Ozark Jubilee on ABC-TV.

One challenged scene shows a liquid being poured onto a cloth napkin and then shows a hole the liquid purportedly burned through the cloth. The announcer asks, "Do you know that concentrated stomach acid . . . could burn a hole in this napkin?" It cannot, says the FTC.

Another shows Rolaids ingredients doing twice as good a job neutralizing acid such as found in the stomach as an "old-style alkalizing ingredient." Rolaids is not this good, FTC claims.

A third scene cited shows the man in the white suit addressed by another performer who asks: "Doctor, how can I get rid of acid indigestion, pain and sour stomach?" The "doctor" replies: "Try to avoid harsh, old-fashioned alkalizers. Instead take Rol-aids . . . based on a medically approved principle to relieve acid distress." Doctors or the medical profession generally do not prescribe or recommend Rolaids, according to the FTC.

Action against the white-coated tv performers had been expected for some weeks.

The pharmaceutical trade had been warned of such a move by the FTC in a newsletter of the Proprietary Assn.

American Chicle Co. has 30 days to answer the FTC complaint, and a hearing is scheduled for July 23 in New York before a hearing examiner.

In two routine actions last week the FTC lodged a complaint against Bond Stores Inc., New York, for alleged false claims in radio and newspaper ads, and the federal agency approved a consent order prohibiting Gen-

May 20, 1957 • Page 31
NOT ALL SINS ARE RADIO-TV’S

OF THE 23,351 advertisements termed misleading by the nation’s Better Business Bureaus during 1956, only 635 were found to have been radio ads, while a literacy correction of 594 were seen on television. This is revealed in the annual report of the Assn. of Better Business Bureaus Inc., New York. The report notes misleading newspaper ads totaled 21,915.

Of the 23,351 ads, only 655 (2.8%) were referred to “authorities” when voluntary correction was not obtained. Says BBB: “This was only a one-tenth of one per cent increase over 1955 and considered to be a good record.” Again, as in past, “bait advertising and false and fictitious use of comparative prices were the prime causes to question or act on advertising in general.”

The report breaks down complaints by cities and finds that the “instances of service” were highest in Chicago with New York City ranking second. Other cities claiming over 1,000 instances of service included Kansas City, Milwaukee, Cleveland, Detroit, Toronto and Denver.

During 1956, BBB had 1,257 public service spots on the air that told of its services, while 10,708 radio announcements also were made.

Dr. Cullen noted the new liaison agreement between the FTC and FCC, and added that FTC Chairman John W. Gwynne had recently told a House Appropriations subcommittee that many of the misleading ad claims to be picked up by FTC’s new monitoring system will have to do with drugs.

He quoted Comr. Gwynne as telling the House unit that the stepped-up policing of advertising for drugs and cosmetics will include the overly broad and false claims that are made on the basis of preliminary favorable scientific reports. Dr. Cullen added: “I know there are some who feel they must ‘jump the gun’ and make claims upon a half-completed research program. But such procedure can lead to great difficulty if subsequently the second half of the report proves to be unfavorable.”

Dr. Cullen said the whole proprietary drug industry is “unfortunately sometimes condemned for the sins of a few” fringe-type operators, adding: “I feel that certain claims made in advertising are based on a type of research which consists of a few well-designed experiments—as well as a limited amount of biased review of the literature—the purpose being to find the obscure statements which may support claims... This type of advertiser realizes that at times government catches up with its slow operation, and is content to use questionable copy until the government catches up with him. By that time, he has another ‘theme’ prepared and is ready to go ahead—and perhaps under another name—until caught again.”

INTRAMURAL MONITORING

THE American Pharmaceutical Assn., professional society of pharmacists, has “roundly condemned” misleading drug ads and is appointing a “watchdog” committee from its membership to monitor advertising of drug and pharmaceutical products. Those making exaggerated and misleading claims will be reported to the Federal Trade Commission, APA said.

At the association’s 104th national convention in New York earlier this month the APA House of Delegates resolved “that the advertising of drug products by radio, tv, newspapers or other media which tends to mislead the public or raise false hopes with...
regard to cure, mitigation or prevention of disease, be roundly condemned, and be it further resolved that pharmaceutical manufacturers, pharmacists and others indulging
in advertising drug products by radio, tv and other means of communication be cautioned to exercise due restraint in the character of their statements to the public; and

be it further resolved that unethical, untruthful and unwarranted statements such as are frequently noted, be referred to the Federal Trade Commission or other agencies having supervision over advertising.

As it was originally drafted, the resolution applied only to radio and television, but an amendment was offered and passed to include newspapers and other media.

John B. Heinz of Salt Lake City, chairman of the APA Council, is setting up the committee, according to Dr. Robert P. Fischelis, secretary-general manager of the association in Washington. Plans for monitoring and other phases of committee operations are to be announced.

| LATEST RATINGS |

**PULSE**

Tv Report for March 1957

<table>
<thead>
<tr>
<th>TOP 20 WEEKLY SHOWS</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Love Lucy</td>
<td>38.3</td>
</tr>
<tr>
<td>2. Ed Sullivan</td>
<td>37.1</td>
</tr>
<tr>
<td>3. Playhouse 90</td>
<td>32.9</td>
</tr>
<tr>
<td>4. G.E. Theatre</td>
<td>32.7</td>
</tr>
<tr>
<td>5. 64,000 Question</td>
<td>32.1</td>
</tr>
<tr>
<td>6. Alfred Hitchcock</td>
<td>31.4</td>
</tr>
<tr>
<td>7. Climax</td>
<td>30.9</td>
</tr>
<tr>
<td>8. Godfrey's Talent Scouts</td>
<td>30.5</td>
</tr>
<tr>
<td>9. Jackie Gleaton</td>
<td>30.3</td>
</tr>
<tr>
<td>10. You Bet Your Life</td>
<td>29.9</td>
</tr>
<tr>
<td>11. Burns and Allen</td>
<td>29.5</td>
</tr>
<tr>
<td>12. Phil Silvers</td>
<td>29.4</td>
</tr>
<tr>
<td>13. Perry Como</td>
<td>28.6</td>
</tr>
<tr>
<td>14. December Bride</td>
<td>28.2</td>
</tr>
<tr>
<td>15. Red Skelton</td>
<td>28.2</td>
</tr>
<tr>
<td>16. Lineup</td>
<td>28.1</td>
</tr>
<tr>
<td>17. What's My Line</td>
<td>27.8</td>
</tr>
<tr>
<td>18. I've Got a Secret</td>
<td>27.3</td>
</tr>
<tr>
<td>19. 66,000 Challenge</td>
<td>27.3</td>
</tr>
<tr>
<td>20. Person To Person</td>
<td>27.0</td>
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</table>

**TOP 10 MULTI-WEEKLY**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mickey Mouse Club</td>
</tr>
<tr>
<td>2</td>
<td>Queen For A Day</td>
</tr>
</tbody>
</table>

**BACKGROUND:** The following programs, in alphabetical order, appear in this week's report. Information is in following order: program name, network, number of stations, sponsors (if any), day and time.

<table>
<thead>
<tr>
<th>Academy Awards (NBC-180): Oldsmobile (D. P. Brother), March 27, 7:30-9:30 p.m.</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>7:30-9:30 a.m.</td>
</tr>
<tr>
<td>Burns &amp; Allen (CBS-114): Carnation Co. (Kwam, Waesy), B. F. Goodrich (BBDO), Mon. 8:30-9:30 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Captain Kangaroo (CBS-variables): Participating sponsors, Mon.-Fri. 8-9 a.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>CBS News (CBS-147): Brown &amp; Williamson Tobacco Corp. (Bates), American Home Products (Bates), Maytag &amp; Hamilton (Raymond Spector Inc.1), Mon.-Fri. 7:30-9:30 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>CBS-TV (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Perry Como (CBS-112): preventing sponsors, Sat. 8-9 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>December Bride (CBS-185): General Foods Corp. (BBDO), Mon. 9:30-10:15 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>50th Anniversary Musical (NBC-180): International Harvester, (Y&amp;I), April 4, 9:30-10 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>G.E. Theatre (CBS-109): General Electric (BBDO), Sun. 9-9:30 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Jackie Gleason (CBS-174): P. Lorillard (L&amp;M), Bulova (M-E), Sat. 8-9 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Arthur Godfrey (CBS-189): Chun King (JWT), Int'l. Min. (BBDO), and participating sponsors, Mon.-Fri. 10-11:30 a.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Arthur Godfrey (CBS-118): participating sponsors, Mon.-Fri. 10-11:30 a.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (CBS-185): Lipton (Y&amp;R), Tonl (North), Mon. 8:30-9 p.m.</td>
<td>Rating</td>
</tr>
<tr>
<td>Guiding Light (CBS-151): Lipton &amp; Gamble (Compton), Mon.-Fri. 12:30-1:15 p.m.</td>
<td>Rating</td>
</tr>
</tbody>
</table>

**G.E. THEATRE**

Broadcasting  Telecasting

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| NOTE: Number of homes is based on 47,700,000 the estimated March 1, 1957 total United States radio homes.

Copyright 1957 by A. C. Nielsen Company
ZEE IS FOR ZANY

Since Satirist Stan Freberg's Radio Spots Sell Zee Paper Towels So Well

THERE's a romantic attachment between Crown Zellerbach Corp.'s Consumer Products Division and spot radio. The object of the Crown affection: a set of radio commercials made to entertain listeners while selling the division's Zee paper products (paper towels, napkins and tissue).

Zee explains its radio commercials to retail outlets this way:

"A new sound in radio advertising... a sparkling new approach... radio spots that penetrate the commercial barrier by entertaining—instead of irritating—your customers."

Muses Cunningham & Walsh in New York (its Brisacher & Wheeler division handles Zee): "Rather unusual... has musical comedy atmosphere... pleasant to the ear."

Adds an official of a station that's been playing the recordings: "To everyone involved, including the cast of thousands, please convey the word that all six KRXU [Phoenix] air personalities have voted Zee commercials the greatest of the year, and I agree." The wire, to B & W in San Francisco, was signed by John F. Box Jr., the station's executive vice president.

A Convert to Spot Radio

This is not the first time that spot radio has found such favor. But Crown Zellerbach, prior to its current foray in spot radio, embraced other media only (it's living apart from once-courted tv for the time being).

Crown Zellerbach's Consumer Products Division is a marketing trend setter in the paper products field. It has new offices and plants in San Francisco. And with its commercials, Zee is buzzing like a bee throughout markets in the western part of the nation.

In their planning and execution, the commercials (really not recorded with a "cast of thousands" but with a music hall touch at Capitol Records studios in Hollywood) were produced as if they were program spectacles.

Featured in the commercials is Stan Freberg, who has had careers as a satirist, writer, actor, lyricist and composer, and is a radio veteran and a tv performer, as well as a recording artist. His is the version of "The Banana Boat Song" (released last March) that has an earnest Calypso singer shouting "Day-O" through a closed door.

As an ad man for Cunningham & Walsh, Mr. Freberg is a veteran campaigner—Stokely's Finest Foods, Contudina tomato paste, Qantas Airlines and now Zee paper products.

The commercials are some of the most elaborate ever recorded. For the effects, 15 musicians, the Jud Conlon Rythmaires, a tap dancer (Maurice Kelly), five actors and a sound man mixed it up with Mr. Freberg to create a vaudeville atmosphere that makes choruses out of jingles, chatter out of hard sell and plain pixie for the come-on.

Disc jockeys who must play them according to the commercial log delight in their approach. And at KSL Salt Lake City they persuaded the station to run a 45-minute program featuring the commercials and some of Mr. Freberg's Capitol recordings.

The spots currently are running in the Rocky Mountain states and only this month started in Texas. Later the spots may be used on the West Coast area (Zee's distribution area is in 11 western states plus Texas).

The mountain states include these markets: Denver, Salt Lake City, El Paso, Phoenix and Albuquerque. The two Texas markets are Fort Worth and Dallas (El Paso is considered part of mountain states area). Next stop for the campaign is Hawaii.

Production on the commercials started in February. They were produced in about 15 hours, including the recording and final editing. Music was arranged and conducted by George Bruns, arranger for Disneyland and composer of "The Ballad of Davy Crockett."

Supervision of the commercials' production was handled by Brisacher & Wheeler's radio-tv department.

All of the spots run one minute, except for three of 20 seconds and a "vaudeville" spot that is 79 seconds long. How come the 79-second spot?

Says a man from Cunningham & Walsh: "The only spot in history as far as I know where the performers come back for a curtain call. It happened by accident. When the producers were editing in the applause and laughter, they played it back once to see how it sounded and were so entranced by the curtain call effect that they decided to leave it in, though it ran way over.

"In sending out the transcripts, they pointed out this vagary to the stations and told them they could cut it off at a minute if they wished, but on the other hand if they wanted to let it run longer, it wouldn't hurt their feelings at all. Disc jockeys have been running it full length."

The Nonsense That Prevails

Here is how one of the commercials starts out—seemingly in the middle of a conversation:

Freberg: "What?"

Man: (Freberg's impersonation): "This lady says she slipped a roll of Zee paper towels on her player piano and found it played 'Japanese Sandman.'"

Freberg: "It did, eh?"

Man: "Yeh. She said she just put it on the piano and it played the perforations."

Freberg: "Yeh. Well she supposed to dry her hands on it—things like that."

Man: "Well, maybe it was the Giant Economy Roll."

Also included are choruses and music, a few more "conversations" about what the product can do, etc. At one point, Mr. Freberg says: "Call in the office staff, Walter." A great trampling of feet is heard, the orchestra is heard tuning up and the baton taps. The chorus then comes in again.

Crown Zellerbach's Consumer Products Division has been an account of Brisacher & Wheeler for 35 years, its headquarters is in San Francisco where a new building is being erected, it is new to radio (has used tv, spot and syndicated film in the past), it is increasing its ad budget and its commercials are "enthusiastic."

As yet, it is too soon for the division to trace sales increases or their relationship to the radio campaign.

The Crown Zellerbach division, which sent more than 400 mailing pieces to the mountain state market's principal grocery buyers (and 400 to Texas, too), merchandising brochures to stations, records for use as contest prizes (as well as records to salesmen), is hot for spot. In radio, they are playing the perforations.
Strouse Advises Drive To Promote Magazines

NORMAN STROUSE, president of J. Walter Thompson Co., offered stiff advice at a Magazine Publishers Assn. meeting last fortnight at White Sulphur Springs, W. Va. While urging MPA to set up a multi-million dollar magazine medium selling program, he patted radio and tv heads for selling the broadcast media on their own merits.

In his talk, he outlined challenging opportunities for magazines to get more national advertisers, and made clear that the dollar growth in magazine advertising can be misleading. He reported, for example, that while magazine advertising revenue went up 59% in the past seven years, in many instances page cost per thousand increased 50%.

Mr. Strouse warned of a decline in the number of large advertisers in the medium along with a decrease in the total number of magazine advertising pages during a period when new advertisers have been coming into the field and the dollar volume going up.

Although tv was a cause for some of magazines' shrinking slice of the national advertising melon, Mr. Strouse indicated tv cannot be blamed solely since the lead in national advertising enjoyed by magazines in 1949 shrank in 1956 to third spot, giving up the No. 1 rank to newspapers.

National advertising budgets, he explained, have expanded at a pace fast enough to more than contain the investment in tv, and have left millions of additional dollars for advertising expenditure. "If you had secured the same share of this additional money," Mr. Strouse admonished, "you would have had $45 million additional billing during 1956." His verdict: "There must have been failure somewhere in the selling job of the magazine medium as a whole."

He noted the ability of individual magazines to tell "brilliant and exciting" stories of their own publications and how they differ from others, but was critical of an inability to relate why national advertisers ought to be in magazines in the first place. Although they could attack "or attempt to attack tv as well as other media, including radio, publishers by their "ineffective sorties" showed an apparent ignorance of their media — "I might say parenthetically, that I've never heard television people attack other media."

By its very nature, tv's major selling is on the medium itself, explained Mr. Strouse. He thought radio, too, has done its selling job both in its "heyday and when the radio boys encountered the punishing competition of television." He noted, "They got together on a unified drive to sell the radio medium for its adjusted values, and during the past year or so have held their own, with real prospect of exciting, vigorously renewed interest in their medium."

In referring to costs to the advertiser in buying circulation, Mr. Strouse said there was an even more important facet: the "real difference in the kind of depth of impres-

Anheuser-Busch Promotes Bien To Brewery Div. Vice President

ELECTION of William Bien as vice president with general supervision of sales, advertising and other functions for the Brewery Div. of Anheuser-Busch Inc., St. Louis, has been announced by August A. Busch Jr., president.

In the newly-created post Mr. Bien, who is general sales manager, will be in charge of all Anheuser-Busch (Budweiser, Busch Bavarian beer) sales, advertising, merchandising, sales promotion and market research. He started with A-H in 1932 as a salesman, was appointed regional sales manager in Chicago in 1951 and promoted to general sales manager last year. R. E. Krings, advertising director, will report to Mr. Bien. Revised estimates indicate that Anheuser-

Tidewater's Commercials:

DESIGNS & SOUND—BUT NO LITTLE MEN

"WE'RE NOT interested in little men with big noses and funny voices. Frankly, we want the new look."

That's what Buchanan & Co., San Francisco, told Harris-Tuchman Productions, Hollywood producer of tv commercials, when H-T asked for a chance to do something for Buchanan's client, Tidewater Oil Co.'s Western Div. The division was planning a tv spot campaign in about 15 western markets.

What Harris-Tuchman conceived—and Buchanan bought, with Tidewater approval—is a 20-second combination of interpretative design and dramatic sound without a word spoken for the first 12 seconds. The spot opens with a pattern of circles of various sizes and colors (the agency is using color tv wherever stations have color film projectors and transmitting equipment) and the sound of a tuba.

The circles twist sideways as the tuba sound comes back as an echoed hum. Then, the pictured forms twist and turn and flow and dissolve, blending into new shapes—triangles, curlicues and curved slices of color and shade—while the sound goes trombone—hum—trumpet—hum—clarinet.

Finally, the flowing motion brings the various forms together into a Fying A gasoline station, while the instruments combine into a musical background for the humming chorus, whose hums become words: "You're in good hands at the sign of the Flying A" (key phrase of Tidewater's 1957 campaign). The "new look" in tv commercials? Possibly. Unconventional? Certainly. Eye-catching, attention-arresting, interest-holding? Definitely. Sales-creating? With the campaign just starting, it's too early to give the answer to that final, all-important question. But Harris-Tuchman, Buchanan and Tidewater are confidently hopeful that it will be a resounding "Yes."

BROADCASTING • TELECASTING

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Busch is now spending about $4.5 million on radio and tv—with roughly 65% of that sum in radio for Budweiser, plus more than $1 million of a $2 million outlay in broadcast media for Busch Bavarian beer, most of it for St. Louis Cardinals’ baseball radio-tv coverage. The Budweiser campaign includes radio and/or tv in some 150-160 markets.

Fla. Citrus Ad Director Leaves In Disagreement Over Policy

PAUL S. PATTERSON, advertising director of the Florida Citrus Commission, Lakeland, has resigned following a disagreement on policy. At the time of the resignation the commission deferred action on its $7 million budget and appointed Frank D. Arn, merchandising director, as acting director of advertising.

Mr. Patterson said he was asked to resign after he opposed the product-by-product advertising campaign of Benton & Bowles, which he contends has not kept demand for citrus fruit at a high level. Advertising manager of the Florida Citrus Commission for more than four years, Mr. Patterson advocated a return to the commodity type program,” in which consumers were urged in one advertisement to buy Florida oranges—fresh, canned or frozen.

He contends the present program, now two years old, has done “little or nothing” to expand total orange consumption, but rather uses advertising “to switch consumers back and forth from fresh to frozen and from canned to fresh.”

Commission representatives were in New York Thursday for a review of next year’s plans by its agency, Benton & Bowles. The commission had been seeking ways of cutting the $7 million budget for next year but postponed action until a meeting of its budget and advertising committees May 29.

Income, derived from a tax on fruit, has been estimated at $7.3 million for the coming season and it is feared the advertising figure of $7 million comes too close to the total income.

Old Gold Filter Cigarette Begins Saturation Campaign

P. LORILLARD Co.’s newly-redesigned red-white-gold Old Gold filter cigarette package will begin making its national debut today (Monday) as the cigarette firm kicks off an all-media drive that’s described by company officials as being “on a saturation scale usually reserved for new brands.”

Through Lennen & Newell, its agency, Old Gold filter will be seen and heard on 107 radio-tv stations, as well as on the CBS-TV lineup of affiliates carrying The Jackie Gleason Show and those independent outlets carrying NTA Film Network’s Premiere Performance.

Jingles, done in modern jazz idiom and highlighting “the best taste yet in a filter cigarette” have been tested for three months in the New York-New England market. At this time, filter pack distribution has been effected in 35 states, and Lorillard expects to complete national distribution by midyear.

IGNITING NBC Radio promotion plans for Columbia Pictures’ “Fire Down Below” [AT DEADLINE, May 13] are (left) Matthew J. Culligan, vice president in charge of NBC Radio Network, and Paul M. Lazurus Jr., vice president in charge of advertising and publicity for Columbia Pictures. The Rita Hayworth-Bob Mitchum movie ads will be spotted on a three-week saturation basis on People Are Funny, Bandstand and Monitor, starting the last week in June.

Pontiac Signs for 10 CBS Shows, Fisher for Craftsman’s Awards

PONTIAC MOTORS DIV., General Motors Corp., last week followed through on reports that it was expanding its radio expenditures [AT DEADLINE, May 13] by signing for 30 five-minute “Impact” segments on CBS Radio. The purchase calls for participations in the following CBS shows between this past weekend and June 1: Robert Q. Lewis Show, Galen Drake Show, Amos ‘n’ Andy, Gunsmoke, Saturday Night Country Style, Suspense, Johnny Dollar, FBI in Peace and War, and the Mitch Miller Show. The contract was negotiated through MacManus, John & Adams, Bloomfield Hills, Mich.

At the same time, another GM division, Fisher Body, through Kudner Agency, Detroit, signed for sponsorship of the network’s exclusive coverage of the Craftsman’s Guild annual awards dinner in Detroit July 30, 9:30 to 10 p.m. Other advertisers signing with CBS Radio this past week included American Home Foods Div. of American Home Products Inc., through Young & Rubicam, for a weekly 15-minute segment of Arthur Godfrey Time, effective July 3 and Cowles Magazines Inc., on behalf of Look magazine, for an additional segment of the Robert Q. Lewis Show this past Friday. Agency for Cowles is McCann-Erickson.

Phillips Heads L.A. Copy Club

THE Los Angeles Copy Club last week elected three new officers: president, Kal Phillips, J. Walter Thompson; vice president, Bob Humphreys, Foote, Cone & Belding, and secretary-treasurer, Charles Coleman, BBDO. These men will hold office for the next year. Tom Dillon, vice president of BBDO, is the outgoing Copy Club president.

‘Chicago Tribune’ Schedules Advertising-Distribution Meet

SPEAKERS for the Chicago Tribune’s eighth annual advertising and distribution forum today (Monday) and tomorrow have been announced, with 21 business leaders scheduled to discuss aspects of marketing.

The opening session Monday will evaluate marketing, under chairmanship of Fairfax Cone, president of Foote, Cone & Belding. Panelists will include W. B. Potter, advertising director, Eastman Kodak Co.; Edward R. Taylor, vice president, Motorola Inc.; Herbert B. West, vice president, BBDO, Peter G. Peterson, vice president, McCann-Erickson Inc.; Virgil Martin, vice president and general manager, Carsons, Pirie, Scott & Co., and John A. Howard, associate professor of marketing, U. of Chicago.

A Tuesday morning session on marketing in retailing, moderated by Fred C. Hecht, general retail merchandise and sales manager at Sears, Roebuck & Co., will include L. O. Naylor, vice president and general merchandise manager, Montgomery Ward & Co.; George Clements, president of Jewel Tea Co.; James Moran, Courtesy Motor Sales; Milton D. Faber, president, Stineway Drug Co.; Sol Polk, president of Polk Bros., and Hermann Stephans, vice president, Henry C. Lytton & Co.

Vincent Bliss, president of Earle Ludgin & Co., will be chairman of the afternoon panel on imaginative and creative communication of ideas to the consumer. Participants will be Barton A. Cummings, president Compton Adv. Inc.; Clarence Hatch Jr., executive vice president, Campbell-Ewald Co.; Richard T. Cragg, sales manager, R. Cooper Jr. Inc.; Hal Stevens, president, Hal Stebbins Inc.; William Tyler, vice president, Leo Burnet Co.; Mrs. Edward L. Bernays, public relations counsel.

In announcing the agenda, Walter C. Kurz, Tribune advertising manager, pointed out that a new marketing concept has emerged with unification of advertising and selling into a single function.

Jewel Tea Chooses North Adv. For Tv Ads & Market Research

JEWEL TEA CO., Melrose Park, Ill., has appointed North Adv. Inc. to handle television advertising for its stores and to conduct a series of consumer research assignments, the agency announced Thursday.

James Green, member of North’s account staff, will supervise Jewel services in addition to "regular account management responsibilities." North also will consult with Jewel on print and special projects. Jewel uses program and spot announcements in Chicago only, where it maintains 180 stores (though it has truck distribution of products in some 43 states). Christiansen Adv. Agency will continue to handle Jewel radio advertising.

North simultaneously announced the addition of Arnold Paley, from Henri, Hurst & McDonald, Chicago, to its creative staff. Mr. Paley is a copywriter specializing on food, appliance and soft goods accounts.
We've got 'em covered

The NIELSEN proves it . . . the PULSE proves it . . . WSAV reaches more people at a lower per-person cost than any other Savannah medium!

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

<table>
<thead>
<tr>
<th>Savannah Station</th>
<th>Radio Homes</th>
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<td>WSAV</td>
<td>144,050</td>
<td>79,700</td>
<td>32</td>
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<td>Station “A”</td>
<td>45,550</td>
<td>25,820</td>
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<tr>
<td>Station “B”</td>
<td>51,710</td>
<td>31,650</td>
<td>5</td>
</tr>
<tr>
<td>Station “C”</td>
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<td>44,860</td>
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</tr>
<tr>
<td>Station “D”</td>
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<td>Station “E”</td>
<td>117,140</td>
<td>66,050</td>
<td>24</td>
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Average Daily Circulation (ABC Reports):
Savannah Newspaper
“M”—51,698

It's 630 in Savannah
WSAV
630 kw, 5,000 watts, Full Time

REPRESENTED BY

JOHN BLAIR & COMPANY
Television's One-Book Reference Library

B•T's annual Telecasting Yearbook-Marketbook is rev-ving up. Deadline is June 22 for advertising reserva-tions. As in previous issues, the new book will present a vast collection of important, useful data about the entire tv profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of serv-ices related to tv, of agencies and their tv accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Market-book except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reser-vation as early as possible. Regular space rates apply. 15,000 circulation. Further details upon request to B•T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

Deadline: June 22!
'Court of Last Resort' Series Bought by Old Gold on NBC-TV

P. LORILLARD Co. (Old Gold cigarettes) will sponsor Court of Last Resort on NBC-TV as a Friday evening series, starting Oct. 4. The series is based on cases investigated by the seven-man court, founded by mystery writer Earle Stanley Gardner and Harry Speeger, publisher of Argosy magazine, for the purpose of freeing wrongly convicted prisoners.

Other members of the court are Raymond Schindler, private detective; Dr. Le Moyne Snyder, author and expert in the field of legal medicine; Alex Gregory, psychiatrist and expert in the use of the lie detector; Marshall Houts, professor of police science at Michigan State U.; Park Street Jr., trial lawyer and past president of the Texas Law Enforcement Foundation. Real names of the court members will be used in the telecasts, but they will be portrayed by actors.

The series, to be filmed in Hollywood by Paisano Productions, will be produced by Jules Goldstone, chosen because of his legal background and his experience in motion pictures as an assistant producer. Arrangements for the sponsorship were made by Lennen & Newell, agency for Old Gold. Paisano Productions is headed by Gail Patrick Jackson, actress, turned producer and wife of Cornell Jackson, vice president and manager of the Hollywood office of J. Walter Thompson Co. Time is 8-8:30 p.m. Friday. The cost of the 39 filmed telecasts to Lorillard is estimated at $4.5 million for production and time.

Ideal Toys to Promote Doll In 16 Cities With TV Spot

IDEAL TOY Corp., New York, which last year promoted a Revlon doll, kicked off a 16-city tv spot campaign last week on behalf of a 10 1/4-inch miniature version of the doll, this one called "Little Miss Revlon." Ideal is using 26 top-rated children's programs; Gomer Pyle, Andy Griffith, I Love Lucy, and Popeye, showcasing "Little Miss Revlon" in one-minute film participations. Ideal has an agreement with Revlon Products Corp. (cosmetics) to use the Revlon name for its doll.

Ideal tested its campaign last month via WRCA-TV New York and WXYZ-TV Detroit and found it to be "so successful," to quote one Ideal official, that the firm has decided to "go national." The move is slightly irregular for the doll industry, which usually saves its big tv push for the pre-Christmas season. At present, it is spending $40,000 on tv spots alone and expects to do fast figures by mid-June, "assuming no snags develop." Grey Adv., New York, is Ideal's agency.

R&R Reorganizes Chicago Copy

CLOSER integration of creative and copy services is being announced today (Monday) by Ruthrauff & Ryan's Chicago office with the reorganization of its copy department and key appointments.

Jack Friedman has been named copy chief and three others—James Beardsley, William Rooks and George O'Leary—copy group heads, it being announced by H. B. Groeath, executive vice president in charge of the agency's Chicago office. They will work closely with William P. Litiel, senior vice president for creative services. The appointment of Mr. O'Leary, veteran R&R copy executive, marks his return to the agency.

Texaco Buys Weather Series For Seafarers on WSTC, WGSN

THE Texas Co. (Texaco) last Friday started a series of special summer weathercasts for small boat owners, using a series of 394 weathercasts plus one-minute commercial messages on WSTC Stamford, Conn., and WGSN Huntington, N. Y. Seventeen spots are being used in an average week with an additional eight to be placed on Memorial, Independence and Labor Days. The series ends Oct. 12.

With these weathercasts, Texaco covers Long Island Sound and the Great South Bay. Texaco waterfront dealers (estimated at 50 in the broadcasts' range) are supporting the series with poster display cards that will give exact time schedules. The weathercasts present various technical information necessary to seafarers. They are prepared with the advice and help of Ernest J. Christie, meteorologist in charge of the U. S. Weather Bureau in New York and Al Kanrich, chairman, Weather Courses committee, U. S. Power Squadrions. Cunningham & Walsh, New York, is Texaco's agency.

ANA Sets Ad Research Workshop

THE third annual advertising research workshop will be held Thursday at the Plaza Hotel, New York, the Assn. of National Advertisers has announced. Theme of the program will be "How to Use Research in Planning and Measuring Your Advertising."

On the program is "A New Creative Approach to Testing TV Commercials," a talk by Albert Shepard, executive vice president, Institute for Motivational Research.

Seven-Up to Saturate N. Y. With 800-Spot Radio Drive

SEVEN-UP Co., and New York area bottlers of the soft drink have announced plans for a week-long campaign on New York area radio stations beginning Saturday. J. Walter Thompson Co., Chicago, agency for Seven-Up, says it is the biggest mass saturation buy in local radio history and largest single-week, single-market product campaign Seven-Up has ever conducted.

Selected to carry seven announcements every hour from 7 a.m. to midnight through May 31 are WCBS, WOR, WRCA, WMCA, WINS, WNEW, WOV, WHOM and WQXR, all New York, and WPAT Passon, N. J. The advertiser expects it will generate 800 live and transcribed spots to reach 7 million radios (home and auto) in 24 counties.

How TV Affects Trademarks

TELEVISION has exerted a "tremendous influence" on trademarks, Sigrid H. Pedersen, attorney for J. Walter Thompson Co., New York, told the U. S. Trademark Assn. meeting in Chicago last week. She said that in food and groceries alone more than 80% of the manufacturers made a "trademark or package change of some kind" during the last two years largely because of tv and super-market retailing. Noted Miss Pedersen: "Each advertisement contributes to that complex symbol which is summed up in the buyer's mind and the trademark. And so the trademark should lend itself to advertising's most effective techniques."

NETWORK BUYS

Ronson Corp., Newark, set to sponsor two of five weekly quarter-hours in NBC-TV's forthcoming NBC News series, which starts in Mon.-Fri. 6:45-7 p.m. EDT spot in September. Agency: Norman, Craig & Kummel, N. Y.

U. S. Rubber Co., N. Y., renews sponsorship of Navy Log for 1957-58 season, when series moves to Thursday 10-10:30 p.m.
PAY TV WOULDN'T HURT MOVIES

- Investment firm survey sizes up Hollywood majors
- Sees toll tv replacing networks as movies customer

IT will be the commercial tv network rather than the theatre exhibitor or the Hollywood motion picture producer who will fall "victim" to a "successful" subscription tv operation.

This opinion was voiced in an investment survey, "The Value Line," released last week by Arnold Bernhard & Co., New York, investment firm.

The special treatment afforded subscription tv was because of "talk that the FCC will soon license" the pay-as-you-see system.

The Bernhard survey encompasses the "amusement industry" in general (motion picture firms mainly) and the status of the "majors," namely American Broadcasting-Paramount Theatres (owner of American Broadcasting-Paramount Division and ABC Radio), Columbia Pictures Corp. (Screen Gems is subsidiary), Loew's Inc. (MG-M-TV is a division), Paramount Pictures Corp. (various interests in tv, including International Telemeter, a pay tv system), Twentieth Century-Fox (interest in NTA Film Network) and Warner Bros. All except Paramount Pictures have released "old" features to tv.

Earlier this year in a similar evaluation of the motion picture industry, Bernhard found a trend of Hollywood ascendancy over television (BFT, Feb. 18), saw movie stocks as "excellent hunting grounds for risk-taking investors seeking generous current income," and predicted "a prosperous year in 1957" for the movie industry.

Among the various findings:
- Paramount Pictures can be expected soon to announce sale of its pre-1948 feature film library to tv with an estimated net to the company of some $30 million (or $15 per share) after taxes.
- (A deal apparently is not "imminent" for sale to tv by Paramount Pictures of its big backlog of pre-1948 feature product. Though the Bernhard survey last week indicated such a sale could be expected "within the next few weeks" [after May 6], Paul Raibourn, Paramount's vice president, said in New York that no negotiation is about to be concluded, adding certainly not in the "next two weeks.")
- The broadcasting arm of AB-PT last year had a gross income only 2% less than that of the theatre circuit. Had tv revenues at ABC "extended their vigorous growth trend throughout 1956," they would have exceeded the theatre receipts last year. But because of failure to increase overall time sales in the current broadcast season and since theatre attendance is registering gains, there is a doubt whether broadcast income will pass AB-PT's theatre receipts this year.
- The investment firm based its subscription tv evaluation on the belief that the products of Hollywood producers would be "well qualified" for presentation on pay tv, thus opening up new territories; that theatre owners could take part by showing subscription tv movies via cable at a cost probably less than that of building new theatres, and that motion picture theatre attendance will hold up because people want to "step out" and enjoy the type of recreation and variety that can be supplied by quality features in theatres—"no foreseeable home tv set can duplicate these advantages."

The investment survey reported: "We believe that the present interest in box office receipts is not of a fleeting nature (especially since a substantially larger number of quality features will be forthcoming during the summer months) and reiterate our previous prediction that 1957 will be a prosperous year for the motion picture industry."

Among the producers, Paramount Pictures and Twentieth Century-Fox were named specifically as most likely to show "wide advances in net operating earnings."

Here is a rundown of the motion picture leaders in summary form:

American Broadcasting-Paramount Theatres—Owner and operator of largest motion picture chain in U. S. and third largest radio and tv network. Earnings comparisons projected will "turn up again" in the second half of this year. ABC-TV has strengthened its format for the next season and has sold the "greater portion" of its time to advertisers. Movie attendance is likely to show a "persistent uptrend," boosting AB-PT's theatre receipts. Company's average annual revenues are projected to $300 million for 1960-62, based on a national disposable income of $345 billion. While not suitable for investment-grade portfolios, AB-PT represents an "interesting holding in diversified accounts for generous current income and prospect of long-term capital growth."

Columbia Pictures—in addition to motion picture production and distribution, it has Screen Gems Inc., a subsidiary that produces films including "attractive tv and sells and distributes Columbia's film library to tv. About 45% of Columbia's revenues originate abroad."

Columbia has trouble at its domestic box offices this year, but sales by foreign subsidiaries and Screen Gems have improved. Screen Gems' revenues may be more than 50% above last year's $11 million. Though earnings are improving, they are not doing so in proportion to the growth in sales. This is because Screen Gems makes only nominal income on original runs of tv films it creates while principal profits are expected from syndication and reruns (effect of the latter "may be several years away"). Leasing income from films released to tv is expected to bring both growth and stability to future earnings. Columbia's projected average annual sales: $110 million in the 1960-62 economy.

Loew's Inc.—The last fully integrated producer, distributor and exhibitor of motion pictures, the company is divesting itself of theatres this year. Theatres account for about 40% of Loew's revenues, the re-
48 of the 50 top shows in San Diego are on KFMB-TV.

Channel 8 has 27% more audience in San Diego than all other stations combined.

Channel 8 leads 95% of all evening 1/4-hr's in San Diego.*

*Nielsen TV Report, Feb., 1957.
 Guild Films Climb 
Described by Kaufman

GUILD FILMS Co. stockholders, who last year learned to their sorrow that the company had made only about an $8,000 net profit, came in for some very happy news Saturday as Guild President Reuben R. Kaufman announced that the firm for the first three months of the current fiscal year (December 1956 and January-February 1957) showed a profit of $155,349.49.

At the stockholders' meeting, held in New York's Hotel Delmonico, Mr. Kaufman also reported that sales for the first six months of the current fiscal year (Dec. 1, 1956-Nov. 30, 1957) came to $10 million, meaning that for the first half of the year, Guild increased by approximately 320% the total 1956 sales volume of $3.5 million.

Furthermore, he expressed every confidence that sales might touch $20 million by Nov. 30. The profit picture also looks very healthy. Mr. Kaufman told the shareholders, because of the very nature of these sales. Some of the profits this date will be held off during the next five and a half years, net profits—"barring unforeseen developments"—will in all probability be maintained in the future, he said.

Guild's inventory, Mr. Kaufman went on, now covers virtually all types of programming. In the can are 230 musical films (e.g., Liberal, Frankie Laine, Florian Za-bach, etc.); 169 mysteries (e.g., The Adventures of Sherlock Holmes, I Spy, etc.); 286 dramatic and comedy shows (e.g., Molly, Life With Elizabeth); 364 cartoons (Looney Tunes and the Walter Lantz products), and 500 children's shows (Tim McCoy, etc.).

Upcoming year are four new series, one of which will be a second group based on Sherlock Holmes and Dr. Jack London. This one will be titled Smoke Bellew and will be based on London's Alaskan stories. (The first series, Captain David Grief, so far has racked up $1.7 million in sales.) Of the remaining three series, two probably will be produced outside of the U. S.

Though production is uppermost in

Guild's corporate mind, Mr. Kaufman declared, his firm will not tackle a new series until its salability has been proven. Furthermore, it will continue to concentrate on enlarging its distribution and expects to enter into co-production with outside firms.

Guild management, he asserted, will make full use of its "proven patterns" of sales and exploitation. Guild now is in the position to sell one program nationally, while syndicating another series and selling yet another in package form—all at the same time. This form of distribution, he said, is feasible for a two- to four-year period. After that, stations may still buy Guild properties on a multiple re-run basis.

Guild also is expanding its operations outside of the U. S. proper. Next month, its expects to open a New Mexico City office to service the Latin American market, thus giving it a third foreign sales branch. The other two are located in London and Toronto.

While the firm intends to diversify its sphere of operations, diversification, Mr. Kaufman declared, will take place only in "related activities." He told shareholders of the firm's intention to consummate its purchase of last May for WMAM and WMBV-TV Marinet, Wis. Because of the lapse of time between last spring and now, Mr. Kaufman explained, conditions and terms of the purchase will have to be renegotiated.

He also revealed that Guild currently is negotiating with a major Hollywood studio for acquisition of back-issue films that eventually will be distributed by Guild. While expressing hope that this deal will be concluded in the near future, he declined to name the studio in question. He also took note of Guild's current talks with Product Services Inc., a New York advertising agency, which is reported to be on the verge of announcing a major TV film project [B&T, May 13].

**Naroff of Trans-Lux Dies**
FUNERAL services were held in Brooklyn last Wednesday for Al Naroff, 46, West Coast manager of Trans-Lux Television Corp., who died suddenly May 10 after a heart attack while on a business trip.

**RKO Tv, Rountree Merge;** 
**Latter to Use RKO Facilities**
RKO Television and Rountree Productions Inc., last week announced a merger with the implication that RKO Television will be placing its film production facilities at the disposal of Rountree.

Meanwhile, RKO Television can be expected soon to adopt a new national sales pattern for its TV shows.

Both moves involve Adolf N. ( Abe) Hult who only recently was appointed special sales consultant for RKO Television. Mr. Hult will act as coordinator for RKO in the RKO-Rountree arrangement, while Rountree Productions will be represented by Oliver Presbury, president, and Bob Novak, executive vice president.

In addition to providing production for Rountree, RKO Television will act as exclusive sales representative for Rountree shows. Among these: Leave It to the Girls, live TV panel show; This House Is Haunted and Mike the Magic Cat, both to be filmed.

**Television Programs of America Adds Three Account Executives**
WALTER K. NEILL, Hugh M. Simpson and Stan Byrnes have joined Television Programs of America Inc., New York, as account executives. In announcing these additions last week, Michael M. Sillerman, executive vice president of TPA, said Mr. Neill would headquarter in Detroit, Mr. Simpson in New Orleans and Mr. Byrnes will be on a roving assignment.

Mr. Neill formerly was head of his own advertising and public relations agency in Los Angeles, was an account executive with Ruthrauff & Ryan in that city and then served four years in the U. S. Foreign Service. He was with the U. S. Embassy in London and the U. S. legation in Cairo, Ottawa, Canberra, Australia and the Philippines.

Mr. Simpson formerly was with WALA-TV, Mobile, Ala., and the L. M. Berry Co. as sales supervisor.

Mr. Byrnes formerly was with WOR-TV, Louis G. Cowan Inc. and was sales manager of Pathe Pictures, all in New York.

Page 42 • May 20, 1957
According to the Nielsen Coverage Service Number 2

WSB-TV the dominant Georgia station

The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:
WSB-TV covers 100 counties
25% more than Station B
72% more than Station C
WSB-TV viewed by 419,810 families
7% more than Station B
24% more than Station C

RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than Station B, and $456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

*SRDS Consumer Markets

"White Columns"
is the home of WSB Radio and WSB-TV

WSB-TV
ATLANTA
This little pig went to market...
...thanks to KOIN-TV. And his stock soared. Let agencyman W. J. Mackay of Miller, Mackay, Hoeck and Hartung tell you the real-life success story of Bar-S Holiday Ham, a luxury item in search of a market.

"Bar-S was virtually unknown in the Portland, Oregon market, and had major competition to overcome. We tried various advertising approaches, but none succeeded, until we turned to television, on KOIN-TV. Then, the consumer demand was so marked—and so immediate—that Bar-S was able to increase its distribution widely, not only in Portland but throughout the entire valley area. As a result, Bar-S enjoyed a healthy 60%, sales increase in 1956 over 1955...all the more impressive when you consider that it was accomplished in a period of slightly over six months!"

Unusual? Not at all. Bar-S Holiday Ham is no different from the hundreds of other products and services, large and small, which expand their markets and create new markets by using one or more of the 13 television stations (and the regional network) represented by CBS Television Spot Sales.

Good spot to be in!


CBS Television Spot Sales
THE 10 TOP FILMS
IN 10 MAJOR MARKETS
AS RATED BY ARB IN APRIL

NEW YORK seven-station market

Rank Program Distr. Day & Time Sta. Rating
1. Highway Patrol (Ziv) Mon. 7:00 WBCA-TV 9.4
2. Silent Serenade (NBC Film) Fri. 7:00 WBCA-TV 9.9
3. Celeb. Playhouse (Sci. Gems) Thurs. 7:00 WBCA-TV 8.7
4. Whirlpools (CBS Film) Thurs. 7:30 WPIX 11.6
5. Death Valley (Mcc-E) Wed. 7:00 WBCA-TV 11.5
6. Rosemary Cloney (MCA-TV) Sat. 7:00 WBCA-TV 10.8
7. Popeye (AAP) Sun. 4:30 WPIX 10.3
8. Superman (Flamingo) M-F 6:00 WABC-TV 9.0
9. Looney Tunes (Gould & AAP) Sat. 5:30 WABD 8.7
10. Abbott & Costello (MCA-TV) Sat. 7:00 WPIX 8.3

LOS ANGELES seven-station market

Rank Program Distr. Day & Time Sta. Rating
1. Death Valley (Mcc-E) Sat. 7:00 KRLA 17.8
2. Son Fran. Best (CBS Film) Sat. 9:30 KTTV 16.1
3. Life of Riley (NBC Film) Mon. 8:30 KTTV 15.4
4. Highway Patrol (Ziv) Mon. 8:00 KTTV 14.2
5. Mr. D. A. (Ziv) Sat. 9:00 KTTV 13.5
6. Whirlpools (CBS Film) Mon. 7:30 KHJ-TV 13.1
7. Popeye (AAP) Mon. 7:00 KTLA 12.4
Fri. 7:00 KTTV 12.4
Sun. 7:00 KTTV 13.5
Sun. 8:30 KHJ-TV 13.2
Fri. 6:00 KABC-TV 11.9

CHICAGO four-station market

Rank Program Distr. Day & Time Sta. Rating
1. State Trooper (MCA-TV) Wed. 9:30 WNBQ 22.4
2. Sheriff of Cochise (NTA) Fri. 7:30 WNBQ 16.1
3. Superman (Flamingo) Fri. 6:00 WGN-TV 15.8
4. Secret Journal (MCA-TV) Sat. 10:00 WNBQ 15.2
5. Studio 57 (MCA-TV) Mon. 8:30 WBBK 14.4
6. Soldiers of Fort. (MCA-TV) Mon. 6:00 WGN-TV 13.7
7. Wild Bill Hickock (Sci. Gems) Tues. 6:00 WGN-TV 13.5
8. Buffalo Bill Jr. (CBS Film) Thurs. 6:00 WGN-TV 12.8
9. Highwaysy Patrol (MCA-TV) Fri. 6:00 WGN-TV 12.8
9. Son Fran. Best (CBS Film) Tues. 9:00 WGN-TV 12.8
Men of Annapolis (Ziva) Mon. 9:30 WGN-TV 12.1
10. City Detective (MCA-TV) Fri. 9:30 WGN-TV 12.0

WASHINGTON four-station market

Rank Program Distr. Day & Time Sta. Rating
1. Highwaysy Patrol (Ziv) Sat. 7:00 WTOP-TV 24.5
2. Bruce Kepple (CBS Film) Fri. 6:00 WMAL-TV 18.3
3. Wild Bill Hickock (Sci. Gems) Thurs. 7:00 WRC-TV 18.2
4. Superman (Flamingo) Thurs. 7:00 WTOP-TV 16.6
5. Ramer (TFA) Wed. 7:00 WTOP-TV 15.7
6. Frontier (NBC Film) Sat. 10:30 WTOP-TV 15.4
7. Soldiers of Fort. (MCA-TV) Mon. 7:00 WTOP-TV 12.3
8. Annie Oakley (CBS Film) Fri. 7:00 WTOP-TV 13.4
9. Jungle Jim (Screen Gems) Wed. 6:00 WMAL-TV 12.6
10. Buffalo Bill Jr. (CBS Film) Thurs. 6:00 WMAL-TV 12.3

MINNEAPOLIS-ST. PAUL four-station market

Rank Program Distr. Day & Time Sta. Rating
1. State Trooper (MCA-TV) Tues. 9:30 KSTP-TV 24.8
2. Sheriff of Cochise (NTA) Sat. 9:30 WCTN-TV 19.2
3. Search For Adven. (Bagnall) Mon. 9:30 WCTN-TV 17.8
4. Death Valley (Mcc-E) Sat. 9:00 WCCO-TV 17.0
5. Studio 57 (MCA-TV) Sat. 5:00 WCCO-TV 13.6
6. Wild Bill Hickock (Sci. Gems) Tues. 10:30 WCCO-TV 13.6
7. Highwaysy Patrol (Ziv) Sun. 4:30 WCCO-TV 13.3
8. Superman (NBC Film) Tues. 10:30 KSTP-TV 13.1
9. Rosemary Cloney (MCA-TV) Sun. 5:00 WCCO-TV 12.5

COLUMBUS three-station market

Rank Program Distr. Day & Time Sta. Rating
1. Highwaysy Patrol (Ziv) Tues. 10:30 WBNF-TV 24.8
2. Soldiers of Fort. (MCA-TV) Wed. 6:30 WBNF-TV 24.3
3. Frontier Doctor (H-Tv) Fri. 6:30 WTVN-TV 22.2
3. Public Defender (Interstate) Mon. 6:30 WBNF-TV 22.2
4. Sheriff of Cochise (NTA) Fri. 6:30 WBNF-TV 22.2
5. Men of Annapolis (Ziv) Fri. 9:30 WTVN-TV 20.2
6. Waterfront (MCA-TV) Fri. 6:30 WTVN-TV 18.9
7. Last of the Mohicans (TPA) Sat. 10:30 WBNF-TV 18.1
8. Whirlpools (CBS Film) Wed. 6:00 WBNF-TV 18.1
9. Superman (Flamingo) Wed. 6:00 WBNF-TV 16.1
10. China Smith (NTA) Wed. 7:00 WTVN-TV 15.5

BOSTON two-station market

Rank Program Distr. Day & Time Sta. Rating
1. Waterfront (MCA-TV) Sun. 7:00 WBZ-TV 25.0
2. Death Valley (Mcc-E) Sun. 10:30 WBZ-TV 25.0
3. I Led 3 Lives (Ziv) Wed. 7:00 WBZ-TV 24.4
4. Superman (Flamingo) Fri. 6:30 WBZ-TV 23.3
5. State Trooper (MCA-TV) Sun. 10:30 WBZ-TV 18.9
6. Wild Bill Hickock (Sci. Gems) Tues. 9:30 WBZ-TV 18.7
7. Studio 51 (MCA-TV) Tues. 10:30 WBZ-TV 18.4
8. Annie Oakley (CBS Film) Sun. 5:00 WBZ-TV 17.3
9. Ramar (TPA) Sun. 10:30 WBZ-TV 15.7
10. Star Performances (Official) Sun. 10:30 WBZ-TV 15.4

FROM the monthly audience surveys of American Research Bureau, BTW each month lists the 10 top selected to represent all parts of the country with raised syndicated film programs in 10 major markets. Various degrees of competition with all productions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local series (such as advertising Theatre) for real program names.
TO RUSSELL JONES
UNITED PRESS

THE TRIPLE CROWN FOR INTERNATIONAL REPORTING!

"... for his excellent and sustained coverage of the Hungarian revolt against Communist domination, during which he worked at great personal risk within Russian-held Budapest and gave front-line eyewitness reports of the ruthless Soviet repression of the Hungarian people." — Pulitzer Award.

During that bloody month of November, Jones was the only American newsman on the scene. He was there when the Russian tanks rolled in to crush the uprising, and did not leave until the Red puppet government expelled him early in December.

Jones now has received three of journalism's highest honors: the Pulitzer Prize; the Sigma Delta Chi Award for foreign correspondence, and the Overseas Press Club's George Polk Memorial Award for the best reporting requiring exceptional courage and enterprise. He is the only reporter ever to win all three.
ELECTRONICS IN FOR BIG GROWTH

- Reports back this at RETMA Chicago convention
- Baker re-elected; Reynolds new general counsel

ELECTRONICS manufacturing is headed toward an era of vast expansion, led by such basic economic factors as the automation trend, military demands, the evolution of color television and the popularity of hi-fi, and portable radio and tv sets.

Members of Radio-Electronics-Tv Mfrs. Assn., meeting in Chicago last week, surveyed a series of reports showing the steady rise of electronics to the fifth-ranking place in all American industry.

The 33rd annual RETMA convention re-elected Dr. W. R. G. Baker, General Electric Co., as president.

William L. Reynolds, Washington, was elected general counsel Friday to succeed Glen McDaniel, who has held the position since 1952. Mr. Reynolds had been serving as assistant general counsel for the last year. Before joining RETMA in 1953 he was an associate in the Washington law firm of Covington & Burling. Mr. McDaniel, a member of the New York law firm of Lundgren, Lincoln & McDaniel, was president of RETMA in 1951, 1953 and 1954.

James D. Secrest was re-elected executive vice president and secretary and Leslie F. Muter, Muter Co., re-elected treasurer.

Among statistical highlights cited at RETMA's 33rd annual convention were:

- Electronic equipment and parts are being produced at an annual rate of over $6 billion—about equally divided between military and commercial business.

- Overall electronics volume is close to $12 billion, with inclusion of broadcasting revenue, merchandising and distribution costs and servicing. (RETMA's marketing data department estimates total billings of electronics, with these inclusions, at about $11 billion with dollar value of manufacturers' sales pegged at nearly $5.7 billion.)

- About two million portable tv units and 2.5 million transistor radios were produced last year. Six million tv receivers were turned out with dollar volume of $795 million.

- A total of 9.3 home million, clock and portable radios were manufactured with factory sales of $195 million—portables accounting for 3.75 million units, a gain of 40% from 2.67 million. (Total radio production: 15,350,000, with a nearly 10% gain in manufacturers' sales.) Phonograph sales hit five million units; auto set output rose slightly.

- Total dollar value of all amusement devices (radio, tv, phonographs, etc.) was $1.5 billion. Also up: industrial-commercial products, from $850 million to nearly $1 billion; military products, from $2.6 billion to $2.8 billion, and replacement parts, from $800 million to $900 million.

- Parts sales for initial equipment use in 1956 hit $1.5 billion, with replacement components sold by jobbers bringing the total to about $2.3 billion.

- Thirty-four manufacturers suffered "financial difficulties" from May 1956 through March 1957 with components parts makers (14) hardest hit, phonograph and hi-fi (6) next and radio-tv manufacturers (5) third.

- American commercial exports of electronic equipment-parts rose 24% in 1956. Broadcast station equipment increased from $4.3 million in 1954 to over $8 million last year; shipments of non-broadcast heavy electronic equipment jumped from $88 million in 1955 to pass the $100 million mark. Radio exports declined, with shipment of 322,000 sets with dollar value of over $7.5 million.

In his annual report Thursday, Dr. Baker noted the investment of billions of dollars by the Defense Dept. in research and development (about $15 billion) from 1950 to 1956 and cited "remarkable vitality" of radio and other "older products of the industry" (B&T, May 6). He cited close cooperation with FCC, the Defense Dept. and other organizations in various projects the past year. He described relations with the commission as "most friendly and cooperative." He also noted RETMA's participation in Television Allocations Study Organization (TASO) to conduct studies involving uhf-vhf. Dr. Baker is expected to testify before FCC in hearings on allocations above 890 mc. The hearings on FCC's proposal to review allocations between 25 and 890 mc are not expected before 1958, he said.

Robert S. Bell, Packard-Bell Electronics Corp. and acting chairman of RETMA's set division, described volume output of portable tv sets and transistor radios as "the highlight" of the set industry the past year, despite lower unit profits for manufacturers.

In addition to 1,250,000 transistor radio portables made in 1956, two million transistorized auto sets were produced.

Commenting on the drop in tv set sales and production "despite encouraging retail sales," Mr. Bell noted the radio-phonograph business, "provided a welcome contrast as both the public clamor for hi-fi equipment and the popularity of the new miniature portables provided new stimuli for a market which at one time was thought to have been obliterated by television."

J. A. Hatchwell, RETMA Service Com-
ANOTHER FABLE OF PROFITS*
(How To Feather Your Net)

NCE UPON A TIME there was a station manager who thought that bird-watching was strictly for the birds. He couldn’t even tell the difference between a sitting duck and a gaggle of geese.

One unproductive day, while blundering about the Madison Avenue aerie with his tattered bird-book and foggy scope, he met the friendly Bolling man who deftly taught him how to sharpen his focus and recognize all the calls.

Today he is a bird-watcher of rare distinction who can always detect the clink of the double-eagle.*

The moral of this story is...a guy with two good eyes who won’t see is surely blind.

*For finer focus phone us.
mittee chairman, observed that the value of a sound program for radio-electronic television is "recognized now more than ever before" by industry as equipment sales figures continue to increase steadily. The association is helping vocational, trade and technical schools to modernize their training, with the program now in its fifth year, he said.

A report on American equipment exports was given by Ray C. Ellis, Raytheon Mfg. Co. and chairman of RETMA's international department. He stated: "New television facilities are being installed at an increasing rate around the world, and U.S. television receiver shipments nearly doubled between 1955 and 1956. Although 315 tv stations were in operation at the start of 1957 outside the United States and its possessions, only about 13.6 million tv sets were in use. Over 200 more stations are expected to begin operations in various foreign countries during the next two years. Many of these markets are closed to American products, but our exports should reflect this expansion of the international tv situation."

Over 40 separate division, committee and section meetings were held during the three-day convention, culminating in a meeting of the new board of directors Friday afternoon.

Overall allocations study and work of the Television Allocations Study Organization, of which RETMA is a member and to which it contributes, came in for prolonged discussion, particularly at a panel session of technical products members Thursday morning featuring FCC representatives. RETMA takes no official stand, because of mixed feelings of members, on allocations, especially on shifting television to uhf, but has been active in TASO.

Allocations question was broken down into two categories—between 25 mc and 890 mc and all frequencies over 890 mc. Panelists included E. F. Kenahan, chief of FCC's Broadcast Bureau, Curtis B. Plummer, FCC special radio services and safety, and S. N. Alexander, National Bureau of Standards.

Balcom: Electronic Automation Answer to Better Living Norm INCREASED automation is "the only answer" to a steadily higher standard of living and the "second industrial revolution" can be accomplished solely by commercial and industrial electronics, Max F. Balcom, director-consultant, Sylvania Electric Products Inc., asserted last week.

Mr. Balcom was recipient of the 1957 medal of honorary fellow or for outstanding service to electronics, awarded by Radio-Electronics-Tv Mfrs. Assn. at its annual industry banquet in the Sheraton Hotel Thursday evening. The presentation was made by Dr. W. R. G. Baker, vice president of General Electric Co. and RETMA president.

Commercial and industrial electronics hold the "largest potential" for the future, Mr. Balcom stated, because only electronics can meet the growing needs of the manufacturing plant and office for automation to meet labor shortages. He said it is the only answer to a shorter work week by 1975—when projected national production is expected to reach $850 billion and the working force 80 million people—and a steadily increasing standard of living. Commercial and industrial electronics, now near the billion dollar mark, should grow $300-$600 million in five or six years and hit $2 billion by 1956, he added.

Television is moving into a period of "reasonable maturity," he claimed, after "unusually intensive competition" and reduction in number of tv set manufacturers from 101 in 1954 to 32 at present.

Color tv was one of the "major breakthroughs" in electronics and has an "enormous potential." When present television is stated, pointing out time is needed before set sales approach those of black and white models. He felt color is "coming along steadily and before too very long will become a substantial portion of total set sales."

**COLOR PUSH NEAR, BURNS TELLS RETMA**

- RCA head sees spurt 'any time'
- But he sees no lower prices

COLOR tv has progressed from the "incubation" stage to the threshold of rapid growth and "at any time" is ready for "major advances," RCA President John L. Burns asserted Wednesday.

At the same time he warned against "loose talk" about new types of color tubes that can be mass-produced at lower prices and receivers that can be offered to consumers at "substantially" lower cost than present models.

Noting the time lag between getting a product from the drawing board to the market, Mr. Burns stated: "Even if an idea for an improved product or a revolutionary development existed today it would still be three years away from real production. We know of no revolutionary development in color television, even in the discussion stage, that gives any indication of being ready for production for at least several years. We do not anticipate any drop in the price of present models for a long, long time, it is possible that they may have to go up slightly."

Addressing a news conference in Chicago, Mr. Burns added that prices on RCA's new line, to be introduced in July, may rise an average 5%-10% and that color may remain "the same or go up slightly." He claimed tint tv "will prove to be the greatest shot in the arm for electronics in the introduction of black and white television." While RCA has not been "doing nearly as well as we had hoped," Mr. Burns acknowledged, sales have been mounting steadily and RCA holds to its position that sets are "realistically priced."

NBC-TV plans to convert practically all network nighttime programs to color this fall, he said, with emphasis on weekends for peak audience viewership. He also claimed color receivers today require less service and that actual maintenance cost per dollar is lower than for monochrome units.

Mr. Burns predicted that within the year the electronics industry volume will double its 1956 total of $11.6 billion, half of it in new products, and cited estimates of a 5%-10% increase in 1957. RCA business will keep pace with this growth, he added, noting it did over $1.1 billion volume last year.

**Fellows Predicts Automation For Entire Industry by 1994**

BROADCASTING, 1994 version, will have tv sets operated automatically by programmed radio, television, data, audio and video links; television sets for children's rooms and dimensional radio coverage of entire rooms, according to NARTB President Harold E. Fellows. Addressing the Emerson College Seminar on Contemporary Broadcasting at Boston last Tuesday, Mr. Fellows took a look into the broadcasting of the future.

Automation will exist at the transmitting level, he said, with stations put on the air by clock activation and programmed by automatic devices such as network switching by sub-audible impulses on recorded tape. He predicted tv will have electronic theatres and that international pickups will be commonplace. Transmitters, he said, will be housed in an office-sized room and antennas will be built on pneumatic shafts.

Mr. Fellows forecast combined broadcast equipment and electronic printing, changing the character of newspapers to more of a daily magazine format. He offered four guidelines to insure broadcasting's role as a central influence in continued prosperity—private operation of the medium, free broadcast service, freedom to communicate the truth to the people and constant improvement of the medium as an instrument of advertising and selling.
The girls deserve a break—and take it. Frequently right in the middle of the day. Especially when Warner Bros. features are shown on television.

For example: WOAI-TV, San Antonio, runs a Warner Bros. feature in the noon-1:30 time period—Monday through Friday. February ARB ratings showed a healthy 12.6 average for the program, against 3.5 and 1.0 for the two competing stations. And KRCA-TV, Sacramento, ran Warner Bros. features three weekday afternoons, 2–2:30 P.M., with a February ARB average of 13.5, against 2.2 and 0.5 for the competition.

All of which proves that good programs win viewers, daytime as well as nighttime. For complete details about Warner Bros. availabilities in your area, write or phone

**a.a.p. inc.**

Distributors for Associated Artists Productions Corp.

NEW YORK 315 Madison Ave., Murray Hill 6-8283
CHICAGO 75 E. Wacker Dr., Dearborn 2-1010
DALLAS 1511 Bryan St., Riverside 7-8532
LOS ANGELES 9110 Sunset Blvd., Century 6-6586
FROM SILVERNAL

Thursday banquet. June L. Buzzelli, KDKA Pittsburgh, spoke Friday on elections. A promotion panel, moderated by Joseph Connolly, WCAU Philadelphia, included Thomas W. Metzer, WMRF Lewiston, and George Koehler, WPIL.

Robert H. Teter, vice-president-radio director of Peters, Griffin, Woodward Inc., speaking on the topic "If I Were a Manager Again," said he would "strive for a casual, friendly relationship with every employee of the station, from janitor to vice president."

Former general manager of KYW before the Westinghouse station moved from Philadelphia to Cleveland, he emphasized the importance of operating a station according to carefully drawn plans.

Radio waited too long to rediscover itself in the face of new competition, he said, failing to talk about the outside-living-room audience until ratings began to drop, he said. Radio life TV is here to stay and dealers sold it in the future and the two media should prepare sales strategies accordingly, he suggested. He proposed that salesmen talk in terms of what a show can do for a client instead of submitting stacks of ratings and cost figures. He advised tailor-made programming to broaden the audience base and suggested close cost studies to avoid operating losses.

Charles H. Tower, NARTB employer-employee relations director, said management should analyze individual employee motivational drives to find out how they may best be used to further the overall objectives of the organization. "Good personnel practices are not a matter of philanthropy but of profit," he said.

Leslie B. Sterne, radio director of Smith, Taylor & Jenkins, Pittsburgh agency, advised broadcasters to include in their planning "those homes in which there is a television set but no radio, car radios excluded." He said the number of such homes is as large as the number of homes with no TV.

Mr. Sterne reminded that the age of members of a family plays an important part in listening-viewing habits and proposed careful study of the vast differences in living patterns of homes.

David L. McDonald, manager of advertising planning, Westinghouse Electric Corp., described radio as a medium "offering excellent opportunities for durable goods manufacturers." He recalled a successful radio spot saturation campaign conducted in a major market by a competitor, with business "in his major items almost doubling during a 12-month period." He said radio helped bring this record though other factors contributed. "A hard-selling commercial message, tastefully done, broadcast several times a day, seven days a week for 52 weeks, is bound to be a strong selling tool," he told the meeting.

Mr. McDonald offered these suggestions, "Don't try to sell us advertising; sell us merchandising campaigns to help us sell our products. Show us how advertising on your stations will help us build brand acceptance for our products, stimulate dealers to push our goods, and finally help in persuading the American consumer to part with a few of her hard-earned dollars."

Ralph Baruch of CBS Film Sales, discussed the merits of syndicated films and cited instances of their successful use.

Mr. Seiler demonstrated the accuracy of sampling techniques by letting several delegates pick about 200 buttons out of a bowl containing 15,000 buttons of five colors. Each had within about 1% of the color ratio in the bowl. He listed four rules for use of research—select a reputable company using sound methods; remember that sampling errors exist and never believe a change "until it happened twice;" watch for "faulty" audience composition and sales effectiveness of commercials, and check possible reasons for a trend before becoming alarmed.

Pulse has developed a technique for measuring the "cost per rating" of radio, TV, and print media on an "equitable basis." Dr. Roslow said. The technique is a refinement of the "single and dual" method developed by Pulse over the past two years for measuring different media on the same basis. In the most recent field studies, Dr. Roslow said, the technique was used to measure a morning daily, an evening daily, a radio station and a television station, and located in the same metropolitan market.

"Broadcasters," Dr. Roslow said, "will be interested in learning that radio was the most economical, television next, and newspapers the most expensive. But advertisers may be even more interested.

"For one thing, it indicates that all media have been too anxious to talk big numbers instead of about effectiveness even though such an evaluation is based on lesser numbers; and just as important, this technique indicates that the time may have arrived when advertisers should seriously plan on integrating the various media they use. The use of one to emphasize the message in another could double the impact of both."

MST Board Orders Study Of Membership Extension

A MOVE is underway to broaden the membership base of Maximum Service Telecasters Inc. to include 49 stations which, although not operating at maximum power, are actually operating at maximum service. The MST board, at a meeting in Washington last week, ordered a study to be made to determine whether membership should be extended to those stations which, although operating below maximum power, do have, because of their antennas; above average terrain in Zone I; above average terrain in Zones II and III. Where antennas are above maximum heights, power must be reduced, under FCC rules, according to an antenna height-power formula.

The MST board voted to participate in the 24-980 mC FFC study, and announced the election to membership of 10 more stations, bringing the total MST membership to 124. New member stations are WISH-TV Indianapolis, Ind.; WJBK-TV Detroit, Mich.; KPIX (TV) San Francisco, Calif.; WJW-TV Cleveland, Ohio; KKYV-TV.
Every thing (and body) comes under investigation in Washington at one time or another. But careful scrutiny of the Washington market only enhances WTOP Radio's reputation. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's favorite personalities and (4) ten times the power of any radio station in the Washington area.

WTOP RADIO
 Operated by The Washington Post Broadcast Division
 Represented by CBS Radio Spot Sales

Lobby Investigation
Radio-TV Newsmen Out to End Row With Newspaper Reporters

STEPS to end any friction between radio-television newsmen and newspaper reporters in covering news events were taken last week by the board of Radio-Television News Directors Assn. at its semi-annual meeting in Chicago. The board voted to set up a professional standards committee seeking equal treatment for all news media at public events and to ask cooperation of the American Society of Newspaper Editors in avoiding friction among newsmen.

Ted Koop, CBS Washington, president of RTNDA, said the association is deeply concerned over reports of ill-feeling on the part of a few newspapermen in covering stories, feeling all newsmen are entitled to cover the news equally and to bring along their own equipment. "We seek an atmosphere of mutual respect," he said.

The board worked on plans for the RTNDA convention in Miami Beach, Fla., Nov. 7-9, deciding to concentrate on how-to and workshop meetings. Mr. Koop appointed the following to the professional standards committee: Sam Zellman, KNXT (TV) Los Angeles, chairman; Charles Herr- ring, KING-TV Seattle; John Secondari, ABC Washington; Jack Clements, WTV (TV) Richmond, Va.; Tom Powell, WDAU (TV) Scranton, Pa.; Floyd Kalber, KM (TV) Omaha, Neb.; Ken White, KOA-TV Denver; Steve Warren, WMC Memphis; Prof. Mitchell Charnley, U. of Minnesota and William Small, WHAS Louisville, board liaison.

RAB Announces Schedule For Management Conferences

The schedule for Radio Advertising Bureau's annual regional management conferences, expanded this year to six meetings, was released last week by Kevin B. Sweeney, president. The two-day management conferences will be devoted to half-day sessions on promotion, sales management, program planning and general management of radio stations with all topics discussed from the point of view of the station manager.

The first session is scheduled for Pacific Coast stations Aug. 19-20 at Rickey's Studio Inn, Palo Alto, Calif., to be followed the same week by the conference for Intermountain stations and the westernmost part of
the Midwest at Stanley Hotel, Estes Park, Colo., Aug. 22-23.

Two east coast meetings are scheduled this year, one at Saranac Inn, Upper Saranaac Lake, N. Y. Sept. 5-6, and the other at The Greenbrier, White Sulphur Springs, W. Va., Sept. 9-10.

The two final meetings will be at the Wagon Wheel, Rockton, Ill., Sept. 12-13, and at the Edgewater Gulf Hotel, Edgewater Park, Miss., on Sept. 16-17.

Attendance will be limited to 60 managers and sales managers at each meeting. Approximately 80 individual subjects will be discussed by a four-man management team from RAB and the group.

"Of all the projects we attempted in 1956, the regional management conferences were the most enthusiastically received," said Mr. Sweeney. "Out of 267 managers attending last year's experimental sessions, 266 voted for a second series in 1957," he added.

Last year's format will be repeated at the conferences. An RAB executive will be responsible for discussing a project or a case history. He will present the facts in five to eight minutes. Then five to eight minutes of discussion are allowed, but only for the presentation of facts. Anyone presenting personal opinion will be declared out of order, Mr. Sweeney said.

Appearing at all six meetings will be Mr. Sweeney; John F. Hardesty, RAB vice president and general manager, and Sherrill Taylor, vice president and director of promotion. Acting as the fourth member of the management team at each of two meetings will be Warren Boorom, promotion manager, John T. Curry, manager of station service, and James Shoemaker, manager of the membership department.

Alexander Elected President
Of Hollywood RTRAC Group

ACTOR Ben Alexander was elected president of Radio-Television-Recording-Advertising Charities of Hollywood for 1957-58 at the seventh annual meeting of RTRAC members May 9.

Other elected officers are: C. Burt Oliver, Foote, Cone & Belding, vice president; Bruce Baumeister, KTTV (TV) Los Angeles, secretary; Miss Pat Martin, KTTV, assistant secretary; Miss Liz Gould, Radio-Television Directors Guild, treasurer.

New board members are: Mike Eliason, CBS; Cliff Gill, KBIG Avalon; Harold R. Maag, RCA; Cy Pearson, California Bank; Karel Pearson, NBC; Elton Rule, KABC-TV Los Angeles; Miss Hilly Sanders, Dan B. Miner Co.

Ex officio board members (past presidents) are: Thomas C. McCray, KFRC (TV) Los Angeles; M. J. Rockford, MCA; Don B. Tatnum, Walt Disney Studios; Walter A. Tibbals, Savin & Tibbals Productions; Robert O. Reynolds, KMPC Los Angeles; Robert P. Myers, Lillic, Ggary, McHose & Myers.

Outgoing President Tibbals reported the RTRAC 1957 campaign drive raised $270,850, more than $20,000 over the quota of $250,000 and an increase of $47,532 over the 1956 contributions. RTRAC funds are distributed among eight organizations: City of Hope, American Red Cross, Sister Kenny Foundation, American Heart Assn., American Cancer Society, Community Chest Agencies, Los Angeles YMCA, and United Cerebral Palsy Assn.

Membership commended Burt Zinn, RTRAC executive director, for his "outstanding and devoted full-time service" to the charity.

Gray to Head N. Y. Ad Club

ROBERT M. GRAY, advertising manager of Esso Standard Oil Co., has been elected president of the Advertising Club of New York. Gene Flack, director of advertising for Sunshine Biscuits Inc., is new vice president. Carl H. Eiser, publisher of Hosiey and Underwear Review, was elected treasurer.


Philadelphia Elect Tripp

ALAN TRIPP, Baier & Tripp, was elected president of the Philadelphia Television & Radio Advertising Club at the group's May luncheon. James T. Quirk, Tv Guide, was named board chairman.

Other officers elected included Robert M. McGredy, WCAU-TV Philadelphia, vice president; Morton Simon, local attorney, vice president and counsel; Murray Arnold, WPEN Philadelphia, treasurer; and Doris Scheuer, Baier & Tripp, secretary.

At the same time George B. Storer Jr., vice president for tv, Storer Broadcasting Co., spoke on "The Future Pattern of Television Growth."

Ballinger Gets Second FAB Post

J. KENNETH BALLINGER, legal counsel for the Florida Assn. of Broadcasters, has been given an additional status as executive secretary with headquarters in the State Capitol at Tallahassee. Mr. Ballinger is a former member of the legislature, a former reported for radio and newspapers, and now is an attorney.

FAB will meet June 13-15 at the Bal- moral Hotel, Miami Beach. H. Dennison Parker, of WTAN Clearrwater, is president.

AWRT to Meet in S. F. in '58

AMERICAN Women in Radio & Television will hold its 1958 convention in San Francisco April 23-27, AWRT headquarters in New York has announced. Marion K. Rowe of KRON-TV San Francisco, western area vice president of AWRT, is convention director. Delegates to San Francisco will be offered a post-convention trip to Hawaii.

AWRT Members to Be Guests
Of Creole Corp. in Venezuela

FOUR MEMBERS of American Women in Radio & Television have been selected by Creole Petroleum Corp. for a week's junket to Venezuela next month. They are AWRT President Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit; Helen Hall, NBC newscaster; Fran Kiley, radio-tv publicist with Ted Bates & Co., New York, and Edna Seaman, WFBC-TV Greenville, S. C.

The tour, planned to give the AWRT members a look at U. S. industry abroad, is said to be the first for a radio-ty group making such a goodwill mission to South America, and the first all-women's group to tour Venezuela. The party will leave June 10 from Idlewild Airport in New York. Henry F. Pelkey, public relations manager of the oil firm, will be host on the trip.

Two Seek NARTB Radio Post

TWO NOMINEES from NARTB District 2 (N. Y., N. J.) are competing for the vacant place on the association's Radio Board—Simon Goldman, WJTN Jamestown, N. Y., and Michael R. Hanna, WHCU Ithaca, N. Y. Ballots returning mid-month May 31 were mailed Thursday by Everett Revercomb, NARTB secretary-treasurer. Messrs. Goldman and Hanna were nominated to succeed Robert B. Hanna, formerly of WGY Schenectady, N. Y., who resigned when he was transferred to another part of the General Electric organization. The term expires with the 1959 NARTB convention. Nominee Hanna is a former board member.

Webb Sees Spot Radio Climb

SPOT RADIO volume for the full year 1957 will run at least $20 million ahead of 1956's record total of almost $150 million, according to Lawrence Webb, managing director of Station Representatives Assn. He also predicted that figures on the first quarter of this year, now being compiled for SRA by Price, Waterhouse & Co. and expected to be ready for release within a week, will show spot radio up 25% to 30% above the first quarter of 1956. In an account of his National Radio Week speeches in Dallas and Houston, he erroneously reported last week that Mr. Webb had forecast a $20 million gain for the first quarter.

Watson Re-elected to AER

CAL WATSON, production manager of KWSC Pullman, Wash., operated by Washington State College, was re-elected executive secretary of Alpha Epilom Rho, national honorary radio and television fraternity at the group's annual convention in Columbus, Ohio, May 7-9, held in conjunction with Ohio State U.'s Radio-Televison Institute.

New national student officers include Ray Normand, Boston University, president; and John Barry, Kansas State College, vice president.
Repetition has long been recognized as basic to advertising success.

But in most media, the price-tag on frequent repetition has zoomed into the stratosphere.

So today, when the plans-board asks: Within budget limits, how can we build effective repetition into our media-strategy?...

The sound answer is—SPOT RADIO.

For only in Spot Radio can most advertisers afford repetition at the effective level known as Saturation.

Through Saturation, your selling-idea is repeated so frequently and so emphatically that it reaches all your customers—reaches them again and again until your selling-idea becomes their buying-idea.

Because Saturation in Spot Radio pays-off for the advertiser, Blair-represented stations have established attractive rates on saturation-schedules.

And John Blair & Company has developed the new Saturation Calculator, shown at the left. At a glance it shows how many major markets can be covered with a specific budget—how often—and for how long.

A call to the nearest John Blair office will bring your copy of the Calculator—and detailed information on methods of applying the full power of Repetition in reaching your sales-goals for 1957.
100,000,000 Americans Go Places And See Things!

Sell this 17 billion dollar market* with VAGABOND

Reach the 100,000,000 Americans who are traveling the year round. These are the inquisitive, probing, sightseeing Americans visiting historical sites, famous monuments, national parks and vacation lands in every state and country on the continent. There is concrete proof that the greatest travel boom in history is HERE AND NOW!

- Americans spend 17 Billion Dollars for vacations annually.
- Americans are on wheels — rolling along in over 41 Million autos.
- Americans on the move take advantage of their travel opportunities — ___ of all wage and salary earners are eligible for annual paid vacations.

With all America in the travel mood — VAGABOND gives you THE ONLY SHOW WITH THIS HUGE READY-MADE MARKET. Take your audience where it wants to go in North America — to the lively playgrounds of the U.S.A., to the nostalgic cities where history was made, to the Oregon rapids, to the famous ski resorts, to the National Parks of the Golden West, to gay, colorful Mexico, to beautiful, romantic Hawaii.

Tune in all Travel-Minded America with VAGABOND.
NBC Radio Money Says Its Advertising Pays

NBC RADIO last week offered to put up its own money to prove to advertisers that NBC Radio campaigns pay off.

The offer is the backbone of a new sales-effectiveness research plan [CLOSED CIRCUIT, May 6] announced Friday by Matthew J. Culligan, vice president in charge of the NBC Radio Network. The plan is based on the philosophy that radio audience ratings give a more direct proof of radio's selling ability.

To be called "The NBC See-For-Yourself Research Plan," the new project sets up a research fund which will pay all costs up to $10,000 of sales effectiveness studies for NBC Radio advertisers whose campaigns meet certain basic criteria.

The basic requirements, Mr. Culligan said, are that the campaign be of sufficient length and involve sufficient frequency to give a measurable result of its effectiveness, and that it contain exclusive copy points which will allow the advertiser to isolate the effectiveness of radio from that of his advertising in other media.

Explain the off-ground and purpose of the new plan, Mr. Culligan said:

"Most of the recent network radio purchases by knowledgeable, deliberate advertisers and agencies resulted from their own sales effectiveness research on test radio campaigns. Extraordinary sales results were proved despite disappointingly low ratings, leading to the belief that present radio audience ratings are virtually meaningless as an indication of radio's true selling power. We are willing to put network radio to the test of radio sales effectiveness research at our own expense."

The research methods will be tailor-made to fit each participating advertiser's needs and accordingly will vary from client to client. H. M. Beville Jr., NBC vice president in charge of research and planning, explained:

"To make these studies as effective and revealing as possible, the research techniques will be tailored to meet the specific needs of the individual advertiser. Typical methods which might be used will include such techniques as store audits, test market comparisons, consumer panel studies and before-and-after surveys of brand awareness and acceptance."

"The specific technique to be used in each instance will be worked out in conjunction with the research director of the advertiser and his agency."

The "minimum requirements" which an advertiser must meet to take advantage of the plan also will vary, depending upon a number of factors. In general, however, NBC would expect the campaign to run at least eight weeks and to involve commercials that are at least 30 seconds in length.

As for "minimum" number of commercials per week, Mr. Culligan pointed out that one advertiser who used around 80 half- and full-minute commercials per week, Monday through Friday, found measurable results a little more than eight weeks after the campaign started. Another was able to trace results to radio on 20 announcements scheduled entirely on weekends. Thus, the
time of week will be one factor to be considered along with frequency.

NBC officials said full details of the plan are being compiled in writing for submission to the research directors of all advertising agencies within a few days.

CBS-TV Signs Nine Renewals For Gross of $14 Million

SIGNING of nine advertisers to renewals representing $14 million in gross billing to CBS-TV was announced Thursday by William H. Fanning, vice president of sales administration.

The renewals involve four nighttime and seven daytime programs.

Nighttime: Nestle Co. for Oh Susanna on alternate weeks (a Hal Roach Studios package through Bryan Houston Inc.); Thomas J. Lipton Inc. for Godfrey's Talent Scouts on alternate weeks (Young & Rubicam); Schlitz Brewing Co. for Schlitz Playhouse weekly (J. Walter Thompson Co.), and Time Inc. for Person on Person on alternate weeks (Young & Rubicam).

Daytime: General Mills for Lone Ranger on alternate weeks (Dancer-Fitzgerald-Sample); Kellogg Co. for Wild Bill Hickok (Leo Burnett Co.); Standard Brands for Arthur Godfrey Time (Ted Bates & Co.); Campbell Soup Co. for Garry Moore Show and Art Linkletter's House Party (both Leo Burnett Co.); Swift & Co. for parts of Linkletter's House Party (McCann-Erickson), and Nestle Co. for Lone Ranger (McCann-Erickson).

NBC Credits 'No Waste' Plan For O&Os' Added Revenue

THE five owned-and-operated NBC radio stations are gaining additional revenue at the rate of 1.5 million per year as the result of NBC Radio's "no waste" sales policy, it was announced Thursday by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

The no waste policy permits NBC Radio affiliates to sell unsponsored network time on a local basis. Initiated less than six months ago, the plan proved its merit almost immediately, according to a survey of the NBC owned stations, he reported.

Commenting on the survey, Mr. McFadden said: "The no waste plan has greatly increased local sales by permitting stations to solicit sponsors for time periods which were not previously available locally. The enthusiastic response by local advertisers once again proves the tremendous sales impact of the radio medium."

NBC-TV Signs To Televise Pacific Conference Games

NBC-TV will televise four football games and 10 basketball games of the Pacific Coast Conference next fall and winter, it was announced jointly last week by Tom S. Gallery, NBC's sports director, and W. J. Parry, radio and tv director of the conference.

West coast sportscaster Chick Hearn will be the play-by-play commentator for all 14 telecasts. The four regional football dates, all Saturdays, are Oct. 12, Oct. 26, Nov. 9 and Nov. 23. They will be seen only in National Collegiate Athletic Assn. District 8, which includes California, Oregon, Washington, Idaho and Nevada.

The 10 basketball contests will be presented on consecutive Saturdays starting Jan. 4. NBC-TV also has exclusive tv rights to the national nine-date grid schedule approved by the NCAA. Arrangements are being made for the network to carry regional telecasts in other areas on the same four dates as the PCC regional program.

Del Monte First to Use NBC Radio C-C Broadcast

NBC Radio's "Hot Line Merchandising Plan," by which sales executives can instantaneously brief regional distributors from coast to coast, was used for the first time Tuesday by Del Monte (California Packing Corp.), it was announced last week by Matthew J. Culligan, vice president in charge of the NBC Radio Network.

The plan involved the use of a closed-circuit broadcast, during which Del Monte executives told their sales representatives in 24 cities about the company's sponsorship of one-quarter of the NBC News-on-the-Hour broadcasts, starting today (Monday).

The 25-minute closed circuit broadcast, originating live in New York, Chicago, Washington and San Francisco, included a promotional description of News-on-the-Hour by NBC commentators Chet Huntley, Dave Brinkley, Leon Pearson and Morgan Beatty. Del Monte's merchandising plans were described by J. H. Allen, divisional sales director in New York; Ross B. Yerby Jr., assistant general sales director, field sales. Other speakers were Mr. Culligan and George Graham, director of sales planning for the NBC Radio Network.

Another unique phase of the merchandising plan calls for the use of special transcriptions of the NBC News-on-the-Hour which will be carried by the company's salesmen when they make calls on retailers. Use of the radios enables the salesmen to convey the impact of the on-the-air advertising campaign.

Affiliates Board Plans Meet For CBS Radio Members in Fall

PLANS for the 1957 annual convention of CBS Radio affiliates, to be held in New York Nov. 7-8, were drawn up at a meeting of the board of directors of the CBS Radio Affiliates Assn. in New York last week.

Opening day of the convention will be devoted to closed sessions of the affiliates. Second day will consist of joint meetings with network officials, headed by Dr. Frank Stanton, president of CBS Inc.

The convention was one of several meetings was attended by the board of directors of the CBS Radio Affiliates Assn. in New York last week.

Opening day of the convention will be devoted to closed sessions of the affiliates. Second day will consist of joint meetings with network officials, headed by Dr. Frank Stanton, president of CBS Inc.

The convention was one of several sessions were CBS Radio was represented. Another was CBS Radio's $5.5 million contract with the Ford Div. of Ford Motor Co. (BT, May 13) and its effect on long-range programming plans.

Some affiliates have questioned whether they should clear time for the Ford package, on grounds that portions of it eat into lu-
include WJAC-TV

if you want a schedule with a top "Hi-Q"

Hi-Quantity
with 41 key counties in this Southwestern Pennsylvania Marketing Area

Hi-Quality
in 20 of these 41 counties WJAC-TV reaches 80 to 100% of TV homes

The one key to Pennsylvania's 3rd TV Market

OVER A MILLION TV HOMES ... and WJAC-TV is the one station that can deliver maximum coverage of this vital marketing area. WJAC-TV reaches into 63% of these TV homes ... and holds viewer preference with outstanding programming. Latest ARB study in the Johnstown-Altoona area alone shows WJAC-TV with 24 out of the 25 top night-time shows. If you have something to sell, in Southwestern Pennsylvania ... showcase it on WJAC-TV ... the station with that remarkable Hi-Q!

call your KATZ man for full information about
creative station periods, but network officials appeared confident that stations generally would accept [CLOSED CIRCUIT, May 13].

The affiliates' group elected two new members to the board: C. Grover Delaney, WHEC Rochester, to succeed George D. Coleman from District 2, and John S. Hayes, WTOP Washington, to succeed Donald S. Thorne of WCAU Philadelphia from District 3. Mr. Thornburgh resigned because of an eye injury that required surgery, and Mr. Coleman because he has left WGBI Scranton, Pa., the station from which he was elected to represent District 2.

The Affiliate Board, headed by John M. Rivers of WSC Charleston, S. C., met privately on Wednesday and with CBS Radio President Arthur Hull Hayes and associates on Thursday. Board members who attended one or both of the sessions were Chairman Rivers; J. Maxim Ryder, WBYR Waterbury, Conn.; F. C. Sowell, WLAC Nashville, Tenn.; Robert F. Tinchler, WNAX Yankton, S. D.; Westerman Williclock, KBOI Boise, Idaho; J. C. Kellam, KTBC Austin, Tex.; Frank P. Fogarty, WOW Omaha; Worth Kramer, WJR Detroit; Lee B. Wailes, Storer Broadcasting Co.; Kenyon Brown, KWFT Wichita Falls, Tex., and Joseph T. Connolly, WCAU (representing Mr. Thornburgh).

CBS-TV Sets Four Star 'Trackdown'; New Film Company Announced

FOUR STAR FILMS Inc. has sold a new western series to CBS-TV for airing next fall. 'Trackdown' will be produced in cooperation with the Texas Rangers and tentatively is scheduled for the 8-8:30 p.m. (FST) spot on Fridays.

The show will star veteran actor Robert Culp, who recently appeared on the stage in "Clearing in the Woods." Col. Homer Garrison, commander of the Texas Rangers, was to be in Hollywood last week to discuss the series with Four Star owners, Dick Powell, David Niven, Charles Boyer and William Cruikshank.

It was announced last week that Four Star principals have formed a new film firm, Dayton Productions.

Dayton is producing an as yet untitled anthology series to be co-sponsored by Aluminum Co. of America and Goodyear Tire & Rubber Co., 9:30-10 p.m. Mondays on NBC-TV, starting this fall. Physical production will be handled by Four Star Films.

Robert Ryan has been signed by Dayton as one of five stars who will rotate in lead parts in the Alcoa-Goodyear series. Other leads will be David Niven, Charles Boyer, Jack Lemmon and Jane Powell. Another Dayton Productions series, 'Richard Diamond, Private Detective,' with David Janssen in the title role, will start July 8 on CBS-TV as a Monday, 9:9:30 p.m. telecast, sponsored by General Foods Corp.

'Damone' to Replace 'Godfrey'

CBS-TV has announced that it will fill the Wednesday, 8-9 p.m. period, effective July 3, with 'The Vic Damone Show,' replacing 'The Arthur Godfrey Show,' which is being dropped with the June 26 telecast. Mr. Godfrey and the network had informed sponsors, Bristol-Myers Co., Pillsbury Mills and Kellogg Co. that Mr. Godfrey was giving up the show because of strain of his broadcast activity (Mr. Godfrey has various other shows on radio and TV at CBS) [AT DEADLINE, April 15]. Sponsors have not yet been announced for the new show.

CBS Seen as Good Buy In Investment Future

FAVORABLE disposition towards CBS Inc. as a future prospect for investors was indicated last week by two New York investment companies. They were Steiner, Rouse & Co., investment firm, and Arnold Bernhard & Co., investment advisers (also see Bernhard reports on film companies, page 40, and radio-television manufacturers, page 70).

After outlining the growth of CBS Inc., its favorable broadcasting operation, sales increase in Columbia phonograph records, expansion in the use of electron tubes and semiconductors (via Hytron Div.) and research activity at CBS Labs, Steiner, Rouse predicted a sharp gain in "overall prospects" for this year.

Its verdict: "Currently selling about 10 times the indicated earnings (CBS), stock appears quite reasonably valued and an attractive capital investment. With increased earnings, liberalization of current conservative cash dividend is a reasonable expectation in due course." Also noted is an "outstanding" management record and the "strongly entrenched position" of CBS in its field.

Bernhard took notice that CBS has placed Ampex magnetic video tape recorders into service. Its evaluation pointed up that with a wider application of the equipment, the network probably will be able to reduce "substantially" the operating expenses involved in transmitting television programs cross-country.

"A wider overall profit margin together with continuing increases in revenues from both TV and radio broadcasting will probably result in a significant expansion in earnings this year," the report predicted.

Estimated by Bernhard for this year are net profits of $2.75 a share on sales of $380 million compared with $2.13 per share on $354 million "preliminarily" reported for 1956. The next three to five years should see a steady growth of sales at CBS with the expansion somewhat slower than that enjoyed in the early 1950s when the TV industry still was very young, the report forecast.

Sid Caesar, NBC Call It Quits After Association of 9 Years

TERMINATION of a 10-year contract between comedian Sid Caesar and NBC was announced jointly last week by the network and Mr. Caesar. Mr. Caesar's show on NBC-TV (Sat., 9-10 p.m., EDT) will end on May 25, two weeks earlier than had been planned originally.

The comedian has been associated with NBC for nine years and has been working on a 10-year contract that still had seven years to run. A clause in the contract gave Mr. Caesar the option to terminate it, if

WICU, ERIE . . .

The pick of the packed houses . . .

The Erie picture is mighty prosperous looking, but even better when you get off the ground. An aerial view of the most perfect natural harbor on the Great Lakes reveals that WICU has lots of room to anchor your product in the vast Erie market.

FOR EXAMPLE:

- LAKE CARGO — The Port of Erie annually packs, crates, totes on dolleys, jolies and piggyback, cargo in excess of 7,000,000 short tons. (This doesn't include my mother-in-law, who weighs plenty!)

- DOLLARS — Present Erie manufacturing enterprises employ an estimated 50,000 persons distributing wages of $185 million annually. (Exclusive of baseball pools.)

- VISITORS — The tourist and convention trade has mushroomed in the past few years from a $500,000 business to a yearly $13 million. (They doubled the price of rooms!)

The outlook, the look-about and the look-see should convince sales and advertising managers that now's the time to unfurl their beach kimonos, brandish their pails and shovels and simmer in the sunny selling lakeside around Erie.

WICU

ERIE, PA.

CHANNEL 12

An Edward Lomax Enterprise — Bert McLaughlin, General Manager

Represented Nationally by

EDWARD PETRY AND CO., INC.

New York St. Louis Chicago Atlanta Detroit San Francisco St. Louis Los Angeles

Broadcasting Telecasting
LONG DAY'S JOURNEY INTO NIGHT starring Fredric March and Florence Eldridge

“A PACKED HOUSE EVERY PERFORMANCE”

Around Erie, an out-of-town tryout just packs them in... becomes a solid hit and settles down for a long run.

On WICU, top caliper tv programming wins friends for every client's product and consistently gladdens the hearts of every tv advertiser.

Since WICU, timebuyers never had it so good in the Great Lakes region. Whether you buy by the numbers, favor an Ouija board or interpolate the tilt of a track record — WICU is just for you. No need to Geiger count your way looking for loaded ratings. The picking is plenty good! (Check boxoffice and assayer's report).

Now's the time to stage a dry-run rehearsal with your Petry man or Ben McLaughlin, General Manager, regarding adjacency possibilities and available show opportunities. Double check the Erie market-basket story yourself reprinted on the opposite page...

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*Telepulse March, 1957

WICU ERIE, PA. CHANNEL 12
An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles
by June 1, the network could not guarantee him 20 programs in prime time for next season.

Neither the network nor Mr. Caesar would specify the financial details of the contract, but a spokesman for the comedian told B+T that if he had failed to exercise his option and had continued with the contract, he would have received $100,000 per year for the next seven years. An NBC-TV official confirmed this stipulation of the agreement.

Provensen Dies in Washington

HERLUF A. PROVENSEN, 48, formerly chief announcer for NBC Washington, died after a heart attack last Wednesday, May 15. Mr. Provensen had been doing research and writing magazine articles during the past year and formerly was with WGMs Washington as program director.

He is survived by his wife, Hester Beall Provensen, assistant professor of speech at the U. of Maryland, and his son, Herluf Christian Provensen, a student at Harvard College.

Burns, Former CBS Counsel, Dies

JOHN J. BURNS, 56, onetime counsel for CBS and in the mid-1930s counsel with the Securities & Exchange Commission and U. S. Maritime Commission, died May 11 at St. Vincent's Hospital, New York, after a brief illness.

While in private practice in Boston and New York, Mr. Burns at the age of 30 was named to the Massachusetts Superior Court. He left the bench to join SEC as general counsel in 1934. He is survived by his wife, Alice, and five sons.

CNP Licenses ‘Home’ Wear

NBC’s California National Productions Inc. merchandising division, which controls licensing for many NBC-TV programs and personalities, announced licensing rights have been granted to Henry Rosenfeld Inc. for a “home” dress, inspired by Arlene Francis’ Home Show, according to Robert R. Max, division manager. CNN also has announced acquisition of licensing rights to three new properties. Involved are The Gumby Show, kiddies program currently on NBC-TV; Kokomo Jr., chimpanzee on network’s Today; and The Silent Service, tv film series on submarine warfare.

NETWORK SHORTS

NBC-TV’s Bride and Groom will return to network July 1. Show will be telecast Mon.-Fri. 2:30-3 p.m. EDT replacing Tennessee Ernie Ford Show which is being dropped permanently so Mr. Ford can devote more time to his evening show. Sponsor for new program has not been announced.

ABC-TV will present Key Club Playhouse, series of selected films from Ford Theatre, to debut Tuesday (May 21) at 9-9:30 p.m. EDT. Mogen David Wine Corp., for Key wines will sponsor series, which replaces Tweenies, which was dropped by Mogen David. Screen Gems produced original films. Agency is Edward H. Weiss & Co., Chicago.

HILL TALK MAKES FCC WARY ON PAY TV

FOUR FCC members had a two-hour "conference" on subscription tv with the chairman of the House Commerce Committee last Tuesday afternoon. The result, apparently, is that there will be no precipitous action on authorizations for experimental pay tv operation.

FCC Chairman George C. McConnaughy and Comrs. John C. Doerfer, Robert T. Bartley and T. A. M. Craven were the FCC members who saw Rep. Oren Harris (D-Ark.), House committee chairman. They were accompanied by aides Walter E. Baker, general counsel; Robert D. L’Heureux, administrative assistant to Mr. McConnaughy, and Louis C. Stephens, Broadcast Bureau attorney. Kurt Borchardt, Commerce Committee communications specialist, was present with Mr. Harris.

Chairman McConnaughy told reporters after the lengthy session, that the meeting resulted in an “exchange of views” between FCC Commissioners and Mr. Harris. The meeting took place after Mr. Harris submitted to the FCC a penetrating series of questions on pay tv (B+T, April 29). Fundamental questions involving the FCC’s authority to approve subscription tv were raised and a strong implication made that the Commission should come to Congress before taking any further steps on the controversial proposal.

While no formal details of the meeting were revealed, it was understood the upshot was that the Commission would not take any steps to approve tests of pay tv before a hearing was held to elicit more information. It was qualified opinion that the Commission might even then consult with Congressional committees prior to further action.

It was known, however, that Mr. Harris neither sought nor received any commitments on what the FCC might do next.

It was clear, according to informed sources, that Chairman Harris agreed with the view that hearings should be held to procure more information, and that the FCC should then return to Congress for guidance.

At one point, it had been known, there was a majority at the FCC who seemed in favor of approving some forms of tests—particularly in multi-station markets. The major question at issue was whether to require additional information—on operating specifics as well as the so-called “constitutional” questions—before authorizations were issued.

At last Wednesday’s Commission meeting, a draft of a response to Mr. Harris was submitted by the staff for consideration. The Commission did not feel entirely satisfied with the proposed answers, and “passed” the item until the next meeting (May 21). In some, the examiner’s draft implied that answers could not be given until actual operations are underway.

Film Producers Plead For Financial Secrecy

A GROUP of high-powered attorneys representing major tv film producers and distributors spent two hours last Tuesday attempting to persuade the four-man FCC network study committee that the film companies should not be forced to divulge “competitive financial data” regarding production costs and selling prices of their syndicated film wares.

The meeting was an outgrowth of the film companies’ motion to quash FCC subpoenas at a hearing in New York three weeks ago before Chief Hearing Examiner James B. Cunningham [B+T, May 6]. Counsel were scheduled to file their briefs on the legality of these motions last Friday.

The tv film producers and exhibitors charged that the financial data requested by the FCC network study staff was not relevant to the network study.

Involved, it is understood, are itemized production costs for individual syndicated programs, and the selling price of these programs to individual stations and to networks.

The film spokesmen told the Commissioners they are willing to submit total production costs and total income from the sale of programs to individual stations and networks but pleaded that the submission of

VIDEO LETS BARTLESVILLE CONTRACT

A CONTRACT has been signed between Video Independent Theatres Inc. and Southwestern Bell Telephone Co., to wire Bartlesville, Okla., for closed circuit telemovie operations, it was announced last week.

The agreement provides that Video will put some 38 miles of coaxial cable on telephone poles and will then pay the telephone company rental for the use of the cable and utility poles. Work is expected to start soon and be completed in the next six to eight weeks. The telephone company will maintain main cables and amplifiers. Video’s subsidiary, Vumore Co., will install tap-outs to subscribers’ homes and service them.

The Bartlesville experiment will begin in July or early August, Henry S. Griffling, Video president, announced. A solicitation campaign to sign up subscribers at $9.50 per month, for a specified number of feature films, will begin as soon as the main lines are in place. In addition, Mr. Griffling said, the service will offer news, time, weather, educational and entertainment programs and recorded music.

Video plans to spend $300,000 in wiring the Oklahoma city [B+T, Feb. 18].
more women listen to WPEN’S 950 CLUB than any other program in Philadelphia

REPRESENTED NATIONALLY BY GILL PERNIA, INC. New York, Chicago, Los Angeles, San Francisco
San Francisco-Oakland
Gets FCC Ch. 2 Grant

CH. 2 in Oakland-San Francisco will be awarded to San Francisco-Oakland TV Inc., according to instructions the FCC gave its staff last week.

The Commission directed that a final decision be prepared favoring that applicant over Ch. Two Inc. (recommended for the grant in an examiner's initial decision) and TV East Bay Inc. The Commission stated that the staff instructions, reportedly the result of a 4-3 vote, are not final and can be changed.

According to reliable reports, Comrs. McConnaghy, Hyde, Doerfer and Lee voted for San Francisco-Oakland Television Inc., and Comrs. Bartley, Mack and Craven voted for Television East Bay. There were no votes for Channel Two Inc.

Comparative hearings among the three applicants began July 9, 1954, and the record was closed the following January. Ch. Two's proposal to locate its only station in Oakland and concentrate its programming and advertising toward residents of the East Bay area (Oakland) was a deciding factor in Examiner Thomas H. Donahue's initial decision (released in June 1956). This plan was attacked vigorously by the other applicants, who claimed the proposal is contrary to Commission policy set forth in the Petersburg, Va., ch. 8 grant, in oral argument before the Commission last March.

Ward Ingram (general manager of the Don Lee Network) and William Pabst (former General Teleradio and Don Lee executive and current general manager of KFRC, San Francisco) each own 47½% of San Francisco-Oakland TV Inc. The remaining 5% is held by consulting engineer Harry Lubke.

With the disposition of the Oakland-San Francisco case, applicants still awaiting final decisions by the Commission are those for ch. 7 in Buffalo, N. Y.; ch. 9 in Orlando, Fla.; ch. 7 in Seattle, and ch. 2 Biloxi, Miss.

Tampa-St Petersburg Gets Ch. 10; Commission Acts on Five Others

THE FCC last week directed its staff to prepare an order assigning ch. 10 to New Port Richey, Fla., Tampa-St. Petersburg area as a "drop-in" giving that area its third commercial vhf.

The assignment, requested by Suncoast Cities Broadcasting Corp. of St. Petersburg, has been pending before the Commission for over three years. Ch. 36 WJHP-TV Jacksonville, Fla., had sought the same facility for Bunning, Fla. Commercial stations presently operating in Tampa-St. Petersburg are ch. 8 WFLA-TV, ch. 13 WTBT (TV) and ch. 38 WSUN-TV.

Finalized by the Commission last week was the addition of ch. 12 to Lamar, Colo., effective June 20.

Channel shifts denied by the FCC:

To replace educational ch. 11 Lexington, Tenn., with ch. 49 and assign ch. 11 to St. Joseph, Tenn., for commercial use. Proposed by Aaron B. Robinson of Jackson, Tenn., and Gregory Broadcasting Co., Muscle Shoals, Ala.


Proposal by Philipsburg-Clearfield TV Co. that ch. 3 be assigned to Clearfield, Pa. Comrs. Bartley dissented.

To shift ch. 5 from Raleigh, N. C. (WRAL-TV), to Rocky Mount, N. C.; shift ch. 50 from Rocky Mount to Raleigh and reserve it for commercial use; delete the educational reservation on ch. 22 Raleigh. and add ch. 44 to Raleigh. These changes were requested by ch. 28 WNAO (TV) Raleigh.

Senate Cuts USIA Budget, Asks Agency's Return to State Dept.

IN a rare move expressing the current Congressional drive for economy, the Senate Appropriations Committee last week slashed the U. S. Information Agency 1958 fiscal appropriation by 37% from the $144 million requested by President Eisenhower. The cut reduced even further the $106 million approved by the House of Representatives last month.

At the same time the Senate group unanimously recommended that USIA be returned to the State Department (USIA was made an independent agency in August 1953).

The Senate committee voted by more than two to one to approve $90.2 million for USIA for the fiscal year beginning July 1. It is uncommon for the Senate to cut an appropriation below a House-passed figure; usually the Senate restores House slashes. The committee recommendation was submitted to the full Senate late last week.

But the committee said it was impressed with the Latin American broadcasts which it believes warrant expansion. It suggested extension of WRUL Scituate, Mass., radio broadcasts into Brazil to insure more complete network coverage of all Latin America.

The committee also restated again this year that no less than $350,000 shall be utilized for contracts with private radio licensees, leaving their selection to USIA discretion.

WWBZ Finally Gets Renewal

AFTER five years of trying, WWBZ Vine-
land, N. J., last week got a renewal of license from the FCC. The FCC finalized a Feb. 11 examiner's initial decision recommending the renewal.

The station first applied for a new license in February 1952. The application was set for hearing of charges that horse race information broadcast by WWBZ was being used for illegal purposes. The favorable initial decision found this programming had been eliminated and the Commission, noting that there had been no objections filed to the examiner's recommendation, made the decision final.

Page 64 • May 20, 1957
Smulekoff's Furniture Store

Has 2½ acres of floor.

That should be enough

To display all their stuff,

But we force 'em to keep getting more.

More furniture, that is, which delights Mr. S. no end, not only because he loves to buy furniture, but also because he loves to sell furniture. It has something to do with turnover, which is bad when applied to customers and dandy when applied to merchandise.

"Last year we used WMT exclusively to reach out beyond the normal Cedar Rapids trade territory. Results have certainly justified our confidence, and support your claim that WMT covers the whole of Eastern Iowa." Close quote from Mr. Smulekoff.

We never argue with a customer, especially when we agree with him.

For further details about the CBS radio station for Eastern Iowa, check with your Katz Agency man.
Pre-trial Talks Set In Justice RCA Suit

FIRST pre-trial conference in the government's civil antitrust suit against RCA-NBC was set for June 28 by Federal District Judge William H. Kirkpatrick last week when motions were argued in the Philadelphia court.

The Justice Dept. suit against RCA-NBC involves the 1955 swap of NBC's Cleveland radio-TV stations plus $3 million for Westinghouse Broadcasting Co.'s Philadelphia properties. The government charged that NBC coerced WBC into agreeing to the transfers by threatening to assign or withdraw its affiliation from WBC stations. Justice is asking that NBC be forced to sell the Philadelphia stations and be forbidden to acquire any additional TV stations in the first eight markets [BT, May 13].

It was indicated during the court argument last week that the most significant issue when the trial gets underway will be the question of whether one government department can upset the action of another government agency. This is the question of concurrent jurisdiction, and is the basis of RCA-NBC's reply to the government's suit—that the Justice Dept. may not intervene now to set aside the FCC's approval of the transfers.

RCA-NBC claimed the Justice Dept. should have intervened when the case was before the FCC.

Among other matters settled at last week's motions argument were the following:

The court ordered the government to answer some of the interrogatories submitted by RCA-NBC and excused the government from answering others. The government had balked at answering some of the questions submitted by RCA-NBC.

* The court took under advisement an RCA-NBC request for the minutes of the 1956 Philadelphia grand jury which investigated but failed to return an indictment on the NBC-WBC exchange.

FCC Approves Purchases Of KHOW and WEAT-AM-TV

APPROVAL of the sales of KHOW Omaha, Neb., and WEAT-AM-TV West Palm Beach, Fla., was announced by the FCC last week.

National Weekly Inc. has bought KHOW from Storz Broadcasting Co. [BT, March 25-April 1] for $822,500. William F. Buckley, author of the controversial God and Man at Yale and co-author of McCarthy and His Enemies, published in National Review and formerly associated with the American Mercury, is the principal owner of National Weekly Inc.

Sale of KHOW leaves Storz with WDGY Minneapolis, WHB Kansas City, WTXD New Orleans and WQAM Miami. KHOW was the first station acquired by Storz, purchased in 1949 from the Omaha World-Herald for $75,000.

RKO Teleradio Pictures Inc. sold WEAT-AM-TV to Palm Beach Television Inc. [BT, April 1] for $600,000. Rand Broadcasting Co., sole owner of the stations and the remaining 20% is owned by Bertram Lebhar, Rand Co. is licensee of

WINZ Miami and Mr. Lebhar is general manager of WEAT-AM-TV.

Mr. Lebhar holds an option to purchase an additional 5% from Rand. Rand Co. principals, Rex Rand and Nathaniel J. Klein, have interests in WFML-AM Miami.

RKO purchased WEAT-AM-TV in July 1955 [BT, Aug. 1, 1955], from the Robert Meachem interests for $301,000. The purchaser has agreed to pay all losses incurred by the stations from Oct. 1, 1956, and pay costs of all equipment purchased during that period.

This leaves RKO with radio-TV properties in New York, Boston, Los Angeles and Memphis and radio stations in San Francisco and Washington.

Solons Introduce Bills to Free More Government Information

IDENTICAL bills to free more government agency information to the public and to Congress have been introduced in the House by two congressmen.

The bills (HR 7173 and 7174) to amend section 3 chapter 324 of the Administrative Procedure Act of 1946 were introduced by Rep. John E. Moss, chairman of the House Government Information Subcommittee, and Rep. Dante B. Fascell, subcommittee member. The legislation has been referred to the House Judiciary Committee, headed by Rep. Emanuel Celler (D-N.Y.).

The bills would require every government agency to file for publication in the Federal Register and the Code of Federal Regulations the following:

- Agency's central and field organizations and its hierarchy of personnel.
- Its procedural rules and regulations and general policy statements.
- Its orders and opinion statements.

The agencies also would be required to publish a resume on the availability of its records.

The congressmen's action was based on recent hearings of the House Government Information Subcommittee and the Senate Constitutional Rights Subcommittee. The legislators claim that many federal agencies have distorted the public information section of the Administrative Procedure Act in order to restrict information from Congress and the public.

House Antitrust Unit Assumes Authority in ASCAP Squabble

JURISDICTION over the planned investigation into internal ASCAP complaints by small publishers and composers has been transferred from the House Small Business Subcommittee No. 5 (on distribution problems), headed by Rep. James Roosevelt (D-Calif), to the House Antitrust Subcommittee, chaired by Rep. Emanuel Celler (D-N. Y.).

In recent correspondence, the two congressmen agreed that the House Antitrust Subcommittee should handle the investigation—provided this subcommittee covers certain small business complaints in future hearings on the matter.

Rep. Roosevelt listed the following points he wished included in the Antitrust Subcommittee's hearings—as yet unscheduled:

- Complaints by small publishers and composers that they are unable to obtain from ASCAP leadership "a truly representative or complete monitoring of their music played on radio and TV stations, with which ASCAP has entered into royalty agreements."
- Allegations by the same group that "the weighted vote in favor of composers of many "hit" tunes gives those persons a disproportionate voice in association affairs and deprives [them] of fair representation on the Board of Directors, which makes the rules in regard to royalty distribution."

Rep. Celler assured Rep. Roosevelt that the Antitrust Subcommittee would cover these points in hearings to be held before the end of the current Congressional session.


Rep. Celler said an important aspect of the Antitrust Subcommittee's planned work this year would be "an examination of various antitrust consent decrees negotiated by the Dept., excluding the ASCAP decree. . . ." He noted that his subcommittee currently is preparing a report on the competitive practices in the music field—the result of extensive hearings held last September into the ASCAP-BMI feud.

FCC Asked to Approve Sale Of Second Half of KNAC-TV

SALOME S. NAKIDIMEN, facing an FCC hearing on her sale of one-half of KNAC-TV Ft. Smith, Ark., has asked the Commission for approval of the sale of the other half (3 shares of stock) of station to Harry Pollock and the Harry Newton Co.

Mr. Pollock, Ft. Smith businessman, is buying 2 shares for $41,000, with Newton Co., Oklahoma City real estate firm, purchasing the remaining share for $17,666.

Newton Pollock, head of Harry Newton Co., is the son of Harry Pollock. The station reported that it lost $23,188 during the two months of 1957.

The FCC approved the sale of 50% of
Atomic power in Caesar's day?

Certainly!

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available today in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only knowledge to bring them into reality.

Could there possibly be a better argument for the strengthening of our sources of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very fate—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind most qualified to teach; overcrowded classrooms; and a mounting pressure for enrollment that will double by 1967.

In a very real sense our personal and national progress depends on our colleges. They must have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education
Minority Views Seen In Cellar Document

A strong indication that the proposed Cellar report on the tv industry might be accompanied by one or more minority reports was seen last week as the seven-man House Judiciary Antitrust Subcommittee continued its review of the draft proposal on the subcommittee's television investigation [BWT, May 13].

These were acknowledged reports that compromises had been worked out at the subcommittee meeting last Wednesday, and that Chairman Emanuel Cellar (D-N.Y.) had instructed the staff to confer with disinterested members in an effort to work out an acceptable compromise on many sections of the voluminous report (understood to run about 144 "galleys," equivalent to about a 200-page finished report).

But, there also were authoritative reports that on some sections the chairman and staff were adamant. It is here that minority opinions are expected to be submitted. It was definitely understood that the division of the subcommittee is not along party lines.

Still adhered to is Mr. Cellar's estimate that the report may be issued by the end of this month or early in June.

It was understood the final report may be "drastically" changed in some sections from the original draft. But it was also clear, according to informed sources, that some of the key sections will remain pretty much as they are at present, with substantial changes being fought by the chairman and staff members. Attached to these sections will be opposing views held, it is believed, by a significant number of subcommittee members.

According to reported versions of the draft of the House Antitrust Subcommittee report, the FCC is urged to prohibit must-buy practices and option time provisions in affiliation contracts, and to maintain present limitations on license and network affiliation contract periods. The report also chastises the Commission for failing to hold hearings on the NBC-Westinghouse Broadcasting Co. stations swap, and urges the Department of Justice to pursue its investigation of the "monopoly" aspects of the industry-owned BMI [BWT, May 13].

Church Complaint Denied

THE FCC denied the petition of the First Methodist Church, Los Angeles, for a hearing on why KFAC Los Angeles should be allowed to terminate its Sunday broadcast, noting as it did so that it has no censorship control over programming.

KFAC had told the church that its program was "inadequate in many respects." It also told the church that it is negotiating with the local church federation to replace the program. And FCC noted that because of this, it could not "conclude, solely on the basis of the first six months' operation, that station KFAC's decision to substitute one religious program for another constitutes a misrepresentation of its (original) programming proposals."
Congressmen Laud Winners Of 1956 Peabody Awards

TWO recipients of the 17th annual George Foster Peabody awards for 1956—an NBC show and an ABC radio newscaster—were lauded for their achievements last week by two congressmen [B&T, April 22].

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, praised NBC's "Youth Wants to Know" (founded and produced by Theodore Graniik) as a program which "has long and consistently presented eminent authorities in the fields of government, politics, finance, foreign affairs, the arts, the sciences."

Rep. Gordon Canfield (R-N. J.) commended Edward P. Morgan, ABC newscaster, for his receipt of the Peabody award for radio reporting, stating that Mr. Morgan was well known among members of Congress and "held in high esteem by his colleagues of the Radio-Television Correspondents' Galleries" to which he was recently elected vice chairman of the executive committee. Rep. Canfield entered into the record a recent column on Mr. Morgan by Lawrence Laurent, radio-tv editor for the Washington Post.

WPFH Group Denied Injunction

MINORITY stockholders of WPFH (TV) Wilmington and WIBG-AM-FM Philadelphia last week failed to get a court injunction against Storer Broadcasting Co.'s purchase of the three stations which was approved in late March by the FCC [B&T, April 1].

The sale itself had been taken to federal court by eight stockholders holding 2,400 shares of an outstanding 1,609,204 Class A WPFH common stock. They claimed the sales price of $5,626,437 was inadequate. They also have charged that Paul F. Har- ron, majority stockholder, and his wife, were slated to get better benefits than other stockholders [B&T, May 13].

FTC Charges 5 Window Firms
With Using Bait Advertising

THE Federal Trade Commission has charged five affiliated firms with using bait advertising to sell aluminum storm window screens and storm doors.

They are Mid-Tex Corp., and Apex Window Co., both of Brooklyn; Famous Window Co. of Pennsylvania, Pittsburgh; Famous Window Co., Detroit, and Ace Window Co. of Missouri, Kansas City. Also named was Martin Window Co. of Brooklyn in a complaint that the firms used bait ads in newspapers and on radio and tv.

A typical ad, the complaint says, offers screen and storm windows for $10.45. When salesmen contacted customers, they contorted claims made in the ads and employed other tactics to sell higher-priced merchandise, it is charged. A hearing was scheduled July 10 in New York before an FTC hearing examiner.

This is not an offer of these Securities for sale. The offer is made only by the Prospectus.

NEW ISSUE

$7,917,000

Collins Radio Company

5% Convertible Subordinated Debentures
due June 1, 1977

The Company is offering to the holders of its Class A Common Stock and Class B Common Stock the right to subscribe for the Debentures at the rate of $100 principal amount of the Debentures for each 19 shares of Common Stock held of record on May 14, 1957. The Subscription Offer will expire at 3:30 P.M., Central Daylight Saving Time on May 28, 1957.

Subscription Price 100%

The several underwriters have agreed, subject to certain conditions, to purchase any unsubscribed Debentures and, during and after the subscription period, may offer Debentures as set forth in the Prospectus.

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters, including the undersigned, as may lawfully offer these securities in such State.

Kidder, Peabody & Co.
Carl M. Leob, Rhoades & Co.
W. E. Hutton & Co.
Paine, Webber, Jackson & Curtis

A. G. Becker & Co.
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White, Weld & Co.
Hornblower & Weeks
McDonald & Company
G. H. Walker & Co.

May 15, 1957.
'56 COLOR COST RCA $6.9 MILLION

- N. Y. investment advisors report on electronics firms

RCA's color tv activities last year actually lost the company about $6.9 million net after taxes, an investment evaluation by Arnold Bernhard & Co., New York, investment advisers, indicated.

According to the recent report, made available last week, this loss was the principal reason for RCA's decline in earnings last year.

Nevertheless, the report noted, RCA was able to sell 102,000 color sets last year, more than all other manufacturers combined. It is believed by Bernhard that RCA will attain its goal of selling 250,000 units this year and "if so, the company probably will be able to eliminate all losses in its color activities."

Predicted is a likely recovery this year of about $3.15 a share from $2.66 a share reported for 1956.

Other Bernhard & Co. looks at the electronic equipment manufacturing field:

Admiral Corp.—This company is in a "bumpy transition period to mass marketing of color tv." Dollar sales fell 10% last year despite larger unit volume in tv sets and appliances than in 1955. This year should be as poor, and perhaps even worse, for tv and appliance manufacturers. For the longer term, Admiral's prospects appear favorable.

Allen B. DuMont Labs—The "road back to prosperity" for this company has been "rough." Tv set manufacture has produced no profit because of a bad market situation and DuMont has been "unwilling to sacrifice quality in order to maintain volume in a keenly competitive market." Result, the report observed, has been "a series of deficit quarterly earnings reports." DuMont, however, is not planning a cut-back in production schedules. Losses can be expected for the first half of this year with the third quarter perhaps at the break-even point. Profitable operations will depend on the success of the Lawrence color tv tube. DuMont has an agreement with Chromatic Television Labs (50% owned by Paramount Pictures Corp.) to manufacture the new color tube.

Emerson Radio & Phonograph Corp.—Emerson was no exception to last year's severe competition, lower prices and rising costs which reduced profits of tv manufacturers. Emerson had poor earnings in 1956, can expect poor results again this year, having already cut its tv output one-third. Color tv and air conditioning should provide the firm's "backbone" in volume three to five years from now.

General Electric Co.—The report does not distinguish the various GE activities but GE on the whole "feels that nothing short of a serious recession can forestall record sales and earnings again this year."

Magnavox—Its gains can be expected to be smaller as competitive factors in tv set making take hold this year. But the "soundness of its organizational structure" ought to pull it through this pre-color tv period.

Philco Corp.—Losses were Philco's large percentage of tv set sales accounted for by lower-priced portables. Philco is judged by the report as likely to be "one of the prime beneficiaries of color tv."

Sylvania Electric Products—In the last three months of last year, Sylvania was affected by poor market conditions in the tv and appliance fields. The first nine months showed favorable earnings and sales. Sylvania's new wide-angle picture tube may bolster sagging tv tube and set sales, the report believes. Sylvania should reach $350 million in sales this year with aid from its acquisition of Argus cameras, its new wide-angle tube and a growing replacement parts market.

Westinghouse Electric Corp.—Like GE, the report does not break down all Westinghouse products. The firm, which suffered a prolonged (156 days) strike that ended March 25, 1956, and which has adopted a new accounting system, showed depressed earnings for last year, but, the report stated, "Today, Westinghouse is firmly back on its feet, with a heavy backlog of unfilled orders and a favorable five-year labor contract."

Zenith Radio Corp.—Unit sales and dollar volume were off last year with the tv set slump pulling overall sales and earnings totals down. But so far as the industry average was concerned, Zenith's tv line fared better; its sales of radio, phonograph and high fidelity receivers improved. On the short range, Zenith has "planned its production well," had no "burdensome inventories" this year and though operating in extremely keen competition should be able to repeat in 1957 its dividend payments of last year. For the long-term future, Zenith may have three main avenues for sizeable earnings growth: color tv, subscription tv and diversification. (Zenith owns Phonevision pay tv system.)

Jerrold Net Income Up

Jerrold Electronics Corp., Philadelphia, last week reported a net income of $166,133, or 15 cents a share, for the fiscal year ended Feb. 28 compared to $119,838, or 11 cents a share a year earlier, not counting a non-recurring tax credit for fiscal 1955-56.

Net sales and service revenues for the same period, according to Milton J. Shapp, president, were $5,142,702 against $3,703,065 in the previous fiscal year.

Mr. Shapp attributed the improved earning picture, which ranged from a loss in the first half of the fiscal year to a profit in the second six months, largely to the firm's expansion and diversification program.

SURROUNDED by some of the 435 DuMont receiving tube types to be marketed by the Television Tube division of the Allen B. DuMont Labs are (l-r) Robert G. Scott, sales manager; Alfred Y. Benke, division manager, and John Wolke, assistant manager, renewal sales.

DuMont's Tv Tube Division Offers Receiving Tube Line

A COMPLETE line of receiving tubes for television, radio, communications and industrial electronics, in addition to picture tubes, will be marketed by the television tube division of Allen B. DuMont Labs. According to Robert G. Scott, sales manager of the division, the complete tube requirements of parts jobbers can now be filled with DuMont products.

DuMont has provided television picture tubes to electronic parts distributors since 1938, when the company marketed its first all-electronic television receiver. It maintains a national sales organization for the sale of picture tubes and television replacement parts through wholesale electronic firms.

The availability of approximately 435 DuMont receiving tube types in addition to picture tubes will enable wholesale firms and servicemen to specialize on DuMont quality tube products, Mr. Scott told a sales meeting of DuMont picture tube representatives at the Blackstone Hotel in Chicago May 11, preceding the Electronics Parts Show today (Monday) through Wednesday. DuMont is displaying the new tubes at the show.

Craig Quits AT&T Chairmanship

RESIGNATION of Cleo F. Craig as chairman of the board, effective May 31, was announced last week by American Telephone & Telegraph Co. He will continue as a director and member of the executive committee. Now 64, Mr. Craig has been with the Bell System for 44 years.

Meanwhile, AT&T last week declared a quarterly dividend of $2.25 per share payable July 10 to share owners of record June 10. It is the 145th consecutive dividend at the annual $9 rate, paid over a period of 36 years. AT&T has about 1.5 million stockholders.
Five Ideco Towers take the punishment at nation's most rugged antenna farm

It's not always as peaceful as this on top of Mt. Wilson, 5,900 feet above Los Angeles, where Ideco towers serve 5 television stations.

In the winter, loaded down with ice and hammered repeatedly with gale-force winds, these towers absorb some of the roughest punishment that towers take anywhere in the country.

Despite these extreme conditions the 5 Ideco towers have faithfully done their job for each of the 3 to 10 winters they've been in service.

Dependability like this is designed and fabricated into every Ideco tower. It's the unseen but essential factor contributed by the tower engineers at Dresser-Ideco from a background of knowledge unmatched in the industry.

You, too, can depend on Dresser-Ideco — all the way from early planning, on through to final inspection, your tower is in the industry's most experienced hands.

So when you start thinking about your new tower, start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.
Bosss to Direct Coordination Of Color Television at RCA

APPOINTMENT of W. E. Boss as director, color television coordination, RCA, was announced Wednesday by Martin F. Bennett, vice president, merchandising.

Mr. Boss, who joined RCA in 1947 as a television sales specialist, will report administratively to Mr. Bennett and, under the direction of the president, will be responsible for guiding, coordinating and integrating all color television activities throughout the corporation.

Prior to his new assignment, Mr. Boss served as vice president, sales, of the RCA Victor Distributing Corp., with headquarters in Chicago. In 1954 and 1955, he was vice president in charge of the Buffalo branch of the distributing firm, and before that he was manager, marketing development, RCA Victor television division.

MM&M Sales, Earnings Up

HIGHER sales and earnings were reported by Minnesota Mining & Mfg. Co. last Tuesday for the first quarter of 1957 over the same period a year ago.

Herbert P. Buetow, president, said a March dividend of 30 cents a share is the 162nd consecutive quarterly payment by the firm on common stock.

First quarter sales were $89,475,428 compared to $75,706,190 in 1956, an increase of 18%, while net income before all taxes hit $19,512,181 as against $17,424,518 for the same period last year. Earnings on common stock were $9,692,181 (58 cents per share) compared with $8,632,518 (52 cents per share).

Tarzian Awards Scholarships

SCHOLARSHIPS were awarded on May 9 to Indiana U. students David P. Deich and Ruth Ho Anne Morris for radio and television study by Mary and Sarkes Tarzian, owners of Sarkes Tarzian Inc., a Bloomington Ind., electronics firm, and WTTV and WVTI (TV), both Bloomington.

Mary Jane Musgrave also won the first of what are to be annual scholarships for the outstanding junior woman in radio-television studies, presented by the Indianapolis chapter of American Women in Radio & TV.

RCA's Color 'Pict-O-Guide'

PUBLICATION of the RCA color television "Pict-O-Guide," a volume of illustrated step-by-step instructions in the installation, adjustment and servicing of color tv receivers, was announced Thursday by Harold S. Stamm, manager, advertising and sales promotion, RCA Electron Tube Division. The book was developed and written by John R. Meagher, RCA's nationally recognized authority on television servicing, who prepared the original "Pict-O-Guide" for black-and-white tv. "The Color Pict-O-Guide," Mr. Stamm said, "contains only essential and practical information with a minimum amount of theory."

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NO. 17,309,943

RCA claims its exhibition hall in Radio City, New York, has become the "No. 1 tourist attraction in the New York metropolitan area." Frank M. Folsom, chairman of the executive committee of the RCA board, offered the claim on the hall's 10th anniversary last week, basing it on surveys of attendance figures. Mr. Folsom last Monday appeared on NBC-TV's Today show, which originates at the exhibition hall, and greeted the 17,309-943rd visitor. A drawing for a color set was held for all visitors that day at the exhibition hall, located at 40 W. 49th St.

110-Degree TV Set Credited With Sylvania Sales Upsurge

RECORD April factory sales of tv sets, representing a 450% increase over April 1956, was reported Friday by Robert L. Shaw, general sales manager of the radio and television division of Sylvania Electric Products Inc. "Shipments in April were the greatest for any April in the 10 years Sylvania has been producing tv receivers," Mr. Shaw said. "This achievement represents a further extension of the sales gains which started with the introduction of Sylvania 110-degree tv sets in December, and which resulted in record first quarter factory sales." He said 1957 factory sales through April 30 were greater than total sales through the first seven months of 1956.

Sylvania also announced it will suspend production at its Batavia, N. Y., plant for two weeks starting May 20 to re-tool for complete 110-degree TV set production. Marion E. Pettigrew, vice president-operations in charge of radio and television division, said the plant will resume full production June 3.

Color Tv Full-fledged Medium, Eighs Tells Radio & Tv Group

MATURITY of color television and its emergence as an established medium was underscored last Tuesday by Sydney H. Eighs, vice president, press and publicity, NBC. He spoke before the Milwaukee Radi o & Tv Council in connection with the Carnival of Color held in that city by RCA as part of a major campaign to spread color tv.

Mr. Eighs cited the substantial number of illustrated daytime and evening programs carried by NBC-TV. He pointed out that during May Milwaukee stations carried around 210 hours of color programming.

Distribution is not enough, however, Mr. Eighs warned. "What is needed is actual consumption. We want people to buy color receivers so they can enjoy our colorcasts and those of CBS and local stations."

Collins Offers 'Convertibles'

COLLINS RADIO Co., last week offered holders of its class A & B common stock the right to subscribe to $100 worth of debentures for every 19 shares held of record on May 14. The offer expires 3:30 p.m., CDT, May 28. Several leading underwriters have agreed to purchase the debentures which may be converted June 1, 1977.

MANUFACTURING SHORTS

RCA Victor, Camden, N. J., announces powerful new high-fidelity am-fm radio with Panoramic three-speaker system. New table model, Cordon Bleu (Model 8RF13), comes complete with brass legs for conversion into console and retail at $199.95 in mahogany and $209.95 in "light rift oak" or maple finishes.

Sylvania Electric Products Inc., Towanda, Pa., announces 10% price reduction on germanium for semiconductor manufacture. Purified polycrystalline germanium metal reduced from $485 to $435 and germanium dioxide from $275 per kilogram to $250.

Bell Telephone Labs announces experimental silicon power transistor capable of providing output of five watts at 10 megacycles either as oscillator or amplifier.

General Electric Co. announces shipment of its first single-bay helical antenna to WICC-TV Pittsburgh (ch. 11). GE also reported shipment of 50 kw transmitter to KPLC-TV Lake Charles, La. (ch. 7).

Broadcast Equipment Specialties Corp., Beacon, N. Y., announces three new "improved models" of Tapak spring-driven, self-powered tape recorders. Retaining names Newcaster Duplex, Triplex and Simplex, models incorporate slip-clutch cranks which prevent spring breakage. Duplex and Triplex models feature exclusive telephone-compensated 4-watt loud-speakers. Other new-Tapak additions include pilot lights designed to be visible with cover closed as well as open in order to avoid accidental battery depletion. VU meters and 600 ohm zero level outputs are continued in Triplex.

Fairchild Recording Equipment Co., Long Island, N. Y., announces new hi-fi electronic drive four-speed turntable, Model 412-4. Model uses hysteroid synchronous motor to provide variable speeds through use of new electronic drive unit which drives motor at either 30, 60, 81, or 141 cycles. Unit also can be purchased without electronic drive for one-speed (33/3 RPM) operation. Price is $79.95 for one-speed turntable, $159.95 for four-speed model.
SoundScriber Corp., New Haven, Conn., has released compact, magnetic tape recorder-reproducer reportedly capable of recording continuously, unattended, without tape change, for 24 hours. Tape reels for storing recorded material measure 3¾ inches in diameter and 2 inches in width.

Superior Tube Company, Norristown, Pa., is making aperture masks for rectangular color TV picture tubes. Rectangular tubes in which new masks will be used are shaped to fit rectangular window of TV set. They measure 21 by 16 inches and reportedly save five inches more in height than standard 21-inch round tube.

RCA Semiconductor Div. issues 24-page booklet, “RCA Transistors and Semiconductor Diodes,” containing general explanation of transistor theory and operation plus technical data on RCA types.

Audio Devices Inc., N. Y., announces new “C-Slot reel” to hold magnetic recording tape which features curved groove at hub to lock tape without twisting or turning. All 7-inch reels of Audiotape are now to be supplied with C-Slot.

PROFESSIONAL SERVICES

Hatchett Opens Topeka Office

WAYNE J. HATCHETT, consulting radio engineer, has opened an office in Topeka, Kan., at 517 Wedgewood Rd. He will specialize, he says, in am construction, maintenance and field work, offering maintenance service to stations in the Midwest. Branch offices are planned for Missouri and Iowa at a later date. Mr. Hatchett has been in the broadcast field 30 years.

Dean English to Advise Kander

DEAN Earl English of Missouri U.’s school of Journalism last week was named a consultant to Allen Kander & Co., Chicago, to advise the firm on the operation and evaluation of newspapers and broadcasting stations.

Kander & Co. negotiates for the sale of newspapers and broadcasting facilities, and it will seek Mr. English’s counsel with the approval of Missouri U.

PROFESSIONAL SERVICES SHORTS

Patrick Monaghan Assoc. Inc. (public relations), announces opening of office at 420 Madison Ave., N. Y. 17. Telephone: Plaza 9-7535.

Sheldon M. Heiman Inc., public relations, moves to Suite 732, 30 W. Washington St., Chicago 2. Telephone: Central 6-3070.

Consumer & Industrial Public Relations Co. changes name to Louden Co., with offices at 55 W. 42nd St., N. Y.
TelePrompTer Demonstrates Its New TeleMotion Gear

TELEPROMPTER Corp., New York, last week demonstrated its new electronic development, TeleMotion, designed to be used on tv programs, closed-circuit shows and business meetings to synchronize speakers words more closely with visual and sound effects.

Irving B. Kahn, TelePrompter president who conducted the demonstration, explained that TeleMotion works similarly to an alarm clock that turns on the radio, the toaster or the furnace, through a system of wiring the TelePrompter, a prompting device, precisely as the speaker says a cue word, Mr. Kahn costumed an aluminum strip positioned on the TelePrompter script reaches a contact. An electronic circuit to the TeleMotion unit is triggered, according to Mr. Kahn, and "things start to happen—a movie projector may start grinding, a slide projector may be working, a spotlight may be placed on a chart, or recorded music, voices or sound effects may blare forth."

Mr. Kahn claimed that TeleMotion "copes electronically with the previously hit-or-miss problem of synchronizing the speaker's words with off-stage effects." He said the desired effect, whatever it may be, "is activated instantly and automatically. . . . There is no possibility of error or mis-timing since every effect is literally locked into place."

He reported that various tv stations throughout the country are using TeleMotion on an experimental basis and he hopes to make it available to outlets commercially "within a year." He voiced the belief that it will have considerable application on news, dramatic and special events programs on which visual effects often are used. TeleMotion currently is being offered to clients for closed-circuit tv programs and for business meetings, Mr. Kahn said.

Mr. Kahn estimated that American companies spend at least $300 million a year for business meetings for all expenditures, including an ever-increasing percentage for visual presentations, such as closed-circuit tv and the various special effects required. He said that TelePrompter's business, which had been primarily in broadcasting, is "more than 50% in activities outside of tv at present."

PROGRAM SERVICE SHORTS

Coral Records Inc., N. Y., is to re-activate Brunswick Records as full-fledged subsidiary label, covering pop market, both with singles and LP's.

Agency Recording & Film Service, Chicago, announces opening of new recording studio on 42d floor of Kemper Bldg., effective May 1, in space formerly occupied by WBKB (TV) Chicago. Organization moves from Lincoln Tower Bldg.

RCA Thesaurus has announced that 22 radio stations signed during week of April 29 for services of Radio Transmission Library.

DU MONT INVESTORS BACK KTLA (TV) BUY

• Goodman cites plan to expand
• Firm hopes for FCC maximum

STOCKHOLDERS at a meeting in New York Monday voted approval of a proposal for DuMont Broadcasting Corp.'s management to negotiate the purchase of KTLA (TV) Los Angeles [B+T, April 29] and three other Paramount Pictures' firms, Paramount is a minority stockholder in DuMont Broadcasting, which controls WNEW (TV) New York and WTTG (TV) Washington and a radio outlet, WNEW New York.

Bernard Goodwin, DuMont Broadcasting's president, said at the meeting the company hopes to acquire other radio and tv stations up to the maximum permitted by FCC. He indicated that although the company would like to do this in 1957, it had no specific properties in mind. DuMont Broadcasting was spun off from Allen B. DuMont Labs about a year and a half ago.

Stockholders also approved the purchase of independent WNEW for which DuMont paid a record $7.5 million. FCC approved the transaction at the end of April [B+T, April 29]. The proposal for KTLA would involve an exchange of 700,000 to 800,000 shares of DuMont capital stock, subject to FCC approval.

At the same time, DuMont would acquire from Paramount all of the outstanding stock of Famous Music Corp. (owns outstanding stock of Paramount Music Corp.), the class A stock (constituting 50% ownership) of Paramount-Roy Rogers Music Co., and that of Gomalco Music Corp.

To finance its WNEW purchase, DuMont will offer stockholders 314,812 shares of capital stock through issuance of warrants of one additional share at $7 for each three held. Paramount would exercise subscription rights to 83,800 additional shares. WNEW stock will be paid for with 270,147 shares of DuMont valued at $8.25 per share and nearly $3 million in cash. An agreement with WNEW New York and Manufacturers Trust Co. would provide for $3.5 million that is payable in quarterly installments for five years at 5 1/2% annual interest.

In the WNEW transaction, WNEW's President-General Manager Richard Buckley, a 24.25% stockholder in the station, received a contract last March, to serve as president of the WNEW "division" and as chief executive and general manager of the station for five years after the stock transfer is consummated, at a salary not to exceed $120,000 per year. Under a stock option plan approved by stockholders, not more than 100,000 shares of DuMont stock can be made available by the company.

Paramount Pictures owns 251,400 shares or 26.6% of 944,436 shares outstanding of DuMont Broadcasting. With the addition of WNEW purchase, along with stock that would be issued for the KTLA merger (assuming that management can negotiate the agreement with Paramount), Paramount Pictures will wind up with an estimated 49% of DuMont Broadcasting stock then outstanding.

Action was postponed on a proposal to change the corporate name of DuMont Broadcasting.

Mr. Buckley was elected to succeed Ted Cott, DuMont vice president, as a member of the DuMont board of directors. Mr. Goodwin was re-elected president; Mr. Buckley, Mr. Cott and Bennett Korn were elected vice presidents. Paul Raiburn of Paramount Pictures was elected treasurer; Allen B. DuMont, chairman of the board; Richard L. Geismar, Melvin Stack and Irving Singer, assistant treasurers; Arthur Israel Jr., secretary, and Robert A. Drever, assistant secretary.

Former KTLN Employee Wins Suit Over Phonetic Name

A DENVER judge early this month ruled that a former station personality on KTLN Denver can keep her professional name—"Kaytee Ellen"—in spite of its phonetic similarity to the station's call letters, because ratings showed that her personality gave the program drawing power, not the call letters. The judge also awarded "Kaytee Ellen" (Mrs. Iva M. Steffen) a $13,300 judgment, including $2,500 punitive damages, for what he described as "Spanish and reckless disregard of plaintiff's rights and feelings" by John L. Buchanan, former KTLN manager and operator, and Mrs. Shirley Wray, a former KTLN employe who took Mrs. Steffen's place as "Kaytee Ellen."

The original "Kaytee Ellen" filed suit in June 1954 against KTLN Inc., at that time licensee of KTLN, for firing her after training another to substitute in the role. But KTLN at that time claimed her phonetic name was station property.

The court found, however, that the first "Kaytee Ellen" had developed program ratings during her four years of broadcasting which showed that her individual personality had made the program known. KTLN now is owned by Radio Denver Inc., and its management said it is in no way involved. Mr. Buchanan now is owner and president of KWBY Colorado Springs.

McGannan Predicts Expansion In National Radio-Tv Budgets

PARTICIPATION of radio and television in national advertising budgets will continue to expand, Donald H. McGannan, president of Westinghouse Broadcasting Co., told a WBC management meeting Friday at the conclusion of a four-day program. The meeting was held at Snow's Club, in Pennsylvania's Pocono Mountains.

Mr. McGannan said present trends in the national economy are favorable to the electronic media. He forecasts upward trends in viewing and listening patterns, limited by the amount of time available to the public in modern living.

"Advertisers will continue to look to tv especially, and to radio as well, for their dynamic power in marketing the ever-expanding line and volume of production,"
WHO'S USING IT?

WATR-TV, WATERBURY, CONN. • WBZ-TV, BOSTON, MASS. • WGLV-TV, EASTON, PA. • KUHT-TV, HOUSTON, TEXAS • KFV-TV, CALIF. • WABI-TV, BANGOR, ME. • WMUR-TV, MANCHESTER, N.H. • WPTZ, PLATTSBURG, N.Y. • WBGH-TV, BOSTON, MASS. • WGN-TV, CHICAGO, ILL. • WFLB-TV, GREENVILLE, S.C. • WTMN-TV, CINCINNATI, OHIO • WFXU-TV, MIAMI, FLA. • WPSG-TV, SAINT PAUL, MINN. • WPTV, WEST PALM BEACH, FLA. • WTVN, COLUMBUS, OHIO • WWJ, DETROIT, MICH. • WBBM, CHICAGO, ILL. • WWOR, NEW YORK • WWJ, DETROIT, MICH. • WWL, NEW ORLEANS, LA. • WWVA, SHEPHERDSTOWN, W.VA. • WOR, NEW YORK • WWBT, BITONIC, WIS. • WORW, BURLINGTON, VERMONT • WBBF, ROCHESTER, N.Y. • WDBJ, ROANOKE, VA. • WBBM, CHICAGO, ILL. • WSB, ATLANTA, GA. • WGR, ROCHESTER, N.Y. • WJW, CLEVELAND, OHIO • WGN, CHICAGO, ILL. • WCV, CLEVELAND, OHIO • WGN, CHICAGO, ILL. • WDN, DALLAS, TX. • WSJL, CHARLOTTE, N.C. • WRC, WASHINGTON, D.C. • WJZ, BALTIMORE, MD. • WWL, NEW ORLEANS, LA. • WLS, CHICAGO, ILL. • WBBM, CHICAGO, ILL. • WGR, ROCHESTER, N.Y. • WRC, WASHINGTON, D.C. • WOR, NEW YORK • WOR, NEW YORK • WGBH-TV, BOSTON, MASS. • WITF, HARRISBURG, PA. • WDBN-TV, TRAVERSE CITY, MICH. • WPTV, WEST PALM BEACH, FLA. • WGN, CHICAGO, ILL. • WOR, NEW YORK • WJZ, BALTIMORE, MD. • WBBM, CHICAGO, ILL. • WOR, NEW YORK • WBBM, CHICAGO, ILL. • WSB, ATLANTA, GA. • WJZ, BALTIMORE, MD. • WOR, NEW YORK • WBBM, CHICAGO, ILL. • WSB, ATLANTA, GA. • WJZ, BALTIMORE, MD. • WOR, NEW YORK • WBBM, CHICAGO, ILL.

281 KTR systems in use by Television Stations

HERE'S WHY RAYTHEON KTR MICROWAVE RELAYS OUTSELL ALL OTHERS:

- Most complete line in the industry. Models for 6000, 7000 and 13,000 MC—portable and rack mounted.
- Simultaneous transmission of monochrome or full NTSC color plus high fidelity audio.
- 100 milliwatts or one watt—you buy the power you need.
- Low initial and operating costs—unequalled dependability and versatility.

For complete information on Raytheon’s KTR series television relays, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY
Commercial Equipment Division, Waltham 54, Mass.

May 20, 1957 • Page 75
The SESAC Transcribed Library makes the difference

because...
It's a proven revenue producer.

because...
Its distinctive repertory performed by top talent quickly attracts and holds the audience your clients want to reach most. A complete Program Service available in its entirety or in sections at low monthly cost.

Write Now
The Sooner the bigger—Audience!

SESAC INC.  

THE COLISEUM TOWER  
10 COLUMBUS CIRCLE  
NEW YORK 19, N. Y.

he said, adding that future growth and stability of the business must include consideration of technological improvements and automation devices. “Great opportunities are afforded to stations to be more effective on all scores by enhancing their prestige and believability in the minds of their listeners and viewers through public service programming,” Mr. McGann said.

Guest speakers at the four-day meeting included Thomas Kerr, Westinghouse Electric Corp. attorney; Mark Cresap, WEC executive vice president; Dr. Geoffrey Moore, associate director of research, National Bureau of Economic Research; Dr. Frank Stanton. CBS president; Marion Harper, McCann-Erickson president; Melvin A. Goldberg, WBC research director; Ralph Harmon, WBC engineering vice president, and E. V. Huggins, WEC vice president for corporate affairs. Speakers also served as discussion leaders.

A sales-promotion meeting was led by A. W. Dannenbaum Jr., WBC sales vice president; David E. Partridge, advertising and sales promotion manager; Perry B. Bascum, national radio sales manager, and John J. Kelly, assistant advertising and sales promotion manager. Richard M. Pack, program vice president, conducted a program session.

3 Bartell Stations Hike Rates, Create Class AA ‘Driving Time’

THREE ams of the Bartell Group have raised national rates and readjusted time categories, Lee Bartell, managing director of the group, has announced. Affected are KCBQ San Diego, WAKE Atlanta and KRUX Phoenix.

The stations, represented nationally by Adam Young Inc., New York, have set up Class AA “driving times” embracing the 6:30-9 a.m. and 4-7 p.m. periods. Class A time occupies the 6:30-9 a.m. half-hour and the daytime stretch from 9 a.m.-4 p.m. The stations have extended B time to 1:30 a.m., with C time following until 5:30 a.m. on the round-the-clock facilities. The 5:30-6 a.m. half-hour is Class B. Program lengths other than five minutes have been deleted from the national rate structure. Five-minute newscasts are heard hourly in the music-news-sports program structures.

Top one-time announcement rates for the Bartell stations now are: KCBQ, one minute Class AA, $15; WAKE, $18, and KRUX $12, all offered with frequency discounts; KCBQ, Class A, $13; WAKE, $16, and KRUX, $10. Weekly saturation plans also are offered. Old Class A rates were: KCBQ, $10; WAKE, $15, and KRUX, $9.45.

Chaseman to WAAM (TV) Post

JOEL CHASEMAN, recently of WITH Baltimore, has been named assistant to the manager of WAAM (TV) Baltimore, serving under Kenneth L. Carter, general manager. Mr. Chaseman joined WAAM before it took the air in 1948, becoming director of public service and publicity before moving to WITH. His WAAM appointment became effective May 15.
TIME TO CLEAR THE PICTURE

for the ASSOCIATION OF AMERICAN RAILROADS
CONTRACT for services of Chicago Cubs' Shortstop Ernie Banks in a new 15-minute sports commentary on WBEE Harvey, Ill., has been completed by Pabst Brewing Co., Chicago. On hand for pact-signing are (l to r): seated, Mr. Banks and Richard H. Hehman, Pabst marketing director; standing, Barney Brienza, Pabst advertising manager, and Richard C. Schadele, general manager of WBEE, all-Negro radio station. The show consists of comments and interviews through the season.

IN the seasonal realm of farm sponsorship a 52-week contract is good reason for smiling, as attested by (l to r) General Manager Glenn Griswold of KFEQ-AM-TV St. Joseph, Mo.; Harold J. Schmitz, stations' farm service director, and Dan Duncan of the Iowa-Missouri Walnut Co., St. Joseph, who just signed the contract. It is for a weekly quarter-hour 4-H show conducted by Mr. Schmitz on KFEQ-TV. A friend of 4-H for many years, the Walnut Co. had a similar program on KFEQ Radio for three years.

CROSS-THE-BOARD contract for the Lawrence Welk program on WEEI Boston (6:30-6:45 p.m. Mondays through Fridays) is signed by James Bothen of Towne-Key Motors in Waltham, chairman of the Greater Boston Dodge Dealers advertising fund. Booking was on behalf of Dodge and the Dodge dealers of metropolitan Boston. Others (l to r): Thomas Y. Gorman, general manager of WEEI; Robert Jarvis, regional manager for Dodge, and Max Siegel of Westminster Motors in Roxbury, Mass.

PRINCIPALS in a two-hour weekly children's show originating in San Francisco and telecast by KVVG (TV) Fresno, Calif., gather to go over the first script of Trude Time. They are (l to r) Jackie Martin, advertising manager of Cooper's Department Store, Fresno sponsor; Ron Freeman, manager of the ch. 27 station; storyteller Trude; Ann Cooper, owner of the sponsor firm, and Art Blum of Art Blum Advertising and Public Relations Agency, packager of the show.

SHAKING on the deal concluded by Jackson Brewing Co., New Orleans, to sponsor The World of Sports daily on WMCT (TV) Memphis are Lawrence J. Fabacher, general sales manager of the brewing firm and Earl Moreland (r), manager of WMCT. Stan Torgerson, sportscaster and manager of WMC Radio, is seated beside them. Behind (l to r): Steve Beard of the Dallas office of Blair-Tv, national representative of WMCT; Tom Shipp, Memphis distributor of Jax beer, and Donald H. Halley, Jax account executive at Fitzgerald Advertising Agency, New Orleans. The show, featuring Mr. Torgerson, is seen at 10:15 Monday through Fridays.
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera

Mitchell Camera CORPORATION

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
BOSTON—When forest fires on Cape Cod threatened other parts of Massachusetts, Boston radio stations quickly stepped up their operations to an emergency basis.

At WEEI Boston, General Manager Thomas Y. Gorman took personal charge of deploying station news personnel during the emergency May 7-10. He sent newsmen to Plymouth and other threatened communities and to Civil Defense headquarters in Natick. On the third day of the fires staffers were dispatched in a private plane to the hot spot. From one vantage point they counted seven blazes raging simultaneously.

Buffetting air pockets created hot spots. From one vantage point they buffeted the tapes, WEEI reports, but not enough to preclude their use on the air. On the ground the same day WEEI got interviews with Gov. Foster Furcolo and other state officials, feeding the tapes to five other Boston stations and WPRO Providence. WPRO offered the official messages to all Rhode Island stations.

Until the emergency ended May 10, safety warnings were scheduled on all WEEI shows, and WEEI continues on the alert, maintaining liaison with WGAN Portland, Me., WTAG Worcester, WPLM Plymouth and WCAT Orange, Mass., as long as any flames remain. WEEI's Charles Ashley appeared on CBS Radio's News of America with reports on the Cape Cod crisis.

WBZ-WBZA Boston-Springfield on May 9 instituted around-the-clock broadcasts of fire news directly from the office of the governor and from state civil defense headquarters in Natick. The direct-line newscasts, scheduled on hourly news programs and used for bulletins, supplemented coverage by two mobile units at Manchester and Plymouth, Mass., key fire areas. The WBZ newscasts were offered to all stations wishing the service.

WHDH Boston also harnessed all its special events facilities to the area's disastrous fire story and at the peak of the emergency, May 9-10, broadcast 25 on-the-scene reports and 10 to 15 special appeals from state civil defense and conservation authorities, the State House and Gov. Furcolo. These were in addition to special hourly reports and weather bulletins.

One of the WHDH-Herald-Traveler team covering the story found himself actively involved. Fred B. Cole, station personality, who has a Boston Fire Dept. badge and is an honorary member of 10 other fire departments, drives a car that carries a Fire Dept. siren and sticker. He found this was all he needed to be drafted for four hours' firefighting service when he went to Plymouth May 9 to cover the story for his station.

DETROIT—Across the country WWJ-TV Detroit gave quick film coverage to the fire that destroyed Grace Harbor Lumber Co., May 7. Cameraman Hank Shurmur and his crew hurried to the scene after the first report at 3:04 p.m., sent the first film take back at 5:20 and aired it on the 6 p.m. news.

CLEVELAND—A special new squad of the Cleveland Police Dept. recently went out on its first rounds in the city's tough district and aboard KXW-AM-TV Cleveland rode a police cruiser. Prize pictures of the late-hour raids showed police apprehending a car thief in a crowded honky-tonk section of town.

ST. LOUIS—Covering the last fortnight's Senate investigations into activities of Dave Beck of the Teamsters Union called for considerable ingenuity by stations far removed from the scene. KXOK St. Louis solved the problem with the help of that city's KTVI (TV), which was part of a special cross-country network taking the live proceedings from WMAL-TV Washington. In unusual inter-media cooperation, C. L. (Chet) Thomas, general manager of KXOK, made arrangements with General Manager Joseph Bernard of KTVI to tape the audio portion of the KTVI telecasts. KXOK aired its first tape within minutes after the original telecast and continued using the tapes on its news shows for the duration of this portion of the hearings.

SCRANTON—During April 16-18 committee sessions when the Scranton, Pa., local of the Teamsters Union held the Senate spotlight, WDAU-TV Scranton had the next thing to live coverage. This amounted to 14,500 feet of sound film, a complete account flown back to Scranton from Capitol Hill on five daily flights.

To do the voluminous film job, a four-man camera crew from WDAU-TV was stationed in the Senate committee room and film processing was done both in Washington and in Scranton. Eight hours of commercial time was pre-empted to show the extensive footage, and film was used throughout the day in regular newscasts and bulletins. Charles Mercer of the AP devoted a column—carried by some 500 newspapers—to WDAU-TV's long-range news job. Local papers and the Cincinnati Times-Star also featured the coverage.

Harris Named KOA-TV Sales Head

APPOINTMENT of Richard Harris as general sales manager of KOA-TV Denver, replacing William F. MacCrystall who resigned June 1, was announced Tuesday by William Grant, president of KOA Inc. (KOAM-TV).

Mr. MacCrystall resigns to join a group of stations owned by Southern California newspaper and agency executives (KVOA-AM-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M.) in a management capacity and will headquartered in Tucson, according to Mr. Grant.

OPPORTUNITY AT RCA
FOR
BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

CAN YOU QUALIFY?

You need: 2-3 yrs' experience in broadcast equipment, including work on TV or AM transmitter installation. You should have: good technical schooling and 1st Class Radio-Telephone license.

Enjoy RCA advantages:

Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-3E
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.
Only STEEL can do so many jobs so well

Stainless Steel Porcupine. This ferocious-looking machine bristles with Stainless Steel spikes, and for a good reason, too. It's the main drive compressor for a supersonic wind tunnel at the National Advisory Committee for Aeronautics' Lewis Flight Propulsion Laboratory in Cleveland. It delivers a ton of air per second at a velocity of 1200 to 1800 miles per hour! The tunnel will test full-size turbojet and ramjet engines.

It's Mowing Time Again. And a clean-cutting all-steel rotary power mower like this can help you do the job faster and with less work. The all-steel deck is tough and unbreakable. The mower blade is steel, too, because steel is the only commercial metal that will take and hold a keen cutting edge.

41,000 Miles Of Wire. This picture was taken on the world-famous Mackinac Bridge, now under construction by American Bridge Division of United States Steel. The all-important main suspension cables contain 41,000 miles of 1/8-inch-diameter tough galvanized steel wire supplied by American Steel & Wire Division. The cables are laid four wires at a time by a traveling "spinning wheel." Each cable is over two feet in diameter and contains 12,580 wires.

UNITED STATES STEEL

Watch the United States Steel Hour on TV every other Wednesday (10 p.m. Eastern time).
Triangle to Conduct
First Uhf Depth Study

TRIANGLE Stations will conduct what it calls the first market research study of the uhf problem, using WLBR-TV Lebanon, Pa., as a proving ground. WLBR-TV, which returned to uhf ch. 15 after a 2 1/2-year silence, will be subjected to a depth analysis to develop a uhf case history covering agency, client, equipment, audience and station problems.

The first uhf property in the Triangle group, the station will make public results of its completed study, covering possibly a year, and make interim reports for industry evaluation. Funds will be provided by Triangle Stations.

Test laboratory conditions will govern the study. A cooperating agency, not yet selected, will participate in reviewing the "sales improvement history" of a product advertised only on WLBR-TV. A new product may be added, with sales impact traced from copy drawing board to pantry. Selection of products for the study will be subject to decision of the cooperating agency. Already several of the top 10 agencies have shown interest in the project, Triangle said.

A major research organization, not yet selected, will direct the scientific collection of data and evaluation of the findings, using latest and best techniques.

Roger W. Clipp, Triangle vice president-general manager, who conceived the project, said it will provide a microscopic case history of a uhf station and its related industries. The operating plan will be completed within a few weeks.

A major equipment manufacturer will cooperate in viewing reactor reaction, going into homes to find out what families think of uhf and inquiring into converters, set troubles and reception.

WLBR-TV returned to the air May 2 under Triangle ownership. Its 1 kw transmitter with 13 kw radiated power will be replaced within a month by 12 1/2 kw equipment radiating 129 kw. Parts of Lebanon and adjoining Dauphin counties are practically 100% converted to uhf, since Harrisburg is an all-uhf city. WLBR-TV predicts it will cover 320,000 tv homes in the Lancaster-Dauphin-Lebanon market.

Implementing the project in the field will be Frank B. (Bud) Palmer, general manager of WLBR-TV and M. Leonard Savage, operations director. Formerly at WGN-TV Chicago and WSEE Erie, Pa., Mr. Palmer joined the Lebanon station May 2.

Savage, a graduate of RCA Institute, Philadelphia, was at WEEU and WRAW Reading, Pa., later becoming chief engineer of WKNE Keene, N. H. He helped construct WLBR-TV and served as chief engineer in 1953-54.

WLBR-TV has no network service. The study is designed to show how uhf can compete successfully with vhf and match the merits of networks and non-network programming.

WBLN (TV) Goes Back on Air; Needs Only $15,000 Capital

WBLN (TV) Bloomington, Ill., returned to partial operation a fortnight ago and needs less than $13,000 to resume full-time, permanent telecasting, Worth S. Rough, president and general manager of WBLN Inc., has reported.

The uhf ch. 15 station last week completed overhaul of equipment and is programming 5-10 nightly with the best picture in its history, according to Mr. Rough. The ABC-TV affiliated plans to operate on a regular basis once it has collected the remaining portion of $52,000 in pledges. The full amount will be used to pay off WBLN's indebtedness and an additional $15,000 is needed for operating capital, to be raised with issuance of more stock after full-time operation is resumed.

WBLN ceased operation last Feb. 5 because of equipment failures and monetary difficulties and has reorganized its financial structure (BT, April 1). Arrangements were underway last week for settlement of all debts with creditors before WBLN revives regular telecasting operation, according to Mr. Rough.

Ra-Tel Broadcasting Co. Buys WKXV for $100,000

THE sale of WKXV Knoxville by Tele-Broadcasters Inc., to Bill L. Boring, accountant, and Henry T. Ogle, attorney, both Knoxville, under the name of Ra-Tel Broadcasting Co. for $100,000, was revealed last week.

The sale of the 900 kc, 1-kw daytime facility was negotiated by Blackburn & Co., station broker. It had been bought originally by Tele-Broadcasters (H. Scott Kilgore, president) from Roy S. and Tom Carr in 1955 for $100,000.

This leaves Tele-Broadcasters with WPOP New York, KALI Pasadena, WPOP Hartford, and KUDL Kansas City.

WALA-TV Charges AAP With 'Contract Breach'

WALA-TV Mobile, Ala., has filed suit in federal court in Mobile seeking $1.1 million damages from Associated Artists Productions, New York, charging breach of contract.

The WALA-TV action charges AAP failed to comply with terms of an agreement and sold a package of some 500 Popeye and Warner Bros. cartoons to a competing station, WKRQ-TV Mobile. David Stillman of Stillman & Stillman, New York, legal counsel for AAP, says, "There was no contract agreed upon or signed" between WALA-TV and the film firm.

The station seeks damages it says were incurred through its failure to meet commitments to advertisers because of the alleged breach of contract. WALA-TV last week was seeking an injunction to prevent WKRQ-TV from airing the films until disposition of the case. Judge Daniel H. Thomas was to hear the injunction request last Friday.

The suit claims WALA-TV entered a contract with AAP for the cartoon package on April 24 and then solicited advertisers for the films. It states that the station learned May 3 that AAP did not intend to comply with the alleged agreement and that the film firm was offering or had offered the package to WKRQ-TV.

According to James McNamara, national sales manager of WALA-TV, Robert Montgomery of the AAP sales staff sent the station a "letter of agreement," which was signed and returned. This was called a "firm order" by Mr. Montgomery, Mr. McNamara says.

AAP representatives, contacted in New York, referred the question to the Stillman law firm. David Stillman said the "facts negate any liability of the distributor . . . There was merely a negotiation between the two parties. There was no contract agreed upon or signed."

WTVT (TV) Staffer Lost at Sea

RONALD CHARLES STIMPSON, 29-year-old producer-director of WTVT (TV) Tampa-St. Petersburg, was lost at sea May 8 along with his wife Emma Grace and a guest. His cabin cruiser was believed to have struck a submerged object six miles off Anna Maria Island.

Mr. Stimpson had been with the station since it went on the air April 1, 1955. Before he was an announcer for WMMW-AM-FM Meriden, Conn., a tv cameraman for WPXI (TV) New York City and a production technician at WCAV-TV Burlington, Vt.

CECIL SANBURY, general manager of WSEE (TV) Erie, Pa., signs for his station to be represented by Young Television Corp., New York. With him are three Young executives (l to r): William Crumley, vice-president-research; James F. O'Grady, assistant sales manager, and Adam Young, president.

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Broadcasting • Telecasting
The ESSO WASHINGTON is the newest of the 110 ocean-going tankers in the Esso fleets. She can carry 13 million gallons of oil. But that's just a drop in the bucket compared with the 40 billion gallons that Jersey Standard affiliates delivered to customers last year.

As economies expand...as populations grow...as people live better, oil must provide more energy to power factories, to drive ships and planes and motor vehicles, to heat and light homes and offices. Last year we supplied more than twice the oil we did ten years ago. This year our customers will need still more.

It's a big job...and it requires vast amounts of costly equipment. As our Annual Report points out, we spent $1,083,000,000 last year searching for oil and gas and paying for such things as tankers, pipelines and refineries. And in 1957, we plan to spend another $1,250,000,000 to find, produce and deliver the oil people will be needing tomorrow...and ten and twenty years from now.

Because Jersey Standard is willing and able to make such investments and because our operations are efficient, we make a profit. In 1956 it was $808,535,000. About half of it went back into the business to help pay for the new facilities.

Our successful year was good news for the 403,000 shareholders who own the company...they got dividends of $2.10 per share on the money they invested.

It was good news for our 156,000 employees...whose wages and benefits came to $906,000,000.

It was good news for governments. Operating and income taxes, import duties, consumer taxes and other payments from our operations brought to the United States and other governments a record $2,171,000,000. That was five times the dividends to shareholders, more than double the payroll and benefits to employees.

Best of all, our operations were good news for the people of the free world, who rely heavily on the energy of oil for their economic and social progress.

In this, our 75th anniversary year, we intend to continue our efforts to remain successful, profitable and growing, in order to serve people well.

If you would like a copy of our 1956 Annual Report, write us at Room 1626, 30 Rockefeller Plaza, New York 20, N.Y.
Goldenson Points up ABC-TV Growth at WBKB Dedication

IMPROVEMENT of operational facilities at WBKB (TV) Chicago is "another step" in ABC-TV's "projected growth" throughout the country, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., stated in connection with WBKB formal dedication ceremonies in that city Thursday. (See condensed text of Mr. Goldenson's remarks, page 116.)

All-day observance of WBKB's new quarters [B+T, May 13] started, unofficially, with Mr. Goldenson's luncheon address before the Broadcast Adv. Club of Chicago. It continued with a tour of the station's facilities, trade and press reception, dinner for Mr. Goldenson and other ABC-TV executives. An employee's party in the evening, featuring network radio-tv and local talent, wound up the festivities. Chicago Mayor Richard J. Daley was a special guest.

The ABC-TV top level contingents present included, in addition to Mr. Goldenson, Frank Marx, vice president in charge of engineering; David B. Wallerstein, president of Balaban & Katz Corp.; James G. Riddell, president of WXYZ-TV Detroit; Robert Stone, ABC vice president in charge of WABC-TV New York; Robert Hinklcy, ABC vice president, Washington, D. C.; James Beach, ABC Central Div. vice president; Sterling C. Quinn, vice president in charge of WBKB; Mathew Vieracker, general manager of WBKB, and William Kusack, engineering director of the Chicago station.

LeMasurier Search Goes On;
Plane Thought Down in Wyoming

AN EXHAUSTIVE HUNT was going on last week for Dalton LeMasurier, president-general manager of KDAL-AM-TV Duluth, and Mrs. LeMasurier. Their two-engine plane, piloted by Mr. LeMasurier, had been reported last May 11 somewhere in Wyoming.

The LeMasuriers were enroute home from a trip to California and Texas when their last radio report was heard near Cherokee, Wyo. The plane was thought at first to be down in a mountainous area, but search crews are scouring other parts of the state as well.

Searchers included college students, cowboys and numerous private citizens, on foot, horseback, in jeeps, automobiles and airplanes, in addition to the U. S. Air Force, National Guard, Civil Air Patrol, Wyoming Dept. of Aeronautics, Highway Patrol and Forest Rangers. Some 40 planes and helicopters were in the air when weather allowed.

Donald LeMasurier of Duluth, elder son of the LeMasuriers and publisher of a boating magazine, was in Wyoming participating in the search. Also in Wyoming were Odin S. Ramsland, vice president-commercial manager of KDAL-TV, and Robert A. Dettman, vice president-chief engineer.

What was characterized by officials as the worst weather in Wyoming's history impeded the search both on land and in the

CASCADe Broadcasting's new Cesna 182 is minimizing the 40,000 square miles covered by the firm's radio-tv operation in the Northwest. Charting a hop are Thomas C. Bostic, vice president and general manager of Cascade, and Jack Everhart, formerly manager of a station in the Yakima, Wash., area who now is combining pilot and regional sales functions for Cascade. Cascade properties are KIMA-AM-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick and KWAB (TV) Walla Walla, Wash., and KLEG-TV Lewiston, Idaho.
...plus all the color your eyes can see... on

ANSCOCHROME 16 mm PNI

Now! Add a thrilling new color dimension to your TV work with three-times-faster Anscochrome 16mm PNI! The reason? A normal exposure index of 32, easily pushed to 125 in processing!

In one-third the light demanded by traditional films, get true, natural color... greater depth-of-field... higher frame speeds, even in dim light! And, the especially long scale guarantees you superb color—without blocked shadows or washed-out highlights.

Daylight or Tungsten types for processing by consumer or commercial labs. Available in standard roll lengths. Anscochrome 16mm PNI... another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

Original color... sound... quality... on... Ansco Type 238 Color Duplicating Film!

All the fresh quality of your original picture is there to see and hear on Ansco Type 238 Color Duplicating Film. Offers cleaner whites, softer middle tones, open shadows, hi-fi sound. Next time, specify Ansco Type 238!

Ansco... the finest compliment you can pay your skill
WINN Announces Cancellation Of New Agency Incentive Plan

WINN Louisville has withdrawn an offer made the first of this month to give advertising agencies commissions in excess of 15%, according to the amount of business placed on the station.

Under the plan, agencies placing $1,000-$2,000 would have received 17.5% commission and 20% on more than $2,000. But now the station says, “Our faces are red—and what WINN had planned as a friendly gesture to advertising agencies in Louisville has turned out to be just the opposite.”

Replying to criticism that the plan appeared to be an inducement to agencies to place more advertising on WINN, the letter states: “That thought never entered our minds. The only thought we had was this—Louisville agencies have placed a lot of advertising on WINN. WINN, in turn, has been, and is, producing outstanding results for agencies and clients. In gratitude to the agencies, WINN conceived the plan—and for no other reason.”

“We are still gratified, however, we must withdraw the offer. In the meantime, all of us at WINN are searching for a new way to say ‘thanks’ that will be acceptable to everyone—and we welcome your ideas.” The letter is signed by Glen A. Harmon, vice president and general manager of the station.

Shields to Manage KPV

KPV, Mondovi, Calif., formerly KMOD, has named Larry Shields as general manager, effective May 1. Mr. Shields formerly was sales manager of KFMB-TV San Diego and WEMT (TV) Tijuana, Mexico.

Other new KPV staffers include: Roger Roach, formerly with KCBQ San Diego, account executive, and Gary Dean and Bennet Brownell, announcers.

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Replying to criticism that the plan appeared to be an inducement to agencies to place more advertising on WINN, the letter states: “That thought never entered our minds. The only thought we had was this—Louisville agencies have placed a lot of advertising on WINN. WINN, in turn, has been, and is, producing outstanding results for agencies and clients. In gratitude to the agencies, WINN conceived the plan—and for no other reason.”

“We are still gratified, however, we must withdraw the offer. In the meantime, all of us at WINN are searching for a new way to say ‘thanks’ that will be acceptable to everyone—and we welcome your ideas.” The letter is signed by Glen A. Harmon, vice president and general manager of the station.

Shields to Manage KPV

KPV, Mondovi, Calif., formerly KMOD, has named Larry Shields as general manager, effective May 1. Mr. Shields formerly was sales manager of KFMB-TV San Diego and WEMT (TV) Tijuana, Mexico.

Other new KPV staffers include: Roger Roach, formerly with KCBQ San Diego, account executive, and Gary Dean and Bennet Brownell, announcers.

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Repi…
RFE Gets Clean Bill From 15-Nation Unit

RADIO FREE EUROPE, which came under considerable fire here and abroad immediately following last autumn’s fruitless Hungarian revolt, has received a vote of confidence from officials representing 15 European nations. In a report last week, member states of the Council of Europe, meeting in Strasbourg, France, exonerated RFE from any duplicity during the abortive Hungarian uprising and also called for an end to sole American direction of the organization.

The Conseil de l’Europe—composed of Great Britain, Denmark, Greece, Iceland, Turkey, Ireland, France, Italy, West Germany, Austria, Norway, Sweden and the Benelux countries—likened RFE’s work to that of the BBC during the last war in keeping alive the spirit of eventual freedom in those countries under the thumb of a totalitarian state. It called RFE “one of the most important centers of documentation in the field of Soviet affairs” and said the “importance of [its] transmission can hardly be overrated.”

The group analyzed the charges against RFE and found that the very nature of RFE’s organization—that of an American-supported broadcasting operation run by refugees within the boundaries of a national state—invites criticism. “The political refugees from behind the Iron Curtain,” the council maintains, “often hold different political views and this cannot but lead to criticism of RFE.” The criticism of high salaries paid to RFE’s staff, the council maintains, clearly comes from “those refugees who have to scrape for a living and are envious of their more fortunate fellow refugees in good positions.”

Also making RFE’s existence more difficult, the council adds, is the fact RFE operates on German soil but is not under jurisdiction of the Bonn government; not only does this irritate a good segment of the Bonn government, but also those businessmen eager to extend German-Soviet trade, especially with the satellite states; also offended are the Social Democrats who strive for eventual German reunification and see in RFE’s activities an obstacle toward that goal. The council’s reports state, “it almost looks as if internal German political conflicts are being fought out on the beam of Radio Free Europe.”

Other aggrieved parties, the council reported, include the neutralists who “see in RFE broadcasts a provocative element which annoys the Kremlin and disturbs the neutralists’ dream of peaceful co-existence and their illusion of the ‘Cold War’ being over. It is RFE which confronts them with the naked facts and tries to awaken them from their pleasant dreams. The blame is consequently put on RFE.” The council added: “It is regrettable that RFE is still entirely financed by the U.S.A.”

JAPAN LIKES COLOR

JAPANESE and English language newspapers in Japan have acclaimed the U. S. Commerce Dept. exhibit in the current International Trade Fair in Tokyo, with special accolades to color television as the outstanding fair attraction, RCA reported last week.

Word received from official American sources by the RCA International Division’s headquarters in Radio City, New York, indicated the success of the million-dollar color tv caravan sent to Japan by RCA as part of the U. S. exhibit.

The RCA equipment includes full color tv studio facilities, two camera chains, lighting and testing apparatus, film transmitting facilities and two fully equipped, especially built mobile units. It is the first showing of RCA compatible color tv outside of the U. S., RCA said.

AF Tvs Open in Germany

THE U. S. Air Force in Europe has opened two television stations for American service men in West Germany. They are in Ramstein and Spandahlem Air Base in the Eifel Mountains. About 70,000 men of the 12th Air Force and their families are reached by the signals.

IN THE WFBC-TV 4-STATE MARKET

WFBC-TV leads all South Carolina television stations by far*. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within “The Giant’s” 100 uv/m contour is the South’s greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

“The Giant of Southern Skies”

WFBC-TV
Greenville, S. C.

Channel 4

NBC NETWORK

May 20, 1957 • Page 87
Canadian Advertisers Elect
Thomas M. Atkinson President
THOMAS M. ATKINSON, 48, advertising manager of DuPont of Canada Ltd., Mon
treal, Que., was elected president of the
Asn. of Canadian
Advertisers at its
42nd annual meet
ning at Toronto May
6-8. He succeeds
R. R. McIntosh,
vice president of
General Foods
Ltd., Toronto, Ont.
H. E. Whitehead,
Kimberly-Clark
Products Ltd., To
ronto, was elected
executive vice pres
ident. Other vice
presidents elected were: C. C. Clarke, Stan
dard Brands Ltd., Montreal; J. J. McGill, Im
perial Tobacco Co., Montreal; E. T. Gater,
Sterling Drugs Ltd., Windsor, Ont.; J. C. Miller,
Ford Motor Co. of Canada, Toronto; and
A. B. Yeates, Prudential Insurance Co. of
America, Toronto, who was also elected
treasurer. B. E. Legate was re-appointed
general manager and secretary with offices
at Toronto.

Schwerin Sets Montreal Tests
for French-Language Tv Fare
TESTING of French-language television
programs and commercials will begin shortly
in Montreal by Schwerin Research Corp. It
is anticipated that the first four sessions, to
be held June 4-7, will be forerunners of reg
ular survey schedules in the French-language
region.

Griffin B. Thompson has been appointed
managing director of the Canadian opera
tion for Schwerin. He formerly was chief of
the research and reports division of the Na
tional Film Board of Canada.

Among the questions advertisers, agencies
and CBC will have the chance to explore in
the French-language testing are: To what
extent do entertainment appeals to the
French- and English-speaking audiences
differ? Are the same selling themes influen
tial in both markets, and if not, what are the
explanations for differences? What types of
personalities and presenters are most ac
ceptable to the two audiences?

To make comparisons possible where de
sired, there is an opportunity for running
matching English-language tests at regularly
scheduled sessions in Toronto, Schwerin said.

Germany May Shut Down Station
EUROPE NO. ONE, located in the Saar
and one of Europe’s strongest commercial
radio stations (400 kw, long wave band), is
likely to be closed by the Bonn Government,
according to an informed source in Bonn.
This is the general impression in the West
German capital after the Bundestag’s (Lower
House) Committee for Press, Radio & Film
Affairs discussed the status of the station.
Europe No. One is located near Saarlouis,
not far from the French border. Its license
was granted by the Saar administration when
the area was an independent state. Mean
while, the Saar has been returned to West
Germany, which has no privately owned
stations. The Bundestag committee doubts
the legality of the station’s license and asked
the West German postal authorities for an
opinion on whether the station’s license
should be revoked or altered.

West Germany’s UFA Enters
Tv Film Field in Surprise Move
UFA, largest West German motion picture
concern, has announced plans to make 12
single television films of 28- and 55-minute
lengths. This is the first move of a German
theatrical film company into the tv field,
reversing the previous attitude of German
film makers who pledged “no single foot of
film for tv” some time ago.

The UFA move caught the German the
atrical industry by surprise. Because of
UFA’s dominating position, remaining in
dustry in Germany is likely to follow suit,
it was believed.

UFA has established its tv film division
in Templehof, West Berlin. A company
spokesman indicated recently that UFA is
aware of the potential of the American
market and that UFA sooner or later will
try to enter the U. S. with its own product.

The first series of 12 UFA tv films is be
ing made on a pre-production contract with
all existing German tv stations, which are
likely to use the footage jointly (and pay
for it jointly for lower per-station costs, a
common method in Germany now).

Canadian Tv Production Down
CANDIAN FACTORIES produced 94,-
831 tv receivers in the first three months of
1957, compared with 171,761 in the same
period last year, the Radio-Electronics-Tv
Mfrs. Assn. of Canada, Toronto, reports.
Sales of tv sets in the first three months of
this year totaled 108,478 sets, with 38,721
sets sold in Ontario province, and 28,721
in Quebec province.

Factory production of radio sets in the
first three months of 1957 totaled 140,426
compared to 148,181 for the same period
last year. Sales of radio sets in the first three
months of this year numbered 119,543, of
which 56,067 were sold in Ontario, and
25,538 in Quebec province.

AAP Tells Overseas Plans
A CONTRACT for Australian use of AAP’s
Warner Bros. features and Popeye cartoons
is expected soon, Norman Katz, director of
AAP’s foreign department, has announced
in New York. Mr. Katz revealed AAP plans
to set up distribution centers in the Eastern
Hemisphere and to complete a 10-year pact
with a distribution firm to be formed in Latin
America. He said the Popeye cartoon con
tract with Granada TV and Associated Re
diffusion for British tv involved a “substan
tial” amount. Soon to be distributed for tv
and theatres in U. S. and abroad, he added,
are 1,400 Warner Bros. short subjects.

FLEXIBILITY

There are all kinds, but in
Los Angeles television the
advertiser who takes the
cake is the one who grabs
the opportunities.

With KTTV, the flexible in
dependent, the ability to
move quickly is normal,
even innate. That’s why
KTTV has time and again
improved its advertisers’
positions in television by
swift, fortuitous moves of
programs into opportune
periods.

That’s why, also, KTTV is
the first—and the last—
place to check before you
decide on TV in Los Angeles.

KTTV’s flexibility is the
perfect complement to the
turbulence that is Los
Angeles television.

In Los Angeles television,
be a flexible buyer.

KTTV
Los Angeles Times-MGM
Television
Represented nationally by BLAIR-TV
Canada-U. S. Pact Provides
Tv Shifts in 3 B. C. Cities

IT has been announced by the FCC that the Canadian-U. S. television agreement has been amended to change channel assignments in three British Columbia cities.

Ch. 2 went from Vernon to Kelowna, with ch. 7 added to Vernon, and ch. 13 from Kelowna to Penticton, which previously was not allocated a channel. The changes were made at the request of a Canadian applicant who wanted to build a mother tv station on ch. 2 in Kelowna with satellite stations in the other two cities.

The Canadian government agreed that any assignment made for these channels would stipulate that the transmitter site must be at least 190 miles from any city in the U. S. in which the same channel is assigned.

CBC Building 6-Story Edifice

THE CBC has a new six-story building under construction on Sumach Street, north of Queen Street East, Toronto, which will house much of the television production department under one roof for the first time. The new building will have 240,000 square feet of floor space and will house the design department and 12 rehearsal rooms and studios.

Much of CBC's tv production at present is scattered in old buildings, schools and warehouses throughout downtown Toronto. The new building on Sumach Street, to be opened this summer, will eliminate much of the costly trucking operations between the various tv production buildings and studios. A large center to house all CBC tv and radio production and news services is expected to be built in the next few years, following the recently published recommendations of the Royal Commission on Broadcasting.

Broadcast Industry Measurement

A SURVEY to determine the size of the Canadian radio and tv broadcasting industry is now being undertaken by the government's Dominion Bureau of Statistics. The information is being gathered in such a way that it will be published only as for the entire industry, not by individual stations or groups of stations, and all data is being supplied in confidence for use only in a total industry set of figures. Such information has to date been difficult to obtain in Canada, and is considered extremely valuable in the industry.

Canadian Microwave Extended

CANADA'S microwave television network was extended on April 28 westward from Winnipeg to add CKX-TV Brandon, Man., and CKCK-TV Regina, Sask. The network now extends more than half the length of Canada from Quebec City in east to Regina in the west, and will be completed coast-to-coast by early 1958. A regional microwave network is already in operation on the Atlantic coast and will be joined to Quebec City by year-end.
LOCAL 47 MULLS CONVENTION TACK

- Talks in Hollywood bog down
- National session in Denver

A SPECIAL meeting of the Hollywood local (47) of the American Federation of Musicians, held last Monday to draft instructions for the local's delegates to AFM's 1957 national convention, failed to agree on what these instructions should be. Bogged down with a welter of more than 20 resolutions, the meeting referred the lot to the local's board of clarification and revision. They will be resubmitted at another membership meeting called for May 27.

Earlier, Eliot H. Daniel, president of Local 47, reported on his three-hour appearance before the AFM's International Executive Board, meeting in Chicago the previous week. He reported AFM President James C. Petrello and the union's other top officials gave a courteous reception to his presentation of the views of Hollywood musicians— that the AFM trust fund policies are not in the best interests of the musicians employed by the makers of recordings and films for television. The union requirement that the makers of tv films pay an additional 5% into the Music Performance Trust Fund has served only to force the use of recorded music in making these films, making the cost of live musicians prohibitive, the local contends.

Other Meetings on Tap

His meeting with AFM's top executive board paved the way for further meetings at which representatives of Local 47 can present specific suggestions for policy changes to the national union, Mr. Eliot reported. The way is open, he said, for the Hollywood musicians to attain their goal of abolishing the royalty payments through negotiations within the union rather than through the courts. Currently, groups of Hollywood musicians employed in making films and recordings, are prosecuting a number of suits to block payments by employers into the trust funds and to divert them to the individual musicians instead.

Long a controversial issue within the AFM, the trust fund policy argument last year proved an unsuccessful rebellion in the Hollywood AFM local.

This year's AFM convention will be held June 10-14 in Denver.

WGAW Statement Emphasizes Tv Importance to Writers

GROWING importance of television as a market for writers is shown in a financial statement by Writers Guild of America West for the past year. In dues assessments based on earnings, tv writers contributed better than 32% of the WGAW income during the year ended March 31, 1957, up from 26% the previous year and 17% for the year ended March 31, 1955. Meanwhile, the screen writer's contribution has declined from about 66% to about 53% of the total guild itself.

The report by Curtis Kenyon, guild treasurer, shows that for the latest fiscal year, ended March 31, 1957, the income of WGAW's tv writer members totaled $6,814,662, nearly $2 million ahead of their $4,742,404 total for the preceding year. Income of radio writers dropped from $765,939 to $467,227, but the slack was well taken up by the additional revenue from tv, Mr. Kenyon noted. Screen writers' income rose nearly $1 million, from $10,338,431 to $11,151,234.

For the guild itself, total income for the fiscal year just past was $212,415 compared with $183,564 the previous year; expenses rose from $141,016 to $169,522, and the net was just about the same, $42,893 for the latest 12-month period to $42,548 for the previous year.

SEG Elects New Officer Slate

Franklyn Farnum Again President

OFFICERS of the Screen Extras Guild, Hollywood, have been announced following annual elections. President Franklyn Farnum was unopposed for re-election.

New officers are Jeffrey Sayre, first vice president; Tex Brodus, second vice president; Paul Bradley, third vice president; Paul Cristo, recording secretary; Kenner G. Kemp, treasurer; board members: Mr. Bradley, Mr. Brodus, Joe Brooks, Eva Novak, Lucile House, Murray Pollack, Bill Hickman, Eve Gordon, Spencer Chan, Emory Dennis, Connie Conrad, Max Reid and Roy Damron.

Donahue Heads Hollywood RTDG; Installation Set for June 3

JACK DONAHUE, freelance director (The George Gobel Show), was elected president of the Hollywood local of the Radio-TV Directors Guild for the coming year and will be installed at a general meeting June 3. Other officers elected are: Robert L. Robb, ABC, vice president; Miss Maury Orr, ABC-TV, secretary; Howard Quinn, CBS-TV, treasurer.
Papers Served in CBS Suit Against Electrical Workers

LEGAL papers were served on representa-
tives of the International Brotherhood of
Electrical Workers' Local 1212 in New
York May 10 by CBS Inc., thus setting into
motion the $100,000 suit initiated two days
earlier by the network's move into taking
its grievances to the federal courts [B&TV,
April 29, et seq.]. The network seeks to
punish the electricians' union for short cir-
cuiting a planned remote telecast which was
to have been sponsored by a local Pepsi-
Cola bottler on April 21. The next move is
to Local 1212. It has until May 30 to re-
ply to the network's charges. At that time,
counsel for CBS may be expected to press
for trial.

Hollywood IATSE Local 818
Agrees to Three New CBS Pacts

A SPECIAL membership meeting of Pub-
licists Assn., Local 818 of IATSE in Holly-
wood, held Monday, ratified new three-year
contracts negotiated with CBS for staff pub-
licity personnel at Hollywood offices of CBS
Radio and CBS-TV. Terms, retroactive to
Jan. 1 of this year, include a division of
publicists into juniors and seniors, each
group with automatic increases at the end of
the first and second years. Juniors, under the
new contract, will start at $110 a week, go
to $120 the second year and top scale of
$132.50 the third. Senior scale starts at $135
and progresses in annual steps to $145 and
$162.50. Previous top was $115.

NABET Loses Jurisdiction Case

A ROVING radio-tv reporter at WMAL-
AM-TV Washington, Delmar Malkie, is not
a member of the newsroom staff and is not
within jurisdiction of the National Assn. of
Broadcast Employees & Technicians, accord-
ing to a decision by National Labor Rela-
tions Board. NLRB denied NABET's peti-
tion to include Mr. Malkie in the newsroom
bargaining unit, holding he is a broadcaster,
rather than member of the newsroom staff,
spends little time in the newsroom, has no
regular hours and is not under the same
supervision as newsroom employees.

Pickets at WGEE Ruled Illegal

PICKETING of WGEE Indianapolis by the
International Brotherhood of Electrical
Workers during the station's construction in
July 1956 was illegal, the National Labor
Relations Board ruled May 14, affirming a
finding by a trial examiner. NLRB ordered
the union to cease trying to induce em-
ployees of the building contractor to stop
working on the Rollins Broadcasting Inc.
project because the labor group was unable
to get a contract covering employment at the
projected station. WGEE was construc-
ted during the latter part of the year and took
to the air last December.

Cincinnati's Most Powerful
Independent Radio Station

50,000 watts of SALES POWER

WCKY

On the Air everywhere 24 hours a day—seven days a week

May 20, 1957 • Page 91
SALES BLOOM IN THE RICH TULSA MARKET...
WHEN YOU USE KRMG
50,000 WATTS 740 KC
ASK YOUR BLAIR MAN FOR THE KRMG STORY

SALES BLOOM IN THE RICH TULSA MARKET... WHEN YOU USE KRMG

SDX Makes Radio, TV Awards For Public Service, Reporting
BRONZE medallions and plaques were presented to the winners of the 23rd annual Sigma Delta Chi awards for distinguished service in journalism Thursday night at the SDX annual dinner at the Hotel Pierre in New York.

Sol Taishoff, editor and publisher of B&T and national president of SDX, made the presentations. Radio winners were Howard K. Smith of CBS in London for news writing, Edward (Johnny) Green of KPHO Phoenix for reporting, and CBS Radio for public service in radio journalism. TV winners were Ernest Leiser and Jerry Schwartzkopff of CBS and Julian B. Hoshal and Dick Hance of KSTP-TV Minneapolis-St. Paul for reporting (duplicate awards), and KPIX (TV) San Francisco for public service in TV journalism [B&T, April 22].

Gen. Curtis E. LeMay, commander-in-chief of the Strategic Air Command, was principal speaker at the dinner, which was sponsored by the New York chapter of SDX, the Deadline Club. Elmer Walzer of UP was named president of the Deadline Club, and Howard Kany of CBS and Allan Gould of AP were elected vice presidents.

AWARD SHORTS

NBC Radio and Bob Considine awarded Distinguished Service Citation of U.S. Reserve Officers Assn., for their "outstanding contribution to the national defense interests of the United States." Award is for broadcast by Mr. Considine aired on NBC Radio last February stressing need to maintain Strategic Air Command at maximum strength.


Vernon S. Batton, recently retired manager, WDAF Kansas City, Mo., received first annual Broadcasting Service Award from U. of Kansas' radio-television division for his "constant search for and devotion to the highest standards of broadcasting in the public service and specifically his service to station WDAF and the Kansas City area 1924-57."

Lelon G. Borton, president-general manager, Advertising Federation of America, awarded "Medallion for Distinguished Service" to journalism and advertising by U. of Missouri School of Journalism.

WRCA Philadelphia received special award from Mental Health Assn. of Southeastern Pennsylvania on behalf of its weekly The Psychiatrist.

WBUR (TV) Boston, N. Y., received citation from U. of Mich. Club of Buffalo for its Marriage series.

WCKR Miami received Florida Governor's plaque for "outstanding service" in promotion of state products and services.

Edward Hitz, NBC vice president in charge of Central Div. TV network sales, and Harold Smith, division TV sales promotion director, honored with meritorious service medallions from American Heart Assn. for work in local fund-raising campaign.

General Electric Receiving Tube Dept. and Transfilm Inc. were presented Golden Reel Award for GE sales promotion film "Through the Looking Glass" by Film Council of America fortnight ago in N. Y.

Al Frances, WIBC Canton, Ohio, news director, honored by Canton City Council resolution to give him "public acclaim for the tremendous job he has done in keeping alive the importance of immunization against polio." Mr. Frances made daily reports on problems of mass inoculations.

Chuck Zink, host of WTJY (TV) Miami's Popeye Playhouse, presented silver trophy by Mackle Co. for "devotion to the children of Dade County."

WQED (TV) Pittsburgh, educational, cited by Pennsylvania Assn. for Adult Education for "significant contributions within the divergent areas of adult education."

James McNamara, KLAC Los Angeles, awarded plaque from College magazine for his weekly, Listen, Los Angeles, which was designated "best West Coast current events panel show on radio."

WBT and WBTV (TV) Charlotte, N. C., received certificate of merit for "outstanding public service rendered to the motoring public" from N. C. State Automobile Assn.

KRNT Des Moines, Iowa, received Award of Merit from State Assn. for Mental Health for "outstanding and distinguished service in promoting better mental health in the state of Iowa."

George F. Hartford, vice president, WTOP-TV Washington, received gold medal award from Art Directors Club of Washington for "encouraging creativity in art and photography by the WTOP-TV staff." WTOP-TV was awarded another gold medal and three honorable mentions for its newspaper advertising and its TV slide artwork.

A. James Ebel, manager, KOLN-TV Lincoln.
coln, Neb., honored by Nebraska Wesleyan U.'s journalism honorary, Gamma Upsilon, for "forward looking leadership in making tv a leading news and entertainment medium" and for "outstanding contribution to ... public communications in Nebraska."

KING-TV Seattle, cited by Seattle Adv. & Sales Club for second consecutive year for "excellence in advertising." First place award was for national advertising campaigns under $50,000.

Fred Barr, WWRL program manager, John Henry Faulk, WCBS, Harry Novik, WLIR general manager and Ralph Well, WOV general manager, all New York stations, received citations for help in finding homes for Negro children in campaign conducted by Federation of Protestant Welfare Agencies.

Alexander Kendrick, CBS News correspondent in London, awarded citation from English-speaking Union "for outstanding contribution toward better understanding among English-speaking peoples in 1956."

Mike Boudreau, account executive, WDRU Hartford, Conn., wins top award from Hartford Adv. Club for nightly news program.

Phyllis Knight, WHAS-AM-TV Louisville, was honored with special award from Kentucky Division of the American Cancer Society, in recognition of work done through her radio and television programs.

WCAU-TV Philadelphia received certificate of commendation from Pennsylvania National Guard for "patriotic service rendered," with its Parade Party (Sat., 2:30-4:30 p.m.) in "interest of National Guard recruitment," which features National Guard talent exclusively.

WICC-AM-TV Bridgeport, Conn., received Connecticut State Dental Assn. second annual Horace Hayden Award for "outstanding performance" in public education in field of dental health.

WTIC Hartford, Conn., received two Merit awards for "public service by radio station" from Advertising Club of Hartford; one in recognition of success of WTIC farm youth project, other for "outstanding support" of Gov. Ribicoff's anti-speeding campaign.

WRTV (TV) Charlotte, awarded certificate for having "top tv news operation in North and South Carolina" by Radio & Television News Directors Assn. of Carolinas.

WRCA-AM-TV New York, received special award from Mayor Robert F. Wagner citing stations' 200th broadcast of public service program, Citizen's Union Searchlight.

CBS-TV's You Are There series and See It Now program titled "The Vice Presidency" received two of 10 national film awards given annually by Scholastic Magazine to "outstanding films" in educational field.

Jerome H. Walker, Rye, N. Y., publisher, announces first issue of Journalism Awards Directory, covering listing of eligibility, dates of entry, identification in 200 contests in fields of radio-tv, newspapers and magazines. Information obtainable from Mr. Walker at P. O. Box 434, Rye, N. Y.
Never mind the uranium, Charlie, wait 'til you hear what’s happening at WPTR.

RADIO WEEK SUCCESS

WHILE success stories still were being reported for National Radio Week (May 5-11), the NARTB and Radio-Electronics-Tv Mfrs. Assn. jointly announced that National Television Week has been set for Sept. 8-14. The TV observance previously had been scheduled for Sept. 22-28 but the earlier date was adopted to run concurrently with fall merchandise promotions by set manufacturers and dealers. Co-operating with the two associations are the Television Bureau and National Appliance & Radio-TV Dealers Assn. The co-sponsors will start preliminary planning within a fortnight.

The success stories of stations across the country in local-angle promotions of radio week [R•T, May 13] were typified by the feat of KMOX St. Louis. The station reports it received 419,805 pieces of mail in seven days during a contest it sponsored for radio week.

The “popularity contest” drew entries from 44 states, according to Paul Douglas, KMOX public relations director. Listeners were asked to mail a post card to their favorite personality, and a drawing was held daily to select a winner from the listening audience.

Each winner received either a portable or clock radio, whichever was allotted to the personality who received the winning card. The station reports the post office had to call for reserve shipments of post cards and that drug stores were “virtually sold out of mailing supplies” as a result of its contest.

The New Jersey Broadcasters Assn. marked the week by commending Gov. Robert B. Meyner for “responding to the people’s right to know” with his weekly radio and TV reports on the state’s affairs. He also was presented with a transistor radio.

Arizona Gov. Ernest W. McFarland paid tribute to the radio broadcasting industry in a proclamation.

KGIL, KBMY, KOYN and KOOK, all Billings (Mont.) stations, teamed up to invite businessmen from that area to a cocktail hour and dinner at a local hotel to celebrate the special week.

WLW, WSAI, WCKY, WCIN, WCPO and WKRC cooperated to choose a “Miss Chicago” in observance of the local and national celebration.

WESC-FM Greenville, S. C., sent congratulatory letters to all South Carolina stations during radio week.

Three greater Boston Mayors, Fred Lamsdon (Malden), Philip J. Crowley (Everett) and Alfred P. Pompeo (Medford), took time out to proclaim National Radio Week.

WDON and WASH (FM) Washington invited Maryland U. radio students to handle the entire announcing schedule for one day. The station reports all broadcasts went on schedule without mishaps.

Weather Bureau Salutes Stations

THE Weather Bureau of the U. S. Dept. of Commerce took the occasion of National Radio Week (May 5-11) to salute radio stations with long records of direct weathercasts.

A letter from F. W. Reichelderfer, Weather Bureau chief, to KIRO Seattle, only far western station in a group of 10 stations with the longest records of cooperation, thanked KIRO for “invaluable cooperation” since Nov. 12, 1937. Similar letters went to WMDB Peoria, Ill.; WBW Topeka, Kan.; KGBX and KWTO, both Springfield, Mo.; KANS Wichita, Kan.; WSOC Charlotte, N. C.; WWSW Pittsburgh, Pa.; KPEQ St. Joseph, Mo., and WDAF Kansas City.

WBBM-TV Begins Women’s Contests

IF Chicago area women are willing to share their pet hints with others, they may win themselves a day-long shopping tour with WBBM-TV’s Lee Phillip. The Chicago station is sponsoring four two-week contests in connection with its Shopping With Miss Lee show. The contests are to cover hints on traveling, bridal showers, keeping cool in the summer and hot weather desserts. The weekly winner will receive a hat as her prize and at the end of the contests, a grand prize winner will be selected for the shopping trip.

Students Compete for Scholarships

SIX high school students from the New York metropolitan area competed for a college scholarship May 4 on the season’s final program of Junior Town Meeting, WATV (TV) Newark, 1:30-2:30 p.m. The first prize was $1,000 and the second prize was $500, both in college tuition credit. All other finalists received $100 government bonds.

AIMS TO PLEASE

WBKB (TV) Chicago is using its Ampex video tape recorders to silence criticism over its failure to carry two ABC-TV programs. The station’s decision not to carry the network’s Rock ‘n’ Roll Revue live May 4 and 11 and to run in a film instead prompted comment by Chicago Tribune Radio-TV Editor Larry Wolters. WBKB then rescheduled the shows, reproduced by Ampex video tape, for May 18 and 25. The series features such stars as Guy Mitchell, Sal Mineo, June Valli, Eddie Adams and Charlie Gracie.

SALES PROMOTION

freelance

SALES-PRODUCING, prize-winning presentations, brochures, ad campaigns, direct mail, etc.

One TV presentation was described as “one of the most forceful sells ever seen.”

A program presentation was called, “last word in sell.”

Clients include radio and TV networks, stations, representatives, syndicators, etc.

Retainer or fee basis.

PETER ZANPHIR
565 Fifth Avenue, NYC, 17
EVERYBODY LOVES A SURE THING

DERBY, CONN., bought out all availabilities on WADS in neighboring Ansonia last week.

The city and its merchants staged the "Derby Salutes WADS" week for two reasons: (1) Derby merchants were upset because the station stole all the business on Washington's Birthday with its promotion in behalf of Ansonia merchants, and (2) Derby wanted the success story repeated for itself.

Just one year old this month, WADS was founded by former CBS news reporter-producer Sydney E. Byrnes. The station is a 500 w daytimer on 600 kc and serves the Naugatuck valley.

Ansonia merchants earlier this year decided to stay open for business Feb. 22 and WADS went all-out to promote the event. Ansonia was "mobbed" that day, merchants and police reported. But in succeeding on one hand, WADS offended on another. Derby merchants felt they had been taken over.

The Derby Merchants Assn. called Mr. Byrnes on the carpet. In the discussion the first anniversary of the station came up. The result: Derby merchants asked WADS "to do the same for us" through a week-long "Salute to WADS" promotion.

It was held all last week. Here's how it turned out:

- WADS broadcast all programs direct from Main Street, Derby.
- All merchants voted unanimously to saturate the station individually for one week beginning on May 13 and ending May 17.
- The Merchants Assn. voted unanimously to saturate with spots on behalf of all the merchants.
- WADS took billboard posters all over the valley announcing the anniversary promotion.
- The biggest and oldest department store in Derby had a display in its window congratulating WADS and displaying pictures of all the staff.
- Full orchestra played live throughout the afternoon from Derby.
- Souvenirs, prizes, etc. were given to people interviewed on the air.
- Photographer took pictures of all people interviewed.
- Pictures given as souvenirs of the anniversary and autographed by station personality doing the interviewing.
- Newspaper ads read "Derby Salutes WADS."
- Congratulating tapes were aired from the governor, two senators, two congressmen and one mayor.
- All broadcasting done from a gigantic flat top truck decorated by a local florist.
- Banners on every merchant's window for whole week, "WADS—Congratulations—First Anniversary."

Mr. Byrnes now is waiting to hear from the adjoining cities of Shelton, Seymour and Oxford.

WBC Train, Terminal Posters To Sell Commuting Ad Execs

NEW YORK ad men living in Westchester County, Conn., will have little chance to avoid exposure to Westinghouse Broadcasting Co.'s latest format promotion because the firm plans to aim at them coming and going—commuting, that is. WBC, which is pushing music-news-service spots, says it will place over-door end cards in depth on commuter trains serving both Westches ter and the Hudson River Valley through Transportation Displays Inc., New York. Possible use of platform posters and "Diorama" displays in Grand Central station and major New York airports also is being considered to boost ad executive coverage.

The campaign, whose theme is "There's a

SOUND difference on WBC radio," will support trade publication and direct mail activities.

The schedule was worked out among David E. Partridge, WBC national advertising and sales promotion manager; Philip Everett, vice president of TDI; and Ketchum, MacLeod & Grove Inc., WBC's agency.

"Cisco Kid" Boosts Milk Sales

THE Leatherwood Co. (Leatherwood homogenized milk), Bluefield, W. Va., sponsor of Ziv tv programs' Cisco Kid series on WHIS-TV-Bluefield, credited a promotion held on behalf of the series with helping to sell 15,000 cartons of milk in a two-day period. This was described as a 500% increase in sales over the average weekend. To introduce its new half-gallon carton, which features photos of the title character of the series and his companion, Pancho, Leather wood attached a Cisco Kid tumbler to each package for two days and promoted the offer on the station and in newspapers.

W. S. Brank, general sales manager of Leatherwood, said he was "extremely gratified" about the community's response to the series and attributed "direct long-range sales gains to this fine show."
WCBS New York's feature "This Is New York" will be expanded to full one-hour nightly program, featuring Jim McKay as host and Dave Dungan as the roving reporter, effective May 13, 10-11 p.m. EDT. Mr. McKay and Mr. Dungan will travel in and around New York City recording stories dealing with various aspects of life in the city.

KDAL-AM-TV Plugs Market
KDAL-AM-TV Duluth, Minn., has instituted a promotional campaign designed to interest agencies in New York, Chicago, Minneapolis and Milwaukee with the latest marketing information about the stations. Agency personnel have been sent cards which ask them to call a certain telephone number. When the number is dialed, the callers hear a brief talk from John Grandy, sales manager of the stations. He gives them pertinent data, then asks agency employees to send him a card with their name. The winning card holder (after a drawing) will be entitled to a two-week, all-expenses-paid vacation at Lake Burnside in northwest Minnesota.

Series Studies Illinois Towns
SERIES of filmed studies of small Illinois towns is being inaugurated by WBKB (TV) Chicago with local merchants being offered participating sponsorship. Titled "This Is Our Town," the show is produced by The Carson Co., New York. Program touches on the downtown shopping district, churches, schools, community centers, parks, farms, civic departments and inhabitants of each town, with emphasis on the average routine daily life of the community. Cicero was featured on the first two telecasts and others to follow include Crystal Lake, St. Charles and Elgin.

Ullman Offers 'Melody Mileage'
A new radio program, "Melody Mileage" is being offered to stations by Richard H. Ullman Inc. A speedometer reading is broadcast frequently during the peak traffic hours during a disc jockey show and if the mileage figures match a driver's speedometer, he wins 10 gallons of gasoline. The company reports it already has sold the program to 26 stations.

WARL Debuts Activities Show
WARL Arlington, Va., was scheduled to premiere "This Week in Washington" yesterday (Sunday). The show, a weekly feature, tells what's playing at the legitimate theatres, the motion pictures around town and what sports events are available for the week.

WPDQ Showboat Shoves Off
WPDQ Jacksonville says it now can cover all news events that float, and report them on daily broadcasts.

Last month the station took to the water on a decorated barge called the "WPDQ Showboat" and cruised up and down the St. John River broadcasting for more than six hours a day for almost a week.

Programs included factual information about the river's importance to the port of Jacksonville, water safety and marine courtesy for pleasure boats. Final docking ceremonies were climax with a beauty-personality contest.

If You Can't Beat 'Em, Join 'Em
WDGY Minneapolis reports its mosquito campaign [B&T, April 29] is netting results. Mayor Eric G. Hoyer held a special meeting of officials from that area to discuss the possibility of starting a co-operative, "all out war" on the pests. The station did an about-face in dealing with the insect problem. Its reasoning: "If you can't beat 'em, join 'em." It conducted an "Honor the Unknown Mosquito of Minnesota" campaign and several contests to call attention to the state's problem. WDGY plans to continue urging mosquito control in the future through frequent on-the-air announcements by the station's personalities.

WCBS Expands 'New York'
WCBS New York's feature "This Is New York" will be expanded to full one-hour nightly program, featuring Jim McKay as host and Dave Dungan as the roving reporter, effective May 13, 10-11 p.m. EDT.
Station Authorizations, Applications
(As Compiled by B • T)
May 9 through May 15

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; and.
Antenna - sur- -ural; vis. - visual; kw - kilowatts; w - watts; mc - megacycles.

Am-Fm Summary through May 15

FCC Commercial Station Authorizations
As of February 28, 1957 *

<table>
<thead>
<tr>
<th></th>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,000</td>
<td>511</td>
<td>298</td>
</tr>
<tr>
<td>Cps on air</td>
<td>71</td>
<td>16</td>
<td>225</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>173</td>
<td>23</td>
<td>125</td>
</tr>
<tr>
<td>Total authorized</td>
<td>3,144</td>
<td>555</td>
<td>436</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>116</td>
<td>5</td>
<td>70</td>
</tr>
<tr>
<td>New stations requests</td>
<td>362</td>
<td>10</td>
<td>56</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>67</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>146</td>
<td>13</td>
<td>45</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>960</td>
<td>112</td>
<td>353</td>
</tr>
<tr>
<td>Licenses deleted in February</td>
<td>2</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Cps deleted in February</td>
<td>6</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

* Based on official FCC monthly reports. These figures 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 noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through May 15

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>356</td>
<td>89</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>321</td>
<td>324</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>27</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>1,694</td>
<td>337</td>
</tr>
<tr>
<td>Commercial</td>
<td>324</td>
<td>37</td>
</tr>
<tr>
<td>Noncomm. Edu.</td>
<td>66</td>
<td>37</td>
</tr>
</tbody>
</table>

Total | 1,660 | 377 | 884 | 607 | 1,458 |

174 vhf (13 vhf, 161 uhf) have been deleted.

1 One educational uhf has been deleted.

1 One applicant did not specify channel.

Includes 46 already granted.

Includes 75 already granted.

New Tv Stations . . .
APPLICATIONS

Houma, La. - St. Anthony Television Corp. wtv ch. 11 (196.304 mc): ERP 319 kw vis. 156 kw exct.
6 feet above average terrain; ground 1,066 ft. Estimated construction cost $461,810. First year operating cost $246,800 revenue $452,000. P. O. address Box 700, Houma. Studio location Houma. Transmitter location Terrebonne Parish. Geographic coordinates 30° 14' N.. Lat. 96° 48' W.. Long. Trans. and. HCA. Legal counsel Howard J. Scheinberg, Washington. D. C. Consulting engineer Lane & McLean, Washington, D. C. Principals include Frank Con- well (25.50%), radio-tv consultant, Dr. C. Clark Collins (21.50%) physician, and G. E. Patterson (18.95%) trucking and chemical interests. Announced May 12.

Translators . . .

Lone Pine Television Inc., Lone Pine, Calif. - Granted cp for new translator tv station on ch. 50 to translate programs of KXRA (TV), ch. 4, Los Angeles.

Lemhi Television Corp., Salmon, Idaho - Granted vhf cp for new translator tv station on ch. 70 and ch. 73, both to translate programs of KID- TV ch. 5, Idaho Falls.

White Pine Bscg. Co., Ely, Nev. - Granted cp for new translator tv station on ch. 70 to translate programs of KID- TV ch. 5, Salt Lake City, Utah.


California-Oregon Tele. Inc., Cave Junction, Ore. - Granted cp for new translator tv station on ch. 70 to translate programs of KBBT- TV, ch. 34, Medford.

Redmond Junior Chamber of Commerce, Red- mond, Ore. - Granted vhf cp for new translator tv station on ch. 33 to translate programs of KXOR (TV), ch. 12, Portland, Ore.


NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN
NORTH ATLANTIC
$59,000
All new equipment and real estate. Exclusive market. 29% down-payment.

MIDWEST
REGIONAL FULLTIME
$70,000
Excellent real estate location. Diversified market, and good earnings. Terms.

SOUTH
STATION WANTED
$900,000
We have a buyer to invest in top station in Alabama, Georgia, Florida or the Carolinas.

SOUTHWEST
CENTRAL TEXAS
$70,000
$20,000 down, balance over six years. Top for owner-manager.

WEST
CALIFORNIA NETWORK
$125,000
Substantial market with agricultural and industrial economy. $60,000 down.

WASHINGTON, D. C.
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3454

CHICAGO, ILL.
Ray V. Hamilton Tribune Tower DE 7-2755

ATLANTA, GA.
Jack L. Barton 1515 Henry Bldg. JA 3-3431

DALLAS, TEX.
Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175

SAN FRANCISCO
W. R. (Ike) Twining 1228 Sutter St. EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Broadcasting • Telecasting

May 20, 1957 • Page 97
The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Colorcasting cancelled for summer.

NBC-TV

May 20-24, 27-29 (1:30-2:30 p.m.) Club 60, participating sponsors.

May 20-24, 27-29 (3-4 p.m.) Matinee Theatre, participating sponsors.

May 20 (8-8:30 p.m.) Adventures of Sir Lancelot, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 20 (9-10 p.m.) Washington Square, Helene Curtis through Earl Ludgin and Royal-McCabe Corp. through Young & Rubicam.

May 21, 22 (8:30-9 p.m.) Arthur Murray Party, Spiegel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

May 22, 24 (7:30-7:45 p.m.) Xavier Cugat Show, sustaining.

FOR THE RECORD

New Am Stations...

Auburn, Calif.—Placer Broadcasters, Granted $50,000, 500 w DA-DA. Post office address P. O. Box 99, Auburn, Calif. Estimated construction cost $27,750, first year operating cost $40,000, revenue $40,000. Principals include Mr. and Mrs. T. M. Horsley, both partners.

Lakeland, Fla.—Polo Radio Inc., Granted 1230 kc, 1 kw D. Post office address Kentucky Blvd., Lakeland. Estimated construction cost $17,000, first year operating cost $16,000, revenue $15,000. Principals include Fred. H. Martin (66.6%), 25% owners, Frank A. MacDonald, Leon C. Pettit (1.6%) (Mr. Martin’s sister), 2% owner WLMN, Announced May 15.

Richmond, Minn.—Minnetonka Best, Co. Granted 1270 kc, 500 w day, Post office address 158 North White Bear Ave., St. Paul, Minn. Estimated construction cost $38,187, first year operating cost $35,000, revenue $100,000. Principals include Victor J. Tedesco (50%), minority stockholder WCOW St. Paul, and majority stockholder of WKAL St. Paul, Wm. Nicholas Tedesco (50%) is also minority stockholder WCOW and is minority stockholder and officer of WKAL. Announced May 15.

Falls City, Neb.—Big Sleepin, Granted 1290 kc, 100 w uni. Post office address 310 N. Osage Ave. Estimated construction cost $23,832,81, first year operating cost $26,000, revenue $26,000. Majority owns KIMO Independent. Announced May 15.

Boulder, Colo.—Kenneth G. and Misha S. Prather 1560 kc, 1 kw D. P. O. Box 2150 E, Boulder, Colo. Estimated construction cost $15,690, first year operating cost $23,000, revenue $43,000. Principals include Brian McLaughlin, Misha, school teacher, will be equal partners.

Announced May 14.

Easton, Md.—Eastern Shore Best, Co. 1300 kc, 100 w D. P. O. address 414 French St., Winton- ton, Del. Estimated construction cost $11,681, first year operating cost $9,000, revenue $4,900. O. R. Chestnut, owner WYDV Pembroke City, Md., will be sole owner. Announced May 15.

Lancaster, Miss.—Tri-County Best, Co. 1300 kc, 1 kw D. P. O. address 6, Rt. Wm. R. Guest Jr., Waco, Wyo. Estimated construction cost $13,150, first year operating cost $30,000, revenue $23,000. Mrs. Co. will own 72.8%. Announced May 15.

Winns, Miss.—Southern Electronics Co. 1570 kc, 1 kw D. P. O. address Box 828, Columbus, Miss. Estimated construction cost $5,000, first year operating cost $25,000, revenue $20,000. Equal partners are Bob McElroy, owner WOBQ West Point, Miss., and Bob Kvasnick, owner WYDP Tupelo, Miss. Announced May 14.

Alhambra, N. Y.—Gerald R. McGuire 1300 kc, 1 kw D. P. O. address 1375 Third Ave., Albany Estimated construction cost $18,332, first year operating cost $43,000, revenue $35,000. Mr. McGuire, participating owner, will be sole owner. Announced May 14.

Ownership Changes...

WJQS Jackson, Miss.—Granted assignment of license from Edward Blackburn to Dumas Miller Best, Co. for $75,000. Both companies owned by Dumas Miller, Announced May 15.

Applications

WKYD-AM-FM Paducah, Ky.—Seeks assignment of license from WKYD, Inc. to The Barrington Co. of Kentucky for $150,000. Aubrey D. Reid, pres-gen. mgr. WKYD ST. Louis, Mo., will be sole owner. Announced May 15.

KLJY Lafayette, La.—Seeks assignment of license from Cameo Best, Co. to Pelican Best, Co. for $140,000. Howard T. Teitelbaum (50%), Wright Morrow (22.5%) and John P. Goodwin are all stockholders in KTRU-TV Houston, Tex., Announced May 13.

KRNQ Las Vegas, Nev.—Seeks transfer of control of licensee corporation from Nevada Best, Co. to Howard F. Anderson, Frederick Van Houten, Gordon D. Shewan, L. C. & Mrs. Laughton for $65,000. Mr. Anderson, advertising interests, Mr. Van Houten, manager, Mrs. Laughton, publisher, and Mr. Laughton, accounting interests, will be equal partners. Announced May 13.

KRWK-AM Parkersburg, W. Va.—Seeks assignment of license from Herman C. Cecil to Basin Best, Co. for $125,000. Participating owners C. E. Riner, 50% ROTS Deming and 33 1/3% KOB E Las Cruces, both N. M., Jimmie D. Gober, 33 1/3% KOB and Robert E. Gober, 50% ROTS and 33 1/3% KOB. Announced May 15.

KUGN Eugene, Ore.—Seeks relinquishment of ownership interest of licensee Corporation through gift (32%) to his sister Jane Fisher, the Fisher Co., who owns KUGN, KUMA Pendleton, both Ore. Announced May 15.

KRAT Atlanta, Ga.—Seeks assignment of license from Howard Barrett and Robert H. Nash to Key City Best, Inc. for $25,000. New partner will be John Milburn and R. Frank Jenell, Jr. Ann. 75% KREV-TV Bje Spring, Tex., and Mr. Minus, manager KPAT Pampa, Tex., become equal partners with Messrs. Nash and Barrett. Announced May 14.

KXYR Tex.—Seeks assignment of license from KRWS Best, Co. for $25,000. Mr. Simpson, present 75% owner, will be sole owner. Announced May 15.

Other Actions...

Broadcast Actions

By the Commission

KTVI (TV) St. Louis.—Granted special temporary authority to operate on ch. 2 until Feb. 1, 1956, or until final decision is rendered by Commission in comparative hearing to be held on applications for ch. 2, St. Louis, whichever is earlier. The Com. Made abstain from voting.

Case denied petition by WHF-TV Harrisburg, Pa., for preliminary order staying or setting aside May 2 grant of special temporary authority to Lebanon Telecasts Corp. for operation of WLBR-TV Lebanon, Pa. Com. Dober abstained from vote.

CC denied petition by WHP-TV Harrisburg, Pa., for preliminary order staying or setting aside May 2 grant of special temporary authority to Lebanon Telecasts Corp. for operation of WLBR-TV Lebanon, Pa. Com. Dober abstained from vote.

The Commission granted protest and petition for reconsideration filed by WNOK-TV Columbia, S. C., to extend of designating for hearing application of George-Carolyn Best, Co. for change in transmitter site of WUNP-TV Augusta, Ga., to a point near Jackson, about 10 miles southeast of present site, increase ant. height from 160 to 1000 ft., and make station available in ant. system but denied request for stay of March 8, 1956, date of WUNP-TV application. The Com. Made abstained from voting.

The Commission granted petition by WNET Providence, R. I., to withdraw its exceptions and motions for remand, reargument, and adopted, with language change, an initial decision and affirmed grant of application of Cherry & Webb for new WNET-AM Providence, R. I., to operate on ch. 12 in Providence, R. I., and for special temporary authority to go on the air in ant. system but denied request for stay of March 8, 1956, date of application. The Com. Made abstained from voting.

The Commission made effective immediately a supplemental notice of hearing and granted application of Community Best, Service Inc., for renewal of license of station WWBB Vineland, N. J.

The Commission made effective immediately a supplemental notice of hearing and granted application of Community Best, Service Inc., for renewal of license of station WWBB Vineland, N. J.
HARRY MAGEE

"Stainless Solved Our Problem..."

CALL ON STAINLESS EXPERIENCE TO SOLVE YOUR PROBLEMS

SAYS HARRY MAGEE OF WHLM:

"Stainless Solved Our Problem...

of erecting four 500-ft. towers on most-irreg-
tular terrain. It was a joint engineering achievement between our
Chief Engineer, ANTHONY F. HOGG and Stainless"

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Page 100 • May 20, 1957

FOR THE RECORD

cast Bureau for extension of time from May 15 to May 23 to file memorandum briefs in proceed-
ing on application of the Spartan Haddad Co. for mod. of WSPA-TV Spartanburg, S. C.

By Hearing Examiner Millard F. French

WBEL, Beul, Wis.-Granted motion to cancel prehearing conference scheduled for May 7 and for continuance of hearing on its application from May 15 to May 21; exchange of exhibits shall be made on May 14.

By Hearing Examiner Annie Neal Hulting

Upon agreement of all parties in proceeding on applications of Palm Springs Transmitter Sta-
tions Inc., Palm Springs, Calif., for cp for new tv translator stations, ordered that prehearing conference is reopened for May 8 and hearing, now scheduled for May 15, is continued with-
out date.

PETITIONS

KNUJ New Ulm, Minn.-Petition requesting amendment of sec. 3,606 so as to substitute ch. 13 for ch. 18 presently allocated to Aurora, Ill. and to add ch. 18 to South Dakota Territory.

PENDING DENIED OR DISMISSED

WTVI-TV Fort Pierce, Fla.-Petition to amend sec. 3,606 (b), rules governing television broadcast-
ing stations (Fort Pierce, Fla., Tampa-St. Petersburg, Fla.) so as to reallocate vhf ch. 3 to Fort Pierce from Tampa-St. Petersburg, Fla. reserved for educational use. It is further requested that order show cause why construction permit for WTVI Fort Pierce should not be modified to specify ch. 3, to be issued to petitioner. Denied by memorandum opinion and order April 17.

Cape Girardeau Television Co., Cape Girardeau, Mo.-Petition to amend sec. 3,606 by instituting rule making so as to add ch. 2 to Cape Girardeau. Denied by memorandum opinion and order April 24.

Hearing Cases...

INITIAL DECISIONS

Staton, Tex. - Hearing Examiner Hugh B. Hutchins issued initial decision looking toward grant of application of Star of the Plains Broadcasting Co., Inc., for new and existing tv Ant. D, in Staton, and denial of application of Plainview Radio for a new am station on same frequency with 1 kw, D, DA, in Plainview, Tex.

COMMISSION INSTRUCTIONS

The Commission on May 15 issued the following instructions to the applicants for grant of application of San Francisco-Oakland Television Inc., for new tv station to operate on ch. 2 in Oakland, Calif., and denial of competing applications of Channel Two Inc., and television East Bay.

Routine Roundup...

BROADCAST ACTIONS

Broadcast Bureau

Actions of May 10

Following granted licenses for tv stations:

KVNC-TV Bakersfield, Calif.; WFLY-pad

KMEM-TV Gainesville, Ill.; WAPA-TV San Juan, P. R.; KGW-

TV Portland, Ore.; WHZQ-TZ Zanesville, Ohio; WLOS-TV Asheville, N. C.; WWTV (TV) Cadil-

ac, Mich.; WHHL-TV Johnson City, Tenn.

WTYV-TV Columbus, Ohio.-Granted license covering changes facilities of tv station.

KPTV Portland, Oregon.-Granted license covering changes facilities of tv station.

KJLX-TV Butte, Mont.-Granted license covering changes cp for changes facilities of tv station.

WPSC-Adaska, Ga.-Granted license covering increase D power from 1 kw to 5 kw and install new trans.

KAMD-Camden, Ark.-Granted license covering change frequency, increase power and install new trans. DA-D, change ant.-trans., location and operate trans. by remote control while employ-

KFOX Long Beach, Calif.-Granted cp to change ant.-trans. location; make changes in ant. (increase height) and ground wires and operate trans. by remote control; conditions.

KFIZ Fort Worth, Tex.-Granted cp to change ant.-trans. location.

WTWV (TV) Chicago, Ill.-Granted mod. of cp to change ERP to vls. 25 kw, apr. 141 kw, ant. 50 ft., change type trans. and specify studio location.

KPLC-TV Lake Charles, La.-Granted mod. of cp to change type ant.-trans. WBUZ Frederic, N. Y.-Granted mod. of cp to change trans. location; type trans., and specify studio location; agreement to provide control panel.

KHSI-TX Chico, Calif.-Granted extension of completion date to 7-15-57.

Actions of May 9

WTBY Mount Vernon, Ky.-Granted license for am.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION:

5

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

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffal, N. Y., ch. 7 (9-21-56); Baltimore, Md., ch. 13 (12-12-54) and San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT:

6

(figures in parentheses indicate dates initial decisions were issued.)

Coo Bay, Ore., ch. 16 (7-30-56); Hat-
field, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (7-7-57);
Toledo, Ohio, ch. 13 (3-21-57); Beaumont, Tex., ch. 6 (4-31-57); McKeesport-Pitts-
burq, Pa., ch. 6 (4-10-57).

IN HEARING:

5

(Cases in which petitions for vacatur of initial decisions were filed.)

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce F. R., ch. 7.

IN COURT:

3

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

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10.

WFSC Franklin, N. C.-Granted license for am.

KKNL North Little Rock, Ark.-Granted license for am.

WYCH Fairfax, Va.-Granted license covering change in studio and ant.-trans. location, increase power, direct new station, make changes in ant. system.

WAAM Baltimore, Md.-Granted extension of completion date to 12-5-57.

KYVC Enfield, Kan.-Granted extension of completion date to 10-1-57.

Actions of May 8

WCHK Canton, Ga.-Granted license for am station.

WBZ Miami, Fla.-Granted license for am station.

WMPI Hancock, Mich.-Granted license for am station.

KCOB Newton, Iowa.-Granted license covering increase power and install new trans. and make changes in ant. system.

WLSR Des Moines, Iowa.-Granted license covering change in ant.-trans. location and change ant. system.

WANA Anniston, Ala.-Granted license to cover cp as modified to change ant.-trans. and studio location; make changes in ant. system.

WCHF Chippewa Falls, Wis.-Granted license covering increase power and install new trans.

WFMO, WMXH, WMXH, Hammond, Conn., New York, N. Y. and Providence, R. I.-Granted mod. of licenses and cp to change name to Concert Network, Inc.

The following were granted extensions of completion dates as shown: KGNU Honolulu, Hawaii to 5-30-57; conditions WTVS-5757575757; WTVS Detroit, Mich. to 5-30-57; WMTW New Orleans, La. to 5-31-57; WAPF Parksburg, W. Va. to 9-1-57; WFRV-TV Green Bay, Wis. to 6-31-57.

Actions of May 7

WDAK-TX, KIM-72, KC-838 Columbus, Ga.-Granted agreement of licenses to Martin The-

aters of Georgia, Inc. (BALC-46, BALTS-19, BALTS-29).

WSFB-FM Atlanta, Ga.-Granted cp to change ERP to 48 kw, ant. height to 715 ft., and change ant. system.

The following were granted extensions of completion dates as shown: KATY, Pittsfield, Mass. to 5-31-57; conditions: WTVS (TV) Detroit, Mich. to 8-30-57; WBCB-TV Anderson, Ind. to 11-28-57; WCMU-701 New Orleans, La.-Granted cp to change ERP to 12 kw, ant. height to 300 ft., and change ant. system.

KOSI Aurora, Colo.-Granted license covering

continues on page 106

BROADCASTING • TELECASTING
CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

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, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 785G, B-T.

General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 781G, B-T.

Sales

Northeastern Ohio, substantial market. Unusual opportunity for a young experienced salesman to take over protected and lucrative account list. Should earn $2,000 first Roger Top guaranteed and draw. Assured future for the right man. Send complete resume and references. Box 495G, B-T.

Young man, experienced and dependable. Great opportunity in southwestern ideal climate. Salary and commissions. Box 635G, B-T.

Salesman who is interested in top money, working for number one station in market. Northwest Florida. Box 735G, B-T.

If you are between 25 and 30 with a year's sales experience. We have an unusual opportunity to influence your present and future. Unique chance. Write Box 738G, B-T.

Sales manager for growing local news and popular music station. Guaranteed and commission. KGEN, Tulare, California.

Salesman wanted for WLYL, music and news in Hernando, Florida, week's salary or 15% whichever is greater. Must have proven record of sales. Contact Mr. Adelman at Palmer House Hotel, Hertford, New York, or Mr. Whitmore at WILY, Broad Grace Arcade, Richmond, Virginia.

Excellent opportunity for two real radio salesmen for a 1500 watt station in Taylorsville, Indiana. Two of our men have been transferred to our southwest operation in Miami, Florida. Organization has east coast 50,000 watt, west coast 100,000 watt, and a growing midwest TV pending FCC action. $1000.00 salary per week plus 5% commission. Apply in person with resume, photo and $50 bond. Taylorsville, Indiana. No telephone calls please.

Anouncers

Experienced girl disc jockey. Only top talent need apply. Send tape, resume and photo to Box 461G, B-T.

Combo man with first phone . . . emphasis on announcing. Addition to staff, 60 hour week. Salary, phone and titles. Send tape and photo to Box 506G, B-T.


Dj. Must know his records, and be able to sell on the air. Give complete resume of previous experience, salary expected, when available and enclosed snapshot. Don't send tape until requested. All replies confidential. Box 671G, B-T.

Virginia station needs combo man with 1st class ticket. Experience unimportant. Box 505G, B-T.

$160 a week for DJ—with flowing conversation delivered in easy—flowing conversational pace. Adept at reading album liner-notes. Wanted by midwest-Great Lakes area station. Box 802G, B-T.

Openings for personality DJ, versatile newman, and salesman. Texas Gulf Coast medium market. Box 708G, B-T.

Wisconsin news, music station wants first ticket combo man. Box 716G, B-T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer. With or without first phone. Good money, living work conditions in northwest Florida. Box 732G, B-T.

Good announcer that can do sports and wants to become program director with progressive organization. Box 794G, B-T.

First phone combo strong on announcing. If you a want a permanent position . . . chance for advancement . . . friendly midwestern neighbors . . . new building to work in . . . good salary . . . wire immediately . . . KCIM, Carroll, Iowa.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM, TV-Kalispe, Missoula, Montana.

Wanted immediately, combo man with FCC first class license. Contact Radio KNGS, P.O. Box 529, Hanford, California. All replies confidential.

Tampa's leading radio station needs a top personality announcer—production man—publicist! Must be production-conscious—not afraid of work and well versed in advertising. With top promotion. Pay $5,100. Good background and photo to WALT, Tampa, Florida.

DEADLINE: Undisputed—Monday preceding publication date. Display—Tuesday preceding publication date.

SITUATIONS WANTED 204 per word $2.00 minimum

HELP WANTED 254 per word $2.00 minimum

All other classifications 304 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

APPLICATIONS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance separately, please). All transcriptions, photos, etc., sent to box numbers are sent owner's risk. Broadcasting TELETYPE expressly requests speed of delivery or responsibility for their custody or return.

Good opening with good future for the right men. Solid background in radio plus voice and ability. Send tape, resume and photo to Reid Chapman, WANE-Radio Fort Wayne, Indiana.

Staff announcer. We need another man with a few years experience and pleasant living conditions, congenial staff. Must read news with authority, operate board. Salary open. Contact G. F. Rich- ards, WCEM, Cambridge, Maryland.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Galvesville, Florida.

Production-announcer, with sales ability preferred. Good man for small market's one standing network station. Need tape, photo, resume, etc., and indication of starting salary. Arch Shaw, WCBZ, Muskegon.

Experienced announcer interested in stable position and strong radio organization. Good starting salary. Send tape and resume. WRFD, Worthington, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

WTAC, Flint's (Michigan's second market) number one rated station, wants DJ immediately—do news and hard sell commercials. Start immed. Send resume and photo (if possible). 1st class license. Join the fastest growing group. Attention: Dick Elkins, WTAC. The Big Station Inc., F. O. Box 929, Flint, Michigan.

Need assistance? No fee unless placed. Nationwide Placement Service. P. O. Box 8555, Jackson-ville 11, Florida.

Technical


Midwest daytimer looking for experienced engineer-announcer capable of taking over chief's duties. Limited announcing shift, repair, and maintenance. Salary open upon ability and experience. Send resume and photo. Box 671G, B-T.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send resume and photo. L. Lanning, WBBV Radio, Boonville, New York.

Engineer. $60. 40 hours. Experience unnecessary. WSGT, Groveville, N. C.

Engineer, first class license. Experienced trans- mitter and control room. WHX, Utica, N. Y.

Television engineer. Immediate opening for experienced studio engineer with first phone. Con- tact Chief Engineer. WNOG-TV, 208 Jefferson, Memphis, Tenn.

Wanted immediately, experienced, first phone engineer, no announcing, 3 kw daytimer. Contact H. W. Jackson, C. E., WMNN, Fairmont, West Virginia.

Wanted immediately, experienced, first phone engineer. Send tape, resume, etc., and references. Box 101, 1918 N. Sixth Street, Milwaukee, Wisconsin.

Excellent opportunity for engineer-announcer. 1 station. Send your tape and resume, 50 hours. Contact WTXK Wilmington, Delaware.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Ebel, 1918 N. Sixth Street, Milwaukee, Wisconsin.

Three engineers, first phone, fulltime or part- time for expanding radio-by-chain. Opportunity for advancement—no experience required. First time or with- out experience. Apply Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Programming-Production, Others


Radio continuity director for midwest station. Prefer woman. Salary and work conditions good. Aggressive operation with good future. Send resume and photo. Box 711G, B-T.

Radio copywriter wanted by top southwestern station. Must be professional. Box 732G, B-T.

Giri continuity writer needed at Radio KCOL, in cool, comfortable Fort Worth area. Must be efficient, good writer. Good salary. Send tape and resume. WRPD, Worthington, Ohio.

Confidential inquiry? No fee unless placed. Na- tional Placement Service. P. O. Box 8555, Jackson- ville 11, Florida.

NO MATTER HOW you look at it, a classified ad on this page is your best bet in getting top-flight personnel.
ADVERTISING AGENCY

Help Wanted

Ad agency, main office Long Beach, looking for very special girl. Radio-TV commercial writer with station background, to start immediately. Salary, $325 to $500. Apply immediately, Mr. Joseph W. Bennett, 502 E. 7th St., Los Angeles, Calif. 

Situations Wanted

Management

General manager, age 35. Experienced in all phases of advertising. Prefer small city market. Experienced in all phases of sales management. 

Young assistant manager desires chance to manage. Ideas and energy are available. Free to travel. 

Sales

Salesman who can double as PD or top play-by-play announcer in the West. Prefer permanent market. 

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. 

The BIG MONEY goes to the F. C. C. LICENSED MEN! 

F.C.C. License—the Key to Better Jobs 

An FCC commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire licensed technicians. 

Granthon Training is Best 

Granthon School of Electronics specializes in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—no previous training required. Beginners get 1st class license in 12 weeks. 

Learn by Mail or in Residence 

You can learn either by correspondence or in residence at either division of Granthon School of Electronics—Rochester, Calif., or Granthon, Washington, D.C. Our free book-let gives details of both types of courses. Send for your free copy today. 

Granthon Schools, Desk 12-K

219 19th Street N.W., Washington, D.C. 

Please see my booklet, telling how I can get my commercial FCC license quickly. 

Name __________ Address __________ 

City State ___________ 

Page 102 — May 20, 1957

RADIO

Situation Wanted (Cont'd)

Announcers

Negro DJ, versatile, all phases. Good board operator, travel. Box 512G, B-T. 

Attention Florida and southwest. Employed family man with MA, equally strong news and permanent position with progressive station. Major market experience. $150.00 week minimum. Box 611G, B-T. 

Morning show—experienced two man personality program. Combine humor, patter, music with marketing program that sells. Money not primary objective. 

Top Canadian commercial announcer seeking position in midwest or northeast. American and Canadian radio. Personal interview in job. 

Morning personality—3 years experience, radio school trained. 2 years college. Desire 100 miles of N.Y.C. Box 704G, B-T. 


Announcer-engineer. Experienced, Wisconsin, Minnesota, northeast Iowa. Will take chief eng- ineer job if position is non-directional. Can as- semble new station. Box 707G, B-T. 

Announcer-engineer first . . . California location. Nine years personal experience. Tape will convince. $125 minimum, Box 706G, B-T. 

Draft exempt young man with two years of di- versified radio experience wishes more opportu- nity. Good news, music, sports, and continuity. Write Box 715G, B-T. 

DJ, three years experience, good commercial, knows music. Box 716G, B-T. 

Play-by-play, staff, 3 years experience. Northeast or midwest. $80 minimum. air check. Box 720G, B-T. 

DJ, experience .. wife .. married, draft exempt. If you want a mild personality type, please try me . . . . . . available now. Box 711G, B-T. 


Light experience, commercial voice, good DJ, news, sports board, tape. Box 725G, B-T. 

Experienced SPORTS director available June first, desires top midwest or eastern market. Box 727G, B-T. 

Baseball announcer desiring permanent connect. University graduate, single, top references. Box 728G, B-T. 


A real country DJ. Play, sing, write jingles. Di- fferent. Good news, music, sports. Consider TV, North or South Carolina. Box 730G, B-T. 

Looking for a versatile first class engineer-announcer. Want Announcer with GI FUND? Together we have the knowledge, experience, energy, and imagination to produce and promotesaleability of radio. Excellent references. Box 864G, Orlando, Florida. Write Box 726G, B-T. 

Announcer-copywriter, 2 years pro - duced em- ployed, married. Will travel. Box 736G, B-T. 

RADIO

Situations Wanted—(Cont'd)

Announcers


Combos. 1st phone. 33, married wants loca- tion in eastern midwest. Edward Graham. 4688 Sunset Blvd., Los Angeles 27, California. 

Bernie Bend (WCKR-FM, N. Y.) will be available for summer DJ announcer position June through September. Located in Port Wash- ington Avenue, New York 33, New York. 

PD-DJ-announcer with 2 1/2 years combo wants summer work. Writes copy, news. Any station anywhere please. Box B.T. Baker, Carleton College, Northfield, Min- nesota. 

Experienced morning man ten years veteran. Works King’s Band, available due unusual cir- cumstances. Two years dependable service here. Excellent air. Radio, western, pops, religious categories. Glad to recommend openings, contact Station Manager, WTLY, Tryon, North Carolina. 

Staff announcer. Prefer popular music. Immediate. 

President's Washington, D.C. 3-5884. 

Mr. Manager We send good men. Nationwide Placement Service, P. O. Box 5886. Jacksonville 11, Florida. 

Programming-Production, Others

Employed copywriter wants to relocate in Rock- ies, southwest, midwest. Radio or small agency. Broadcast school trained. Best references. 

Applications with financial trouble, or, high em- ployer turnover, need not reply. This guy wants a permanent home, Box 706C, B-T. 

Featured newcomer, decay and commercial an- nouncer, with 12 years experience, (9 with pres- ent employer) desires position in Florida or near- by states. Have permanent visa and can leave Canada on short notice. In my 30’s and un- married. Have some leave experience. Make me an offer. Will send further details and photo on request. Box 714G, B-T. 

Farm director, excellent background and experi- ence in radio, tv, disc, sports and commercials. 

Stymied? Get a copy guy with original ideas. 

Six years all phases announcing and program- ming. One year sales. Box 740G, B-T. 

Experienced women’s director, same tv, Versatility, strong local, community relations—well versed other station functions. Want function with progressive organization, larger market. 

TELEVISION

Help Wanted

Management

Television sales manager. Immediate opportunity for experienced salesman with established west- ern Pennsylvania CBS-TV affiliate. All replies confidential. Box 610G, B-T. 

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 746G, B-T. 

Television sales manager: Top-ranked network vhf station in medium sized midwest. Experienced only. $600 per month draw against first year salary. Must have staff aware of this ad, address Box 5830, B-T. 

Hard-working commercial manager for established vhf station in one of Texas’ fastest growing markets. Box 796G, B-T.

BROADCASTING • TELECASTING
**TELEVISION**

**Help Wanted**

**Announcers**

Announcer for staff Midwest television station. TV experience necessary; must have radio background. Send photo, full resume, minimum salary requirement. Box 786G, B-T.

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 797G, B-T.

Producer-announcer with ideas, energy. Texas station. Box 732G, B-T.

Need assistance? No fee unless placed. Nationwide Placement Service, P. O. Box 6865, Jacksonville 11, Florida.

**Technical**

Chief engineer—immediate opening for qualified man strong in maintenance. Capable of operating economically at successful small market station. Present chief joining manufacturer as developmental engineer. GE equipment, maximum power, channel vhf. Contact Walter Windsor. General Manager, KMCC-TV Texarkana, Texas.

**Programming-Production, Others**

Award-winning Midwest television newsroom looking for radio or television producer. Must be good beat man. Box 651G, B-T.

Tv continuity director. Experienced, qualified man or woman, for dominant vhf station in one of top 25 markets. Box 725G, B-T.

Director-announcer with dependability and originality. Must be able to switch. Box 744G, B-T.

Film editor with good background. Texas vhf. Box 747G, B-T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed, imagination. Box 761G, B-T.

**Stations Wanted**

**Management**

Sales manager—highly experienced senior sales man with strong tv representative. 10 years experience, middle 30's, outstanding references. Wants changing atmosphere with top market station. Must have incentive plan. Wish firm with public service and profits as goal. Box 746G, B-T.

Sales

Creative, aggressive assistant sales manager. Strong on tv production, programming. Box 786G, B-T.

**Announcers**

News, weather, commercials, special events. Seven years with present employer. Box 784G, B-T.


**Technical**

Chief engineer, 9 years experience in tv station planning, station construction, equipment design, personnel recruitment and training, procedures any systems developments. For details contact Box 563G, B-T.

1st phone, 10 years experience at same station in radio, presently employed, seeks relocation in Florida in television. Box 816G, B-T.

Setthi—mid south only: 9 years tv broadcast experience, superior skill in most directing. Would like technical supervision, production manager or director. Box 830G, B-T.

**Programming-Production, Others**

Director. Experienced. Can do own switching. Any growing market. Details on request. Box 549G, B-T.

Program director, production manager, director wishes to relocate with tv station. Not interested in radio with pictures, family, college graduate. Box 836G, B-T.

**FOR SALE**

**Stations**

One kw daytimer, large metropolitan market. Middle Atlantic area. No brokers. Real estate optional. Box 766G, B-T.

Oregon, quarter kilowatt network. $35,000.00, with terms. Exclusive. Will Gundendorfer and Associates. 8630 W. Olympic Blvd., Los Angeles, Calif.

California 24 hour kilowatt metropolitan independent. Southern market. $225,000.00, with terms. Exclusive. Will Gundendorfer and Associates. 8360 West Olympic, Los Angeles, California.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


**Equipment**

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B-T.

For sale: One complete Gate R.C.M.-12 remote control unit, 2 years old, 2 racks and extra tubes. In operating condition. We are asking $1,800.00. Station KWNA, Winnemucca, Nevada.


100 foot self-supporting CN Blaw Knox tower. Six years old, $5,000 standing. $5,600 dismantled. F.O.B. Baltimore. Available September or October. W.WIN, Baltimore, Maryland.

New RCA 5260 deflection yoke, focus coil and alignment unit. Cost over $300.00. Will sell for $150.00. Ben Farmer, 331 14th Street, Wilmette, Ill.

Complete DaMont camera chain, Pickup control and monitor, Portable sync generator, pedestal dolly, 50mm, 50mm, and 135mm lens. Also tripod and tracking dolly; miscellaneous lights, mike boom and film editing equipment. Sound director. All excellent condition, Very reasonably priced. Can be seen in Washington, D.C. Contact W. A. Sawyer, Northwest Schools, 1221 N.W. 21stPortland, Oregon. Phone Capitol 3-7466.

Vidicon camera for sale. RCA "tv eye" camera, type HC-1 with control box and all tubes in good working order. Cost $1,100. will sell for $600. Keegan Technical Institute, P. O. Box 5, Memphis, Tennessee.

Fm antennas: Two Andrews 4-bay antennas: 600', 35' coax., 500; 14' coax.: 200', coax.: two RCA incouplers; two RCA KB-2C microphones; one Shure 555 microphone. Fm transmitters: one 10 kw, three 3 kw, one 1 kw. REL 646 fm receiver. Box 221, Lebanon, Tennessee.

**HOW TO ENTER BROADCASTING ON YOUR OWN**

In the first place, of course a dream doesn't constitute a down payment.

But if you have a reasonable amount of investment capital and a successful record in broadcasting or related fields, there may be an opportunity for you to become an owner.

For broadcasting is big and little business and everything in between.

We pride ourselves on being as conscientious about the small investor or buyer as we are about the larger ones.

**Buying or selling—big or small—we will be happy to talk with you.**

**ALLEN KANDER AND COMPANY**

Negotiators for the Purchase and Sale of Radio and Television Stations

**WASHINGTON**

1625 Eye Street, N.W. National B-1990

**NEW YORK**

60 East 42nd Street Murray Hill 7-4242

**CHICAGO**

35 East Wacker Drive Randolph 6-6760

May 20, 1957 • Page 103
**WANTED TO BUY**

**Stations**
Midwestern station. No brokers. Over 25,000 city population. $50,000 down. Owner will operate. \( \text{Box 706G, B-T.} \)

Private sales and independent appraisals. Serving the Southwest and Intermountain regions. Ralph Erwin, Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

**Equipment**
258 to 3 kw fm transmitter, Collins ring antenna, 200 ft coax. 150 feet self-supporting tower with lighting equipment. Frequency and modulation monitor, program limiter, studio console. State description, condition and best price. \( \text{Box 815G, B-T.} \)

Wanted—one or two RCA-73 series disc recording machines, with or without cutter heads. \( \text{WINZ. Miami, Florida.} \)

**INSTRUCTION**

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics. Desk B-4, 521 16th Street, N. W., Washington 6, D. C.


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**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.

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**RADIO**

**Help Wanted**

**WANTED**

1. Radio Program Director
   (Must have top voice)
2. Personality Radio-TV Board Announcer
3. Experienced newsman with voice

Will pay on your ability
Send tape, and complete details

**KVOS-AM-TV**

Bellingham, Washington

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**RADIO**

**Help Wanted—(Cont’d)**

**Announcers**

**WANTED:**

**A Really Good Announcer**

In 10 years at the seven Richard F. Lewis, Jr. Radio Stations only one person has quit (6 have left to build their own stations) proof that this is a fine opportunity for you.

Starting pay is $125.00 per week, with added opportunity to earn 15% on sales and service. Moving expenses paid. If you are truly a superb-experienced announcer, far above the average and like the work please send your tape to:

Dick Lewis,
Drawer 605
Winchester, Virginia

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**RADIO**

**Salesmen**

**RADIO SALES**

Wonderful opportunity in Florida’s second market. Hard-hitting CBS station has immediate opening for experienced salesman, 30 or under. Guarantee against commission.

Contact:

Bill Goodwin
WMBR-Radio
Jacksonville, Florida

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**EXAMPLE PRACTICAL TV TRAINING**

**CHIEF ENGINEER**

**WANTED**

5000 watt California radio station is looking for dependable, energetic chief engineer. Prefer one with substantial installation experience both AM and FM. Give age, experience, references and picture.

Box 718G, B-T

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**“HIGH POWER” ENGINEER**

Excellent opportunity for experienced engineer in the 50 kw and higher range of power. Permanent. Chances for advancement. Good living conditions in small midwest city.

Send complete details and recent photo to Personnel Director, Gates Radio Company, Quincy, Illinois.
OPEN LETTER TO
ARTHUR HULL HAYES:

Congratulations! It took courage (and considerable know-how) to improve your radio network sales from a 40% to a 90% sold-out position in less than a year (B&T, May 6).

Here is another record on a smaller scale. Within the first year of my management of this metropolitan regional independent we had a 54% increase in gross revenue, a 35% increase in Pulse ratings, and more than a 500% increase in NET PROFIT. Now the station has been sold. New ownership occasions my immediate availability for a not-so-profitable property. Progress-building broadcasters will want details. The record will be substantiated by my former principal. (Note: My price-tag may be less than you think. Effective management is relatively very inexpensive!)

Write Box 745G, B&T

MANAGER
SALES MANAGER
20 Years Sales and Executive Background
Sales Manager 50kw NBC Station
Sales Manager 5kw CBS Station
Manager 5kw Independent
43 Years Old—College Education
Proven Record—Excellent References

Announcers

TOP NEGRO DJ
"3-D LEE D"
Now Available

"Lee Dorris is one of the greatest talents I have ever known. I regret that we had to part company because of a policy change."

Ernie Tanner, WILY—Gen. Mgr.
For tape or personal interview, photo, write, or wire, Lee Dorris, 320 Chal-fant Street, Pittsburgh 10, Pennsylvania, Everglades 1-6004.

RADIO
Situations Wanted—(Cont’d)

TELEVISION
Help Wanted

NATIONAL TV SALES MANAGER WANTED FOR TWO TV STATIONS

Because of shift of responsibility, created by our expansion, Mid-America ABC-TV and NBC-TV stations, under the same management, need hard-hitting, experienced salesman. Chance of a lifetime for the right person. Send complete resume to:

Box 760G, B&T

SALES

TELEVISION SALES

Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible.

BOX 755G, B&T

WANTED IMMEDIATELY
TWO TV SALESMEN
REAL OPPORTUNITY

WTIC-TV
Channel 3
Hartford, Conn.

On the air September, 1957

Men with tv selling experience and proven record—preferably in New England or Northeastern United States. Write giving full background and picture to:

Walter C. Johnson
Vice President &
General Manager

RCA PROGRESS PURCHASE PLAN
Flexible Financing for Broadcasters

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION
of AMERICA

May 20, 1957 • Page 105
FOR SALE

TV EQUIPMENT FOR SALE

1—DuMont 303A test oscilloscope 5” tube, illuminated scale, response 10 cycles to 1 mc.
2—DuMont 323 test oscilloscope 5” tube, illuminated scale, response 10 cycles to 10 mc, expanding variable notching feature.
In use about 18 months. In excellent working condition. Will consider any reasonable offer.
Station WDBJ-TV
P.O. Box 150
Roanoke, Virginia

EMLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you’re looking for!
Contact M. E. Stone, Manager
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 20 E. W. N. W.
Washington, D. C.—RE 7-0343

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America’s Tape Recorder Specialists

FOR THE RECORD
continues from page 100
change facilities, install DA-N. new trans, for nighttime use and specify change in type of nighttime trans; conditions.
WBB-7 TV Atlanta, Ga.—Granted cp to change ERP, vis. to 97.7 kw, change type trans. and ant. and make other equipment changes.
WPK Colorado Springs, Colo.—Granted mod. of cp to change ant-trans. location; change sw. locations; and operate entirely via remote control.
WMPY Salisbury, Md.—Granted mod. of cp to make changes in ant. system, correct coordinates and change studio location; conditions.

May 13 Applications

May 22-23: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.
May 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville, Tenn.

June
June 4-6: National Community TV Assn., Pennsylvania Hotel, Pittsburgh, Pa.
June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.
June 8-13: Annual convention, Advertising Federation of America, Hotel Fontainbleau, Miami.
June 14: Maine Radio & TV Broadcasters Assn., Poland Spring House, Poland Spring, Me.
June 14-15: Mary—D. C. Radio and Television Broadcasters Assn., Commander Hotel, Ocean City, Md.
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-Aug. 2: Television Institute, U. of California, Los Angeles.

August
August 20-23: Western Electronic Show and Convention, San Francisco.

BROADCASTING • TELECASTING
This remarkably small and inconspicuous microphone is widely used and highly praised by TV and broadcast audio engineers. Hung on a neck cord, it frees hands of announcer or performer for demonstration or dramatic effects. Exclusive Variable Response Control permits positive screwdriver adjustment for rising or flat high-frequency response. Where concealment is desired, the 646 easily hides under a tie, behind props. Like all E-V microphones, maintenance costs are extremely low. Indestructible Acoustalloy Diaphragm and all the other E-V quality features save you money. Frequency response: 50-10,000 cps—high frequency response, variable. Choice of 50, 150 or 250 ohms. Includes neck cord, clip and cable. List, $147.50.

Electro-Voice is the Major Supplier to the Broadcasting, Telecasting and Recording Industries. E-V Broadcast Microphones are Sold Only Through authorized Distributors.

E-V Model 655C
The World's finest T-V and Broadcast microphone
Model 655C, designed to be heard, not seen. It's the widest-range microphone in the world, encompassing the entire audio range and more. Easy to use, outstanding for single-mike pick-up applications. Integral blast filter and Acoustalloy diaphragm. $125 List (less stand).

E-V Model 665
Model 665, a low-cost, high-quality unit, is similar in design to the 655C. Essentially flat to 15,000 cps, it's fine for all-around use. $100 List (less stand).

E-V Model 666 Variable "D" Cardioid—A triumph of electro-acoustics
Smallest and lightest of the cardiods, only 1 oz., this widely used E-V mike features the exclusive patented Variable D®. Variable D means artists can work twice as far away from the 666 as from conventional microphones, yet there is virtually no proximity effect—sound quality doesn't change as artists move in close. Internal wire screen prevents "popping." $295 List (less stand).

E-V Model 668
Model 668, for superb cardioid performance at a modest price, choose this quality microphone. It has a uniform cardioid pattern at all frequencies, permits close talking without bass accentuation, has blast filter and exclusive Acoustalloy diaphragm. $150 List (less stand).

E-V Model 649
Lovelier, $255 List (less stand).

E-V Model 654
Lowest cost, highest quality, uses E-V exclusive Acoustalloy Diaphragm. $82 List (less stand).

E-V Model 665C
"Workhorse of the Industry" Extremely rugged—engineered for group pick-up, sports, special events and mobile applications—indoors or outdoors. Low initial cost, lowest maintenance cost. $592 List (less stand).

Get ALL the Facts on E-V Professional Microphones.

Write for Catalog 120-B775 TODAY.

Electro-Voice, Inc. • Buchanan, Michigan
PEOPLE

ADVERTISERS & AGENCIES
C. Stuart Siebert Jr. and Arnold M. Combrinck-Graham Jr. promoted from account executives to vice president at Kenyon & Eckhardt, Chicago. Louis J. Nicholas, account executive in Boston office of K&E, elected vice president.

Michael J. Donovan, associate media director, Benton & Bowles, N. Y., elected vice president.

William II. Tirrell, formerly with Erwin Wasey & Co. and Hilton & Riggio, to Barbasol Co., as vice president in charge of marketing and merchandising.

Morton Hague, business manager, Henrihurst & McDonald, Chicago, elected vice president.

Kent Johnson, account executive with Lambert & Feasley, to Endorsements Inc., N. Y., as vice president in charge of administration.

Richard Ludewig and Clement Haines, account executives, Lamport, Fox, Prell & Dollk Inc., South Bend, Ind., elected vice presidents.

Marvin L. Grant, formerly vice president of now dissolved Dobin Adv. Agency, opens his own agency, M. L. Grant Inc., at 11 W. 42nd St., N. Y.


Jean Carroll, for past seven years timebuyer-media coordinator at Sullivan, Stauffer, Colwell & Bayles, N. Y., to Los Angeles office of Compton Adv. as media director. She was copybuyer for Compton in New York for five years before going to SSC&B.


Douglas Coady, formerly merchandising specialist, tv division of Hotpoint Inc., Chicago, to Reach, McClintock & Co., same city, as account executive.

Edwin J. Benedict, account supervisor at J. M. Mathes Inc., and John F. McManus, with Zimmer, Keller & Calvert, Detroit, to account service group at Marschalk & Pratt, N. Y.

Frank Carwell, formerly with Benton & Bowles and Pedlar & Ryan, N. Y., to N. W. Ayer & Son, N. Y., as timebuyer.

Shannon Patrick LaFontaine, with his own sales promotion firm in Detroit, to purchasing and production manager, sales aid section, MacManus, John & Adams, Bloomfield Hills, Mich.


Cay Gibson, copywriter in sales promotion dept., Doyle Dane Bernbach, N. Y., appointed head of department, succeeding Paul Kirshon, who has moved to Lennen & Newell.

William J. Moore, NBC manager of program and facilities pricing, to Benton & Bowles, N. Y., as director of tv operations.


Earl Timmons, assistant research director, Erwin, Wasey Co., to Stromberger, LaVene, McKenzie, L. A., as research director.

George H. Tagatz, veteran newspaper-magazine-public relations writer, appointed public relations director of Buchen Co., Chicago.


Anthony R. Dumbrauskas promoted from assistant service manager to national service manager of Hallicrafters Co. Cletus A. Wilt appointed director of personnel.

Frances E. Burns appointed advertising coordinator of Greyhound Corp., Chicago.

Joseph J. Trout, associate editor, Progressive Grocer magazine, to BBDO, N. Y., as grocery marketing specialist.

Frank Gosfield, with St. Louis office of Gardner Adv., to Marschalk & Pratt, N. Y., as radio-tv writer.

Kay Konrad, Philip Klein Adv. Inc., Phila., to Gray & Rogers, same city, on public relations staff.


Harold Drucker, formerly with Arthur B. Kaplan Co., to copy staff of Grey Adv., N. Y.

NETWORKS
Robert G. McKee, account executive, NBC Central Div., to ABC Central Div. as account executive in tv sales department. He replaces James Donahue named director of sales for ABC in Chicago.

William Cosmas from NBC Chicago guide staff to network's operations department as director.

Paul Sullivan, WIP Philadelphia newscaster, assumes additional duties as MBS corre-
Why do customers of this power dam...

This power dam was built on the Susquehanna River near the Pennsylvania-Maryland border by the local independent electric light and power company at no cost to taxpayers.

have to help pay electric bills for customers of this one?

This TVA power dam was built on the Tennessee River near Paducah, Kentucky, by the federal government with millions of dollars that you and other citizens paid in taxes.

Your taxes help build federal government power plants like the one in the lower picture. And these plants keep on costing you money year after year. Here's how:

About 23¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But because of present tax laws, customers of federal power systems escape paying most of the taxes in their electric bills that you pay in yours. They pay taxes of only about 4¢ per dollar if their power comes from the federal government's TVA power system, for example. So to make up for the lost tax revenues which federal power projects don't pay, you have to be taxed more.

Is it fair for you to have to pay extra taxes like this for customers of federal government power systems? Shouldn't something be done about it?

*America's Independent Electric Light and Power Companies*.

*Company names on request through this magazine.*
spendent in that city and Henry Mustia, formerly with WBAL Baltimore, appointed to network’s Washington staff.

Brice Howard, producer of five-weekly The American Government and the Pursuit of Happiness for NBC’s educational television project, named executive producer of project succeeding David Lowe. Mr. Lowe is on leave from network to produce full-hour “March of Medicine” color film.

Lee Cooley named producer and Byron Paul named director of The Big Record, new program on CBS-TV starting Sept. 18, Wed. 8-9 p.m. period.

Barrie D. Richardson, with Warner Bros., to CBS Radio press; New York.

Lester Vail, producer-director of stage, radio and tv shows, joins creative development staff of Robert Adams, ABC-TV executive producer in Hollywood.

Jim Hurlbut, NBC Chicago commentator and member of NBC-TV Zoo Parade cast, receives honorary doctor of letters degree from Lincoln College, Lincoln, Ill., for his “contributions to American History.”

Edward P. Morgan, ABC commentator, will receive honorary degree of Doctor of Letters at Whitman College’s commencement June 2 in Walla Walla, Wash.

FILM

Lou Kravitz, account executive, and Tom Ryan, production manager, Fred A. Niles Productions, Chicago, elected vice presidents in charge of sales and production, respectively. Jim Magee transferred from Hollywood to Chicago office of company as creative director.

Fred R. Fink, for past 10 years head of his own film production company, has been named general manager of Detroit office, Van Praag Productions Inc.


Robert I. Holt, formerly copywriter with Universal-International Studios ad department-freelance advertising consultant, to Gross-Krasne, Inc., as correlator of national pub-ad and sales promotion activities. Sandy Schaffel, formerly publicist, to same firm.

Alfred W. Schwalberg named to executive staff of National Telefilm Assoc., N. Y., functioning in overall management activities and heading operations of NTA Pictures Inc., theatrical distribution arm of NTA. He joins NTA from Artists-Producers Assoc., distribution-production company in motion pictures, which he owned and headed.

Lew Marshall and Edith Vernick, formerly with MGM, to Animation Inc., as animators. Bill McGovern and Mark Letherman to Animation’s camera and editing depts.

Robert H. Klaeger, vice president in charge of tv and industrial film division of Transfilm Inc., N. Y., resigns effective June 1.

TRADE ASSNS.

J. Howard Schumacher Jr., NBC Development Laboratory technician, appointed staff engineer for Society of Motion Picture & Television Engineers, effective June 10. He succeeds Henry Kogel, resigned.

EDUCATION

Dr. Herman B. Wells, president, Indiana U., elected for five-year term to board of directors of Educational Television & Radio Center, Ann Arbor, Mich.

Meryle Renie Evans, former supervisor of public relations for New York Historical Society, named administrative assistant for promotion and public relations of Metropolitan Educational Television Ass’n., N. Y.

PROGRAM SERVICES

Edward R. Robinson, for several years in market research department of Colgate-Palmolive Co., to C. E. Hooper Inc., N. Y.
PROFESSIONAL SERVICES

* Warren L. Ganong, management consultant, to Public Relations Counselors Inc., Pittsburgh, as managing director of firm’s new management consulting division.

Boyd W. Lawlor, former general manager of WWCA Gary, Ind., appointed vice president and director of station relations for Overland Adv. Inc., new station promotion agency located at Bay Shore, L. I., N. Y.

Verna M. Kline appointed head of radio-tv at Walter E. Kline & Assoc., public relations firm, in charge of all broadcast accounts handled by organization in N. Y., Chicago and L. A. Mrs. Betty Ann Bell will assist Miss Kline in her new duties.

Robert E. Norton, research analyst, to Market Data Assoc., Carthage, Mo., as research analyst, and Frank R. Lawrence, freelance commercial artist, to firm as art director.

Paul Baron, formerly program supervisor for WMGM New York, appointed director of advertising, radio and tv, for Henry Schapper agency (personnel), N. Y.

Max K. Lerner resigns from SESAC to enter private law practice with offices at 145 W. 57th St., N. Y.

MANUFACTURING

Frederick A. Schaner, with Air Assoc., Inc., to Daven Co., Livingston, N. J., as chief engineer.


Howard A. Baldwin, manager of government service department, RCA Service Co., Tucson, Ariz., named administrator of atomic energy services.

William J. Voss, purchasing manager of industrial relations department, general superintendent’s department and general quality control at Allen B. DuMont Labs, takes on additional duties as director of purchasing for industrial and tv tube divisions of company.

STATIONS

Jack McGrew, assistant manager - national sales manager, KPRC Houston, named station manager of KPRC-AM-TV.

Elliot Motschenbacher, formerly commercial manager of KRXL Roseburg, named vice president-station manager, KWIN Ashland-Medford, both Ore., succeeding Larry
Gordon who recently purchased KWIL Albany, Ore.

C. S. (Chuck) Shulda, local sales manager of KERG Eugene, Ore., has been promoted to national sales manager. Bill Karl of station's sales staff succeeds him.

Robert G. Artman, formerly station engineer at WJZ-TV New York (now WABC-TV), appointed chief engineer at KTAR (TV) Denver, Colo.

Dave MacNeill, staff manager, KCBH Beverly Hills, Calif., to WCRB-AM-FM Boston as news-public affairs director.

Robert M. Jones, formerly actor-director at Playhouse and Karamu Theatres, Cleveland, Ohio, to KYW-TV, same city, as associate director.

- George C. Mirras, promotion manager, WOW Omaha, named to newly-created position of sales development manager for WOW-AM-TV.

- Carl Uhlrik, formerly with United Press and Buchanan-Thomas Adv. Co., returns to WOW as promotion manager succeeding Mr. Mirras.

- Bruce Cox, assistant director of special broadcast Cincinnati, named director of special broadcast services for WLWI (TV) Indianapolis. Both stations are owned by Crosley Broadcasting Corp.

Maurice Corbett to WTIV (TV) Miami as merchandising director.

Jack Macdonald, freelance writer, to WTIX New Orleans as continuity director.

Bernie Ebert, production supervisor of KFTR (TV) Los Angeles, resigned to open advertising agency, Bernie Ebert & Assoc. Inc., Hollywood, concentrating on tv-radio advertising.

Getz Crenshaw, formerly owned advertising agency, to WDIA Memphis sales staff.

Norm Wallace, veteran writer, to KOIN Portland continuity department.

Doug Duperrault, formerly Program Director, KRBB-TV El Dorado, Ark., to KTBS-TV Shreveport, La., as staff announcer.

Jerry Dunphy, formerly news director, WXIX Milwaukee, to WBBM-TV Chicago, as staff announcer.

Bill Dupree, disc jockey, WEBB Baltimore, to WLIB New York, as disc jockey.

Adelaide Moffett, singing star-recording artist, to WSOX Poughkeepsie, N.Y., as hostess of Women's Page and disc jockey-singer on afternoon program.

Roger W. Clipp, vice president, Triangle Publications Inc., radio-tv division, elected trustee of Pennsylvania U.

Clyde R. Spitzner, local commercial manager-board member, WIP Philadelphia, elected to board of trustees, Susquehanna U., Selinsgrove, Pa.

Ken Brandt, director at KARD-TV Wichita, Kan., father of girl, Gretchen Ann.


REPRESENTATIVES

- Byington F. Colvig, director of sales promotion, CBS Television Spot Sales, N.Y., to Chicago office as account executive.

Tom Boise, manager of KSFD San Diego, resigned to join L.A. office of John Blair & Co., as account executive.

Don Waterbury, formerly of WOR and of WABD (TV) New York to Broadcast Time Sales, as salesman.

Jack Mohler, director of sales development with CBS-TV, to Blair-TV, N.Y., as account executive.

Fred Ursel, sales staff, CKSL London, Ont., named retail sales manager.

INTERNATIONAL

- Stan Moncrieff, public relations department, Trans-Canada Airlines, Montreal, to CHUB Naino, B.C., as public relations director.
trust your Aunt Abby... too far!

Her opinions are interesting—of course. And she's sure to let you know—particularly when they concern television. But neither she nor all your other relatives should have too great a voice in evaluating a show. That's a job for pre-testing with impartial audiences.

How?—By having the show on film. Then you can test all you want—from here to Timbuktu—economically, efficiently.

And on film, when you want to make changes—you just splice 'em in! That's why a good show is a better show on EASTMAN FILM.

For complete information write to: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc., Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.
THE EYE- CATCHERS IN TELEVISION ART

FOR DETROIT—or more specifically, Ford Motor Co.—good design pays off in other places besides the dealer’s showroom. Next Monday noontime, Ford—on behalf of its Ford and Lincoln divisions, through J. Walter Thompson Co. and Young & Rubicam, respectively—will take top honors in the television category of the 36th annual National Exhibition of Advertising and Editorial Art and Design.

From Monday afternoon (today) through June 7, at New York’s Waldorf-Astoria Hotel, the public may view these two winners and others picked out of a total of 13,848 entries representing all media. The seven tv awards were drawn from a pool of 409 also-rans.

The 1957 exhibit is coincident with the second annual Visual Communications Conference (May 27-29) which this year will play host to many industry leaders from the fields of art, research and broadcasting. Among the speakers will be radio-tv critic Gilbert Seldes, Donahue & Co. Executive Vice President Walter Weir and motivation research expert Pierre D. Martineau.

According to Arnold Roston, former MBS art director and now an art director at Grey Adv., New York, who this year serves as exhibition chairman, it took four “back-breaking weeks” to run through the entries and hit upon those which, in the jury’s eyes, “performed their function as advertisements within the framework of good art and design.” Mr. Roston admitted that in its deliberations, the jury (see picture) tried to have “as little as possible” to do with sales impact or the actual effect of each particular ad upon the consumers it was designed for. “We were more interested,” he noted, “in good taste and brilliance of conception and execution.” The winning entries appeared over the 12-month period beginning Feb. 15, 1956.

Conspicuous by their absence this year were the two Piel Bros. who won the 1956 special tv medal [B&T, June 4, 1956], but their places have been well taken over by the small fry. Leading the pack is “Small Chinese Baby,” struggling masterfully through a bowl of shimmering Jell-O and armed only with chopsticks. Behind him is the “typical” American youngster through whom Prudential Insurance Co. of America sells parents on annuities and the pint-sized version of Hopalong Cassidy whose biggest battle is against breakfast cereal until the day he’s finally won over to Maypo.

In the show-titling or promotion category, NBC beat out CBS two-to-one, but the two networks tied each other in the non-broadcast category of print advertising and sales promotion (see sidebar).

There were few “new trends” this year. The “relaxed sell” remains triumphant, which proves again that in advertising, one picture many times speaks louder than a handful of copy.

Also up for applause were the efforts of two of the networks in the promotion-graphic arts field. CBS Inc., on behalf of its recording subsidiary, Columbia Records Inc., received a gold medal for an "LP" record album; it also won a certificate of merit for a CBS-TV advertisement drawn by Ben Shahn for See it Now. Its Washington, D. C., affiliate, WTOP-TV copped a certificate of merit for artist Robert Osborn’s portfolio, “Capital Types,” mailed earlier this year to advertisers and agency executives. NBC-TV won two certificates, both in the category of promotion: One was for the network’s Kraft Television Theatre colorcasts, the other—a mailing piece—on behalf of Queen for a Day.

THE FIRST CHOICES


**TOP AWARD:** for design of complete tv unit, full animated film, to Bill Melendez (director); Chris Jenkyns and Sterling Sturtevant (copywriter and designer); Bill Littlejohn (animator), and Playhouse Pictures Inc. (producer). Advertiser: Ford Div., Ford Motor Co., Detroit, through J. Walter Thompson Co., New York.
SEVEN THAT WON CERTIFICATES OF MERIT


For design of complete unit, live film commercial: art director Leslie Silvas, photographer Mike Elliot and production firm of Elliot, Unger & Elliot. Advertiser: Prudential Insurance Co. of America, Newark, through Calkins & Holden, N.Y.

For design of complete unit, tv promotional art: art director-artist Georg Olden, prepared for CBS-TV's adult western, Gunsmoke.

For tv editorial art, show titling: NBC's Edward J. Bennett and Guy Fraumeni for NBC-TV's Hallmark Hall of Fame. Advertiser: Hallmark Cards Inc., Kansas City, through Foote, Cone & Belding, New York.

For tv editorial art, show titling: NBC's Edward J. Bennett and Harvey Schmidt for the NBC-TV Opera Theatre's presentation of Puccini's "La Boheme."


THE MYOPIC LOOK reflected in the eyes of the judges comes after having viewed over 500 individual tv art entries. Judges are (bottom row) Lou Dorfsman, CBS art director; Chris Ishii, UPA New York; Jack Goodford, UPA New York; Edward Bennett, NBC-TV scenic & graphic design supervisor; (second row) Victor Sandak, Color Illustration Inc.; Bill Duffy, tv art director, McCann-Erickson; Norman Mullendore, art director, Sullivan, Stauffer, Calwell & Bayles; Ralph Koch, partner, K&W Films; Ray Lind, art director, Benton & Bowles; (atop ladder) Robert C. MacKiehan, NBC-TV manager of art and design.

Other judges (not shown) are Larry Parker, art director, Kenyon & Eckhardt; John K. Hubley, president, Storyboard Inc.; Jack Sidebotham, art director, Young & Rubicam, and Norman Tate, art director, N.W. Ayer & Son.
THE RISE IN THE FALL
OF NETWORK PROGRAMMING

WHAT is the meaning behind the drastic revision in tv networks schedules next fall? Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., speaking in New York last Wednesday at the Radio & Television Executives Society weekly luncheon, answers this question in a talk entitled, "Television's Better-Balanced Diet." Mr. Goldenson says the networks next fall will offer the most variety ever in programming; ratings are not the whole picture; that change brings creating; the audience is becoming more sophisticated, and that the "showmanship" content of public service programs must be improved.

NEXT SEASON the television viewing public will have, a very different menu from the one which they have had this past year.

In prime evening time there is only one single half-hour when all three networks plan to offer the same shows next season that they offer today. That single half-hour which is status quo, incidentally, is Wednesday 9-9:30; NBC will have Kraft Theatre; CBS will schedule The Millionaire; and ABC will program Ozzie and Harriet.

Every other slot in prime time is seeing some program change by at least one network, and sometimes by all three. I think this is very good. It is a testimony to the tremendous creative urge of our program cooks, who are seeking new ways to please the public palate. It is a tribute to the value of competition and the benefit it brings to the public at large, to stations and to advertisers.

Next year's programming, I'm sure, will be the best ever. It will build on the remarkable record of achievement that the networks made this year. To look at the program prospect for next year, just from the standpoint of variety, the many different kinds of dishes that are offered ... the three networks will offer 20 different kinds of programs.

The payoff for this greater variation in menu, this more balanced diet offered to the television viewer, is the broadening base of tv, its even deeper penetration into the lives of everyone.

The proof: More hours are being devoted to television by the typical home today than last season—to be exact, 5 hours and 38 minutes per day. (That's an October-March Nielsen average.) And another interesting point is that the typical network program this season has a Nielsen rating of 24.4—a higher rating than the average program of last season—this despite increased competition. This increase, even though sets-in-use figures have remained steady, indicates that the public is hardly dissatisfied with network programming, as some critics have claimed.

ABC Strategy: Counter-Program Against Competition

It is understandable that the greater variety of programs offered to the public, the larger will be television's total audience. We at ABC have followed a policy of counter-programming—that is, offering the kind of show which the other networks are not programming in the particular time slot. But, more than that, the principle of counter-programming means working and experimenting to develop a kind of show not available at any time on other networks.

A network's primary objective in selecting most of its programs, but not all, is to choose those it believes will appeal to the most viewers—always subject, of course, to the dictates of good taste and public welfare.

But there are many publics. The executives who help shape our television programming policies—and I include those in talent agencies and advertising agencies—are well aware of the preferences of those segments of our viewing population whose tastes differ from the mass audience—or, rather, whose tastes are a little ahead of the mass audiences. Networks and stations present—in addition to mass-appeal shows—programs of relatively lesser appeal, which add to the richness and fulfillment of our lives.

They will do so, I believe, not merely out of their sense of showmanship and public service, but also because it is good business practice to present a varied and well-balanced schedule. It is sound marketing strategy, as research data show.

The day when we just count noses—and judge a program only on its rating—will be a very sad one for the industry. Circulation alone is too mechanical a basis for judgment. It leaves out many of the human elements in the equation—the emotional appeal of the program, the nature of the program as a framework for commercials, its merchandising and promotional values, its impact on special segments of the audience the advertiser wishes to reach, and the kind of image and personality the advertiser is trying to create. And it leaves out many of the business factors in the equation.

If our goal is merely big numbers, we would end up with copycat programs. There would be nothing fresh, no new formats, no new faces—just carbon copies of the big shows—pale reflections of I Love Lucy, synthetic Lawrence Welks and "me-too" westerns.

And very soon the program pool would dry up, the virus of sameness and monotony would sap the strength of television. This follow-the-leader game would lead to a downward spiral.

Fortunately, for every advertiser who wants a "program with a track record" there is one who wants a new property or a new personality. So there is change, and the next season more change than usual. And it is directed change, movement in the direction of a bigger and more varied menu, more of the smorgasbord, less of the ham and eggs.

As the program spectrum expands, as we offer a broader variety of shows, the interesting thing is that we find more programs with special appeal, more programs with ideas, more programs that might be termed public service.

At first glance, the basic function of our television industry appears to be entertainment. But we actually have a double function—to entertain and inform.

Walt Disney has expressed the philosophy well. He said:

"In the discovery of knowledge, there is great entertainment—as, conversely, in all good entertainment there is always some grain of wisdom, humanity or enlightenment to be gained."

Walt's concept is, I feel, the key to my second point—the steadily rising quality of tv programming. Each week the three networks telecast many hours of programming that meet the highest standards of culture, journalism and dramatic art. There is ballet . . . the fine music of a Voice of Firestone . . . the news interpretation of the Ed Murrows and John Dalys . . . the stimulat-
GPL telecine equipment

has been doing a first-class job, day in and day out for years, in many of the finest and best-equipped stations in the country. With all its high quality performance, GPL professional television equipment is reasonably priced... low in maintenance...

gives you the best for less

find out why today

COLOR □
MONOCHROME □
35 MM □
16 MM □

Broadcast Sales,
GENERAL PRECISION LABORATORY INCORPORATED
63 Bedford Road, Pleasantville, New York.
Please send me information on the telecine equipment checked.
NAME______________________________________STATION_______
ADDRESS______________________________________
CITY__________________________ZONE____STATE_______

Please mark one equipment type and return this card to:
Broadcast Sales,
GENERAL PRECISION LABORATORY INCORPORATED
63 Bedford Road, Pleasantville, New York.
ing coverage of a development in the field of health ... first-rate plays ... discussion of public issues ... the list of good and stimulating program fare is long and growing, and resembles the combined output of book publishers, the theatre, motion pictures and the concert hall.

TV and radio are not in competition with Broadway, Hollywood and Publishers Row. We are partners in contributing to cultural and civic life.

Audiences today are not merely willing, but eager to be informed. Our audiences are better educated, more sophisticated and more desirous of knowledge than ever before. I think that we in the TV industry can take a great deal of credit for helping bring this about. But we also must keep pace with the public's growing maturity.

Many advertisers are now selling their products through commercials that several years ago would have been considered far too sophisticated for a mass medium. The Piel's beer campaign featuring Bert and Harry, the new Waldo messages for Dodge [B&T, May 6], the commercials produced in modern cartoon technique—all point up advertisers' awareness of the public's growing sophistication.

Programming of shows that respect the public's intelligence and curiosity about the world we live in, about art, science, and social relationships, is necessary. Television needs such shows because vast numbers of our viewers want them. We wouldn't be good businessmen or good showmen if we passed by the opportunity to provide such programs.

Showman & Journalist: Common Objectives

If we are showmen, we are also journalists. There is a thinner line between the showman and the newsmen than we sometimes think. Both work to satisfy the same human hunger—curiosity, the need to know, the desire to be there as something happens.

If the showman in us is sometimes disappointed in the ratings of a public affairs program, we should remind ourselves that ratings are merely a measure of relative popularity. In the ratings vortex in which we are sometimes drawn, we often forget that what looks like a tiny drop in the Trendex bucket may really be quite a splash!

Recently, the Trendex rating of one of our public service shows was a 3.0. Standing all by itself, that was a mighty small figure. But nationally this show reached some 1.5 million homes—some 3 million viewers. And that's a sizeable audience compared to the number who might read an article on the same subject.

Of course, we can use more qualitative research on program content—what makes a show of greater appeal to bigger audiences—and these techniques should be applied in greater measure to the so-called public service programs. We must raise the showmanship content of these programs.

The heart of the matter is that there should not be a separation between entertainment and information programs.

Sponsorship, Public Service Are Compatible

Very often what we really mean when we label a program public service is that it has no sponsor. See it Now, Navy Log and Air Power, for example, if they had no sponsors, would most certainly be labeled public service programs. Perhaps, the area of public service programming is the laboratory from which many of our best new shows will come. Perhaps John Daly's test kitchens—which are busy concocting nourishing new dishes—will come up with public affairs servings that will be big commercial sellers.

But we don't want John to be a salesman; we want him to remain a newsmen, a public affairs man. That's his line.

We at ABC-TV have reached a new stage in our growth. With men like Robert Eastman, the dynamic new president of our radio network, with men like Olle Trezy, the very creative head of the TV network, we have the manpower and idea power to make a great forward surge in programming. And because of our growth in coverage and audience popularity, ABC-TV now has the economic basis for more program experimentation; for more shows in John Daly's public affairs area, for the development of more new programs with fresh formats, new talent and personalities.

This is one of our chief goals—to cook up the kind of meal that will increasingly whet the public's appetite for new and better programs.

As the public demand grows stronger, the networks will provide even greater quantities of this type of program. There will always be the bread-and-butter items, but increasingly there will be the chicken tetrazzini of an opera or the delicate pastry of a ballet, and the many other delicacies to delight a palate exposed to many kinds of program cuisine. The true significance of the emergence of ABC-TV is that it gives the public a whole new range.

PLAYBACK

QUOTES WORTH REPEATING

UNFOUNDED ARGUMENTS

ARGUMENTS advanced by the press [against radio-TV participation in news conferences] are old and specious: the interviewees, they contend, must be protected from their own words; the cameras and microphones get in the way; the reporters do not want to be actors.

There is no logical basis for such complaints. Public officials must be responsible for their statements and reporters should not gratuitously censor them. Cameras and microphones need not be obtrusive, as has been demonstrated even in courtrooms. And I do not know one of the 200-odd reporters attending a presidential news conference, for example, who believes he has been turned into an actor because a camera focuses on him when he asks Mr. Eisenhower a question.

IMMUNITY TO ADS
ELLIOTT LEE RICHARDSON, assistant secretary, Dept. of Health, Education & Welfare, speaking April 29 before the San Francisco Mental Health Society on influences that beset people.

We live in an age of high-pressure advertising. The American public is inured to the dramatic claim, the compelling statistic, the cool eyes of the white-jacketed doctor peering from under his head reflector as he issues a warning. It becomes physically and biologically for us to get through a day without bumping into literally dozens of products, all of which are, naturally, the biggest, smoothest, softest, best tasting and least harmful to the fabrics. After a while we develop immunity. Sooner or later ... [such ads] have no more impact than a softly-settling soap bubble.

IDIOTS' LANTERNS
CASSANDRA, London Mirror Daily Mirror columnist, whose caustic comments spare few, pens this dim view of television.

The United States and Great Britain between them share 90% of the total number of the world's television sets.

America has 39 million TV receivers while we have 5.9 million idiot's lanterns. Lucky countries like Cuba have only 200,000 of the darn things. Even the Soviet Union, which you would have thought turned them out in millions for the happy, goggling natives to worship the myths of Stalin, Malenkov and Kruschev, have only one set for every 250 of the population.

The television sets links the barbaric illiteracy of the past with the effete illiteracy of the present. Cave drawings and the cathode ray tube have much in common except that the former were done in skill while the latter is perpetrated with ignorance.
the high speed and wide latitude of Du Pont “Superior” 4!

Speaking for NBC cameramen all over the world, Mr. Gene Juster, Manager of NBC Newsfilm, said that Du Pont Superior® 4 Motion Picture Film is the best combination of wide exposure latitude and high speed they have found.

News cameramen have to shoot many situations with only available light and they have found that “Superior” 4 lets them get good newsreel shots in almost any light. In fact, as a test of this film’s speed, a man was photographed in a darkroom, holding a lighted match a foot from his face. With this single light source, Du Pont “Superior” 4 recorded recognizable features.

99 times out of 100, these cameramen cannot afford the luxury of a meter reading before they shoot. They rely on their experience and their confidence in the film they use to get a good picture—and they usually can’t go back and try again. Many of the men assign their own speed ratings to a film, and NBC has learned to depend on the wide latitude of “Superior” 4 to handle these varied ratings during processing.

In view of the confidence which NBC’s experienced cameramen, like those shown above, place in Du Pont “Superior” 4, it’s not surprising to find that this fine film is in NBC’s film stocks. 

Furthwe information about Du Pont Motion Picture Films, ask the nearest Du Pont Sales Office, or write Du Pont Co., Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1936) Limited, Toronto.
Here's all you need to know-

for sales success in Buffalo!

The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where $3.5$ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that “TV dollars count for more on Channel 4”.

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department.

WBEN-TV channel 4
CBS in Buffalo

THE PIONEER STATION OF WESTERN NEW YORK

Page 120  •  May 20, 1957
from HANK FOWNES, vice president & N. Y. manager,
MacManus, John & Adams

DON'T BET YOUR ROLL ON ONE BIG TV SHOW

THE GAMBLER with his frock coat and string tie is a popular figure on television dramas these days, but the tv gambler in the grey flannel suit isn't nearly so popular along Madison Avenue. "You can gamble for match-sticks or you can gamble for gold," to paraphrase the current song hit, "but if you haven't gambled for those moonlight tv hours, then you haven't gambled at all." And the odds have never been steeper.

Never before has there been such a disastrous television year from a standpoint of show failures. Of all new shows this season, 69% have been canceled or will be canceled by season's end. Walter Winchell, Stanley, Noah's Ark and Hiram Holliday are just a few which have felt the sponsor's axe. Even Sir Lancelot was unhorsed.

For the first time in years Madison Avenue is echoing to the tread of network salesmen calling on agencies, instead of vice versa.

Never before have so many sponsors given up the concept of strong sponsor identification in favor of alternating or participating sponsorship. Sponsors may miss telling the boys at the home office about that night on the town with Milton or Jackie, but they don't have that morning-after feeling so common with a single show and an unfriendly Nielsen.

Despite the great percentage of flops among shows this season, the sudden buyer's market and the trend away from "big" network shows, television as a medium remains as attractive a buy as ever, if properly used. Actually, television's average cost per thousand remains well in line with other media.

These problems simply point up the need for shrewd agency analysis of the right approach to buying television so that a client may spend his television dollar more efficiently than the competition. I feel the answer is the circulation concept or "smorgasbord" system of television buying.

The "smorgasbord" system, as the name implies, simply means spending your television dollars in a greater number and variety of ways, rather than channeling them all into buying one "big" show. "Bigness" in television might be defined as keeping up with the competition in relation to show impact. The "big" show, when it's a hit, is pure caviar, but over the long run smorgasbord is more nourishing.

As this season's casualty list illustrates, "big" shows are often as costly as caviar and as impractical on a 52-week diet. The recent television productions of "Romeo and Juliet" and "Mayerling" are examples of "big", expensive, good shows which failed to pay off in audience. In fact, when the ratings came in some ad men may have followed the example of Mel Ferrer in "Mayerling" and shot themselves!

Obviously the purpose of any television effort is to reach as many qualified customers at the lowest possible cost as in any other medium. Unfortunately this job is made more complicated in tv by three-network competition and formidable movie programming on local stations. Thus the tv executive shopping to spend his client's dollars in tv finds himself cast not simply as an experienced business man, but as a show business prognosticator trying to decide what will be a hit.

Moreover, unlike other areas of show business, even with the best judgment in the world the fate of the tv program you choose may be determined by any number of factors beyond your control.

We had this vividly impressed on us last season when we bought for Pontiac what seemed to be a foolproof program: "Playwrights' 56." It had one of television's top producers in Fred Coe; many of the top writers of the medium, and an impressive lineup of stories and stars. A further advantage was that no established program was slotted opposite us but a revamped retread of a radio show. Unfortunately for us that radio retreat turned out to be the $64,000 Question which topped everything on tv that season. (It in turn is an example of the axiom that nowhere is fame so fleeting as on the airways. It had to up its ante from a paltry $64,000 to $256,000 so that 10-year-old Rob Strom would have sufficient incentive to keep playing!)

The extent of the gamble in picking a hit tv show is spelled out in the figures showing that the average cost of a half-hour weekly show this season was $76,000 for time and talent, and the hits were few and far between. The big gamble on those expensive "moonlight hours" pays off in a big way if you happen to hit a Twenty One, but no one walks into a gambling casino and puts all his money on double zero.

More and more advertisers who need weekly exposure will abandon single sponsorship in favor of alternating or participating sponsorship of different shows. Advertisers who don't need weekly exposure will tend towards the big show (specials, spectaulars, etc.) less frequently, often supplemented by spot schedules to build total unduplicated audience.

Nielsen studies show us that any sponsor identification which might be lost is more than balanced by the increased cumulative audience (number of unduplicated people seeing a given commercial), and by the reduction of gamble involved by spreading dollars over several shows. The circulation concept is simply an approach to television which will guarantee a sponsor greater cumulative audience at the least possible risk.

An agency can buy television circulation for a client in a number of different ways. But whether it be a spot campaign, an alternate week show, four shows a year, syndication or a combination of these and other alternatives, the agency must look for mass circulation in the surest possible way. If "bigness" is important to a client, he can achieve it in newspapers, magazines, or radio, which do not ask him to speculate on success. Or he can buy occasional "special" shows as we did with "Richard III" and the pro football championship, which netted a 41.8 Nielsen. Here the gamble is comparatively negligible.

By using this "smorgasbord" system the advertising man can assure his client strong representation in television and occasionally a vacation in Las Vegas where he can gamble to his heart's content.
LET'S DEAL IN FUTURES

FVLM bartering—the trading of time for programs—has become a common practice in television.

There is nothing unethical about it as far as we can find out. But is it good business?

That question should be of serious moment to anyone concerned with the long-range development of television.

"Good business," it seems to us, is business which not only makes a profit but also plans a future.

Bartering is profitable, but it is not a means of building strong foundations. It borrows more heavily from the merchandising philosophy of an Algerian rug peddler than from that of, say, General Motors. Orderly growth is not its main goal.

Bartering takes many forms, but in essence it is a method of unloading film programs that cannot be readily sold for cash or without special inducements. The film distributor takes at least part of his payment in time which he then sells to an advertiser. Sometimes the euphemisms which most of its practitioners use to describe it, bartering is at best a legal kind of time brokering and at worst a rate cutting device.

Time brokerage and rate cutting are not the stuff of which enduring broadcasting structures are built. Radio, it may be pointed out, almost committed suicide in its infancy because of time brokering and almost repeated the act years later because of wholesale rate cutting. Radio resumed its growth in the television era only after it began to sell its own time on its merits instead of letting the customers haggle it nearly to death.

Television may take a lesson from radio. Those who wish to plan a lasting future for the medium will not include the barter deal in their plans.

SEN. Alexander Wiley (R-Wis.) last week complained that he couldn't hear some of his soft-spoken colleagues during debate, and he urged that the Senate chamber be wired for sound. May we point out that nobody else can hear the Senators either. It's time the Senate brought itself up to date by installing a public address system for its own convenience and admitting radio and television for the public good.

THE WISE COURSE

IT IS NOT going too far to say that toll tv can be written off as an imminent "on-the-air" threat to free tv, and therefore to the public. The FCC, or at least a majority of its members, has been saved from its own folly by Chairman Oren Harris (D-Ark.) of the House Commerce Committee.

It was Rep. Harris' timely letter to the FCC [B&T, April 29] that slowed that agency down and caused postponement of an action that would have authorized "experimental" subscription-tv, which, however circumscribed or limited, would have been the opening wedge for the substitution of a box-office for tv, and the beginning of the end of free tv.

Then, last week, the prospect for action by the FCC prior to a full evidentiary hearing was considerably diminished. Four members of the FCC met with Chairman Harris at their request to "exchange views." The conclusion the FCC majority reached was inevitable—that a major question of public policy is involved and that there is doubt whether the FCC has the legal authority to decide it without the benefit of legislation.

If, after evidentiary hearing, the FCC majority should conclude that it does have the authority to authorize subscription tv, the Commission would be under mandate to disclose its intentions to Congress. Hearings take time. And Congress doesn't act quickly on questions of policy.

Nevertheless, this does not mean that those interested in keeping free tv service to the public can rest on their oars. The pay tv proponents are not idle. They have lost only the first round, when they thought they had victory almost by default. Theirs has been one of the highest-powered lobbies ever to hit Washington and the nation. They sold many newspapers on a "whats-harm-is-there-in-giving-subscription-tv-a-trial" editorial kick. They planted pieces in magazines, and had paid publicists hit the Chautauqua trails. Proponents in Congress loaded the Congressional Record with their outpourings.

The professional proponents have too much at stake to quit now. Moreover, the news engendered by the toll versus free tv fight has been reflected in the prices of Zenith and Skiatron stocks—about which more may be heard in Congress.

Of great significance in the toll tv imbroglio so far is the lesson taught the FCC. The Commission lately has insisted that Congress keep its hands off, since it is a "quasi-judicial" agency. That may hold on adjudicatory proceedings, but not on "legislative" matters or questions of public policy. Congress does the legislating; the FCC and the other regulatory bodies created by Congress do the administering.

UNEDUCATED DOLLARS

THE forces of educational television will not be able to blame the Ford Foundation if they fail to make a go of it.

Perhaps "forces" is too strong a word, since despite their best efforts they have yet to occupy 90% of the channels the FCC surrendered to them five years ago. Be that as it may, the Ford Foundation's annual report came out a few days ago showing that the foundation allocated more than $8 million for educational tv in fiscal 1956, on top of more than $11 million set aside before that [B&T, May 13].

That is a lot of money for a foundation to put into a movement—which also may be an exaggerative word in the circumstances—that has gone so short a distance on its own. But so long as it is doing it, the Ford Foundation moved largely in the right direction in 1956. For substantially all of the $8 million went to organizations for the production of programs.

It is in this field—the production of educational programs for placement on commercial stations—that the educational tv interests can make their greatest contribution. If produced with know-how, their programs can augment the commercial stations' own educational and informational shows to the benefit of all.

Even the most vocal advocates of channel reservation must see by now that their hope of filling the spectrum with educational outlets was optimistic beyond reason. Meanwhile, more than 200 channels lie useless, shut off by the FCC from any other productivity whatsoever. At the pace established over the past five years—even if that pace could be maintained—the currently reserved channels would not be filled by educational operations for 50 years. That would run us into the 21st Century.

The Ford Foundation might find it economical to put just a little of its educational tv money into an independent study of the outlook for educational stations. If it did so, it might no longer have to say, as it does in the 1956 report, that the question of educational television is "unresolved" and "may remain so for many years." The foundation could save itself some money that way.
Houston Gulf Coast viewers like folk music best when it's seasoned with a Southwestern flavor and served by popular local personalities. If ratings and results are measures of effectiveness, Curly Fox and Miss Texas Ruby have unsurpassed ability to entertain and sell (3.8 Nielsen Rating, Nov. '56, 1-1.30 p.m.). Their live, across-the-board half-hour show, "Happy Home Folks," is loaded with top talent who tell your story and sell your product in a warm, friendly, convincing manner. Do your client's sales curve a big favor by getting availabilities right away.

KPRC-TV... MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET
KOOL-TV
ARIZONA’S MOST INFLUENTIAL TV STATION

The Hottest Station
QUARTER HOUR FIRSTS
ARB April 8 through 14, 1957
Sign On to Sign Off — 477 1/4 hours surveyed.

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SHARE OF AUDIENCE, 7 DAYS, SIGN ON—SIGN OFF
ARB FEB ’57 ARB APRIL ’57 PERCENT CHANGE

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In The Hottest Market
PHOENIX METROPOLITAN AREA
Population 539,909

RANKS:
49th IN CONSUMER SPENDABLE INCOME
49th IN TOTAL RETAIL SALES
46th IN FOOD SALES
41st IN DRUG SALES
39th IN HOME FURNISHING SALES
47th IN AUTOMOTIVE SALES
33rd IN FILLING STATION SALES

HOMES WITH TELEVISION 91%

SOURCE: Population: Arizona State-Bureau of Business Services
Market Rankings: Standard Rates & Data
TV Homes: American Research Bureau

HIGHEST POWER & HIGHEST TOWER — GREATEST COVERAGE

KOOL-TVM 10 PHOENIX ARIZONA

KOOL IS HOT AND SO IS KOLD (CBS-TV TUCSON)