WKMHW has the magic formula for results in the Detroit Market.

News + Music + Sports = Sales!

The ratings have proved it—Detroiter Love Their News, Music and Sports! WKMH programming follows this magic formula EXCLUSIVELY, with outstanding results for advertisers. Actually, WKMH, of all stations in the Detroit area, has the lowest cost per thousand listeners, according to PULSE.

Now it's the Knorr 4... plus 1 more!

Save up to 15%

By using 2 or more Knorr Stations

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

The 4 Knorr Stations welcome WELL, Battle Creek, to the fold...and now Knorr can offer a fifth prime market. As we welcome well...we also welcome your inquiries for buying time on the five stations that give you the top ratings per dollar in Michigan!

Knorr Broadcasting Corp.
FRED A. KNORR, Pres.
Represented by Headley- Reed
NOT FOR 2 MONTHS
NOT FOR 4 MONTHS
NOT FOR EVEN 6 MONTHS
BUT FOR 8 STRAIGHT MONTHS

WTVR

DOMINATES

THIS TIME THE MARCH-APRIL PULSE SURVEY SHOWS WTVR WITH

8 OUT OF THE TOP 15 WEEKLY PROGRAMS
6 OUT OF THE TOP 10 MULTI-WEEKLY PROGRAMS

AND

THE NUMBER 1 SHARE OF AUDIENCE

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DOMINANT WITH WTVR IN—
AUDIENCE — HOMES REACHED — RESULTS

Represented Nationally By Blair TV Inc.
WE'VE GAINED STRENGTH IN FLINT

WJIM-TV

Michigan's Area Station... Now serves Lansing, FLINT and Jackson with a Class A Signal.
from our New 1023' tower... 18 of the top 20 network shows in these major cities are seen on WJIM-TV...
Basic NBC... CBS-ABC
In the approaching International Geophysical Year (July 1957-December 1958) when scientists launch their man-made satellite in Project Vanguard, they may succeed in hanging the first celestial mirror of our world on the threshold to outer space. From such an awesome accomplishment may come many practical developments — among them, possibly, globe-girdling, instantaneous television pickups. In any case, Project Vanguard is almost certain to shrink the barriers of our earthly horizons, bring our dreams of global communication closer to reality.

Global telecasting may be nearer than you think. You may be sure WGAL-TV will play an important pioneer role in relaying the best in television — wherever it originates — to its growing audience in America's 10th TV Market — the market of

- 3 ½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6 ½ billion annually
- buying consumer goods that add up to $3 ¾ billion annually in retail sales

**WGAL-TV**

**LANCASTER, PA.**

**NBC and CBS**

STEINMAN STATION

Clair McCollough, Pres.

**CHANNEL 8 MULTI-CITY MARKET**

**316,000 WATTS**

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco
PERRINE TO FCC? Tip-off on next member of FCC may be in White House Thursday of George R. Perrine, chairman of Illinois Public Service Commission (Closed Circuit, June 17). Mr. Perrine is understood to have conferred with Presidential Assistant Sherman Adams about vacancy to be created with expiration June 30 of term of Chairman George C. McConnaughey.

WHILE there was no assurance that Mr. Perrine, who is attorney and banker, would accept appointment, it was ascertained that vacancy was discussed. He reportedly has solid backing of GOP members of Illinois congressional delegation. It's presumed that chairmanship will go to John C. Doerfer if Mr. Perrine is named. Others still in running are George S. Smith, president, Federal Communications Bar Assn; Mary Jane Morris, FCC secretary, and Warren Baker, FCC general counsel.

SCATTERGUN • Rep. Emanuel Celler was shooting at television networks when he introduced anti-trust amendment last week to place services as well as commodities under provisions of Robinson-Patman and Clayton Acts (story page 31). But he's hit broader target than he sighted. It's doubtful he and his staff realized that amendment, as written, would outlaw most if not all current discount structures of all major advertising media.

DOWNRIGHT outburst of new interest in nighttime radio seen Friday by some station representatives on heels of Texas Co.'s realignment of advertising to include evening radio (story page 33). Among sponsors now committed to try nighttime radio again, they said, American Tobacco Co. (through BBDO) is buying evening time on Westinghouse Broadcasting Co.'s new "laterally" programmed Program PM (also see page 32); Vaseline hair tonic (McCann-Erickson) on other stations, and also new Oasis cigarettes (McCann-Erickson). They expect others to follow suit shortly.

GOING EAST • Though details were lacking, negotiations were in process Friday by Hal Roach Jr., president of Hal Roach Studios, Culver City, Calif., to acquire production studio facility in New York City. Reason for New York studio in addition to west coast facilities: to be close to advertisers and agencies on casting and direction in producing TV commercials. Roach, at same time, would handle special technical work for clients on West Coast. New York studio also would be used for limited production of film shows.

CHARLES T. AYRES, former radio chief for both ABC and NBC, reportedly set to join ABC-TV as account executive, effective July 1. He was vice president in charge of ABC Radio network (now American Broadcasting Network) from April 1952 to November 1955, when he left to become vice president in charge of NBC Radio, serving there till last August.

NO NEW HANDS • When President asked for $8.95 million for FCC in fiscal 1958, he included provision for 30 extra Broadcast Bureau employees. When Congress cut appropriation to $8.3 million, it left FCC with possibility of hiring perhaps nine new Broadcast Bureau staffers. Now, with Commission required to carry Network Study Staff another three months (from June 30 to Sept. 30), best estimates around FCC are that Broadcast Bureau will be lucky to get any additional employees.

"PEOPLE-TO-PEOPLE Week" will be observed Oct. 6-12 in saturation campaign covering all media, under authorization of Advertising Council. Radio and Television Committee of Eisenhowe-inspired project is co-chaired by CBS Inc. President Frank Stanton and NARTB President Harold E. Fellows. Col. E. M. Kirby, now on temporary active duty with Army psychological warfare, is director of public relations.

UPCOMING tariff revisions by AT&T expected to remove sore spot in radio station news coverage—mandatory beep in recorded telephone pickups. It's understood tariff will still require beep but permit broadcasters to feed telephone conversation into own equipment and filter out beep from audience. Standardized procedure covering telephone question-answer programs also said to be pending. New tariff schedule expected to be filed at FCC by Aug. 1.

RICHEST awards in television—Robert E. Sherwood awards given by Ford Foundation's Fund for the Republic—may be abandoned. Second annual presentation of awards, worth $55,000, was made last week (story page 91), but sponsoring Fund for the Republic is undecided whether there will be another. Fund is wondering whether awards are worth their price in advancing its work for civil liberties.

HOT ADVERTISING • General Electric Co., which used television spots to advertise electric fan in hot weather last year, has shifted to spot radio this year on theory it's more flexible. GE places these spots in unusual fashion, getting from Bridgeport (Conn.) weather bureau lists of cities where temperatures are expected to soar into upper 80's or 90's and then having Young & Rubicam, GE agency, place schedules in those cities on day-to-day basis, depending on distribution and weather. Spots are placed in 7 A.M. and 4-6 P.M. periods.

Broadcasting • Telecasting

Banner: Closed circuit.
You haven't heard the last about our tremendous response to a fishing lure offer made on a cooking show -- and, unfortunately, neither have we.

The latest episode developed after Outdoor Life published a picture of our women's director Kay Larson, in full fishing regalia holding the catch of 500 postals she received after one 20-second offer. The article also points out that she devoted an entire "Kay's Kitchen" telecast to the art of cooking fish.

We were proud of this extra publicity but unprepared for the problem it created. Kay's picture in fishing gear and the fact that she cleans as well as cooks fish prompted a deluge of marriage proposals from batchelor fishermen.

We would hate to stand in the way of a good proposal even if it cost us one of the best women's directors in television, but we do ask one favor. In the future please send your offers and orders through the Katz Agency or Fred Menzies, commercial manager.

Cordially,

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse
THE WEEK IN BRIEF

LEAD STORY

Celler Cracks Another Whip—N. Y. Democrat’s bill would make it illegal to give quantity discounts to advertisers. Measure proposes to amend Clayton and Robinson-Patman Acts to cover “services rendered by independent contractors.” Page 31.

ADVERTISERS & AGENCIES

Pepsi-Cola’s Strategy in TV—it’s a drink that “belongs” in the best circles. And that’s why the firm with Kenyon & Eckhardt is picking up the tab for programs such as the Cinderella spectacular. This special B&T business profile traces Pepsi’s aggressive use of all media since its inception during the depression years. Page 116.

Ratings Rhubarb Erupts—Two Los Angeles outlets discontinue ARB service that reported lower daytime tv ratings than did Nielsen and Pulse. ARB’s Seller defends diary method, says he would welcome further tests of its accuracy. Page 33.

Pre-Testing of Sales Messages—Why waste countless dollars springing commercials on the public that have not met the acid test: criticism by the public? A New York independent production studio shows how broadcast advertisers can save money and avoid embarrassment by screening their wares before a segment of the great unseen audience via closed-circuit tv in sample homes. Page 36.

Tv Network Buys and Buyers—Rankings of the top ten advertisers didn’t change much during April, according to PEB data. Kingpin Procter & Gamble spent more than $4.1 million during that month. Page 44.

$2.5 Million Ticketed for Tv—Florida Citrus Commission sets a record budget with the major portion slated for television. Page 35.

Texaco Stress, Inc. Nighttime Radio—Plans are altered to give a higher priority on the later hours. Page 33.

PROGRAM SERVICES

Baseball’s $7.3 Million Bananza—that’s what radio and tv paid into the major leagues alone last year. Figures submitted to Congress show the take from broadcasting over the previous four seasons. Page 60.

TRADE ASSOCIATIONS

NARTB Comes to Grips With Pay Tv—Radio, Tv Boards order Bartlesville, Okla., survey to start immediately. Washington meetings also deal with circulation projects, weigh government pressures. Page 48.

RAB Ups Budget, Expands Sales Plans—More than 1,500 advertisers to get personal presentations in next 12 months. Budget boosted to annual rate of $890,000, starting in July. Page 56.

STATIONS

WBC Unveils ‘Lateral Programming’—New technique designed to reinvigorate nighttime radio programming and sales is launched by Westinghouse stations. First buyer is Texaco. Page 82.

Petry “Welcomes” Rate Controversy—Representation firm officials say mixed reaction to their proposal to cut nighttime radio rates helps to focus advertiser interest on undersold evening time. They’re sure many other stations will join movement to attract new business through repricing. Page 82.

FEDERAL


Report on Networks Delayed—FCC’s Network Study Group won’t be able to make June 30 deadline. Sept. 30 is new release date. Page 87.


Rayburn Says No, Walter Says Yes—But latter has the final word as tv coverage of House Un-American Activities Subcommittee hearings in San Francisco is permitted. Page 68.

NETWORKS


OPINION

Do Viewers Stay Around for Your Commercial?—Grey Advertising’s Al Hollender advises that initial impact is all important to the sales message. He writes in B&T’s weekly Monday Memo series. Page 125.

DEPARTMENTS

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LEAD STORY ............. 31 UPCOMING ............ 111
In a few minutes the Adam Young man will be telling somebody that WTIX has more than twice the audience of the #2 station

This morning from 3 E. 54th St. . . . and from offices in Chicago, St. Louis, Boston, Los Angeles and San Francisco, the Adam Young men are out with new data on New Orleans radio.

They have a new Hooper which shows WTIX even further ahead with 24.2% all-day average share of audience. (Second station; 11.0%.)

They have a new Pulse which 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.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, with new time-buying habits to match. If the Adam Young man doesn't call you to tell you more, you call him. Or get in touch with WTIX General Manager Fred Berthelson.

WTIX
first in 11-station
NEW ORLEANS

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

Page 8 • June 24, 1957
FCC WANTS TO KEEP CH. 6 IN SCHENECTADY

IN deintermixture turnabout, FCC Friday proposed to make Albany-Schenectady-Troy, N. Y., area all vhf by retaining ch. 6 in Schenectady (now used by General Electric Co's WRGB [TV]), ch. 10 in Vail Mills, N. Y. (short distance out of Albany), and to move ch. 13 from Rome-Utica, N. Y., to Albany, substituting ch. 2 for ch. 13 in Rome-Utica.

Comments on proposal due July 18; with show cause orders, returnable July 24, issued to WJTV (TV) Rome, N. Y., to change from ch. 13 to ch. 2 conditioned on protecting radiation in direction of Cornell, Canada; to ch. 41 WCDA (TV) Albany to change to ch. 10 Vail Mills; and to ch. 35 WTRI (TV) Albany to change ch. 13.

Earlier proposal to deintermix New York's Capital area by moving ch. 6 from Schenectady to Syracuse, N. Y., and to Providence, R. I.-Fall River-New Bedford, Mass., area held in abeyance pending returns on latest proposals.

In corollary move, Commission Friday affirmed 1954 grant of sale of WROW-AM-TV Albany, N. Y., from Hyman Rosenblum and associates to Lowell Thomas and group; dismissed protest by WTRI. WROW-TV now WCDA (TV). Comr. Bartley concurred; Comr. Craven abstained.

In other deintermixture actions, FCC:

- Denied petitions for reconsideration of its Feb. 26 order moving ch. 7 from Evansville, Ind., to Louisville, Ky., and ch. 9 from Hatfield, Ind., to Evansville, as educational, reserved frequency. Comr. Bartley concurred; Comrs. Doerfer and Mack dissented; Comr. Craven abstained.
- Denied petitions for reconsideration of Feb. 26 order moving ch. 2 from Springfield, Ill., to St. Louis, Mo. and to Terre Haute, Ind. Issued proposal to move ch. 10 from Terre Haute to Lafayette, with comments due Aug. 1, as requested by ch. 18 WFAM-TV Lafayette.
- Denied petitions for reconsideration of order last March retaining ch. 3 in Hartford, Conn., and refusing to move it to Providence, R. I. Comrs. Bartley and Lee dissented. Also reaffirmed 1956 grant of ch. 5 Hartford to WTIC that city and denial of competing application by Hartford Telecasting Co. Comr. Craven abstained.
- Denied petitions for WNOE-TV Columbus, S. C., to add ch. 5 to that city. Comr. Bartley dissented; Comrs. Doerfer and Craven abstained.

Bourjois Ready to Make Firm's Biggest Buy in Tv

BOURJOIS Inc. (Evening in Paris perfume), New York, this week is expected to make public biggest tv buy in company's history. Purchase, made through office of Paul G. Gumbiner, vice president of radio-tv at Lawrence C. Gumbiner Adv., will see Bourjois' first concentrated use of night spot.

Drive reportedly will kick off shortly after Thanksgiving and end on or about Dec. 18, bidding for Yuletide market. More than 110 cities will be bought. Additionally, Bourjois reportedly will buy participation schedule in new Arlene Francis program slated to succeed "Home" weekdays on NBC-TV. Spot campaign said to be "talky" by Home fashion editor Natalie Core.

Sharing of Commercials Seen For Three NBC Radio Clients

ADVERTISING concept whereby three advertisers share same commercial on behalf of related products—relatively untried in broadcasting—understood to be revived with forthcoming $60,000 purchase of NBC Radio Bob and Ray Monitor segments by three soft goods sponsors. Splitting bill three ways are Priceton Knitting Mills (imitation fur coats), Union Carbide Co. and White Frost Chemicals Inc. (Frost Frost, drycleaning process used for UC's Dynel fabric). Campaign reportedly will get under way weekend of July 20 and run through Sept. 1. Copy platform: get Allegro coat made of Dyncel; it can easily be cleaned with Fur Frost. Fashion-conscious Ehrlich, Neuwirth & Sobo, agency for Princeton, has been using this formula successfully in print media, but this will be first time it's done so in radio. Cooperating agencies are Anderson & Cairns (Dyncel) and Kastor, Farrell, Chesley & Clifford (White Frost).

STARTS SIDEBAND TESTS

LOT of broadcasters as well as FCC expected to cock attentive ears to WMGM New York starting this week when station begins running—for first time—tests of Kahn system of compatible single sideband transmission during regular programming. Enthusiasts see number of potential benefits from Kahn system, including improved quality and volume of reception and reduced interference among stations, not to mention possibility of fitting more stations into crowded am spectrum. With FCC approval, WMGM will test Kahn system for approximately half-hour per day during regular programming (on varying schedule).

BUSINESS BRIEFLY

late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

QUEUE FOR SULLIVAN More than half dozen major advertisers anxious to pick up half of Ed Sullivan Show Sunday, 8 to 9 p.m., CBS-TV, this fall, when Lincoln Division of Ford Motor Co. through Young & Rubicam, N. Y., drops its portion of show. Mercury Division of Ford through Kenyon & Eckhardt, N. Y., will continue to underwrite show for ninth successive year next fall. Each advertiser spends approximately $5 million on yearly basis for show. CBS-TV expected to make decision as to which advertiser will get program today (Monday).

TAKING TEMPLE Sealtest Ice Cream, Hills Bros. Coffee and John H. Breck Inc., all clients of N. W. Ayer & Son, expected to sponsor 16 "fairy tales" with Shirley Temple, Henry Jaaffe-Screen Gems package, every third week, on different days, starting in January on NBC-TV. Cost for time and talent will be about $37.3 million. Program will be filmed by Screen Gems. Actual time for "baby specs" will be preemptions on network in different days.

SPIKE STAYS ON Liggett & Myers, N. Y., extending sponsorship of CBS-TV Spike Jones Show, Tues., 10:30-11 p.m. EDT for another nine weeks, effective July 6. Joseph Katz Co., N. Y., is agency.

CAMPAIGN IN WORKS J. B. Williams (electric shave lotion) reportedly planning spot tv campaign in undetermined number of markets. J. Walter Thompson Co., N. Y., is agency.

MORE FOR AMOCO American Oil Co. (Amoco gasoline) understood to have renewed for 52 weeks participation in Monitor on NBC Radio. Renewal calls for 10 five-minute segments weekly, effective July 6. Joseph Katz Co., N. Y., is agency.


MOVIE-GOING PROMOTED Council of Motion Picture Organizations, interested in boosting autumn movie attendance, understood to be mulling nationwide radio spot campaign on d. j. shows later this year. It's reported to have assigned Donahue & Cee., N. Y., agency for MGM and Columbia Studios, for special test run in Rochester, N. Y., and Denver. Eight-week test will start July 1 in those cities.
NARTB Board Endorses Fight Against Program Infringements

RADIO and tv broadcasters in NARTB and association are of "unanimous opinion" there are "definite property rights in radio and tv programs," according to resolution adopted Friday by joint board at closing of three-day association board meeting in Washington. (See earlier stories, page 48.)

In looking at infringement of property rights by community antenna systems, board contended that in its opinion these rights "would be upheld in litigation involving unauthorized use thereof." Board authorized association to file briefs in litigation that may arise involving program property rights.

Joint board recommended government study of use made of frequencies between 25-890 mc and above 890 mc, as suggested in legislation introduced in Congress last week (story page 62). Georgia Assn. of Broadcasters was praised for highway safety campaign called Deathless Weekend and details will be submitted to other state associations. Board commended work of Freedom of Information committee and said joint effort by NARTB and state associations is effective to promote free speech and access to public events.

Membership report showed 2,171 total (1,378 am stations, 330 fm stations, four radio networks, 331 tv stations, three tv networks and 125 associates.) Total is up from 2,126 last January.

Seven Broadcast Sales Given Approval by FCC

FCC approved seven broadcast sales Friday, including:

- WHJP-AM-FM Jacksonville, Fla. (5 kw on 1320 kc), from J. H. Perry interests to Radio Jax Inc. (Carmen Macri group) for $225,000, conditioned on disposal of WQIK Jacksonville by Mr. Macri. At same time Commission granted sale of WQIK (1 kw day on 1280 kc) from Mr. Macri's ownership to Rowland Broadcasting Inc. (Thomas E. Casey, president) for $150,000.
- KFXD Nampa, Idaho (5 kw on 580 kc, MBS), from Frank E. Hurt & Sons Inc. to E. G. Wernick and Kenneth Kilmer for $277,000. Mr. Wernick holds minority interest in KBOE Oskaloosa, Iowa.
- KLER Lewiston, Idaho (5 kw day, 1 kw night on 1300 kc) from Cole E. Wylie to John H. Matlock and Eugene A. Hamblin for $160,000, conditioned on disposal of Messrs. Matlock and Hamblin's ownership of KZEE, Lewiston (500 w day, 950 kc).
- KDFH (TV) Aberdeen, S. D. (ch. 9 construction permit) from McNaughton family to North Dakota Broadcasting Co. (John W. Boler interests) for $2,447 out-of-pocket expenses. North Dakota owns KCJB-AM-TV Minot, KBMB-TV Bismarck, KSJB Jamestown and KXJB Valley City, all in that state.

Storer, NTA Announce Million-Plus Film Purchase

LARGE-scale purchase of film programming from National Telefilm Assoc. by Storer Broadcasting Co. for use on five Storer tv stations announced Friday by George B. Storer jr., vice president of Storer, and Harold Goldman, vice president for sales, NTA. Transaction, reported to represent $1 million outlay, was said to be first time Storer had made simultaneous purchase for five outlets.

Under terms of contract, WPFH (TV) Wilmington and WAGA-TV Atlanta will receive NTA's "Big 50" and "Rocket 86" packages of feature films, plus Adventure of China Smith, New Adventure of Chiná Smith, Police Call, Orient Express and Combat Sergeant series; WJW-TV Cleveland, Big 50 and Rocket 6; WSPD-TV Toledo, Rocket 86, and WJBK-TV Detroit, Big 50 package.

Jackson Measure Would Allow Committees to Decide Access

MOVE to change House rules to allow radio-tv broadcasts of hearings at discretion of committees themselves introduced Friday by Rep. George Meader (R-Mich.). Move was endorsed by Rep. Donald L. Jackson (R-Calif.), member of House Un-American Activities Committee, who said he had heard rumor that effort would be made to abolish committee because it has allowed telecasting of San Francisco hearings despite opposition of Speaker Sam Rayburn (story page 68).

KRON-TV San Francisco continued to broadcast hearing Friday morning after House rejected effort of Speaker Rayburn and Chairman Francis E. Walter (D-Pa.), of committee. Some House members wondered if Speaker might discipline chairman.

Miami Ch. 7 Edict Altered; Indianapolis Stay Denied

FCC has rewritten its 1956 decision awarding Miami ch. 7 to Biscayne Television Corp. (now WCKT (TV)) and denying three competing applications in line with court order last March remanding case because of Niles Trammell's consulting agreement with NBC. Mr. Trammell, who holds balancing 15% in Biscayne (42.5% each is held by principals of Knight and Cox newspapers), is former NBC president and has consulting contract. Commission rewrote final decision to give Biscayne demerit for this arrangement, although finding it not major drawback, and concluded that Biscayne was still to be preferred for grant. Comrs. Hyde and Bartley dissented; Craven abstained.

Cheboygan Grant Proposed

FCC Hearing Examiner Basil P. Cooper issued initial decision Friday recommending grant of Ch. 7 to Cheboygan, Mich., vch. 4 to WTCM Traverse City, Mich. (Les Biederman and associates), and denial of competing application by CBC for station, vch. 7 to WPBN-TV Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all Michigan stations.
1,788,361
WSPA-TV 75 MILE

People within the Coverage Area

COUNTED POPULATION
A.D. RING AND ASSOC.
1950 CENSUS

Channel 7’s Coverage Extends Beyond the 75 Mile Area

Geo. P. Hollingbery

THE ONLY CBS, VHF STATION SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET
Meet James W. Seiler, Director of ARB, the unbiased source of the ratings upon which these facts are based.
KANE WINS

ONAL Share of Audience

IN FIRST RATING SURVEY!

55.6% OF AUDIENCE IN CINCINNATI, O.

45.8% OF AUDIENCE IN COLUMBUS, O.

50.8% OF AUDIENCE IN ATLANTA, GA.

FROM THE TOP NAME IN SYNDICATION . . . COME THE TOP SHOWS IN CONTINUING AUDIENCE SURVEYS!

ARB, May, 1957

TIME AFTER TIME...
ZIV SHOWS RATE GREAT IN CITY AFTER CITY!
LOUISVILLE'S POPULAR MUSIC STATION

WINN
Louisville, Kentucky

Announces the Appointment of

AVERY-KNODEL

as its National Representative

Sensational in Ratings and Results—The phenomenal success of Radio Station WINN is BIG NEWS, and the talk of advertisers and advertising men in this tremendously important Louisville—Kentuckiana Market.

HERE ARE THE FACTS ON WINN

As proved by every recent survey:

* WINN is leading ALL Louisville Radio Stations in listening audience on week-ends (Saturdays and Sundays) by a King-size margin!

* WINN on week-days (Monday thru Friday) is second only to the 50,000 watt network affiliate!

* WINN every day of the week is Louisville's Number ONE non-affiliated station.

* WINN is Louisville's only 24-hour round-the-clock All-Popular-Music Radio Station.

WINN IS NOW REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

New York • Atlanta • Detroit • Dallas • San Francisco • Los Angeles • Seattle • Chicago
Uses a Similar Film Technique

EDITOR:
We read with interest the feature [B&T, May 20] about Tidewater’s commercials produced by our good friends, Fran Harris and Ralph Tuchman, in which only interpretative design and dramatic sound is used.

Currently on the air in Chicago is a tv spot for Oklahoma gasoline which we produced. The spot is called the “Sabre Dance” since it uses the familiar music. Free forms were produced in tempo with the music to dramatize Oklahoma’s more power and additive story. Not a single spoken word was uttered throughout the entire 40-seconds. Titles were included when appropriate and are a part of the design feeling of the spot. The titles underscored Oklahoma’s lower prices, power, free coupons and other campaign sales points.

The music is dramatic and the animated free forms move in keeping with the strength of the music. We feel the “Sabre Dance” is unconventional, arresting and above all, has created the Oklahoma image in the minds of the viewer whenever the “Sabre Dance” music is heard.

Fred Niles
Fred A. Niles Productions
Chicago

Our Court Story Pleased

EDITOR:
I want to complement you on your excellent coverage of the Philadelphia Radio & Television Broadcasters Assn. [B&T, June 17]. I could just wish that newspapers ... could have had the services of your excellent writers.

William B. Caskey
Executive Vice President
WPEN Philadelphia

A Link With Old Friends

EDITOR:
Your [revised] PEOPLE's department is a genuine delight. After taking a full-half hour out this morning to visit with old friends through your personal columns, I feel like a new man.

G. L. Price
George Logan Price Inc. Radio Productions
Malibu, Calif.

Also on The Fire Front

EDITOR:
In the June 10 B&T there was a brief article regarding the fire in downtown Columbus in which the United Oil Corp. suffered some $500,000 damages. In view of B&T’s reputation for giving complete coverage to stories and as an example of the mobility of live television, I feel that it should be pointed out that WTVM (TV) (formerly WBAX-TV) was on the air with live television coverage of the fire within 20 minutes of the time the alarm was turned in. This means that WTVM was providing live coverage before any other medium assembled news unit to cover the fire. This live coverage continued uninterrupted for 4½ hours and represented the most complete coverage given this event.

Clyde T. Allen
Program Director
WTVM (TV) Columbus, Ga.

Wants to Help Aspiring Youths

EDITOR:
I was very interested in 10-year-old Don Harboll’s letter [B&T, June 10] in which he stated his ambition to become a television cameraman. The letter reminded me that I, too, once had youthful aspirations; mine had to do with traveling with a circus.

Don’s words, reflecting judgment and intelligence considerably beyond his years, impressed me so much that I am checking with his parents and teachers regarding the advisability of making a free television studio techniques scholarship with United Television Laboratories available to him as soon as he can take advantage of it.

There must be other deserving young people who write you in a similar vein now and then. For the more meritorious of these, preferably in the middle or late teens, I’d like to establish free UTL scholarships also. Since United Television Laboratories is a profit-making organization (I hope), the number of free scholarships must necessarily be limited but, to start with, three could be awarded annually.

W. L. Rector
President
United Television Laboratories
Louisville, Ky.

It Was a Happy Birthday

EDITOR:
Thanks for the wonderful coverage given our first anniversary celebration [B&T, May 20]. The promotion just seemed to click in every respect resulting in the success story you published.

Sydney E. Byrnes
President & General Manager
WADS Ansonia, Conn.

Reprints for Students, GI’s

EDITOR:
Enjoyed your article “Will Television Replace Sex?” [B&T, Feb. 27] and would like permission to reprint parts of it in our base newspaper.

Lt. Charles A. Halverson
Assistant Information Services Officer
Eighth Air Base Group
APO 929, San Francisco

EDITOR:
I am editing a new ICS text entitled Advertising in Radio & Television. I would like permission to reproduce the TV Comparative Network Showsheet [B&T, May 6] and “What’s Really Wrong With TV Commercials” by Fairfax Cone [B&T, May 13].

Thomas W. Gerrity
International Correspondence Schools, Scranton, Pa.

[EDITOR’S NOTE—Permission granted in both instances].
WBRC-TV—Birmingham, Ala.

Storer Broadcasting Co.—Home Office, Miami, Fla.

WAGA-TV—Atlanta, Ga.

WJBK-TV—Detroit, Mich.
The Storer Broadcasting Company is naturally proud of its television station studios and facilities. The latest, most modern equipment in the hands of trained, professional people will obviously provide the best in television programming and advertising production.

But we prefer to think of these structures as monuments to Storer success—and certainly not just financial achievement. Every brick and every block, we think, is mute testimony to the large audience response to Storer TV programming—to entertainment ability—to a conscientious recognition of community needs—to faith in the integrity of our advertisers.

And the Storer Broadcasting Company is grateful for its good fortune in being a part of America's most influential medium—broadcasting, both sight and sound. To process our opportunity zealously; our obligation and principle.
GETS STILL BIGGER
IN ALL 3 DIMENSIONS!

A.R.B. WKRG-TV sets a new record in A.R.B. (Feb. '57), leading 281 to 150 in quarter-hours when both VHF's are on the air... with a record new night-time lead, too... 139 to 59!

NIELSEN Nielsen Coverage Service (Report #2) shows WKRG-TV leading in every department... covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

PULSE Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". Even then, the night-time lead was one-sided, 117 to 48.

The Business Weekly of Radio and Television
Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $1.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING + TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc. using the title BROADCASTING magazine. The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast in 1933.

REG. U.S. Patent Office
Copyright 1957 by Broadcasting Publications Inc.
ARE RATINGS EVERYTHING?

Some folks set great store by ratings . . . and we'd be the first to tell you that in every single TV audience survey made in Shreveport, KSLA-TV has come out way on top.

But there's something else of which we are every bit as proud. It's an intangible you'd have to come to Shreveport to grasp . . . a sort of first-name friendliness, a confidence, a loyalty. This feeling is reflected in the ratings, of course, and in the results advertisers tell us they get.

Still, the real measure of it is the man who stops us on the street or the child who calls on the phone. They feel like it's their station, and they're right! Add that to dynamic ratings, and you DO have everything. Don't you agree?

KSLA-TV
channel 12
BASIC
in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives
Outstanding in

ALABAMA

WSFA-TV

Montgomery

WSFA-TV, as symbolic of the New South as the dramatically modern State
Agricultural Coliseum near Montgomery, provides better coverage of the expanding Central and Southern Alabama market than any other single advertising medium!
That's because WSFA-TV gives you highest-rated local and network programming, plus a maximum-power VHF signal that covers one-third of a state to reach over 1,000,000 people!

Channel 12
NBC  ABC

The WKY Television System, Inc.
WKY and WKY-TV Oklahoma City
WTVT Tampa - St. Petersburg
Represented by The Katz Agency
SEGREATION AND THE SOUTH

THIS TV film report on the three years since the Supreme Court’s ban on segregation in America’s schools, perhaps more than anything else, underscores that the period of transition has not been as utterly chaotic as many expected.

True, the Open Hearing special program had its share of the usual startling pictures of Ku Klux Klan meetings and other flare-ups, but these were more than counter-balanced by sequences of the problems being worked out on both sides. For this reason, the Fund For The Republic, under whose auspices the film was made, and ABC-TV deserves a vote of thanks for succinctly reporting the status of a touchy situation. In fact, should tv exchanges with the Soviets be worked out, this is the type of blunt fact-finding that could illustrate how democratic principles can survive a few hard knocks and still emerge as the final force.

The individual units within the show were nothing more than re-telling of events thoroughly reported in all media. But combined, as they were for the special presentation on Open Hearing, and augmented by skilled film editing and narration, it amounted to a crisp summary of three years internal crisis.

Production costs: $35,000-$40,000.
Telecast sustaining on film by ABC-TV’s Open Hearing, Sun., June 16, 5-6 p.m. EDT.
Film produced under auspices of The Fund For The Republic, set up by the Ford Foundation.

Introduction: John Secondari.
Film Narration: Paul Frees.
Writer-Director: James Peck.

BOOKS


SPONSORED by the Advertising Research Foundation, this book opens up a new subject, the use of survey research findings as legal evidence. It’s purpose is to break down the barriers which differences in language, terminology and concepts have erected between market research technicians and lawyers. In short, the book describes how opinion surveys must be conducted to be valid for court evidence.

In addition to being a handbook for technicians in marketing and advertising research, it also serves as a reference volume for attorneys interested in trademark and trade name infringement, false and misleading advertising and any field where consumer or public attitudes become an issue.

The author is associate professor of marketing, New York University, and assistant technical director for the ARF.


DESIGNED to answer all questions of the technical minded hi-fi fan, the book cover points that are often confusing to the audiophile—special output stages, feedback, damping, inverter and driver stages, input stages, matching, equalization, speaker distribution and crossovers, loudness and volume control, tone controls. Its many illustrations and explanations help to properly evaluate a variety of audio circuits.

COLORCASTING

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

CBS-TV

June 24-28, July 1-3 (1:30-2:30 p.m.) Club 60, participating sponsors.
June 24-28, July 1-3 (3-4 p.m.) Matinee Theatre, participating sponsors.
June 24 (9:30-10:30 p.m.) Robert Montgomery Presents, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

June 25, July 3 (8-8:30 p.m.) Arthur Murray Party, Spiedel through Norman, Craig & Kimmel and Purex through Edward H. Weiss & Co.

June 26 (8-8:30 p.m.) Masquerade Party, participating sponsors.

June 26, July 3 (9-10 p.m.) Kraft Television Theatre, Kraft Foods Co. through J. Walter Thompson Co.

June 27 (10-11 p.m.) Lux Video Theatre, Lever Bros. through J. Walter Thompson Co.

June 29 (8-9 p.m.) Julius La Rosa Show, participating sponsors.

June 30 (9-10 p.m.) Goodyear Playhouse, Goodyear Tire & Rubber Corp. through Young & Rubicam.
This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations... at by far the lowest cost per thousand. (Nielsen & SR&D)

They serve this amazingly rich inland market which contains 4 of the top 5 counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion dollars. (Sales Management's 1956 Copyrighted Survey & U.S. Dept. of Agriculture's 1954 agricultural census)
Agency Executive Sold on Audit Bureau of Circulations

A. C. DEPIERRO,
Vice President
Director of Media
Lennan & Newell, Inc.
New York

"Helping to eliminate the guess-work from media buying through your membership in Audit Bureau of Circulations is a significant benefit to advertisers and their agencies. Audit Bureau of Circulations reports are a vital part of our everyday working tools and we commend you for adding your publication to the impressive list of Bureau Members."

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.

KJE0-TV
Covers FRESNO
And the Billion Dollar Rich Valley

O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA
...every day a fresh pine cone in his lapel!

"At first I think maybe Christmas is coming early this year, what with all that fall-out and stuff. Finally I get up my courage to ask the guy. 'Christmas?' he says, smiling. 'Angelo, my lad, it's always Christmas up in Maine when you put WABI-TV and WABI Radio on your spot schedules!'

"Now, what," adds Angelo, a busy fellow at Michael's Pub in the East Side heart of the agency jungle. "what do you make of that?"

Well, sir, anybody who knows his way around radio and TV buying can make something very profitable out of it. A large delegation of advertisers are today wearing pine cones over their hearts (if not in their lapels) as tribute to sales triumphs throughout the fastest-growing slice of Maine. You don't need to know a conifer from a lobster pot to find out what a powerhouse this WABI-TV and WABI Radio combination is.

(Latest ARB - for example - gives WABI-TV eight of top ten, 17 of top 20 shows in a seven-county study. Morning ratings up 60%; afternoon, up 15%; 6 P.M. to midnight, all week, up 31%. Average nighttime audience now 52% greater than next-best station. In short - WOW!)

"Maybe," says Angelo, "this'd be a hot spot to advertise Michael's Pub?" He might be right. Nobody has yet found out what WABI-TV and WABI Radio can't do! Want to accept the challenge for your products?

*Real versatile market, too. Wall Street Journal, for instance, says Maine is manufacturing 170 million toothpicks a day. Pine trees, you know. One of the smaller industries contributing zoom to our boom!"
IN PUBLIC INTEREST

AWRT Launches Slum Campaign

AMERICAN Women in Radio and Television is launching a three-month betterment of slums campaign in cooperation with the Advertising Council on behalf of American Council to Improve Our Neighborhoods. AWRT has issued a kit containing announcements, a 20-second film, an 8 x 10 flip card, 2 x 2 slide and background fact sheets to 1,600 of its members. Kit was prepared by Young & Rubicam, volunteer agency for the ACTION campaign.

WIBR Places Teeners

JUVENILE delinquency was “dealt a good sock in the jaw” by WIBR Baton Rouge, La. The station put on an all-out campaign to register teenagers for summer employment and help place them in jobs. Two hundred and eighty teenage registrants were reported in the first few days.

NBC Public Service Award

SERGEANT William Frith, a member of the Northwest Detective Div. of the Phila. Police Dept., received the NBC Public Service Award from Lloyd E. Yoder, NBC vice president-general manager of WRCV-AM-TV Philadelphia, for his (Sgt. Frith’s) part in solving the recent robbery-murder of Mrs. Agnes Sharpe. Although suspect Charles Adderly passed a lie detector test and was released for lack of evidence, Sgt. Frith still felt the 19-year-old youth was involved in the crime. Sgt. Frith continued investigation and finally accrued sufficient additional data to cause the suspect’s re-arrest. When he was faced with the new evidence, the suspect broke down and confessed to the murder.

WBEN Scores With Mental Health

WBEN Buffalo has launched a six-week series on mental health, with local institutions participating. The program, which began June 9, has already reportedly generated many letters and phone calls of praise. According to the station, the “high caliber of the series is the obvious reason.”

Adm. Dewey to Cruise Again

AS THE “kicks-off” of the June “Impact Public Service Project,” WRCV-TV Phila- delphia aired a special program USS Olympia, inaugurating a month-long radio-tv drive by the NBC stations in aiding the raising of $250,000 to restore Admiral Dewey’s flagship of Spanish-American War fame, as a public shrine on the Philadelphia waterfront.

News Film Used as Evidence

BECAUSE of its graphic summing up of a news situation of “serious public concern,” a film used in the Bennet Paint Co. interpretive news show, Week End, was presented as testimony at a public hearing in the Salt Lake County (Utah) Commission chambers. The film showed the result of gravel mining operations near the mouth of Big Cottonwood Canyon. Minutes after the news film was aired on KTVT (TV) Salt Lake City, representatives of Salt Lake County residents contacted the station asking permission to utilize the footage at hearings.
WPST-TV
MIAMI
announces the appointment of
H-R Television, Inc.
as national representatives
AIRC DATE: Aug.1,1957
full power channel 10 a
AIRLANE OF THE STARS

president
GEORGE T. BAKER

general manager
WALTER KOESSLER
BOB KENNEDY, the 1957-58 president of the Assn. of Federal Communications Consulting Engineers, considers himself a roughneck engineer, but he's really a civilized, urbane man at heart.

Not long ago he was with a large group at a colleague's home. The late evening snack was a special Italian dish. The cook, who was as finicky about the ingredients as he was about the cooking time, was Mr. Kennedy.

The tough talking, bristling attitude that Mr. Kennedy affects—it reflects his ban-
tam temperament—is belied in another direction. He and his wife, Mary, are long-
air music fans. Symphonies, opera, concerti, chamber music are an integral part
of the Kennedy household in the Forest Heights, Md., section of suburban Wash-
ington. Currently, there are more than 1,000 LPs in their library.

Needless to say the Kennedy's high fidelity record player is top drawer, if not avant
garde. "Kennedy's amplifier isn't any ordinary 10 w or 25 w piece of equip-
ment," a friend said recently, "it must put out at least a million watts.

He has one distinction uncommon in broadcasting circles. He is the only broad-
cast engineer who ever socked his boss and kept his job. It was in 1931 when he
was a transmitter operator at WTAR Norfolk. He was changing a capacitor and
the lines were "hot." The chief engineer started to put his hands on the terminals,
avlive with 4,400 volts. Mr. Kennedy's fist shot out and knocked the boss away.

For the last four years, Mr, Kennedy has represented AFCCE on the joint indus-
ty-government committee wrestling with the tall tower problem. The problem
arises because aviation interests feel strongly that high towers, mainly television, are
hazards to airplanes. Recently this group agreed on a set of tentative principles for
both broadcasters and the air industry. Mr. Kennedy feels this is worth trying, both
broadcasting and aviation must live together in airspace and must compromise their
differences in order to maintain a working relationship.

Robert Edward Lee Kennedy was born Jan. 19, Robert E. Lee's birth date, in 1910
at Norfolk, Va. His father was a shipwright in the Navy Yard there—and a Yankee
to boot (he was from Newfoundland). Young Bob wound his first crystal set in 1921.
had a ham license (3RT) at 14. He took engineering courses at the U. of Virginia

For eight years beginning in the summer of 1927, Mr. Kennedy worked at radio
stations and as a ship's wireless operator. He was a combination engineer-morning
man at WTAR Norfolk. He worked at what was then the Cavalier Hotel's WSEA
Virginia Beach. He was a technician at WGH Newport News. His sea duty took
place on merchant ships on the South American run, but for four months he served
as "sparks" on a private yacht. Even today Mr. Kennedy's eyes sparkle at the re-
membrane of the lush living aboard the Hurdi Baiou.

In 1935, Mr. Kennedy joined the Washington Institute of Technology at College
Park, Md., just outside Washington. In 1938 he became associated with Paul God-
ley at his Monclair, N. J., engineering laboratories. Two years later he was back
in Washington with John Barron in consulting engineering practice.

Twenty four hours after the Pearl Harbor attack in 1941, Mr. Kennedy volun-
teered for Navy duty and was commissioned a lieutenant (j.g.). He was assigned
to the radio-electronics branch of the Bureau of Aeronautics. When the war ended,
Mr. Kennedy was a lieutenant commander and assistant chief of the radio section.

When the firm of Kear & Kennedy was established in October 1945, it had ABC
as its first and principal client. It started out as a three-man outfit occupying one
room in downtown Washington; it now employs 12 men and occupies a third of the
floor of a Dupont Circle building, grossing almost $250,000 a year.

Mr. Kennedy married the former Mary Dominek in 1941. They have two chil-
dren, a girl of 9 and a boy of 6. By a previous marriage Mr. Kennedy has a 24-
year-old daughter and a 22-year-old boy. He has one grandchild.

In addition to his office as president of the AFCCE (of which he was one of the
founders), Mr. Kennedy is a member of the Institute of Radio Engineers. a vice
president of the Washington, D. C., IRE professional group on audio. the Radio
Club of America, the Audio Society of America. He is also Steward (president)
of an esoteric little group known as the Empire State TV Guild. This is a select body
of men who had a hand in putting all seven New York City tv stations on one mast
atop the Empire State Bldg.

Mr. Kennedy's other serious hobby, in addition to hi-fi, is photography. He has
half a dozen cameras around the house and spends hours in his dark room. Until
last year he was also the owner-skipper of "the newest little 40-footer afloat in the
Washington area."
COUNTING NOSES ISN'T ENOUGH

Whose noses are they? Seems like a reasonable question for any advertiser to ask when he stakes his money against a publication's ability to deliver.

That's why vague circulation counts, without proper analysis of who and why as well as how many, are no assurance that (1) your advertising is going where you want it to go, and (2) that it will receive any kind of attention when it gets there.

Take our field, for instance. Of the several publications purporting to cover radio and television, only one—BROADCASTING-TELECASTING—is a member of the Audit Bureau of Circulations. Only B-T can give you a definitive breakdown of its PAID readers.

These, we are happy to report, comprise 90% of total circulation..., and lead the field by several thousand noses in these ways:

1) almost 17,000 people pay to read B-T—more PAID distribution annually than all other magazines in the field combined.

2) among the crucial (to you) advertiser-agency echelons, B-T's 5,166 paid, ABC-audited subscriptions mean unbeatable coverage.

3) on 1,000 desks in America's 40 biggest radio-TV agencies and advertisers, B-T is a paid-for fixture every week. (These, by the hye, are the top-billing 40 who spent about one billion in radio-TV last year.)

Only a publication that does have this caliber of circulation will face the thorough-going scrutiny of an ABC audit. Giveaway copies and unsolicited "subscriptions" are quickly recognized for what they are—circulation chaff.

Busy people can't read everything that lands on their desks. But they do appreciate complete, concise reporting—and are willing to pay for it, as B-T's popularity proves. If you have something to tell busy people in radio-TV advertising, put it in the magazine they open (and open first)....the magazine they pay to get—because they know it's worth it.

* Smell something burning? It's probably the radio-TV magazines whose circulation generosity exceeds their paid distribution. Ask any of them for a breakdown—by types—of their paid readership. It'll panic you (and them).

BROADCASTING • TELECASTING

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations
In Houston the turn is to 13
because we think television is more than old movies or new ones
...more than just riding the network!
The Best Network, movies and local "live" everyday makes

AND HERE’S FURTHER PROOF!
May A R B Shows—

KTRK-TV First in Prime time — 6-10 p.m.
Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m. to Midnight Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m. to Midnight Sunday thru Saturday

KTRK-TV Leads With Top 3 Shows and Five of Top 10 in Houston!

HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Wallbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York
FRONTAL ATTACK ON ALL AD DISCOUNTS

- Celler would bring media under Clayton, Robinson-Patman Acts
- While aimed at networks, bill would hit all advertising media
- FCC comes in for scathing attack, in general and in particular

(The question of antitrust made news in other quarters last week. See page 64 for BTV's coverage of the FCC's new policy in antitrust cases—and specifically the NBC-Westinghouse swap.)

TWO WEEKS AGO Rep. Emanuel Celler released the long-awaited report on his antitrust investigation of the broadcast industry. Last Thursday he put it to work.

In a move which could change the whole face of all media operating practices, the New York Democrat introduced a bill to amend the Clayton and Robinson-Patman Acts to cover "services rendered by independent contractors" as well as commodities and goods. If passed, the bill could make illegal all quantity discounts to advertisers—a cornerstone of the advertising business. While aimed primarily at the broadcast networks, it also would affect every tv station, radio station, newspaper, magazine, and in fact any form of mass communication which accepts advertising.

Briefly, the two acts presently prohibit manufacturers from giving quantity discounts to their customers unless it can be proven that the large purchases result in a substantial saving to the manufacturer. Tv, radio and the print media, being deemed services rather than commodities, have generally been held free from the provisions of those acts.

Rep. Celler announced the introduction of his latest bill while addressing a luncheon meeting of the Federal Communications Bar Assn. in Washington. A record number of lawyers, two FCC commissioners, and two-score broadcasters in Washington for NARTB board meetings (story page 48), also heard him loose a blistering attack on the FCC.

The Celler report (actually the report of his antitrust subcommittee of the House Judiciary Committee), hit the tv networks' practice of giving discounts up to 25% (and over that in some instances) on the advertiser's gross time purchases. It questioned whether or not the network discount structure involves a violation of the Robinson-Patman amendment, "one of whose principal purposes was to prohibit quantity discounts to mass buyers merely on the volume of the purchases and unrelated to cost savings by the seller, where an injurious effect upon competition might result."

In the case of tv network time, the report stated, it is not uncommon for an advertiser to receive a discount of $25,000 for a single program based solely on the advertiser's aggregate time purchases, while a competing advertiser whose budget does not permit large network time purchases may receive no discount at all for sponsoring a like program. "If a commodity were involved, this very kind of practice would come under the ban of the Robinson-Patman amendment. Yet, for no reason other than that the activity relates to services, immunity from the anti-price discrimination statute seems to be provided," the report contended.


He charged the Commission with failure to perform its statutory obligations adequately; failure to conform its regulatory activities to the letter and spirit of the antitrust laws; fumbling, "for many years," the vital problem of station outlets and frequency allocations; inability to correct the chronic and critical station shortage, and being unduly informal with members of the industry.

"What is required," Rep. Celler stated, "is appointment to the Commission of persons dedicated to serving the public interest." He pointed out that he had not been partisan in his criticism of the commission-
mision personnel and litigants and restore due process to its adjudicative process. I recognize that adoption of such a code will not in and of itself solve the basic problem of effective broadcaster regulations. What is required is appointment to the Commission of persons dedicated to serving the public interest. In my opinion there has never been a greater need for qualified personnel in the FCC, both at the staff and the Commission level. For a number of years the FCC has simply measured up to the standard of public service required to inspire public confidence.

In the exercise of its licensing function, for example, the FCC has a unique opportunity and responsibility for protecting the public interest in a competitive broadcasting industry, by closely scrutinizing both the nature of the transactions underlying license applications and the antitrust background of the applicants. The Commission's official policies recognize and assert that responsibility. Yet in practice the Commission has on several occasions subordinated the public interest in these respects. The NBC-Westinghouse station exchange of 1955 is a case in point. In that case, NBC bought the Westinghouse to give valuable Philadelphia stations in exchange for NBC's Cleveland stations plus $3 million. The Commission has reported from its staff expressing concern over the concentration and overlap of NBC coverage which would result from this transaction. It had detailed information from the report. Yet Westinghouse was reluctant to surrender its Philadelphia outlets and may have been coerced to agree, or face possible loss of NBC network affiliation in several cities. Nevertheless, the Commission approved the exchange without a hearing, without giving specific consideration to the antitrust backgrounds of the various participants and without maintaining adequate liaison with the Antitrust Div. of the Dept. of Justice, to whose attention it had specifically called the case, and which had been investigating the transaction.

The NBC-Westinghouse case is not an isolated incident. In the Commission's decision in the latter case, ABC, the House Commerce Subcommittee on Legislation Oversight [headed by Rep. Morgan Moulder (D-Mo.)], which was recently established, will investigate the Commission's handling of the matter.

In yet another field, the area of frequency allocations, the Commission has proved incapable of correcting the chronic and critical station shortage which is one major obstacle to achievement of a nationwide communications system. Although the Commission repeatedly declared the use of uhf to be essential to such a system, for many years it not only failed effectively to encourage uhf development, but until recently, its every action further strengthened and entrenched vhf. As a result uhf stations face an impossible competitive situation due largely to the absence of all-channel set circulation. After 12 years, the situation still cries out for constructive solution.

In a related area the Commission has been remiss in failing to bring to a conclusion either of two long-pending proceedings that bear on the difficulties of rural television stations that are not in the AT&T transmission system in obtaining network programs for live broadcast at reasonable transmission rates. One of these proceedings, initiated in 1954, seeks permission to construct and operate private relay facilities whenever the cost of AT&T services is disproportionate. The other, which has been pending since 1948, is a formal investigation of AT&T common carrier charges for network transmission services. In view of the importance of these proceedings to the achievement of national objectives for broadcasting, the length of time which they have been permitted to drag on is unconscionable.

Cites CBS, NBC 'Dominance'

Turning to the problems of concentration in the industry, the committee's study revealed that CBS and NBC today occupy a dominant position in television broadcasting, accounting for over 40% of the entire tv broadcast business. By virtue of that dominant position, these two networks, using spectrum frequencies that are a precious and natural resource, are in a position to exercise vast influence and determine in large measure what the American people may see and hear on their television sets. It must not be overlooked, however, that they have done much that is in the public interest. They have engaged in extensive pioneering activities, assumed financial and programming risks and brought to the public programs of great popular appeal. These factors explain in part their present dominance.

There are other factors too which have contributed to the present concentration in CBS and NBC. These include physical considerations such as the natural limitation of frequency space which prevents unrestricted entry into broadcasting, and shortage of those stations committed to operated frequencies. Various sections have had a detrimental effect on competition have also, however, contributed to the present economic concentration in the control of television broadcasting. These practices include option time; must-buy; first call arrangements; possible tie-in of network time sales to the sale of programs in which the networks have a financial interest; quantity discounts granted by networks to carry advertisers in the case of multiple station ownership by networks; long-term exclusive network talent contracts, and broadcaster activities in the field of music.

I would stress that the FCC and the Dept. of Justice have ample statutory authority to correct virtually all the foregoing restrictive practices. In this context, the time does not lie in the enactment of extensive new legislation at this time but rather in the exercise by the government agencies of authority which they have already been provided by the Congress. Only if the agencies fail to carry out their responsibilities will appropriate legislation have to be considered.

There is, however, one area where additional legislation is now required so as to amend Sec. 2 of the Robinson-Patman Act and Sec. 3 of the Clayton Act. In the sale of time, the networks allow advertisers a variety of quantity discounts which run as high as 25% and which are not related to any cost saving. Such discriminatory discounts in the sale of goods would constitute violations of Sec. 7 of the Clayton Act. However, since the act is not applicable to the sale of services—tv and radio are deemed services—the large network advertiser can obtain a competitive advantage solely because of superior mass purchasing ability. This is true notwithstanding there is no distinction in principle between a discrimination in the sale of goods and in the sale of services. Similarly, Sec. 3 of the Clayton Act which bars certain tie-in arrangements is not applicable where services are involved. To plug these loopholes, I have introduced a bill today to amend the Robinson-Patman and Clayton Acts so as to make them applicable not only to the sale of commodities but also to the sale of services by independent contractors.

In respect of the other recommendations, I think the past record of the Antitrust Sub-committee demonstrates that its reports are not issued merely to be filed. On the contrary, it is the policy of the committee to keep a watchful eye on the steps taken to implement recommendations. In this connection, I may mention the effectiveness of past recommendations of the committee with respect to such matters as conflicts of interest cases; adoption of a code of ethics by the Dept. of Justice; employment of WOC's [without compensation employees]; and the improvement of the Celler-Kefauver Antimerger Act.

In accordance with its policy, the sub-committee has made formal request to the FCC and the Antitrust Div. for detailed progress reports as to steps these agencies undertake to carry out each of the committee's recommendations pertaining to television broadcasting. I'm going to tolerate no nonsense, no procrastination—that's a warning to the FCC. Breedlove and I share the same determination to continue to scrutinize carefully the manner in which the Commission and the Antitrust Div. carry out these recommendations and implement the congressional policy of a nationwide competitive system of broadcasting. The public interest requires no less.

Page 32 • June 24, 1957
RATINGS HASSLE IN LOS ANGELES: TWO MORE TVS DROP ARB REPORT

CAN a rating service successfully defend ratings lower than its competitors? That was a big question in Los Angeles and elsewhere last week on heels of the news that two more Los Angeles stations have discontinued their subscriptions to American Research Bureau's service—admittedly because it came up with lower ratings than the competing Nielsen and Pulse services.

The latest two stations to drop ARB are independents KTTV (TV) and KTLA (TV). They join CBS-owned KNXT (TV) (cancelled last fall) and NBC's KRCA (TV) (last month) to bring to four out of seven Los Angeles stations which have discontinued the report.

None of the stations was speaking for publication last week, but informally they agreed that a major reason for the cancellations was the fact that during daytime hours, which contain most of the tv time still available for sale, ARB ratings fall well below those of Nielsen and Pulse. As daytime is the time they are trying most energetically to sell, those stations indicated a preference for the rating services which provide them with the best sales ammunition.

Roger Cooper, ARB station relations manager, was in Los Angeles last week in search of a solution to the rating differentials. He noted that the basis of the problem is that agencies—and consequently stations—are trying to justify the high cost of television by showing high circulation. He said that this insistence on high ratings rather than proof of impact is an industry problem not confined to ARB or to the Los Angeles market.

James Seiler, president of ARB, admitted in Washington that the situation was a serious one, but said that ARB has no intention of changing its rating methods until it is demonstrated that they are in error. As he maintained, repeated tests of the ARB diary results in Los Angeles have verified their accuracy.

When the first rumblings of station discontent with the ARB results were heard last year the rating service instituted its own test of the diary method against telephone coincidental and personal interview methods of the same program periods. Those tests, conducted at a cost to ARB of $25,000 and involving 60,000 homes—showed the diary results actually 4 points above the other methods, Mr. Seiler said.

Early this year, he stated, TVB conducted similar tests of the Los Angeles market—with the knowledge of ARB and using the same periods as the ARB report. Mr. Seiler said the results of that test had never been published, and that his repeated demands that they be released have been met by TVB with statements that they were "inconclusive." Mr. Seiler, on the contrary, feels that if the TVB tests are released they will bear out ARB's accuracy.

Another reason given by the stations which have dropped ARB was the difference between overnight coincidental ratings which they sometimes receive from that service and figures printed later in the diary reports. The overnight ratings would be used to program sponsorship or adjacent announcements to an advertiser or agency, the stations said, but when the report came out with ratings only half as large as the first reports—or even less—the result would be a cancellation. More than that, the stations said they often were severely criticized for using "phony" statistics to make a sale.

Answering that charge, Mr. Seiler admitted that sometimes such incidents occurred, but pointed out that they were exceptions rather than the rule—and even then that the coincidentals covered a different segment of people and a different time period. He further declared that in other cases the reverse was true—that the diary report would show a higher rating than the coincidentals.

Mr. Seiler said that he would welcome further tests of the accuracy of his service, and that he was looking for a station which would go along with one. KNXT was set to last fall, he said, but cancelled out just before the test was to begin. If such tests prove his method in error Mr. Seiler stated he would of course change the method, but maintained that he could not now publish data which he feels unsubstantiated by the facts.

BY LAND, SEA & AIR
KBIG Hollywood Special Events Director Stu Wilson and his Volkswagen mobile studio have completed an island-hopping voyage from their Catalina Island home base to Honolulu on the maiden trip of the SS Matsonia. There Mr. Wilson is originating a daily one-hour disc jockey and interview broadcast from the annual convention of the Advertising Assn. of the West in the patio of the Hawaiian Village Hotel at Waikiki, today through June 28, 7-8 p.m. Mr. Wilson's hour tape arrives back on the mainland nightly via Pan-American Airways for broadcast on KBIG next day.

Nighttime Radio Given More Stress by Texaco
THE TEXAS Co. (Texaco gasoline), New York, has "discovered" nighttime radio. And, as a consequence, beginning this Friday it will place a portion of its spot radio budget in nighttime (generally in the 7-9 p.m. or 7-10 p.m. periods).

Texaco in each of its "basic" markets will be running about 45 spots per week in various time periods. Included in its nighttime buying is participation in Westinghouse Broadcasting Co.'s new "lateral programming" (see story page 82), becoming the first major advertiser to be associated with WBC's new project.

According to Cunningham & Walsh, New...
York, agency for Texaco, the company which buys spot radio in waves (four weeks at a time), had been emphasizing its period placement in this order of priority: weekends, early evening and morning. Texaco has now revised this ranking, and has inserted nighttime after early evening while easing up on morning periods.

What generated Texaco's switch to late evening radio? C&W explains:

- Availability is there. Texaco thought it would take advantage of nighttime radio's open door policy.
- Review of available research material convinced C&W only two weeks ago that it ought to try nighttime spot radio.
- Summer drivers don't stick to mornings. To Texaco, radio means automobile sets and nighttime traffic (and listening) is heavy during the summer.

C&W characterizes its new buying habit as a "rearrangement." It affects 80-90 radio markets in which the gasoline firm uses spot (one-minute and 20-second commercials).

Durstine Appoints MacKay

CLEMENT W. MACKAY has been appointed executive vice president of Roy S. Durstine Inc., New York. He joined the agency in 1954 as vice president in charge of marketing and research and previously was senior associate of Stewart Dougall & Assoc., management consultants. Before that he was vice president of Kenyon & Eckhardt and president of Kenyon Research Corp. In his new capacity, Mr. MacKay will continue supervision of marketing and research activities for the agency's clients and will contribute to administration.

Keener to President of Goodrich

J. W. KEENER, currently executive vice president of the B. F. Goodrich Co., has been elected president, director and member of the executive committee, effective August 1, according to an announcement last week by John L. Collyer, chairman and chief executive officer of Goodrich. Mr. Keener succeeds William S. Richardson who will continue as a director of the company.

Mr. Collyer also announced that Reuben B. Robertson Jr., president of The Champion Paper and Fibre Co., Hamilton, Ohio, who resigned on April 26 as U. S. deputy secretary of defense, was elected a member of the Goodrich board. Mr. Robertson, first named to the board in December, 1953, resigned in July 1955, prior to his appointment as deputy secretary of defense.

PREVIEW: Sugar Jets soars ahead with 'space' treatment

The campaign was conceived by General Mills' agency for Sugar Jets, Tatham-Laird, Chicago. The agency also will offer premiums with an outer space motif—miniature rockets, satellites and moon ships. Rocket expert Willy Ley, who is one of the technical advisers on the campaign, is writing four books on various phases of outer space which will be offered as premiums for 50 cents and a Sugar Jets box top.

J. W. Gill, Tatham-Laird account executive, claimed the campaign incorporates an "adult approach to space, eschewing the popular kid show approach.

"The agency," he said, "is operating on the premise that the wonders of the universe are exciting enough to children, without adding cops and robbers in space suits." It was decided to tie in Sugar Jets advertising with children's interest in space because "some sort of space idea is suggested naturally by the name Jets".

Mr. Gill reported that the "unusual and authentic sets" alone cost about $50,000. With this investment, he said, General Mills plans to continue its "space" campaign on Mickey Mouse at least through next May. He noted that Mickey Mouse was chosen as the best vehicle for the Sugar Jets space commercials because of its popularity among children and because of Walt Disney's interest in presenting what he calls "science-factual" materials to children on his programs.

Credits for the campaign go to Swift-Chaplin Productions, Hollywood, which produced the commercial; Mary Afflick, Tatham-Laird copywriter; technical advisers including Mr. Ley and Dr. Joseph Kaplan, who is in charge of U. S. participation in the current International Geophysical Year; Chesley Bonestell, artist and John Sternig, principal, Glencoe, Ill., Central Elementary School.
Fla. Citrus Allocates $2.5 Million for TV

THE Florida Citrus Commission will channel more than half of the biggest ad budget in its 22-year history into television. It was announced in Lakeland, Fla., last fortnight. The program, approved after a two-hour presentation by Benton & Bowles, calls for expenditure of $4 million, with an additional $400,000 to be held in reserve for possible use [B&T, June 10]. Of the $4 million, tv will receive $2.5 million compared to $1.7 million out of last year's $3.1 million budget. The four-month simulcast, which will be broadcast 1957-58, is expected to reach $7.9 to $8 million of the current budget, and newspapers $627,000. Smaller amounts go to radio, outdoor, trade and Canadian advertising. However, radio actually is virtually eliminated from the 1957-58 program, the only expenditures being for the final weeks this summer of an orange juice schedule on Arthur Godfrey's simulcast.

Network television shows will largely replace last season's heavy run of 10-12 spots. New emphasis will be given the health and nutrition story for both oranges and grapefruit this coming season, and longer commercials will be needed for this program. Some shows in the program include: the 22-week night-time show and the serial Edge of Night, will be used to promote orange products, and a 13-week night-time show may be co-sponsored shortly after Christmas. Today on NBC-TV will be used again to promote grapefruit. Testimonial advertising, featuring sports stars, will be used extensively on the air and in print. A. W. Holber, chairman of the board of Benton & Bowles, told the commission.

Also announced in Lakeland was the hiring of Homer Hooks as general manager of the commission. Mr. Hooks, formerly manager of H. P. Hood & Sons Co. (citrus concentrate), Dunedin, Fla., was hired at $22,000 a year, or $4,000 more than his predecessor. He succeeds Robert V. Evans, who becomes director of administration at his present $15,000 salary.

Key Scales, head of the G & S Packing Co., Weirsdale, Fla., and newly-elected chairman of the state commission, named three new committee chairmen: J. R. Graves, advertising and merchandising; Bruce Skinner, budget, and Tom Swann, research.

Ekco to Enter Network Radio With Four ABN Daytime Shows

ECKO Products Co., Chicago, making its first use of network radio, has signed to sponsor segments of four American Broadcasting Network morning programs. The Ekco contract, plus four renewals for American programs in the past week, exceed $725,000 in net billings. Ekco will sponsor two segments of Don McNeill's Breakfast Club and one each of My True Story, When a Girl Marries and Whispering Streets starting Sept. 30. Agency for Ekco is Dancer - Fitzgerald - Sample, Chicago.

The four renewals announced include (1) R. J. Reynolds Tobacco Co., Winston-Salem, N. C., weekday and weekend newscasts. Reynolds sponsors newscasts Monday through Friday, 6:30-6:35 p.m. EDT, with Midas Inc.; 7:55-8 p.m. with Charles E. Hires Co., and individually 8:55-9 p.m. and 9:55-10 p.m. Also, it co-sponsors 18 weekend newscasts with Norwich Pharmacal Co., William Esty Co., placed the account. (2) Radio Bible Class of Grand Rapids for KBS, radio Bible Class, Sunday, 8:30-9 a.m. The 52-week renewal beginning June 30, was placed by J. M. Camp & Co., Wheaton, Ill. (3) Ac'cent division of International Minerals & Chemical Corp., one segment weekly of Don McNeill's Breakfast Club effective July 3. BBDO, Chicago, placed the account. (4) Budgepepper's Great Card & Towel Rushes for segments of When a Girl Marries, starting July 2. Hazard Adv. Co., New York is agency. Breakfast Club is presented Monday through Friday, 9-10 a.m., followed by My True Story, 10:10-10:30 a.m.; When a Girl Marries, 10:30-10:45 a.m., and Whispering Streets, 10:45-11 a.m.

Pulse Rating Concept Shown in L.A., Chicago

"THE SIGNIFICANCE of the single yardstick for both broadcast and print media is not that newspapers have not done a good job for their advertisers, but that they have done it with small ratings," Dr. Sydney Roslow, director, The Pulse Inc., said Tuesday in Los Angeles. "The broadcast media can also do a good job with small ratings and at a much lower cost," he added.

The single yardstick concept first presented by Dr. Roslow in New York (B&T, May 27) was explained to advertiser-agency-broadcasters in San Francisco last Monday; Los Angeles, where about 150 defied a heat wave to overflow the meeting room at the Hotel Ambassador on Tuesday, and in Chicago on Wednesday for approximately 70 agency representatives.

Print media men have had a pretty poor opinion of radio-tv ratings in the past, Dr. Roslow told a news conference following the morning meeting in Los Angeles. These broadcast media ratings seemed pretty small in comparison to the print media ratings, and for the simple reason that the print ratings are based on readers of the publication being studied, whereas radio-tv ratings are based on the public at large.

Meeting this criticism when he first presented his all-media yardstick in New York, Dr. Roslow converted his Baltimore newspaper ad ratings from an all-homes base to a reader homes base, producing figures just double those of the all-homes base (as the newspaper has a 50% circulation), with the result that new figures were the kind the newspaper media men are used to seeing, he said.

Dr. Roslow also converted ratings for newspaper ads in Denver from an all-homes base to a reader homes base, with similar results. He also compared the Denver reader homes ratings to ratings made by Advertising Research Foundation in a newspaper readership study made in Denver in 1948, producing a reasonably close match of ratings for the same stores' newspaper ads then and now.

Dr. Roslow said that Pulse plans to make at least one print-and-broadcast media study a year in more than 25 major markets, possibly adding economic and sociological information about the people reached by the print and the broadcast media. The cost of these studies will be underwritten pretty largely by the broadcasters of each community, he commented, with perhaps some participation by advertisers and advertising agencies, but none to be expected from the newspapers.

Max Factor Buys Nine Hours Of KTTV (TV) Beauty Coverage

MAX FACTOR & Co. has bought nine hours of time on KTTV (TV) Los Angeles for exclusive sponsorship of full tv coverage of the sixth annual Miss Universe Beauty Pageant, to be held July 11-19 at Long Beach, Calif. Telecasts will include the arrival of the contestants at Long Beach Municipal Airport July 11, introduction of all contestants at opening ceremonies July 13, International Beauty Parade July 14: semi-finals for contestants July 16, crowning of Miss USA July 17, Miss Universe semi-finals July 18 and the final crowning of Miss Universe July 19.

Some 3,000 retail outlets for Max Factor products are tied into the campaign through a "Max Factor Guess Miss Universe" contest, with more than 150 prizes offered for naming Miss Universe and her four runners-up correctly on blanks obtainable through the stores. The Miss Universe Beauty Pageant is co-sponsored by Max Factor and Catalina swimsuits.

Charles Antell Gets New Shows

NEGOTIATIONS have been concluded between Paul Venze Assoc and Screencraft Pictures Inc. giving Charles Antell exclusive rights on Judge Roy Bean, half-hour syndicated western series in color, the agency said last week. Venze also reported the acquisition of a Mickey Rooney series, which will be offered to tv stations on a package plan with the Bean show, details of which have not been formulated.

BROADCASTING • TELECASTING

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FIELD DAY FOR ARMCHAIR CRITICS

Telestudios uses home viewers to pre-test ads, shows

WHO SAYS ordinary tv viewers aren't good critics of video commercials and programs?

Certainly not George K. Gould, a former CBS-TV producer-director, whose 11-month-old Telestudios Inc., New York, has spent the past few months proving a pet theory of his: that the average viewer often is a better judge of tv fare than the most case-hardened agency or network executive. Mr. Gould does it by exposing the viewer—at home via closed-circuit tv—to commercials and programs shot "in the rough," asking for the viewer's opinions, and then submitting these opinions to the agencies for action.

He already has some 2,500 families serving on the closed-circuit "panel." This week his firm hopes to complete negotiations with a group of New York real estate owners and renting agents which would provide Telestudios with a built-in home audience of 6,000 New Yorkers scattered throughout three boroughs in various apartments and projects.

Telestudios, located in Times Square, claims to be the tv industry's first wholly-independent studio designed to (1) produce pilot commercials, costing anywhere from $500-$1,000 (as against the $5,000-plus cost for an air-quality commercial); (2) pre-test these commercials before a consumer panel via closed-circuit tv; (3) research and interpret these findings. Telestudios believes it can save the advertiser and his agency thousands of dollars that otherwise would be wasted through actual on-air exposure and eventual failure.

A complete unit, Telestudios resembles a network's physical plant. There are studios for audiences and for producing films, kinescope labs, viewing rooms, complete lighting facilities, tape recording rooms, a programming department and a research section. In addition to testing shows and commercials, Telestudios also researches pilot films, e.g., it sought—and got—the audience reaction to the initial episode in the ill-fated NBC-TV STANLEY series, and it shoots low-cost experimental commercials that a home via closed-circuit tv are turned over to production firms for completion.

For example, several weeks ago, a major advertising agency asked Telestudios to develop visually the means whereby the agency and its client, an appliance manufacturer, could "sell" the steam in steam irons. The problem: Steam just doesn't register as steam on camera. It took the Telestudios' production staff just 24 hours to come up with a solution: Arrange lights in such a way as to show not only the steam, but also the steam as it works its way through the fabric.

But what Telestudios considers its biggest contribution so far to the furthering of commercial tv is its system of translating viewing attitudes into concrete, readable terms. By telling the agency why a viewer feels the way he does about a commercial that hasn't received full exposure, Telestudios is able not only to cut production costs but in some instances save the advertiser potential embarrassment.

"No research is better than its panel," according to Mr. Gould. He feels that it is nearly impossible to get a true audience reaction by having a panel sit in a "laboratory" simulated to represent a living room; nor is one likely to attract a true cross-section by inviting people into a specially-constructed viewing theatre to sit in judgment. In either case, the subject is made to feel like a specimen, "a guinea pig." At home, Mr. Gould maintains, the viewer sees a commercial in his living room, on his tv set along with his family. "This is the way he'd see it on commercial tv," Mr. Gould says. "Why not apply the same conditions to testing?"

This is how Telestudios arranges for a pre-view test run. The manufacturer of brand X wants to gauge consumer reaction to a new commercial. His agency will ask Telestudios either to produce a live commercial or shoot a low-cost pilot kine. Telestudios, in turn, will contact its sample audience in a Manhattan apartment development by mail some 10 days in advance of the projected screening. Every family in this development (which has a master antenna system) is asked to participate.

"In our invitation to them," Mr. Gould says, "we stress the prestige factor of belonging to an exclusive preview audience." They usually accept on that basis, he notes. As it works now, each invitation includes a postage-free return card. Each is basically a chance card, with a certain few winning such prizes as bicycles, cameras and other equipment. Telestudios' research organization, Blankenship-Gruneau Research Assn., goes through the return cards and extracts the names of those families who make up a representative cross-section of the tv audience.

The night of the screening (Telestudios only feeds the test runs during "normal" viewing hours, i.e. 7:30-8:30 p.m.), the signal is transmitted from Times Square to the Empire State Building, which serves as the transmitting site for the seven New York stations. From there, the microwave is beamed to the housing development, where special dish-antennas convert the microwave into a channel signal. The channel is No. 6—unused in the metropolitan area. As the panel audience watches the commercial or program, it is asked to set down its collective and/ or individual views on a questionnaire. Later, the questionnaires are sent to Blankenship-Gruneau for analysis. The complete report is then submitted to the agency for further study.

The report will indicate whether the commercial ought to be used as is, whether it should be scrapped or whether it needs additional work. Total cost to the advertiser for filming, production and testing: approximately $2,000 or an estimated 60% less than the cost of a commercial that is written by the

THE SYSTEM IN ACTION

THE "family at home, actually involved in the viewing experience, is the focal point of Telestudios Inc.'s testing. L-r: From the initial closed-circuit explanation of how to complete the questionnaire, through the relaying of the signal to the actual reception of the show in the "guinea pig's" living room.

Agency, tested by the agency, produced by an outside film firm, and immediately used on the air.

"We are not concerned with motivational research," says Mr. Gould. "But we are concerned with what the viewer really thinks of the commercials—just whether he likes it, whether he doesn't like it, and why this is so."

Alfred Blankenship of the research firm feels that the Telestudios' system "comes far closer to measurement under natural viewing conditions than any other method now in use." He says, "The size of the sample, while small, is entirely adequate for the purpose and compares with the number of people questioned on existing systems of program and commercial research."

He admits that the panel "obviously" is not a cross-section of the U.S. "It is a New York panel. But this is a standard logical starting point." As to whether the panel might become "conditioned" and therefore no longer representative, Mr. Blankenship
Get more than 45%
(of Iowa's Drug Sales Potential)

WHO gives you Iowa's Metropolitan Areas (45% of Drug Sales)
... PLUS THE REMAINDER OF IOWA

Iowa has six Metropolitan Areas, which, all combined, account for 44.5% of the State's total Drug Sales. The remainder of Iowa does 55.5%!

Quite a number of radio stations can give you high ratings in ONE Metropolitan Area. WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically the REMAINDER of Iowa, too!

FREE MERCHANDISING!
WHO Radio maintains one of the nation's most comprehensive and successful FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available.) Ask us—or PGW—for all the facts!

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

REMAMINDER OF IOWA
55.5%

IOWA DRUG SALES
1956 Consumer Markets Figures

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives
There are only so many hours in the day
...Here's how to make those hours pay!

If you're a TV station owner or operator — your basic commodity is TIME! And since nobody, but nobody, has ever come up with a plan to expand the twenty-four hours in a day, there's a very circumscribed limit to the amount of time you can sell!

You can increase the number of viewers, however, who watch your particular channel at any given hour. And forgive us for being obvious — but by so doing, you must automatically increase the value of your air-time!

That's where M-G-M features become a very important consideration. Literally dozens of stations have found that the higher ratings achieved by the programming of M-G-M features have justified important rate-card increases.

Therefore, we wonder if you have looked over your rate-card lately? And have you thought about what these fabulous M-G-M features can do towards boosting your rates upwards? We would be happy to have you contact us for the full M-G-M story.

The swing is toward Leo!

A SERVICE OF
LOEW'S INC.

RICHARD A. HARPER, General Sales Manager
701 7th Avenue, New York 36. JUdson 2-2000
said, "Our system involves the use of a particular family only once every six to eight weeks and we do not plan to use a family in the panel indefinitely." Mr. Gould would prefer to broaden the gap to not using a family more than once in three months. To date, there are 2,500 "guinea pig" families. By fall, there will be 4,500.

Mr. Gould recalls the time, just before this past season got under way, when NBC-TV asked Telestudios to "screen" their then-new Buddy Hackett Stanley series (see pictures). When the final tabulation was made, the answer was: "We like the comedian, but not the story." Nonetheless, Max Liebman, NBC, American Tobacco Co., Toni, and the two agencies concerned felt strongly enough about Stanley to put it on, Mr. Gould said. The ratings, it seemed, vindicated the panel. Stanley was dropped in favor of Wells Fargo earlier this year.

Telestudios' present clients include some of the major agencies and a number of "blue-chip" advertising accounts. Mr. Gould also is talking to one of the three major networks about a long-term contract whereby the network would test its future programs via Telestudios.

Standard Oil Buys Football Time, Reported Set for More in Fall

STANDARD OIL Co. (of Indiana) has bought the midwestern sponsorship of half of the professional all-star football game which was played on ABC-TV in Chicago Aug. 9 and is set for other football buys this fall.

Standard will pick up the second and third quarters on network outlets in 14 states; while Pabst Brewing Co. has been signed for national sponsorship of the first and fourth stanzas. ABC-TV still was negotiating for regional clients for the second and third quarters in the East, South and Southwest. Western coverage will be offered for co-op sale. Agencies are D'Arcy Adv. Co. for Standard, and Norman, Craig & Kummel for Pabst.

Also set by Standard for fall, though not officially announced yet, is one-third sponsorship (fall) of Chicago Bears all-star game on more than 30 midwestern stations, one-third of the Green Bay Packers contests on 12 outlets, (both CBS-TV regional network setups) and radio coverage of all games of the Bears on WGN Chicago, rounding out its pro football buys. Fifteen telecasts are included in each of the regional purchases. It was deemed desirable that the college all-star game with the New York Giants at Soldier's Field would be carried on radio, and certainly not as an ABC radio-television simulcast. Meanwhile, Amoco Oil and Pan American have withdrawn from sponsor bidding in the eastern and southern zones.

Bulova May Stress Seasonal Buys

BULOVA WATCH Co., New York, with an eye on the buying season for watches during the gift-giving seasons (Christmas and before Father's and Mother's Day and June graduation) is considering 13 participations in Crisis on NBC-TV. Seven shows would be sponsored during 1957 before Christmas and six others in the spring prior to graduation. If the deal did go through, NBC-TV would have to find another advertiser to pick up the in-between periods on the program. McCann-Erickson, New York, is agency for Bulova.

Radio-TV to Back Rexall Sales

1957 ADVERTISING plans of Rexall Drug Co., Los Angeles, call for a nationwide TV and radio promotion for the semiannual one-cent sales conducted through the thousands of drug stores distributing Rexall products in every county in the U. S., according to BBD, Los Angeles, Rexall agency. Plans are not definite as yet, but probability is that the May and October one-cent sales will be heralded with one-hour musical spectaculars simulcast on both television and radio. Newspaper Sunday supplements and farm magazines will also be used in the new campaign.

"Lux Theatre" Future At Speculation Point

WILL Lux Video Theatre, a 616-year network TV veteran, become another washout in the increasing number of casualties among oldtimer TV shows?

J. Walter Thompson Co., New York, Lever Bros.' agency, doesn't think so. Neither does NBC-TV which has had the program since Aug. 26, 1954. (Before that, it was on CBS-TV, Oct. 2, 1950, to June 24, 1954. It has been telecast weekly in color on NBC since Sept. 20, 1956.)

Yet the future of the drama series next season in its Thursday, 10-11 p.m. period is very much in doubt—symptomatic to an extent of what has been happening to many a prime network TV advertiser.

Lever Bros. told NBC-TV it wants to cut back on the program's cost next fall. Publishers Information Bureau data shows Lever in 1956 spent $4,483,911 in time costs (at gross rates) for the 52-week drama series and $1,737,370 gross in January-April this year. In production cost, the show runs $25,000 to $40,000 per year. Lever would like to reduce its investment by continuing sponsorship on an every-other-week basis. As yet, however, NBC-TV has not found an alternate-week sponsor.

Reason for NBC-TV's difficulty in selling an alternate week to another sponsor has been Lever Bros.' long identity with the Lux series. Lever, nevertheless, believes the situation will be resolved before the next season by an advertiser's picking up half of the 52-week tab.

The network, on the other hand, has been suggesting that perhaps Lever might cancel the series and retain the first half of the time period (10-10:30 p.m.) for a new half-hour program. Lever, while acknowledging that it wants to keep the time period, has not taken to NBC's recommendation.

If or when another sponsor is found, Lever probably would retain the current program title with the alternating show taking on both a different identity and title.

25 Agencies After Orr Clients

MORE than 25 advertising agencies have made overtures toward clients of Robert Orr & Assoc., New York, since Orr lost its major account, Andrew Jergens Co., fortight ago [B&T, June 10]. Another account, Air Express Division of the Railway Express Agency, has left Orr to join Burke Dowling Adams, New York, effective immediately. Latter account bills $500,000 and had with Orr since 1951. Among Orr's clients are Bulova, Durkee Bros., Lever Bros., Brush Co. and Pan American Coffee Bureau. Meanwhile Jergens has not named a new agency.

June 24, 1957 • Page 39
### AVERAGE AUDIENCE (HOMES-000) (t)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>14,105</td>
</tr>
<tr>
<td>2. Gunsmoke</td>
<td>13,259</td>
</tr>
<tr>
<td>3. December Bride</td>
<td>12,977</td>
</tr>
<tr>
<td>4. $64,000 Question</td>
<td>11,526</td>
</tr>
<tr>
<td>5. Ed Sullivan Show</td>
<td>11,565</td>
</tr>
<tr>
<td>6. Alfred Hitchcock Presents</td>
<td>11,123</td>
</tr>
<tr>
<td>7. G. E. Theatre</td>
<td>10,921</td>
</tr>
<tr>
<td>8. I've Got a Secret</td>
<td>10,921</td>
</tr>
<tr>
<td>9. Jack Benny Show</td>
<td>10,881</td>
</tr>
<tr>
<td>10. Perry Como Show</td>
<td>10,760</td>
</tr>
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</table>

### TOTAL AUDIENCE (*

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>38.7</td>
</tr>
<tr>
<td>2. Ed Sullivan Show</td>
<td>38.6</td>
</tr>
<tr>
<td>3. Gunsmoke</td>
<td>36.2</td>
</tr>
<tr>
<td>4. Perry Como Show</td>
<td>36.1</td>
</tr>
<tr>
<td>5. December Bride</td>
<td>35.8</td>
</tr>
<tr>
<td>6. $64,000 Question</td>
<td>32.0</td>
</tr>
<tr>
<td>7. Alfred Hitchcock Presents</td>
<td>31.9</td>
</tr>
<tr>
<td>8. Playhouse 90</td>
<td>31.8</td>
</tr>
<tr>
<td>10. Red Skelton Show</td>
<td>31.2</td>
</tr>
</tbody>
</table>

### AVERAGE AUDIENCE (%)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>15.9</td>
</tr>
<tr>
<td>2. Gunsmoke</td>
<td>14.9</td>
</tr>
<tr>
<td>3. December Bride</td>
<td>14.042</td>
</tr>
<tr>
<td>4. $64,000 Question</td>
<td>13.944</td>
</tr>
<tr>
<td>5. Gunsmoke</td>
<td>13.574</td>
</tr>
<tr>
<td>6. Playhouse 90</td>
<td>12.372</td>
</tr>
<tr>
<td>8. I've Got a Secret</td>
<td>12.79</td>
</tr>
<tr>
<td>9. Red Skelton Show</td>
<td>12.77</td>
</tr>
</tbody>
</table>

* (1) homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* (2) homes reached during the average minute of the program.

* Percent ratings are based on TV homes within reach of station facilities used by each entry.

### BACKGROUND

The following programs, in alphabetical order, appear in this week’s BEAT TV ratings roundup. Information is in following order: program name, network, number of stations, sponsors, agency, day and time.

**9. Helen Trent (2nd half)** 1,589

**10. Second Mrs. Burton** 1,589

**Day, Sunday (average)** (385)

**1. Woolworth Hour** 1,445

**2. Robert Trout-News** 963

**3. Johnny Dollar** 887

**Day, Sunday (average)** (578)

**1. Sports** 1,059

**2. Allan Jackson-News** 1,059

**3. You Bet Your Life** 1,059

* homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

**NOTE:** Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

**Copyright 1957 by A. C. Nielsen Company**

**ROLEX ROYAL CHALLENGE**

**1957 ($64,000 Question)** (CBS-187): Johnnie Ray & His Comets, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): Rezin, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): Don McLean, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Happy Days, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): Dick Van Dyke, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): Robert Goulet, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Big Band Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The John Paul Jones Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Steve Allen Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Lloyd Bentsen Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Bob Hope Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Andy Williams Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Steve Allen Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Jack Benny Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Red Skelton Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Robert Goulet Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Perry Como Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Steve Allen Show, Mon. 9:30-10 p.m.

**1957 ($64,000 Question)** (CBS-187): The Red Skelton Show, Mon. 9:30-10 p.m.

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**1957 ($64,000 Question)** (CBS-187): The Steve Allen Show, Mon. 9:30-10 p.m.
WDAY-TV DELIVERS
520% MORE FARGO-MOORHEAD HOMES
THAN STATION "B"!

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of 520% more homes than Station "B", for all time periods!

WDAY-TV gets—
760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — each between 40 and 60 miles away!

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV — 43.6. Station "B" — 11.9.
Stations May Check Ads With Toillet Goods Assn.

"If you have doubts about any cosmetics or toilet goods advertising offered your station, submit it to our Bureau of Standards, and we'll be glad to review it for you," Stephen L. Mayham, executive vice president, Toilet Goods Assn., advised radio and tv station management.

Interviewed in Los Angeles, where he addressed the Los Angeles Advertising Club on Tuesday, Mr. Mayham predicted that the Federal Trade Commission, which is keeping a watchful eye on copy, especially tv commercials, looking for exaggerated claims for advertised products, is almost certain to file more actions against advertisers in the months to come.

"The man-in-the-white-coat complaint is just the beginning," he said, referring to the FTC complaint against American Chicle Co. for its Rolaid's tv commercials [BT, May 20].

Competition among cosmetic advertisers, not only for the right kind of advertising copy to sell their products but also for the right tv time (a scarce commodity with not enough to go around), and for the right tv programming to provide an audience for their commercials (also hard to obtain), plus the high cost of tv advertising, have forced the manufacturers of beauty products and their agencies to do everything possible to see that their advertising actually sells their products, Mr. Mayham said. With conditions like these, a certain amount of exaggeration is inevitable, he commented. And some of it is likely to get beyond the permissible bounds of enthusiastic salesmanship and into the area of misleading promises and false claims.

"There's nothing particularly wrong when the manufacturer of a skin cream that will remove roughness from hands and make them smooth claims that his skin cream does a job better than any other," Mr. Mayham said. "But when he claims that it will remove wrinkles put into a brow by years of frowning, then he's heading for trouble."

The major networks and the leading women's magazines are already asking the TGA Bureau of Standards to review questionable copy and advise them whether or not to run it, Mr. Mayham said. But he stated that very few individual radio and tv stations have availed themselves of this service. If they ever want such help, they can get it by sending a copy of the questionable commercial to the Bureau at TGA headquarters, 1270 Sixth Ave., New York 20, he said.

The real danger from excessive advertising claims is not FTC action, serious as that might be, Mr. Mayham said. "The real danger," he declared, "is that the American woman might lose her faith in advertising; not just in the ads of the company whose products disappointed her, not just in cosmetic advertising, bad as that would be for our industry. No, when she's misled by one advertiser the danger is that she'll lose her faith in all advertising and if that ever should happen our whole American economy would be threatened."

Edsel Signs For Spectacular On CBS-TV Early in Fall

COMPLETION of negotiations for presentation of the first Edsel car spectacular on CBS-TV early this fall was announced Thursday by Foote, Cone & Belding, agency for the Ford Motor Co.'s Edsel Div. account.

Edsel will air its introductory program in the time slot held by The Ed Sullivan Show sometime in September or October, according to John B. Simpson, vice president in charge of radio-tv for F C & B, keeping the show in the same sponsor family. Mr. Sullivan is sponsored by Lincoln-Mercury dealers, who handle those Ford Motor Co. products.

While no emcee has been selected as yet, the Edsel show will be produced and staged "entirely separate" from the Sullivan operation, and probably have a variety format with top stars in featured roles, Mr. Simpson adds. Mr. Sullivan reported that Lincoln-Mercury dealers agreed to relinquish the 8-9 p.m. spot so Ford could present its new Edsel "under the most auspicious circumstances and in one of the most popular television time periods available."

No decision has been made yet by Edsel on whether the spectacular will be followed by another one-time program of regular series, or on the extent of possible spot radio or tv support. Agreement with CBS-TV materialized after negotiations fell through on simultaneous dual network exposure for the spectacular involving clearances with NBC-TV.

Frozen Food Firm Turns to Tv With $100,000 Spot Budget

LATEST ADVERTISER to go "practically all-out" for television is Silver Skillet Brands Inc., Skokie, Ill., which recently switched from Rutledge & Lilienfeld Inc., Chicago, to Mohr Assoc., New York.

Starting July 1, Silver Skillet, which claims to be the first frozen food manufacturer to have found the way to freeze and sell "ready cooked . . . ready sliced" delicatessen-style corned beef, will introduce that offering on WPAB (TV) New York. In September it will take corned beef to Chicago and between July and September intends to spend $100,000 in advertising—90% in tv. It hopes to have opened another five markets by the end of the year.

The one-minute spots were filmed by Biograph Studios, New York.

NETWORK BUSINESS

Borden Co., N. Y., and American Home Products Corp., N. Y., have renewed as alternate sponsors of NBC-TV's comedy series The People's Choice for the 1957-58 season. Agency: Young & Rubicam, N. Y.

Dr. Ross Pet Foods, Hollywood, announces purchase of quarter-hour commentary, Dan Smoots Reports (Sun., 9:15-9:30 p.m.), on full Don Lee Broadcasting System and Arizona affiliated radio stations.

SPOT BUSINESS


ACTIVITY

<table>
<thead>
<tr>
<th></th>
<th>HOW PEOPLE SPEND THEIR TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week, June 9-15. This is how they spent their time:*</td>
<td></td>
</tr>
<tr>
<td>62.4% (76,658,000) spent 1,456.4 million hours</td>
<td>WATCHING TELEVISION</td>
</tr>
<tr>
<td>36.4% (57,150,000) spent 1,261.1 million hours</td>
<td>LISTENING TO RADIO</td>
</tr>
<tr>
<td>80.5% (98,868,000) spent 380.6 million hours</td>
<td>READING NEWSPAPERS</td>
</tr>
<tr>
<td>29.1% (35,745,000) spent 170.9 million hours</td>
<td>READING MAGAZINES</td>
</tr>
<tr>
<td>24.5% (30,090,000) spent 351.0 million hours</td>
<td>WATCHING MOVIES ON TV</td>
</tr>
<tr>
<td>40.8% (50,055,000) spent 207.7 million hours</td>
<td>ATTENDING MOVIES</td>
</tr>
</tbody>
</table>

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by BT each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* For the week of June 9-15, figures in the category "watching movies on TV" were up 32.7% over the preceding week. Sindlinger credits this upswing to the heat wave, which kept people up late at night. This is verified by the fact that nearly all of the increase was noted after 11 p.m. on the late shows.)

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 5-7 days of the interviewing week.

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PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.

The Houston Fearless Line of TV and Motion Picture Studio Equipment Also Includes This Variety of Products:

Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.

Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.

All-Metal Adjustable Tripod—Ideal for use with 35mm cameras in the studio or field.

Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.

Cradle Heads—Perfect balance and remarkable ease of horizontal and vertical panning for monochrome and color television cameras.

Remote Control Units—For Mounting TV cameras in inaccessible places and operating them completely from a small portable camera control.

Remote Control Microwave Parabola—Easy control of the direction or degree of azimuth and tilt from the television transmitter room at distances of over 1500 feet.

For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.
TV NETWORK BUYS AND BUYERS

THOUGH the top 10 network tv advertisers in April didn't change much in a year's time, according to computations based on Publishers Information Bureau data, the leading network advertisers of respective product groups did.

Early results are hardly conclusive. But PIB reports recently have shown a consistent makeup of the top 10 with radical shifts at a minimum. On the other hand, the April comparison finds interesting changes in smaller product group leaders and in spending habits. (In April, network tv advertisers spent 5.7% more at gross rates than they did that month a year ago.)

In soaps, Procter & Gamble led with more than $3.6 million, a $500,000 margin above its April mark in that product group a year ago. (As the top 10's leader, P&G was $700,000 ahead of its monthly gross outlay of last April.)

In toiletries, a $7.5 million-plus item in April, Gillette was the leader with more than $1 million, replacing the April 1956 leader, Colgate-Palmolive. Nevertheless, both are among the top 10. General Foods led foods last April as it did in April '56. Chrysler did top its category, even though it spent slightly less last April. But R. J. Reynolds, a repeat leader in the smoking category, is spending more, as is American Home Products, top advertiser in drugs and remedies.

Changing habits are more pronounced as the smaller product groups are analyzed. Examples: Best Foods (Shinola shoe polish, etc.) replaced Knomark Mfg. in the apparel-footwear category, spending at more than twice the Knomark pace of a year ago in doing so; Hallmark Cards moved into the stationery slot spending more than $50,000 above the mark of Parker Pen, last year's April leader; Time Inc. spent more than three times its April total in 1956 and maintained leadership among the publishers in that category, yet RCA spent less (about $40,000) and still led the radio-tv product group.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING APRIL '57 AND JANUARY-APRIL '57 AS COMPARED TO 1956

<table>
<thead>
<tr>
<th>Product Group</th>
<th>April '57</th>
<th>Jan.-Apr.'57</th>
<th>April '56</th>
<th>Jan.-Apr.'56</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE &amp; FARMING</td>
<td>$300,000</td>
<td>$300,000</td>
<td>$300,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access.</td>
<td>$500,000</td>
<td>$500,000</td>
<td>$500,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$600,000</td>
<td>$600,000</td>
<td>$600,000</td>
<td>$600,000</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>$700,000</td>
<td>$700,000</td>
<td>$700,000</td>
<td>$700,000</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$800,000</td>
<td>$800,000</td>
<td>$800,000</td>
<td>$800,000</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$900,000</td>
<td>$900,000</td>
<td>$900,000</td>
<td>$900,000</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$1,100,000</td>
<td>$1,100,000</td>
<td>$1,100,000</td>
<td>$1,100,000</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
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<tr>
<td>Horticulture</td>
<td>$1,300,000</td>
<td>$1,300,000</td>
<td>$1,300,000</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>$1,400,000</td>
<td>$1,400,000</td>
<td>$1,400,000</td>
<td>$1,400,000</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$1,500,000</td>
<td>$1,500,000</td>
<td>$1,500,000</td>
<td>$1,500,000</td>
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<tr>
<td>Industrial Materials</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,700,000</td>
<td>$1,700,000</td>
<td>$1,700,000</td>
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</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>$1,800,000</td>
<td>$1,800,000</td>
<td>$1,800,000</td>
<td>$1,800,000</td>
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<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>$1,900,000</td>
<td>$1,900,000</td>
<td>$1,900,000</td>
<td>$1,900,000</td>
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<tr>
<td>Political</td>
<td>$2,000,000</td>
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<td>$2,000,000</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>$2,100,000</td>
<td>$2,100,000</td>
<td>$2,100,000</td>
<td>$2,100,000</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>$2,200,000</td>
<td>$2,200,000</td>
<td>$2,200,000</td>
<td>$2,200,000</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>$2,300,000</td>
<td>$2,300,000</td>
<td>$2,300,000</td>
<td>$2,300,000</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>$2,400,000</td>
<td>$2,400,000</td>
<td>$2,400,000</td>
<td>$2,400,000</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>$2,600,000</td>
<td>$2,600,000</td>
<td>$2,600,000</td>
<td>$2,600,000</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>$2,700,000</td>
<td>$2,700,000</td>
<td>$2,700,000</td>
<td>$2,700,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,800,000</td>
<td>$2,800,000</td>
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Source: Publishers Information Bureau
Meet Jack Tipton, KLZ-TV station manager, looking over the undisputed leadership of Channel 7 in the latest (May) ARB Denver ratings.

More KLZ-TV shows in the top 50 than for all three other Denver TV stations combined. (KLZ has 27; Station B, 13; Station C, 10; Station D, 0.)

More KLZ-TV non-network shows in the top 15 non-network than for all others combined (12 out of 15).

Greatest share of audience sign-on to sign-off, seven days a week, of all Denver TV stations.

* Highest rated network show in Denver.
* Highest rated local TV show in Denver.
* Highest rated news—weather—sports shows.
* Highest rated local news shows—morning, afternoon and night.

Capitalize on the overwhelming dominance of KLZ-TV. Sell to Denver's largest TV audiences. Call Jack Tipton—or wire your KATZ man—NOW!

KLZ-TV
CBS in Denver

Represented by the KATZ Agency
This summer America's consumers will fill their shopping baskets fuller than any summer in their history. And they will fill them with the products they know best—the brands they see on television.

Last summer they spent nearly 10 per cent more than they did the previous winter—7 per cent more for food; 12 per cent more for household appliances; 15 per cent more in department stores and nearly 8 per cent more on installment purchases.

For the television advertiser, each summer becomes more inviting than the last.

Each summer the average family spends more time watching television.

Each day 8,000 new families join the vast television audience, and by July the number of television homes in the country will total 40,300,000—nearly 3½ million more than last July.

And each summer CBS Television brings to its advertisers bigger audiences than the summer before and larger than any other network.

CBS Television advertisers are better prepared for the big summer sales push than ever—in fact, this summer 14 per cent more of our winter advertisers will be on the air than a year ago.

These are compelling facts for an advertiser who is debating when or where to launch his new advertising campaign.

Clearly the time to start is now; the place...
PAY TV EMERGES AS STAR TOPIC AT NARTB DIRECTORS' MEETINGS

- Boards chart survey of pay tv impact on stations
- Proposals for radio-tv circulation counts reviewed
- Directors hear blistering Celler attack before FCBA

DIRECTORS of NARTB, representing both radio and tv, dug deep into basic broadcast problems last week, searching for ways to chart the industry's future.

Their three days of meetings took a close look into these questions:

- What will paid tv programming, wired and/or broadcast, do to the living habits of the nation's homes?
- And to the value of tv and radio station properties?

The directors took two steps to meet these problems:

- Ordered before-and-after studies of home habits in Bartlesville, Okla., where wired tv programming is slated to start in August, and:
- Called on the membership "to launch an all-out campaign" to inform the public about the possible effects of pay-tv.

The meeting minutes won't reflect some of the most important discussions held during the three days because they took place in hotel rooms, and dining spots where directors matched experiences. They speculated on what's going to happen in the sphere of communications and wondered if they actually have property rights in their own signals.

It was obvious these 40-odd broadcasters were deeply concerned about paid services. They were especially interested in the apparent immunity of wired services to any sort of federal regulation. They spoke of suggestions that wired programming might mushroom into a multi-billion-dollar medium that could start a fierce competitive race for the eyes and ears of America.

It was obvious, too, that many broadcasters are ready to join the wired service movement, should it start gathering momentum.

To meet the demand for new and more definite information on the circulation of tv and radio stations, the separate boards decided to submit a video circulation-audit project to the NARTB regional meetings.

Finally, the NARTB directors took a solemn look at the goings-on in Congress, Dept. of Justice, FCC and federal courts, noting that investigations and pressures are at an all-time peak. Most of them agreed, individually, they had never seen anything like it in the history of broadcasting.

The directors had a sample of what happens around Washington when they heard Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, subject the FCC to what many considered the most brutal whipping within recollection. Broadcasters came in for their share of chastisement when Chairman Celler, head of the antitrust subcommittee that recently called for correction of many industry practices

[BT, June 10], announced he had introduced a bill to bring business services, including broadcasting, under provisions of antitrust laws controlling the sale of commodities.

Scene of the Congressional blast was the Federal Communications Bar Assn. Thursday luncheon. Two FCC members—Comrs. Rosel H. Hyde and John C. Doerfer—sat through the speech and heard Chairman Celler ad lib a warning that he would "tolerate no nonsense" from the Commission.

His sharp remarks covered spectrum space, hearing practices, alleged FCC footsie-playing with the industry, network discount practices, monopolizing of broadcast program fare and concentration of network power.

After three days of this, the directors left for their homes Friday afternoon, and NARTB's headquarters staff prepared to carry out a sheaf of directives from the separate and combined boards.

RADIO-TV CIRCULATION PLANS GO BEFORE NARTB BOARDS

Buyers of television and radio time will have the benefit of audited information on set circulation and tune-in for both media, if NARTB's circulation projects are carried out. Circulation plans were moved along last week by the association's separate TV and Radio Boards.

The TV Board decided to submit a video audit plan to the eight NARTB regional meetings this autumn [BT, June 17]. Industry reaction will be analyzed before the TV Board decides what to do next. The Radio Board accepted a report covering a proposal to study radio circulation and survey methods. The goal is development of a method that will show timebuyers the "real over-all dimensions of radio."

Both TV and Radio Boards approved a fact-finding study of the upcoming wired pay-tv project in Bartlesville, Okla. (story, page 50). The joint boards endorsed the FBI resolution (SJ Res-106) calling for a three-man committee investigation of government use of spectrum space (see story, page 62).

The tv circulation project is based on a plan developed by an NARTB circulation subcommittee. Hugh M. Beville, NBC vice president, reviewed the formula, developed after several years of study, as subcommittee chairman. The formula is based on a telephone interview technique that will show average daily and weekly circulation, along with tv set ownership. Both will be shown on a county-by-county basis.

This method, the tv directors were told, "produces acceptable circulation percentages
“but why should I have to sell my representative, too?”

Good question! Yet this station manager—with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative’s attention...competition with a host of other stations on his list...simply doesn't make sense.

You shouldn't have to sell your representative on performing his job fully. And with specialized representation, you don't. There's no routine, no “production line” formula when you're one of the quality stations on Harrington, Righter and Parsons' limited list. Your representation is tailored to your station's distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don't want to be one of the pack. With us, they never are!

HARRINGTON, RIGHTER & PARSONS, Inc.

**television — the only medium we serve**

WCDA-B-C  Albany  WAAM  Baltimore  WABT  Birmingham  
WBEN-TV  Buffalo  WJRT  Flint  WFMY-TV  Greensboro/Winston-Salem  
WTPA  Harrisburg  WTIC-TV  Hartford  WDAF-TV  Kansas City  
WHAS-TV  Louisville  WTMJ-TV  Milwaukee  WMTW  Mt. Washington  
WRVA-TV  Richmond  WSYR-TV  Syracuse
on an average day and average week basis for telephone homes in all cases where there is no problem of non-response." At present, it was explained, there is not enough evidence to show the effect of non-response. The problem will be studied further in a pilot study, should the TV Board endorse the project following the autumn regional meetings. These meetings will be open to both member and non-member broadcast stations.

The full Audit Circulation Committee recommended that NARTB continue to support inclusion of television penetration questions in current population and business surveys in cooperation with S. Census Bureau.

Campbell Arnoux, W TAR-TV Norfolk, Va., is chairman of the audit tv group. E. K. Hartenbower, KC M0 Kansas City, represented the Radio Research Committee.

Both the TV Board, which met Wednesday, and the Radio Board, which met Thursday, endorsed a plan to name an eight-man ad hoc committee to study the organization of NARTB conventions following the 1958 industry meeting in Los Angeles. The radio directors went a step further by recommending that the committee review the programming and organization details of regional meetings following the 1957 sessions.

The Thursday Radio Board meeting, Friday, was: Mr. Hatch; J. G. Paltridge, WFAA-Dallas; Alex Keese, WPG-$7,000 per family per year). Large numbers of the residents of this city. The data will show breakdowns of the families' way of daily living prior to the start of wired tv programming service.

After the wired service has been in operation long enough to justify a study of audience reaction to paid programming, comparative data will be obtained for a substantial segment of homes, possibly as many as 300. Selection of an original sample of say, 1,500 homes out of the 7,800 in the city, it is thought, would yield at least 300 subscriber homes for the follow-up check. The survey is expected to show how families feel about paid tv service, and what they think about the proposed $9,50 monthly charge for wired programming.

Bartlesville is a high-income market (around $7,000 per family per year). Large numbers of the residents of this oil-administration city hold executive or technical positions with major oil companies. A. U. of Oklahoma survey indicates that the proposed $9,50 monthly wired service fee is over three times the amount spent on movies by the average Bartlesville family. The wired service is being installed by Video Independent Theatres Co., owner of minority interest in KWTV (TV) Oklahoma City, tv permittees in Hot Springs, Ark., and Santa Fe, N. M., and operator of a chain of 230 movie houses and drive-ins in the Southwest [B&T, June 10].

In urging NARTB's members to start an "all-out campaign" to tell the public about “what it stands to lose if pay tv were authorized in the free television bands," the NARTB tv board directors adopted a formal resolution which reaffirmed the association's opposition to proposals before the FCC which would permit the proponents of pay tv to move in

**FIRST meeting of newly constituted NARTB Tv Code Review Board was held Monday in Washington, with all five members attending. Taking part were: (seated, 1 to r); Mrs. Hugh Mc- Clung, K HSL-TV Chico, Calif. Bill- liam B. Quanston, WM T-TV Cedar Rapids, Iowa, chairman; Richard A. Borel, WBNS-TV Columbus, Ohio, standing, Donald H. McGannon, Westinghouse Broadcasting Co. and Roger W. Clipp, Triangle Stations.**

NARTB'S Tv Board spent a substantial portion of its Wednesday meeting exploring all the angles of paid television. After the meeting, the board stated that the FCC permits operation of paytv in the video band.

Newest development in the paid-programming situation is the association's research project in Bartlesville. NARTB's announcement merely said the board "authorized a fact-finding study of the Bartlesville, Okla., wired pay television project which reportedly will get under way late this summer."

It appeared at the weekend that the association will work swiftly to get this major project under way. First, it is expected a private research firm, Crossley, S-D Surveys Inc., will be retained to investigate the living and viewing habits in 1,000 or possibly 1,500 homes prior to entrance of programming service. A crash program would handle these interviews in a speed it was thought.

The advance study would yield economic data on each home in the city. The data would show breakdowns of the families' way of daily living prior to the start of wired tv programming service.

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The advance study would yield economic data on each home in the city. The data would show breakdowns of the families' way of daily living prior to the start of wired tv programming service.
Once again... NTA is loaded with crisp, new feature films for TV

A new package of 50 outstanding feature films... from the studios of 20th Century-Fox

NOW LOOK INSIDE...
A WAD OF TYPICAL SUCCESSES...YOU
from the exciting, new

GUADALCANAL DIARY
William Bendix, Lloyd Nolan, Anthony Quinn

GENTLEMAN'S AGREEMENT
Grégoire Peck, Dorothy McGuire, Celeste Holm

13 RUE MADELEINE
James Cagney, Richard Conte, Walter Abel

LEAVE HER TO HEAVEN
Cornel Wilde, Gene Tierney, Vincent Price
CAN BANK ON...FOR HIGHEST RATINGS

"Big 50" Feature Film Package

SITTING PRETTY
Clifton Webb, Robert Young, Maureen O'Hara

FOREVER AMBER
Linda Darnell, George Sanders, Cornel Wilde

LLOYDS OF LONDON
Tyrone Power, Madeleine Carroll

New York
19
1-74
210

Plus 43 other big money-makers!

Dollars

AUTHORIZED SIGNATURE
DRAW ON "THE BIG FIFTY"...
or top feature film programming!

Latch onto generous NTA, which has just added Fort Knox to its treasury of fabulous films... with its wealthy-making new package, "The Big 50".

It's a mint from 20th Century-Fox, and it's certain to garner big ratings and big sales.

So stake your claim on NTA today... via phone, wire or old-fashioned letter. It's the root of all good!

TODAY, PHONE, WIRE OR WRITE

NTA

Harold Goldman,
Vice President in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100
CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS
Mr. Anello has been chief of the FCC law and enforcement division, Safety & Special Services Bureau. Recently he has been specializing in FCC proceedings proposing reallocation of frequencies over 890 mc.

Mr. Heald took part in the NARTB board meetings last week. His final assignment at the association will be preparation of a statement to the Internal Revenue Service covering depreciation problems involved in electronic equipment.

Mr. Ward will serve in the NARTB station relations department.

**Film Show Commercials Well Below Code Limit**

THREE out of four tv stations use only half, or less than half, of the commercial time permitted by the NARTB Tv Code in their participating programs based on feature-length films, according to a survey conducted by NARTB.

The survey, ordered by the association's Tv Code Review Board, was based on monitoring of 226 feature-length film programs telecast by 49 stations in 24 cities. Only programs of an hour or more, presented after 6 p.m., were analyzed.

William B. Quarton, code board chairman, announced the results of the study at a board meeting held Monday in Washington. The findings showed that 77% of the programs monitored used no more than half, and in most cases less than half, the maximum commercial time allowed by the code. A ratio of not more than one minute of advertising for five minutes of programming is specified by the code. No instance was found where a station had exceeded the code limit.

The average number of commercials per program was 3.6, it was found. The majority (52%) of the commercials were of 1½ minutes duration or less, and 43% were from 1¼ to 2½ minutes long. The study dealt with participation programs that use spot announcements, about 90% of the feature films following this formula.

Mr. Quarton said that two-thirds of code-subscribing tv stations will have been monitored by March 1958. The board issued a reminder that a recent code interpretation holds advertising of products for the treatment of hemorrhoids and for use in connection with feminine hygiene is not acceptable.

Next code board meeting will be held in November at Hollywood, Calif., with members of the Alliance of Film Producers taking part. The alliance joined the code last year. Code membership now numbers 303 stations and all three tv networks.

**Howe Heads Fla. Broadcasters**

JAMES L. HOWE, WIRA Fort Pierce, was elected president of Florida Assn. of Broadcasters at its June 14 meeting in Miami Beach. He succeeds H. Dennison Parker, WTAN Clearwater, who becomes a member of the board. Others elected were Lee Ruwitch, WTJQ (TV) Miami, first vice president, and Laurence A. Rollins, WSIR Winter Haven, second vice president.

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**Lindsey, Jarman Head NARTB Radio Board**

MERRILL LINDSAY, WSOY-AM-FM Decatur, Ill., was elected chairman of the NARTB Radio Board at its Thursday meeting in Washington. He succeeds John M. Butler, WSB Atlanta. Mr. Lindsay is an NARTB director-at-large for fm stations and has served several terms on the board.

J. Frank Jarman, WDNC Durham, N.C., medium station director-at-large, was elected vice chairman of the Radio Board. He succeeds Herbert L. Krueger, WTAG Worcester, Mass., whose term expired last April.

Mr. Lindsay entered broadcasting in 1937 when the Decatur Herald and Review bought WJBL Decatur, which later was changed to WSOY. He is now vice president of the radio stations as well as vice president of operations for Lindsey-Schaub Newspapers. Mr. Jarman has been general manager of WDNC since 1935 and was elected a vice president of the station in 1946.

**FCC's Anello, KYW's Ward Slated to Join NARTB July 1**

DOUGLAS A.ANELLO, of the FCC, joins NARTB July 1 as chief attorney. He succeeds Robert L. Heald, who joins the Washington law firm of Spearman & Robinson.

Gordon L. Ward, of KYW Cleveland, will join NARTB July 1 as field representative.
RAB PLANS MAJOR SALES EXPANSION

- Board sets record budget
- More presentations slated

A MAJOR EXPANSION in Radio Advertising Bureau's regional and local selling activities was authorized by the RAB board of directors last week, along with approval of a record-setting budget for the last half of 1957.

Officials said the enlarged budget, effective July 1, is predicated on an operating income at an annual rate of $890,000 for the next six months of this year, and that current indications point to a fiscal-year budget of $925,000 by Dec. 1. RAB started this year with a budget of approximately $820,000 and currently is spending at the rate of about $860,000 annually.

The expansion of selling activity, President Kevin B. Sweeney told the board, will enable RAB to double the number of advertisers in which RAB salesmen now operate, and to increase by more than one-third the volume of personal presentations to be made to major advertisers in these cities.

Under the new plan, Mr. Sweeney said, RAB sales teams will visit more than 1,500 advertisers in 65 principal markets during the next 12 months, as compared to 950 advertisers called upon in 31 cities during the past year.

Other highlights of the board's semiannual session, held Tuesday in New York:

- The board approved an executive committee recommendation that the date of the 1957 annual membership meeting be changed to the afternoon of Oct. 9, to coincide with the third annual RAB National Radio Advertising Clinic, in hopes of boosting attendance at the meeting. In the past the membership meeting has been held the second Monday in November.

RAB management was authorized to negotiate for larger New York offices to accommodate its expanding headquarters staff. The expansion, officials said, will be primarily in the sales department, where the number of salesmen is expected to be increased from the present 11 to about 14 by the end of this year. RAB hopes to move from its present quarters, 460 Park Ave., into new space around November.

- Joseph E. Baudino of Westinghouse Broadcasting Co., retiring after two terms as RAB chairman, was presented an illuminated scroll in recognition of his "outstanding service to this organization and to the radio broadcasting industry." The presentation, the RAB membership, was made by Kenyon Brown of KWFT Wichita Falls, Tex., incoming chairman.

- Robert E. Eastman, American Broadcasting Network, and William E. Rine, Storer Broadcasting Co., were elected to the RAB board. Mr. Eastman succeeds Don Durgin, who has moved from American to NBC-TV, while Mr. Rine replaces Lee B. Wailes, also of Storer.

- A five-man committee to nominate members for forthcoming vacancies on the board was named by Mr. Brown: Allen M. Woodall, WDKK Columbus; Grady, chairman; Charles C. Caley, WBDD Peoria, Ill.; Frank P. Fogarty, WOW Omaha; John S. Hayes, WTOP Washington, and Alex Keece, WFAA Dallas.

- President Sweeney reported that reservations for three of the six regional management conferences scheduled around the country for late summer and fall have been sold out.

Six newly elected board members were on hand for the meeting: Richard D. Buckley, WNEW New York; Matthew J. Culligan, NBC Radio; Mr. Keece; Don Searle, Colby, Kan.; Ben Strope, WWDC Washington, and Adam J. Young Jr. of the Adam J. Young station representation firm.

Other members present were Chairman Brown, President Sweeney, Messrs. Baudino, Caley, Fogarty, Hayes, Keene, and Woodall, and Edward Breen, KVDF Fort Dodge, Iowa; John C. Cohan, KSBW Salinas, Calif.; Simon Goldman, WTN Jamestown, N. Y.; George J. Higgins, KBME Kansas City; Ward D. Ingram, KJHT Los Angeles; C. Howard Lane, KOIN Portland, Ore.; Elroy McCaw, WINS New York; William B. McGrath, WHDH Boston; Robert T. Mason, WVMR Marion, Ohio; G. Duret Nunn, WLAP Lexington, Ky., and Edward Petry, Edward Petry & Co., station representation firm, New York.

Farm Broadcasters Receive Warm Words From President

FARM BROADCASTERS "are engaged in one of the greatest efforts for the future benefit of our country," President Eisenhower said Tuesday in greeting 125 members of the National Assn. of Television & Radio Farm Directors, holding their spring meeting in Washington. The President was presented a membership plaque by NATRFD President Jack Timmons, KWKH Shreveport, La.

The President said, "I think there is nothing that all of us need to know—including those of us who practice the facts. I believe that the information, the statistical, political, commercial, industrial information that a farmer needs today in order to conduct his business properly, in order to associate himself with his fellowmen properly, can be gained only by day-to-day access to the best possible information on these subjects that there is obtainable.

"That, as I conceive it, is the mission of you people—to bring forth these facts—not to be an exhortor for any particular plan or idea of anybody's of any political party, or of any individual, but to take the ideas and the facts and analyze them to bring all the necessary information to the people that have to do with the work and ultimately form the decision. . . . As I congratulate you on the work you are doing, I thank you for it."

The farm directors took part in three days of programming, including sessions with government and legislative leaders. Final event was a Wednesday trip to the government's agricultural research center at Beltsville, Md.

A special committee in charge of a new sales promotion brochure designed to help farm broadcasters in the sale of time viewed progress made in these projects. The brochure will be produced by Don Lerch, consultant. It will be titled "Is Your Farm Advertising Balanced for Best Results?"

Final action on the project is to be taken at NATRFD's annual convention in Chicago Nov. 29-Dec. 1. Mal Hansen, WOW Omaha, is chairman of the special brochure committee. Bob Parker, WBAY Green Bay, Wis., is vice chairman.

Another committee is studying a proposal to hire an executive secretary for NATRFD. It is headed by W. A. Ruhmann, WBAP Fort Worth, chairman, and George Roesner, KPRC Houston, vice chairman.

Total attendance at the spring meeting was 250.

Patrick New GAB Secretary

ROBERT LAWRENCE PATRICK, has been named secretary-manager of the Georgia Assn. of Broadcasters, Athens, with headquarters at the Henry W. Grady School of Journalism, U. of Georgia, where he also will have staff duties. Mr. Patrick, an alumnus of the Grady School, has previously been associated with WTAM Decatur, Ga., and Dayton, Ohio, radio and tv stations. He succeeds R. B. Oxford, who July 1 becomes public relations director of West Georgia College, Carrollton.

Rastatter to Tvb PR Director

JOSEPH R. RASTATTER has been named director of public relations for the Television Bureau of Advertising, it was announced last week by Norman E. Cash, president of the bureau. Mr. Ras- tatter joins Tvb today (Monday). He succeeds Sid Mesibow, who resigned to join ABC-TV (story page 75). Mr. Rastatter formerly was general public relations counsel with John T. Casey & Assoc., New York. He also was with CBS-TV Hollywood.
announcing...

the OK Group
and Stars National
HOOKUP!

DESIGNED TO DELIVER THE
LUCRATIVE SOUTHERN
NEGRO MARKET

Mr. Bernard Howard, President of Stars National, Inc., is pleased to announce the association of the OK Group with his organization. This association offers advertisers the organized research and merchandising facilities of the OK Group and Stars National . . . incorporating complete factual data concerning the OK Group Negro Market. For quick and expert service on availabilities, program and personality information, market data . . . including the famous Houston Survey, the Middle South Research Report, and many other important facts covering the OK Group story . . . Contact the nearest Stars National office.

Quick, Easy “Avails”—Billing—Performance

Now for easy buying, easy billing, more effective sales to the vast Negro Market in the Gold Coast of the Gulf Coast . . . the OK Group announces its affiliation with Stars National now representing the entire group of six OK Stations. Now get availabilities from one “Rep” . . . one Bill . . . one Affidavit . . . one Proof of Performance . . . one Guarantee of Merchandising Cooperation. You can buy the top Negro Markets reaching 1,500,000 Negroes.

More Negro Facts—More Negro Sales

Included are the three largest Negro Southern Cities . . . New Orleans, Houston, and Memphis. Buy a package deal for these three markets at an amazing low price. Cover 1,250,000 Negroes in the three fastest growing southern cities with the highest Negro annual family income in the South.

More intensive proven information and facts about the Negro Market than any other source. Ask for the facts . . . Write or Call

OK Group

Maybe you heard them too—the sound and fury of claims about new programs that were supposed to blow New York viewing habits sky-high.

Well, the smoke is settling now. Let's see what actually has happened:

*WCBS-TV's share of total viewing is greater than at any time in the past two years!*... *WCBS-TV leads the second-place station by 52%—the third station by 183%!... WCBS-TV shows a larger audience gain than any other station in the past year!*... *WCBS-TV leads in every hour of the day but one, from 8 am straight through to sign-off!*

It takes day-in, day-out showmanship to win and hold attention in television's biggest market. To its superb schedule of CBS Television Network programs, WCBS-TV adds a dazzling array of local entertainment and public affairs programs, including all five of the top-rated local participating programs, and four of the top five daily news programs in all New York television.

Naturally, more national advertisers buy the station that attracts the biggest audience most of the time.

**WCBS-TV** CBS Owned, New York

*Channel 2—represented by CBS Television Spot Sales*
WHAT RADIO, TV MEAN TO BASEBALL

MAJOR league baseball teams took in $7.3 million in 1956 from the sale of radio and television rights, according to data made available by the House Antitrust Subcommittee investigating operations of the two leagues. The sale of radio-tv rights accounted for less than one-eighth of the total major league baseball income in 1952, when tv was just assuming nationwide stature. Since that time the radio-tv contribution to the clubs' receipts has increased to one-sixth of the total.

The income figures, made available for the first time as a result of the subcommittee's probe, show that Cleveland set the all-time record last year when $1,053,171 of the club's $2,995,377 income came from radio-tv. Seven American League clubs (Detroit radio-tv figures not available) received $3,777,733 from radio-tv. Total receipts of these clubs last year amounted to $19,536,425, with Detroit having total income of $2,581,169.

The eight National Clubs showed radio-tv receipts of $3,025,321 in 1956 out of $20,718,733 total receipts. Heaviest radio-tv return in the league last year was that of Brooklyn, which had $888,270 from broadcast rights out of total income of $3,880,824.

C. O. Langlois Dies In New York at 64

CYRIL OUELLETTE LANGLOIS, 64, founder and chairman of the board of Lang-Worth Feature Programs Inc., a producer and distributor of syndicated radio program services throughout the world, died Tuesday at Doctor's Hospital, New York, which he had re-entered after an extended illness.

A native of Detroit, he was a graduate of the U. of Detroit. In his youth, he played baseball professionally. Mr. Langlois' early years saw a varied career in both the advertising and syndication branches of the newspaper industry. Later he produced many radio programs which were broadcast throughout the nation.

Mr. Langlois founded Lang-Worth Feature Programs with Ralph Wentworth in 1935. He was one of radio's early producers of transcribed syndicated programs. In 1936 the company began its release of transcribed music to radio stations.

Mr. Langlois produced and distributed for radio the recorded performances of such artists as Fred Waring, Tommy Dorsey, Emile Cote, Russ Morgan, Larry Clinton, Shep Fields, D'Artega, Ray Anthony, Jack Shaindlin, The Four Knights, The Sunshine Boys and Henry Jerome. He was one of the original members of the National Assn. of Broadcasters and was the first to support the broadcast industry in the production of the NAB-Lang-Worth Tax Free Music Library. He also pioneered the plan for creating copyright security for radio stations.

In the technical field, Mr. Langlois was instrumental in developing the small composite groove vinyl transcription, described as an outstanding contribution toward the development of higher quality programming for radio stations. Mr. Langlois' activities extended to all types of recording, including phonograph records, background music and musical scores for theatrical, television and industrial films.

Mr. Langlois is survived by two sons, John D. Langlois, president of Lang-Worth Feature Programs, and Cyril O. Langlois Jr., president of Langlois Filmusic. He also is survived by his wife, Lilian, and his two sisters, Mrs. Ethel Offer and Mrs. Claire Lynch.
Gates engineers have created a dual feature in the BC-5P AM Transmitter to save broadcasters dollars and engineering time.

Because of possible future FCC regulations pertaining to harmonic radiation and bandwidth, the PA tank circuit is built into a completely enclosed aluminum compartment. The output circuit, which is a full tee network enclosed in its own shielded compartment, is a natural repellent of spurious radiation. By isolating these sections in two shielded compartments, 100% air cooling of inductors, capacitors, choke coils and tubes, along with maximum harmonic reduction, has been brought about. This means longer component life through lower operating temperatures and cleanliness.

BROADCASTERS WANT THE FINEST TRANSMITTER THAT THE INDUSTRY CAN PROVIDE, AND ONLY ONE TRANSMITTER IN THE 5 KW FIELD IS PACKED WITH SUCH OUTSTANDING QUALITIES — THE GATES BC-5P . . . . HIGHEST STANDARD OF PERFORMANCE, MUCH LESS SPURIOUS RADIATION, LOWEST COST TUBE COMPLEMENT, AND THE LOWEST PRIMARY POWER CONSUMPTION OF ANY 5 KW AM BROADCAST TRANSMITTER MANUFACTURED TODAY. COMPARE EVERY FEATURE . . . . AND YOU WILL SEE THAT THE BC-5P IS SUPERIOR BY EVERY MEASURE.

Contact your nearest Gates sales engineer or write the Gates Radio Company today for full details.
Wrather Buys 'Sergeant Preston', Pays Detroit Group $1.5 Million

JACK WRATHER organization has acquired all rights to the tv program Sergeant Preston of the Yukon from George W. Trendle, H. Allen Campbell and Raymond Meurer of Detroit for $1.5 million. Purchase is the third of a national tv network property by the Jack Wrather organization, which purchased the Lone Ranger in 1953 and Lassie in 1956.

In addition to the 78 color films now being telecast on CBS-TV, Thursdays, 7:30-8 p.m. with Quaker Oats as sponsor, the package also includes comic strip, merchandising, license and novel, serialization and film rights. John L. Loeb, senior partner in the New York banking firm of Carl M. Loeb, Rhoades and Co., is associated with Mr. Wrather in the purchase, which was concluded Monday in New York. Monte Livingston of the Beverly Hills, Calif., law firm of Kaplan, Livingston, Goodwin and Berkowitz represented the Jack Wrather organization in the negotiations. Edwin T. Torber of Allen Kander and Co. acted as agent in the negotiations.

Goetz Network Aide For Gay

COL. JOSEPH F. GOETZ, head of the Defense Dept.'s world-wide entertainment program 1951-1956 and currently vice president of Ron Assoc., Washington, D.C., advertising and public relations agency, was appointed last week as network coordinator for Connie B. Gay's two CBS-TV programs emanating from WTOP-TV Washington.

Mr. Gay also announced that Col. Goetz will assist him with top-level co-ordination of his far-flung Town and Country Network radio stations.

Heads TelePrompTer Advertising

ALFRED N. GREENBERG, formerly advertising and promotion manager of WBBM Chicago, was appointed director of advertising, promotion and research for the TelePrompTer Corp., New York, it was announced by Herbert Hober, vice president in charge of sales, last week. In another move designed to bolster the company's executive lineup, Robert Rosencrans, a former vice president of Sheraton Closed Circuit Television, has been named business manager of TelePrompTer's sales department.

Government

SOLONS ASK ALLOCATION STUDY

- Potter, Bray suggest establishment of commission
- Group would evaluate government use, future needs

DISTURBED over possible demands by the military for a larger slice of the radio spectrum, Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) last week introduced identical resolutions calling for the establishment of a three-man commission to investigate the utilization of frequencies allocated to the federal government.

Sen. Potter, a member of the Senate Commerce Committee and its Communications Subcommittee, introduced his resolution (SJ Res 106) Tuesday; Rep. Bray, a member of the House Armed Services Committee, introduced its companion (H J Res 381) Thursday. Members of the commission, which would be established for six months, would be appointed by the President. As set forth in the resolutions, the commission's duties would be:

"... To conduct a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be re-allocated to the FCC for allocation to non-governmental purposes and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

If the commission is set up, it would be required to report to the President and Congress on its findings within six months. Much of the classified material would, of necessity, be omitted from the Congressional report,

Sen. Potter said. However, he felt that this would not preclude the gaining of a clearer picture of military spectrum needs.

Sen. Potter headed the 1953-54 uhf-vhf investigation conducted by the Communications Subcommittee of the 83rd Congress. He said that he has been "frustrated" for over a year in trying to find out how the government uses its allocated frequency space and has hit a "stonewall."

Following earlier published reports that the military is casting covetous eyes on vhf chs. 2-6 (BT, April 1), Sen. Potter inquired of Gordon Gray, head of the Office of Defense Mobilization, about the government's plans. Mr. Gray replied that military services are finding it difficult to meet defense requirements with the "limited" spectrum space now available and that the situation will become more critical as new weapons are perfected [AT DEADLINE, April 8].

The need for the facts which would be developed by the proposed commission are "urgent and compelling," Sen. Potter stated.

Contrary to the layman's opinion, the presently usable spectrum does not offer an unlimited number of channels. . . . The situation could well become critical unless factual data is obtained promptly."

Spectrum space presently is allocated under a dual system. The FCC assigns radio frequencies to non-government users (including commercial broadcasters), while the President assigns space to meet the government demands. Because of the cloak of secrecy shrouding the government's portion, it is not known how this space is utilized.

Sen. Potter pointed out that in 1959 the U.S. will participate in an international conference at Geneva, Switzerland, dealing with the radio spectrum. "Unless our government knows specifically its current use of the spectrum and what our future needs are likely to be, the best interests of the U.S. will suffer," he stated.

The senator feels that the spectrum is being inefficiently utilized and that the study he has proposed by a high-level, unbiased body is essential. "Terrific pressure is building up for radio and tv frequencies," he said. "Commercial users accuse the government of hogging spectrum space. Federal agencies claim they need what they have. We may find that some of these government frequencies could be relinquished to the FCC for non-governmental use . . ."

On the other hand, Sen. Potter stated, if the proposed commission finds that more space will be needed by the government in the future, such a move should be in the planning stage rather than have it made known in an unexpected executive order.

"Certainly we wish to see each federal agency retain sufficient space for full discharge of its responsibilities, but we must also guard against the government pre-empting spectrum space unnecessarily. The commission I have proposed . . . will make recommendations as to the most efficient use of the spectrum. In this way, the U.S. will be enabled to realize the full potential of a vital national resource," Sen. Potter stated in support of his resolution.

Rep. Bray also has been interested for some time in the government's plan to secure more space in the radio spectrum. On introducing his companion to Sen. Potter's resolution, Rep. Bray stated:

"I have been disturbed by recurring ru-
in only 9 short months

UP LIKE A COMET

the fastest rising star in the southeastern sky blazes another trail of TV LEADERSHIP

BEAUTIFUL NEW STUDIOS

WBIR-TV
KNOXVILLE, TENN.
Serving 217,433 Homes in a 5-State Area

CHANNEL CBS TEN
316,000 WATTS

REPRESENTED NATIONALLY BY KATZ
mors that the military establishment is looking covetously at the lower vhf television channels. Although I have found no clear-cut statement of this desire, the possibility of losing chs. 2 through 4 or 2 through 6 from commercial telecasting is too serious a threat to dismiss lightly. I have been trying to devise a way of more clearly ascertaining the true requirements of the military services. The suggestion by Sen. Potter of a non-governmental commission to study the use of frequencies reserved for government use and future needs was along the lines of my thinking on the subject, and I am happy to join in his efforts by introducing this resolution in the House.

"As a member of the House Armed Services Committee, I have some familiarity with the military use of radio frequencies. Having long service experience, active and reserve, I am also aware of typical military procurement policies. I doubt if a commander ever lived who did not honestly feel he needed more men, arms or other equipment. While respecting the sincere efforts of our military leaders to requisition from peacetime use whatever seems to be required for our defense, we must not allow an overzealous and unwise demand for these frequencies to seriously interrupt and decrease the information and entertainment which commercial television brings to all."

The NARTB Radio and TV Boards, meeting in Washington last week (story, page 48), went on record as favoring Sen. Potter's resolution.

**Two Women's Clubs Urge Probe Of Radio-TV Music Practices**

Two women's clubs have asked the Justice Department to fully investigate to what degree the broadcast industry determines which music shall be played on radio and television.

Mrs. R. I. C. Prout, president of the General Federation of Women's Clubs, in a telegram to Attorney General Herbert Brownell, said: "Only recently did we learn that the broadcasting networks and their subsidiaries own and control hundreds of music publishing firms. . . . We fervently hope that you will accept the recommendation of Congressman Emanuel Celler and his judiciary committee. We feel that if the Dept. of Justice thoroughly investigates the situation and takes the proper action, the public may once more hear all the music being written. . . ."

Mrs. Ronald A. Dougan, president of the National Federation of Music Clubs, wrote to Mr. Brownell: "An extensive investigation into the intolerable combination of broadcasting interests which determine whose music shall be heard and how often, will help re-establish conditions of freedom for music in America."

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**FCC WASHES ITS HANDS OF ANTITRUST, LEAVES SUCH MATTERS TO THE COURTS**

A NEW hands-off policy on antitrust matters was disclosed by the FCC last week when it told a federal court that it doesn't have and doesn't want to have the power to prosecute antitrust violations.

The pronouncement was one of the strongest statements on the monopoly subject made by the FCC in its 23-year-long history. It was contained in a document filed in Philadelphia district court in connection with the government's antitrust suit against RCA-NBC. The suit involves the 1955 NBC-Westinghouse Broadcasting Co., exchange of Philadelphia and Cleveland stations.

On another antitrust front, the Kansas City Star Co. (WDAF-AM-TV) exhausted its last avenue of appeal last week when the U. S. Supreme Court refused to review its conviction of monopoly and attempted monopoly of news in the Kansas City area.

And, in Philadelphia, eight radio stations and the Radio-Tehlevision Broadcasters Assn.—reeling under stiff fines for an acknowledged technical violation of the antitrust laws although exonerated of any illegal intent [BTN, June 17]—were girding themselves to face the outcome of a government civil antitrust action.

The FCC's antitrust policy, which goes further than any previous statement on the subject, was filed with District Judge William H. Kirkpatrick last Wednesday. The 16-page, "Memorandum of Law" virtually told the court that the Dept. of Justice has every right to initiate antitrust suits against radio or tv broadcasters, even though the FCC might have considered such charges and decided that it was not bar to a grant.

This point of view refuted the basic defense made by RCA-NBC in their response to the government's charges. RCA-NBC maintained that where the FCC has considered such matters and approved the action requested by no other government agency may reopen the question.

The government suit against the 1955 exchange whereby the network got WBC's Philadelphia radio and tv stations in exchange for NBC's Cleveland properties plus $3 million. The NBC-owned Philadelphia stations are now WRCV-AM-TV; the WBC Cleveland stations are now KYW-AM-FM-TV.

In its December 1956 suit, the government asked that NBC be forced to divest itself of the Philadelphia stations and also of other assets. The court may "deem necessary and appropriate."

It charged that NBC "coerced" WBC into agreeing to the exchange by threatening to withdraw NBC affiliations from WBC stations. At the time of the transfer application there were unspoken allegations that NBC had threatened WBC with loss of affiliations. These were investigated by the FCC, which found no support for the charges, and approved the exchanges in December 1955.

A pretrial conference is scheduled to be held in Washington by Judge Kirkpatrick June 28. It is understood that the question of primary jurisdiction will be probed at that time.

The Commission submitted its document to the court under a request for permission to submit its views as "a friend of the court." A ruling on this will come June 28, it was explained, although every indication was given that the legal brief will be accepted by Judge Kirkpatrick.

The FCC's position is that no action it takes can foreclose the government from proceeding under the antitrust laws. It also stated that there is no requirement that the Justice Dept. participate in FCC proceedings before filing suits in a court.

After alluding to various statements by FCC Chairman George C. McConnaughey and the Commission, the FCC's brief said:

". . . The Commission has made clear that it does not believe it can effectively enforce the antitrust laws in cases such as this one but rather must leave the enforcement of those laws to the Dept. of Justice and other governmental agencies. The Commission has therefore examined transfers such as the subject one from the viewpoint of its own expertise in the communications field and the general standard of the public interest. While the question of the antitrust law's subject made one of the determinations of the antitrust laws may of course be pertinent to the Commission's determinations under the public interest standard, the Commission has normally left the determination of possible antitrust questions in cases such as the instant one to the agencies and courts having the statutory responsibility and expertise to properly deal with it."

In another section of the memorandum, the Commission made it plain that although it does not and would not rule on an antitrust violation, it can and does take into account as part of a character qualification whether or not an applicant has been found guilty of such illegal acts.

". . . The Commission can at best determine whether actions by parties subject to its jurisdiction affect the public interest in an aggregate sense, and it cannot make this determination in the rule-making process of the Courts that a particular action was in violation of the antitrust laws might well be a relevant consideration for the Commission."
Low in initial cost, this versatile new vidicon studio camera features the heretofore unavailable convenience of a 7-inch viewfinder combined with simplicity of operation and extremely high sensitivity. Performance is considerably better than RETMA requirements in all respects. Whether used as a primary or utility camera it will provide high-quality telecasting at a substantial decrease in production costs. KIN TEL manufactures an exceptionally complete line of professionally proved television equipment: studio monitors, portable camera chains, film chains, sync generators, distribution equipment—all surpassing FCC/RETMA specifications, with full 600-line-plus resolution.
It would, however, never attempt to substitute its own judgment of what is or is not a violation of the antitrust laws for a final decision on this point by the Courts...

The Commission added: "The Commission has no special expertise on antitrust matters."

Referring to the 1952 McFarland Act amendments to the Communications Act, the FCC noted that Section 311 was amended to remove from Commission jurisdiction the application of revocation sanctions against licensees found guilty of antitrust violations. This was on the ground that it was unfair to subject broadcasters to double jeopardy, since Section 313 of the Communications Act applies all antitrust laws to licensees and empowers the courts to revoke broadcast licenses as part of the final decree.

The FCC's document was the most recent extensive treatment of the subject of antitrust matters since the 1952 report on the application of a uniform policy on antitrust violations, and the 1953 decision approving the merger of ABC and the then United Paramount Theatres Inc.

The 1952 report emphasized that antitrust violations will be considered as a portion of the character qualifications of an applicant, and that each case must be decided on its own merits. The Commission did insist, however, that monopolistic practices, whether or not found illegal by a court, would still be of concern to the FCC as an indication of how an applicant might operate a broadcast facility.

In the ABC-UPT case, the Commission found that although UPT and its former parent, Paramount Theatres Inc., had been found guilty of antitrust acts, this did not disqualify UPT as a licensee.

The Kansas City Star Co. (Kansas City Star and Times) was found guilty in 1955 of antitrust violations in a criminal suit brought by the government. The government charged that the newspaper pressured advertisers not to use competing media, forced advertisers to use both the morning Star and the afternoon Times and also offered combination rates for both newspapers.

The newspaper was fined $5,000 for monopoly in the dissemination of news and advertising, and Emil A. Sees, Star advertising director, was fined $2,500 for attempted monopoly. A charge against Roy Roberts, Star president-general manager, was dismissed. This decision was affirmed by an appeals court in January this year.

Next step is expected to be a government motion for summary judgment in a companion civil suit based on evidence in the criminal trial. The government has asked that the Star be forced to divest itself of both WDAF radio and tv, and that the Star and Times be separated. WDAF properties are understood to be available for an asking price in the neighborhood of $10 million.

Two weeks ago nine Philadelphia stations were fined $1,000 each after they pleaded no defense, and their trade association $5,000 after it pleaded guilty for an antitrust violation which was viewed by Federal Judge Allan K. Grim and Justice Department prosecuting attorneys as a technical violation involving no moral turpitude. The charge was that the stations conspired to fix charges when station managers signed a joint telegram to Dancer-Fitzgerald-Sample, Chicago, that they would stick to published time rates and observe a fair trade code. The code had been formulated through the association.

Still outstanding is a companion civil suit which asks that the stations' practice be a violation of the antitrust laws. How many are willing to fight to preserve their rights under the Constitution with respect to freedom of expression? How many want the Commission to refrain from engaging in economic planning for the broadcast industry? And then again how many would prefer that the Commission give them economic protection over and above the existing laws relating to unfair trade, restraints upon competition and other unlawful monopoly which apply to all business enterprises? What more do those broadcasters who seek economic protection or control of competition desire? And what price are they willing to pay for such protection? Will these broadcasters surrender their rights under the First Amendment to the Constitution which the press holds dear? Will they accept the inevitable consequence of economic protection wherein the radio licensing authority regulates their rates and business practices and otherwise plans their business?

Hitherto I have felt strongly that successful radio broadcasting in this country depended upon the confidence of the public in the independence of the broadcaster from government control of the expression of opinion and news. The public's confidence in this independence is the vital difference between the American system of broadcasting and that which prevails in other countries. In the past, I have fought for the principle of no interference by the Commission with either the programs or the business of broadcast licensees. One of my problems now is to determine whether I should continue this fight if the broadcast industry itself is apathetic.
enjoined. This will probably result in a con-
sent decree, it was understood. No dates
have been scheduled for this action.

Stations were WHAT, WPEN, WIP,
WDAS, WIBG, WMJ, WCAU, WFL, and
KYW (the last at that time the Westinghouse
outlet in Philadelphia). In the civil action
which seeks to enjoin the so-called viola-
tion, Westinghouse is not a party since it
no longer has any radio properties in Phila-
delphia.

Stanton Replies 'Nonsense'
To ALA Censorship Charges

CBS President Dr. Frank Stanton and Moss
Hart, president of the Authors League of
America, exchanged letters last week over
ALA's charge that radio and television net-
works imposed "a virtual blackout" over the
air of news of the report of the House Judici-
ary Subcommittee [Celser Report, B+T, June
17]. Dr. Stanton denied this charge insofar
as it was levied against CBS and Mr. Hart
promptly rejoined that the CBS president's
reply was unsatisfactory.

Dr. Stanton's letter to Mr. Hart Monday was
promptly sent to the heads of three networks
on June 12, citing the report's conclusions re-
lating to the content practices in connection
with alleged discrimination against writers
and composers of music. Other network
heads have not replied.

Dr. Stanton claimed in his letter that
ALA's two main allegations are "nonsense." He
described (1) "There was no blackout of
news on the Celser Report since two of
CBS's Radio and Television broadcasts on June 9
and the main CBS TV newscast on June 10
covered the report, (2) "There was no cen-
sorship" imposed by CBS management, be-
cause, in the case of all CBS news, "at no
time were there any instructions—direct or
indirect—to our news editors that they
should or should not cover the Celser Re-
port, or if they covered it, how they should
do so." He termed ALA's "censorship"
charge "scandalous."

Mr. Hart, in reply, asserted that Dr. Stan-
ton "must assume responsibility for sup-
pression of news by the CBS news depart-
ment." He claimed that "When an error of
judgment is made by your news editors, it
is the error of CBS." ALA's charge of "cen-
sorship" did not mean that Dr. Stanton
"dictated specifically to the CBS news de-
partment... censorship can be more subtle
than that," said Mr. Hart. He argued that
CBS editors choose their material for the air
"with a clear understanding of CBS policy... you
would not keep them on the job
otherwise."

Kratter Drops St. Cloud Bid

MARVIN KRATTER last week withdrew
his application for ch. 11 in St. Cloud, Minn.
Upon Mr. Kratter's withdrawal, Central
Minnesota Television Co. asked the FCC
to expedite the shifting of ch. 11 from St.
Cloud to Alexandria, Minn., and the move of
ch. 36 from Alexandria to St. Cloud. Central Minnesota requested that the moves be completed before the August recess.

Network Study Group Report

NOT TO BE READY UNTIL SEPT. 30

THERE isn't going to be any network study
report until Sept. 30.

That became official—following several
weeks of rumors—last week when the FCC
Network Study Committee officially post-
pioned to the third quarter the report of the
study which began in September 1955. The
original target date was June 30.

The Network Study Committee—com-
promising FCC Chairman George C. McCon-
naughey, Alfred Moss, Robert T. Bartley and
John C. Doerfer—declared that "it is not possible for the staff to meet
this date [June 30].

"The problems under study are complex
and require processing and analysis of a
great volume of data," the Committee said.
"This has required more time than had been
anticipated."

Much time of the staff has been expended,
the Committee said, in "protracted negoti-
ations and some litigation occasioned by
unanticipated resistance of a component of
the industry to supply required informa-
tion."

This last refers to the current juridical
debate involving four tv film producer-
distributors. Originally seven film firms re-
fused to submit requested data, but follow-
ing the issuance of subpoenas, three agreed
to comply (see page 70).

When the report is completed, it will go
to the four-man Commission committee. After
they have studied the analysis and recom-
mandations, it will then be submitted to the
full Commission for action.

The report will be a complete report, ac-
cording to Dean Roscoe R. Barrow, director
of the study. It will present an analysis of the
pros and cons in various areas of interest,
with recommended solutions. The U. of Cinc-
ninnati luncheon held June 10 with the dean declared there will
be no preliminary reports before the final
overall submission.

Mr. Barrow also stated that the three-
month extension means that his entire 12-
man staff would remain on the job until
Sept. 30. The staff comprises a number of
regular FCC employees in addition to those
serving on a "when actually employed" pay
basis. There are eight full time and four
time part employees.

The FCC was given $80,000 in the 1956
fiscal year budget for the network study, and
$141,000 in the 1957 fiscal budget. There
is no provision for study funds in the 1958
budget, although the Senate declared that it
was its belief that the study should be com-
pleted using regular Commission monies.

Up to May 31, the network study has cost
$103,400 in personal services (salaries) and
$15,300 in travel expenses out of the $141,-
000 allocated in the 1957 budget. It is
understood that the total $141,000 will be
expended by the end of the fiscal year, June
30. The study staff has not been charged
for supplies, telephone service and other
housekeeping items.

The three-month extension will cost the
FCC an estimated $50,000, it was under-
stood. This will have to come from the Com-
mision's regular funds—probably through
failure to fill vacancies in personnel and in
other savings.

FCC Head Answers Magnu
son Query on Limiting Transla
tors

THE FCC has taken no action to prohibit
translator stations from operating in cities
where there is a regular tv station. Chairman
George C. McConnaughey emphasized last
week in a letter to Sen. Warren Magnuson,
chairman of the Senate Commerce Commit-
tee.

Mr. McConnaughey was answering an
earlier letter from the senator relating to
proposed rulemaking which would limit trans-
lators to non-tv cities. Included in Sen.
Magnuson's query were approximately 1,400
letters the Sen-
ator had received which opposed the pro-
posed rulemaking.

"Translators are intended as an emer-
gency, stop-gap measure designed to bring
television to communities and areas with-
out service," Mr. McConnaughey said. "The
Commission feels that it would not be proper
to license translators in such a manner that
the establishment and development of con-
ventional television stations would be pre-
cluded or significantly retarded in certain
communities and areas with the result that
the public would be deprived of the mani-
fold advantages and benefits to be derived
from local television outlets."

He pointed out that translators merely
pick up the signals of other tv stations and
retransmit them on one of the 14 upper uhf
channels. They have no local studios and
originate no local programs.

Of those commenting on the Commis-
sion's proposal to limit translators, approx-
imately 2-1 were against the rule-making
[B+T, June 10]. "I can assure you that the
views of all parties will be afforded careful
attention before our [FCC] final report
is issued," Mr. McConnaughey wrote.

FCC Says It Will Accept Bids
For 5 Kw Day on Mexican Clears

THE FCC announced last week that it
would accept applications for 5 kw opera-
tion on Mexican clear channels during day-
time hours, but that it would delay process-
ing them until the January 1957 agreement
between the United States and Mexico is
ratified by the Senate.

Under present rules, daytime powers of
U. S. stations on Mexican clear channels
(730, 800, 900, 1050, 1220 and 1570 kc)
are limited to 1 kw. Such stations also are
prohibited from putting more than a 5 w/m
groundwave signal at the Mexican border.

The U. S.-Mexican agreement signed ear-
erlier this year permits these stations to
operate with 5 kw, but limits power to 1 kw
on the following frequencies: 800 kc, 820
miles from Ciudad Juarez, Chihuahua; 1050
kc, 620 miles from Monterrey, Nuevo Leon;
1570 kc, 620 miles from Ciudad Acuna,
Coahuila.
**HOUSE HEARING AIRED IN CALIF.**

- Walter defies Rayburn ban, allows radio-tv coverage
- Scott bill would provide equal access for all media

TV CAMERAS portrayed proceedings at the House Un-American Activities Subcommittee hearings in San Francisco Thursday while Speaker Sam Rayburn, in Washington, and Chairman Francis Walter (D-Pa.), presiding at the hearing, conducted a transcontinental sparring match. The chairman was ahead on points late Thursday.

The hearings brought a series of electronic evolutions as the legislative jockeying was accompanied by the unfolding of a Communist charge against a KCBS San Francisco announcer and the suicide of a scientist called as a witness.

Also Thursday, Rep. Hugh Scott (R-Pa.), a member of the House Rules Committee, entered the fight on the side of Rep. Walter. He introduced a resolution (H Res 282) which would provide "equal access for all news media before proceedings of the House."

Mr. Scott said that he first became interested in the right of radio and TV to cover House hearings while he was chairman of the Sub-Committee on Legislative Proceedings during the 83rd Congress. This committee held hearings in 1953 on the rights of witnesses before Congressional bodies, which took up the question of radio-TV coverage.

Radio and TV, as news gathering media, should be accorded the same privileges given print media in reporting the proceedings of Congressional hearings, Rep. Scott said. The resolution was referred to the rules committee, and its author said that he would press the committee to call it up for hearings.

All day Thursday Speaker Rayburn and Chairman Walter recited their conflicting versions of broadcast coverage to eager newsmen. The Speaker said several times that he had flatly banned broadcast coverage of House hearings. Chairman Walter, on the other hand, said he didn't figure the Speaker's ruling in the last Congress carried over into this one.

While Speaker Rayburn kept repeating his broadcast ban Thursday, Chairman Walter kept the hearing room open to cameras, microphones and tape recorders. Everybody was surprised Thursday morning when KRON-TV San Francisco had its cameras working in the hearing room after the Speaker had told newsmen in Washington that this must not be done. KCBS had a tape machine recording the proceedings.

Speculation was running high on Capitol Hill Friday morning on any possible punishment faced by Rep. Walter for defying the Speaker's ban. Rep. Clarence Cannon (D-Mo.), author of the House official guide on procedure, said Mr. Walter faces possible contempt action for his refusal to accede to Mr. Rayburn's edict.

Thursday afternoon the tv pickup switched to KQED (TV), educational station, following a split-day pattern set up early in the week. Late Thursday Speaker Rayburn decided not to answer any more questions when he learned about the KRON-TV and KQED pickups. House members watched developments on lobby news tickers, noting that members and committee chairman frequently challenged rulings by the Speaker.

A KCBS announcer, Louis Earl Hartman, 42, was suspended Wednesday by Henry Untermeyer, KCBS general manager, after he refused to answer committee questions about alleged Communist affiliations. Mr. Hartman, broadcasting as Jim Grady, had been doing a daily commentary about San Francisco history and culture since 1949. The station said he had signed a statement in 1950 denying membership in the Communist Party or any other subversive group. He refused to answer committee questions, citing the recent Supreme Court decision in challenging relevancy of the inquiry. He said he was not invoking the Fifth Amendment.

Mr. Untermeyer issued the following statement:

"It is the policy of CBS Inc., because of the nature of its business, not to employ or retain in employment members of the Communist Party or of other subversive organizations. Pursuant to this policy, CBS has, since 1950, required employees to make full disclosure of their membership, if any, in subversive organizations as listed by the U. S. attorney general. Mr. Louis Hartman filled out and signed the CBS questionnaire, in which he denied membership in the Communist Party or any other subversive organization.

"Accordingly, until the time of the current San Francisco hearings of the House Un-American Activities Committee, CBS has had no indication that Mr. Hartman was a member of the Communist Party or any other subversive organization. Nothing in the content of his broadcasts in any way indicated subversion or sympathy for Communistism."

The questions put by the House Un-American Activities Committee to Mr. Hartman indicate that the committee believes that it has evidence of Mr. Hartman's Communist Party membership activities. Mr. Hartman has the personal privilege of refusing to answer these questions and of putting to judicial test his legal right to do so.

"But the questions put by the committee and his failure to respond, while not proof of Mr. Hartman's Communist membership or activities, raise a serious issue concerning such membership and activities and require further study by CBS within the limit of its powers. Pending completion of such study, we have suspended Mr. Hartman's employment with us and shall not permit him further access to our broadcast facilities."

Douglas Elleson, KRON-TV program manager, told B&I the station would keep cameras in the hearing chamber until it receives an order from an authoritative source "directing us to terminate our public service activities in this matter." When told about Speaker Rayburn's repeated demands that telecasting be stopped, he said, "Should we be required to terminate our telecasts we will request that newsreel cameras and radio also be barred. We believe we are performing a useful public service and flatly reject any charge that televising the hearing makes a spectacle of it."

Sunday, June 16, William K. Sherwood, 41, was found dead in his Hopkins Marine Laboratory at Pacific Grove, near Monterey, Calif. Mr. Sherwood had been scheduled to testify before the committee the next day. Mr. Sherwood was said to have written a note explaining he had "a fierce resentment of being televised." A friend Attorney Bertram Edises, of Oakland, Calif., said the scientist became upset when he heard the hearings would be telecast.

Frank Tavenner, committee counsel, said Mr. Sherwood had been subpoenaed as a witness.

**KSOO Favor ed for Ch. 13**

FCC EXAMINER Charles J. Frederick has issued an initial decision favoring KSOO TV Inc. for ch. 13 in Sioux Falls, S. D.

KSOO had made an agreement with competing applicant, Video Independent Theatres Inc., to reimburse Video for expenses incurred in the preparation of its application. The agreement called for a cash settlement of $2,939.39.

Owners of the favored applicant are Morton H. Henkin and family. The Henkins own and operate KSOO Sioux Falls.
until you use it you won’t believe it

So GPL invites you to use this remarkable VARI-FOCAL LENS—without cost or obligation—for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it hard. Test it. Compare it.

GPL VARI-FOCAL’s range is nearly double that of any other lens. It has a completely flat field through the entire 3″ - 30″ focal length. Its optics are fully color-corrected. And, best of all, resolution of the entire picture area is knife-edge sharp.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.
Craven Plan Opponents File More FCC Comments

PROPOSALS to abandon the television table of assignments last week met with further objections from those concerned for largely the same reasons already expressed: deletion would tend toward a breakdown in mileage separations; expose uhf outlets to even more lethal competition; and forfeit whatever benefits that might arise from the Television Allocation Study Organization whose findings will not be available for another year or 17 months. These sentiments were made known to the FCC in reply comments filed with the FCC last Tuesday.

The Commission had suggested partial discard of its five-year-old allocation plan in favor of processing applications on an individual case-by-case basis. While the proposals included certain reservations for educational outlets and international treaty agreements, they nonetheless had been greeted with considerable dismay [B&TV, June 10].

Very few broadcasters had spoken well of the plan, originally proposed by Comr. T. A. M. Craven, with some exceptions, the largest of which was CBS which had described the idea as "a substantial step in the right direction." The network cited some apprehension such as concern for mileage separations; but it made itself plain when it said the plan would make "for more efficient use of channels."

But the Asn. of Maximum Service Tele-caster last week said "To eliminate the table of assignments—the keystone of the great nationwide system of television which has come into being in five short years—on the basis of the showing made in the comments herein—would be a serious error." The group, disgruntled because it had been denied a previous petition for time extension for comments a week earlier, then repeated that FCC's time allotment was "inadequate." It added to foregoing complaints, such as insufficient protection for uhf, that the Craven plan would also make current FCC procedures more complicated and time consuming.

In a survey of the comments made previous to the reply comments AMST reported that 32 operating stations were for abandonment and 45 opposed. It also noted that 21 tv station interests were for deletion with 32 against. Networks and organizations were tabulated as five for the proposal and two opposed.

A number of stations took an apprehensive position and called on the FCC to disregard all comments that went beyond the scope of its original proposals, or otherwise offer new rulemaking to widen the plan so that they could reply on all the issues at hand.

These outlets included WRLT-TV Columbus, Ga.; WJUL-TV Baltimore; WNSN-TV Milwaukee; WHP Jacksonville, Fla.; WESH-TV Daytona Beach, Fla.; KWK-TV St. Louis; WNDU-TV South Bend; KGGM-TV Albuquerque; WEWS (TV) Cleveland; KTHV (TV) Little Rock; KIEM-TV Eureka, Calif.; KBES-TV Medford, and KOTI-TV Klamath Falls, both Ore.; WCNS (TV) Baton Rouge; WSPA-TV Spartanburg, S. C.; WHDH-TV Boston; and Trebit Corp., applicant for ch. 12 in Flint, Mich.

Stations WAZL-TV Hazleton, Pa., and KFVS-TV Cape Girardeau, Mo., asked the FCC to maintain the "status quo" until TASSO "came forward with some solution or proposal." So did WTVR (TV) Richmond, Va., which said "private benefit rather than public interest appears to influence the proponents of the FCC's would-be rulemaking.

WLOS-TV Asheville, N. C., was against the plan as was WEHT (TV) Henderson, Ky., which added that the table "should not be hastily abandoned in favor of an awkward and inferior" system.

The Joint Council on Educational Television insisted that the FCC suspend further docket proceedings pending TASSO's findings. WFGA-TV Jacksonvile, Fla., had said deletion "would not simplify procedures, would not provide greater flexibility of assignments," and "would mark abandonment of (FCC) allocation responsibilities."

WTVK (TV) Knoxville, Tenn., was the only station on record for the Craven plan among the reply comments filed at deadline.

Test of FCC Authority Looms in New York Film Case Tomorrow

THE authority of the FCC to require competitive economic information from television film producer-distributor affiliated with the American Broadcasting Network, Storer Broadcasting Co., DuMont Broadcasting Co., and Broadcast Associates Inc., was tested in U. S. District Court in New York tomorrow (Tuesday) when a federal show cause order against four film companies is returnable.

The show cause order was issued two weeks ago after the four companies refused to honor an FCC subpoena for business information requested by the FCC network study staff [B&TV, June 17]. The four companies are Ziv Television Programs, Screen Gems, MCA-TV and Revue Productions.

Meanwhile subpoenas against two film firms were withdrawn last week by FCC Chief Hearing Examiner James B. Cunningham following their submission of information to the FCC network study staff. These were Entertainment Productions Inc. and Television Programs of America. A third company, Official Films Inc., which has agreed to furnish the desired data, was given to July 1 to comply.

FCC Notifies Broadcasters

LETTERS have been sent by the FCC to the American Broadcasting Network, Storer Broadcasting Co., DuMont Broadcasting Stations and four tv outlets calling attention to Federal Trade Commission charges of false ad claims against American Chicle Co., Long Island City, N. Y., for allegedly misrepresenting the merits of Rolaid's (al-kalizer) [B&TV, May 20].

The four stations receiving the notices were: WMAL-TV Washington, D. C.; WTVK (TV) Knoxville, Tenn.; WING-TV New Orleans, La.; and WGN-TV Chicago. The charges against American Chicle were based on the FTC's special radio-vi monitoring service which coordinates with the FCC.
Big, New Industries!

Record Employment!

Retail Sales Soaring!

Downtown Parking Network!

Building Construction at New High!

New City Auditorium!

Downtown 1 Mile from Thruway!

New Shopping Plazas!

The Growth of the Utica Area

NEW POWER

In Purchasing!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets... pushed Utica's average production wage up a record 30% in 7 years! Utica Area Annual Retail Sales (estimated): $352,000,000! This is real purchasing power!

In TV Coverage!

And WKTV matches this purchasing power with selling power—the first television station in Central New York to broadcast with maximum visual power of 316,000 watts... equal in strength to any VHF television station in the United States! WKTV brings the best possible picture with the greatest continuity of service to the widest possible audience—both in black and white and in color! Tell your story to this rich market through its strongest medium—WKTV!

WKTV serving Utica-Rome New York

Represented nationally by Donald Cooke, Inc.

Now telecasting with maximum visual power of 316,000 watts
Above-890 mc Hearing Agenda Set For July

BROADCASTING interests will have a chance starting next week to tell the FCC about their space requirements in the radio spectrum above 890 mc now that most of the non-broadcaster witnesses have been before the Commission.

For the first time in 12 years the FCC has been holding a full scale allocation hearing on any sizable portion of the spectrum, and the study of these increasingly congested bands is expected to last into the autumn. The hearings started in late May, and a swarm of industrial users have since testified at length, three days a week.

Now broadcasters and allied interests will make their case. To date, they are primarily interested in the following bands: 890-952 mc for radio and tv aural communications; and 1990-2110, 6875-7125, and 952 mc for video services.

The witness list for July:

Week of July 8—NARTB and KBMB-TV Bismarck, N. Dak.

July 15—WMCN Grand Rapids, Mich., and KOTT (TV) Klamath Falls, Ore.


RETMA will be the final witness in early September.

FCC Grants New Stations In Ponce, Philadelphia

FCC last week announced the grant of construction permits for a new tv in Ponce, P. R., and a new radio in Philadelphia.

Ponce Tv Partnership was granted ch. 7 with power of 1,408 kw visual, 704 kw aural and antenna height above average terrain of 199 ft. Ponce owners are George A. Mayoral, William Cortada and Luis A. Ferre.

Mr. Mayoral is executive vice president of WJMR-AM-TV and WRCM-FM New Orleans, La., Mr. Cortada is 35% owner of WJMR-TV.

Lawrence M. C. Smith was authorized 900 kc, 1 kw directional antenna daytime.

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FCC Reaffirms KEAR Transfer; Stockholder's Protest Is Denied

The FCC has reaffirmed its September 1956 approval of the $500,000 sale of KEAR (now KBOY) San Francisco by S. A. Cisler to David Segal. A group of preferred stockholders, led by attorney Milton Stern Jr., had protested the sale on the grounds they and others had contributed $102,000 over 2 1/2 years to keep the stations good music format.

Mr. Cisler owned all of KEAR's common stock and sold the station to Mr. Segal over the protests of the Stern group. At the time of the sale, KEAR had been forced off the air for non-payment of $19,000 in taxes, but began broadcasting again soon afterward.

Following the protest, the FCC scheduled a hearing on the transfer of KEAR. The Commission action last week upheld its grant last September and denied the protest by the Stern group.

FICT Charges Radio Advertiser With False Pricing, Labeling

THE Federal Trade Commission has charged Benjamin B. Caniglia, trading as International Co., Fullerton, Calif., with inducing customers to buy furs at regular prices, by representing goods as bargains offered winners of radio contests.

According to the FTC complaint, which alleges violation of the Fur Products Labeling Act, Mr. Caniglia mails credit checks to prospects with a message stating they have won contests conducted over KBAB El Cajon, Calif., and XERB Tijuana. Fictional pricing, labeling and invoicing irregularities are charged in the complaint. Mr. Caniglia has 30 days to file an answer, and a hearing before an FTC examiner will take place Aug. 14 in Fullerton.

Veteran FCC Staffers Retire

TWO veteran FCC staff employees have wound up their government careers, each with more than 30 years of service. Miss Helen Marston, chief of the fm license section of the Broadcast Bureau since 1947, has retired. Mrs. Mary Ellen Sprague, chief of the mail and files division in the Secretary's office, leaves the Commission at the end of this month.

USIA Gets Sliced Budget

A BUTCHERED budget for the U. S. Information Agency's operations in fiscal year 1958, has been signed by President Eisenhower without comment. The agency, which is the parent of the Voice of America, got $96.2 million instead of the $144 million originally requested by the White House and the $106 million recommended by the House.
Most honorable report: Miami prefer "Destination Tokyo"

Miamians had a choice of two trips to Tokyo one recent Sunday night from 10:00 to 12:30. Station WTVJ showed Warner Bros.' "Destination Tokyo", starring Cary Grant and John Garfield, while WCKT had MGM's "Thirty Seconds Over Tokyo", starring Spencer Tracy and Van Johnson.

Results: a 25.4 ARB rating for the Warner Bros. film distributed by A.A.P.; a 9.1 rating for the other Tokyo story, shown during the same time period.

This kind of pulling power for Warner Bros. features is being repeated in market after market from coast to coast. For rates and availabilities, write, wire or phone

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., Murray Hill 6-2323
75 E. Wacker Dr., Dearborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., Crestview 6-5866

Broadcasting • Telecasting

June 24, 1957 • Page 73
CBS-TV EXPANSION BEGINS IN HOLLYWOOD

AS STEP TWO in its long-range plan for Television City in Hollywood, CBS-TV last week announced the start of construction of new facilities there to expand those built in 1951. The new additions are reported to represent an outlay of $67 million.

The latest facilities consist of two new studios, seven rehearsal halls, a new administration building and an enlargement of the service complex, including provision for making and storing many of the elements required for program production. The new studios, said to be the largest ever built for television, will have a floor area of 14,100 square feet, 2,100 feet larger than for existing studios.

The new eight-story office building will centralize the administrative and general office functions of CBS-TV's west coast network operations, placing in one building personnel now separated in three locations. The building will be surfaced with glass. It will contain about 110,000 square feet of floor space and will make available for production facilities a substantial amount of space now occupied by offices in the existing Service Building.

The studios, designed for both black-and-white and color broadcasting, will contain—exclusive of the 14,000 square feet of floor area—such adjuncts as directors' booths, sound effects rooms, control rooms, technical work and storage areas, on-stage dressing rooms for quick wardrobe changes during shows, rooms for directors' conferences with cast and crew during rehearsal, and viewing room for sponsors and their agency representatives.

The network said that rehearsal halls, ranging in size from approximately 3,700 to 6,000 square feet, will "eliminate the present impractical necessity of leasing additional halls outside of Television City for preliminary rehearsal before cast and crew move into broadcast studios."

The new construction, according to CBS-TV, will also include an enlarged complex of wardrobe, makeup, hairdressing and dress rooms; new areas for film services and tape storage; viewing rooms for watching shows on the air or by closed-circuit showings; an elevator—said to be the first installed specifically for this purpose—which will take actors from the ground floor, where the makeup-wardrobe-hairdressing room complex is located to the first-floor studios. The construction is expected to be finished by late 1958.

CBS-TV said the expansion was undertaken to accommodate the increase in programming load since the original plant was built in 1951, adding that the extra space requirements of such programs as Playhouse 90 and Climax, plus the future requirements of the CBS-TV program schedule, are reflected in the new construction plans.

The new studios and offices will be integrated with the existing ones as part of a master plan devised by Pereira & Luckman, Los Angeles architects. The original 15-acre plant, dedicated in 1952, was built at a reported price of $12 million. It is envisaged that Television City ultimately will encompass 25 acres, with expansion of facilities as required and will represent a total cost of about $50 million.

Mentholatum, Star-Kist Sign $1.5 Million NBC-TV Schedules

NBC-TV reported last week it has boosted its daytime gross billing by $1.5 million in signing new advertising schedules for Mentholatum Co., through J. Walter Thompson, New York, and Star-Kist Foods Inc., via Honig-Crooper Co., Los Angeles.

Mentholatum will sponsor second quarter-hour segments of The Price Is Right (Monday-Friday, 11-11:30 a.m., EDT), Bride and Groom (Monday-Friday, 2:30-3 p.m. EDT, starting July 1) and Comedy Time (Monday-Friday, 5:50 p.m. EDT) on alternate Fridays for 26 weeks starting Oct. 11. Mentholatum also has signed for the second quarter-hour of The Price Is Right and the first 15-minute period of Queen For a Day (Monday-Friday, 4:45 p.m. EDT) on alternate Fridays for 26 weeks starting Oct. 14.

Star-Kist will sponsor the first quarter-hour segment of Tic Tac Dough (Monday-Friday, 12-12:30 p.m. EDT) on alternate Fridays over a 13-week period starting Aug. 16.

CBS Signs Half Million In New Business, Renewals

CBS RADIO contracted last week for $500,000 worth of new business and renewals, it is to be announced today (Monday) by John Karol, vice president in charge of network sales.

A. E. Staley Mfg. Co., Decatur, Ill., bought a weekly quarter-hour of CBS radio's Arthur Godfrey Time. The contract, for 52 weeks beginning July 19, was arranged through Ruthrauff & Ryan.

Cowles Magazines for Look Magazine purchased two segments of Amos 'n' Andy June 26 and 27 through McCann-Erickson.

General Foods Corp. for Baker's Instant Chocolate, signed to sponsor a weekly quarter-hour simulcast of Arthur Godfrey Time beginning July 9. Agency is Young & Rubicam.

Campana Sales Co., Batavia, III., renewed sponsorship of a weekly segment of the Robert Q. Lewis Show. McCann, for 13 weeks beginning July 13 renews Campana's Saturday sponsorship. Agency is Erwin, Wasey Co.

MBS Details Rates Under Revised Format

PRICE schedule for participations in Mutual's new hourly newscasts—and in other elements of the network's new, essentially music-and-news format that went into effect June 2—was disclosed officially last week.

In the new format, Mutual turned most of its programming over to its affiliates for local sale and is concentrating its own basis sales efforts on (1) the five-minute newscasts carried every hour on the half-hour, and (2) the mystery strip which fills the 8:05-8:30 p.m. period Monday through Friday. In addition, it is continuing certain sponsored programs that were carried under the old format and have renewed under the new; is selling sportscasts and similar special events (the baseball Game of the Day, for example), and is offering other time periods in tailor-made packages subject to affiliate clearance if sold.

On and around the network newscasts, three types of purchase are available: the five-minute news program itself; a 20-second spot announcement following the newscast, and a second-10 second 1D after that. For "premium" newscast times—9:30 and 10:30 a.m., and 12:30, 1:30, 5:30, 6:30 and 7:30 p.m.—the full five-minute rate is $750, the 20-second announcement costs $300, and the second-10 second charge is $150, all figures covering both time and talent.

On all other newscasts on the half-hour, the comparable rates are $500, $200 and $100, respectively, except that they're reduced by approximately 50% in the case of the 2:30, 3:30 and 4:30 p.m. newscasts during the summer months when Mutual carries Game of the Day and these newscasts accordingly go only into non-baseball areas.

Another exception is the 7:30 and 9:30 p.m. newscasts, which are handled by Gabricl Heatter and have an additional premium charge attached. These cost $1,000 per broadcast, time and talent. Approximately 70% of the available newscasts already have been sold—a total of 114 per week—and officials say they expect a complete sell-out within a few weeks. (Closed Circuit, June 17.) In addition they look for a reasonably early sell-out of the 20- and 8-second announcements following the newscasts.

The mystery strip in the 8:05-30 p.m. spot...
Monday through Friday is being offered at $748 per five-minute period, but may be bought in longer segments (rates on request).

The rate details were outlined in a booklet issued by the network last week to promote its new format to advertisers and agencies. The booklet, titled Triple Advertising Plan (TAP), stresses that in the time period which Mutual reserves for network sales, the new affiliation contracts assure MBS advertisers of getting "automatic clearance of all markets under contract"—and that almost 400 affiliates have already signed the new agreements.

The "triple advantages," the booklet points out, are that the news-and-music format offers "programming based on the things radio does best!"; that network advertisers get "automatic station clearance and market penetration," and that the plan offers "flexibility of advertising unmatched in broadcast history," with opportunities for large, small, seasonal and all other advertisers according to their respective needs.

CBS Radio Promotes Kaylin

EDWARD KAYLIN, associate director of sales presentations for CBS Radio, also will assume the duties of administrative manager of the advertising and sales promotion department effective immediately, it was announced last week by Louis Dorfman, director of advertising and sales promotion for CBS Radio. Mr. Kaylin will supervise and co-ordinate departmental operations including budget, personnel, media and allied matters in addition to continuing his duties in sales presentation.

Draper Slated For CBS Radio

CBS RADIO, in a continued bid for the teenage audience, today (Monday) is to announce a new 25-minute program starring recording star Rusty Draper. The show will be heard weeknights following the 8:35 p.m. news starting July 1. Mr. Draper has achieved success with the younger set with such fast-selling records as "Whispering," "Lazy River," and "Shifting Sands," CBS stated.

'Monitor' Billings Up 35% For This Over Previous Year

A TOTAL of $3,300,000, representing an increase of 35% in net billings over the previous year, was spent by advertisers during the second program year of Monitor, NBC Radio's weekend service, according to Matthew J. Culligan, vice president of the radio network.

Mr. Culligan pointed out that Monitor has had more than 80 advertisers since its inception in June 1955 and that the roster has been increased by 21 new accounts since the beginning of this year. During the two-year period a total of 10,485 participations have been sold.

"Monitor's success is positive proof of the fact that a major portion of radio listening is out-of-the-living-room and out-of-home," Mr. Culligan said. "Conventional surveys fail to adequately measure this large portion of the radio audience since America is primarily a nation on the move. Masses of people have radios with them wherever they go... The average American family has an average of three radios, including car radios," he noted.

Lewis Reports Memorial Funds

FULTON LEWIS JR., MBS commentator (Mon.-Fri. 7-7:15 p.m. EDT), said last week that over $100,000 in listener contributions have been recorded in behalf of his broadcast campaign for the McCarthy Memorial Fund. Mr. Lewis established the fund immediately following the death last month of Sen. Joseph R. McCarthy (R.-Wis.).

PERSONNEL RELATIONS

WPIX (TV), IBEW Revise Pact After 7-Hour Strike June 15

WPIX (TV) New York was struck June 15 by 33 engineer-technicians, belonging to Local 1212, International Brotherhood of Electrical Workers, and the station remained off the air from sign-on at 12:07 p.m. until 7 p.m. that day when tentative agreement was reached on a new two-year contract. The principal commercial program canceled was the telecast of the New York Giants baseball game. The station was operated by supervisory personnel from 7 p.m. to 9:30 p.m., when the agreement was ratified by members and the workers returned to the job. Though WPIX would not reveal the terms of the settlement, a spokesman for the union told B&T the new contract provides a three-year escalator wage formula, ranging from $92.50 to $172.50 (up from four-year escalator of $85 to $165 in old contract); eight-hour day including "reasonable time for appropriate meals" (from nine-hour day, including one-hour meal period); and various fringe benefits, including increase in length of severance pay, definition of job assignments and provision for re-negotiation of contract if the station uses color TV equipment or video tape.

CBS Labor Problems Aired Before Both NLRB and Court

CBS Inc.'s case against Local 1212 of the International Brotherhood of Electrical Workers arising out of the abortive WCBS-TV New York "Tony Awards telecast last April 21, came up for two separate hearings Wednesday in New York. The National Labor Relations Board began the first session. Both sides of the jurisdictional dispute concerned lighting assignments on TV remotes [B&T, April 29, et seq.]. Although IBEW asked I. L. Broad- win, NLRB hearing officer, for a postponement (on grounds that the electricians union was scheduled that same day to appear in Federal Court to contest NLRB's motion for a temporary injunction against Local 1212), Mr. Broadwin declined to wait. Harold P. Spivak, counsel for Local 1 of the International Alliance of Theatrical Stage Employees, was granted a motion to make IATSE a party to the NLRB hearing. Later, NLRB went before Judge Archie Dawson, Federal Judge sitting in the Southern District of New York, to argue a motion for injunction. William C. Fitts Jr., CBS vice president in charge of labor relations, appeared as a witness. Counsel representing CBS were Emanuel Dannett of McGoldrick, Dannett, Horowitz & Golub, and E. Thayer Drake, a CBS attorney. Robert Silagi was counsel for IBEW.

AFTRA Raps L. A. Agency

THE LOS ANGELES chapter of AFTRA has put Action in Advertising, Los Angeles agency, and Leonard R. H. definition of principal, on its unfair list. The union charges that the agency has paid AFTRA members "substantially less than scale" for their services, amounting to $10,000 to $13,000 in underpayments in a period of 2½ years.
Schubert, Weintraub Form Telestar Films

ESTABLISHMENT of Telestar Films Inc., New York, to engage in production and distribution of films to television and in the acquisition and management of television and radio stations was announced jointly last week by Sy Weintraub, formerly executive vice president of Flamingo Films, and Bernard Schubert, an independent producer and distributor of tv films.

Mr. Schubert will be chairman of the board of the new company and Mr. Weintraub will be president. Headquarters of Telestar Films has been set at 509 Madison Ave., New York.

Mr. Weintraub told a news conference in New York that Telestar has up to $12 million available to it from private financing to acquire film properties, radio and tv stations, expand into other phases of show business, including production of theatrical films and Broadway shows. The company, he said, also plans to sign star performers to long-term contracts and obtain literary properties for projected tv film series, legitimate productions and feature films.

Bernard L. Schubert Inc. will remain intact as a corporate entity, according to Mr. Schubert, but hereafter all production and distribution will be handled by Telestar. The latter company will take over the production and distribution of the new half-hour tv film series which currently is being filmed in East Africa and will assume distribution of Mr. Schubert's properties, including Topper, Mr. & Mrs. North, Crossroads, and Tv Reader's Digest, and totaling 400 programs.

Mr. Weintraub is owner of WKIT Minneapolis, L. I., and holds a 20% interest in KMG-MTV Minneapolis. He said he is in the process of signing over his interests in the stations to Telestar. There are several tv outlets the new company is "interested in," Mr. Weintraub reported, but declined to specify them at this time.

Disney Sees $30 Million Gross in 1957; Cites Tv's Stimulus

WALT DISNEY Productions, Hollywood, should gross about $30 million from its varied activities, including television, Roy Disney, president of the company, reported last week while in New York on a business trip.

Mr. Disney stressed that motion pictures remain the main concern of the company although television has proved to be "a stimulant" for other phases of the company's operations. He credited it with having prodded Disney's production staff into creating "new ideas, new stories, new production methods", having enlarged the company's talent pool, with such tv personalities as Tommy Kirk and Kevin Cocharan of the ABC-TV "Mouseketeers" segment moving into theatrical films and having heightened interest in Disney feature films.

Mr. Disney reported that tv yielded about $7 million of the company's 1956 gross of $27 million, while motion pictures accounted for $15 million and merchandising about $5 million. He said Disneyland Amusement Park is not covered, since it is kept on the books as a separate corporation. Mr. Disney expects Walt Disney Productions to gross about $30 million this year.

The company, he asserted, is "definitely not" planning to sell its old features to television. He said that "entertainment is our business, and we are not going to let someone else market it." Mr. Disney said no decision has been made on pay television.

Hal Roach Promotes Koenig To Vice President for Sales

EDWARD L. KOENIG JR. last week was appointed vice president in charge of sales for Hal Roach Studios, Culver City, Calif., it has been announced by Hal Roach Jr., president.

Mr. Koenig has been with Roach Studios since 1954 and has served successively as general sales manager and executive assistant to Mr. Roach. Prior to his affiliation with the Roach Studios, Mr. Koenig was vice president of the Vitapix Corp., and since the recent alliance of that organization with Roach has continued on that group's board of directors. In the past he has held positions with Young & Rubicam and BBDO.

NTFC to Meet in New York

NATIONAL Television Film Council will hold a "Keep 'Em in the East" meeting at the Hotel Delmonico in New York Thursday, with film producer-director Eli Kazan as the main speaker. The luncheon meeting will be attended by producers, advertising agency personnel, heads of the various motion picture crafts and others interested in keeping film production (mainly of commercials) on the East Coast. Mr. Kazan, who has produced motion pictures in both New York and Hollywood, will tell NTFC why he prefers to produce in the East, the advantages accruing from this and the differences in filming in the two cities. Comedian Joey Adams will serve as toastmaster at the luncheon.
**ONE IDECO CANDELABRA* TOWER SOLVES THREE STATIONS' PROBLEMS**

731' Ideco guyed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-128H for WAAM, TF-128H for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in all three transmitter buildings.

**LATEST EXAMPLE OF TOWER LEADERSHIP**

This Ideco-developed *triple antenna* "candelabra" tower, going up at Baltimore, saves each station on land cost . . . enables each station to utilize the area's best tower location . . . simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only *dual candelabra* design . . . still another *first* in Dresser-Ideco's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion . . . Dresser-Ideco has the know-how to solve your tower problems.

So whether it's a complex candelabra . . . a head-in-the-clouds structure . . . or a more usual tower . . . you can look to Dresser-Ideco today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideco or your nearest RCA Broadcast Equipment representative.

**DRESSER-IDECO COMPANY**
**DEPT. T-10 • COLUMBUS 8, OHIO**
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.
TALL OR SHORT . . . FOR TV, MICROWAVE, AM, FM . . . IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

June 24, 1957 • Page 77
Four From Fox Join NTA Network Board

APPOINTMENT of four top executives of 20th Century-Fox Corp. to the board of directors of the NTA Film Network was announced last week by Ely A. Landau, president of the network. New board members from Fox are Spyros Skouras, president of the motion picture company; Donald Henderson, treasurer; William C. Michel, executive vice president and Otto Koegel, chief attorney. The four NTA board members, in a total eight man board which has not yet designated a chairman, are Mr. Landau; Oliver A. Uger, executive vice president; Harold Goldman, vice president and director of sales; and Edythe Rein, vice president.

Twentieth Century-Fox obtained 50% of the outstanding stock of the NTA Film Network from the parent company, National Telefilm Assoc., on Oct. 29, 1956, when NTA acquired tv rights to a large number of feature films from the Fox library. The film network has been operating since Oct. 15, 1956, and on a commercial basis since last April with a one-and-one-half hour presentation, called Premiere Performance, using a Fox feature film on 134 tv stations.

The network revealed last week that an estimated $135,000 a week was spent to promote and advertise Premiere Performance, during the first month of the series. Martin Roberts, NTA promotion director, based the approximate expenditures on a questionnaire sent to affiliated stations covering breakdown of advertising and promotional efforts. According to Mr. Roberts, the stations spent $368,850 on local promotion and $154,907 on advertising. The latter figure covered $90,772 for co-op advertising and $64,000 for national advertising by the NTA Film Network.

Trendex Reports Double Audience For NTA's 'Premiere Performance'

NTA Film Network announced last week that Premiere Performance, the network's weekly presentation of 20th Century-Fox feature films, nearly doubled its share of audience in June as compared with the program's debut in April. The network based its conclusion on the latest 15-city Trendex.

The report showed, NTA Film Network said, that Premiere Performance received a 40.3 share of audience in June, as against 22.1 share of audience in April. The rating for the presentation rose from 10.1 in April to 11.3 in June. Jay Schiller, director of research for the network, pointed out that although the Trendex report for the first week of June showed that the sets-in-use figure had dropped to 28.1 from 45.9 in April, the rise in share-of-audience and rating figures "clearly points up the strong following Premiere Performance has developed in two months."

The weekly presentation is carried on 134 stations under the sponsorship of Warner-Lambert Pharmaceutical Co., Old Golds, Sunbeam Corp. and Hazel Bishop.

NTA Asks SEC Sanction Of $5 Million Note Issue

NATIONAL Telefilm Assoc., New York, announced last week it has filed a registration statement with the Securities & Exchange Commission covering a proposed offering of $5 million of 6% sinking fund subordinated notes, due June 15, 1962, with common stock purchase warrants attached and of 330,000 shares of common stock to be placed for sale at par value. The underwriting group is headed by Cruttenden, Podesta & Co., Chicago; Cantor, Fitzgerald & Co., Los Angeles, and Westheimer & Co., Cincinnati.

According to the registration statement, proceeds from the offering are to be used substantially as follows: about $5 million to retire indebtedness to lenders and others, the greater portion of which was incurred for film acquisitions and the remainder for general corporate purposes; the balance is to be added to working capital and used for general corporate purposes, including repurchases of participation in film exhibition contracts. Last November NTA entered into an agreement with 20th Century-Fox Corp. for the acquisition of 390 feature films over a period of several years at a minimum payment of $30 million.

RKO Tv Signs With Nielsen For Research-Rating Service

A CONTRACT was signed last week by RKO Televison for full national research and rating tv facilities of A. C. Nielsen Co. [CLOSED CIRCUIT, June 17]. According to RKO Tv, it is the first commercial program package producer to be so serviced.

Robert Manby, RKO Teleradio Pictures Inc. vice president in charge of RKO Tv, said Nielsen services will be used as guides in tailoring programming to the specific needs of prospective clients. Provided will be cumulative audience
in Rochester, N. Y.
is Channel 10 with
* 15 of the Top 16 Favorite
TV Programs!

 *in every category!*
Comedy, Mystery, Drama, Juvenile
Western, Quiz, Variety, Serial, Network News,
Local News & Weather and Sports!

in the Morning Six days out of Seven!
SHARE OF AUDIENCE 60%

in the Afternoon Five days out of Seven!
SHARE OF AUDIENCE 53%

in the Evening Seven days out of Seven!
SHARE OF AUDIENCE 58%

and... out of 459 competitive weekly quarter-hours in Rochester,
Channel 10 rates FIRST 277 times plus 6 first-place ties!

*LATEST ROCHESTER TELEPULSE SURVEY MARCH 1957*

ROCHESTER, NEW YORK

IT ALL ADDS UP TO 10
WROV your best buy in ROANOKE!

THE RATES AND THE RATINGS!

New '57 Pulse shows WROV first in Roanoke from 5 pm to midnight with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive! complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV ROANOKE • VIRGINIA

Burt Levine, president
1240 on your dial

FILM CONTINUED

figures, audience composition, audience characteristics, cost-per-thousand viewers, audience frequency (in and out tuning) and minute-by-minute program analyses. "But more importantly," he said, "we are now in a position to utilize to best advantage the unpublished, specialized research material that Nielsen offices gather but make available to clients only on specific request. We have full rights to these figures."

RKO Tv proposes for its programming future to select a few properties geared to fit specific needs of prospective network tv advertisers. These would be developed up to the "pilot film" point with prospective advertisers then asked to join RKO Tv and its cooperating producers in pre-production development of the pilot and the projected series [BT, May 27].

Cott Resigns Dumont Post To Join Natl. Telefilm Assoc.

APPOINTMENT of Ted Cott, vice president and general manager of the DuMont Broadcasting Corp. for the past two and a half years, to the executive staff of National Telefilm Assoc., New York, is being announced today (Monday) by Ely A. Landau, NTA president. In his new post, Mr. Cott will divide his time between general executive duties and the development of new tv program properties for the film distribution company. He will report directly to Mr. Landau.

Mr. Cott has been associated with the broadcasting industry for more than 20 years. At DuMont Broadcasting, he served as general manager of WABD (TV) New York, WTTG (TV) Washington, the DuMont Sports Network and its closed-circuit division. Earlier he had been for five years with NBC as vice president and general manager of WRCA-AM-TV New York and operating vice president of its radio network.

Statement by Wolper Asserts Flamingo Films Not Being Sold

FLAMINGO Films, New York, last week denied reports that its company was to be sold to Continental Thrift Co., Los Angeles financing firm [BT, June 17], explaining it has acquired controlling interest in Continental Thrift of Los Angeles and in Cord Securities Inc., a New York brokerage company. David L. Wolper, executive vice president of Flamingo, said his company, through Essex Universal Corp., which operates Flamingo, has acquired Continental Thrift and Cord. He maintained that Flamingo will continue in the television film business with Joseph Harris as president.

The misunderstanding centering around Flamingo's future apparently arose when Sy Weintraub, who had been Flamingo's executive vice president, disclosed he had sold out his interest in the company and formed an association with Bernard L. Schubert (see separate story, p. 76). Mr. Wolper called reports about Flamingo's sale "absolutely false," but his disclaimer was not made public until last week.

He pointed out that Kellogg Co. has sponsored Flamingo's half-hour tv film series, Superman, since 1952 on a national basis and has renewed this series for next season. A new Flamingo serial, O.S.S., has been sold on an alternating week basis to the Mennen Co. for showing on ABC-TV (Thurs., 9:30-10 p.m.), starting Sept. 27.

Mr. Wolper noted that Pillsbury Co. has signed to sponsor Stars of the Grand Ole Opry on a 40-market basis and the show will be syndicated in other cities throughout the country.

Keever, Cinader Elected V.P.'s At Calif. Natl. Productions

ELECTION of H. Weller (Jake) Keever and Robert Cinader as vice presidents of California National Productions is being announced today (Monday) by Robert D. Levitt, president of the NBC subsidiary. They become the only vice presidents among CNP's operating executives.

Mr. Keever six years ago joined NBC Television Films (now a CNP division) as a salesman, became national sales manager two years ago and last August was named director of sales. Mr. Cinader, after five years as a film specialist with William Morris Agency, moved to CNP last September.

Glassley to All-Scope Pictures

CHESTER GLASSLEY, formerly president of Five Star Productions, named executive producer and assistant to president of All-Scope Pictures, New York, commercial film division of TCF-TV, subsidiary of 20th Century-Fox. Other additions to All-Scope's staff are Penrod Dennis, production coordinator, formerly with Young & Rubicam, New York; Joseph Orlando, assistant to Mr. Glassley, formerly of Five Star and Howard French, editorial assistant, previously with Five Star.
A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television.

WRGB, Channel 6 Represented nationally by NBC SPOT SALES
LATERAL SHOWS MAKE BOW ON WBC

- Five Westinghouse stations to air 'Program PM' tonight
- Texaco becomes first sponsor on independent format

A CONCEPT in programming designed to put new zip into nighttime radio will be launched tonight (Monday) by Westinghouse Broadcasting Co. on five of its six radio stations.

Within hours after last week's announcement of the plan, called "lateral programming," WBC officials also reported their first sale in the new programming set-up: Texas Co., through Cunningham & Walsh, New York, signed for 20 to 28 announcements per week in the lateral programming of three WBC stations. As part of its re-entry into nighttime radio (story page 33), Texaco will underwrite 20 announcements weekly on WBZ Boston, 28 a week on KYW Cleveland, and 20 a week on KDKA Pittsburgh.

Lateral programming is a structure consisting of two hours of programming each night, seven nights a week, with the same theme running through every show but with a different aspect of that theme in every program. Thus, the theme, "Behind the Scenes," will involve behind-the-scenes explorations throughout, but the areas to be explored will be scheduled consistently, so that listeners will know what the subject matter of any given time period is to be. The name of the laterally programmed material is Program PM on all five stations, and though the starting time may vary from station to station, all five will carry it within the 8-11 p.m. spread.

Details were spelled out at a news conference in New York last week by WBC President Donald H. McGannon, National Program Manager William J. Kaland, who was credited with creating the concept, and A. W. Dannenbaum Jr., sales vice president. WBC officials also made presentations to William Esty Co., Young & Rubicam, and Benton & Bowles, as well as to Radio Advertising Bureau, and plan similar showings to other leading agencies.

Program PM will be predominantly local in each case—that is, each station will originate its own shows and have its own personality in charge—but some WBC group-produced, special segments will be available to all five stations. These include "Music Beat," a quarter-hour program with Jerry Marshall, popular New York disc jockey, probing behind the scenes in the lives of top entertainers; one by Milt Gabler, head of artists and repertory for Decca Records, presenting background developments in the popular music field, and "Behind the Scenes in Washington" reports by Rod MacLeish, head of WBC's Washington bureau.

WBC officials cite as typical of the local origination in Program PM such shows as "Downtown Playbill," recreating shows that are running or have run recently in the local legitimate theatres; "Almost Forgotten," interviews with formerly famous local people, telling where they are now and what they are doing; "Just Kiddin'," presenting youngsters discussing adult matters; "Con Men I Have Known," dealing with local swindlers and produced in cooperation with the Better Business Bureau; "Music From City Hall," with mayors playing their favorite records; "Press Conference," presenting interviews with visitors to the city, and "Traffic Court," tape pickups of court proceedings.

Mr. McGannon said Program PM is an extension of the radio stations' policy which became dominant when they disaffiliated from NBC about a year ago, of emphasizing news, well-produced good music, and service. He said WBC staked its radio future on the decision to operate its stations as independents, but that on the basis of experience since then "we think we used the right judgment."

Actually, he said, the nighttime radio problem is "largely psychological" in that agencies and advertisers have written off radio on the erroneous assumption that, at night, "everyone is watching TV." The fact is, he said, that "every year since 1950, nighttime radio listening has increased steadily until now, at any given time in the evening, about one radio home in five is listening to radio.

"On a weekly cumulative basis, there are very close to as many homes listening to radio at night as there are watching television. When you allow for additional out-of-home listening, the comparison is even more favorable for radio. This is a magnificent opportunity for the broadcaster who can supply imaginative, stimulating programming designed to fit present needs. It is an even greater opportunity for the advertiser to reach this large audience when it is unhurried and free from distraction."

Mr. McGannon said that before settling on lateral programming WBC considered several other possibilities for offsetting the slump in nighttime radio business, including 50% cuts in evening rates. But rate cuts are unnecessary, he said, if the product is right in the first place and offers advertising effectiveness. "If you don't like the merchandise at $100," he said, "chances are you still won't buy at $50."

While Program PM will be carried by five of WBC's six radio stations, Mr. McGannon said the sixth, WIND Chicago, was excluded because WIND already has been "pre-eminently successful" in reaching audiences and selling advertisers—night as well as day—through its longtime music-news format. The five carrying it are WBZ-WBZA Boston-Springfield, Mass.; KYW, KDKA, WOWO Fort Wayne, and KEX Portland, Ore.

Petry Rate Cut Plan Gets Mixed Reactions

OFFICIALS of Edward Petry & Co., representative firm spearheading the drive to have radio stations drop their nighttime prices to one-half of daytime charges [8W7, April 22, et seq.], said last week they have received both favorable and unfavorable reactions, but that they welcome the "controversy."

Asked for a progress report on what the Petry firm calls its "Crusade for Nighttime Radio," William B. Mallefert, vice president in charge of radio, asserted:

"...The important thing to remember is that the state of nighttime spot radio is an industry problem rather than an individual station problem. Our original aim was, and still is, to focus advertisers' attention in a dramatic way on nighttime radio, since it was being overlooked. Therefore, the controversy that our 'Crusade' has brought about is welcome, because it is bound to heighten advertiser interest. Obviously, maintenance of present coast-to-coast nighttime spot rates could not be the answer since only a few stations in the top markets were getting any appreciable amount of national nighttime revenue."

He pointed out that when the Petry organization launched its "Crusade," some leading stations already had pegged nighttime rates at half of daytime—"But not enough to cause any appreciable advertising ripple."

Since then, he continued, others have adopted the 50% rates for evening time and "still others will do so in the near future."

In planning their fall schedules, Mr. Mallefert said, advertisers "can certainly count on repriced rock-bottom economical night spot radio in most markets."

He said the Petry company has "had different reactions, naturally all favorable from agencies and advertisers and both favorable and unfavorable from other representatives.
Western New York’s Favorite Sports Foursome
Chuck Healy, Eastern Collegiate Boxing Champ, Syracuse ’39
Dick Rifenburg, All-American End, Michigan ’48
Don Cunningham, Basketball Star, Dickinson ’48
Ralph Hubbell, Dean of Buffalo Sportscasters since ’35

LET’S TALK SPORTS
Saturday Afternoons
WBEN-TV ch. 4

The talent lineup on LET’S TALK SPORTS touches all bases... hits to all fields. It’s a half-hour forum of facts and anecdotes, comment and criticism that the sports-minded in Western New York have come to appreciate and follow.

Typical of the Prestige Programs developed and produced by WBEN-TV for local sponsorship or participation, it combines seasoned talent of four staff sportscasters with a popular format, and presents it to the largest, most interested group your TV dollars can buy in Western New York.

LET’S TALK SPORTS precedes or follows the CBS Game of the Week (depending on game time). In the fall it follows Pro Football, in winter it will follow NHL Hockey. Twelve months a year this market is available to you. You can pick your season, name your game, and if your product fits this custom-tailored show you can look forward to sales results that will wear well and long in WBEN-TV’s vast 18-county coverage area.

Give us a call—or our national representatives: Harrington, Righter and Parsons—and LET’S TALK SPORTS. You’ll like what you’ll hear.

WBEN-TV CBS in Buffalo

THE PIONEER STATION OF WESTERN NEW YORK
major stations, trade associations and broadcasting groups.

"Oddly enough," he observed, "when the CBS Radio announced its night rate reduction (to approximately two-thirds of daytime rates), there was very little protest. It seemed like a forward, progressive, realistic approach."

Mr. Maillefert concluded: "We know that the 'Crusade' will have the continued support of those in the radio industry who have agreed to this practical approach to increase nighttime spot revenue. We hope other stations now on the fence will join forces."

Announcer Gets Boot Not Bullet After Night Shooting at WWNR
RUSS COOKE lost his job last week as announcer with WWNR Beckley, W. Va., not his life, as some of his listeners had feared he would.

Cooke had reported to police that a "mysterious gunman" was trying to assassinate him. Late evening shots had been fired in the radio station. It looked as though someone was really out to get announcer Cooke. But the would-be killer lost his nerve and confessed all to state police last fortnight, including his own carefully-guarded identity: Russ Cooke, WWNR announcer.

The police were kind. Capt. C. L. Walker said, "It's just one of those things. We don't know the reason." He will take no action against "killer-victim" Cooke.

WWNR station manager Richard H. Booth, however, showed less restraint. "There was no assassin. There was no intended victim," declared Mr. Booth. "These so-called 'attacks' were cleverly artfully staged by one man . . . Russ Cooke. He has, of course, been relieved of his duties at the station. A person who would perpetrate such a cruel hoax has absolutely no place in the operation of an important communications facility."

Killgore Reports Dividend
DIRECTORS of Tele-Broadcasters Inc. of New York, owner of WPOP Hartford, WPOW New York, KPOW Kansas City, KALI Pasadena and WXXV Knoxville, have declared a cash dividend of five cents per share on Class A common stock as announced in their interim report to stockholders on April 1. H. Scott Killgore, president of Tele-Broadcasters, writes that "the company has turned the corner," and "the stock is now quoted at better than $2 per share."

Sackett Buys Washington Home
SHELDON F. SACKETT, west coast publisher and owner of KROW Oakland, KVAN-AM-TV Vancouver, and KOOS-AM-TV Coos Bay, Ore., has purchased the central dwelling of a Georgetown estate in northwest Washington, D. C., to serve as a part-time residence and as east coast headquarters for his newspaper and radio enterprises. The home, called Friendship by its late owner, Evelyn Walsh McLean, was sold in an all-cash transaction involving more than $65,000.

WBLN (TV) Off Air, Asks FCC To Approve New Capitalization
WBLN (TV) Bloomington, Ill., has ceased operation for the second time this year, pending FCC approval of a proposed stock transfer involving purchase of shares by some 700 individuals.

About $57,000 has been pledged thus far by 700 individuals, with $200,000 needed to clear outstanding debts and an additional $10,000 for working capital. WBLN has been beset with equipment failures and financial difficulties since early this year and has been in the process of overhauling its equipment and paying creditor claims. [B&T, May 20, April 1]. It resumed telecasting in May after being off the air since February.

H-R Packages Six Calif. Stations
A NEW package of six California stations, to be known as the "99 Group" because they are located along Highway 99, will be offered to advertisers as a group starting July 1 by Headley-Reed Co., station representative firm which was instrumental in organizing the new group. Stations are KRAK Stockton, KYNO Fresno and KPMC Bakersfield, which will be "key stations" for the 99 Group, plus KFIV Modesto, KYOS Merced and KTNG Visalia. The stations can be purchased in groups of two to six on a sliding scale discount arrangement that will make the group competitive with the McClatchy and other station groups operating in the area.

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WDOK Cleveland and The Cleveland Press sponsored a welcome home and salute to the Cleveland Orchestra last week on its return from a State Department-backed tour of Europe. Here Josef Gingold (l), orchestra concertmaster, accepts for the group a silver baton set with precious gems from Louis B. Seltzer (c), Press Editor, and Frederick C. Wolf (r), WDOK president and general manager. The baton, donated by a local jeweler and valued at over $5,000, was originally presented to Richard Wagner when he first conducted Beethoven's 9th Symphony in Vienna in 1843.

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So Lookatum Lookatus Awreddy
(WE THINK!)

This is strictly blue sky—but blue sky, we claim, with a solid base. Figures of our own we don't have, because for us, this is a new show. But, look at the names—solid entertainment draws for years and years! Look at their records in other territories (we'll send you the stories for free and quick!).

This is MOVIE MATINEE—Two great shows combined in the 4 to 5 P.M. spot Monday through Friday. “Susie” starring Ann Sothern goes 4 to 4:30 and “Douglas Fairbanks, Jr. Presents” follows 4:30 to 5 P.M....What an hour, with aces back to back!

This hour, if you're a merchant, is for you. This is the first announcement, and good availabilities are still open. For choice selections, get in touch right now with Old Available, George P. Hollingbery, Nat'l Rep.—program and market data supplied while you wait!

CHANNEL 7 DAYTON, OHIO

whio-tv
One of America's great area stations
DATELINES

ODESSA—The nuclear explosions scheduled this week, weather permitting, in Nevada will mark the beginning of a documentary series on KOSA Odessa, Tex., which that station believes may be the most comprehensive series on the atomic age ever compiled by a radio station.

KOSA, with the permission of the Atomic Energy Commission to broadcast the two atomic tests this week, will be the only Texas station on band, it says. The live broadcasts will inaugurate a series of 24 half-hour programs. Announcement of the documentary project brought praise from Texas Gov. Price Daniels and a gubernatorial suggestion that West Texans listen to the series. The plan also drew commendations from U. S. Congressmen J. T. Rutherford and James Wright (both D-Tex.) and from State Agricultural Commissioner John White.

Station Manager Joyce Elliott and News Director Lynn Thomas, for initial broadcasts in the series, will fly through the atomic cloud in a helicopter after the detonation, land across the blast area and move back toward the center on foot.

SAN DIEGO—After reporting developments in the world controversy on radioactive fallout in past weeks, KCQB San Diego has decided to add a dimension to the story by establishing its own radiation station.

Reports on radioactivity in the atmosphere will be featured on the five daily broadcasts of Ben Shirley, station commentator who conceived the plan. Readings come from a geiger-muller counter bought by KCQB for the purpose.

In an interview some time ago with Mr. Shirley, Dr. Lester L. Skoll, chairman of the San Diego State College physics department, said that the time may not be far off when every radio, tv and newspaper weather report carries the latest radioactivity reading. If the prediction comes true, KCQB may take credit for pioneering the effort.

NORFOLK—Live coverage of the 18-nation International Naval Review last fortnight, originated by WTAG-TV Norfolk, and fed to WMAL-TV Washington and WBL-TV Baltimore, brought the giant sea spectacle to an estimated two million viewers. Gunther beer, Baltimore, Md., sponsored the regional telecast.

Covering what was called the greatest sea and air power show of all time—and perhaps the last great assurance of naval might—was a 13-person team of experts from KCQ." WTAG-TV provided both programming and technical personnel on an unprecedented scale." Raytheon Manufacturing Co. also was credited for providing equipment needed to microwave the show from a covering helicopter and the lead reviewing ship, the USS Canberra. Manning the Naval Review Information Bureau for two weeks' special reserve duty was a corps of experts from Raytheon, NBC Hollywood and stations, in addition to regular Navy personnel.

WTAG-TV Chief Engineer Richard Lindell and the Naval-civilian team of technicians set up a system involving two Raytheon microwave transmitters on the Canberra beaming signals to Old Point Comfort and Little Creek, Va. This assured that signals could be picked up at all points along the 14-mile course of the review and be passed through two lines of 112 anchored warships on either side of the Canberra. To get the signals ashore, radar beacons were set up at receiving locations and transmitting antennas welded to the Canberra's masts, directing them to receiving points.

Three-hour coverage was characterized by a steady, unvarying signal, according to reports. Engineers were particularly gratified by the picture from a helicopter-mounted camera supplied by the Navy's Bureau of Ships. TV coverage of the historic event is believed to be the first time the Navy has provided a tv hookup from a combat vessel, ship-to-shore, for use by a civilian station and network.

WTAG-TV provided a mid-day live news feed for Walter Cronkite's CBS-TV news show. WTAG Radio, WVEC, WGH, WNOR and WLOW, all Norfolk, with WAVY Portsmouth, WBOF Virginia Beach and WLPM Suffolk also broadcast review reports from Naval vessels. The Voice of America sent 38 radio-tv language specialists to the armada for broadcast reports around the world. WVRX-TV Richmond got taxi service on four Marine helicopters which helped the station get film of the June 12 show home in time to telecast that evening.

PLYMOUTH—While the modern naval might of 18 countries was on display down the coast, a 17th century square-rigger was making its primitive way into this Massachusetts harbor. When the Mayflower II arrived the next day, WPLM Plymout fed reports of welcoming ceremonies to a total of 10 stations as far west as Indiana. For the occasion WPLM was chosen as the kickoff station for Frank Chacksfield's new London recording, "The Voyage of the Mayflower."

SAN DIEGO—Harold Keen, newscaster of KFMB-TV San Diego, has found that young heroes never die but are always good for another story.

A few months ago Mr. Keen interviewed Naval pilot, Lt. Norman L. Sothan, about an air crash in which a comrade was rescued from the ocean. Lt. Sothan came back recently to break another story, this one about himself.

This time the jet flyer told the story of his escape from 75 feet underwater by means of his plane's automatic ejector seat. After the KFMB-TV newscast other media picked up the dramatic story.

LOS ANGELES—A combination of luck and independent enterprise brought KMPC here a pair of new beats inside 24 hours.

Station staffer Dick Nelson was eating Sunday dinner in a restaurant when he noticed a heavy flow of police cars, fire trucks and ambulances nearby. Following them, he found a plane had crashed into a Picoa home. He commandeered a telephone and reported to KMPC, which aired the story immediately.

The next day News Director Hugh Brundage telephoned across the country for a statement on President Eisenhower's illness. He got a direct telephone report for local broadcast from Presidential News Secretary Jim Hagerty, KMPC reports.

ST. LOUIS—KMIX here, the city's only 24-hour station, at times stood practically alone among communications media, as a succession of tornadoes, squalls and floods struck the metropolitan area, knocking out power lines.

A harrowing week began at 1:30 in the morning June 11, when tornadic winds and torrential rains hit the area, leaving 150,000 homes without electricity and telephone service. Portable and transistor radios were quickly put into service by citizens who tuned to KMOX for emergency service. The CBS-owned station virtually became the communications center for the St. Louis area.

A week of rain storms was capped Friday night by an all-night squall that left a record 13.75 inches of rain by 9 a.m. Saturday morning. KMOX emergency broadcasts continued more intensively, spreading traffic
In Louisville -

the more you compare programming, ratings, coverage, or costs per thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
IT TAKES 2 IN TULSA!

A BILLION DOLLAR MARKET

Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma.

Your key to this treasure chest is . . . KVOO-TV. Tulsa County alone is a $500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you . . . through Channel 2. When do you start?

Mr. Koessler, Garten Promoted In Realignment at WSAZ-TV

In a realignment of operational functions at WSAZ-TV Huntington, W. Va., Leroy E. Kilpatrick has been appointed vice president and operations manager and C. Thomas Garten commercial manager.

Mr. Kilpatrick has been vice president in charge of engineering since 1956. He joined WSAZ-AM 15 years ago as chief engineer, was instrumental in the construction of WSAZ-TV in 1948. In his new capacity he will be in full charge of daily operations of the television station. Reporting to him will be the heads of the program, engineering and accounting departments.

Mr. Garten has been commercial manager and assistant general manager of WSAZ-AM. He joined the station in 1943. As commercial manager of WSAZ-TV he will have full charge of the promotion and sales departments, including the functions of advertising, publicity and merchandising. Mr. Garten is president of the West Virginia Broadcasters Assn.

Both Messrs. Kilpatrick and Garten will report to Lawrence H. Rogers II, president of WSAZ Inc.

WJJC Hits Air Today in Georgia

WJJC Commerce, Ga., goes on the air today, operating on 1270 kc with daytime power of 1,000 and specializing in music-news-sports and local community programs. The station is licensed to Albert S. Hardy, publisher of the Commerce News, and Grady Cooper is general manager.

Foster, Creed Open Rep Firm

FOSTER & CREED, regional radio-television stations representative firm, will begin operation July 1 with headquarters in the Statler Office Bldg. in Boston, according to Robert C. Foster, owner of R. C. Foster Co., and William A. Creed, vice president and manager of the Boston office of The Walker Representation Co. Inc.
WGN Signs for Radio Rights
To Cub Games From 1959-63

WGN Chicago apparently believes in doing its baseball shopping early. Last week it came up with a long-term radio pact covering all Chicago Cubs games—from 1959 through 1963.

Announcement of the five-year contract was made Tuesday by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), and John Holland, vice president of the National League club. WIND, Westinghouse-owned independent, will continue to air broadcasts next year.

By 1959, it was explained by a station spokesman, Cubs' fortunes should be on the upswing, assuring WGN a consistently loyal audience. The contract marks the return of baseball to WGN radio, which aired Cubs-Sox games from 1924 to 1943.

Simultaneously, Charles Comiskey, vice president of the Chicago White Sox, announced his club is studying bids from four radio and three tv stations for coverage rights to Sox games starting next year. Present pacts expire after this season. WGN-TV currently is televising all Sox and Cubs home daytime contests for the 10th consecutive year. Cubs tv rights run through next season. WGN has withdrawn from bidding on Sox radio broadcasts, it was reported, leaving the field open to three other radio stations, including WCFL, which has current rights.

Johnson to WAPA-TV President,
Succeeded by Brunt at WTOB

JOHN G. JOHNSON, general manager of WTOB-AM-TV Winston-Salem, N. C., has assumed the presidency of Ponce de Leon Broadcasting Co., operator of WAPA-TV San Juan, P. R., according to James W. Coan, president of Winston-Salem Broadcasting Co., parent firm of Ponce de Leon. Purchase of WAPA-TV by Winston-Salem Broadcasting Co. (WTOB-AM-TV and WSGN-AM-FM Birmingham, Ala.), was approved by the FCC last month [B&T, May 6].

David H. Polinger, general manager of WAPA-TV under its former owners (Jose Ramon Quinones and associates), remains as manager. No staff changes there are contemplated, according to Mr. Coan.

In Winston-Salem, Charles W. Brunt, commercial manager of WTOB, replaces Mr. Johnson as general manager. Ch. 26 WTOB-TV went off the air May 11.

How Radio Fares in Denver

THE Associated Press on June 2 filed a story correcting its previous pessimistic assessment of the Denver radio audience, reports Robert S. Hix, manager of KOA Denver. According to joint estimates by city
tax officials and local stations, as publicized by the AP, there probably now are more than 600,000 home radio sets in the city and county of Denver. The estimates were based on the established average of nearly four sets to each residence, the AP said.

**KMLA (FM) Ready for Debut In Los Angeles Next Month**

LOS ANGELES area fm families will have a new source of programming beginning July 1, when KMLA (FM) begins broadcasting a 16-hour daily schedule of news and music on 100.3 mc with 60 kw.

United Press will be broadcast hourly from 8 a.m. until midnight, and music will be "all kinds except what you can hear on am," according to J. B. Kiefer, president and general manager. Music is recorded on high fidelity tape or discs; commercials may not exceed one-minute and not more than two will be broadcast within any half-hour, Mr. Kiefer said, with pitch advertising, per inquiry business and singing commercials strictly taboo.

Sunday programming will be largely binaural and stereophonic broadcasts in conjunction with KCBH (FM) whose transmitting site adjoins that of KMLA.

Installation of Harkins-Hersfield multiplexing equipment at KMLA will begin early in July.

**Meyers Named to St. Louis Post**

EUGENE R. MEYERS, account executive in CBS Radio Spot Sales' office in Chicago, has been selected to manage CBS's new Radio Spot Sales office in St. Louis [BT, June 17]. The official opening of the office which will be located at Ninth and Sidney Sts., will be announced soon, Gordon F. Hayes, general manager of the sales organization, said.

Mr. Meyers has been in radio since 1949. He served with NBC in Cleveland, was general sales manager of WTAM Cleveland (now KYW), national sales manager for WTVN Columbus and in 1953 joined CBS radio spot sales as an account executive.

**Plough Acquires Coppertone**

ABE PLOUGH, president of Plough Inc., Memphis drug manufacturer and radio station owner, on June 14 acquired the Coppertone Sales Corp. of Miami and its manufacturing affiliate for Plough Inc. In a special meeting the Plough board of directors ratified an agreement to exchange 77,- 

682 shares of Plough common stock for all outstanding capital stock of Coppertone and Douglas Laboratories Corp., manufacturing affiliate.

Plough Inc. radio stations are: WCAO Baltimore, WCOP Boston, WJJD Chicago and WMPS Memphis.

Westinghouse Appoints Santangelo To Publicity, Special Events Post

MICHAEL R. SANTANGELO will join Westinghouse Broadcasting Co. July 1 in the new post of coordinator of publicity and special events, WBC President Donald H. McGann announced last week.

Mr. Santangelo currently is public relations account executive with General Public Relations Inc., a subsidiary of Benton & Bowles. In his new duties he will serve as coordinator between various WBC departments, WBC stations and Ketchum, McLeod & Grove, WBC's advertising and public relations agency. Before joining Benton & Bowles and GPRI after a period of army service, he was with Motion Pictures for Television.

**REPRESENTATIVE APPOINTMENTS**

KL6Y-TV Lafayette, La., appoints Young TV Corp., N. Y.

WRKE Roanoke, Va., appoints Simmons Assoc. Inc., N. Y.

KWLK Longview, Wash., appoints Everett-McKinney Inc.

KSJO San Jose appoints Simmons Assoc., N. Y. and Chicago.

WHAV Haverhill, Mass., appoints Kettell-Carter, Boston, for New England area.

WCME Brunswick, Me., appoints Nona Kirby Co., Boston, as New England representative.

KMAC San Antonio, Tex., and KISS-FM San Antonio, appoint Broadcast Time Sales, N. Y.

WAGR Lumberton, N. C., appoints William G. Rambeau Co.

KOBY San Francisco appoints Edward Petry & Co.

**STATION SHORTS**

Crosley Best, Corp., Cincinnati, has moved its eastern sales office in New York from old quarters on Fifth Ave. to Rockefeller Center, 3 E. 54th St. Telephone: Plaza 1-5353.

WEBB Baltimore moved its offices and studios to WEBB Broadcast Centre, 3113 W. North Ave. WEBB also is increasing its power from 1 kw to 5 kw.

WITN-TV Huntington, W. Va., now telecasting on 316 kw from new 1,000-ft.-tower.

WISN-AM-TV Milwaukee moves its business offices to new $1.25 million Communications Center at 19th and Wells Sts.

KCMO-TV Kansas City premiered local live color telecasting June 3.

KXOA Sacramento, Calif., will drop its Don Lee Network affiliation, effective July 1.

KVEC-TV San Luis Obispo, Calif., has added NBC network affiliation to CBS and ABC programming.

WMFD (TV) Wilkinson, N. C., increased its power from 32 kw to 100 kw June 1.
**Broadcasting**

**Top Sherwood Awards Go To CBS-TV Shows**

CBS-TV came off with the two top prizes in the $55,000 Robert E. Sherwood Television Awards competition last week, winning $20,000 in the best network documentary category and another $20,000 in the drama category. The awards, established by The Fund for the Republic to honor the best programs dealing with freedom and justice, were presented at a luncheon last Wednesday in New York.

Mrs. Eleanor Roosevelt, a member of the jurors' panel, announced the winners and presented the prizes.

The winning CBS-TV shows were the documentary “Clinton and the Law”, produced on See It Now, and the drama, “Island in the City,” produced on the Climax series.

Mrs. Roosevelt announced that the jurors felt there was no nomination that warranted an award in the $15,000 category for a program produced on an independent station and had voted instead $5,000 each to three program series which have “done much to stimulate intelligent and forthright discussion of important issues affecting life in a democratic society.” Winners: Open Mind series on WRCA-TV New York, Camera Three series on WCBS-TV New York and Nightbeat on WABD-TV New York.

Honorable mention citations went to four programs for contributing to a greater understanding of American freedom: “The Puerto Rican Story (See It Now, CBS-TV); “Error in Judgment” (Armstrong Circle Theatre, NBC-TV), “The Family Nobody Wanted (Playhouse 90, CBS-TV) and “Portrait of a Citizen” (Studio One, CBS-TV).

“Clinton and the Law” documented events leading up to and following the integration of the local high school in Clinton, Tenn. It was produced by Edward R. Murrow and Fred Friendly. “Island in the City” centered on a New York detective of Puerto Rican origin whose efforts to improve the reputations of all Puerto Ricans cost him his job and his family safety. Author Adrian Spies, director Buzz Kulik and producer Edgar Peterson shared equally in the award.

Richard Heffner produced Open Mind, Lewis Freedman produced Camera Three and Mike Wallace, Ted Yates and Ted Cott created Nightbeat.

**Radio-TV History Contest Set by WBC for U.S. Outlets**

DETAILS of the first annual Radio-TV History Awards Contest of the Westinghouse Broadcasting Co have been described by Donald H. McGannon, WBC president, and distributed to radio and TV stations throughout the U.S. and its possessions and to state and local historical societies. First announcement of the project was made at the first Boston conference on local public service programming, held by WBC last February [8T, March 4].

Mr. McGannon said any radio or TV station, with the exception of WBC outlets, is eligible to combine efforts with its state or local historical society in the production of programs or program series for entry in the contest. A $1,000 cash grant will be divided equally between the winning station and its state or local historical society.

Each participating station will be asked

**In the lap of luxury all the way**

This is United’s Red Carpet* Service: softly spacious seats, soothing music before takeoff. Superb meals with the compliments of United’s own master chef. Club lounge, games, delicious snacks. Service that’s thoughtful and swift. And you’re there before you know it, in the magnificent DC-7, nation’s fastest airliner. (A final friendly Red Carpet plus: extra fast luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

**Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.**

*Red Carpet” is a service mark used and owned by United Air Lines, Inc.

**Broadcasting** • **Telecasting**

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to submit by tape, film or transcription a program or series of programs to the historical society in its area for consideration. Programs broadcast up to the end of 1957 will be eligible and all entries should be submitted by Jan. 15, 1958. A panel of judges of the various historical societies will screen entries and select the outstanding one in their areas. These will be forwarded to WBC headquarters in New York where they will be examined by a panel of judges appointed by WBC and consisting of historians, broadcasters and educators. A cash grant winner and two honorable mention winners will be selected by the judges.

The winners will be announced during the next meeting of the Boston conference on local service programming to be held by WBC during March 1958.

KNXT (TV) Grants Award Money

KNXT (TV) Los Angeles is turning over the $1,000 Alfred I. Du Pont television award it won this spring to the U. of California at Los Angeles and the U. of Southern California, Los Angeles, the station has announced. The grants, $500 each, are to be used by television departments. The Du Pont award was given KNXT for the “scope and generally high quality of programs serving the cultural and social interests of the Los Angeles area” during 1956 (B+T, April 1).

English-Speaking Awards Made

CBS news correspondent Charles Collingwood, Barbara Tucker Brown of WINA Charlottesville, Va., and CBS London newsmen Alexander Kendrick were among those cited by the English-speaking Union “in recognition of sincere and continuing effort to achieve better understanding between the peoples of the United States and those of the British Commonwealth of Nations.” The Better Understanding Award goes to Mr. Collingwood, while citations are to be received by Mrs. Brown and Mr. Kendrick. Awards ceremonies are scheduled later this summer at ESU headquarters in London.

AWARD SHORTS

KHOL-TV Kearney, Neb., given award of merit for its This Is The Answer program “in recognition of distinctive public service for the presentation of the gospel message.”

WTIC Hartford, Conn., commented in resolution adopted by Connecticut General Assembly for its part in “keeping public informed of what legislature is doing.”

WAGA-TV Atlanta honored with certificate of appreciation for “fine program put on by production manager, Phil Taylor, and tv announcer Skip Thomas honoring the anniversary of the Air Force.”

Margaret Mary Kearney, educational director, WCAU-AM-TV Philadelphia, named “Woman of the Year” by Philadelphia Chapter of Immaculata College Alumnae. She received citation and gold medallion at dinner in her honor.

Sophie Altman, producer of Teen Talk, WRC-TV Washington, and Bette Jerome, moderator, received second consecutive award for show’s “rewarding content” from Bethesda-Chevy Chase branch of American Assn. of University Women. AAWU 1957 awards also went to Dorothy Looker, producer/moderator, and Evelyn Davis, co-producer, Ask It Basket, WTOP-TV Washington, and Lucy Pope, producer, The Other Two Billion, WRC-TV.

WERE Cleveland awarded citation from American National Red Cross, for ... consistently [giving] ... a greater total of air time on behalf of Red Cross than any comparable station in this area.”

WHAI New Britain, Conn., received merit award of Advertising Club of Hartford for its 30-minute news program, Dateline, Evening Edition, which was cited as “best live local radio program.”

Gordon Davis, general manager, KYW Cleveland, received citation for station in recognition of its season-round weekly programs of recorded chamber music, from Cleveland Chamber Music Society.

WMT-AM-TV Cedar Rapids, Iowa, received premiere award in annual creative competition of National Advertising Agency Network—group of advertising agencies covering 41 major markets in U. S., Canada and Hawaii—for series of ads which appear in various broadcasting and tv publications.

Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY CINCINNATI, OHIO THE L.B.Wilson STATION

On the Air everywhere 24 hours a day—seven days a week

MANUFACTURING

First Quarter Tv Shipments Down From Last Year—RETMA

SHIPMENTS of tv receivers from factories to dealers totaled 1,787,346 units in the first four months of 1957, a decline from the 2,059,129 sets shipped in the same 1956 period. April shipments totaled 329,710 sets compared to 335,310 in March and 356,893 in April 1956. Following are cumulative tv set shipments to dealers by states during the first four months of 1957:

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<th>State</th>
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Magnectord Launches Program To Combat Discount Pricing

A NEW fair-trade dealer franchise program and certain modifications in its professional magnetic tape recorders to meet NARTB playbook response standards have been announced by Magnectord Div. of Midwestern Instruments Inc. in Chicago.

In announcing the franchise program for helping dealers to protect their profit margins, Magnectord Vice President and general sales manager, cited "promiscuous discounting" and charged that the electronics industry is "one of the biggest offenders in the field of price-cutting." He said Magnectord plans a large advertising campaign starting this month, and a long-range public relations program has been launched to augment sales promotion, merchandising and advertising efforts for professional magnetic tape and reproducing audio equipment. Magnectord advertising is handled by Gourfain-Cobb Adv. Agency, Chicago.

Modifications on equipment are for its PT6-A and PT6-J machine combinations involving component checks. Approving response is achieved by the amplifier configuration.

225 Papers in 48 Sessions

Set by WESCON Aug. 20-23

A TECHNICAL program comprising 225 papers to be given in 48 sessions during four days, Aug. 20-23, makes up the agenda of the Western Electronic Show & Convention (WESCON) to be held in San Francisco's Cow Palace.

Of most interest to broadcast engineers will be the Aug. 21 afternoon session on "TV and Radio Broadcast," which will
Want to Know What Users Think--and Say--
About SARKES TARZIAN Broadcast Equipment?

A prospective purchaser of broadcast equipment wrote to various customers of Sarkes Tarzian, asking pertinent questions about the equipment they had purchased from us. Here are excerpts from some of the replies:

"We have two Sarkes Tarzian micro-wave studio to transmitter links, and one micro-wave link for remotes. I have found their equipment very well designed and constructed. Sarkes Tarzian micro-wave equipment is superior in design and performance to XXXXXXXX XXXX XXXX XXXX in my opinion. I have installed and tested—over a long period of time—the other three makes and found Sarkes Tarzian superior in every technical respect. Another great advantage of Sarkes Tarzian equipment is its lower cost. I found their factory staff to be extremely helpful and eager to please. Unfortunately, I have not had any experience with their image Orthicon chains. We are seriously considering the purchase of a remote unit, but to date, have not decided. If we were to buy two 10 chains for remote use, I would buy Sarkes Tarzian. The equipment they make is equal to the best of them." —from a California station Chief Engineer.

"Sarkes Tarzian is a well-managed, progressive and reliable company. We are using eight of the image Orthicon camera chains that they sell. We are very pleased with their operations for studio and field use. A testament to their picture quality are the reports of "EXCELLENT" given us by NBC, CBS and ABC networks for the programs we originated for them from both remote and studio locations. We believe that they represent quality products with a definite and welcomed savings." —from an Assistant Chief Engineer, Midwestern Television Station.

"In answer to your inquiry about the equipment manufactured by Sarkes Tarzian, we are presently using quite a number of their pulse distribution amplifiers. These units have performed extremely well under continuous and very difficult circumstances. Although at the moment we do not have any additional equipment, I have looked over their line quite thoroughly and certainly have confidence in their ability to manufacture equipment. In addition to their manufacturing abilities, they also have a very positive approach in their customer relationships. For instance, soon after putting our series of pulse distribution amplifiers into service, a filament lead shorted and burned the filament transformer. We informed Sarkes Tarzian and, rather than just sending us the filament transformer, they air-expressed—at their expense—a complete new amplifier, and we merely returned the old unit. This sort of customer service leads me to believe that this is the type of company which will be easy to do business with." —from a Chief Engineer of a large California Station.

"We use only "studio type" Vidicon cameras, so we cannot comment on the operation of the Sarkes Tarzian Orthicon Camera. I can say this, however, we were the first educational institution to purchase a complete "package" from Sarkes Tarzian and we have been delighted with the design, flexibility, and performance of our equipment." —from a Radio-TV Director, a Midwestern University.

SARKES TARZIAN, Inc., Bloomington, Indiana

Designers and manufacturers of broadcast and closed circuit equipment since 1949 ... One of the few manufacturers offering a complete line of broadcast and closed circuit television. We'll welcome your inquiry.

Broadcasting • Telecasting June 24, 1957 • Page 93
"GEE! I want some of those cookies!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

MANUFACTURING CONTINUED


Other sessions will deal with controlled nuclear fusion, microwave tubes, crystal filters, instrumentation, medical applications of supervalence radiation, vehicular communications, analog and digital computer devices, telemetry, ultrasonic engineering, transistor circuits, microwave solid-state devices and other such subjects. There will even be a session on "TV Receivers and Televisial Devices" at which RCA's V. K. Zworykin will read a paper on the television color translating microscope.

Holleron, Farese, Burnett

Figure in Realignment at RCA

REALIGNMENT of three top executive positions as the first step in reorganization of RCA Electron Tube Div. was announced last week by Douglas Y. Smith, vice president and general manager. The division is being reorganized on an industrial and entertainment basis.

Effective July 1, Mr. Smith said, L. F. Holleron, general marketing manager, becomes manager, distributor products; John B. Farese, manager, personnel, is appointed manager, entertainment tube products; and C. E. Burnett, manager, cathode ray and power tube operations, becomes manager, industrial tube products.

Mr. Holleron is a veteran of 23 years with RCA. Mr. Farese joined RCA in 1930. Mr. Burnett, has been with RCA since 1933. The division is being reorganized into autonomous units responsible for the engineering, manufacture and sale of industrial and entertainment electron tubes, according to Mr. Smith.

Crossland Promoted at GE

GEORGE O. CROSSLAND, sales administrator at General Electric Co. headquarters in Schenectady, last week was named to the new post of manager, Electronic Parts Distributor Development and Trade Relations. In announcing Mr. Crossland's appointment, Electronic Components Distributor Sales Manager John T. Thompson pointed out that the new post will encompass three major areas—development of new techniques in electronic parts distributor operations, sales training programs and liaison with more than 300 trade associations.

MANUFACTURING SHORTS

Foto Video Labs Inc., Little Falls, N. J., reports shipments of new V-9A TV waveform monitor to ABC Chicago; U. S. Signal Corps pictorial center, Long Island City; WRBL-TV Columbus, Ga.; KFVS-TV Cape Girardeau, Mo.; WPBN-TV Traverse City, Mich., and KUOM-TV Minneapolis. Firm has appointed following new representatives: California-Peninsula Assoc., Redwood City; Midwest-K&M Electronics Co., Minneapolis, and Central-Moore Sales Co., Detroit.

RCA reports shipment of color film camera to WWL-TV New Orleans.

Electronic Development Labs, N. Y., announces Meter-Guard, transparent protective meter cover for Simpson Instruments, models 260, 303, 276, 880. On sale for $2.50 at parts distributors, Electronic Development Labs, 71 Nassau St., N. Y. 38.

Collins Radio Co. announces sale of 20 am broadcast transmitters, including one 250, one 15 kw, three 5 kw and one 10 kw. Stations purchasing equipment were WTIW Massillon, Ohio; KAVL Lancaster, Calif.; KPOR Quincy, Wash.; WCRK Morris'own, Tenn.; WILA Danville, Va.; Radio Oaxaca, Oaxaca, Mexico; KBND Bend, Ore., and KOBY San Francisco. Remained of equipment went to Firooz Trading Co., Tehran, Iran. WTIW, KPOR and WILA were all complete station purchases.

International Sight & Sound Exposition Inc., Chicago, reports overall 33% increase in high sales for 18 cities for past 12 months. Figures tabulated by Electronics Information Bureau show sales boosts for high products of 105%, Buffalo; 90%, Minneapolis; 77%, New Orleans; 65%, Detroit; 45%, Atlanta; 39%, Cincinnati; 29%, Baltimore; 26%, Los Angeles; 23%, Chicago; 20%, Dallas; 18%, New York; 17%, Pittsburgh; 11%, Salt Lake City; 7%, Denver; 6%, San Francisco; 5%, Omaha and 2%, Kansas City.

Admiral Corp. announces 14- and 17-inch portable TV receivers incorporating latest 110-degree aluminized picture tubes. Use of tube reportedly permits company to remove as much as five pounds from cabinet depth and lighten complete set by four pounds.

Federal Instruments, Industrial Products division of International Telephone & Telegraph Corp., Clifton, N. J., announced it has developed accurate uhf millivoltmeter for use in calibrating signal generators, determining exact sign levels and measuring minute voltage levels.

Rek-O-Kut Inc., Long Island City, announces purchase of Audak Co., manufacturer of high fidelity equipment.

Broadcasting • Teletcasting
This is the Michigan island Ben Franklin gave to you...

It was named Isle Royale by French explorers when they staked first claim to this 210-square-mile island wilderness in Lake Superior. But, according to legend, Ben Franklin, with his interest in electricity, wanted the island and its copper deposits for the United States. At the peace conference following the Revolution he got it.

Today, as Isle Royale National Park, this primeval vacationland, off the northernmost coast of Michigan, belongs to you. There are quiet lakes where you can land a battling pike or watch a bull moose take his early morning drink. More than 80 miles of foot trails lead through lush forest where 36 species of orchids grow wild and undisturbed. You can see 500,000,000-year-old rock formations and the relics of prehistoric Indians. You can take sight-seeing cruises along the craggy shore beneath towering cliffs, camp in unspoiled wilderness, swim in clear, cold streams.

The copper mines at Isle Royale have long since been abandoned, but thousands of Americans every year find even greater riches in its unique vacation resources. When you go there you'll probably agree that Ben got himself...and you...a bargain.

FREE Tour Information
If you would like to visit Isle Royale, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N.Y. — also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE MICHIGAN UNITED CONSERVATION CLUBS...
a statewide organization of 60,000 members in 295 clubs, for advancing conservation in all its phases. Since 1937, the MUCC has been dedicated to protecting the natural resources — woods, waters, wildlife and the great outdoors of Michigan. By keeping constant watch over the State's conservation program, it safeguards for the citizens of today and generations to come a great wealth of scenic wonders and outdoor recreation facilities.

SINCLAIR
A Great Name in Oil

Another in Sinclair's American Conservation Series
THE LID'S OFF IN TRI-CITIES*

WCYB-TV has entered into the exclusive clique of booming markets. Compare it, for instance, with Kansas City—or Denver—or any of the blue-blooded stations that SELL, COVER and DELIVER.

No matter how you take your tea, WCYB-TV provides the sugar of a three-times* sweeter market.

NBC/ABC WCYB-TV

INTERNATIONAL

Ireland Considers Offer For McLendon to Build TV

An American type television station is under consideration by the Irish government, it became known last week. The new DeValera government has under consideration an offer by the McLendon Corp. of Dallas, Tex. (Gordon B. McLendon) to build a $2.5 million commercial tv station in Dublin, with two boosters to cover the Republic of Eire.

Some of the northern Irish areas now receive television service from the BBC station in Belfast, but the greater part of the country receives no tv at all.

Mr. McLendon said that the offer was made two months ago and was under consideration by the Ministry of Posts and Telegraphs. The Texas broadcaster refused to estimate when some action might be taken; although he expressed the thought that it would be some time, since the new DeValera administration was still organizing. For the last four months, the McLendon interests have had a representative in Irish working on this project.

Although the projected tv station would be run on American commercial lines, there would be a tie-in with the government, Mr. McLendon said. This would include not only some form of government supervision and use, he explained, but also a profit sharing arrangement between the operators of the station and the Irish treasury. When the McLendon offer is accepted, Mr. McLendon stated, a new corporation known as the Irish Broadcasting Co. would be formed.

Associated with the television offer is a corollary proposal to establish a radio station in Ireland. Present Radio Eireen is state-owned and operates similar to the BBC in England.

The McLendon stations are KLIF Dallas, KILT Houston and KTSA-AM-FM San Antonio, all Texas. The McLendons (Gordon McLendon is associated with his father, Barton R. McLendon) are of Scotch-Irish descent.

Russians Destroy Any Hope For ‘Open Curtain’ Tv Exchange

THE initial optimism gingerly voiced in many quarters following Senate Majority Leader Lyndon Johnson’s proposal for an “open curtain” tv exchange between the U.S. & USSR [BT, June 17] has generally been replaced by the realization that the Soviets want no part of the idea.

Both Pravda, the official Communist party newspaper, and Radio Moscow blasted any possibility of allowing Americans to appear on Russian radio or tv in exchange programs. Pravda charged that “the Western powers wanted to use (the proposed) radio and television exchange not to weaken the cold war but to intensify it.” Radio Moscow declared that “...the Soviet people are not interested in listening to the anti-Soviet montings of Mr. Dulles ... about how America intends to annihilate our towns and villages.”

Earlier in the past fortnight two Russian officials had talked with apparent favor of the concept of a tv exchange. Deputy Premiers A. I. Mikoyan and V. M. Molotov said that, though they had no official notification of a broadcast exchange proposal, “we are in favor of any kind of cultural exchanges ...” such exchanges would be a good idea.

World Television Congress Set for London Next Fall

As part of President Eisenhower’s People-to-People program, World Commercial Television Congress will be held in London on Sept. 18 for representatives of 15 nations now utilizing commercial tv facilities.

The day-long session will consist of two phases—a discussion of “Television as a Medium of World Communication,” which will be under the auspices of the People-to-People Foundation, and morning and afternoon sessions on commercial television. During the commercial seminars, film clips of commercials and programs typical of each country will be shown.

Selected as the common denominator of world television and to be shown at the congress is The Adventures of Robin Hood, co-produced by Official Films, New York, and Sapphire Films, London, and carried in the U. S. on CBS-TV under the alternate sponsorship of Johnson & Johnson and the Wildroot Co. Johnson & Johnson and has invited 66 leading U. S. newspaper television columnists to attend the conference and to spend a week in Europe to study and view the operation of Eurivision and talk with commercial broadcasters there.

Two Die in WOOD-TV Tour

A TOUR of the Soviet Union sponsored by WOOD-TV Grand Rapids, Mich., last fortnight, ended in tragedy before it even began, as a plane carrying five of the Americans crashed while attempting to land at Moscow’s Vnukovo Airport. Dead were nine passengers, including two Americans, Mr. and Mrs. Harvey Beuker of Grand Rapids. Mrs. Margaret Tremer of Grand Rapids survived in critical condition. Her 14-year-old daughter, Michelle, and WOOD-TV News Director Richard Cheverton suffered only minor injuries.

O’Farrill In Hospital

ROMULO O’FARRILL, Mexican newspaper publisher and broadcaster, was admitted last week to the Naval Hospital at San Diego, Calif. Reason for his hospitalization was not divulged. Mr. O’Farrill publishes the Mexico City Novedades and News, and his interests include XEW-TV Mexico City, XHTV (TV) Mexico City, XEQ-TV and XEX-TV Paso De Cortes and XEZ-TV Queretaro.

Anselmo Now in Mexico for ABC APPOINTMENT of Rene Anselmo as Mexico and Central America sales representative for ABC film syndication was announced last week by Don L. Kearney, vice president in charge of sales. Mr. Anselmo, who makes his headquarters in Mexico City, formerly represented Fremantle Overseas Radio & Television, New York, in the same locale.
Want extra assurance on the major investment involved in the construction of a substantially designed tower to support FM or TV antenna? Winds have never been known to down this type of Truscon Steel Tower. No Truscon tower of any type was lost during the recent East Coast hurricanes.

Truscon engineers know towers! Whether it be tall or small—guayed or self-supporting—tapered or uniform in cross-section—for AM, FM, TV or Microwave—their skill and experience give you the tower you need . . . designed to keep you on the air!

So turn your tower problems over to the experts. Phone or write any Truscon district office for complete information. Or call us collect in Youngstown.

Send coupon for literature.
ADVERTISERS & AGENCIES


Robert E. White, formerly senior vice president and director, Henri, Hurst & McDonald Inc., Chicago, to Rutledge & Lilienfeld Inc., same city, as vice president.

Kirke Beard, for past four years general manager of Anderson-McConnell, L. A., appointed vice president.

James Cope, vice president, public relations, Chrysler Corp., Detroit, named vice president, corporate market planning.

Kay Reed, assistant advertising manager, Lady Esther division of Chemway Corp., promoted to advertising manager.

Mary Dunlavey, formerly account executive with Aitkin-Kyneett Co., Phila., to Kaster, Farrell, Chesley & Clifford, N. Y., in executive capacity to handle contact-media work.

William A. Sittig, vice president and marketing director, Clinton E. Frank Inc., Chicago, appointed general manager.

John C. MacKinnon, formerly manager of footwear merchandising, appointed to new position of general sales manager of footwear and glove divisions of Hood Rubber Co. and B. F. Goodrich Footwear Co., both divisions of B. F. Goodrich Co.

John H. Riordan, accountant supervisor at Roy S. Durstine Adv., N. Y., to Geyer Adv., same city, in similar capacity. Before going to Durstine four years ago, Mr. Riordan headed his own advertising agency, John H. Riordan Co., L. A., for 15 years.


Kent Westrate, senior market analyst, appointed account executive on Sweetheart Soap at Edward H. Weiss & Co., Chicago.

Perry Pasmezoglou named public relations director of Catalina Airlines, Beverly Hills, and appointed account executive to represent Catalina for Irwin—Los Angeles Agency.

William A. Nichols, with Minute Maid-Snow Crop frozen foods, appointed national merchandising manager.

Philip A Young, tv creative group head, McCann-Erickson, to Campbell-Ewald, Detroit, as copy director.

Desmond O'Neill, associate media director, Bryan Houston, N. Y., to media department, Kenyon & Eckhardt, same city, as broadcast buyer.

Shepherd Welth, formerly copy chief at Hicks & Giest, L. A., to copy director, Wexton Adv., N. Y.

Sinclair Jacobs Jr., account executive at Ted Bates Co., N. Y., to Pharmaceuticals Inc. as product manager for Zarumin.

Harry D. Goodwin, veteran of 26 years in advertising business, to Daniel F. Sullivan Co., Boston, as director of sales promotion.

Charlene Hirst, formerly director of radio-tv, Parker Adv., N. Y., to newly created position of media director of radio-tv, Mohr Assoc., same city.

Burton Wasserman, formerly research director at George H. Hartman Co., Chicago, to Campbell-Mithun Inc., same city, in similar capacity.

Albert W. Kadish, formerly merchandising field manager, Doherty, Clifford, Steers & Shenfield, N. Y., to Gore/Serwer Inc., same city, as market research associate.

Roslyn Shaw, currently conducting a marketing research program in Florida for Louden Co. client Lunn Laminates Inc. (plastic manufacturer), promoted to publicity assistant in New York office of agency.

Pieter P. de Kadt, formerly with Alfred Politz Research Inc., to radio-tv department of N. W. Ayer & Son, N. Y.


Ted Bergmann, vice president-associate director of radio-tv, McCann-Erickson, N. Y., father of boy.


Todd Franklin, 54, recently vice president-research director, Grant Adv., N. Y., died on June 13.

Lewis S. Hunt, 59, account executive at The Buchen Co., Chicago, since 1950, died June 8.

Lou Marget, sales promotion department, MCA TV Film Syndication, named supervisor of sales promotion for firm.

Edward C. Dowden to Shamrock Studios, Winter Park, Fla., as advertising-publicity director.

Bill Pegler, account executive, Scott Hendersen Adv., Tucson, to Television Zoomar Corp. in national sales capacity.

Clayton Bond, formerly with Television Programs of America, to NBC Television Films (division of California National Productions Inc.) sales staff covering Ohio, Indiana, Kentucky and West Virginia.

Roy Porteous, formerly sales director of NBC-TV Today-Home-Tonight unit, to CBS-TV network sales, Chicago, as account executive.

John Rolfsen, American Broadcasting Network news writer, promoted to network news editor.

Phil Rizzuto, ex-Yankee star, named sports-caster on CBS Radio's Sports Time (Mon.-Fri. 7-7:05 p.m. EDT) three days per week, alternating with Herman Hickman who has been featured on six-day-week basis. On July 1, Mr. Rizzuto will replace Mr. Hickman throughout week until fall when latter is scheduled to return to program fulltime.

Herman Hickman, WCBS New York sports-caster, appointed member of "President's
Citizens Advisory Committee on Fitness of American Youth.

Leonard Bass, 43, MBS director (Gang Busters, Treasury Agent and Counter-Spy), died June 19 following heart attack.

STATIONS

- Jack Craddock, sports-caster and formerly director of sports for WALB-TV Albany, Ga., to WKDL Clarksdale, Miss., as president and general manager. Mr. Craddock was announcer of Pittsburgh Pirates baseball games for 13 years.

John H. Kimball named president and secretary-treasurer of Oliver Broadcasting Corp. (WPOR Portland, Me.). John H. Norton Jr. appointed vice president-general manager of Oliver in addition to his duties as vice president-general manager of Mt. Washington TV (WMTW-TV) Poland Spring, Me.

Harry J. Dowd Jr., named assistant treasurer of Oliver Corp. and Charles L. Hildreth elected to board of directors.

- Tom Doughty, formerly with WDKA-TV Columbus, Ga., to WMOG Brunswick, Ga., as general manager.

- Irving Waugh, vice president-general manager of WSIX-TV Nashville, returns to WSM-TV Nashville as general manager. He had been executive assistant to president and commercial director of WSM-TV before joining WSIX-TV several weeks ago [B*7, June 3].


- Ray Grant, general sales manager, KRAM Las Vegas, named assistant general manager.


Ed Snyder, sales department, WDAX Columbus, Ga., to WDAX McRae, Ga., as manager. WDAX expects to go on air July 15 and is licensed by Radio Columbus Inc. (WDAX-AM-TV).

- John Alexander, formerly manager of KODY North Platte, Neb., to WFLA Tampa as station manager.

Art Bane, account executive, KUDU Ventures, Calif., named sales manager succeeding Red Gibson, resigned. John McCormick, sports announcer, to KUDU as sales-sports director.

- Charles A. Wilson, sales promotion supervisor, WGN Chicago, named advertising sales promotion manager. He also has been appointed member of management group of WGN Inc. (WGN-AM-TV).

Robert Sampson, formerly general manager, WSAI Cincinnati, to WTCN Minneapolis-St. Paul, as general sales manager.

- Jack Cosgrove, WTCN sales staff, named WTCN local sales manager.

- William E. Daley, sales manager, WTCN, named local sales manager for WTCN-TV. He has been with WTCN for past six years and was sales manager for past four years.

Willard Fraker, general manager-sales manager, WJHP-TV Jacksonville, Fla., to WFGA-TV Jacksonville as local sales manager.

Marcia Davenport, commercial manager and assistant in construction and organization of KIRT Mission, Tex., to KANN Sinton- Corpus Christi, Tex., as commercial manager in charge of local, regional and national sales.

Dick McDaniel and Holly Moyer, both of KVOD Denver, promoted to commercial sales manager and national-regional sales manager, respectively.

"Those KRIZ Phoenix air personalities make the biggest impression!"

Broadcasting • Telecasting

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Robert L. Smith, formerly sales promotion supervisor for Foster & Kleiser Outdoor Adv., S. F., to KPIX (TV) San Francisco as assistant sales promotion manager. His main duties will consist of research, creation of sales aids and audience and market analysis.

Judd A. Choler, formerly promotion manager with WSBT-WSB-TV South Bend, Ind., to WFMY-TV Greensboro, N. C., in similar capacity.

Dean McCarthy, Lawrence Turet and Leon Dolnick appointed assistant to president to handle national sales, assistant program director and merchandise manager, respectively, at WITI (TV) Milwaukee.

Herman Maxwell, salesman, WRCA New York, named sales director succeeding George Stevens, resigned to join Transcontinental TV Corp.

Spencer M. Allen, director of news, WGN-AM-TV Chicago, to WLWC (TV) Columbus, Ohio, as news-public affairs director. Mr. Allen will be seen nightly, Mon.-Fri., on two newscasts. He had been with WGN Inc. for 18 years before joining WLWC.

A. Richard Robertson, formerly advertising manager of Television Age, named director of sales development - promotion-publicity for KSBW-AM-TV Salinas-Monterey and KVEC-KSBY-TV (formerly KVEC-TV) San Luis Obispo, both Calif.

Jack Stapp, program director, WSM-AM-TV Nashville, resigns to devote full time to his new business, Tree Publishing Co. He will continue to produce Prince Albert NBC portion of Grand Ole Opry, William for William.

Ott Devine, chief announcer, succeeds Mr. Stapp as program director. He served as acting program director of WSM during 1942-1946 and has been with station since 1939.

Al Vare, host of Star Case of Hits, WMBR-AM-FM Jacksonvile, named program director. He has been in radio and tv for past 11 years.

Armand La Pointe, KLAC Los Angeles, named merchandising director.

Joseph E. Faraghan, formerly program manager, WGN-TV Chicago, to WFLL-TV Tampa as program department director.

Al Shepard, formerly with Denver Pott, Denver, Colo., to KLZ-AM-TV Denver as publicity director. He succeeds Earl Wennekren who resigns to accept position in petroleum industry.

John K. Williams, recently released from service, to KCRG-AM-TV Cedar Rapids, Iowa, as news director.

Allen Jeffries, veteran midwest newscaster, named news director of WISH Indianapolis.

John Evans, early morning personality, WIS Columbia, S. C., assumes additional post as sports director succeeding Dave Moss.

Lute Mason, sports director of WDSM-TV Duluth, to KFMB-TV San Diego as sports director and announcer.

Al Lamm, pianist and part-time member of WOW Omaha staff, named music director for WOW-AM-TV.

Edward E. Kash, sales production man, to WFRM-TV Indianapolis as account executive. He formerly was commercial producer-television client contact for Kenyon & Eckhard, Chicago, and senior producer-writer with Henri Hurst & McDonald, same city.

William W. Grisby, sportscaster, to KMBC Concordia, Kans.-KFRM Kansas City, as account executive.

Bob Neece, formerly announcer-director, WJBK-TV Detroit, to KWK-TV St. Louis as account executive.

Richard H. Gurley Jr., sales staff, WEEI Boston, to WBZ-TV Boston as account executive.

Jody Hoffman, formerly WOR-TV New York staff producer, to WOV New York as sales coordinator.


Charles A. Brown joins WDRC Hartford, Conn., as control room engineer succeeding Ray Wilson, resigned.
WHEN a guest comes to WABT (TV) Birmingham, Henry P. Johnston, president, gives him a ride through the main city streets in “Bouncalot,” a kiddie show vehicle for the station’s kid personalities. Here, Harry Bannister, NBC, wearing a baseball cap, is shown with Mr. Johnson, decked out in a Scotch plaid beret.

Darrell Smith, cameraman at KARD-TV Wichita, Kans., to KBTW (TV) Denver.
Lee Posselt, former cameraman, WREX-TV Rockford, Ill., to WITI-TV Milwaukee in similar capacity.
Lionel Lokos, former copywriter at Hicks & Griest, N. Y., to WQXR New York in similar capacity.
Gary Segar, KTLN Denver, to KRMA-TV Denver as announcer, succeeding Jim Palmquist who joins KLIR Denver.
Bob Bailey, formerly with WUNC-TV Chapel Hill, to WSJS-TV Winston-Salem, both N. C., as announcer.
Paul Harvey, ABC radio commentator, signed for news series on WCFL Chicago, Mon.-Fri., 12-12:15 p.m.
Paul Mills, announcer-newsman, WTOP Washington, to WWDC Washington announcing staff.
Jack Eigen, night club disc jockey, to WNBQ (TV) Chicago for new weekly interview colorcast series (Tues., 10:30-11 p.m.).
Bill O'Toole, WABC New York announcer, to KABC Hollywood in similar capacity.
Don Blair, announcer-studio manager, WNYC New York, to WHAM Rochester. N. Y., as announcer-disc jockey.
Ken Cariker, staff announcer-sportscaster at KARD-TV Wichita, Kans., to KWTV (TV) Oklahoma City, Okla., in similar capacity.
N. C. Milwee, formerly assistant program director, WJJS Owensboro, Ky., to WFIE-TV Evansville, Ind., as staff announcer.
Bob Norris, WEIM Fitchburg, Mass., disc jockey, to WDVH Gainesville, Fla., in similar capacity.
Bob Osbourne and Bob Hardy, both formerly with WIBV Belleville, Ill., to WIL St. Louis as announcer and summer replacement announcer, respectively.
Gordon Grannis, formerly advertising, publicity and promotion manager for KOVR (TV) San Francisco, to Crown Zellerbach Corp., same city, as public relations assistant.
Lon Nelies, formerly salesman-staff announcer at WBTA Batavia, and WEBR Buffalo, both N. Y., to sales staff of WGN Chicago.
Phil Sanford, local sales manager, WNEM-TV Bay City-Saginaw, to WMMA Miami sales staff.
Alan Craig to KFMB-TV San Diego sales staff.
Jim Whipkey, news department, KFOR Lincoln, Neb., to WTTT Port Huron, Mich., in similar capacity.
Dick Robbins, writer for Queen for a Day, to publicity staff of KTLA (TV) Los Angeles.
Russell Blood to WLOB Portland, Me., disc jockey staff, succeeding Dave Fennell who joins WARE Ware, Mass.

John Babcock, from announcing staff of KDAY Santa Monica to news bureau, KLAC Los Angeles.


Barbara J. Bloom joins WHB Kansas City as music librarian succeeding Suzanne Sherman, married.

Lorene McCarthy, co-director of public affairs at WBMM-TV Chicago, and James Watson announced their marriage June 1.

Alex Cooper, 37, disc jockey of KLAC Los Angeles, died last Wednesday of lung cancer in his North Hollywood home. He had been one of KLAC’s “Big Five” disc jockey group since 1952.

REPRESENTATIVES

Carlos Reese, John Blair & Co. sales staff, named St. Louis manager, effective July 1. He succeeds Tom Harrison, who has been appointed vice president and sales manager of American Broadcasting Network.

Jack Eisele, regional sales-promotion, KGUL-TV Houston, to Clarke Brown Co. as manager of Houston office.

Stuart L. Mackie, in radio and advertising since 1948 and most recently with sales promotion-public relations department of Chicago Title & Trust Co., to radio sales staff of Avery-Knodel Inc., Chicago.

TRADE ASSNS.


Mrs. Carl Landers, chief timebuyer, John W. Shaw, Chicago, elected president of Junior Women’s Adv. Club in that city.

Stanley W. Koenig, director of advertising, Olin-Mathieson Chemical Corp., named chairman of ANA advertising budget control task force. He succeeds John W. Jackson, manager, RCA advertising and sales promotion administration, who will continue to serve on committee.

Wallace M. Bradley, assistant to general manager in charge of programming, WWLP (TV) Springfield, Mass., named executive director of committee for Competitive TV, organization of uhf stations. Mr. Bradley is headquartered at CTT’s Washington headquarters, 1735 DeSales St., N. W.

MANUFACTURING


H. Ronald Eldridge elected assistant comptroller of Federal Telephone & Radio Co., division of IT&T. He joined firm in 1941.

Clarence A. Main, vice president, RCA Victor Distributing Corp., appointed general manager of L. A. branch, succeeding Hadley C. Chapman who has retired after 30 years with RCA.

Eugene J. Martin, Sylvania Electric Products, to Polarad Electronics Corp., L. I., N. Y., as special assistant to president. Mr. Martin also lectures on technology of vacuum tube construction at Polytechnic Institute of Brooklyn and is under contract with McGraw Hill Publishing Co. for book on this topic.

John Messerschmitt, renewal tube sales division, Amperex Electronic Corp., Hicksville, N. Y., promoted to assistant vice president-general sales manager. George Elliott, office manager of Amperex, named manager of export and tube industry sales.

John M. Glynn and Joseph R. Richmond, sales administrator and sales expeditor-director of distribution-jobber relations, respectively, for Tobe Deutschmann Corp., Norwood, Mass., named assistants to sales manager.

Henry W. Leland, 54, manager of media planning and research for General Electric Co., Schenectady, N. Y., died June 13 in N. Y.

PROGRAM SERVICES

Frank W. Noble, formerly assistant general sales manager of merchandising, Studebaker-Packard Corp., Detroit, to TelePrompTer Corp. as Detroit area manager.

PROFESSIONAL SERVICES


Forbes W. Blair, assistant U. S. Attorney for District of Columbia, has joined Washington law firm of Welch, Mott & Morgan. Mr. Blair, 1952 law graduate of West Virginia U., was with procedural studies division of Administrative Office, U. S. Courts, then Office of U. S. Attorney as law clerk and was subsequently appointed assistant prosecutor assigned to criminal trial work and later to appellate division. He is member of both West Virginia and District of Columbia bars.

INTERNATIONAL

G. S. L. Anderson, vice president of E. W. Reynolds Ltd., Toronto, to president of Advertiser Guild of Toronto, with W. Patrick Grassick, Coca-Cola Ltd., Toronto, named vice president.

E. T. Reynolds Jr., formerly of All-Canada Radio Facilities Ltd., Toronto, Ont., to national sales manager of CJCB-AM-TV Sydney, N. S.

C. Price to managing director of CKGN-TV North Bay, Ont.

Donald M. E. Hamilton to director of advertising and sales of CKOY Ottawa, Ont.

EDUCATION

Waldo M. Abbot, director of broadcasting at U. of Michigan, Ann Arbor, Mich., since 1925 and author of Handbook of Broadcasting, reportedly first professional text in field, retired.

Cledge Roberts, 52, director of tv workshop of New York U. since 1951, died June 14 from leukemia.

Also send for details on the new Lawrence Welk Library Package

Page 102 • June 24, 1957

Broadcasting • Telecasting
Station Authorizations, Applications
(As Compiled by B • T)
June 12 through June 18

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. hall—hertz.
- ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—wire. mc—megacycles. d-day. n—night. LS—local station. mod.—modification.
- trans.—transmitter. unf.—unlimited hours. ke—kilometers. RCA—subsidiary communications authorization. ASA—special service authorization. STA—special temporary authorization. —educ. - —educ.

Am-Fm Summary through June 18

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FCC Commercial Station Authorizations
As of February 28, 1957 *

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Grants since July 11, 1952:

When FCC began processing applications after tv freeze

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Applications filed since April 14, 1952:

When FCC began processing applications after tv freeze

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<tr>
<th>New Amend.</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noncomm. Educ.</td>
<td>37</td>
<td>32</td>
<td>69</td>
</tr>
</tbody>
</table>

New Tv Stations . . .

APPLICATIONS


Indianapolis, Ind.—Butler University, uhf ch. 36 (680-685 mc); ERP 17.23 kw viss. 10.38 kw aur. ant. height above average terrain 603 ft., above ground 541 ft. Estimated construction cost $691,050, first year operating cost $90,000, revenue $190,000. P. O. address 60th & Sunset Ave., Indianapolis. Studio location Indianapolis. Trans. location Marion County. Geographic coordinates 39° 50' 24" N., Lat. 86° 10' 02" W. Long. Trans.—ant. RCA. Legal counsel Emesley W. Johnson Jr., Indianapolis. Trustees of university will operate station.


Lafayette, La.—Acadian Television Corp., uhf ch. 40 (540-546 mc); ERP 618 kw viss. 338 kw aur. ant. height above average terrain 941 ft., above ground 576 ft. Estimated construction cost $329,000, first year operating cost $320,000, revenue $651,000. P. O. address 46, Lafayette. Studio location Lafayette. Trans. location Vermilion
For the Record Continued


New Orleans, La.—Crescent City Telecasters Inc., vhf ch. 12 (204-210 ml); ERP 316 kw vfa, 109.7 kw au.; ant. height above average terrain 1925 ft. above ground 1737 ft. Estimated construction cost $962,441, first year operating cost $1,080,000 revenue $1,460,000. P.O. address Box 4216, Crescent Station, Shreveport, La. Studio location New Orleans. Transmitter location Plaquemines Parish. Geographic coordinates 30° 32' 9" N., 90° 38' 25" W. Long. Trans. - Anta, Rha. Legal counsel Fisher, Wayland, Duvall, New Orleans. Legal counsel Washington, D. C. Principals include E. Newton Wray and 12 others. Mr. Wray is 33% owner KTBS-AM-FM TV Shreveport.

Hay Spring, Neb.—Duhamel Enterprises Inc., vhf ch. 5 (66-72 ml); ERP 58 kw vfa, 15 kw aux.; ant. height above average terrain 965 ft. above ground 463 ft. Estimated construction cost $165,000, first year operating cost $18,000. P.O. address Box 1725 1818 W. 6th St., Rapid City, S. D. Studio location Hay Spring. Transmitter location Sheridan County. Geographic coordinates 43° 28' 25" N., 102° 45' 6" W. Long. Trans.-Anta, Rha. Legal counsel Charles V. Wayland, Washington, D. C. Principals include Neels & Duhamel 91% and seven others. Mrs. Duhamel has interest in KOTA Rapid City.


New Am Stations


Applications

Santa Rosa, Calif.—Santa Rosa Bocst. Co., 1460 kc, 1 kw D. P. O. address Box 369, San Bernardino, Calif. Estimated construction cost $29,817, first year operating cost $75,000 revenue $26,000. Legal counsel L. Brenner, J. T. Nixen, Murillo S. Schofield and Joseph A. Daly. Five others have 10% of each.

College Park, Ga.—Robert A. Corley, 1700 kc, 1 kw D. P. O. address M. Schoen st. S.E. Atlanta, Ga. Estimated construction cost $6,652. First year operating cost $21,500 revenue $15,000. Mr. Corley, program director WQTL Atlanta, will be sole owner.

Fitzgerald, Ga.—Charles W. Dowdy, 1560 kc, 5 kw D. P. O. address 608 Alice St. Bainbridge, Ga. Estimated construction cost $60,000, first year operating cost $26,500. revenue $40,000. Mr. Dowdy, 25% owner, will be sole owner.

Golden Valley, Minn.—Hennepin County Bocst., Co., 100 kw D. P. O. address % Carroll E. Crawford, St. Paul, Minn. Estimated construction cost $40,000, first year operating cost $30,000 revenue $30,000. Equal stockholders are Leon V. Dayton, 46.2%, WEAM-AM-FM Evansville, Ind. Edwin W. Smith, 45.8%, WEAM-AM-FM, and Mr. Crawford, radio-tv director Storage Lewis Inc. (advertising agency).

La Grange, Tex.—Colorado Valley Bocst., Co, 1790 kc, 250 w. D. P. O. address Box 669, La Grange. Estimated construction cost $12,279, first year operating cost $17,430, revenue $24,530. Principals include Leon Schmidt, 13.25%, E. B. Mayer, 18.48%, Ike J. Petras, 13.25%, Hattie Kruessel, 12.25%, and others.

Ownership Changes

APPLICATION


PCC granted application of Dispatch Inc. (Ed- wins, Ill.), general partner; National Bank and Chicago能否 contest for partnership. PCC granted application of Dispatch Inc. (Ed- wins, Ill.), general partner; National Bank and Chicago能否 contest for partnership. PCC granted application of Dispatch Inc. (Ed- wins, Ill.), general partner; National Bank and Chicago能否 contest for partnership. PCC granted application of Dispatch Inc. (Ed- wins, Ill.), general partner; National Bank and Chicago能否 contest for partnership. PCC granted application of Dispatch Inc. (Ed- wins, Ill.), general partner; National Bank and Chicago能否 contest for partnership.

PCC announced its Memorandum Opinion and Order of June 13 which denied a July 1935 petition by WMBD, Inc., unsuccessful applicant in Peoria, Ill., ch. 3 comparative proceeding for rehearing, reconsideration and grant; however, in lieu of this Petition's decision, the WMBD is authorized to construct a new tv station in Peoria on ch. 31, subject to engineering conditions and that it file within 30 days necessary technical information with respect to operation on ch. 31, that construction shall commence only after specific au-thorization by the Commission following submission of that information and that acceptance by it of the instant grant shall be deemed to constitute WMBD's, Inc., rights with respect to Chancel 3. The Commission, on July 15, 1935 petition in conjunction with the aforementioned decision, which was considered in the comparative hearing, is now an applicant for authority to operate on ch. 31 in Peoria. Comm. Craven abstained from voting (not to be printed by GPO in weekly pamphlet).

The Commission (1) granted petition by Penn-
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Washington, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. - 17TH & K STS.
WASH., D. C.
P. O. BOX 7037
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pensylvania Bldg., Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

PAGE, CREUTZ
STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W.
Washington 5, D. C.
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting Radio & Television Engineers
Washington 6, D. C.
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
Member AFCCE

JOHN H. MULLANEY
Consulting Radio Engineers
3000 P St., N. W.
Washington 6, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
Arlington, Texas

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Building Avenue
Cleveland 3, Ohio
Member AFCCE

John H. Russell
O. Box 7037
Kansas City, Mo.
Member AFCCE

JOHN B. HEEFFELINGER
1401 Cherry St.
Milan 4-7010
KANSAS CITY, MISSOURI

W. D. L. Dillard
1329 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

A. E. TOWNE ASSOCs., INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg., Sterling 3-0111
Washington 4, D. C.
Member AFCCE

Robert L. Hammett
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Member AFCCE

Lynne C. Smeby
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
Member AFCCE

Robert L. Hammett
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Member AFCCE

MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Member AFCCE

Ralph L. Katter
CONSULTING ENGINEER AM-FM-TV
Suite 200, Arcade Bldg., St. Louis 1, Mo.
Member AFCCE

For Results in Broadcast Engineering
AM-FM-TV
Allocations • Applications
Member AFCCE

COMMERCIAL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
Member AFCCE

Ralph L. Katter
CONSULTING ENGINEER AM-FM-TV
Suite 200, Arcade Bldg., St. Louis 1, Mo.
Member AFCCE

A. E. TOWNE ASSOCs., INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
Member AFCCE

Radio Engineering Company
CONSULTANTS—Specialists in
Member AFCCE

Telecasting

June 24, 1957 • Page 105
FOR THE RECORD CONTINUED

syvania Bostg. Co. (WIP, AM and FM). Phila-
delphia, Pa., to dismiss its protest; (3) reaffirmed
and made effective immediately March 13 grant
to WPFW, Inc. Bostg. Co. in change transmitter
location of WPFW (ch. 13), Wilmington, Del., from
two miles eastwardly to a point 16 miles east-
ward and nearer Philadelphia and increase antenna
height from 260 to 360 feet. (Note: See 13, 15-
2021) and terminated proceedings in Docket 12015; and
(3) dismissed as moot petitions by Pennsylvania
Bostg. Co. and Borer Broadcasting, Inc., for en-
largement of issues and reconsideration of designation
order.

The Commission announced its Memorandum
Opinion and Order, dated June 13, denying a petition
filed April 25, 1957 by Wilson E. Heli and Green-
vale Television Co., requesting reconsideration of
Commission's Order of March 27, 1957 which
denied their petition to discontinue WPSA-TV, The
Spark Mountain operation. (Notes: See 5, 13-
1114.) Their court appeal is currently pend-
ing. Comr. Birtley concurred. (Text to be
printed by GPO in weekly pamphlet.)

The Commission made effective immediately an
initial decision and (1) affirmed Sept. 5, 1956 grant
to American Television Co., Inc., for new station
to operate at Bridgeport, Conn., on channel 17.
(See: (12-1156) 17); (2) denied petition by
Milton Stern, Jr. (Docket 11892) Comr. Birtley
abandoned from voting. (Text to be printed by GPO in
weekly pamphlet.)

INITIAL DECISIONS

Hearing Examiner Ruth B. Hutchison issued
supplemental initial decision looking toward grant-
ing application of Bredey Bostg. Co., Inc., for
am on 600 kc, New Hope, N. J., and filed on March 24, 1958 a
petition for reconsideration of the decision. Comr.
Hyde and Lee favored a 2-week extension. Comr.
Cramden dissented.

FCC revised rule making proposal. TV RULE
MAKING PROPOSAL

In view of the pending hearing on the matter
functioning as the FCC in determining the
matter for the purpose of making an
other proposal.

The Commission on June 13 directed prepara-
tion of a document looking toward (1) begging a
petition for consideration, including the
restoration of the service, and an appeal to
the court of record, and oral arguments directed
against Commission's

Cramden dissenting.

TV RULE MAKING FINALIZED

FCC finalized rule making and amended the
tv table of assignments by shifting ch. 12 from
Coeur d'Alene, Idaho, effective July 19.

PETITION FOR RECONSIDERATION DENIED

FCC denied a petition by KNRT-TV Co. (KRTV)
KRTV, Inc., for reconsideration of the following
portion of March 13 report and order, insofar as
consider the portion of March 13 report and order
filing Davenport (formerly Island-Moline) (II.) determine post-division
that Island-Moline by deleting it from Peoria, or (2) specify
extension of the division on that channel in Rock Island
will require transmitter to be located 190 miles from
Grand Forks, N. D., that the

Doerrer and Mack abandoned from voting; Comr.
Craver dissented.

FCC (1) issued notice that it will grant
new authorization for fm broadcast stations to
engage in functional music operation on a
simplex basis, and (2) extended for six months
from June 1, 1957, the time during which existing
fm stations may continue such simplex opera-
tions. (Comr. Mack dissented.) The Report
Continues on Page 111

BOXSCORE

STATUS of comparative hearing cases for new
tv stations before FCC:

AWAITING FINAL DECISION: 6
(Figures in parentheses indicate dates oral
arguments were heard.)

Seattle, Wash., ch. 7 (12-12-58); Buffalo,
N. Y., ch. 7 (9-10-57); New Orleans, La., ch. 8
(10-12-58); San Francisco-Oakland, Calif.,
ch. 2 (9-30-55); Toledo, Ohio, ch. 11 (3-5-57);
Me-Keepest-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 5
(Figures in parentheses indicate dates initial
decisions were issued.)

Coos Bay, Ore., ch. 1 (10-20-58); Hat-
field, Ind.-Gwenabro, Ky. (Appeals from
Montgomery-Parma, Mich., ch. 10 (7-17-57);
Toledo, Ohio, ch. 11 (3-5-57); Beaumont,
Texas, ch. 6 (4-25-57).

IN HEARING: 5
Cheboygan, Mich., ch. 4; Mayaguez, P. R.
ch. 2; Lubbock, Texas, ch. 5; Sioux Falls, S.
d., ch. 10; Alliance, Neb., ch. 10 (6-3-57).

IN COURT: 4
(Appeals from tv grants in U. S. Court of
Appeals, Washington, D. C.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10;
Miami, ch. 10; Knoxville, Tenn., ch. 10.

Terry Haute, Ind., and the other looking toward
rule making with respect to moving ch. 10 from
Portsmouth, Va.

The Commission on June 13 directed prepara-
tion of a document looking toward denying peti-
tions for reconsideration of its action permit-
ting construction of Evanville, Ind., by shifting ch. 1 to
Louisville, Ky., and ch. 3 from Hatfield to Evans-
ville for noncommercial educational operation.

NARBA
List of changes, proposed changes, and correc-
tions to the List of Canadian Broadcast Sta-
tions Modifying Appendix containing assign-
ments of Canadian Broadcast Stations (Minne-
apolis 47214-4) to the recommendations of
the North American Regional Broadcasting
Agreement Engineering Meeting, January 30,
1941.

610 kc
Thompson Township, Man. 1 kw ND unii. Class
III 5-15-58.

630 kc
CFT Smith Falls, Ont. 1 kw DA-1 unii. Class

650 kc
CHLO St. Thomas, Ont. 1 kw D 1 kw ND-2 unii.
Class II EIO 5-15-58 (PO: 886 kc 1 kw DA-1). 5-15-
58 (PO: 684 kc 1 kw DA-1).

900 kc
CKH Prince Albert, Sask. 10 kw DA-2 unii. Class
II. Now in operation.

1250 kc
CKRB St. George de Beauce, Que., 5 kw D,
1 kw N DA-N unii. Class III EIO 5-15-58 (PO:

Note: In change List 411, dated April 12, 1957,
"EIO 15-57.5" should have read "EIO 15-57.5" in all
cases. The annexation to the CBBP, Learning-
ton, Ont., item should be shown present opera-
tion as they only in North Dakota.

List of changes, proposed changes, and correc-
tions to the List of Canadian Broadcast Sta-
tions Modifying Appendix containing assign-
ments of Mexican Broadcast Stations (Minne-
apolis 47214-4) to the recommendations of
the North American Regional Broadcasting
Agreement Engineering Meeting January 30,
1941.

Mexican List No. 202
May 20, 1937

560 kc
Toluc, Mexico, 1 kw ND unii. Class III 11-20-
57.

1270 kc
XEXAX Oaxaca, Oaxaca 5 kW D, 0.5 kw ND
unii. Class III 11-20-57.

1600 kc
XELA Acapulco, Nayarit, 100 w ND unii. Class
IV 11-20-57.

Continues on Page 111

Broadcasting among Telecasting
### CLASSIFIED ADVERTISEMENTS

#### RADIO

**Help Wanted**

**Management**

Sales manager excellent New Jersey "spot" with major TV, newspapers, sales and experience. Bring along sales, commission and overside. Box 19A, B-T.

Sales manager who loves to sell. Fifty figure income. Major market for strong independent Ohio. Box 19A, B-T.

Manager, small California lumber and cattle town. Experience, aggressive, first class phone license, excellent selling and general reputation. Air-mail job around like we'll phone you immediately. Box 188A, B-T.

Men with managerial or sales or copywriting ability—New England chain, state qualifications first letter. Box 232A, B-T.

General manager wanted for small station in the southern area, with sales and announcing experience, salary plus incentive. Box 250A, B-T.

Station manager for CBS bonus outlet in southern city of 25,000 population. Good proposition for energetic, interested and well paid. Box 341A, B-T.

Top opening for aggressive station manager, sales manager or outstanding salesman as station or sales manager, single station in single market of 30,000 plus. Congenial living conditions. Great growth area. Nicely compensated. Great new opportunity. Send resume and photo. Box 347A, B-T.

**Sales**


Wanted: Salesman replacement for 250 watt, 30 years old Mutual Network station in located in Fort Wayne Valley of Wisconsin. Minimum of 2 years experience required with network station. Man 25 to 35 years old preferred. Excellent income based on 1% of accounts now on the air. Average 3 to 4 thousand dollars monthly. Immediate opening. Send to Box 184A, B-T.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-television operation, we want you. Opportunity excellent for experienced man who can produce. Guarantee and commitment commensurate with ability. No others need apply. Contact Jack Chapman. KTSM-B.T., El Paso, Texas.

**Salesman-announcer.** Permanent position in excellent market. Send resume to sales manager. Prefer young man eager to learn, must be sober with highest integrity. Salary plus commission. WAKN, Alken, S. C.

WRTL, Bradenton, Florida, wants salesman with proven record, who can also handle announcement. Market of 50,000,000 people, state's fastest-growing area. Rush and details to Dick Detly, WRTL, Bradenton.

Salesmen for McLeod Stations. Fine opportunity for live-wire, aggressive men who desire chance for promotion to managerial positions. Write full details Bill Morgan, 214 Jackson, Dallas, Texas.

**Announcers**

$100 a week for D.J. with flowing conversational delivery. Excellent. Adept at reading album liners. Wanted by minimum 30,000 watt station. Bishop, Monticello, Iowa. Must be bright and buoyant, and use rhyming intro to records. Write Box 699G, B-T.

Announcer: Well known central Pennsylvania independent dayside station wants good mornings man. Starting salary $1000 per week. Station changing format to music-news-operation. Box 183A, B-T.

Personality DJ, willing to take direction and have music programmed. Salary open. Major metropolitan market, south. Write Box 217A, B-T.

**Radio**

Help Wanted—(Cont'd)

**Announcers**

Old established 5 kw western station needs good man with first ticket. Ideal climate, fishing, hunting and money. Hurry, Box 228A, B-T.

Announcer strong on commercials with at least one year experience. Delightful climate, benefits. Box 236A, B-T.

DJ-salesman who can sell on the air and on the street to replace our man moving up to management and who made more than $6000 last year. If experienced, want to live in beautiful country and can fill the job contact KLAD, Klamath Falls, Oregon.

Need immediately combination play-by-play and pop DJ for central Kansas outstanding 1500 watt Town of 2,000 you'll like. Sports include 117 basketball games, 38 football plus National 2400 high school and high school sports. Talented paid, no air-mail complete background, photos, sports tapes, transcriptions, music adlibs and news. J. D. Hill, KWXH, Hutchinson, Kansas, "Where Agriculture and Industry Meet."

**Deadline:** Undisplayed—Monday morning publishing deadline. Tuesday preceding publication date.

**SITUATIONS WANTED**

20¢ per word

**HELP WANTED**

25¢ per word

**DISPLAY**

ads $15.00 per inch

Payable in advance. Checks and money orders only

No charge for block box number

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing. (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at sender's expense. Envelope must be express. If you express repudiate any liability or responsibility for their custody or return.


Miami dj opening. The south's most powerful full-time independent radio station is looking for a top-notch young personal air personality for 7 to 11 p.m. If you now have top ratings in your town, can run record hops and want a chance with a growing multi-station system, send resume, non-returnable tape, and 1957 photo (no phone calls please) to: Bob Earle, WINZ, Miami, Florida.

Successful southwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flu-fb free delivery; sufficient experience to handle job in serious, professional manner. Coming to reunion, photo and tape to WMXJ, Mt. Vernon, Illinois.

Wanted: An experienced announcer. Must be sober. Work part right shift. 50 hours per week. Tape and experience to P. O. Box 444, Monroe, Georgia.

And there you are. And here we are. Number one in a field, one in a class. New Orleans and Miami—New York and Miami—more yet to come. Let's keep 'em hopping. Dream big. As a dream comes true to more, you'll float on top of the big picture, like you just can hardly find any more. Top pay, unlimited opportunities with America's most successful independent station. Join us to a new record and re- sume to Bill Stewart—The Storz Stations, 830 Kilpatrick Building, Omaha, Nebraska.

**Technical**

Commo—must have first phone some hillbilly. Experience and opportunity. Top company, Box 969G, B-T.

Wanted—chief engineer for 5000 watt network Music station. Must be sober, be cooperative, energetic and with good character. Full information on references required with first letter. Box 106A, B-T.

Are you an energetic engineer who has no experience with independent type station, then we're looking for you. We are a two-station town in the heart of the one of the most promising communities in the nation. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position in the radio business, why not apply? All information to Box 188A, B-T.

Have immediate opening for chief engineer-anouncer. Must be hillbilly. Experience in sales and advertising. The best of the sunshine state's fastest growing area. Write, wire or phone. Brewster, 100A, Montgomery, Alabama.

Wanted immediately, first class engineer for kilowatt daytime. Competent with abilities. Elish on or phone 4-31381, WACB, Kittanning, Pennsylvania.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you are like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Costeville, Pennsylvania.


Commo, man, first phone. Need not be最好 engineering announcer but must be capable of getting into congenial organization. Wonderful climate. Near beaches. Write to phone Aiden Baker, WGAJ, Elizabeth City, N. C.

Chief engineer, experienced, proven engineer- ing background for kilowatt daytime. Salary commensurate with ability. Contact Manager, WLSI, Fayetteville, Kentucky.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Wanted Immediately, experience, first phone engineer, no announcing, 3 kw, directional. Contact L. W. Jackson, CE, WMMN, Fairmont, Va.

**Programming-Production, Others**

Woman wanted 50-50 air personality and continu- um. Will be creating exciting programs to integrate into community, write selling copy. Opportunity to discuss advanced tape, copy samples and vital information with first letter to Box 196A, B-T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $3500 per year. Send audition tape, photo and resume to Radio Local KBBN, Bozeman, Montana.

Newman, experienced to write and air local copy. A nice city with first class facilities. Send resume to WCOJ, Costeville, Pennsylvania.


Writer. Top independent music and news station offers a challenging opportunity to an experi- enced personality. Top pay, unlimited oppor- tunities who can turn out first-quality selling copy. St. Louis, Missouri. Write to principal producer and really capable. Send resume to: Bob Earle, WINZ, Miami, Florida.
RADIO
Situation Wanted—(Cont'd)

Announcers

Experienced staff announcer. Prefer New England, vicinity. UN 5-5282, New Haven, Conn.

Announcer, single, sober, vet. white, seeks first job in radio, recent graduate SRK, jolly Santa Barbara, Calif. 


Technical

Engineer, 1st phone, 61/2 yrs. experience, tv and radio. College and night-school training. Some independent experience. Am not a drinker. Permanent only. Box 6719, B-T.

Chief engineer, experienced 250 to 50 kw: 24, married, family. Prefer northwest; minimum $1000 week. Box 181A, B-T.

Transmitter position, west, 1st phone. Experience, car. Box 181B, B-T.

M.T. student wishes summer employment as engineer-announcer. First phone, ham. Engineer. WANTED, in college. Available until September 15. Box 237A, B-T.

Chief engineer, fifteen years experience am-fm, with including color. Graduate engineer. Box 355A, B-T.

Engineer with first class ticket and fifteen years experience would like a position with a small, independent station. Will furnish the best of references. Box 351A, B-T.


1st phone, no experience, want to learn announcing. Box 875, Barrington, Ill. or write Lloyd Nelson, Milford, N. Parkside, Chicago.

Engineer, 1st, single, sober, life experience 250 w to 50 kw. Available transmitter operation, vacation fill, or maintenance. Call Wallace V. Rockefeller, Wood River, Nebraska.

Programming, Production, Others

If your program or department needs skilled organization and direction from a radio veteran long associated with the country's fast growing independent stations, fill in box number below. Top fifteen markets only. Box 159A, B-T.


FOR SALE

Best Offer

1 RCA TK20D Film Camera Chain. Complete with all power supplies, controls, console, edgetube, tubes, cables, etc.

2 RCA Regulated Power Supplies—MI-26005B.

1 50' Camera Extension Cable for RCA Studio Camera TK11A, MI 26725.

1 RCA Power Distribution Box MI 26260.

1 TV Specialty Co. Rear Screen Projector Complete.

1 each NEW TUBES RCA 2BP1, 6198.

1 each GOOD USED TUBES RCA 10 SP4, 7TP4, 5820. GE SUP1, 5820.


Best Offer Takes It All!

BOX 243A, Broadcasting, Telecasting

Page 108 • June 24, 1957
- RADIO

Situations Wanted—Cont’d

Programming-Production, Others

College and recent Broadcasting Coaching Associate in written sales, booking, public speaking, wants full or part-time job, radio, television. Write, in New York, Salary secondary. Box 230A, B-T.

Program director, 20-year vet, has music and news experience, is part of established station. Proven plan for today’s progressive station. Box 247A, B-T.

Experienced newsman desires position with future. Veteran, 20, college degree, 8 years experience. Composed, alert, quick, numbers and competent. Excellent references. Box 256A, B-T.

Four men, currently employed. Total twenty-eight years, 9 radio, 6 in country, R & R, pop, and sports. Mon - Sat. Promotion-minded. Box 265A, B-T.

Salem, veteran or draft exempt, with one to three years radio-television sales experience. Good opportunity, leading edge of broadcasting. Box 272A, B-T.

Salesman, veteran, or draft exempt, with one to three years radio-television sales experience. Good opportunity, leading edge of broadcasting. Box 272A, B-T.

TELEVISION

Help Wanted

Sales

Television sales. salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when hired. Good previous selling experience and as many particulars as possible. Please enclose telephone number. Box 119A, B-T.

Salem, veteran or draft exempt, with one to three years radio-television sales experience. Good opportunity, leading edge of broadcasting. Box 272A, B-T.

TELEVISION

Assist in sales. Good three years television experience. Excellent references. Box 249A, B-T.

Programming-Production, Others

Announcers

Good three years experience, education, references, and family man with background in radio, television. Specialize in country, western. Box 208A, B-T.

Assistant director, or program director. Thorough experience in small and medium stations and radio and TV. Married, two children, 20 years of age. Active in church and civic work. Excellent references. Box 250A, B-T.

Managing radio-deejay. Thorough television experience. Must be able to produce, edit, write, rewrite, sell, book. Salary, have complete telephone number. Box 254A, B-T.

ANNOUNCERS

Announcer-engineer. Strong on warm ups, audience participation, interview, Good taste, judgment. Can project personality. Bud Collier, Bert Parks, etc. Excellent references. Ready for television. Travel for interviewing, audition. Box 213A, B-T.

UFM, Sh moo hif! If you’re a “VY” make me an offer. Sports, news, and a confident sell. Box 256A, B-T.

Hard worker—announcer-director, ten years experience. Excellent performance record, best references. Box 254A, B-T.

Technical

Experienced field engineer. Radio or TV acceptable. South preferred. Box 214A, B-T.

Programming-Production, Others

Hear it now. Recorded documentary on finest newsmen you could expect major television-radio market. Box 152A, B-T.

GAI, 53, interested in TV announcing and com- mercial writing. Experience; 3 years radio continuity director, writer, announcer. Presently working continuously on top TV network station. Two years experience. Box 212A, B-T.

Program director, operations manager, assistant manager, thorough television experience, medium, major markets. Excellent references. Employed. Box 309A, B-T.

College and family man with background of sales, announcing, directing. Desire assistant- ship to production or operations manager. Box 210A, B-T.

Ready to go to work. TV director. Able to handle one or all phases control. 4 years experience. Best references. Box 211A, B-T.


Available immediately: College graduate; home economics, new. Recent three years in sales, copy, announcing; third class ticket. Will supply tape and photograph for homemaking shows. Give full particulars in first letter. Box 218A, B-T.

FOR SALE

 Stations

Midwest, daytime station, single station market, $46,000 full price, $18,000 cash, balance terms. Box 981G, B-T.

250 watt daytime in small southern market. By owners. No brokers. Box 157A, B-T.

250 w local western desert want associate man- ager with cash. Box 215A, B-T.

Well established fulltime radio station thriving industrial city, Central state. Asking $125,000 termas, buyer gets $25,000 net quick. Box 255A, B-T.

BROADCASTING • TELECASTING

June 24, 1957 • Page 109

This Salesman Can Have a Big FUTURE!

You have the stamina of an Army Mule and the sales sense and advertising savvy of a Madison Avenue Fox.

You've reached the top in sales at the radio or TV station in the small or middle market where you are presently employed. You've acquired the fact that you are blocked and are now seriously considering a move to bigger things this summer.

You have a deep sense of personal confidence in your sales ability and KNOW you that you can do a man size sales job in return for which you expect man size money. (We're thinking in terms of $10,000.00 or better the first year with a realistic potential top of from 12 to 15 thousand by the second year.) You'll earn a guaranteed salary and expense money and your incentive plan will be both realistic and liberal.

You'll have to sell in the face of stiff competition in a major market in Florida but you'll have the strong backing and support of a good, progressive group.

If you've got guts, go and personal enthusiasm for your own success; the experience, ability and imagination to use the tools we supply, then you'll enjoy working with us. Cry babies, worry birds and "desk jockies" looking for a soft place to fall in Sunny Florida would be miserable here.

Our group is big enough to offer fine futures within itself to good men. Or make your mark with us and we'll help you to advancement outside the company if you desire. The type of man we want will be the man who can, must and will advance within our ranks or within the industry.

If you know you're ready for advancement, let us hear from you immediately. We'll give you a prompt decision and arrange a personal interview. Your job will be ready about August 1st and you should be ready to come here about that time.

Box 224A, B-T.
FOR SALE

Stations

Florida coastal playground and national defense market area station. Record of earnings for nine years. Majority of income is in advertising. Originally purchased for $13,000.00. Associated cash. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Sold. 40% of all the broadcast stations listed with this agency since its establishment. Private, confidential service. Ralph Erwin, Broker, Tulsa.

Norman & Norman, Inc., 110 Security Bldg., Davenport, Iowa. Sales, purchase, appraisals, handled with care and discretion, based on operating or own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Fax 2103, Shill & Associates, 6211 Hollywood Blvd., Los Angeles, Calif.

Equipment

Magmrecorder PT-632 amplifier and P-639 magnasonic, complete with carrying case. Almost new. Willing to sacrifice for a quick sale. Box 195A, B-T.

FM-10 kw Western Electric and monitor. 8 bay Collins 500 feet 21/2 inch line. dehydrator excellent condition. Make best offer. Box 244A, B-T.

For sale: Stencil Hoffman Tape Recorder with 3 glass enclosed racks and panels. RCA disc recorder with recording, amplifier and vacuum cleaner, and 24 pair jack-strips. All used, although we have not used it ourselves, and in excellent condition. Can be seen in Hollywood. Contact 314 North Highland, Contact 57 at 1440 North Highland. Contact 57 at 1633 Hollywood Blvd.

For sale—Best offer gets used Gates 28-CO limiting amplifier. Excellent condition. KGOA, Gainesville, Texas.


3 kw Federal Telephone fm transmitter with aerials and accessories. $3000.00. C. L. Gram, Gadsden, Alabama—phone 536-7649.

Have available immediately in Chicago, one complete DuMont model 194 camera chain, complete with tubes and in excellent condition. Willing to sacrifice. Box 1309B, B-T.

The National Academy of Broadcasting. 322 E. 16th St., N. W., offers advanced summer courses to teachers and others college trained men and women in all phases of radio and tv programming. Day & evening classes. Course for beginners, starts Sept. 25th. Positions for graduates plentiful. Phone—De. 2-2580.

RADIO

Help Wanted—(Cont’d)

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in following territories:

Mountain States
Southeast
Midwest
Southern California


SALES ADMINISTRATION

Broadcast equipment manufacturer has openings in important sales positions in home office. Applicants should have top knowledge of equipment field combined with deep interest in sales. Occasional travel required. Technical background essential with ability to coordinate and inspire. Excellent opportunity for growth with top company. Good salary and ideal living conditions in midwest community. Many company benefits. Send resume.

Equipment

One or three kilowatt fm transmitter, monitor, co-ax (1/4"), Box 101A, B-T. Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 295A, B-T.

Cash for three kw RCA fm transmitter and related equipment. Box 232A, B-T.

WILL buy or trade fm station equipment for Box 32A, B-T. Used 1 kilowatt or up fm transmitting equipment. Transmitter, antenna, monitors, miscellaneous studio equipment. Box 325, B-T.

Good used fm antenna—State price and condition. James R. Corry, 1633 Westheimer, Houston, Texas.

SALES WANTED

SALES ADMINISTRATION

Immediate opening qualified personality deejay and air salesman. Pleasant Florida regional independent operator, salary commensurate ability and experience, percentage, override on commercial commercials of shows handled. Only showman need apply. Rush tape, background requirements Box 223A, B-T.

NEWMAN

Number one station in metropolitan market needs newsmen to prepare and voice news. Prefer young men with some experience. Salary subject to negotiation. Radio KFOR, 114 Stuart Bldg., Lincoln Nebraska.

NEWSPAPER RADIO

Stations Wanted

Announcers

A V A I L A B L E

Rock 'n Roll DJ
Dynamic
Top Rating
Box 225A, B-T

RADIO

Stations Wanted

Announcers

AM—TV OPERATION IN WASHINGTON

Needs top commercial announcers. Send tape with ad-lib, straight commercials, news plus info on radio-tv. Background and references.

ART MOORE AND ASSOCIATES
JONES BUILDING
SEATTLE 1, WASHINGTON

FOR SALE

WANTED TO BUY

Stations

Principal with radio and financial background interested in midwestern radio properties in primary and secondary markets. Interested in purchase in all phases from owner only will be given full consideration. Reasonable offer will be entertained. Price is realistic and predicated on sound business factors. No further information given at this time.

Texas broadcaster has down payment for small southwest radio station. Replies confidential. Box 200A, B-T.

Director, engineer seeking radio station west-midwest. Under $7,500 down on total or percentage with option on remainder. Box 205A, B-T.

Purchase all or percent of station in midwest or Rocky Mountain region. Replies confidential. Box 210A, B-T.

Equipment

One or three kilowatt fm transmitter, monitor, cover, etc. (1/4"), Box 201A, B-T.

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 229A, B-T.

Cash for three kw RCA fm transmitter and related equipment. Box 232A, B-T.

WILL buy or trade fm station equipment for Box 32A, B-T. Used 1 kilowatt or up fm transmitting equipment. Transmitter, antenna, monitors, miscellaneous studio equipment. Box 325, B-T.

Good used fm antenna—State price and condition. James R. Corry, 1633 Westheimer, Houston, Texas.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone P. Fleetwood 7-733. Elkins Radio License School, 2908 Regent Drive, Dallas, Texas.

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, Dept B-3A, 821 10th Street, N. W., Washington, D. C.

The National Academy of Broadcasting. 322 E. 16th St., N. W., offers advanced summer courses to teachers and others college trained men and women in all phases of radio and tv programming. Day & evening classes. Course for beginners, starts Sept. 25th. Positions for graduates plentiful. Phone—De. 2-2580.

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RADIO

Help Wanted

Sales

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Mountain States
Southeast
Midwest
Southern California


SALES ADMINISTRATION

Broadcast equipment manufacturer has openings in important sales positions in home office. Applicants should have top knowledge of equipment field combined with deep interest in sales. Occasional travel required. Technical background essential with ability to coordinate and inspire. Excellent opportunity for growth with top company. Good salary and ideal living conditions in midwest community. Many company benefits. Send resume.

Equipment

One or three kilowatt fm transmitter, monitor, cover, etc. (1/4"), Box 201A, B-T.

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 229A, B-T.

Cash for three kw RCA fm transmitter and related equipment. Box 232A, B-T.

WILL buy or trade fm station equipment for Box 32A, B-T. Used 1 kilowatt or up fm transmitting equipment. Transmitter, antenna, monitors, miscellaneous studio equipment. Box 325, B-T.

Good used fm antenna—State price and condition. James R. Corry, 1633 Westheimer, Houston, Texas.

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The National Academy of Broadcasting. 322 E. 16th St., N. W., offers advanced summer courses to teachers and others college trained men and women in all phases of radio and tv programming. Day & evening classes. Course for beginners, starts Sept. 25th. Positions for graduates plentiful. Phone—De. 2-2580.
FOR THE RECORD

Continues from page 106

Cuban Change List No. 2
May 3, 1957
1580 kw
CMGB Playa de Varadero, Malantis 250 w ND D Class II.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of June 16

KBAB El Cielo, Calif.—Granted mod. of li-

cense to change name to Balboa Bestg. Corp.

KTWO-TV Casper, Wyo.—Granted extension of
date of completion to Dec. 12.

Actions of June 13

KOMA Oklahoma City, Okla.—Granted assign-

ment of license to Bureau for Broadcasting

Radio Oklahoma.

WTWV (TV) Bloomington, Ind.—Granted mod.
of of to change ERP to vis. 40.6 kw, Aug. 28.5 kw,

change trans. location, make changes in sys-
tem and change ant. height to 156 ft.

Actions of June 12

KWM Show Low, Ariz.—Granted license for

am station.

WMNS Olean, N. Y.—Granted license for am

station.

WRRH Rockwood, Tenn.—Licensed license for

am station and specify studio location.

KMMV Sioux Falls, S. D.—Granted license cov-
ering change from employing DA night and day
to directional ant. nighttime only.

WFLL-TV Tampa, Fla.—Granted, op covering

to change ERP to vis. 302 kw, ar. 151 kw.

The following were granted extensions of com-

ple'tion dates as shown: WATE-TV Waterbury,

Conn., to 9-29; WCDB Hagaman, N. Y., to 10-1;

WCDG Adamsville, Mass., to 10-1; KWWP Pomona,

Calif., to 7-26; WEBB Baltimore, Md., to 10-22.

Actions of June 11

WAMM Flint, Mich.—Granted cp to change di-

rectional antenna system.

WLWA Atlanta, Ga.—Granted mod. of to change

studio and trans. new trans. and ant. system.

WCKV Ashville, N. C.—Granted mod. of to change

ERP to vis. 24 kw, ar. 12 kw, change

studio and trans. location, install new trans. and

ant.; antenna 420 ft.

WUS St. Croix, Christiansted, V. I.—Granted ex-

tension of completion date to 12-24.

KATT Pittsburg, Calif.—Granted extension of com-

pletion date to 7-30.

Actions of June 9

WSUI Iowa City, Iowa.—Granted permission to
temporarily reduce hours of operation from

unlimited to a minimum of 8 hours daily be-
tween Aug. 9 and Sept. 30, inclusive, to observe

vacation period.

KBPS Portland, Ore.—Granted permission to

remain silent during regular summer school

vacation from June 7 to Sept. 20.

WREN Hartsville, Ala.—Licensed license for am.

KMAR Winsboro, La.—Granted license for am.

KPOL Los Angeles, Calif.—Granted license cov-

ering change hours of operation install DA-N

and change studio location.

WPAT-FM Paterson, N. J.—Licensed for license

for fm broadcast station.

WDFM Knoxville, Tenn.—Granted cp to change

ERP to 3.3 kw ant. height to 650 ft.

change trans. and studio location and make

changes in ant. system.

WARE (FM) Atlanta, Ga.—Granted cp change

ERP to 4.3 kw ant. height to 100 ft, change

trans. and studio location, and change ant. system.

The following were granted extensions of completion dates as shown:

KBAN-TV San Fran-

cisco, Calif., to 11-22; KSWB-TV Roswell, N. M.,
to 9-8; WDTV (TV) Columbus Bay, Christiansted,

V. I., to 12-24; WMPF, South Williamsport, Pa.,
to 10-11; WJWL Mansfield, Ohio, to 8-26; WOIA

Baino, Mich., to 9-24; WYI Christiansted, V. I.,
to 12-31.

The following were granted authority to operate transmitters by remote control: KXCH

Malden, Mo.; WMHL Milwaukee, Wis.

UPCOMING

June

June 24-28: Annual convention, Advertising

Assoc. of the West, Hollywood Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of Cali-

fornia, Los Angeles.

July 10-23: National Audio-Visual Convention and

Exhibit, Fairfax, Va.

June 24, 1957 • Page 111
**NBC PICKS MOST BEAUTIFUL VOICE**

WTIC Hartford, Conn., has been singled out for top honors in a competition among NBC affiliates for best local promotion of the network's "Most Beautiful Voice in America" contest, according to Matthew J. Culligan, vice president in charge of NBC Radio Network. The contest winner, however, a Hollywood secretary, entered the contest "direct," sending her entry to NBC New York.

The station promotion prize—a Vespa motor scooter bearing the station's call letters—will be presented to Paul W. Morency, president of WTIC. As a result of the station's extensive promotion campaign, more than 400 persons in the Hartford area entered the contest. Contest director for the station was Bernhard Mullins, vice president in charge of public relations.

Local promotions began on 80 of the network's affiliates April 1. The contest was carried on the full network, with national promotion beginning in mid-April.

Irma Jean Gaertner, secretary in the legal department of Metro-Goldwyn-Mayer, Hollywood, was announced winner of the contest on Monitor. NBC's weekend service. She appeared on Monitor, yesterday (Sunday). Second place went to Robert D. Conrad of Kankakee, Ill., now stationed with the 14th Radio Broadcasting & Leaflet Battalion in Honolulu.

Third place winner is Mrs. Jane Engleman, Great Bend, Kan., mother of three boys. Randall T. Ross, 54-year-old audio-visual director of country schools, Reno, is fourth place winner. Taking fifth place is Ken Sleds, advertising and sales administrator, Spectachrome Co., Cleveland.

"Before becoming a secretary at MGM, Miss Gaertner was introduced to radio during World War II, when she was m.c. for a USO variety show. From this she received two full time announcing offers, according to NBC, but turned them down for a job with a fund-raising organization in New York.

As first place winner, Miss Gaertner received an NBC talent contract, a 1957 Nash Ambassador sedan, a Polaroid camera and her choice of any one of five "dream vacations for two," which include an 18-day cruise to the Far East via Japan Air lines, a 62-day safari to Africa on a Farrell Steamship Lines flagship; a two-week tour of the capital cities of Europe via Scandinavian Airlines, a 12-day Caribbean cruise aboard a Grace Line cruise ship and a seven-day vacation in Hawaii via United Air Lines. She selected the Far East trip.

Mr. Conrad will receive a Winter colonial grand piano, a Polaroid camera and his choice of the four remaining trips. Third, fourth and fifth place winners will receive their choice of the remaining trips.

Total number of entrants has not yet been tallied, but in the five areas represented by the winners, there were 12,000 entries, NBC said.

**Slade Wins Young Contest**

SHERMAN SLADE, executive vice president, Cunningham & Walsh, Los Angeles, won a weekend vacation for two at the Apple Valley Inn, Apple Valley, Calif., when his entry was adjudged best in the "why we buy radio" contest conducted by the Los Angeles office of Adam Young Inc., station representative. Mr. Slade's winning words (one under the 25-word maximum) complete the sentence "We buy radio because..." this way: "...of its low cost-per-thousand circulation, complete market coverage, flexibility, around-the-clock audience and the simple but important fact it sells goods."

**WWCA Issues Negro Survey**

WWCA Gary, Ind., is offering a Negro survey of that city prepared by Samuel Fitzsimmons, New York economic and statistical surveyists. It contains the comparative study of the change in population by color and sex from 1950-1956; distribution of Negro population by age and sex; distribution of Negro population 14 years and over by occupation and sex for selected geographical tracts for Gary; distribution of income for Negro persons 14 years and over for Gary, 1950; median school years completed—25 years and over—1950; Negro labor force for Gary, 1950 and 1956; outline map of Gary showing population growth and location of Negro areas and Negro consumer market growth, population and household.
replica of station's building, promotion eram telecast 10:30 lads weekly exploits bowing on WBKB-built BALLADS and humorous farm-to-mouth van Monterey, Calif., featured theme-ager:
dressed a field, rector:
BROADCASTING WESTINGHOUSE Public Service Brochure

Smiley and "Blood and (Ruth) Allen, Jack" entertained the DRESSED in Mr. Pearson Ward; Grace McElveen; KTTS and prizes were awarded for the event. The event was hosted by WBKAR personalities and their wives.

DRESSED in pirate garb are four WBKB Cleveland personalities who entertained the passengers of a WBKAR cruise which was scheduled to tour Niagara Falls or Crystal Beach Park in Canada. Pictured are (l to r) "Black Jack" (Tom) Armstrong, "Fatima" (Ruth) Allen, "Captain Grim" (Bob) Smiley and "Blood and Guts" (Jim) Taylor. The cruise featured a pirates ball and prizes were awarded for the best costumes. The event was hosted by WBKAR personalities and their wives.

replica of station's building, promotion director: Grace McElveen; KTTS-TV Springfield, Mo., a boat about 12 feet long with a caricature of Daisy Mae and Ed Sullivan dressed in Ozark clothes, promotion manager: Pearson Ward; KSBW-TV Salinas-Monterey, Calif., featured theme of golf with picture of Bing Crosby and Mr. Sullivan on Pebble Beach course, president of station, John Cohan, made New York trip; and WCCO-TV Minneapolis caught a small-mouth bass (6 lbs.), encased it in plastic along with Minnesota greenery and sent it to Mr. Sullivan, promotion manager: Gene Godt.

WBKB (TV) Plans New Series BALLADS and humorous farm-life stories built around 15 animals provide the format for a new program, Win Strackle's FARM, bowing on WBKB (TV) Chicago July 1 as a strip series. Mr. Strackle will narrate the weekly exploits of his animals and sing ballads composed especially for children. Narrative, involving one animal, will start Monday and end Friday each week, with program telecast 10:30-11 a.m.

Public Service Brochure Offered WESTINGHOUSE Broadcasting Co., New York, is making available a 36-page public interest programming brochure. The booklet, titled To Meet a Challenge, is designed to "give you a little of the flavor of the

Boston Conference." It contains pictures and summaries of the public interest shows carried by Westinghouse stations. Copies may be acquired from the company.

'Let's Travel' Schedules Tour PAUL ANDREWS, conductor of Let's Travel (WOR New York, Mon.-Fri., 7:45-8 p.m., Sat.-Sun., 12:15-12:30 p.m.) will guide 39 listeners on a 24-day tour of England, Holland, Belgium, Luxembourg, Germany, Austria, Switzerland, Italy, Lichtenstein, Monaco and France. The group leaves Friday. Tour price is $1,000 minimum.

National Hot Dog Month To Be Promoted on Radio, TV SIX ambassadors of good will hit the road—and radio-tv—starting today (Monday) on a 60-city tour in behalf of a revered American institution—the hot dog.

It's all part of the second annual National Hot Dog Month promotion, sponsored in July by Tee-Pak Inc., makers of casings for skinless frankfurters. Six "wise and beautiful" young ladies will impart hot dog history and lore in key cities and present gold-plated frankfurters to mayors and governors, among other activities.

Additionally, tentative plans call for their appearances and interviews on some 100 radio-tv stations, with the heaviest concentration on homemaking, disc jockey and news programs, plus visits to newspaper editors.

The Tee-Pak account is handled by Crutenden Adv., Chicago, although the campaign is being coordinated by Daniel J. Edelman & Assoc., that city. No provision has been made for paid radio or tv time, spots or programs, according to the Edelman firm, which views their broadcast appearances in the nature of "service" promotion.

Among their other chores, the six young ladies will reveal new recipes involving the use of hot dogs and will take part in hot dog eating contests. Tee-Pak coordinated the tour to coincide with National Hot Dog Month promotions by producers of frankfurters and related items.

 DETECTIVE STORY KITE San Antonio tracked down "the man who wasn't there" and let him in on some pleasant news at the same time. Datus Proper, general manager of the Pearl Brewing Co., San Antonio, was named "Citizen of the Year" by the San Antonio Council of Presidents. They then discovered he was touring Europe. Since it becomes very difficult to present an award without a recipient, they asked the KITE news bureau for some help. The station tracked Mr. Proper down to a hotel in Madrid, and arranged and taped a trans-Atlantic call to notify him of the honor. The tape was featured at the award ceremony.

'GEE! I'll try that baking powder!' Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

"According to the Record" Continuities for July A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

July's "According to the Record" includes stories about the "S. S. United States," John Quincy Adams, Bastille Day, Mary Baker Eddy and other significant and entertaining highlights and sidelights of the year past.

BMI's "According to the Record" package contains a full month's supply of continuities . . . Highly commercial . . .

Now in its 13th successful year. For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.

June 24, 1957 • Page 113
Summer Outdoor Listening Market Promoted in WGN Sales Booklet

THE THEME that radio is the only means of reaching the booming summer outdoor listening market and that summer radio is just as big as the winter audience highlights a new booklet prepared for WGN Chicago salesmen under the supervision of Charles A. Wilson, advertising and sales promotion manager of WGN Inc. (WGN-AM-TV). Titled Summer Listening and WGN Radio, the booklet is designed to show agencies and clients "that they cannot afford to give their advertising a summer vacation.

Statements are documented by statistics from reports by the A. C. Nielsen Co., The Pulse Inc., Radio Adv. Bureau, Adv. Research Foundation, Sales Management and TMO. Typical is a Pulse radio report showing average homes-using-radio last summer as 23.5 compared to 22.7 for the preceding winter. The station ties in statistics with claims it reaches more homes than any other Chicago radio outlet and thus is the "best buy for big summer audiences."

Storm Warnings Organized

STORM WARNING systems have been set up by KCRG-AM-TV Cedar Rapids, Iowa, and KFMO Flat River, Mo., according to reports received from the two stations. The KCRG system will cover most of eastern Iowa and is under the direction of the station's news editor, John K. Williams. The KFMO system was originated by the station's manager, James F. Collins, and will serve a number of towns in the state.

JUNGLE FILMS PLUS 'COME HITHER'

KYW-TV Cleveland, which late last year was singing the 10-minute blues on account of its unsold 11:20-11:30 p.m. CST time slot, these nights is waxing rhapsodic over reels of non-cohesive jungle film. For that matter, so are late evening Cleveland viewers, not to mention the local Studebaker-Packard dealers and the folks who make Chiclets and Dentene chewing gum.

KYW-TV assigned writer-producer Bill McGaw to make something of the miscellaneous jungle material the station had acquired from Sterling Television. Meanwhile, KYW-TV rearranged its 11:11:30 time slot completely and put in news, weather and sports. Only the sports segment failed to produce a sponser.

Weeks passed. Mr. McGaw pondered until one day he chanced upon an idea. "Why not," he mused, "do an out-of-doors version of 'The Continental,' that suave ladies' man with the 'come-hither-my-love' approach?"

Mr. McGaw hired actor Paul Orgill for the part of a wealthy, retired sportsman whom he then dubbed "Cesare." The station's make-up man, Cesare Orgill greying temples and decorated his cheek with a saber scar (to simulate an adventurersome youth as a European university dueling champion). Set designer Jack Bernsau fixed up a sound stage to resemble a bachelor's hunting lodge.

Cesare talks about his adventures in the dense underbrush of India, on the veldt of South Africa, and in the jungles of Brazil, by way of introducing various film clips, e.g., of mongoose killing cobras, of the Australian aborigine at play, of the big game hunt in Rhodesia, to name some shown to date. But it takes more than mere film to attract an audience and to make the Cleveland Studebaker Dealers Advertising Assn. renew its 13-week contract almost at first sight. (The dealers reported a near-tripling in showroom traffic since the show premiered Jan. 14.)

Cesare will sip delicately from an ever-present brandy snifter, and as he does so, the viewer will note a lipstick-tipped cigarette smoldering in the ashtray, or a pair of gloves "carelessly" left behind by one of Cesare's visitors. Occasionally, they're quite alive. As the camera dollies in for a close-up on Cesare's countenance, the picture not-so-accidentally will pick up a well-turned.

According to KYW-TV, Cesare has brought the station from third to first place "rating-wise" for that time of night. And the viewers don't wait till 11:20 p.m., either. They flock on ch. 3 at 11 p.m. to catch the news and sports before the fun begins, the station reports.

KYW's success with Sterling's jungle film footage has also given the film company some "new ideas." The revised sales pitch at Sterling on behalf of the jungle film now embraces the "KYW experiment."

So far this year, Sterling's sales vice president, Bernice Coe, reports 10 new customers for Jungle.

NBC-TV, ABC Radio Plan Chicagoland Fair Coverage

PLANS for radio-TV coverage from the Chicagoland Fair at Navy Pier June 29-July 14 were nearing completion last week, with several network and local station personalities scheduled to participate.

The event is sponsored by the Assn. of Commerce and Industry and is designed to focus attention on Chicago's growth and progress and the Midwest's economic growth potential.

Both NBC-TV and ABC Radio plan to originate network programs from the exposition, which will include an antique automobile parade, fashion show, water festival, an ice revue and some 250 exhibits. NBC-TV will originate Today and Tonight and ABC Don McKee's Breakfast Club, according to tenten.

Station remote coverage will be given by WGN and WGN-TV, WNBQ (TV), WLS, WBBM, WCFL and perhaps other stations. Fran Allison, member of ABC-TV's Kukla, Fran & Ollie, will serve as official hostess for the fair. Heaviest local coverage is reportedly planned by WGN and WGN-TV, starting with a televised 90-minute press revue and fashion show June 28. Additionally, WGN will broadcast weekend programs with various local personalities, plus its Big Ten Community Party July 3.

WHTN-TV's 'Golden Days of '49' TO PROMOTE its summer spot business, WHTN-TV Huntington, W. Va., is currently sponsoring "Golden Days of '49," Gold-painted rocks and a golden card relaying the extraordinary savings on spot announcements offered by the station's sales department are being distributed to prospective clients by Bill Trowbridge, WHTN-TV salesman, dressed in a gold prospector's outfit—whiskers and all.

Series Features Gussie Moran

TELECASTING star Gussie Moran is featured in a new weekly sports interview show on WABD (TV) New York, following the station's telecast of the main boxing bout at St. Nicholas Arena on Monday. The program, which is patterned after WABD's Nightbeat show, is heard at 11:15 p.m. Miss Moran asks candid questions of leading sports figures.

'Ozark Jubilee' Changes Name

ABC-TV's Ozark Jubilee will be re-titled Country Music Jubilee and will be given new production and talent resources beginning July 6 (10-10:30 p.m. EDT), according to James T. Aubrey Jr., ABC-TV vice president in charge of programming and talent, and Leslie L. Kennon, vice president of Crossroads TV Inc., Springfield, Mo., where the program originates. Dan Lounsbery, for four years producer of NBC-TV's Hit Parade, has been named ABC-TV producer and Red Foley will continue as m.c. The series is sponsored by Rolaid's, Clorets and Dentene through Ted Bates & Co.
Staff of Strength for the Association of American Railroads
WHAT do you say to more than 100 million people?  
Answer that question as the Pepsi-Cola Co. did in its co-sponsorship of Cinderella this spring, and you have the philosophy that guides Pepsi-Cola's multi-million-dollar advertising program today.

In the $500,000 Rodgers & Hammerstein spectacular on CBS-TV, Cinderella went from the fireplace to the palace. Pepsi-Cola's objective is somewhat more modest. It only wants to go from the kitchen to the living room.

Unlike Cinderella, however, Pepsi will be surprised only if it does not reach its goal. It's come a long way already, and it's looking to television to help wave the magic wand that will get it all the way.

Pepsi's objective—acceptance in the best places—is not new. The idea that Pepsi "really belongs" has been dominant in Pepsi-Cola advertising for years. But the Cinderella sponsorship (along with Shulton Inc.) unveiled a new strategy—the tactic of the spectacular—in the campaign that the company and its agency, Kenyon & Eckhardt, are waging to make "Pepsi-Cola" synonymous with "quality."

Go back a few years. In business a long time but still widely unknown, Pepsi-Cola got its real start in the depression years of the Thirties—on bottle size and price. Thanks to the radio saturation that Pepsi-Cola gave it, "twice as much for a nickel too" became a national craze in 1939-40, and Pepsi's sales boomed apace. The economy theme continued to dominate most of the company's advertising throughout the 1940s—advertising that, aside from radio, consisted largely of skywriting and "Pepsi & Pete" ads on the comic pages, backed by literally hundreds of contests.

STEELE, BARNET SPEARHEAD NEW LOOK

Then, in 1949, a new management team headed by Alfred N. Steele and later joined by Herbert L. Barnet, took over. Mr. Steele, now board chairman, and Mr. Barnet, president, set out first to upgrade the product and then, in 1950, launched a new advertising theme designed to upgrade the public's respect for it as well.

Coca-Cola was the entrenched leader of the soft-drink field, leading Pepsi in sales at that time by an estimated 5 to 1. But Pepsi's curve was going up. More and more people were drinking and serving the "12 full ounces" drink.

The trouble was that although they were serving it in the living room, they were still pouring it in the privacy of the kitchen. Coke was "fashionable"; Pepsi was no better than a poor relation (and actually, of course, was no relation at all).

By pouring it in the kitchen while his guests were in the living room, the host figured to get twice as much for his nickel, just as the jingle said.

'So the new campaign that Messrs. Steele and Barnet introduced in 1950—through Biow Co., then Pepsi's agency—eliminated the skywriting and killed the Pepsi & Pete comic strip ads. The New Look was designed to convince consumers that in the improved Pepsi they had a quality drink which could be brought right into the living room with the guests. There was no need to pour it behind people's backs; they could serve it proudly."

Pepsi's first tv venture was to sponsor Faye Emerson on CBS-TV. She brought well-known people onto the show. She, they—the whole program—associated Pepsi-Cola with an atmosphere of quality.

Sales progressed, too, but by 1952 the Pepsi-Cola people felt a need for more activity at the local level. Quality network programming was becoming more costly and, more important, tv market development was not following the pattern of Pepsi's market distribution.

The local bottler is a major cog in the soft-drink machine, capable in the long run of making or breaking a manufacturer. And Pepsi has more than 500 local bottlers. So Pepsi turned heavily to spot—both radio and television—where it could concentrate on areas needing help and put its money where it figured to bring the largest return. Polly Bergen became the symbol of Pepsi-Cola in this new tactic.

Both of these approaches, network and spot, paid off.

Coca-Cola's sales edge, about 5 to 1 seven years ago, has been cut to approximately 2 to 1, according to current estimates, and Pepsi-Cola officials are talking now of an early day when the two drinks will be competing as equals in both size and price.

As a clincher in their story of growth, they note that where annual national case sales for the soft drink industry as a whole have gained only 4% since 1950, Pepsi's are up 132% in the same period.

So with sales like that to indicate that the quality theme is steadily gaining ground, why change the technique of promoting it? Why go into spectaculars, where the price is high and the frequency small?

The answer is not too complex, but it has several parts:

First there is the obvious association of Pepsi with quality entertainment.

"We want not only to consolidate and increase our sales gains," says Mr. Barnet, "but also to re-emphasize the fact that Pepsi-Cola is in the big leagues, that it brings people good, worthwhile shows. We want to be a part of programs that the public will look forward to in advance and remember long afterwards."

WHAT ABOUT THE INDIVIDUAL EFFORTS?

For another thing, the "situation" has changed again. Bottlers, individually, also put a lot of money into television. They sponsor all sorts of local programs—children's shows, westerns, adventures, the whole gamut. K&E officials point out that these programs are not, in themselves, bad advertising buys.

But with Messrs. Steele and Barnet they point out, too, that the format of a television program can have great influence on what the public thinks about the product that sponsors it. So they see the need to erect a sort of national umbrella over their bottlers' individual advertising efforts, to help maintain the "national image."

But why choose spectaculars rather than weekly or alternate-weekly sponsorship of some first-class series that appears week in and week out? The answer is money. Pepsi-Cola doesn't yet have the money to spend on regular sponsorship of a program having the class it's looking for, but it does have $1-$1.5 million to spend this year as an inter-
MEDIA MILESTONES: Pepsi-Cola Hammers Hard, Often With All of Advertising’s Tools

THAT BOUNCY RADIO JINGLE: Perhaps most famous of Pepsi’s promotions was the jingle that kept America humming for years.

SKY WRITING: One of the earlier forms of Pepsi promotion, it became a casualty with the new Steele-Barnet concepts.

CARTOON CAPERS: Pepsi and Pete romped through newspapers and magazines until their demise in 1950 with The New Look.

TV WITH GLAMOUR: Faye Emerson (left) was featured in Pepsi-Cola’s first television venture and then more recently introduced was the allure of Polly Bergen (right and also at top of opposite page).
mediate step to re-establish Pepsi in network television. So it elected to put the money into a few "carefully selected, family type spectaculars to enhance the class and quality product image."

Cinderella was the first. The second will be a two-hour production of Annie Get Your Gun, starring Mary Martin, on NBC-TV the night before Thanksgiving in co-sponsorship with Pontiac.

One other factor in the decision to buy spectaculars: They provide what officials consider an ideal springboard for all sorts of national promotions which can be tied in at the local level by Pepsi's 500-plus bottlers around the country.

This, then, was the basic reasoning that led Pepsi-Cola and K&E authorities—K&E took over the account in January 1956—to the decision to concentrate on a few, but high-quality special shows this year. It also suggests the answer to the original question of what to say to 100 million-plus people.

CLASS A INGREDIENTS INSURE SUCCESS

Both agency and advertiser were pretty confident that they would be talking, if not to 100 million people, at least to one of the largest audiences in television history. This was assured by several factors: The play was a tv original by Rodgers & Hammerstein; Julie Andrews, star of the Broadway hit "My Fair Lady," was playing Cinderella; the play was going into Ed Sullivan's 8 o'clock spot on CBS-TV—plus the fact that Pepsi and its bottlers put on one of the heaviest merchandising campaigns any one television show has ever enjoyed.

So Pepsi-Cola and K&E, with prospects brighter than most, faced up to the problem that confronts every advertiser and every agency: Preparing the commercials.

What they did would seem—if seen out of context—to be the softest of soft-selling messages. All three commercials showed the product only in the closing seconds and one of these had only two spoken words ("Pepsi please"). The third, which in contrast to the others was done live, mentioned the product only once, and then only in the most casual institutional fashion.

But to Messrs. Steele and Barnett, to Charles Derrick, Pepsi vice president and advertising manager, and to the K&E executives who worked on them—as well as, apparently, to millions of viewers—the commercials had a clobbering effect that amounted to "hard sell" of the hardest type. They were integrated into the mood of Cinderella itself. Indeed, both Pepsi-Cola and Shulton Inc. (whose agency is Wesley Assoc., although K&E also prepared Shulton's Cinderella commercials) took their cues from the program, Pepsi playing the Cinderella line and Shulton addressing most of its messages to the "Prince Charmings."

Indicating the power of the messages, a woman wrote to Pepsi-Cola that she'd been unhappy, despondent about life, but that the closing commercial in particular gave her new hope. That one, which followed the glass slipper episode in the story, showed a girl examining a slipper and saying:

"Impossible! But impossible things are happening . . . every day. Every day, somewhere, somebody meets someone, somebody falls in love, somebody gets married. Impossible? Mmm! Mmm! What makes impossible things happen? Not just wishing, that's fairy tale. It takes work to make a wish come true. So all you Cinderellas and Prince Charmings, get to work. Something wonderful, and impossible, may happen to you, perhaps tomorrow."

In the closing seconds the girl moved toward a bottle of Pepsi and finished the message: "But remember, everything starts with a wish. And whatever your wish may be, here's our wish—people to people, From the people who make Pepsi-Cola for you: May you succeed in making all your impossible wishes come true."

That was all.

In another of their commercials, K&E and Pepsi-Cola accomplished the seemingly impossible feat of filming the entire 90-second sequence—which included four costume changes—in a single take. Officials at Universal-International Studios, where it was filmed under the supervision of Roslyn Relin, K&E radio-tv account executive, were so impressed that they asked—for what was said to be the first time for any tv commercial—that it be shown to Universal's full executive board.

AN ENTIRE LIFE'S SPAN SHOWN

This one, instead of pitching Pepsi, started off showing a little girl crossing a small bridge, panned down to show her as a bride, then as a housewife in the kitchen, then wheeling the baby carriage, then buying a handbag in a store, and, finally, at home with her husband and Pepsi. Simple? But viewers got the impression that throughout it, Pepsi-Cola is synonymous with gracious living.

The one-take production, incidentally, was accomplished through a lot of advance planning and the use of twin girls. The twin who played the part of the bride then ducked out and quick-changed her costume.

IN ONE QUICK SWEEP: Pepsi-Cola and Kenyon & Eckhardt accomplished the unusual feat of having one 90-second commercial filmed in a single take, despite the fact it involved varied sequences in the life of a woman. Pre-planning and use of such things as twins permitted the sweep production that impressed veteran Hollywood film makers.

Page 118  •  June 24, 1957
For the color prints your skill deserves...

ANSCO TYPE 238 COLOR DUPLICATING FILM

Your skill, reputation, and your personal pride all get a boost when you use Ansco Type 238 Color Duplicating Film for 16mm release prints.

Type 238's long tonal scale matches to the full all the true color of your original... gives you the crisp highlights, the cleaner, whiter whites, softer middle tones, open shadows, and high-fidelity sound that let your skill come shining through!

Next time you print, specify popular Ansco Type 238 Color Duplicating Film. Then, see the difference Ansco makes! Another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

Ansco... the finest compliment you can pay your skill
If you’ve been thinking side-saddle, why not start some straight-shootin’, herd-racin’, calculatin’. WBNS Radio listeners sit up and take notice . . . and they have $2,739,749,000 to spend. They and Pulse place us first in any Monday-through-Friday quarter-hour day or night.

WBNS RADIO
COLUMBUS, OHIO

THINKING SIDE-SADDLE?

IT’S RADIO ACTIVE
There’s Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(255,000 People)

$1,827*
Annual per capita Effective Buying Income
($200 above the national average)

$5,955*
Annual per family Effective Buying Income
($500 above the national average)

“Stake out your claim” on this market by placing a schedule of advertising on WOC — NOW! WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.

*Sales Management’s “Survey of Buying Power - 1956”

Tri-City Broadcasting Co., Davenport, Iowa

while the other twin was playing the housewife. The original twin took over again at the handbag counter.

The other Pepsi commercial was almost speechless. It showed a girl arriving alone at a party, seeing no one she knew and feeling left-out and lonely. At the end she met a friend at the Pepsi bar. The only dialogue was the curtain lines when he asked: “Pepsi?” and she answered: “Please”—a combination of words which, incidentally, Pepsi-Cola has promoted extensively in the radio and television contests it pioneered in San Diego, Calif., and Muncie, Ind. (BT, Aug. 20, 1956, et seq).

Supporting Pepsi’s co-sponsorship of Cinderella was one of the most extensive merchandising promotions the company has ever conducted.

Through and with K&E, Pepsi-Cola set up three separate contests for bottlers to conduct at the local level; printed up five million Cinderella comic books to go into all cartons of Pepsi sold during the weeks before the show; prepared letters for bottlers to send to local school officials, asking them to recommend the show to their pupils; urged bottlers to work with their local stations in promoting Cinderella (and Pepsi-Cola) to supermarkets; and sent out three recordings, featuring singers Vic Damone and Peggy King in songs from Cinderella, to some 3,300 disc jockeys along with key chains as mementos and suggested copy calling attention to the forthcoming tv program and the time of the telecast.

CBS-TV’s promotion department also went all-out, issuing publicity kits containing both program releases and film clips, while Bernard Relin & Assoc., public relations counselors for Pepsi-Cola, also put out a complete publicity kit to Pepsi bottlers, suggesting methods of exploitation and providing material with which to do it.

BOTTLEERS GIVE FULL SUPPORT

Pepsi-Cola officials have no way of knowing exactly how many or to what extent their bottlers took part in the advance promotion. They do know that at least 339 participated in Cinderella promotions of one sort or another, and at least 50 conducted the Cinderella contest laid out by K&E. These involved (1) a telephone contest, in which bottlers offered prizes to people who were watching Cinderella when called by telephone during the broadcast; (2) a Cinderella letter-writing contest, offering prizes for best letters nominating “the nicest person I know;” and (3) a similar one in which the subject of the letter was “my wish for my town.” In all cases the prizes were offered by “Pepsi-Cola’s Cinderella” and the contests were promoted heavily during the weeks immediately preceding the broadcast.

Bottlers promoted the program in many other ways.

In New Haven, Conn., for example, a “Prince Charming” and “Cinderella” were crowned daily on tv during school promotion. In San Francisco a local “Cinderella” drew public attention through radio, television, and newspapers. In Salt Lake City a bottler sent a pony-drawn pumpkin-shaped coach traveling the streets. In Washington,
ESSO RESEARCH works wonders with oil

Modern asphalt makes driving more enjoyable

The miles just seem to float by when you travel on quiet, safe, easy-to-drive asphalt highways. Esso Research, working with oil and highway engineers, has helped develop tougher, more resilient surfaces that stand up under heavy travel, hot sun, snow and ice. By helping to pave the way of progress with asphalt, again ESSO RESEARCH works wonders with oil!
a “Cinderella” float won third prize in a
festival parade. In Buffalo a “Cinderella”
contest winner traveled with “footmen” in
a horse-drawn carriage.

In Texas, a bottler offered to open a
“Cinderella savings account” for the first
girl born on “Cinderella Sunday.” In an-
other area the Pepsi bottlers banded together
to buy 40 Cinderella spot announcements
during the week before the telecast. In
others, bottlers individually bought local
spots—some as many as 30 or more—to
hypo viewing.

“Activities such as these were conducted
all over the country,” says Joseph C. Lieb,
K&E vice president and account supervisor.
“To be sure, some bottlers did a better job
than others, but on the whole we can't
complain. There is no doubt that our first
venture into the field of spectacles
exceeded even our fondest expectations.”

The promotions, the fact that it was
Rodgers & Hammerstein's first tv produc-
tion, the presence of Julie Andrews and
the fact it was the age-old Cinderella story
in one of the best time periods in television
—all these had an obvious cumulative effect.
Cinderella started off with a rating of 41.3,
whereas the Sullivan show normally averages around 26.

And Cinderella’s audience grew steadily,
rising to a 42.5 during the second half-
hour and winding up with a 46.1 in the
third.

These are figures with the sort of class
that both advertiser and agency want Pepsi-
Cola associated with. But they realize
that their next venture will have to have the
same sort of co-operation—by advertiser,
agency, network, and bottlers—if it is to
match the first in impact and stature. Look-
ing forward to that one, though, they’re
pleased with Cinderella’s proof of their
belief that, as a vehicle to carry the partic-
ular quality message they want to get across,
a tv spectacular is no pumpkin.

PLAYBACK

THE STATION RELATIONS MAN
Bert Lown, CBS-TV's western manager
of station relations, gives this summation
of affiliate-network relations and the
duties of the stations relations man. He
spoke last Thursday at the Canadian Western
Asn. of Broadcasters meeting at
Jasper, Alta.

THE RELATIONSHIP between the
network and station affiliates is a complex
and peculiar one. It is unlike the relation-
ship between a manufacturer and a re-
tailer, unlike that between a producer and
a middleman, unlike that between a film
company and a theatre—in fact, it is un-
like any other relationship in our

A tv network obviously depends strong-
ly on its affiliates, for, even today, a net-
work remains a relatively simple concept:
It is the interconnection of a number of
stations for the purpose of carrying the
same program at the same time.

But, as the network depends on its
affiliates, so do the station members de-
pend on network programs. Programs are
the means by which a station makes its
money. Not only does a network program
usually deliver an important, prestige-
building sponsor to the station, but it
also creates adjacencies that cannot be
created in any other way. The local sta-
tion's sales of those adjacencies, of course,
mean major revenue increases.

So the network-station arrangement
must provide a means for delivering
simultaneous circulation for a given pro-
gram at a designated time period for the
term of the sponsor’s contract—or else
the network program schedule, which is
a planned and organized structure, would
fall apart. And the job of selling and
supporting costly network shows would
become almost impossible.

One of the mechanics for accomplishing
all that is option time. It grew out of the
necessities of the business. A network
without option time would be like a rail-
road without a timetable, canvassing pas-
sengers as to when to start each train.

As the station relations manager on the
average, tries for an in-person
visit to every station he is responsible for
at least once a year, contact—by letter,
phone, telegram and visits from station
personnel—is actually more frequent.
Station relations managers give help,
answer questions, make inquiries and—
most of all—observe.

They must be up on every aspect of
station management in order to pass
along the newest techniques in every area
to all affiliates, and they are a continuous
sounding-board of information. Further,
they must become specialists in market
studies and, on their field trips “get the
feel of a competitive situation.”

They are supposed to know everything
about a station’s operation and its mar-
et. At home in his network’s offices, a
station relations man is primed in net-
work activities and aids in sales, promo-
tion, programming, clearance problems,
co-op sales (which often depend strongly
on the local affiliate’s sales methods),
unifying network cut-in charges and the
like.

On the road, the network man may
perform any—or all—of the following:
On arrival at an affiliate, he will pay re-
spects to the station manager and key
members of the staff. He will be certain
to look at sales operations like traffic
procedures, control-panel information
and how it is listed, origination of the
sales orders and so on.

He must also be helpful in terms of
station equipment and studio facilities,
especially as it fulfills local programming
as a corollary to network service. He
may meet and talk with local program
personalities, sit in on a show (perhaps
even participate in it) to help iron out
problems. He will also check on local
news facilities and see what network help
is needed there—if any.

That includes, of course, talking with
engineers and production personnel. And,
notably, if the affiliate plans expansion
of facilities or construction of new stu-
dios, these discussions can become highly
technical. The network man may even,
before his day is over, be in the field to
inspect transmission towers and antenna.

The job does not end even there. The
contact representative may meet with the
local chamber of commerce in regard to
public- and community-service pro-
gramming. He may check further on new
areas of expansion within the market. He
will do anything he can to promote, boost
or sell his network’s primary product,
circulation.
. . . and ask yourself this question:

"AM I A SAFE DRIVER?"

You are a safe driver if you . . .

- observe traffic regulations, especially about speed
- watch other drivers and try to anticipate their actions
- drive extra-carefully when pedestrians, especially children, are about
- know distances required to stop your car completely at various speeds
- never drive when you are fatigued, ill or upset
- lower your speed as darkness approaches
- signal other motorists in ample time
- keep your car in top mechanical condition

You are not a safe driver if you . . .

- fail to observe right of way
- follow too closely behind the car ahead
- weave in and out of traffic lanes
- pass on hills or curves when there is no clear view ahead
- do not adjust your speed to weather and traffic conditions
- fail to lower lights when a car approaches
- take chances in hazardous situations
- feel over-confident or believe accidents happen only to the other fellow
- speed through traffic lights on the yellow signal
- mix alcohol and driving

Always drive as if your life depended on it. It does!
Why International Milling's Advertising Manager
Prefers Crosley WLW Stations for Robin Hood Flour

"We use WLW Radio and TV Stations for a number of reasons - top talent, excellent market coverage, and important merchandising. Cooperation covers all phases of product promotion and goes far beyond the usual media-client service. The Crosley Stations' close contact with trade personnel and their willingness to cooperate with our local representatives add an important plus to our advertising!"

Robert E. Thompson
Advertising Manager,
International Milling Company

Like Robin Hood Flour, you'll get top merchandising service for your products on the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW Radio
WLW-T Cincinnati
WLW-C Columbus
WLW-D Dayton
WLW-A Atlanta

Network Affiliations: NBC; ABC; MBS
Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas......Crosley Broadcasting Corporation, a division of

Page 124 • June 24, 1957
Broadcasting • Telexcasting
HOW TO STOP THE RETREAT TO THE ICE BOX DURING YOUR COMMERCIAL

THE DWIGMEE FAMILY is silently grouped around the television set. The first act of a three act play is over. The theme music swells and fades. The screen goes black. And then... there it is! Your commercial. The one you thought would set the world on fire.

But wait! The Dwigmees are leaving the room. It's as though your commercial theme was "Now is the time for all good people to head for the ice box and make themselves cheese sandwiches." How can you stop them? You're not selling cheese, you're selling cigarettes! What's missing in your commercial?

Chances are you'll find the answer in a single word. IMPACT! IMPACT... the element that rivets attention... the force that fixes a viewer's eyes on a screen as though you'd called him by name. Without impact in the opening seconds of a commercial, you might just as well sign off with "compliments of a friend." And today, with the swamping quantity of commercials fighting for attention, that opening wallop becomes more important than ever.

But after the wallop, what then? How do you follow up? How do you sustain the attention you've won? The answer to that one is SHOWMANSHIP—tempered with imagination and ingenuity—and topped off with a subtle catalyst called SALESMANSHIP. A big order? Of course. But how many commercials have ever left a truly lasting or favorable impression without these elements? Few, if any.

Now let us assume that we have a commercial that fills the bill on all four counts: showmanship, imagination, ingenuity, and salesmanship. Is that the end? Not by a long shot! With just a few flashing seconds in which to make our impression on the viewers' minds, we must put across our theme—the one line, the one word, the one thought that will stick. And it had better be the right one because that's the image the viewer will carry away.

We accomplish this singleness of purpose wherever possible through the use of product demonstration. Few things, we have found, will help a viewer to remember or better urge him to buy, than an interesting demonstration of the product's chief selling point. Such a demonstration, when well executed, is not only entertaining to the viewer, but carries with it believability and conviction. If the viewer can actually perform the same demonstration at home, so much the better. This implies, of course, that the simpler the demonstration, the more convincing it is and, therefore, more believable, too. And let no one underestimate the importance of the believability factor in commercial-building.

We've come a long way in the commercial-writing field. We've discovered the tremendous distinction between just "telling" and "selling" a product story. We've learned how to employ showmanship to increase the effectiveness of our salesmanship. And every day, we're finding new ways, better ways to convince, to sell, to present a product story with impact!

We're finding out at last... how to keep the Dwigmees in their seats.

GE "INDIAN": Impact achieved by surprise, the sudden appearance on the screen of the unexpected.

HOFFMAN "FACE AND TRAY": Impact created by ingenuity of product photography and display.

RCA VICTOR "PAPER SCULPTURE": Impact through new paper sculpturing technique with fluid motion.

CHOCK FULL O'NUTS "DON'T SPEND!": Impact through negative appeal, creating curiosity, anticipation.

Alfred L. Hollender: b. Chicago, Sept. 29, 1912; educ. U. of Ill. Served World War II on Eisenhowen's psychological warfare staff. Immediately after war was Chief of Radio, U. S. Force. Started in radio with WIND and WJJD both Chicago. Began in continuity, worked way up through assorted jobs, including sports announcing and sales and then to management. After war service joined Lou Cowan Productions. Served as head of radio and television for Republican campaign for Eisenhower's presidential nomination and election. Joined Grey Adv. four and a half years ago. Currently vice president in charge of radio-tv department of Grey. Member of agency's executive committee and board of directors.

from Al Hollender, vice president in charge of radio-tv dept., Grey Advertising
The Craven Challenge

Many broadcasters of radio's first generation know that T. A. M. Craven, now serving his second hitch as a member of the FCC in 20 years is a man of action who fights for what he believes. He's not particularly interested in making friends for friendship's sake. His "Craven Plan" on tv allocations certainly hasn't influenced the majority of incumbent vhf broadcasters. Nor does he miss advocacy of a test for "open circuit" tv impress
users without regard to the FCC. The system, including several
required licensees. The system, including several
of government demands for space now being used for broadcast service.
The Poter proposal is for a three-man expert commission outside of government to be named by the President. It would determine whether "radio and television" frequencies now assigned to government are being efficiently utilized to the maximum; whether any of the frequencies could be relinquished for allocation to non-governmental purposes, and what the future requirements of the federal government might be for spectrum space. The commission would report to the President and to Congress within six months, omitting from its report to Congress any information classified for security reasons.
We think the Potter resolution is not only sound but urgent. As the law stands, the allocation function is divided between the FCC, which handles non-military assignments, and the President who holds the exclusive authority to allocate to federal government users without regard to the FCC. The system, as Sen. Potter aptly puts it, "provides no umpire."

Despite labored denials, it is known that the military already has sent up flares on its need for additional vhf space although it has soft-pedaled its demands since publication (primarily in this journal) of these developments. The military has never before been required to justify its demands; it had only to specify them, and then shroud their use (or their "stand-by" status) in "security."
The Potter resolution provides simply that the facts be searched out. There would be no need to disclose classified information. But the public is entitled to know whether its future television service is destined to come primarily over 12 vhf channels, or 30 or 5, and where uhf might fit in the allocations structure. The "public" includes several hundred broadcasters and many thousands of people employed in television.
We think the Potter resolution deserves the all-out support of everyone identified with television. We're confident that the FCC, to a man, will applaud it. It is simple and direct. It should pass before this session of Congress recesses.

Poter's Spectrum 'Umpire'

The opportunity of television's short lifetime is finally at hand. It is the resolution (S. J. Res. 106) introduced by Sen. Charles E. Potter (R-Mich.) (and echoed in a House resolution by Rep. William G. Potter (D-Ind.)) last week for the creation of a high level three-man commission to study spectrum utilization by government, including the military, along with likely future requirements.

Sen. Potter is a veteran member of the Senate Commerce Committee which handles communications legislation. He has seen the futility of attempting to ascertain what use government is making of high frequency spectrum space so sorely needed in other services. He is familiar with the excruciating shortage of vhf space for further expansion. And he obviously is concerned about ultimate government demands for space now being used for broadcast service.

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Sherman on the Beat

Having operated for 23 years under the direct regulation of the FCC, broadcasters do not seem to be in urgent need of special attention from another federal agency. They are getting it, however, from the Dept. of Justice.
As reported in B&T last week, nine Philadelphia radio stations were fined $1,000 each and their local association was fined $5,000 for violations of the Sherman Antitrust Act. Their "crime"—which the federal judge emphasized involved no moral turpitude and of which he said at least some of the stations were not guilty—was agreeing among themselves to abide by their published rates.
As the judge himself pointed out, the agreement in no way prevented individual stations from changing their individual rates. It was solely a device to discourage off-the-card dealing which in some communities has debased radio business practices to the haggling of an Oriental bazaar.

The Dept. of Justice's interest in broadcasting does not end with its successful prosecution of the antitrust case in Philadelphia. The department has been investigating television for a year. It has been urged to intensify its investigation by the recent report of the House Antitrust Subcommittee.
It looks as though broadcasting is in for a season of triple jeopardy—from its old watchdog, the FCC, from the FTC, which in the past year has been monitoring radio-tv commercials, and from the Dept. of Justice.

Two Victims

The suicide of a scientist who had been subpoenaed by the House Un-American Activities Subcommittee will be used as an argument against television coverage of government affairs. Indeed it has already provoked Speaker Sam Rayburn to reaffirm his strict ban against the televising of any House proceedings.

Television is the innocent victim here. To be sure the scientist said in a suicide note that he had "a fierce resentment of being televised." But he also said: "My life and my livelihood are now threatened by the House committee." And in a statement he had prepared to give the committee chairman, he said: "the committee's trial is strewed with blasted lives and wreckage of youthful careers."

We do not wish to discuss the merits of the scientist's charges, but we must emphasize that they were directed against the committee's investigation. The scientist's reference to tv does not alter the fact that the hearing was to be open and that with or without tv his appearance would have been publicized.

The suicide of a promising biochemist is, of course, a tragedy. But we must look for deeper motivations than a fear of television to explain it.
KSTP-TV SELLS the $4 billion Northwest market!

The success story above may be a bit exaggerated, but whether or not you are in the lemonade game, it's typical of the selling job that KSTP-TV can do for you in the vital Northwest market.

Since 1948 when it became the Northwest's first TV station, KSTP-TV has been the Northwest's success station, as hundreds of satisfied advertisers will testify.

Our files are full of success stories...facts proving that KSTP-TV not only reaches but also sells this market of 693,519 television homes in an area with more than FOUR BILLION DOLLARS in effective buying income.

Interested in success stories? If so, your nearest Petry office or a KSTP-TV representative will be happy to give you the details.
<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<tr>
<td>9:00</td>
<td>&quot;ROMPER ROOM&quot;</td>
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<td>FARM HOUR</td>
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<td>YOUR OWN HOME</td>
<td>&quot;JACKPOT MOVIE&quot;</td>
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<td>K.C. NEWSREEL</td>
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<td>LARIAT PLAYHOUSE</td>
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<td>BOWLING TIME</td>
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<td>1:00</td>
<td>PUBLIC DEFENDER</td>
<td>&quot;WATERFRONT&quot; with Preston Foster</td>
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<td>ELLERY QUEEN</td>
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<td>&quot;OVERSEAS ADVENTURE&quot;</td>
<td>&quot;MY LITTLE MARGIE&quot;</td>
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<td>2:30</td>
<td>&quot;AMERICAN LEGEND&quot;</td>
<td>&quot;BANDSTAND&quot; Live dancing party with John Bilyeu, M.C.</td>
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<td>THE FALCON</td>
<td>&quot;MICKEY MOUSE CLUB&quot;</td>
<td>&quot;FARM HOUR&quot;</td>
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<td>BY-LINE</td>
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<td>&quot;OVERSEAS ADVENTURE&quot;</td>
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<td>&quot;PLAYHOUSE OF STARS&quot;</td>
<td>&quot;YOU ASKED FOR IT&quot;</td>
<td>&quot;LAWRENCE WELK SHOW&quot;</td>
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<td>&quot;LONE RANGER&quot;</td>
<td>&quot;LAWRENCE WELK SHOW&quot;</td>
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<td>&quot;THE VISE&quot;</td>
<td>&quot;DARBY FOR DOUGH&quot;</td>
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<td>&quot;THE ANGELS&quot;</td>
<td>&quot;SATURDAY MOVIE&quot;</td>
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<td>&quot;THE STAR AND THE STORY&quot;</td>
<td>&quot;TEN O'CLOCK NEWS&quot;</td>
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<td>&quot;LEO LIVES&quot;</td>
<td>&quot;SAM MOLEN'S SPORTS&quot;</td>
<td>&quot;MARTY MOLLEN&quot;</td>
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<td>&quot;FORD THEATRE&quot;</td>
<td>&quot;WEATHER GIRL&quot;</td>
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<td>&quot;THE STARS&quot;</td>
<td>&quot;MOTION PICTURE&quot;</td>
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<td>&quot;PLAYHOUSE&quot;</td>
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"KMBC-TV is Watched MORE by MORE Families in Kansas City...

...It's easy to see why the SWING is to KMBC-TV
Kansas City's Most Popular and Most Powerful TV Station

and in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas