KPRC-TV is proud to announce its purchase of the great MGM film package for showing in the Houston area.

To start nightly 10:35 p.m. until conclusion
October 1, 1957

JACK HARRIS
Vice President and General Manager

JACK McGUIRE
Station Manager

For Availabilities, EDWARD PETRY & CO.
Everything is KING SIZED
in the rapidly expanding WHEELING MARKET

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative; or call Wheeling—CEDar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.

The MOUNTAINEER, world’s largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER’s size with the average bulldozer: almost like comparing WTRF-TV’s audience with its next nearest competitor.

"a station worth watching"

WHEELING 7, WEST VIRGINIA
reaching a market that's reaching new importance!

"a station worth watching"
Terre Haute
INDIANA'S
2nd LARGEST
TV MARKET

251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

and RADIO, too!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV has the most viewers......

MORNINGS (7 A.M.-12 NOON)
AFTERNOONS (12 NOON-6 P.M.)
EVENINGS (6 P.M.-12 MIDNIGHT)
seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON CLYDE W. REMBERT
Chairman of the Board President
FEELING THE HEAT • There's nothing official but next important step in litigation-harassed broadcast copyright sphere might well be withdrawal of networks from ownership interests in Broadcast Music Inc. Continual Congressional sniping at networks plus frowns from Dept. of Justice would be responsible for their separation from industry-owned BMI music organization. BMI control would still repose in individual stock-owning station owners.

CONGRESSIONAL and legal pressures may lead to another shift in BMI activities—discontinuance or curtailment of yearly broadcast clinics under its auspices. While agendas of these meetings include wide range of operating workshops for station personnel, BMI is subject to charge that circuit-riding schedule is merely designed to promote use of BMI music as opposed to ASCAP.

BEYOND HORIZON • Look for early announcement of television's first "over-the-horizon" service, linking U. S. and Cuban television on regular, commercial basis. Nobody was talking last week, but AT&T and Cuban company reportedly have completed installations which will employ tropospheric scatter propagation to bridge 185-mile, over-water haul from southern Florida to spot near Havana. System, estimated $3 million joint project of AT&T and Radio Corp. of Cuba, is expected to go into operation in fall, providing one tv channel in each direction and telephone conversations both ways.

ROBERT LEWINE, vice president and head of nighttime programming for NBC-TV, expected to be promoted to head both daytime and nighttime programming for network, reporting to Emanuel Sacks, vice president, tv network programs. Formal announcement will be made this week. Mort Werner, vice president in charge of daytime, recently resigned to join Kaiser Industries [B&T, July 22] as vice president in charge of "all internal tv activities of the affiliated Kaiser companies."

WASHINGTON BAPTISM • FCC Network study staff recently concluded that NTA film network must be included as important part of its tv network study and has called on newest of networks for full information. In fact, special Washington meeting has been held between NTA officials Raymond Nelson and Hyman Booker and Dean Roscoe Barrow, network study chief, and staff members. NTA is cooperating in submitting information.

NEW GIMMICK for improvement of programming and station relations at same time is being sharpened by officials of American Broadcasting Network as they proceed with plans for switchover to all-live personality programming. They hope to announce shortly new arrangement under which ABN affiliates will get advance notice of what musical selections network will play and at what times, so that stations may program their local music more compatibly. Plan also may include suggestions, for optional use, as to what sort of local music might best fit around network portions.

TOLL TECHNICALITIES • While AT&T is keeping its own counsel on closed-circuit tv, conflicting reports are heard on its technical appraisal of Skiatron's so-called "open wire" method of multiplexing both video and audio service into tv homes. AT&T, from operating standpoint, reportedly contends that system isn't feasible, while Bell Laboratories. AT&T research and development adjunct, is understood to feel that system has possibilities within established interference tolerances and, therefore, would work.

IF SKIATRON closed-circuit method works, new term will enter electronic lexicon. It is "Paraz," name given by Skiatron to its open wire, which, it is claimed, can handle five circuits simultaneously including standard video band without undue interference. FCC engineers, it is said, also lift eyebrows as to feasibility and want to be shown. Even though projected wire systems might not be subject to FCC regulation at this stage, it is logically anticipated that demonstration for benefit of government engineers will be proposed sometime soon—probably before FCC considers "open circuit" or "on air" tovv proposals Sept. 17.

IS A PUZZLEMENT • Closed-circuit toll tv was topic of high-level conference called by RCA Chairman David Sarnoff last Monday in New York. RCA-NBC's position has been inalterable opposition to on-air or "open circuit" toll television, and it is opposed to any impairment upon free tv service to public. Participants in conference, in addition to General Sarnoff, were: Robert W. Sarnoff, NBC president; Robert E. Kintner, NBC executive vice president in charge of tv network programs and sales; Emanuel (Manie) Sacks, NBC tv vice president in charge of network programs, and Kenneth W. Bilby, vice president in charge of public relations.

HAL JAMES, for more than decade vice president in charge of television and radio for Ellington & Co., New York, is expected to join Doherty, Clifford, Steers & Shenefield, effective Aug. 15, as vice president in charge of radio and television.

TEXT FOR TODAY • Radio business will lap over into halls of learning if one of Radio Advertising Bureau's current projects works out. Figuring radio has been getting short shrift with rising generations of advertising and marketing executives because most textbooks on such subjects are written from newspaper standpoint, bureau has commissioned several professors to write texts from radio angle. RAB hopes they'll be ready for classrooms by start of 1958-59 scholastic year.

SUCCESSOR to Ralph W. Hardy, CBS Washington vice president, who died suddenly last Monday of heart seizure while on vacation in Ogden, Utah (story page 54) tentatively has been selected by CBS Inc. President Frank Stanton. It is expected that appointment will be from within CBS organization. Meanwhile Earl H. Gammons, former CBS Washington vice president, now CBS consultant, is sitting in.

BREATHTAKING EASIER • There is sequel to blessing of the Dept. of Justice on setup and operations of Television Allocations Study Organization, as exemplified in Justice's July 15 letter to FCC Chairman John C. Deerfer [B&T, July 29]. It's this: Representatives of RCA and GE—both of which brought up potential anti-trust liability question originally—had been extremely cautious in attending TASO meetings. With publication of Asst. Attorney General Victor R. Hansen's "all clear" letter, RCA and GE participants are attending and participating in TASO meetings with all wraps removed.

PLOUGH INC. stations are breaking all records on business, according to President Harold R. Krelstein. He reports that as of last July, all four stations showed increases, compared with 1956, as follows: WCOP Boston, up 77%; WCAO Baltimore, up 62.6%; WMPS Memphis, up 34%; WWJD Chicago, up 31%.

CURTIS SHOPPING • Helene Curtis Industries, Chicago, started informal hearings last week with agencies pitching for $4.5 million account ($3.3 million radio-tv) which has left Earle Ludgin & Co. Gordon Best & Co. and Edward H. Weiss & Co., which handle other Curtis accounts, are strong contenders, it's understood, but New York agencies with Chicago offices also are in running. Ludgin agency, incidentally, is in throes of reappraising operation and personnel as result of losing Curtis (about one-quarter of its business) account.
In the Phoenix ARB for June, KPHO-TV ranks first in 149 and ties for first in 3 of the 346 quarter-hour time periods during which it is on the air with competition.

KPHO-TV’s share of audience during its time periods on the air from sign-on to sign-off is 31.0%.

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
LEAD STORY


ADVERTISERS & AGENCIES

What's Coming on Tv Networks This Fall—Advertisers will spend around $55 million weekly for network programming and that doesn't include the super-specials. Offerings are getting scarce. Page 28 (network schedules pages 30, 31).

Tintex Thinks Tv is Terrific—But sponsor can't afford high cost of NBC-Tv vehicle it would like to ride. Advertiser asks: If market is soft, meet our price. Alternative: Tintex will put its money into print media. Page 32.

Sniffling Will Be Profitable Again—It's hot around the agency marts but they're planning ahead for winter by lining up availabilities for radio and tv to promote cold remedies. Budgets look about 10% above last year. Page 35.

Jergens Does a Switch—Long a tv network user, and a successful one, Jergens switches its media strategy by booking spot television campaign. Page 36.

There's No Stopping Tv Spot—Television Bureau of Advertising estimates $118 million (gross) was spent for video spots in second quarter of year. $2 million up from first quarter. Network and spot total for first half of 1957 (time only) figured at $486 million in B+T compilation. Page 38.

Who Bungled the Commercials?—NBC-Tv and Kudner Adv. reluctant to take blame for telecasting of plugs while verdict of championship fight was being announced. General Motors vice president, Edward T. Ragsdale, "incensed" by incident. Page 40.

Morgens for McElroy?—Executive vice president's name heard frequently as speculation develops on successor to Neil H. McElroy. Procter & Gamble president, who has been nominated to be Secretary of Defense. Page 46.

NETWORKS

Pleasing the Young Folks—Three blue-chip advertisers are sought by CBS Radio to underwrite two-hour block of music programming (12 hours per week) as aural medium's comeback continues. Two-fold object: To bring back additional top national advertisers into network radio and to appeal to 14-24-year age group that researchers describe as preferring radio above other media. Page 50.


Mutual's New Owners Take Over—President Roberts says group of independent stations is knocking at the network's door, desiring to become affiliates. New regime now in full charge of radio hookup following purchase from RKO Teleradio. Page 56.

FILM

Ink Dries on $20 Million Film Deal—Screen Gems prepares first package of Universal films with seven-year contract giving distribution-only rights on 600 pre-1948 productions. Wall Street revives rumors of imminent split-off as Columbia tv subsidiary becomes largest of all tv syndicators. Page 60.

Everybody Gets an AAP Cut—Film distributor develops an unusual merchandising-promotion scheme to split profits. Stations, manufacturers of Popeye-licensed novelties and AAP all benefit. The story of a plan to make everybody happy. Page 64.

GOVERNMENT

Deintermixing Faces the Bench—First court test of FCC's decisions underway as WTVW (TV) Evansville, Ind., asks appellate court to hold up FCC's order moving it from vhf to uhf channel. Page 70.

Also see AT DEADLINE. Page 10.

Reducing Aids Getting a Onceover—Federal Trade Commissioner tells House probers Regimen, which recently expanded radio-tv spot promotion, has come under its jurisdiction. Page 72.

PROGRAM SERVICES


STATIONS

News Is Newsy at CBS Chicago—A depth account of the way this CBS outlet reports what's happening in and around Chicago. How alert broadcast newsmen can show newspapers some repertorial tricks. Page 90.

OPINION

How About All This Razzle-Dazzle?—Raymond R. Morgan, Hollywood agency executive, tells those who would hippocrime that "nobody steals the air." A persuasive case for "simple, homely, unobtrusive things." Page 113.

DEPARTMENTS
Only 22 weekly quarter hours don't belong to WTIX. The other 266 do!

The brand new Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday... WTIX is first in 266. Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share: 23.2%; next station's share: 11.5%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX first in 11-station NEW ORLEANS
NBC BUYS WJAS

PITTSBURGH

NBC, without regular radio affiliate in Pittsburgh since last year, has bought WJAS-AM-FM in that city, subject to customary FCC approval, according to announcement being released today (Monday). Price under-stood to be $725,000. WJAS is on 1320 kc with 5 kw and currently is affiliated with ABN. WJAS-FM duplicates am programs and is on 99.7 mc with 24 kw.

NBC president Robert W. Sarnoff said WJAS-AM-FM would return full schedule of NBC Radio programs to country's eighth largest market and expressed confidence NBC network's recent growth in audience and advertiser acceptance would be "greatly accelerated by the addition of these important stations." WJAS President H. Kenneth Brennen, whose father founded WJAS in 1921, said: "As pioneer broadcasters we are proud that WJAS is becoming part of NBC and of the oldest radio network in the country, particularly at this time of radio's resurgence."

NBC has not had regular radio affiliate in Pittsburgh since KDKA and other Westinghouse stations disaffiliated, although both KDKA and WWSW Pittsburgh have carried some NBC programs during interim. Acquisition of WJAS-AM-FM will bring NBC's radio station ownership to FCC maximum of seven.

Sale of WJAS stations was required under terms of merger agreement with Pittsburgh Post-Gazette (WWSW) whereby FCC granted Pittsburgh ch. 11 to WWSW, with option for 50% ownership held by Pittsburgh Radio Supply House Inc., WJAS licensee. Grant was conditioned on disposal of WJAS stations to conform to duopoly regulation. Pittsburgh ch. 11 station, WIC (TV), began operating July 15, is affiliated with NBC.

Monsanto to Sponsor
CBS-TV Science Show

MONSANTO Chemical Co., St. Louis, will sponsor new series of 10-hour-long programs entitled Conquest on CBS-TV starting early in November and through spring of 1959 (four to be seen in 1957-58 season) "as part of its current campaign to increase public interest in scientific progress and in science as a career."

Joining in announcement Friday were CBS-TV President Merle Jones; Dr. Charles Allen Thomas, Monsanto's president; Dr. Detlev W. Bronk, president of National Academy of Sciences and also of Rockefeller Institute for Medical Research, and Dr. Laurence H. Snyder, president of American Assn. for Advancement of Science and dean of U. of Oklahoma's graduate school.

Series is designed to inform tv audience of scientific "breakthroughs," to recognize scientists for research contributions and to help answer need for trained scientists by focusing attention on this problem. In each telecast, science newsreel, two filmed reports of major scientific developments, profile of famous scientist and special award feature will dramatize each objective. Team of CBS news correspondents will serve as on-camera science reporters on series that will be supervised by Irving Gitlin, CBS director of public affairs, and will be produced by Michael Sklar of public affairs department. Gardner Adv., St. Louis, is agency. Time and debut are not set.

KTLA (TV) Appoints P,G,W

KTLA (TV) Los Angeles Friday announced appointment of Peters, Griffin, Woodward as national sales representative, effective Aug. 15. KTLA operates on ch. 5, is owned by Paramount Pictures.
HOUSE MAY BEAR AIR DEALS
IN BOXING, HORSE RACING

REP. Emanuel Celler (D-N.Y.), whose House Antitrust Subcommittee last week completed hearings on professional team sports, Friday said that he may shortly order full-scale investigation of professional boxing and horse racing. Investigation would begin "probably this fall," he said.

Previous hearings, to determine advisability of placing professional team sports under antitrust laws, went extensively into radio-tv income for various teams and role played by pay tv in future plans. Broadcasting also contributes heavily to boxing and track income and would figure prominently in any investigation, observers feel.

Rep. Celler expects his subcommittee to have legislation ready for January session of Congress setting limits on antitrust control of professional sports.

ZENITH PROFITS INCREASE;
McDONALD RAMPS WIND TOLL

ZENITH RADIO Corp. estimated consolidated net profits for company's first fiscal quarter, ending June 30, 1957, were $747,547, or $1.52 per share. This estimate was figured after reserves set aside for depreciation, excise taxes, contingency reserves and federal income tax. It compares with profits of $699,659, or $1.42 per share, in same period of 1956. Consolidated net profits for six months ending June 30 totaled $2,398,137, or $4.87 per share; compared with $2,530,824, or $5.14 per share for same 1956 period.

Consolidated sales for first three months of fiscal year amounted to $29,827,712, compared with $27,455,671 for similar 1956 quarter. For six month fiscal period, consolidated sales totaled $66,486,222 compared to last year's six month figure of $65,370,935.

In reference to toll tv, Zenith President E. F. McDonald Jr. declared continued delay by FCC will encourage development of wired pay tv. He added: "The net effect of the large-scale development of closed-circuit subscription television would be to weaken the entire tv broadcasting industry."

NARTB SENDS TV WEEK KITS

STATION planning for National Television Week (Sept. 8-14) was speeded Friday as NARTB sent out basic materials for use in promoting observance of annual event. Comprehensive kit of promotion and program ideas is supported by background information and series of special campaigns.

Included in NARTB package are news releases, proclamations by public officials, lists of civic and fraternal organizations aiding in weeklong event, suggestions for contests, retailer aids, slides and newspaper mats, promotional spots, speeches, etc.

TREASURE AND TRAGEDY

TREASURE hunt conducted by KILT Houston met with fatal accident just before deadline when Jimmy Watts, 38, Houston insurance man, fell off scaffold at Museum of Fine Arts late Thursday while hunting around excavation for hidden $25,000 check.

William C. Weaver, KILT manager, termed accident "terribly unfortunate." Station had repeatedly announced that check was easily accessible to five-year-old child and not near anything dangerous. Accident victim had climbed scaffold, falling into excavation. Contest was just entering tenth and final day at time of accident.

ABN AFFILIATES BOARD
MEETS WEDNESDAY IN N.Y.

ALL-DAY meeting of American Broadcasting Network Station Affiliates Advisory Board to be held Wednesday at University Club in New York. Edward J. DeGray, ABN vice president in charge of station relations, announced Friday.


Representing ABN at the meeting will be Robert E. Eastman, president; Stephen B. Labunski, vice president in charge of programming; Thomas C. Harrison, vice president; sales; Stephen Riddleberger, administrative vice president, and Mr. DeGray.

SENATORS EULOGIZE HARDY

THREE U. S. Senate leaders eulogized late Ralph W. Hardy, CBS Washington vice president, on floor of Senate last Thursday. Sen. Lyndon Johnson (D-Tex.), majority leader, declared that "the future of America lies with young, able men like Ralph W. Hardy. We have lost a citizen who cannot be easily replaced." Sen. Jacob K. Javits (R-N.Y.) declared that Mr. Hardy "made a great place for himself not only as a leader in his industry but as a leader in civic affairs, and as one who had a deep solicitude for the public interest." Sen. Arthur V. Watkins (R-Utah) said that Mr. Hardy brought "honor" to his state, the Intermountain region and to his family. He also stated: "His was a service always ready at call, and freely given."

Mr. Hardy suffered heart attack while on vacation in Utah early last week (see page 54).

PEOPLE

RALPH C. TANNER, vice president and director, Anderson & Cairns, N. Y., appointed chairman of agency's creative board.

KENNETH C. LOVGREN, former copy manager, Foote, Cone & Belding, L. A., at one time with Young & Rubicam, Henri, Hurst & McDonald and Ross Roy Inc., named advertising director of Stauffer System, slenderizing salon chain, and will direct expanded advertising program that will include spot radio, FCAB, L. A., and Anderson & Cairns, N. Y., service account.

EMMETT BATES FAISON, account executive, Benton & Bowles, to H. B. Humphrey, Alley & Richards, N. Y., as account executive.

ROBERT MILFORD, formerly with William Esty Co., N. Y., to Kidner Agency, N. Y., as tv producer-director.

RICHARD F. GORMAN promoted from assistant advertising manager to advertising manager of Admiral Corp. (radio-tv sets, other products), Chicago.

VAN B. FOX, serving with NBC-TV Wide World in various capacities for two years, named director of program which makes fall debut Sept. 15.

PETER KORTNER, story editor for Playhouse 90, promoted to newly created post of associate director of CBS-TV's weekly 90-minute dramatic series.

MORT GRANAS, assistant to manager of live cost control, west coast production operations, CBS Television, appointed manager of cost administration of department.

AFM MAY TAKE ACTION
AGAINST RECORD COMPANIES

AMERICAN Federation of Musicians Hollywood local put off until today (Monday) decision on how to proceed against recording companies which have not recognized boost in scale for arrangers and copyists instituted by local last month, but have continued to pay old scale. Local had planned effective last Friday to put companies on national AFM default list, which would make it impossible for them to hire AFM members, but at last minute postponed action over weekend. Local did not identify holdouts, said to include such companies as RCA Victor, MGM and Capitol. One statement from record makers was that of Capitol to effect that it has national agreement with AFM which specifies scale for arrangers and copyists, and Capitol is abiding by this agreement.

COURT REBUFFS WTVW

REQUEST for stay against FCC's order deleting ch. 9 from Hatfield, Ind., and issuance of show cause order to WTVW (TV) Evansville looking toward move of its ch. 7 to Louisville (with ch. 31 substituted), made by WTVW last Thursday to U. S. appeals court (see story page 70), denied Friday. Court issued no opinion, merely denying stay request.
Oil, Texas' major product, has been largely responsible for Texas' tremendous growth. Today, San Antonio is the state's third largest city and still growing—with greater retail sales per family than St. Louis, Shreveport, Pittsburgh, and Spokane.
NO. 1 IN RATINGS — NO. 1 IN RENEWALS!

Falstaff, America's 4th largest brewing company, is moving up ... with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. It sells!

RENEWED IN 72 MARKETS BY FALSTAFF — FOR 52 MORE WEEKS! Falstaff, America's 4th largest brewing company, is moving up ... with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. It sells!

NO. 1 NATIONALLY, AND "TOP 10" IN 120 ARB REPORTS! Check all the rating services ... ARB, Videodex, Pulse ... they all rate this MCA TV thriller right up at the top. STATE TROOPER is the No. 1 adventure hit — highest rated! — in St. Louis 40.7, Milwaukee 20.4, Pueblo 56.9, Chicago 19.9, Boston 23.3, Cleveland 20.3, Davenport-Rock Island 29.6, San Antonio 32.3, Santa Barbara 26.3, Columbia-Jefferson City 40.1, Jackson 38.3, Peoria 38.0, Chico 37.3, Birmingham 34.2, Minneapolis-St. Paul 17.2, Philadelphia 18.7, Atlanta 22.7, Montgomery 37.0, Phoenix 23.1, Jacksonville 41.3.
JUST ADDED:
39 MORE
ALL-NEW
ADVENTURES
...78 HALF-HOURS
NOW AVAILABLE!

TROOPER
starring ROD CAMERON

Thrill your market, sell your market with STATE TROOPER

mca tv
FILM SYNDICATION
Editorial Support
EDITOR:
It certainly is a pleasure to see Broadcasting going to bat for industry standards. What I have in mind is the editorial, "Hot Spots" [B&T, July 29], about the General Foods-Bristol-Myers plan to control broadcast time. Another editorial of the same kind was your recent exposure of the evils of film-for-time barrier deals.

Eugene Katz
President
The Katz Agency, New York

For the Record
EDITOR:
In the July 15 B&T there was a story concerning Mutual which repeated what has been reported to be the circumstances of its founding. Over the years, I have seen similar reports and have always intended to write you and make the proper corrections.

The particular point that needs correction and which should be eliminated from Mutual's history is that it was an outgrowth of the former Radio Quality Group. Mutual's birth was never due to or was in any way concerned directly or indirectly with the Radio Quality Group, nor was it ever called the Radio Quality Group. The fact is that Radio Quality had a short life of a year or two prior to Mutual's founding. It had failed completely and this failure was psychologically something of a liability in organizing Mutual. Radio Quality had been dead, was buried and those of us who conceived and started the movement for Mutual had never been in any way associated with it. The fact that one member of Mutual (WOR) had at one time been a member of Radio Quality no doubt gave rise to the rumor.

George F. Wilson
Wilson Broadcasting Corp.

No C-C in Pittsburgh
EDITOR:
In an article regarding our firm, Bryg Inc. [B&T, July 8], I would like to call your attention to the second paragraph which specifies that we have demonstrated our system on a still basis over a Pittsburgh-New York closed circuit. This is not true. The only closed circuit work performed was in New York and we have leased facilities at Carnegie Tech, Pittsburgh, which have not been used for any closed circuit.

Samuel H. Depew
Executive Vice President and General Manager

Any Earlier Man-on-Street?
EDITOR:
Our attention was called to the item reporting Parks Johnson, "credited as the man who originated the man-on-the-street program...in 1932" [B&T, June 17].

Karl Stefan, our former chief announcer, produced a daily Voice of the Street program by portable short-wave on WJAG, starting Dec. 19, 1932. Mr. Stefan was elected to the U. S. House of Representatives, 1934, remaining there until his death in [?] 1951. His Voice program continued on WJAG until wartime restrictions of 1941.

We wonder if there were any earlier, regular man-on-the-street programs.

Robert W. Billman
Promotion Director
WJAG Norfolk, Neb.

Radio While You Wait
EDITOR:
Your item entitled "Another Radio Service" [B&T, July 1], was timely for WKG. Shortly after that issue of B&T arrived, this station moved into new facilities with a situation developing that was similar to your article with the added feature that a telephone line does not have to be left open in order to feed the radio program. A caller who is waiting to be connected with his party.

We'll admit, however, that it was strictly an accident.

Robert W. Billman
Promotion Director
WKG Stockton, Calif.

[EDITOR'S NOTE: Mr. Billman was inspired by B&T's story of an RAB telephone operator who left the switch open for calling callers so they could listen to the radio. When telephones were installed and KVW it developed that the station's programs could be heard louder than the telephone conversation. This was correct on the regular lines, but couldn't be eliminated on the "hold" position. The station turned the handicap to an advantage by adopting RAB's technique.]

Students Have Chance
EDITOR:
In regard to a letter in Open Mike [B&T, July 22], implying that the broadcast industry is scared of college trained students or showing preference to radio school diplomas, I find...the broadcast industry willing, even anxious, to absorb young persons from all walks of life and varied educational backgrounds. If a preference exists, it would be in favor of the college or university trained man.

Many broadcasters devote valuable time as advisors to colleagues. Professional or trade schools do not enjoy such distinction. Scholarships and financial aid for college men and women are standard operating procedures at many stations.

I will admit that announcers and production people holding first class radiotelephone operator licenses must, of necessity, be given some preference. Still, there is a vast absorption of unlicensed persons.

I hope that the letter merely referred to a somewhat presently dormant situation in an immediate area...The broadcasting field rates at the top for consideration of absorption of, and advancement of college trained people as well as any other talent that will enhance the field.

William B. Ogden
Educator
Radio Operational Engineering School
Burbank, Calif.

Broadcasting * Telecasting
AN AWE FULL EYEFUL

On June 11, from the top of WTAR-TV’s 1,049-foot tower you could have seen history’s greatest peacetime display of naval might—a 14-mile double row of ships stretched out through Hampton Roads for the International Naval Review.

Then, had you “panned” around to the left in a complete circle, you would have looked down on five major Virginia cities—Hampton, Newport News, Warwick, Portsmouth and Norfolk—ringing Hampton Roads in one big eye-popping market . . . the greatest, growingest in Virginia, and 27th in the nation!

Atop our tower, you would be at the focal point of this big five-city market, dominated by WTAR-TV.

For more information about the foremost communications medium in Virginia’s greatest market, write to WTAR-TV or your Petry man.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
Representative: Edward Petry & Company, Inc.
There Must Be A Reason Why

Edward

NEW YORK · CHICAGO · ATLANTA
Millions and Millions of Dollars

were *invested* in Spot TV advertising
by leading COSMETIC manufacturers during 1956.

Cosmetic advertisers know Spot TV advertising dollars are working dollars. They produce many more sales dollars by reaching milady when she’s most receptive to your message. Cosmetic advertisers know Petry represented stations do an excellent selling job for them, reaching one-third of all TV homes.

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<td>Durham-Raleigh</td>
<td>KCRA-TV</td>
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<td>Erie</td>
<td>WOAI-TV</td>
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<td>WNEM-TV</td>
<td>Flint-Bay City</td>
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Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS
For 33 years, KVOO has been the "Voice of Oklahoma". Let this powerful voice speak for you. It will tell your story to all of Oklahoma's No. 1 market...plus a rich bonus market in Kansas, Missouri, Arkansas!
... The 26 daring Arizona Rangers tamed America's last wild territory... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.
There's more to Florida!

For photography and pleasure, Florida's beaches are unsurpassed, but of greater significance to northern Florida is the commerce-laden port of Jacksonville, busy gateway between the world and a marketing area stretching deep into Florida and beyond.

There's Georgia, for instance

...much of which lies within the Jacksonville distribution area and relies on Jacksonville for its goods... and its television. WMBR-TV covers 34 counties in Georgia which contain 12.5% of all the television homes in the entire state, and account for 10.8% of Georgia's general merchandise sales. In fact, WMBR-TV's NCS area takes in 17.5% of all the tv homes in Florida and Georgia combined... and 16.6% of combined general merchandise sales!

and WMBR-TV, Jacksonville

is strongly entrenched, through friendship and long habit, in the lives of the 300,000 television families in this 67-county area. Throughout the "outside" area, WMBR-TV is the eleven-to-one favorite over its competition. Within the Jacksonville metropolitan area, the latest ARB gives WMBR-TV a five-to-one lead.

WMBR-TV — Channel 4, Jacksonville • Operated by The Washington Post
Broadcast Division... Represented by CBS Television Spot Sales

*NCS updated as of 8-3-57.
THE world of broadcasting added, unknowingly, one of its most energetic enterprisers and one of its most individualistic innovators in radio market specialization when C. Wayne Rollins was hospitalized in 1948 with a ruptured vertebral disc.

The man who today is president of Rollins Broadcasting Inc. (seven radio stations and one TV) was sentenced by the doctor to "a life of less strenuous work." For a man who ran his own construction and realty business and had been brought up working on his father's farm, this was a dismal outlook indeed.

During his long convalescence, Wayne Rollins' curiosity, if not his energy, turned to the companion of his bedside, radio; from there, his inquiring mind sorted over the things he didn't know about radio stations, and their operation. Then came an intensive and avid reading of trade magazines and research reports in the broadcasting field. By the time he got out of the hospital, he was following up his book-knowledge with visits to radio stations, where he looked and listened and asked questions, and, to himself, compared one operation with another. By 1950 he was ready, and with his younger brother, John, a former lieutenant governor of Delaware, he entered the radio broadcasting business.

From the start, every Rollins station has carried the singular stamp of this late-comer among multi-outlet operators: programs for a specialized audience.

As an example of his company's "concerted emphasis in market specialization," Mr. Rollins cites his WGEE Indianapolis, which is, he says, "designed to serve a combined white and Negro audience in an agricultural setting [and] is the first Indianapolis station to offer specialized program segments to this vast Negro audience."

And a clue to the Rollins technique: "But for the meticulous market research that goes into the planning of each Rollins station, painstaking surveys that take months to complete. Indianapolis might still be without Negro programming."

The Rollins spread began in 1950, when the new company built WRAD Radford, Va., largely to meet the requirements of the students and faculties of Radford State Teachers College and Virginia Polytechnic Institute. A year later WFAI Fayetteville, N. C., began programming to the people of that city and to nearby Fort Bragg, which, in the words of Rollins' publicity department, had "more men between the impressionable ages of 19 and 21 than in the city of Philadelphia." These two stations, since sold, were the first two of nine radio outlets to undergo the Rollins touch.

In 1952, the company, in with both feet, built two more stations for special audiences. WJWL Georgetown, Del., wooed in its area a "large and prosperous farm population," while WRAP Norfolk, Va., became Rollins' first all-Negro station.

In November 1953, Rollins acquired WNJR Newark, N. J., and engaged "nationally-recognized personalities" to form the nucleus of the station, which is beamed to America's largest Negro market—New York City.

In 1954, the company bought WAMS Wilmington, Del., one of three network-affiliated stations in the community, and converted it to a full-time independent, offering personalities in music, news and sports.

After Rollins had built WBEE Harvey, Ill. (Chicago suburb), in 1955, the company's research found a "critical need for specialized programming to service an immense Negro audience" which had concentrated in the Chicago area. Rollins met this "need" by expanding programming and by acquiring the services of Mahalia Jackson, Columbia Records star, who "augmented an array of other well-known Negro talent." In June 1955, Rollins added KATZ St. Louis.

Orville Wayne Rollins was born May 5, 1912, at Ringold, Ga. After attending the U. of Chattanooga, where he studied chemical engineering, the first (non-broadcast) phase of his business career included work as a dye supervisor in a Tennessee textile mill and five years as a supervisor in the manufacture of TNT at the Hercules Powder Co. plant at Chattanooga.

From Rollins Broadcasting Inc. headquarters in Wilmington, its president oversees a number of other activities, including two farms in Delaware, a ranch in Georgia, a 14,000-acre ranch and extensive real estate holdings in Florida, and with his brother, John, an automobile dealership business and a nationwide leasing firm: He logs 70,000 miles a year, using commercial airlines and two private planes.

Mr. Rollins is vice president of Delaware Broadcasters Assn. He married the former Grace Crum in 1931. They are parents of Randall, 24, and Gary, 13.

Last year Mr. Rollins, with few fields left to conquer in radio, extended his market specialization methods into television. Rollins Broadcasting acquired its first tv station, WPTZ (TV) Plattsburgh, N. Y., "with an eye on the 1½ million population of Montreal, an expanded air base and the St. Lawrence Seaway Project."
AIMS
STRAIGHT
AT THE HEART
OF A
TEN BILLION DOLLAR
MARKET

With a magic programming formula of news, music and sports EXCLUSIVELY, WKMH aims straight at Detroit—the very heart of the mighty Michigan market! For a Bullseye every time, load WKMH with YOUR sales message. According to PULSE® it’s the most effective listener-landing weapon in Detroit!

*Greatest share of audience— 12 to 12!
Lowest cost per thousand—at ALL hours!

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%

WKMH
Dearborn—Detroit
WKMF
Flint, Mich.
WKHM
Jackson Keno.
& Telev. Corp.
Jackson, Mich.
WSAM
Saginaw, Mich.
WELL
Southern Mich.
Broadcasters
Knote Creek, Mich.

KNORR BROADCASTING CORP.
Represented by Headley-Reed

Fred A. Knorr, Pres.
August 12, 1957
The NEW adventures of CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

IN REVIEW

AS OTHERS SEE US

VIEWERS were presented a sobering picture of the problems besetting international public relations in this collection of "man-in-the-street" interviews about America, gathered in eight foreign countries by NBC-TV reporter-cameraman team Joe Michaels and Sy Avnet. Samples: A Briton disliked the idea of his country taking a back seat to the U.S. in world affairs; a Frenchman was grateful for American aid to his country but noted that few Frenchmen would care to admit this; some Germans hit at the U. S. "lack of culture" but admitted to reading Hemingway and listening to jazz; some Indians thought U. S. atomic tests might be causing the Asian flu, and also criticized this country's military aid to Pakistan; a Japanese reiterated the old demand that American troops leave his homeland.

Mr. Michaels, who originally went on his world-wide interview assignment for the Today show, appeared between film shots to deliver background commentary.

Production costs: Nominal.
Telecast sustaining on NBC-TV, Sun., Aug. 4, 5:30-6:00 p.m. EDT.
Producer: Larry Picard.
Director: Robert Priaulx.

AMERICAN BANDSTAND

ALTHOUGH an ABC-TV news release indicates its new daytime program, American Bandstand, appeals to both teen-agers and adults, this post-teen-ager reviewer has definite reservations. It is conceivable the younger set finds the predominantly rock 'n' roll selections "real cool" but most adults are likely to consider themselves a "lost generation" of viewers.

The program has been carried several years on the network's Philadelphia affiliate, WFIL-TV, and began its network exposure last Monday. Its format includes dancing by teen-agers in the studios of originating station WFIL-TV (music recorded) and interviews by m.c. Dick Clark with teen-agers and guest personalities. Mr. Clark is a personable, self-assured performer and blends in well with the youngsters, who undoubtedly consider him a hip older. On the initial show, guest performers were Billy Williams and The Chordettes. Even their selections were aimed at the teen-age audience, though Mr. Williams sang an old-time song which is enjoying a current revival, "I'm Gonna Sit Right Down and Write Myself a Letter." At appropriate pauses, Mr. Williams interpolated a comment ("oh, yeah"), which apparently is his trademark, and the visiting youngsters were "all shook up."

It is not likely many housewives (unless they're hip to "crazy," "oh, yeah," "I'm with you," and "ah, too much") will tune in these summer afternoons.

Production costs: $10,000 weekly.
Telecast on local co-op and participation basis on ABC-TV, Mon.-Fri., 3:45 p.m. EDT.
Format: Live and recorded music, guests, studio dancing.
Host: Dick Clark
Producer: Tony Mammarella
Director: Edward J. Yates

VACATION CRUISE

CBS Radio has improved on movie producer Mike Todd by launching a Vacation Cruise to go "around the world in 20 (not 80) days." The series replaces Pat Buttram's Just Entertainment for four weeks (20 broadcasting days) and includes various ports of call.

In last Tuesday's program, Comdr. Jim Conway (U. S. Naval Reserve and CBS Chicago staffman) emceed the cruiser into Rio de Janeiro for songs by Len Dresslar, Connie Mitchell and the King's Jesters. Succeeding musical journeys will take listeners to Ireland, England and other countries.

Production costs: About $3,000.
Sponsored by William Wrigley Jr. Co. (Juicy Fruit gum), through Ruthrauff & Ryan Inc., on CBS Radio, Mon.-Fri., 1:45-2 p.m. (CDT).
Produced and directed by: Howard (Pat) Weaver.
Co-director and writer: Art Thorsen.

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

CBS-TV
Colorcasting schedule cancelled for summer.

NBC-TV
August 12-16, 19-21 (1:30-2:30 p.m.)
Club 60, participating sponsors.
August 12-15, 19-21 (3-4 p.m.)
Matinee Theatre, participating sponsors.
KILT
No. 1 in Houston
(Pulse, Hooper, Trendex)
proudly announces
the appointment of
JOHN BLAIR & CO.
as exclusive
national representatives
August 1, 1957
affiliated with
KLIF DALLAS
KTSA SAN ANTONIO

August 12, 1957 • Page 25
STATE OF ARKANSAS AGAIN MAKES AWARD TO KTHS!

In April 1954, Governor Francis Cherry awarded to KTHS the first “distinguished service” citation ever bestowed on any advertising medium by the Governor of Arkansas...

On June 28 of this year, another Arkansas Governor — Hon. Orval E. Faubus — gave KTHS the second award ever conferred for “Distinguished Public Service.”

Backbone of KTHS’s public service programming is the highly unusual weekly show, “Can You Use Me?” — a job-placement service produced in cooperation with the Employment Security Division of the State of Arkansas. Since its inception in 1953, job placements from this program have averaged a whopping 72%!

In 1956, KTHS also aired more than 500 hours of public service programming (not including news) — plus more than 13,000 public service announcements — more than $187,000 in time costs alone!

Outstanding Public Service... 50-KW signal... and topnotch local and CBS programs all combine to make KTHS Arkansas’ greatest advertising value.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Henry I. Christal Co., Inc.
Under Same Management as KWKH, Shreveport

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

Page 26 • August 12, 1957
MILITARY TIPS HAND ON CHS. 2-6

- ODM's Gray cites 'critical' needs in reply to Magnuson inquiry

DEFINITE evidence that the military is casting covetous eyes toward tv chs. 2 through 6 and plans to put in a bid for them—if it has not done so already—was contained in a letter from Office of Defense Mobilization Director Gordon Gray to Sen. Warren Magnuson (D-Wash.), released last week.

This interpretation was made by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.), both of whom accused ODM of placing itself above Congress and the public. Messrs. Potter and Bray are authors of identical bills calling for a three-man commission, independent of all government connections, to be established to investigate present utilization of the spectrum [BT, June 24].

The two lawmakers took special note of one passage of the letter, which stated: "The Department of Defense has indicated that [so] much technological progress has been made, which finds wide application in defense planning, that the military services find it difficult to meet requirements with the limited spectrum space available, and that this situation will become more critical as new technology now under development reaches the operational stage."

This immediately raises the question as to whether or not the "new technology" (such as supersonic aircraft, radar networks, guided missiles, earth satellites, etc.) has not, in fact, already been developed to the point where such space presently is being sought by the military.

The ODM statement, Sen. Potter pointed out, is positive proof of the military's plans to seek more room in the spectrum. Rep. Bray's pointed comment: "While military vehemently denies it has such plans [to secure chs. 2-6], all its actions point the other way."

It is the lower portion of the vhf band (2-6) which recurring reports have insisted is most attractive to the military.

Mr. Gray's letter was in answer to a June request by Sen. Magnuson for ODM's comments on Sen. Potter's bill. Mr. Gray listed several reasons why such a study as called for by the bills should not be conducted. Queried on the validity of these objections, Sen. Potter said: "Each one is as phony as a $3 bill." ODM objections were, in essence:

- The objectives of such a study are "being adequately met under present law."
- It "would necessarily duplicate the continuing studies of the Executive Branch on the government use of radio frequencies."
- The study would be too big and too complicated.
- It would require the use of an "extensive monitoring system" which the U. S. does not possess.
- Such a study would duplicate one already completed with the assistance of the FCC. [Mr. Gray evidently was referring to a study completed in April 1956 which concluded that the military could not release any of its presently allocated space for commercial use and that, in fact, more space may be needed in the future (BT, April 16, 1956). This study was undertaken at the request of George C. McConnaughey, then chairman of the FCC, and was completed by Mr. McConnaughey, Maj. Gen. Jerry V. Matejka, USA (ret.), George T. Moore of the Commerce Dept. and George T. Larkin of the Defense Dept.]

- Present spectrum use by the government is necessary "to insure the conduct of essential government programs."
- Passage of the bill would be "unfortunate and unnecessary."
- "If the intent is to find out whether the federal government could release frequencies which might be useful for vhf television, the recently completed study referred to above led to the conclusion, which the FCC accepted, that national security requirements and the needs of far-flung air navigation and air communications of the U. S. . . . preclude the release of spectrum space now used by the federal government."

In answer to ODM, Sen. Potter reiterated his conviction that the government is "wasting" much of its presently allocated space, and, at the same time wants more. "We still do not know how the government is using its space," he said.

He strongly attacked the previous study referred to by Mr. Gray as one conducted...
by the military, as not being broad enough and as leaving the public with no recourse. The Michigan Republican stressed the fact that the "thorough and comprehensive study" proposed in his and Rep. Bray's bills would be made by three experts completely divorced from the government and commercial broadcasting.

The 1956 study could be used as a base to begin from, Sen. Potter felt, and there would be no duplication of efforts. He questioned whether or not his proposal would go into areas requiring such a radio monitor as claimed by the ODM director. If so, he said, "one should be acquired."

Sen. Potter again stressed that "no one wants to endanger national security but consideration must be given to civilian needs." Under the present system, he said, the "public is given no recourse."

Rep. Bray was even more outspoken in his criticism of Mr. Gray's stand. It is "unreasonable and bureaucratic to the extreme in that they [military arms] put themselves above a review by Congress," he stated. Bray's plan is to acquire the public to know of their plans [to demand the lower vhf channels] until they spring them. If the request for more space is justifiable, they would want the public informed.

He, too, stressed the fact that the study held so highly in Mr. Gray's letter was conducted by the military and said he believed the only way to get an unbiased report is to set up a non-governmental commission such as he and Sen. Potter have proposed.

"Each of the ODM objections are reasons why such a study should be conducted," he charged.

"If I were satisfied that the military did not want more spectrum space, I would not be taking this stand," Rep. Bray stated in making it clear he is convinced the military's plans are just the opposite.

Citing the nearness of the adjournment of Congress, both Rep. Bray and Sen. Potter said they plan to push for passage of their respective bills when Congress reconvenes next January. Rep. Bray plans activity during the interim in the form of letters to all TV stations operating on the endangered channels. He said that he would warn these stations of the common danger and urge their owners to write their respective congressmen urging action on the Potter and Bray bills.

Sen. Potter has a powerful ally in Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, who favors the measure. Sen. Potter is a member of this committee while Rep. Bray is a member of the House Armed Services Committee, which

ADVERTISERS & AGENCIES

NETWORK TV TIMETABLE TAKES SHAPE

Nighttime bill alone, sans specials, will be minimum $5 million weekly

ADVERTISERS will put an average of close to $5 million a week into nighttime network television programming in the season that begins to unfold next month, a B-W-T roundup showed last week.

This estimate, compiled from the most authoritative sources available (see charts pages 30-31 for estimates on individual programs), is virtually identical with results of a preliminary study made by B-W-T more than three months ago when the 1957-58 selling season was getting underway (B-W-T, April 29).

Representing only those programs regularly scheduled between 7:30 p.m. and 10:30 or 11 p.m., the estimate does not include many other millions in network time charges and does not take into account literally scores of special productions planned for evening presentation throughout the season, which will boost the nighttime production outlay by additional millions over the course of the 1957-58 year. Nor does it include expenditures for daytime programming and time.

The networks approach this high-budgeted season with better-than-ever positions in daytime sales and, at night, some spots yet to be filled but confidence that they will find buyers.

ABC-TV, which had the greatest distance to come, has made the greatest progress in terms of sponsored hours—compared to last year—but still has far to go than either of its rivals to reach nighttime sellouts.

Officials of all three networks claimed to be "close" to sales that would cut the availability even further—and in some cases reported that additional sales already had been made but could not be divulged yet under agreements with the advertisers.

Although all three networks had some blank spots in their nighttime advertiser ranks, the special productions those over and above the week-in and week-out staples—were reported as very near to sold-out status.

NBC-TV, which has scheduled at least 100 specials—including Omnibus and Wide, Wide World, but with others ranging over virtually all types of programming—reported that out of a total of 117 hours of these special programs, 101—all but 16 per cent—had been sold. Those remaining to be sold include NBC Opera presentations, one-third of Omnibus, and the Emmy Awards broadcast.

CBS-TV, with 20 special programs definitely set, reported it has sponsors for all 20—ten 90-minute Show of the Month presentations by DuPont, starting on Sept. 29, and five hour-long Desilu productions to be sponsored by Ford, and five hour-long Lowell Thomas specials by Delco. Generally speaking, ABC-TV is not going into specials this season.

The daytime sales picture shaped up thus: NBC-TV authorities, who said their daytime programming was approximately 35% sold at the start of the 1956-57 season, estimated it's 75% sold this year and will reach at least 80-85% by the time the season opens. CBS-TV expected to be 85% sold out. ABC-TV, which programmed comparatively little during the daytime last year, was described as "definitely better off" this fall although percentage figures were not immediately available.

In terms of specific nighttime periods yet to be sold, data furnished by the networks showed this situation:

CBS-TV—alternate week of Harbor master (Thursdays, 8:30-8:30 p.m.); alternate week of Leave It to Beaver (Fridays, 7:30-8:30 p.m.); alternate week half-hour of Perry Mason (Satursdays, 7:30-8 p.m.), and all of a half-hour program yet to be announced for Tuesdays at 10:30-11 p.m.

The three partially sold programs start Sept. 26, Oct. 4 and Sept. 21, respectively.

* NBC-TV—alternate week of Restless Gun (Mondays, 8-8:30 p.m.); alternate-week half-hour of Suspicion (Mondays, 10-11 p.m.); alternate week of The Californians (Tuesdays, 10-10:30 p.m.); alternate week of Tic Tac Dough (Thursdays, 7-8:30 p.m.); alternate week of Dallas (Fridays, 8-8:30 p.m.), and all of Panic (Tuesdays, 7:30-8 p.m.) and Wagon Train (Wednesdays, 7:30-8:30 p.m.). The partially sold shows are set to start Sept. 23, Sept. 30, Sept. 24, Sept. 12 and Sept. 13, respectively, Panic is scheduled to start Sept. 10 and Wagon Train on Sept. 11. There have been recurrent reports that sale of Tic Tac Dough and Life of Riley had been completed, but these have not been confirmed officially.

* ABC-TV—half-hour of Sugarfoot (alternate Tuesdays, 7:30-8:30 p.m.); alternate week of Jim Bowie (Fridays, 8-8:30); alternate week of Colt 45 (Fridays, 10:10:30), and all of Mondays at 7:30-8, Tuesdays at 10-10:30, Saturdays at 7:30-9 p.m. and 10-10:30 p.m., and all of Sundays at 8:30-10 p.m. Programs for these wholly unsold periods were not set. Of the partially sold programs, Jim Bowie is on the air now and Sugarfoot is set to start Sept. 17 and Colt 45 Oct. 18.

Production costs generally were estimated to be at least 10% higher this year than last, in large measure because of stepped-up bidding—and consequent higher prices—for top-name talent.

Evening viewers will see a vast number of new shows, especially on NBC-TV and ABC-TV. CBS-TV, more than the others, is going along with its 1956-57 lineup, although too, it has about 10 new entries for the new season.

NBC-TV estimates approximately 55% of its regular evening schedule will consist of new programming (B-W-T, Aug. 2).
he points out, has given him "some familiarity with the military use of radio frequencies."

Many industry and congressional observers believe that the users of ch. 2 are in the most immediate danger of military "encroachment" upon their space. This channel lends itself most favorably to forward scatter propagation and the military reportedly already is conducting experiments within this band outside the continental U.S.

However, despite repeated denials by the military of any plan to seek additional spectrum space, chs. 3, 4, 5 and 6 appear to be in definite jeopardy, also. As Sen. Potter and Rep. Bray point out, the ODM tipped its hand in the letter to Sen. Magnuson in light of the advanced stage of new "technical developments."

The question of possible military demands for increased spectrum allocations—as well as possible commercial use of some of the space the government now occupies—has long been a pressing one for broadcasters. Late last March, it was reliably reported that the military had plans for chs. 2-6 [B&T, April 1]. Despite many indications that this was true, it was strongly denied by all parties concerned.

And, in April at the NARTB convention, Mr. McConnaughey answered with a blunt "No" when asked if the military was seeking additional space [B&T, April 15]. He amplified this to add that officially nothing on this subject had come to his attention. However, on several occasions during the previous months while testifying before congressional committees, Mr. McConnaughey and other commissioners took note of "demands" on the spectrum space from the military and other non-broadcast users.

The Communications Act set up a split jurisdiction in the allocation of frequency space. The FCC handles assignments for non-government users. The President (who is advised on the matter by the ODM) has full authority to assign spectrum space to the government for any service considered necessary for national security. There is no requirement for government services to justify their demands, nor are they required to show how their assigned space is utilized. This last fact is one of the main issues raised by Messrs. Potter and Bray, who would like an accounting by the military, at least to the Commission, they are advocating. Sen. Potter earlier had called the need for such facts "urgent and compelling," saying that he has been "frustrated" for over a year in trying to find out if the government uses its space efficiently and has repeatedly hit a "stone wall."

ABC-TV's new schedule leans heavily to music (Sinatra, Mitchell, Boone, Munsell, two hour-long Lawrence Welk shows, Voice of Firestone) as well as to westerns.

Other dominant categories on ABC-TV appear to be drama—with such entries as Walter Winchell File, Navy Log, OSS, Telephone Time and Zorro—and comedy with The Real McCoys, Date with the Angels and Ozzie and Harriet, among others.

CBS-TV has four programs that may be classified as westerns (Gunsmoke, Zane Grey Theatre, and newcomers Trackdown and Have Gun, Will Travel). In music-variety, the hour-long big record will join such veterans as Sullivan, Benny, Godfrey, Shower of Stars and the more recent Jimmy Dean Show. Two new mysteries, Perry Mason and Dick and the Duchess, are added to the established Lineup and Alfred Hitchcock Presents. Harbourmaster is the principal new entry in the drama field, which also

**FALL NIGHTTIME SCHEDULE APPEARS ON [PAGES 30 AND 31; STORY CONTINUES ON PAGE 32]**

**ACTIVITY

HOW PEOPLE SPEND THEIR TIME**

**THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week July 28-Aug. 3. This is how they spent their time:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Time Spent (Million Hours)</th>
</tr>
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<tbody>
<tr>
<td>Watching television</td>
<td>57.7%</td>
<td>1,275.9</td>
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<tr>
<td>Listening to radio</td>
<td>58.8%</td>
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<td>Reading newspapers</td>
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<td>Reading magazines</td>
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<td>Watching movies on TV</td>
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<td>Attending movies</td>
<td>44.3%</td>
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</tbody>
</table>

These totals, compiled by Sindingler & Co., analysts, Ridley Park, Pa., and published exclusively by B&T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindingler'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 Sindingler & Co.

*All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindingler tabulations are available within 3-7 days of the interviewing week.
HOW NETWORK TV LOOKS FROM HERE

WHAT the television networks' 1957-58 nighttime schedule will offer, what it will cost in terms of production, how well it has sold and what selling still remains to be done are all reflected in the accompanying tables. Periods partially or wholly unsold to date carry the notation "available." Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by B&lT on the basis of the best information available from a number of sources. Program times are expressed in terms of current New York time as of the date of broadcast.

WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Disneyland ($80,000)</td>
<td>I Love Lucy (re-runs) ($25,000)</td>
<td>Wagon Train ($75,000) available</td>
</tr>
<tr>
<td></td>
<td>Derbys Foods (M-E)</td>
<td>Gold Seal Glass Wax (Campbell-Mithun)</td>
<td>available</td>
</tr>
<tr>
<td></td>
<td>Reynolds Metals (Buchanan)</td>
<td>The Big Record (Brother)</td>
<td></td>
</tr>
</tbody>
</table>
|      | General Foods (Y&R) | Father Knows Best ($60,000) | Scott Paper (JFT)
| 8:30 | Tombstone Territory ($46,000) | The Millionaire ($30,000) | Kraft (JFT)
|      | Bristol-McKee (Y&R) | Colgate-Palmolive (Bales) | |
|      | Eastman Kodak (JFT) | Kraft Television Theatre ($42,000) | |
| 9:30 | Walter Winchell ($60-65,000) | Tve Got A Secret ($25,000) | |
|      | Revlon (BBDO) | Reynolds Tobacco (Kraft) | |
| 10:00 | Wednesday Night Fights ($63,000) | This Is Your Life ($25,000) | Procter & Gamble (Compton) |
|      | Miles Labs (Wade) | all | |
|      | Mennen (M-E) | Armstrong Circle Theatre (BBDO) | |

THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Circus Boy ($45,000)</td>
<td>Sgt. Preston of Yulon ($35,000)</td>
<td>Tic Tac Dough ($31,000)</td>
</tr>
<tr>
<td></td>
<td>Marx (Knoxx-Reeves)</td>
<td>Quaker Oats (Wrigley &amp; Tilden)</td>
<td>Warner-Lambert (SSC&amp;B)</td>
</tr>
<tr>
<td></td>
<td>Kellogg (Burnett)</td>
<td>alt. available</td>
<td>alt. available</td>
</tr>
<tr>
<td></td>
<td>Pillsbury (Burnett)</td>
<td>Climax ($75,000)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kellogg (Burnett)</td>
<td>or Shoupes of Stars ($100,000)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Armstrong (BBDO)</td>
<td>Chrysler (M-E)</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Zorro ($45,000)</td>
<td>You Bet Your Life ($25,000)</td>
<td>People's Choice ($42,000)</td>
</tr>
<tr>
<td></td>
<td>Seven-Up (JFT)</td>
<td>Tone (North)</td>
<td>American Home Products (Y&amp;R)</td>
</tr>
<tr>
<td></td>
<td>AC Spark Plugs (Brother)</td>
<td>DeSoto (BBDO)</td>
<td>Borden (YPR)</td>
</tr>
<tr>
<td>9:30</td>
<td>Real McCurdy ($45,000)</td>
<td>You Bet Your Life ($35,000)</td>
<td>Dugnet ($45,000)</td>
</tr>
<tr>
<td></td>
<td>Sylvania (JFT)</td>
<td>alt. available</td>
<td>Schick (Warwick &amp; Lagler)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Liggett &amp; Myers (M-E)</td>
</tr>
<tr>
<td>10:00</td>
<td>Pett Boone ($50,000)</td>
<td>Tvee House 90 ($150,000)</td>
<td>Tennessee Ernie Ford ($50,000)</td>
</tr>
</tbody>
</table>
|      | Chevrolet (Campbell-Ewald) | Bristol-McKee (BBDO) | Ford (JFT)
|      | | Philip Morris (Burnett) | |
|      | | American Gas (Lennon & Newell) | |
| 10:30 | Navy Log ($36,000) | All State Insurance (Burnett) | Rosemary Clooney Show ($31,000) |
|      | U. S. Rubber (Richards) | alt. available | Lever Bros. (JFT) |
|      | | | |

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### MONDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>TBA available</td>
<td>Robbie Hood ($30,000) Johnson &amp; Johnson (Y&amp;R)</td>
<td>Price Is Right ($50,000) General Electric (Y&amp;R) alt.</td>
</tr>
<tr>
<td>1:15</td>
<td>Guy Mitchell ($40,000) Max Factor (Anderson-McConnel)</td>
<td>Burns &amp; Allen ($40,000) Carnation Milk (Ross-Wasey)</td>
<td>рассказал Gotti ($42,000) Warner-Lambert (BTC) alt. available</td>
</tr>
<tr>
<td>8:00</td>
<td>Bold Journey ($27,000) Ralston (Guill, Bascom &amp; Bonfigl)</td>
<td>Talent Scouts ($30,000) Lipton (Y&amp;R)</td>
<td>Tales of Wells ($26,000) Buick (Kudner) American Tobacco (SSC&amp;B)</td>
</tr>
<tr>
<td>9:00</td>
<td>Voice of Firestone (American) Firestone (Sweeney &amp; James)</td>
<td>Danny Thomas ($30,000) General Foods (Benton &amp; Bowies)</td>
<td>Twenty-One ($25,000) Pharmaceuticals Inc. (Kletter)</td>
</tr>
<tr>
<td>9:30</td>
<td>Top Tunes &amp; New Talent ($50,000) Plymouth-Dodge (Grant)</td>
<td>December Bride ($45,000) General Foods (Benton &amp; Bowies)</td>
<td>Alcoa-Goodyear Anthology ($50,000) F&amp;P&amp;S (Y&amp;R) Good Year (Y&amp;R)</td>
</tr>
<tr>
<td>10:00</td>
<td>Studio One ($45,000) Westinghouse (M-S)</td>
<td>Suspicion ($85,000) Ford (JWF)</td>
<td>Philip Morris ($25,000) alt. half-hour available</td>
</tr>
</tbody>
</table>

### TUESDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:15</td>
<td>Chippers ($80-90,000) General Electric (Y&amp;R) alt.</td>
<td>Superfoot ($60-65,000) American Chicle (Bates) half-hour alt. wk. available</td>
<td>Provide That Tune ($25,000) American Home Products (Bates) Kellogg (Burnett)</td>
</tr>
<tr>
<td>8:00</td>
<td>Woott Eep ($40,000) Procter &amp; Gamble (Compton)</td>
<td>Tales of Wells ($26,000) Buick (Kudner) American Tobacco (SSC&amp;B)</td>
<td>Excellent Plays ($40,000) Procter &amp; Gamble (BTC) Reynolds Tobacco (Esty)</td>
</tr>
<tr>
<td>9:00</td>
<td>Top Tunes &amp; New Talent ($50,000) Plymouth-Dodge (Grant)</td>
<td>Telephone Time ($30,000) ABC-St (N.W. Ayer)</td>
<td>Red Skelton ($45-50,000) S.C. Johnson (FC&amp;B) Pet Milk (Gardner)</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA available</td>
<td>TBA available</td>
<td>Name That Tune ($20,000) Pharmaceuticals Inc. (Kletter)</td>
</tr>
</tbody>
</table>

### FRIDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Ris Tum Tum ($35,000) National Biscuit (K&amp;E)</td>
<td>Leave It To Beaver ($45,000) Remington Rand (Compton) alternate available</td>
<td>Sabre of London ($74,000) Sterling Drug (D-F-S)</td>
</tr>
<tr>
<td>8:00</td>
<td>Jimmie Dean ($30,000) American Chicle (Bates) alternate available</td>
<td>Trackdown ($42,000) American Tobacco (BBDO) Society Mobil (Compton)</td>
<td>Court of Last Report ($30,000) P. Lorillard (Lennon &amp; Newell)</td>
</tr>
<tr>
<td>8:30</td>
<td>Patricia Munsell Show ($40,000) Buick (Kudner)</td>
<td>Dick Powell's Zone Grey Theatre ($35,000) General Foods (Benton &amp; Bowies) Ford</td>
<td>Life of Riley ($46,000) Lever Bros. (BBDO) alternative available</td>
</tr>
<tr>
<td>9:00</td>
<td>Frank Sinatra ($100,000) Chesterfield (M-E)</td>
<td>Mr. Adams &amp; Eve ($45,000) Reynolds Tobacco (Esty) Colgate-Palmolive (Lennon &amp; Newell)</td>
<td>Manhunt ($35,000) Hazel Bishop (Spector) American Tobacco (SSC&amp;B)</td>
</tr>
<tr>
<td>9:30</td>
<td>Date With Angel ($35,000) Plymouth (Grant)</td>
<td>Schlitz Playhouse ($40,000) Sonlitz (JWF)</td>
<td>Thin Men ($42,000) Colgate-Palmolive (JWF)</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA available</td>
<td>The Lifeup ($45,000) Brown &amp; Williamson Tobacco (Bates) Procter &amp; Gamble (Y&amp;R)</td>
<td>Colgate-Palmolive (JWF)</td>
</tr>
<tr>
<td>10:30</td>
<td>TBA available</td>
<td>The Lifeup ($45,000) Brown &amp; Williamson Tobacco (Bates) Procter &amp; Gamble (Y&amp;R)</td>
<td>Colgate-Palmolive (JWF)</td>
</tr>
</tbody>
</table>

### SATURDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>TBA available</td>
<td>Henry Mancini Show ($40,000) Libby-Owens Ford ($35,000) half-hour alt. wk. available</td>
<td>People Are Funny ($20,000) Reynolds Tobacco (Esty) Ted (North)</td>
</tr>
<tr>
<td>8:00</td>
<td>TBA available</td>
<td>Dick and the Duchess ($60,000) Helen Curtis (Best) Mogen David (Weiss)</td>
<td>Perry Como Show ($100,000) Kimberly-Clark (PC&amp;B) Novexena (SSS &amp; B)</td>
</tr>
<tr>
<td>8:30</td>
<td>TBA available</td>
<td>TBA available</td>
<td>RCA Whirlpool (K&amp;E) Sunbeam (Perry-Paus) American Dairy (Campbell Mithun) Knorr (Mogul)</td>
</tr>
<tr>
<td>9:00</td>
<td>Laurence Weil ($50,000) Dodge (Grant)</td>
<td>Gale Bascom Show ($35,000) Nestle (Bryan Houston) Helen Curtis (Weiss &amp; Geller)</td>
<td>Dean Martin &amp; Poli's (Sensational) Liguori &amp; Myers (M-E) Max Factor (DDB)</td>
</tr>
<tr>
<td>9:30</td>
<td>TBA available</td>
<td>TBA available</td>
<td>What's It For? ($30,000) Pharmaceuticals Inc. (Kletter)</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA available</td>
<td>TBA available</td>
<td>Your Hit Parade ($50-50,000) American Tobacco (BBDO) Ted (North)</td>
</tr>
</tbody>
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**Broadcasting**  
**Telecasting**  
August 12, 1957  
Page 31
ADVERTISERS & AGENCIES CONTINUED
[STORY CONTINUES FROM PAGE 29.]

includes GE Theatre, Playhouse 90, Studio One, U.S. Steel Hour and Armstrong Circle Theatre, among others. The panel and quiz dozen categories will be represented by about half a dozen programs from the current schedule.

In daytime programming, relatively few major changes are in the works except at ABC-TV, which in the past has offered comparatively little programming in these periods.

NBC-TV is content to go with its current daytime lineup, which it claims has already overtaken CBS-TV in the ratings race. CBS-TV is making a few revisions: Hotel Cosmopolitan, as yet unsold, will replace Valiant Lady as the 12-12:15 p.m. strip starting Sept. 2; Beat the Clock will take over from Our Miss Brooks at 2:2-3 p.m. on Sept. 16, and The Verdict Is Yours will succeed the Bob Crosby Show at 3:30-4 p.m. on Sept. 2. Authorities say both Clock and Verdict have been partially sold but that by agreement with the advertisers they cannot disclose details yet.

Instead of the hour-long Mickey Mouse Club at 5-6 p.m. (local time), ABC-TV is putting "action" programs in at 5-5:30 and a shortened Mickey Mouse at 5:30-6 p.m. Between the two, officials report, a total of at least 16 out of 20 possible commercial positions have been sold for this fall, as against 12 out of 20 last fall.

ABC-TV already has substituted the live American Bandstand for Afternoon Film Festival from 3-4:30 p.m. across the board, and is considering Do You Trust Your Wife? for the 4:30-5 p.m. slot. Furthermore, the company is expected to go into the Saturday 5-5:30 p.m. period under sponsorship of Sweeter Sweets Co. and Lone Ranger is slated for 5:30-6 p.m. with General Mills sponsoring half.

ADVERTISER WILLING, POCKETBOOK WEAK

• TINTEX WANTS TO CONTINUE IN TV BUT, SO FAR, CAN'T MEET PRICE

• IT FIRST SWITCHED ITS BUDGET FROM RADIO, MAY RETURN TO PRINT

PARK & TILFORD'S Tintex, which on March 4 launched a 13-week radio spot campaign in approximately 250 markets, last week cancelled the daytime campaign after only four weeks. The reason: Tintex has "discovered" the impact of television...

—B&T, April 15, 1957

... and now it would appear that Park & Tilford Distillers Corp. has discovered tv's impact on the corporate pocketbook.

Though delighted with results of its short-term sponsorship, Missy past spring of NBC-TV's Masquerade Party, the P&T Division of Schenley Industries was doing some "second thinking" last week about television, its cost and related problems. Reason: The firm is finding it difficult to obtain for next season a tv show it can afford. Like a customer with a Chevrolet bankroll in a Cadillac showroom, Tintex was fruitlessly eying the fall models and wondering if it couldn't strike some kind of a deal.

The top-chelon quartet directing P&T's Toletries and Dyes Div.—vice president and general manager Jack H. Mohr, advertising director, John A. Swackhamer, general manager Carlyle Miller and associate sales manager Wiley Patton—are four of tv's staunchest supporters. They went to P&T earlier this year from Lenthic when Olin Mathieson Chemical Corp. sold Lenthic to Helene Curtis Industries.

Tv's 'Fabulous' Results

While directing Lenthic's advertising-marketing activities, Mr. Mohr and friends made extensive use of tv to bolster sales (via Chance of a Lifetime, Masquerade Party). They found sales had jumped "to a fabulous degree" (estimated jump: from $5 million to $10 million within two years). When the foursome joined P&T (whose Tintex business could best be described as static) they decided to apply the same successful formula. Obviously it worked, for shortly after Tintex began sponsoring Masquerade Party, sales jumped 17%, P&T reports.

Tintex had been a radio advertiser since the early days of World War II when the nation's newsprint shortage forced it to look to non-print media (the division had advertised heavily in daily papers and Sunday supplements). Just prior to the arrival of the new management team this year, P&T had ordered an extensive radio schedule through its agency, Emil Mogul Co., New York. The spread, on staggered 13-week cycles, called for 740 radio stations in 250 markets (including four networks—three national, one regional) and was to last throughout all told. Included were American Broadcasting Network's When a Girl Marries and Whispering Streets; CBS Radio's Wendy Warren, Second Mrs. Burton, and Our Gal Sunday; NBC Radio's Pepper Young, Hilltop House and Woman in My House, and an eight-station MBS Yankee Network daytime strip plus 15 local women's service shows.

The new management advised the agency to go ahead with this lineup as planned pending re-evaluation. Four weeks after the drive got underway in some of the 250 markets, Mr. Swackhamer cancelled the campaign. Reason: NBC-TV, which had revived Masquerade Party, found it had a vacancy after the Beacon Co. (floor waxes) relinquished its alternate-week slot (with Associated Products' 5-Day deodorants). For Tintex, this was a golden opportunity, as the company found it could get an alternate-week sponsorship of a color program in which to sell its No. 1 product—color. Again through Mogul, P&T signed for a total of six weeks, fully sponsoring three programs and sharing cross-plugs the other three weeks. This was the company's first use of television.

It made full use of it to solve one of its basic sales problems. Tintex's new management had found upon arrival that the product's low price structure (25 cents a box) had resulted in many small independent retailers re-lagating the Tintex boxes to the "back of the store." Furthermore, the company sustained an extra-large sales force that didn't seem to be paying its way. The new management team felt that tv could sell as hard—if not harder—as the most personable salesman. So it trimmed its field staff by approximately 40%.

'Tintex Colorvision'

Coincidentally with the April 17-May 22 sponsorship, Tintex introduced a new inventory control and reorder system along with a compact pre-packed, self-service merchandise rack, both of which were designed to help drug outlets solve their inventory problems. The revolving rack, in deference to the program, was dubbed "Tintex Colorvision" (which if ordered by the retailer would net him an average of 43% profit per rack's contents), and the inventory control was called "Tintex Order Motivators." Packages as "your great new colorvision deal," Tintex made ample use of Masquerade Party's personalities by having them make the colorvision pitch at druggists through direct mail pieces, trade magazine ads and window streamers. Mr. Swackhamer also contacted his streamlined sales force by mail and solicited their reactions after viewing only two programs.

Comments were universally favorable. Sample: "... The program was a great lift to all concerned and I am sure we will continue to feel the benefit from it for a long time." "The reaction from dealers and customers... has been most encouraging and heartwarming; many managers and independent store owners would come out and say, 'I see you on tv now.'" "Just how many new accounts are directly attributable to tv is difficult to determine. ... However, I believe it's an important factor. Give us more tv." Other salesmen pointed up that some of their accounts who formerly "had been of the opinion that we did not think enough of our product to back it up with a decent ad campaign" now showed "a

BROADCASTING • TELECASTING
First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering every single county in the 100-mv. area of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

**WXEX-TV was first in 49%**

Out of 130 quarter hours from 7:30 P.M. to signoff:

**WXEX-TV was first in 60%**

---

Tom Tinsley, President  
Irvin G. Abeloff, Vice Pres.

**NBC BASIC—CHANNEL 8**

National Representatives: Select Station Representatives in New York; Forjoe & Co. in Chicago, Los Angeles, San Francisco, Seattle; Clarke Brown in Atlanta, New Orleans, Miami, Dallas
WBRE-TV Means
SPORTS COMMUNICATION
to the people of 19 Counties in N.E. Pennsylvania

Northeastern Pennsylvania, once the best spectator sports area in the Keystone State is now fed its favorite sports via WBRE-TV. Channel 28 means "indoor" spectator sports participation to a big percentage of the 2,000,000 population reached by WBRE-TV. The latest set count was 350,000 and WBRE-TV supplies them with the Friday Night Fights, The All-Star Baseball Game, World Series, NCAA Football, Baseball Game Of The Week, Tennis Features, Golf Annuals, Horse Racing . . . . in fact from the Bowl Games on New Year's Day to the Sports Highlights Of The Year . . . . WBRE-TV has a full calendar of sports. Want to get in on the best in sports in Northeastern Pennsylvania? Buy WBRE-TV.

AN NBC BASIC BUY: National Representative: The Headley-Reed Co.
Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
LEHIGH SNYDER MONTOUR CARBON CLINTON

In 1790, French engineer Claude Chappe, developed a successful system of signalling. On his first semaphore Chappe erected clock-like faces on which sets of numbers and letters were placed. This was later modified by substituting a movable crossbar, the angles of which determined the letter. Semaphore telegraphs were established in various parts of France and England. On clear days, the signal posts, eleven miles apart, could be read easily with the aid of a telescope.
marked increase of awareness and respect for Tintex as a product and P&T as a company."

Though Mr. Swackhamer won't divulge in fiscal terms how well the company did with Masquerade Party, he did report that over the month-and-a-half period this year, Tintex moved 500,000 more packages than it did for a similar period in 1956. This is said to be the result of purchasing the NBC-TV show and this is where the root to its present dilemma lies.

It would like to get back on the panel quiz perennial, but feels it cannot meet prevailing prices. It says it picked up the show for a short run last spring at bargain rates, but has since upped the price tag. However, it is estimated that P&T paid roughly $40,000 per week for the program, time and talent, but neither agency nor client would comment on this. NBC, though it has not scheduled Masquerade Party, for next season (Wagon Train, a new 60-minute filmed adult series, has been scheduled for Wednesday, 7:30-8:30 p.m. now is understood to be offering the panel quiz at a regular fall season price tag of approximately $80,000 per week.

The network Thursday said it is not going to make any "deals" with any advertiser and that it has only one possible full vacancy opened up. The panel quiz slot now occupied by Panic, vacated by both Liggett & Myers Tobacco Co. and Max Factor Co. and as yet unsponsored.

NBC admitted that it and P&T were still "some distance apart" from reaching agreement, that no alternate sponsor was "standing on the sidelines." A successful rearrangement of the minds and pocketbook occurred, "it would be conceivable" that Masquerade Party would be slotted with an alternate sponsor.

Tintex had asked NBC for a special discount on the grounds of promoting color tv, "Lowest rating about it," Mr. Swackhamer declared last week, "NBC limits that it still has partial sponsorships open for next season. We are hungry for one of these unsponsored periods, would grab it in a minute if the prices were more adaptable to our budget. After all, a reduction would not so much be a concession on NBC's part as it would be an investment in the future of color tv. I'm not only sold on tv, but convinced that color tv is our best medium. NBC invests time and equipment—why not advertiser goodwill? We are, so far as I can tell, one of the few advertisers around today whose singular product is color." Tintex's ad buying budget last year came roughly to $450,000, of which $325,000 was spent in radio. Effective next month (as P&T switches from calendar year to fiscal year budgeting in keeping with the established practice of parent Shenley Industries), the Tintex ad budget will be upped 30 per cent. Still undecided: how much P&T will assign to its newly-expanded toiletries division, serviced by Grant Adv. It is understood to have allocated $2 million to develop the new line, but only a part of this will cover advertising.

The new toiletries line, to be introduced nationally this autumn as Tilford Toiletries.

HOT BUYING IN COLD BUSINESS

- Remedies lining up schedules for winter season
- B&T check indicates 10% increase in budgets

ADVERTISING AGENCIES last week were engaged in their perennial hot weather task of lining up radio and television advertising for "cold remedies" for the winter. Although precise totals on this year's business versus 1956 are not in, a check by B&T indicates a 10% increase in overall budget. A notable characteristic of this year's advertising pattern is increased use of networks, both radio and tv.

Mentholatum Co. (Mentholatum and Mentholatum Medicated Stick), Buffalo, N. Y., in the past season has been buying network radio-tv. Next season, starting in October, it will sponsor five quarter hours on NBC-TV, including Comedy Time, Bride and Groom, Price is Right and Queen for a Day. The advertiser will use network radio on a stepped-up basis, also beginning with the cold season. J. Walter Thompson Co. is the agency.

Vick Chemical Co., New York, already on CBS-TV and CBS Radio with weekly participation, will extend its coverage to Canada in late September with a 21-week radio spot campaign in 43 markets for VapoRub and 35 markets for cough syrup and drops. In October, Vick is slated to begin a spot radio campaign in more than 40 markets and a spot tv effort in 25 markets for 18 weeks. Morse International is the agency.

Bromo-Seltzer (Grove Labs), through Gardner Adv., St. Louis, will spend "slightly less than $1 million," all in radio. An extensive schedule of NBC Radio and local spot buys are on the schedule. Heavy saturation in some markets is planned.

Monticello Drug Co. ("666" cold prepa-ration), Jacksonville, Fla., will touch off a mammoth saturation radio campaign Oct. 7 and continuing through the week of March 17, 1958. The company will use about 136 announcements a week in more than 100 southern markets, using daytime and disc jockey shows. Monticello also is contemplating a radio test this fall in Florida for a new product, Viracel, but plans are indefinite. Charles W. Hoyt Co., New York, handles the account.

Thomas Leeming & Co. (Ben-Gay), New York, will launch an extensive spot radio campaign in 200 markets over a six-month period, starting next month. Less than a year ago Leeming placed its entire advertising budget (about $1 million, covering Ben-Gay as well as Peacquet and Silk 'n Satin hand preparations) in spot radio. It is estimated that Leeming's budget for these products next year will be about $2 million. William Esty Co., New York, is agency.


Skeek & Kade (Pertussin), New York, expects to break a radio and television spot announcement campaign this fall through McCann-Erickson, New York. Details, such as starting date and number of markets, are still being decided.

Cocilana Div. (Cocilana medicated cough drops). Gold Medal Candy Corp., Brooklyn, will launch its biggest campaign to date, with close to 90% of its budget in air media. Starting in early October, Cocilana will launch a 13-week spot campaign (possibly 26 weeks with renewals) in New York, Philadelphia, Boston, Providence, Buffalo and several other unbought New England and Mid-Atlantic markets. Radio will take the form of newscasts and spot announcements; tv one-minute films. The budget was not disclosed by the agency, Emil Moguilev, New York.

Block Drug Co., Jersey City, N. J., which bought out Rem products from Maryland Pharmaceutical Co. earlier this year, will kick off a radio-tv spot drive in 20-40 national markets the first week in October for 26 weeks. The budget was unspecified. Plans for Rem Jr., kiddies version of Rem, radio campaign in 200 markets over a six-month period, starting next month. Less than a year ago Leeming placed its entire advertising budget (about $1 million, covering Ben-Gay as well as Peacquet and Silk 'n Satin hand preparations) in spot radio. It is estimated that Leeming's budget for these products next year will be about $2 million. William Esty Co., New York, is agency.
are unset, and the agency, Lawrence C. Gumbinner Adv., New York, appears to have no plans for Rel, a nasal jelly.

4-Way, Cold tablets (Grove Labs), St. Louis, can be expected to increase its spot radio and tv buying during the cold season above the normal annual placement. Cohen & Aleshire, New York, agency for 4-Way, is expected to release details this week or next. Grove’s Citroid Compound, handled by Dowd, Redfield & Johnstone, has not solidified its media plans, but its budget reportedly has increased 25% over last year. Last year Citroid was advertised heavily on television and it is expected the product again will be exposed largely on tv, using weathercasts.

Charles Pfizer & Co., Brooklyn, N. Y., through Dowd, Redfield & Johnstone, is planning a spot radio campaign for Candettes, a lozenge. No budget has been set. Pfizer is primarily (95%) an ethical drug house (selling directly to the trade) and Candettes is one of its very few consumer items.

Chattanooga Medicine Co. (medicinal syrups), Chattanooga, Tenn., will launch an extensive national radio spot campaign to run 12 weeks, starting in September, stop for five weeks and then resume for 20 weeks. Agency: Cohen & Aleshire, New York.

$1 MILLION IN SPOT PLANNED BY JERGENS

- C&W to replace Orr Dec. 1
- 75 tv markets, 15 with radio

THE Andrew Jergens Co., Cincinnati, Ohio, is preceding its switch in agencies with a change in media strategy. This fall an estimated $1 million spot radio-tv campaign will be launched on behalf of Jergens lotion. The firm expects to be in approximately 75 tv markets with an extensive and national campaign in late September. Spots will vary in length (ranging from 15s to minutes) and frequency also will vary, actual market-by-market placement depending on availability.

In addition to this tv campaign, a supplementary radio spot campaign will be run in about 15 of the 75 markets on a selected basis.

The Jergens lotion advertising budget on a 12-months basis is estimated to be in excess of $2.5 million. Thus, other than magazines (still the heavy emphasis of Jergens lotion ad campaigns), tv spot will take a substantial amount of the advertising allocation.

The toilietries advertiser last Monday announced the appointment of Cunningham & Walsh, New York, to handle Jergens lotion, Woodbury’s facial soap and shampoos and Jergens-Woodbury creams and makeup effective Dec. 1 of this year [BUSINESS BRIEFLY, Aug. 5]. The account is estimated to bill at least $4 million a year.

Jergens had been looking for a new agency since early June. Its current agency is Robert W. Orr & Assoc., New York, now a division of Fuller & Smith & Ross. Orr will handle the spot campaign until C&W takes over in the winter.

As explained by Jergens’ officials last week, the company has decided to place its broadcast advertising dollars in spot because it is convinced of the medium’s advantages —“chiefly flexibility. We are going in spot and we have no plans other than sticking with it.”

Jergens, it was explained, always wanted to remain in television: “Spot, we now feel, is the most satisfactory. We are not ruling out the possibility of further network participation. In fact, the various networks have contacted us from time to time on sponsorship.”

The company has been associated with radio and tv network sponsorship for some time. Jergens has been a sponsor of _Jergens Journal_, featuring Walter Winchell on radio. Jergens was among the first sponsors to underwrite daytime shows, among them the Kate Smith daytime series.

Its most recent network participation: the _Steve Allen Show_ on NBC-TV, Sundays, 8-9 p.m., began in June 1956 and ended in April 1957. Actually, this was a renewal of its participation in the ill-fated _Comedy Hour_ that preceded the Steve Allen vehicle in that time period.

In January-December of 1956, Jergens’ time charges on NBC-TV at gross rates (onetime and without discounts) came to nearly $1.3 million, according to Publishers Information Bureau records. In the January-April period of this year, Jergens invested (again for time and at gross rates) nearly $500,000 for the _Allen_ show.

During its record of network sponsorship, Jergens’ use of spot (radio and tv) was light. Although the upcoming fall campaign ostensibly will run through November 1957, Jergens apparently has geared its media plans to continue indefinitely with spot. By late this fall, Jergens will begin “indoctrinating” Cunningham & Walsh on its products and advertising (marketing) strategy.

Kraft Foods Promotes Green To Director of Marketing

PROMOTION of Chester P. Green from general sales manager to marketing director at Kraft Foods Co., with responsibility for directing all sales and advertising, was announced last week.

Mr. Green’s appointment was the third top-level change at Kraft, a substantial network radio-tv buyer, in recent weeks. He succeeds John B. McLaughlin, who resigned as sales and advertising chief to become vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

Other recent departures were Andrew C. Quale, formerly manager of new product advertising, to Campbell-Mithun Inc., Chicago, as account executive, and James E. McClellan, sales promotion chief, who joined _Progressive Grocer_ publication. He was replaced by John J. Duffy, previously training manager.

Kraft also announced promotion of four product managers to general sales managers in the respective product areas: C. F. Goetting, for cheese products; H. F. Marshon, confections; Kenneth Hart, margarines and salad products, and Robert S. Lochridge, institutional-industrial products.

Gourfain-Loeff Inc. Formed In Chicago Agency Merger

THE merger of R. M. Loeff Inc. with Gourfain-Cobb & Assoc. and creation of Gourfain-Loeff Inc., effective last Aug. 1, was announced by the principals last week.

A. S. Gourfain Jr. becomes chairman and Ralph M. Loeff president of the new Chicago agency, with new offices at 205 W. Wacker Drive. Their respective staffs remain intact.

Gourfain-Cobb was founded by Mr. Gourfain in 1931 with headquarters in the Wrigley Bldg. The agency has specialized in electronic and broadcasting accounts, including Keystone Broadcasting System and Magnecord Div. of Midwestern Instruments Co. (tape recorders). The Loeff agency has handled some radio accounts in the past.

Page 36  •  August 12, 1957
... after "Hurricane Audrey" hit, our newsfilm photographer had to travel 865 miles by car, jeep, helicopter, "marsh- buggy" boat and foot.

There were many TV newsmen there, but ours was the only one from Shreveport. Similarly, other news events in and beyond the Ark-La-Tex are filmed regularly by just one Shreveport TV station—KSLA-TV.

Two more full-time newsmen armed with polaroids; direct wires to the U. S. Weather Bureau, leased wires of Associated Press, national and international newsfilm, round out the KSLA-TV local news and weather concept... a concept that is reflected in our ratings.
SPOT television billings for the second quarter of 1957 climbed to at least $118,870,000, the Television Bureau of Advertising estimates in a report being released today (Monday).

Added to the $124,117,000 spent for network television time during the same period [B&T, Aug. 5], the spot outlay brings to at least $242,987,000 the total investment that national and regional advertisers put into television time—exclusive of talent and production costs—during the April-June period. All figures are gross.

For the first six months, network expenditures, compiled by Publishers Information Bureau, came to approximately $250,657,000 while TvB's spot estimates, which are prepared by N. C. Rorabaugh Co., totaled $235,805,000 for the two quarters. Thus spot and network tv expenditures for the first half of 1957 amounted to at least $486,462,000.

Last year's first half network-spot total was $440,303,312: $234,510,312 for networks, $205,793,000 for spot. That puts production $486,462,000.

WHAT THE TOP 100 SPENT FOR SPOT TV
SECOND QUARTER 1957

<table>
<thead>
<tr>
<th>1. PROCTER &amp; GAMBLE</th>
<th>$6,518,900</th>
<th>33. ADELL CHEMICAL</th>
<th>$700,300</th>
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</thead>
<tbody>
<tr>
<td>2. BROWN &amp; WILLIAMSON</td>
<td>3,322,300</td>
<td>34. BLOCK DRUG</td>
<td>691,800</td>
</tr>
<tr>
<td>3. CONTINENTAL BAKING</td>
<td>2,695,200</td>
<td>35. J. A. POLGER</td>
<td>668,900</td>
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<tr>
<td>4. GENERAL FOODS</td>
<td>2,419,400</td>
<td>36. ESSO STANDARD OIL</td>
<td>647,800</td>
</tr>
<tr>
<td>5. STERLING DRUG</td>
<td>2,197,300</td>
<td>37. ROBERT CURLEY LTD.</td>
<td>627,000</td>
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<tr>
<td>6. LEVER BROS.</td>
<td>2,011,200</td>
<td>38. WARNER-LAMBERT PHAR.</td>
<td>612,400</td>
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<tr>
<td>7. NATIONAL BISCUIT</td>
<td>1,869,000</td>
<td>39. MINUTE MAD</td>
<td>603,800</td>
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<tr>
<td>8. COGALATE-PALOMOLIVE</td>
<td>1,777,800</td>
<td>40. SEVEN-UP (BOTTLERS)</td>
<td>553,000</td>
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<tr>
<td>9. CARTER PRODUCTS</td>
<td>1,679,200</td>
<td>41. HELAINE SEAGER</td>
<td>540,500</td>
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<tr>
<td>10. MILES LABS</td>
<td>1,559,700</td>
<td>42. R. J. REYNOLDS</td>
<td>500,300</td>
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<tr>
<td>11. ROBERT HALL CLOTHES</td>
<td>1,473,300</td>
<td>43. HAROLD F. RITCHIE</td>
<td>490,400</td>
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<tr>
<td>12. INTERNATIONAL LATEX</td>
<td>1,383,900</td>
<td>44. AMERICAN TOBACCO</td>
<td>481,400</td>
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<tr>
<td>13. PHILIP MORRIS</td>
<td>1,372,500</td>
<td>45. WILLIAM WRIGLEY JR.</td>
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<tr>
<td>14. P. LORILLARD</td>
<td>1,311,200</td>
<td>46. PABST BREWING</td>
<td>475,400</td>
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<tr>
<td>15. AMERICAN CHICLE</td>
<td>1,292,800</td>
<td>47. UNITED FRUIT</td>
<td>464,700</td>
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<td>16. KELLOGG</td>
<td>1,104,600</td>
<td>48. DU PONT</td>
<td>442,000</td>
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<tr>
<td>17. LIGEETT &amp; MYERS</td>
<td>1,044,100</td>
<td>49. FORD MOTOR</td>
<td>441,300</td>
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<tr>
<td>18. BULOFA WATCH</td>
<td>998,500</td>
<td>50. WESSON OIL &amp; SNOW DRIFT</td>
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<tr>
<td>19. COCA-COLA (BOTTLERS)</td>
<td>997,700</td>
<td>51. SOCONY MOIL OIL</td>
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<td>20. CORN PRODUCTS REFINDING</td>
<td>878,400</td>
<td>52. FRONTIER FOODS</td>
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<td>21. FOOD MANUFACTURERS</td>
<td>855,800</td>
<td>53. P. BALLANTINE &amp; SONS</td>
<td>425,000</td>
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<td>22. AMERICAN HOME PRODS.</td>
<td>850,000</td>
<td>54. PROCTOR ELECTRIC</td>
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<td>23. NEHI (BOTTLERS)</td>
<td>836,700</td>
<td>55. UNITED VINTNERS</td>
<td>420,900</td>
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<tr>
<td>24. TEXAS CO.</td>
<td>818,100</td>
<td>56. MARATHON</td>
<td>416,200</td>
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<td>25. ANHEUSER-BUSCH</td>
<td>814,600</td>
<td>57. BRISTOL-MYERS</td>
<td>409,400</td>
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<tr>
<td>26. CHARLES ANTELL</td>
<td>803,400</td>
<td>58. BURGERMIEISTER BREWING</td>
<td>406,800</td>
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<td>27. MAX FACTOR</td>
<td>797,800</td>
<td>59. M. J. B.</td>
<td>402,300</td>
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<td>28. FALSTAFF BREWING</td>
<td>778,700</td>
<td>60. U. S. BORAX &amp; CHEM.</td>
<td>400,200</td>
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<td>29. NESTLE</td>
<td>774,200</td>
<td>61. INTERSTATE BAKERIES</td>
<td>395,000</td>
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<td>30. SHELL OIL</td>
<td>769,000</td>
<td>62. SCHLITZ BREWING</td>
<td>394,000</td>
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<td>31. BEECH-NUT LIFE SAVERS</td>
<td>749,600</td>
<td>63. PIEL BROS.</td>
<td>388,200</td>
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<tr>
<td>32. PEPSI COLA (BOTTLERS)</td>
<td>728,900</td>
<td>64. CARLING BREWING</td>
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<tr>
<td>65. QUAKER OATS</td>
<td>$376,600</td>
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<tr>
<td>66. DR. PEPPER (BOTTLERS)</td>
<td>374,700</td>
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<tr>
<td>67. WILSON</td>
<td>367,700</td>
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<td>68. U. S. RUBBER</td>
<td>364,700</td>
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<tr>
<td>69. MILNER PRODUCTS</td>
<td>362,500</td>
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<td></td>
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<tr>
<td>70. AMERICAN BAKERIES</td>
<td>359,700</td>
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<td>71. HAMM BREWING</td>
<td>359,400</td>
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<tr>
<td>72. PHILLIPS PETROLEUM</td>
<td>358,300</td>
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<tr>
<td>73. HILL'S BRO. COFFEE</td>
<td>354,600</td>
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<td>74. H. J. HEINZ</td>
<td>353,500</td>
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<td>75. FLORIDA CITRUS COM.</td>
<td>351,300</td>
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<td>76. SCOTT PAPER</td>
<td>339,600</td>
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<td>77. OAKITE PRODUCTS</td>
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<td>78. GOLD SEAL</td>
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<td>79. UNION PHARMACEUTICAL</td>
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<td>80. SUNSHINE BISCUIT</td>
<td>334,300</td>
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<td>81. WILDKROFT</td>
<td>333,600</td>
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<tr>
<td>82. STANDARD OIL (IND.)</td>
<td>327,500</td>
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<td>83. TIDSWATER ASSOCIATED OIL</td>
<td>326,200</td>
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<td>84. GENERAL MOTORS</td>
<td>316,700</td>
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<td>85. NATIONAL DAIRY PRODUCTS</td>
<td>310,500</td>
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<td>86. RCA</td>
<td>307,800</td>
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<td>87. BON AMI</td>
<td>291,800</td>
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<td>88. AVON PRODUCTS</td>
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<td>89. SARDEAU</td>
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<td>90. PACIFIC TEL. &amp; TEL.</td>
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<td>91. RAYCO MFG.</td>
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<td>92. STANDARD BRANDS</td>
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<td>93. RALSTON-PURINA</td>
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<td>94. HELENE CURTIS</td>
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<tr>
<td>95. GREAT A &amp; P TEA</td>
<td>275,800</td>
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<td>96. SIMMONS (DEALERS)</td>
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<td>97. GLAMORENE</td>
<td>274,500</td>
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<td>98. BYMART-TINTAIR</td>
<td>273,600</td>
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<tr>
<td>99. STANDARD OIL (CALIF.)</td>
<td>269,100</td>
<td></td>
<td></td>
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<tr>
<td>100. PETER PAUL</td>
<td>267,300</td>
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TvB's SPOT BREAKDOWN BY PRODUCT CATEGORIES APPEARS ON PAGE 40
WFAA-TV

proudly announces

its full-time

affiliation

with . . . . . . . .

Effective September 2nd, there will be

a "new look" in the rich Dallas-Fort Worth

television market! And that look will be to

WFAA-TV—new basic outlet for all ABC-TV

programming! A complete revamp in local

programming, coupled with ABC-TV's

current big hits and sparkling new fall

lineup, are destined to make WFAA-TV

a greater buy than ever!

WFAA-TV

Channel 8

ABC

Edward Petry & Co.

National Representatives

316,000 Watts Audio

158,000 Watts Video

-from atop Texas' tallest tower.

A television service of

The Dallas Morning News
Kudner, NBC-TV Deny Blame for Commercials

NBC-TV and Kudner Adv. tried to bury a dead horse last week.

The object of their concern was the "Battle of the Buick TV Commercials," which prompted Buick's general manager to issue an apology to the public for the "inert" handling of commercials during the July 29 telecast of the Floyd Patterson-Tommy (Hurricane) Jackson heavyweight championship fight. Viewers missed the official verdict of the fight when a group of Buick commercials were hastily inserted into the program.

After Edward T. Ragsdale, a vice president of General Motors and general manager of the Buick division, issued the public apology, executives of Kudner and of NBC-TV went into a huddle on Aug. 1 in an attempt to fix the blame. Spokesmen for each of the companies agreed the confusion in the ring contributed to the faux pas. They pointed out that after the bout was stopped, the challenger (Tommy Jackson) attempted to remonstrate with the referee to be allowed to continue, and the producer-director (from NBC-TV) thought there would be time to insert a commercial before the verdict was announced. Order was restored, however, and a group of commercials were carried while the decision was given.

Although Kudner was reluctant to blame NBC-TV, an agency spokesman said the cue to put on the commercial was given by a network employee. He reported it had been agreed beforehand that in case of a knockout, the commercial would be carried immediately and in the event of a decision, the commercial would be inserted while the referee was collecting the slips. He said the contingency of a technical knockout was not considered and that in other bouts involving this type of outcome, there always had been time to insert a commercial before the verdict was announced. He indicated that because of the confusion in the ring, the result was announced "a little earlier."

An NBC-TV executive said the network did not want to discuss the incident, pointing out it must work with both the agency and the producer on other telecasts. He said NBC-TV's position is that its producer-di-
Cock of the Walk... Ask the local advertisers. They'll tell you that a combination of better production, more talent, better engineering, more comprehensive news and sports coverage and more live programming makes WSM-TV clearly Nashville's number one Television Station. Hi Bramham or any Petry man can supply facts and figures.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station
HI BRAMHAM, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.
TMI Set to Invade Radio With 'Barter'

THE delicate and often-controversial "art" of bartering station time, now in vogue in television, shortly may be practiced in the realm of radio. So say officials of Time Merchants Inc., New York.

But TMI is secretive about plans. It declines to admit it negotiated last month's $4 million Exquisite Form brassiere-National Telefilm Assn. film package deal through Grey Adv. [B&T, July 1], although reports insist that it did. Nor will it name the other advertisers—many of them strangers to radio or TV—with whom it reportedly is talking, bartering, but it's understood one of them is a large fabric mill heretofore exclusively in magazine advertising.

Although it has dealt exclusively with TV stations and film properties over the past 12 months since its founding, Time Merchants Inc. later this month hopes to effect its first barter deal involving a hoped-for 500 radio stations. It is understood to have talked already with three separate agencies, servicing, respectively, a cigarette advertiser, an oil company and a toiletries account. The property is said to be a live syndicated sports show.

TMI is the "brainchild" of 31-year-old Richard D. Rosenblatt, a West Point graduate, who in 1955 returned from World War II as a first lieutenant and radio test pilot and a financial specialist who effected a South American barter deal involving the supplying of airplanes in exchange for cattle. His associates include Richard M. Firestone, 27-year-old ex-advertising manager of Flav-R-Straus Inc.; Edward Jacoby, a former official of Walter Thompson Co. and MacFadden Publications; Peirce Romaine, former Ruthrauff & Ryan Inc. vice president, and Bernard Zisser, a former Hearst executive who was associated with possibly the first "barter deal" in newspaper history in the "lend-lease" days of 1942-45 when Paramount News, a feature division of the war's news agency, sold news stories to newspapers in exchange for advertising space which then was sold to Henry Ford.

Time Merchants Inc. claims to have revamped the "traditional" system of bartering time. Instead of picking up whatever time a station has available, then finding an advertiser to fill it—a process that may take months—TMI has in effect reversed this procedure. It deals exclusively with agencies, solicits definite orders to supply their needs, then informs the TV syndicator or program package of what the agency wants. In turn, the syndicator then approaches the stations and says, "XYZ agency will accept this blank for a certain account in the following time slots. Can you oblige?" TMI does not approach stations with either properties or time orders, but leaves this in the hands of the syndicator; nor will it negotiate directly with the advertiser, its officials say.) Mr. Rosenblatt explains: "By getting a firm commitment from the agency, we can assure stations that their spots aren't being bandied about like junk; what's more, in most cases, our advertisers are totally new to broadcasting..."

TMI also feels it has done some "missionary work" in "educating" large agencies "who had felt barter was something dirty." Who pays Time Merchants Inc.? The syndicator. TMI collects nothing from the agency and this is one of its most telling "sales pitches." It assures agency executives (TMI says it approaches only high echelon agency officials) that its "advice is gratis and that TMI, unlike individual syndicators with vested interests, is able to provide an unprejudiced, "broad picture" of the TV market. Evidently, it insists the agency what markets are "open," what syndicators have, what properties are available at what cost.
HOW DO YOU GET ATTENTION FOR YOURSELF?

This method might work—at least temporarily. But if yours is a quality television station, proud of a distinguished local record...if it has developed an individuality respected in your market—this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition—demands specialized representation.

Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the best job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a limited number of quality stations...restricts itself to television only...and tailor-makes a plan of specialized representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here know (and are known).

HARRINGTON, RIGHTER & PARSONS, Inc.
NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA • BOSTON

*television — the only medium we serve*

WCDA-B-C Albany 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

Broadcasting • Telecasting August 12, 1957 • Page 43
The top hit show at the regular box-office price? Or some thing

When people really want something, they’re willing to pay for it. When they don’t...well, you may have to give it away to get rid of it.

Elementary. It happens among radio- & television business publications, for instance. The leader— BROADCASTING-TELECASTING — gets the paid circulation. Twice as much of it as any other magazine claiming to serve the field.

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audience

Today, B-T has more paid distribution than the other three radio and TV publications combined...popularity you’ll find documented down to the last decimal by the Audit Bureau of Circulations. Nothing shines such a glaringly precise spotlight as an ABC statement does upon what — and how many — people actually pay for a publication. Small wonder that B-T alone of all the journals in the radio-TV field has voluntarily sought (and qualified for) membership in the Audit Bureau of Circulations.
RATHER HAVE?

When you invest your money in a new play, you never can be quite sure how it's going to pay off. But when you invest your advertising money in BROADCASTING-TELECasting, you know that a guaranteed audience is always waiting . . counted, classified, and receptive.

This is likely to be at least one of the many reasons why radio-TV advertisers ran 4,063 pages in B-T during 1956 — more than they did in the next three publications combined. There's always something about a hit that just naturally packs 'em in!

* Among these, not so incidentally, are some 1,000 big-decision-makers at America's 40 largest radio-TV agencies. Last year they steered the spending of about $1,000,000,000 (yep, Billion) in the two electronic media! It's enough to make a station manager drool . .

1735 DeSales Street, N.W., Washington, D.C.
a member of the Audit Bureau of Circulation
As McElroy Successor at P&G

NEIL H. McELROY, whose Procter & Gamble advertising budget includes over $60 million in broadcast funds—mostly TV [B&T, June 3]—will tackle the world's biggest appropriation when he becomes Secretary of Defense. Senate confirmation of his Wednesday nomination to succeed Charles E. Wilson in the defense post is considered merely a matter of routine.

Successor to Mr. McElroy as P&G president will not be announced until his nomination is confirmed. Mentioned most fre-

Page 46 * August 12, 1957
KRON is TV in SF

San Franciscans are sold on KRON-TV

POPEYE
Mon. thru Fri.
6-6:30 P.M.
AVAILABLE

- SAN FRANCISCO CHRONICLE - NBC AFFILIATE - CHANNEL 4 - PETERS, GRIFFIN, WOODWARD -
Yard graduate, joined the P&G advertising department in 1933. He became advertising manager in 1946 when Mr. McElroy was elevated to vice president-general manager. Mr. Morgens was named advertising vice president in 1948, holding the post until he became executive vice president in 1954.

Also mentioned for the P&G presidency were W. L. Lingle Jr., executive vice president, and Kelly Y. Siddall, administrative vice president.

**Business Briefly**

**Radio-TV Campaign** • Harrison Labs Inc. N. Y. (Tenday nail polish) launched extensive spot tv announcement campaign last Sunday, using multiple-spot schedule on four New York tv stations, backed up by radio spot announcements on WNEW and WQXR, both New York. Harrison Labs tested use of radio and tv in Cleveland, starting in June, and is continuing campaign there. Products Service Inc., agency for Harrison, reported New York campaign will continue indefinitely. Plans to extend radio-tv pattern nationally, using knowledge gained from New York and Cleveland efforts as guides.

**Launching Loaves** • Slenderella International, Stamford Conn. has launched test spot radio campaign in Detroit, using five radio stations, to introduce Slenderella special formula bread. made by General Baking Co. Agency: Management Assoc., Stamford, Conn.

**Consolidated Report** • Consolidated Cigar Sales Co. (Dutch Masters cigars), N. Y., reported to be readying spot radio campaign in underdorned number of northeasterm markets. Campaign set to break in early September. Agency: Erwin, Wasey & Co., N. Y.

**Substantial Support** • Local dealers and dealer groups will spend estimated $1.5 million, substantial share of it in radio and tv spots to be placed direct, to support $400,000-plus campaign of Culligan Inc. (manufacturer-supplier of home water-conditioning equipment), Northbrook, Ill. Culligan agency is Alex T. Franz Adv. (Time is being purchased through agency itself.)

**Suspicion Confirmed** • Philip Morris Inc. (Philip Morris cigarettes), N. Y., has signed with NBC-TV for half-hour of Suspicion (Mon., 10-11 p.m.) on alternate weeks, effective Oct. 7. Contract, for 52 weeks, was placed through N. W. Ayer & Son, N. Y. Ford is set to sponsor full hour of show every other week.

**Beauty Spots** • Warner-Lambert Co. (Beauty Curl). N. Y., using 13-week radio and television spot announcement campaign in about 60 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

**Parker Planning** • Parker Pen Co. (T-Ball Dotter pens). Janesville, Wis., mapping plans for tv spot campaign in about 75 major markets, comprising one-minute and 20-second film clips and starting late in August. Parker also reported in market for network radio or tv property. Agency: Tatham-Laird, Chicago. Budget: About $750,000 in all media.

**Back-To-School** • Sheaffer Pen Co. (sterling-silver ballpoints), Fort Madison, Iowa, will supplement co-sponsorship of Private Secretary on CBS-TV with spot television in undisclosed number of markets plus dealer co-sponsor tv spot and in over-all $2 million “back-to-school” advertising and promotion campaign. Broadcast media command about $1.3 million of budget. Sheaffer is known to be reappraising advertising account situation, with recurrent reports it is listening to bids from several agencies. Account is handled by Russel M. Seeds Co. It is felt Sheaffer will not announce decision until it evaluates results of current drive ending Sept. 30.

**Coffee Time** • Chock Full O’Nuts Corp., N. Y., has bought additional tv and radio time in New England markets, Sam Ostrove, advertising and sales vice president, announced last week. In Boston coffee firm has renewed sponsorship of Saturday night newscast over WNAC-TV and spots on radio stations WNAC and WHDH. Chock Full O’Nuts also bought spots for 52 weeks on WPRO Providence and WNE Worcester Grey Adv., N. Y., is agency.

**Takes to Air** • Transocean Air Lines, Oakland, Calif., has launched 3-month advertising campaign for new Super Constellation service to Hawaii. Some 40 spots weekly are being broadcast by KJKA (TV), KTLA (TV) and KTIT (TV) Los Angeles with KBIG Avalon (Catalina), KFI Los Angeles and KFOX Long Beach carrying radio spots. Agency: Howard Lewin. L. A.

**Eager For ‘Beaver’** • Remington Rand Div. of Sperry Rand Corp. has signed for alternate-week sponsorship of CBS-TV’s Leave it to Beaver, new domestic comedy series to debut Oct. 4 (Fri. 7:30-8 p.m. EDT). Series, Gotham production, will be produced in Hollywood. Agency: Compton Adv., N. Y.

**Two More in the Saddle** • American Tobacco Co. (Lucky Strike cigarettes) and Socony Mobile Oil Co. will sponsor CBS-TV’s Trackdown on alternate weeks beginning Fri., Oct. 4 Trackdown (Fri. 8:30 p.m. EDT), western, Four-Star Films production is to be produced by Vincent M. Fennelly, directed by Thomas Carr. Agencies for American Tobacco and Socony are BBDO and Comption Adv., respectively, both N. Y.

**Another Year of Fridays** • Liggett & Myers Tobacco Co. (Chesterfields) and Schick Inc. (electric razors) have renewed alternate week sponsorship for 52 weeks of NBC-TV’s Dragnet. L & M’s renewal is effective with first program of new fall series, Sept. 26 (Thurs. 8:30 p.m. p.m.). Schick renewal is effective Oct. 3. Agencies: Dancer-Fitzgerald-Sample, N. Y., for L & M and Benton & Bowles, N. Y., for Schick.

**Confectionery Contract** • Sweats Co. of America Inc. (Tootsie Rolls) has purchased remaining one-half sponsorship of NBC-TV’s coverage of annual Macy’s Thanksgiving Day parade ( Thurs., Nov. 28, 11 a.m.-12 noon). Ideal Toy Co., through Grey Adv., N. Y., is other sponsor. Order for Sweets Co. was placed directly.

**Advertisers Agencies Continued**
There have been some exaggerated claims made!

On page 13 of the July first issue of Broadcasting-Telecasting, a small operation in Houston with the call letters KILT (and they should be), claimed a world's record by going from last to first place in Houston in 30 days. While it is true they went from last to first place in 30 days, this world's record stuff is a lot of hot Texas air.

The true world's record was made in Tulsa way back in October, 1956 by KAKC. This fast drawing station, ramrodded by the Public Radio Corporation, went from last to first in only 21 days. (Pulse . . . October, 1956 and Hooper . . . October, 1956) And KAKC is still the biggest audience draw in the Tulsa area, leading the closest competitor by more than 2 to 1 (Hooper, May-June, 1957).

Another record smashing draw . . . KIOA in Des Moines. Now the top gun in Des Moines . . . the big audience draw . . . is KIOA. This station, also run by the Public Radio Corporation, went from fifth place in a six station market, to first place in the same record time of 21 days with over 41% of the audience (Hooper . . . May, 1957). KIOA now has over 51% of the daily audience in Des Moines (Hooper . . . June-July, 1957).

Ride with the champions for fast results!

Public Radio Corporation
Lester Kamin, President, John H. Pace, Executive Vice-President and General Manager

The new KAKC
970 KC  1,000 WATTS
TULSA, OKLAHOMA

Get the new facts from H-R REPRESENTATIVES

The new KIOA
940 KC  10,000 WATTS
DES MOINES, IOWA
TOP SALES MAN
in Northern New England’s billion dollar market

WCSH-TV maintains 4-to-1 lead in May 4-10 Pulse Area Study of 13-county Maine-New Hampshire coverage . . .

329.5 first places out of 420 quarter hours polled!

**Networks**

**CBS Radio May Add Youth Night Block**

- Seeks three sponsors
- 12 hours weekly planned

A SPECIAL sales effort now is underway along New York’s ad row to find three big-name advertisers to underwrite a new program concept at CBS Radio. If the network meets with success, the sales would help:

- to sell blue chip advertisers on the effectiveness of network radio’s nighttime hours, and
- to plunge CBS Radio forward in a bold attempt to attract and capture the attention of a wide segment of the U. S. population, precisely, that radio audience group between 14 and 24 years of age.

According to CBS Radio’s current canvassing, each of the three advertisers would be a leader in its individual product category and keenly aware of the youth buying potential (for example, a cigarette advertiser, soft drink firm or a cosmetics concern).

The potential CBS Radio is counting on for sale of the program package would involve 12 hours of programming weekly for 52 weeks and conceivably could be $5-6 million at gross rates for both time and talent. The network is prepared to start programming the youth program block so long as it can obtain satisfactory commitments from at least two top advertisers.

The program series would consist of a solid programming block 8-10 p.m. Monday-Saturday, using music of particular interest to young people from 14 through 24. Mitch Miller would be assigned to develop the format. It envisions remote pickups of a jazz festival and various special bands around the country. All programming would be 8-10 p.m., according to stations’ local time standards.

CBS Radio, it’s understood, is convinced radio holds tremendous appeal for the youth market and people in those age groups do not concentrate on any one medium except radio. This conviction is based on research factors which claim: people in this group as a rule do not watch tv to any extent; readership of magazines designed for them is limited, but they do listen to radio.

The network thinks it will get nighttime network radio off the ground by (1) permitting big advertisers to become closely identified with their own program, (2) allowing the network to program a radio show with great appeal, yet different from the usual disc jockey fare and (3) limiting sponsorship to just a few advertisers, thus obviating the practice of selling too many segments to too many and varied advertisers.

As a network official phrased it last week: “We think this is an important time in radio history for such a move.”

The move, if effected, would entail pre-emption of some segmented periods now sold in those time periods and shifts of certain programs into other parts of the network schedule.
WGR-TV Sells Buffalo!

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives
KBS Names Rhys Exec. V. P., Boosts Peterson, Hammarstrom

THREE executive promotions, described as the forerunner of a "major expansion at Keystone Broadcasting System," were announced by President Sidney J. Wolf Wednesday following a board meeting.

Executives elevated were Noel Rhys, from vice president in charge of the New York office and eastern sales operations, to executive vice president; Edwin R. (Pete) Peterson, from vice president to senior vice president, with continued responsibility for midwestern sales operations in Chicago and Charles A. Hammarstrom, from account executive to vice president in Keystone's New York office.

In announcing the appointments, Mr. Wolf alluded to expansion plans [B&T, Aug. 5] and claimed 971 affiliates now in the KBS fold. He added that in the first six months of 1957 Keystone has "handled the greatest volume of business and acquired more new accounts than in any similar period in our history." He pointed out nearly one-third of all commercial am stations today are KBS affiliates.

Mr. Rhys joined KBS in 1941 as an account executive and was elected a vice president in charge of New York and all eastern sales operations in 1949. Mr. Peterson came to Keystone in 1949 as account executive after serving as central division manager of MBS and account executive with ABC. Mr. Hammarstrom had been account executive with KBS in New York since 1952 and previously served in similar capacity with Paul H. Raymer & Co., station representative, and Kenyon & Eckhardt Inc.

Mr. Wolf cited Broadcasting Yearbook-Marketbook figures showing 1956 as radio's peak year with total time sales of $486,889,000 and only one year when they reflected a cutback—1954—with a drop from $477,206,000 in 1953 to $451,330,000 that year. He ascribed this decrease to advertisers dropping radio for tv.

KBS simultaneously reported signing of 18 new stations as follows: KRLW Walnut Ridge, Ark.; KOLR Sterling, Colo.; KJFT Golden Meadow, KDBC Mansfield and KEVL White Castle, all La.; KATE Albert Lea, Minn.; WSPC Franklin, N.C.; WATG Ashland, Ohio; WHYL Carlisle, Pa.; WABV Abbeville and WYMB Manning, both S.C.; WMCH Church Hill, Tenn.; KALT Atlanta, KFYN Bonham, KVLB Cleveland and KSWA Graham, all Tex.; WDOR Sturgeon Bay, Wis., and KASL Newcastle, Wyo.

Goldenson Buys 3,000 AB-PT Shares

Quarter-hour after quarter-hour, with clock-like regularity, WGBI is tops in the latest Pulse of Scranton-Wilkes-Barre.

In fact, in all but four of the 68 quarter-hours between 7:00 a.m. and midnight, Monday through Friday, WGBI tops the ratings in both markets.

WGBI radio Scranton Wilkes Barre

CBS Radio Affiliate

Represented by H-R Representatives, Inc.

Mrs. M. E. Megargee, President • Richard E. Nason, General Manager
it was reported last week in filings with the New York Stock Exchange under the Securities Exchange Act. The last quotation on the exchange for AB-PT that day was $19.50 per share. The warrants were issued to Mr. Goldenson, who is president of AB-PT and of its ABC-TV Division, at the price of $16.63 per share. Also reported: Mr. Goldenson earlier that month (July 9) had sold 1,700 shares of his AB-PT holdings, at which time the last quotation per share was listed at approximately $21.91. After these transactions were consummated he held a balance of 55,000 shares of AB-PT common.

**Ralph Hardy, CBS V. P. In Washington, Dies**

FINAL tribute to Ralph W. Hardy, 41, CBS Washington vice president, was paid Friday by broadcasters and persons prominent in public and religious life at funeral service held in Salt Lake City. Burial was at nearby Ogden.

Mr. Hardy suffered a heart attack last Monday after water skiing at Pine View Reservoir, Ogden, while on his vacation. He complained of pain and fatigue after leaving the water, then collapsed on the dock. He died a few minutes later in a hospital. An autopsy showed he once had suffered an earlier heart attack.

Surviving are his wife, the former Maren Eccles, and five children, Ralph Jr., Clare, Alison, Maren and David E. The family lives at 3330 Stuyvesant Place, N. W., Washington, D. C.

Among industry figures at the funeral were Frank Stanton, CBS president, and Richard S. Salant, vice president, both representing the network, and Vincent T. Wasilewski, NARTB government relations manager, representing the association.

Widely known in broadcast circles, Mr. Hardy had been a speaker at numerous industry meetings during a six-year term at NARTB. He was prominent in religious circles and presided for a seven-year period over the East Ensign Ward congregation, Church of Jesus Christ of Latter Day Saints (Mormon) in Salt Lake City, retaining the rank of Bishop.

Mr. Hardy’s radio career grew out of youthful tinkering with electronic gear. At the U. of Utah he was active in speech and drama. After graduation he became a Mormon missionary, serving the church in Great Britain. He joined KSL Salt Lake City on his return to the United States. His service on committees of the old NAB caught the eye of Judge Justin Miller, then president, and in 1949 he was named head of the association’s new Radio Division. This led to his assignment as NARTB government relations director and vice president.

His work on Capitol Hill frequently attracted favorable comment from legislators. The late Rep. Percy Priest (D-Tenn.), while chairman of the House Commerce Committee, once said of Mr. Hardy, “I know of no man who has a higher respect of members of Congress... He has been very helpful to the committee.”

Sen. Wallace F. Bennett (R-Utah) paid tribute to Mr. Hardy, saying that while only 41, “he had already carved out an illustrious career for himself.”

When Earl H. Gammons retired as CBS Washington vice president in 1955, after 13 years, Mr. Hardy was the natural choice of CBS Inc. to fill this key Washington assignment. He had held the Washington vice presidency just five days short of two years.

At NARTB he had represented the association as a member of the Advertising Council board of directors and had been a member of the Better Business Bureau’s board of governors. During the regime of Charles Sawyer as Secretary of Commerce he served on the first advertising advisory committee. He was a member of the U. S. National Commission for UNESCO and later its vice chairman. He was a member of the American delegation to the Eighth World UNESCO Conference held in 1954 at Montevideo, Uruguay.

Mr. Hardy’s renown as a public speaker stemmed from his missionary post in England, where he took part in the famed Hyde Park oratorical meets. He was much in demand as a public speaker.

**NBC Radio Will Go Along With Nielsen Radio Index**

NBC RADIO has decided to go along with the Nielsen Radio Index, now that that service has been expanded (B&T, Aug. 5), but still feels it falls short by neglecting out-of-home audience. The new NBC-Nielsen contract is understood for the next 18 months, with a “slight” increase in rates.

Both NBC Radio and American Broadening Network have been weighing question of renewing NRI, largely on grounds it treats vast out-of-home audience as a “bonus.” ABN, which originally gave notice it would drop NRI when the present contract runs out some months hence, was reported to be still in negotiation with Nielsen.

ABN also has been discussing with Pulse Inc. the possibility of developing a national service that would include out-of-home.

In subscribing to the revised NRI, NBC Radio officials report not the position that it is the best available comprehensive measure of “fixed-location” radio usage. While acknowledging that efforts to develop a satisfactory, practical means of measuring out-of-home listening have not been successful thus far, NBC authorities regard continued efforts as essential and say they will continue to work toward development of a service that won’t short-change radio.

**Griffiths Goes to Networks**

REP. Martha W. Griffiths (D-Mich.) last week followed up with a direct appeal to the networks her unsuccessful bid to the FCC for radio-tv time to publicize a U. S.
MACBETH: What is the night?

LADY MACBETH: Almost at odds with the morning, which is which?

(MACBETH, ACT III, SCENE IV)

Lady Macbeth knows her SPOTS
(bloody or otherwise)

Even though Shakespeare anticipated PGW by several centuries, he was right about Nighttime Radio, 1957 style. Whatever small differences exist between morning and nighttime radio are actually in favor of nighttime!

PGW recently completed a study of every PGW-represented station with a complete Pulse report (23 of them, representing over 31% of all U.S. homes). This research shows that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, you may reach

1000 HOMES (6 to 10 PM) FOR . . . . . . . . . . . . 73 CENTS
1000 HOMES (6:30 to 9 AM) FOR . . . . . . . . . . 80 CENTS

These challenging facts are worthy of your intense interest. Want a copy of the report?

PETERS, GRIFFIN, WOODWARD, INC.
Pioneer Station Representatives Since 1932
Public Health Service report associating smoking with lung cancer.

The request was made in letters to ABC, CBS, Mutual and NBC. Earlier, Rep. Griffiths had asked the Commission to authorize time on all networks, both radio and TV, but was rebuffed on grounds the FCC has no power to require programmers to carry—or refrain from carrying—certain programs [B&T, Aug. 5].

**Hamilton, Hines Named To Direct ABN Programs**

**APPOINTMENTS** of William D. Hamilton and Drex Hines to the newly-created posts of national program director and assistant national program director, respectively, of the American Broadcasting Network were announced last week by Stephen B. Labunski, ABN vice president in charge of programming. The posts were created, Mr. Labunski said, to “expedite production of new live personality radio programs planned for this fall.”

Mr. Hamilton has been eastern program manager of ABN since January 1954. Earlier, he had served as a radio director, senior director and eastern production manager. Mr. Hines joined ABN as a producer-director in 1953. Previously he had been a freelance producer, serving Mutual and National Assn. of Mfrs.

**CBS Joins CBC to Circumvent Dulles Ban on Travel in China**

**CBS NEWS** is taking the slow boat to Red China. Denied access behind the Bamboo Curtain by official U. S. State Dept. policy, the network last week confirmed that it has teamed up with Canada’s state-owned Canadian Broadcasting Co. in a move to garner news from the Chinese mainland.

CBS News Director John Day said the network had been in negotiation with Canadian officials since June and that neither was to have made public the arrangement until the matter of visas (for Canadian reporters) has been completed. The Toronto Star, however, tipped both broadcasting chains’ hands in an exclusive story published last week.

The arrangement would work as follows: CBC would dispatch to China a crew consisting of political commentator Charles Lynch, news photographer Robert Crome and newscaster Larry Henderson, with the Canadians paying these men’s salaries and CBS picking up the out-of-pocket tab, such as travel expenses, sustenance, etc. CBC would retain supervisory control over its crew with assignments being made by both CBC and CBS.

Boiled down to startling simplicity, the system was described by Mr. Day as “CBC having the manpower, we having the funds.”

Both Washington and Ottawa have refused to recognize the Mao-Chou regime, but Canada, unlike the U. S., has never issued an official ukase prohibiting travel by newsmen in Red China.

Although Secretary of State John Foster Dulles has made clear his position on this matter, he admitted during a news conference May 14 that it would not be counter to U. S. policy for domestic newsgathering services to employ foreign sources.

CBS, while officially abiding by the Dulles ban, privately is understood to have been opposed to it even though it has had to chastise two of its star correspondents, Edward R. Murrow and Eric Sevareid, for stating their opposition to the ban on the air. The network carried dispatches recorded in Red China earlier this year by William Worby, correspondent of the Baltimore Afro-American, who entered Red China along with a reporter-photographer team from Look magazine in open violation of the Dulles edict.

**CBS Radio to Carry Bout**

**NBC Radio** will broadcast the middleweight championship bout between Ray Robinson and Carmen Basilio Sept. 23, starting at 10 p.m., under the sponsorship of the Gillette Safety Razor Co. Maxon Inc. is the agency. The contest will not be carried on home television but Theatre Network Television Inc. is arranging a closed circuit TV presentation to theatres.

**MBS Says 14 Independents Have Asked for Affiliation**

MUTUAL’S new president, Paul Roberts, a Los Angeles broadcaster, in officially taking over command of the network last week announced that 14 independent radio stations have applied for network affiliation. The stations currently are being “processed.” One new affiliate was KLLL Lubbock, Tex., which MBS started to service Thursday.

The ownership of the network officially changed hands Wednesday. The network was purchased by the new owners from RKO Teleradio Pictures Inc., a subsidiary of General Tire & Rubber Co., Akron, for $550,000-plus [B&T, Aug. 5, July 29].

New officers of the network are Armand Hammer, board chairman; Mr. Roberts, president; H. Roy Roberts, treasurer; Frank P. Barton, secretary; Bertram J. Hauser, executive vice president. They were named to Mutual’s board, along with Arthur Brown of New York and L. M. Halper of Los Angeles.

Mr. Hammer is president of Occidental Petroleum Corp., Los Angeles. H. Roy Roberts is a California realtor and oil operator. Mr. Brown is president of Starrett Corp., New York, and Mr. Halper is president of Halper Construction Co., Los Angeles. Mr. Barton is a Los Angeles attorney.

Mr. Roberts, operating head of Mutual, is president of FM Corp., Los Angeles, and vice president of Audio Sales Inc. Before he entered radio, he founded and published three trade publications.

Mr. Hauser was vice president of Mutual for nine years, resigning in 1955 to become a broadcasting consultant. Earlier, he had been with NBC 14 years, serving in executive capacities in advertising, promotion and sales.

**CBS Radio Makes 3 Big Sales To Pond’s, Chrysler, Hot Point**

THREE major sales were charted by CBS Radio late last week. Chesebrough-Pond’s through McCann-Erickson, New York, has signed a 12-week contract, effective Sept. 14, for The Vaseline Hair Tonic Football Scoreboard, a Saturday afternoon roundup of gridiron scores by regions.

Also through M-E, Chrysler Corp., gearing its institutional sell for the 1958 line of models due in showrooms the first week of October, has ordered 11 weekly participations for a four-week period starting Oct. 3.

Hot Point Co. (General Electric Co.), through Maxon Inc., Chicago, will sponsor eight 7½-minute units of daytime serials for a six-a-week period starting Aug. 26 on alternate week basis. Additionally Hot Point, for its new line of 1958 ranges and refrigerators, has ordered a six-week long Saturday segment of the Robert Q. Lewis Show.
Some mathematician, Bugs Bunny. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KROD-TV, El Paso, Texas, six-fold — jumping from a last-place 4.8 to a first-place 28.1 (ARB, May). Warner Bros'. Popeye the Sailor gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May — nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons... a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

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

Distributors for Associated Artists
316 Madison Ave., MURRAY HILL 6-5393
72 S. Wacker Dr., DALLAS 6-0090
1341 Bryan St., URBANA 9-5514
9110 Sunset Blvd., CRESTHILL 6-5380

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THERE'S NO SUMMER SLUMP at K-NUZ

Like the Texas Temperature Our Billing is Going UP...UP...UP During the Summer Months

(Jan.-June, 1957 Percentage Increase Over the Same Period in 1956)

Local Sales ........................................ 26% Increase
Regional and National Sales .... 148% Increase

JOIN THE GROWING LIST OF K-NUZ ADVERTISERS WHO ENJOY SIZZLING SUCCESS STORIES!

K-NUZ
HOU Ston's 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—Clarke Brown Co.—
New York • Chicago • Los Angeles •
San Francisco • Philadelphia • Seattle
Dallas • New Orleans • Atlanta
IN HOUSTON, CALL DAVE MORRIS, Jackson 3-2581

LONG WAY HOME

TED HUSING, veteran sportscaster who served CBS for almost 20 years, will return to the network after a 10-year absence. Mr. Husing has been signed to a long-term (more than five years) contract by CBS Radio to provide color commentary on the network's broadcasts of college football and basketball, horse racing, championship golf and tennis play plus other special sports events. Mr. Husing left CBS in 1946 to join WMGM New York as a disc jockey and remained there until 1954 when a brain tumor forced his retirement. CBS Radio officials said he is "recovering rapidly" and is well enough to resume his career.

Linkletter Sues 'Truth' Parties

CHARGING that To Tell the Truth on CBS-TV is a copy of a format originated on People Are Funny on NBC-TV some years ago, People Are Funny Productions, owned by Art Linkletter, its conductor, and John Guedel, producer, last week filed a $1,100,000 plagiarism suit in Santa Monica (Calif.) Superior Court against Goodson-Todman Enterprises, packagers of To Tell the Truth. Pharmaceuticals Inc., the program's sponsor; CBS Inc. and KNXT (TV), CBS o&o tv station which broadcasts the program in Los Angeles.

AROUND the ABC-TV shop they call him "Jock Manton," the way he's listed in the show credits, as assistant director of John Daly and the News. But when he puts on his smock, he goes back to plain old Archimedes Aristides Michael Giacomantonio. Here (1 to r) are artist, bust and boss, Leonard H. Goldenson, president of American Broadcasting-Paramount Pictures Inc., who autographed the sculpture while it was still in the wet plaster stage. Other subjects sculptured by the artist, according to Who's Who, include Gen. Dwight D. Eisenhower. Christopher Columbus, the Shah of Iran, Abraham Lincoln, actress Janet Gaynor and numerous officials on both sides of the Atlantic.
Famous on the Georgia Scene

THE CYCLORAMA of the Battle of Atlanta is viewed each year by thousands of visitors to Georgia's capital city. Also famous on the Georgia scene is WAGA-TV, Atlanta's leading television station. WAGA-TV reaches more people with more spendable income in Georgia's richest markets than either of Atlanta's other stations. You get more viewers, too, as ARB and Pulse ratings prove month after month.
SCREEN GEMS Inc., Columbia Pictures Corp.'s tv subsidiary, is wasting little time setting up distribution plans following last week-end's signing of a contract with Universal Pictures Corp. [AT DEADLINE, Aug. 5].

The contract, culminating months of negotiations for 600 pre-1948 Universal films at a minimum guarantee (to Universal) of $20 million over a seven-year period and possibly going as high as $30 million over the next 10 years [B+T, July 15], provides for SG to receive a graduated scale of distribution fees and leaves Paramount Pictures Corp. as the lone major studio "hold-out" from tv. (It is expected Universal will reap about $3 million in tv income without losing rights to story material or other benefits, for example, remake, theatrical reissue or overseas rights.)

SG already has prepared for immediate release a group of 52 Universal films dubbed "Shock Package." Consisting of Universal's money-making spine tinglers such as "Frankenstein," "Dracula," "The Invisible Man," "House of Horrors," " Werewolf of London," "The Mummy," "The Cat Creeps" and "Horror Island," the Shock Package will be only the first of many "packets" to be syndicated by SG. Others planned for the future are understood to be westerns (example, Randolph Scott), musical comedies (example, Deanna Durbin, Donald O'Connor) and comedy classics (example, Abbott & Costello, W. C. Fields).

According to Ralph M. Cohn, vice president and general manager of Screen Gems, "We decided to make these thrillers our first release because the grouping of feature films with a common mood provides advertisers and broadcasters with solid and continuous programming themes. This is best demonstrated by the success of our "Hollywood Mystery Parade," which went on the air for the first time only last fall and has become extremely popular with audiences all over the country."

This bonanza for SG has revived Wall Street speculation—rampant in past months—that Screen Gems will be spun off from Columbia Pictures Corp. as a wholly-separate entity. One faction of the speculators claims SG is so self-sufficient that it would do better on its own, that is, not plow back monies into the parent company. They also are of the feeling that such a spinoff would work as a tax-gain move and be greeted favorably by Columbia shareholders. Conversely, other Wall Streeters feel it is just SG's extremely healthy position that would make such a spinoff unlikely. They point to SG's $20 million gross income from tv for fiscal 1957 (ended last June 30)—a major portion of it stemming from pre-1948 feature film distribution as opposed to SG's film production work, such as Father Knows Best—and add that SG has been the only moneymaker in Columbia President Harry Cohen's stable, and that a spinoff of SG would be akin to "killing the goose that continues to lay golden eggs." (Also see investment survey, page 66.)

Announcement of the Universal-SG pact
Folks get a glow from

WWDC radio

'1st six straight months in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins
Heavens to Betsy, Smidley!

We've not a thing against Toledo, San Diego or Nashville... but Cascade's bigger than ANY of them! Why, Cascade's coverage area is bigger than Massachusetts, New Hampshire, Vermont, Connecticut and I'll ole Rhode Island combined! The Cascade four-station television network delivers more area, more people, and, by the way, more results than any single TV buy in the West. Let's not drop the old ball again, Smidley.

Vogel Proposes 19 Nominees For Loew's Board Membership

IN THE continuing battle for control of Loew's Inc., parent company of MGM-TV, Loew's President John R. Vogel last week proposed a slate of 19 nominees for the board.

Included are Francis W. Hatch, vice president and director of BBDO (Boston office); Robert H. O'Brien, formerly an AB-PT executive and newly-appointed financial vice president of Loew's; actress Helen Hayes; Bennett Cerf, president of Random House Inc. and a TV personality, and General of the Army Omar N. Bradley, board chairman of the Bulova Research & Development Labs.

Mr. Vogel has called a special stockholders' meeting Sept. 12 in New York to elect a new and expanded board and to consider the removal from the board of two directors, Joseph Tomlinson, a Canadian contractor, and Stanley Meyer, former motion picture and tv executive.

A series of court proceedings is being instituted to decide the legality of a rump meeting held two weeks ago by the Tomlinson faction [BT, Aug. 5, July 29].
*IN THE 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET REACHED BY WSJS-TV
CALL HEADLEY-REED FOR THE BIGGEST, RICHEST MARKET IN THE SOUTHEAST
PROLIFIC PROFITS FROM POPEYE
AAP, stations, manufacturers all win in series' merchandising plan

A FILM SERIES distributed by Associated Artists Productions Inc. to tv stations for the viewing pleasure of moppets is in the cleanup spot in AAP's fast-expanding merchandising operation.

AAP's merchandising arm is new. For now all its activities center on one property—the Popeye cartoons, to which AAP acquired tv rights from Paramount more than a year ago.

But it is in the intertwined arrangements and contracts that AAP has made with stations, manufacturers and department stores that the distributor appears to have few peers in a field confined in large part to a network or individual advertiser operation.

The plan as worked out by AAP—and in force with a substantial number of stations now programming the Popeye series—is one that was conceived to profit not only the distributor but also the stations and the Popeye-licensed manufacturers of sundry toys, games and clothes for children.

Tailoring of the plan is cut to such a precise measure that AAP says it is conceivable for just about any of the stations which participate in the "overall" promotion to recoup a substantial part of the investment made for the film by the time its AAP contract runs out. Thus, AAP feels, a station can pay off most expenses of the film and chalk up proceeds from local sponsorship as gravy.

As AAP points out, Popeye licensed merchandise has been offered for sale in the past. But tv—and the popularity of the cartoons in various markets around the country—have brought a virtual boom to the Popeye character toy market.

AAP has sold the series in about 80 markets. As of last week, slightly more than half of the stations already were programming the cartoons.

When AAP first approached the idea of merchandising its Popeye shorts, there were some doubts. To begin with, experts in the film field advised that merchandising a syndicated show (market by market) was not only unusual but difficult. Among the obstacles: cartoons were being distributed in different markets and not every purchase was the same; different local sponsors selling unrelated wares were associated with cartoon programs; stations purchasing the series were of different size and strength and many were without a merchandising or promotion department. In addition, some stations were stand-offish to any promotion that smacked of merchandising and most of the cartoon shows were sold out fully to sponsors leaving no room for promotion messages in the program.

But AAP also was aware that in network merchandising activities stations for the most part had no control over the promotion program nor did the station as a rule derive revenue from the merchandising activity.

For several months AAP studied the situation and last April at the NARTB conven-

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TOP TV IN LAS VEGAS FOR FOUR YEARS

ACCORDING TO ALL COMPLETED SURVEYS, PULSE, ARB*

Four years of Undisputed Leadership...
Four years TOP coverage...*Four years TOP ratings.
TOP Power with 55,000 Watts
Four years TOP programming with the Best of CBS

AND OF COURSE
TOP promotion in the TOP morning newspaper in Southern Nevada, the Las Vegas Sun!

KLAS-TV CHANNEL 8 LAS VEGAS, NEVADA
CBS TELEVISION NETWORK
Philadelphia is set for Aug. 17 and a tie-in with the Food Fair supermarkets is set for the Lebanon, Pa., and Philadelphia areas (was to start last Friday and continue through today). This phase of the promotion brings the local TV personality on the Popeye programs to the store to see the young viewer and in the process Popeye merchandise is on display and for sale.

Will AAP stay with Popeye? Indications are this is only the beginning. Once the organizational phase is over in the Popeye merchandising, AAP can be expected to move similar plans for Bugs Bunny and other Looney Tune characters (the company distributes those cartoon films acquired from Warner Bros.).

**United National Begins Filming of 'Indemnity'**

FILMING of United National Film Corp.'s first TV film series, *Indemnity*, was to start today (Monday) in Dallas. To be shot are 39 half-hour episodes in the series that will star Richard Kiley, Al Glick, Academy Award winner for his work on "American in Paris," is cinematographer, and Frank Telford (Kraft Theatre, Robert Montgomery Presents and Halls of Ivy) is director.

United National is the new corporate name for Dallas Film Industries Inc., formed recently by a group of Dallas businessmen. A. Pollard Simons is chairman, Roy R. McKee, treasurer, and James N. Landrum and P. B. Garrett, vice presidents.

**Byrna Productions Enters TV**

BYRNA Productions, independent film company whose principal stockholder is Kirk Douglas, is entering the TV film field with an action-adventure color series, *King of the Vikings*. Edward Lewis, who will write and produce the series, has completed the first five scripts and negotiations for sponsorship have been started by the Steiner Agency, handling the package.

The TV series will utilize the sets, costumes, ships props and armor now being used for the theatrical motion picture, "The Vikings," a Kirk Douglas production to be released by United Artists, with Mr. Douglas starring. Plans are for the video programs to be released for broadcast in the fall of 1958, six months after the movie has begun its theatrical run.

**Four Star Announces Expansion**

FOUR STAR FILMS INC., owned by Dick Powell, David Niven, Charles Boyer and William Cruikshank, has announced a $6.4 million "overall production program," involving 160 half-hour telefilms, with $1 million to be spent on 21 films on which production begins in the next few weeks.

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**Tv Now Prominent In Movie Finances**

TV ACTIVITY—in the production of TV film (programs, commercials, etc.) and in leasing of feature libraries—has become an integral part of the motion picture industry.

Thus, TV stands out in Wall Street evaluation reports of the movie colony's financial strength.

In the latest Value Line investment survey by Arnold Bernhard & Co., New York, investment adviser, Hollywood is seen as entering a period of "more favorable business climate" with theatre attendance for the first six months of 1957 showing a 4% gain, the greater portion of an expanded output yet to be released and the industry no longer depending on the production and exhibition of conventional pictures but diversifying its interests into enterprises unrelated to the movies.

TV angles in the company-by-company study include:

- American Broadcasting-Paramount Theatres. Degree of success ABC-TV has in selling prime-time hours in next fall's schedule to advertisers "may well go far toward determining how profitable the 1957-58 season [for ABC-TV] will turn out to be."

Should the bulk of this unsold time be underwritten by sponsors, a trend toward improvement in earnings should set in the second half of this year and extend well into next year. "Over the next few years, ABC's revenues will probably resume a healthy growth trend."

- Columbia Pictures Corp. Screen Gems is "sparking a rise in sales which may bring Columbia's gross income up to the $100 million mark for the 1957 fiscal year (ended June 30)." Screen Gems, which is Columbia's TV subsidiary, has grown "remarkably" in the last three years, increasing gross revenues from about $3 million in fiscal 1954 to about $11 million in fiscal 1956. Predicted is a gross income of $20 million in fiscal 1957. The parent company's gross income in 1958 "should be further enhanced by sales growth of the TV subsidiary." (Also see Screen Gems story, page 60.)

- Twentieth Century-Fox: Since the company is releasing most of its "big" pictures this year during the second half and because TV income and dividends from foreign theatre subsidiaries also ought to be larger in the final six months, Value Line predicts $3.50 a share in full year earnings (compared to $2.34 last year).

- Warner Bros. The company "will probably develop into a major supplier of new film products for the television industry." Evidence supporting this prediction: a $15 million production schedule of new entertainment and commercial films for TV during the coming year; plans to spend $1 million to remodel three motion picture sound stages for TV film use and for a new building specially designed to TV requirements.

**Producer's Library Service**

JACK REILLY, formerly head film librarian at MGM, and Reggie Lyons, formerly in the same position with RKO, have joined forces with Paul Egler, process and produc-
Northern Pike
Esox Lucius

Native to Michigan's shallow, weedy lakes and rivers, this fierce looking customer is caught by angling, trolling, casting, and spearing through the ice.

Original sketch by conservationist
Charles E. Schafer

Put your money where the people are

Are you reaching pike instead of people? Summer, winter, spring and fall, WWJ's Hi-Fi signal, personalities, music, and news concentrate on the millions of big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day...every day.

WWJ RADIO

Hit Your Real Michigan Target
Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary area.

AM and FM NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.
FILM CONTINUED

A documentary cameraman who has operated a library of process backgrounds and stock scenes, to form Producer's Library Service at 932 N. La Brea Ave., Hollywood. PLS offers editing and storage facilities for the independent TV or motion picture producer's stock film, which PLS will rent to other producers, dividing the fee 50-50 with the owner of the film, and also offers a film library service to provide the independent producer with whatever type of stock footage he needs.

Small's TPA Interest Purchased by Gordon

MILTON A. GORDON, president of Television Programs of America Inc., New York, announced Wednesday he has purchased the interest held in the company by co-partner Edward Small and that Mr. Small has resigned as board chairman of TPA. Price is estimated at $2 million.

At the same time Mr. Gordon announced a new plan whereby in the future both stars and producers of new series for the first time will have the opportunity to share in not only the profits of the programs in which each already participates but in TPA's over-all profits as well. This will be accomplished by setting aside a certain number of the shares in TPA previously held by Mr. Small to be acquired by talent, according to Mr. Gordon. This commonwealth plan never before has been applied in either television or feature film production, nor in any branch of theatrical production, Mr. Gordon claimed.

The profit participation plan is an incentive for outstanding talent, according to Mr. Gordon.

Mr. Small's departure from TPA was entirely amicable, Mr. Gordon declared, and was occasioned solely by his other business activities. Mr. Gordon expressed regret in losing Mr. Small as a partner. "We started this company just four years ago—without programs and without an organization. The fact that we now are a world-wide organization, with 500 people on our staff and 14 shows on the air can be attributed in great measure to him," Mr. Gordon said.

TPA's first network program was CBS-TV's Lassie. It now has on the air Furs, Captain Gallant of the Foreign Legion, both on NBC-TV, and Private Secretary on CBS-TV.

Programs on the air in syndication are: Hawkeye and the Last of the Mohicans, Count of Monte Cristo, Mystery Is My Business, Stage 7, Your Star Showcase, Halls of Ivy, Ramar of the Jungle, Foreign Legionnaire, Susie, Science in Action and The Edward Small Features. These and Lassie and The Lone Ranger, both Jack Whetman properties, are distributed abroad by TPA. In addition to current American production, Adventures of Tugboat Annie is being produced in Canada and New Adventures of Charlie Chan in England and on the Continent.

Mr. Gordon stated that no executive changes whatsoever are contemplated at this time. Michael M. Sillerman will continue as TPA's executive vice president and Leon Fromkess, in the Hollywood office, as vice president in charge of production.

Paramount Nets $2,359,000, $1.18 a Share, for First Half

PARAMOUNT PICTURES Corp. last week reported consolidated net earnings of $2,359,000, or $1.18 a share, for the first half of 1957, as compared with $2,322,000, or $1.12 a share, for the corresponding period of 1956. Paramount estimated that for the quarter ended June 30, earnings per share would rise to $0.53 as against $0.45 in the 1956 quarter.

ABC Film Marks Overseas Sales

SALES on five program series in four foreign countries have been completed by ABC Film Syndication during the past two weeks, it was announced last week by George T. Shupert, president of ABC Film Syndication.

Highlighting the sales effort was the signing of Corona Brewing Corp., San Juan, P. R., to sponsor Spanish versions of Code 3 and Sheena, Queen of the Jungle in all Puerto Rico. Sale was made through Young & Rubicam, San Juan. Both series are scheduled to start in mid-September on stations to be announced later.

Other foreign sales were to DLAG-TV Manila, P. I., on Code 3, Racket Squad and Sheena; Spanish version of The Three Musketeers to Lee Optical Co. for WAPA-TV San Juan and WORA-TV Mayaguez, P. R., Passport to Danger to Viceroy cigarettes for YVLV-TV Caracas, Venezuela, and to Ford Motor Co. for TBOL-TV Guatemala City, Guatemala.

Wonderful Productions Formed

FORMATION of Willie Wonderful Productions Inc. as distributor of the Willie Wonderful animated TV film series was announced last week by Robert C. De Vinny, president. The package consists of more than 40 four-to-five-minute episodes and will be made available immediately to TV stations. Temporary offices are at 230 La Trobe St., Northfield, Ill., with headquarters in New York to be opened shortly. Mr. De Vinny reported his company has purchased the Willie Wonderful package outright from producer Eddie Bracken and that the series has been shown in fewer than 10 markets. Plans are to acquire other TV properties, both cartoons and syndicated series.
HOW TO ELIMINATE PREMIUM COST WHEN INCREASING POWER

THE GATES BC-250L 250 WATT TRANSMITTER SOLVES THE PROBLEM BY GIVING YOU TWO TRANSMITTERS IN ONE . . .

250 watts today — 1000 watts in 2 hours. Gates BC-250L is actually a 1000 watt broadcast transmitter modified for 250 watts. When higher power comes, a few simple conversion parts do the trick and it takes no more than 120 minutes for the up-power completion. Even holes are drilled for the larger parts while a soldering iron is an unneeded tool. In short, BC-250L was engineered with the knowledge that it would someday be a kilowatt.

About cost? There is no premium! Cost of the Gates BC-250L plus 1KW conversion kit is essentially the same as the 1KW model in the first place. So if you are hoping for higher power and limping along now, limp no longer! You can have the world's biggest quarter-kilowatt convertible to broadcasting's finest and newest full-fledged kilowatt at no premium cost when the time comes.

Model BC-250L broadcast transmitter $2995.00 with tubes, crystal and oven. Conversion kit to 500 watts $1133.00. Conversion kit to 1000 watts $1728.00. Prices F.O.B. Quincy, Illinois.

GATES
The Mark of Quality
THE HIGHEST TOWER in Eastern U.S. (4th highest in the world) is being erected right now at Augusta, Ga.

1292 feet above ground
1375 feet above average terrain
1677 feet above sea level

* * *
1½ million people in
100 microvolt contour
OVER 1 million in
Grade B

* * *
Over twice the TV homes of the other Augusta TV station

* * *
THE SOUTH'S NEW & GREATEST AREA STATION

* * *
100,000 watts
low band VHF
NBC & ABC networks

Represented by Avery-Knodel, Inc.

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GOVERNMENT

Appeals Court Gets First Deintermixture

THE first court test of the FCC's deintermixture rulings involving a station already on the air was submitted last week to a three-judge appeals court in Washington.

Asking that Commission action be stayed pending full-scale court litigation on the merits — was ch. 7 WTVV (TV) Evansville, Ind. It asked the court to halt the FCC's order deleting ch. 9 from Hatfield, Ind., and the show cause order proposing to modify WTVV's license from ch. 7 to ch. 31 and move ch. 7 from Evansville to Louisville, Ky.

The argument was heard by Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Arguing in behalf of WTVV was Edward P. Morgan, for the FCC, Douglas McCarter, and for now-dark WKLO-TV Louisville, J. Roger Wollenberg.

Mr. Morgan stressed that the FCC had never specifically proposed in rulingmaking that ch. 9 be moved from Hatfield to Evansville and specified as a reserved, educational, non-commercial channel. He said that if that move was permitted, it would prejudice the show cause adjudicatory hearing on whether or not WTVV should move from ch. 7 to ch. 31. He said WTVV has spent $750,000 in construction and lost more than $450,000 since it began operating in August 1956. WTVV is an ABC affiliate.

Mr. McCarter opposed the grant of a stay on the ground WTVV is asking for court relief prematurely — since the final action on the WTVV show cause order was still to be issued after the hearing, if then.

The Evansville move is one of several in which the FCC has ordered single vhf channels out of cities to make them pre-dominantly uhf. Others, also ordered early this year, involve the moves of ch. 12 from Fresno to Santa Barbara, Calif.; ch. 2 from Springfield, Ill., to St. Louis, Mo., and ch. 8 from Peoria to Rock Island, IlL. These are all in various stages of litigation, before the FCC and the courts. In addition to these vhf deletions, the FCC added vhf channels to a number of cities, such as New Orleans, Norfolk, Miami and Beaumont-Port Arthur, Tex.

Above-890-Mc Resumption To See Only Few Witnesses

A MERe handful of witnesses are expected to testify at the FCC hearing on use of the spectrum above 890 mc when the proceedings resume Sept. 30.

FCC members have been listening to a wide variety of testimony as to what needs what part of the spectrum most since last June, but the hearings are suspended during the customary August recess. Next month, the Electronic Industries Assn. (formerly RETMA) will make its case. So will another representative from Raytheon Manufacturing Co., and perhaps one or two others.

The last testimony regarding broadcasting came from consulting engineer A. Earl Clulumb, Jr., who two weeks ago described microwave needs for an educational tv network that would involve 16 southern states and cover “more than 300 accredited colleges and universities.”

The closed circuit arrangement would take instructional programs from approximately 32 schools, require “a minimum of five program circuits,” and operate for at least six hours a day.

Dr. Robert C. Anderson, director of the Southern Regional Educational Board, told the commissioners such a network might cost $22,500,000, “which will be only about 6% of the region's operating expenditures for instruction.”

Senate Confirms Ford For Membership on FCC

THE nomination of Frederick W. Ford to become a member of the FCC was confirmed by the Senate last Monday during a brief respite in the civil rights debate. Mr. Ford had been appointed by President Eisenhower early last month [BT, July 8] to fill the vacancy created with the expiration of then Chairman George C. McCon-naughy's term.

Mr. Ford, 47-year-old attorney from West Virginia, will come to the Commission from the post of Assistant Deputy Attorney General at the Dept. of Justice. His nomination was highly praised by members of Congress and the broadcast industry.

Standing between the new commissioner and the start of official FCC duties is the swearing-in ceremony, which will be held “in about two weeks.” He formerly was a member of the Commission staff (from 1947-53) and was the first chief of the Broadcast Bureau's hearing division. Re-turning to the Commission with Mr. Ford will be his secretary, Emma C. Burke, who has held that post since 1951 at both the FCC and Justice.

Comr. John R. Deoer was named chairman of the Commission late in June [BT, July 1] when Mr. McConnaughy left June 30 to enter private law practice. Barring a resignation, the next FCC vacancy will be created June 30, 1958, when the term of Democrat Robert T. Bartley expires.

Radio Assoc. Wins Biloxi V

RADIO ASSOC., Inc., Biloxi, Miss. (WVM), has been granted ch. 13 there because of its “integration of ownership with (fulltime) management,” and the broadcasting experience of its principals. The FCC action, taken Aug. 1, was announced last week.

Two initial decisions had already favored Radio Assoc. over WLOX Biloxi. The first was issued in July 1954, but the hearing was reopened for further information. The second was released in June 1956.

Radio Assoc. is controlled by Odes E. Robinson, 62.8%; and James H. McKee, 30.4%. WLOX is owned by J. S. Love Jr., 44.6%; Mrs. Joe Ellis Buie Love, 44.6%; and others.

Broadcasting • Telecasting
TELEVISION CLEARING HOUSE ANSWERS THE NEED OF TELEVISION STATIONS THROUGHOUT THE COUNTRY FOR SALABLE, ECONOMICAL, LIVE PROGRAMS

TIME SALES MANAGERS APPLAUD T.C.H. ASSISTANCE IN IMPROVING PROGRAM RATINGS

"Experience with T.C.H. programming plan over the last year and a half has increased salability of local shows," state Station Managers

Now, in response to requests, T.C.H. announces its newest service:

PRE-FABRICATED, LIVE, EASY-TO-PRODUCE FORMATS, COMPLETELY PACKAGED, WITH THE ELEMENTS OF PHYSICAL PRODUCTION, CREATED BY THE TOP PRODUCERS OF NEW YORK AND HOLLYWOOD AND TAILORED TO THE NEEDS OF THE SALES AND PRODUCTION MANAGERS OF STATIONS

Other Television Clearing House services:

1. Promotions and contests for current local sponsors
2. Building station ratings
3. Supplying retail merchandising ideas
4. Maintaining the largest warehouse of premiums and prizes in the country
5. Aiding participation shows with merchandise and ideas
6. Supplying furniture, props and the physical elements of production
7. Performing the functions of a New York merchandising department
8. INTRODUCING NEW MANUFACTURERS TO MARKETS AND THEREBY ACTING AS AN ADVANCE TIME SALES SCOUT

THERE ARE NO MONETARY REQUIREMENTS

For further information, phone collect or write to:

TELEVISION CLEARING HOUSE, INC.
(Consultants to the Programs of 139 Television Stations)
157 WEST 57TH STREET, NEW YORK, N.Y.
JUDSON 2-6300
Reducing Ads Under FTC Probe—Anderson

THE Federal Trade Commission’s Comr. Sigurd Anderson served notice on reducing aid advertisers last week that their ads are under FTC surveillance.

Testifying before a subcommittee of the House Committee on Government Operations investigating advertising, Mr. Anderson named products which, he said, have agreed to discontinue use of mails for advertising and now have entered over-the-counter business, thus coming under FTC jurisdiction. One such, he said, is Wonder Drug Corp. (Regimen). Regimen recently announced an expanded radio-tv spot program through its agency, Kastor, Farrell, Chesley & Clifford, New York [B&T, July 15, 2]. The FTC has not filed a complaint on reducing aids for four years.

Other witnesses called in for the reducing aid ad probe represented the medical profession, National Better Business Bureau, Post Office Dept. and Food & Drug Administration. The session’s first witness, Dr. S. William Kalb, Newark, N. J., nutritionist, was asked about “RDX” tablets, which last year spent $170,350 on television spot. He took one of the pills himself and passed a box around to committee members, remarking that it “tastes very good” and is harmless but won’t kill appetite. He said the government should “clamp down” on misleading claims. Dr. Kalb and succeeding witnesses testified that the only way to lose weight is by dieting. Other witnesses repeated a charge by the subcommittee chairman, Rep. John A. Blatnik (D-Minn.), that most reducing aids are worthless, and added that some are dangerous.

A staff spokesman for the Blatnik subcommittee said last week that he hopes to have two interim reports ready before Congress adjourns (possibly the end of this month). One will deal with reducing aids and another with the probe of cigarette advertising conducted in July. At the cigarette inquiry FTC Comr. Robert T. Secrest promised a “fresh approach” by his agency to cigarette ad policing, to be led off by a survey to find what ad terminology means to consumers.

Other subjects the Blatnik subcommittee intends to go into included tranquilizers, health and accident insurance, and administration of the FTC. These are all in preliminary investigation stage. Hearing dates will be announced later.

**Schick, FTC Sign Consent Prohibiting Contested Ads**

SCHICK Inc. (razors), Lancaster, Pa., and the Federal Trade Commission have signed a consent order prohibiting misrepresentation of a free home trial of the firm’s electric razor and from selling used razors as new. The order grew out of an FTC complaint issued April 30.

The complaint cited commercials on network telecasts and other media and alleged that Schick was reconditioning returned razors and selling them as new. According to the FTC, some Schick dealers were unwilling to provide free home trial of the razor, as advertisements promised, nor had Schick required that all do so.

The order does not constitute an admission of any violation of the law.

**Magnuson Asks FCC Intention On Fm Switch to Multiplex**

SEN. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week asked the FCC what plans it has to do about the current fm simplex-multiplex situation. He noted the Commission has extended the deadline for fm stations to switch from simplex to multiplex operation because equipment for the latter system has not been available.

The current extension expires Jan. 1, 1957 [B&T, June 17], and is the third such reprieve given fm outlets. First ordered to switch to multiplex operation in March 1955, they were given until July 1, 1956, to comply. This deadline later was extended one year and the latest ruling added another six months for simplex operation.

Using multiplex, an fm station can transmit functional music to business houses simultaneously with its regular programming; under simplex only one program can be carried at a time.
Comments Back Plan For Uhf Boosters

FURTHER favorable comments have arrived at the FCC praising the Commission's proposals to permit boosters in remote areas for uhf stations [B&T, Aug. 5].

FCC officials have endorsed their use under certain restrictions such as the requirement that they stay on the same channels with mother stations where signals are merely amplified or retransmitted.

ABC approved. So did NBC, which said, "There is a real need for co-channel boosters." But CBS went along with modifications, one of which called for a "less severe burden" on station management than being required to make official identification booster breaks during actual programs.

Electronic Industries Assn. (formerly RETMA) wanted the Commission to go ahead with its would-be authorizations. It commended "the accomplishments of the Commission in its continued efforts to help the uhf tv broadcaster."

Another such was the Joint Council On Educational Television, which said the proposals were justified for "severely handicapped" uhfs. But it questioned the merits of locating boosters within 68-mile ranges which it said "may cause objectionable interference." Because of this, J CET inquired whether other spacing requirements might be considered.

A handful of uhf stations were all for the idea: WTVP (TV) Decatur, Ill.; WSEE (TV) Erie, Pa.; WNAO-TV Raleigh, N. C.; and KCOR-TV San Antonio, Tex. They told the FCC it would improve uhf coverage by filling in shadow areas, encourage greater use of uhf channels, and "in some instances, provide a broader financial base for operating uhf stations."

WBRE-TV Wilkes-Barre, Pa., and WANE-TV Fort Wayne said they were "in full accord," but asked for less stringent monitoring regulations to cut costs.

The Washington State Reflector Assn. wanted the boosters, but demanded similar rulemaking for vhs, and said they would work out in the Northwest with proper controls.

In this connection, the FCC two weeks ago decided to let vhf booster supporters at least try to show they are feasible, and written proof is due by Oct. 1.

House Passes Bill to Reduce 'Cabaret' Tax From 20% to 10%

THE House last week passed, by an overwhelming voice vote, a bill (HR 17) which would reduce the "cabaret" tax, levied against eating and drinking establishments which provide entertainment or live music, from 20 to 10%.

Proponents of the bill argued the 20% tax is curtailing the employment of musicians and entertainers. Increased employment, they said, would help make up the estimated $21 million in taxes which would be lost annually by the Treasury Dept. if the measure is made a law.

James C. Petrillo, president of the American Federation of Musicians, praised the House action as "gratifying." The bill was sent to the Senate and referred to the Finance Committee. There reportedly is little chance of Senate action on the bill during the present session of Congress.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION    0
AWAITING ORAL ARGUMENT:    6

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

IN HEARING 10

IN COURT 5

(Appeals from to grants in U. S. Court of Appeals, Washington.)

PORTSMOUTH, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

SAN FRANCISCO KPIX5

a close look?

3 You'll quickly see that KPIX's roster of personalities is a truly outstanding one—personalities with proven selling power like Del Courtney, Faye Stewart, Sandy Spillman, Capt. Fortune, and Deputy Dave.

4 You'll be convinced that KPIX has the production and merchandising "knackmanship" it takes to realize maximum returns from your television expenditures in Northern California.
Chelf, Sikes Introduce Bills To Save the Songs Dixie Loves

CONGRESSIONAL activity on the summer's big musical issue, whether network censorship of certain allegedly offensive words in Stephen Foster and other songs is proper [B&T, Aug. 5], blossomed forth last week with traditional Dixie fervor.

- Rep. Frank Chelf (D-Ky.) and Rep. Robert Sikes (D-Fla.) introduced identical bills in the House "to prevent the unauthorized censorship by broadcasting, television, telephone, telegraph, and all similar companies, or networks, of songs, tunes, words, lyrics, and other material and things ...." In seeking support for his measure, Congressman Chelf wrote letters to all the members of the House Commerce Committee, to which the bills were referred (asking): "Have we become so mercenary in America that in order for a sponsor to sell Upchuck's Burp Pills or Dobloows Anti-Smell Underarm Gue that we have to rewrite or destroy the songs that your father and mother and their parents loved and cherished?"

- Rep. Oren Harris (D-Ark.) House Commerce Committee chairman, sent a letter to the networks and the NARTB in which he reportedly pointed out that his committee has been asked to investigate these alleged "censorship" practices.

Although not publicly released, Rep. Harris is understood to have told the networks that if this allegation is true, it raises serious questions and such "censorship" is an arbitrary action of the networks not supported by the licensees. He reportedly asked for any assistance and comments they might care to make.

Reps. Chelf and Sikes, along with three other southern congressmen, called for such an investigation three weeks ago [B&T, July 29].

Meanwhile, the networks still appeared surprised that all this apparent heat has been generated of late over a song-editing practice they have followed for more than 20 years.

Newsmen at Atomic Tests To Get On-scene TV Coverage

NEWMEN miles from the blast site at next Monday's atomic tests in Nevada will be able to view the event fully and immediately through the use of tv cameras strategically placed about the operation, according to an announcement from the Pentagon last week.

Army Signal Corps personnel will set up the first tv monitoring system ever used for representatives of the news media at Camp Desert Rock. Previously, newsmen had to be content with "blind" trench-sitting 15 miles from the A-Bomb blast.

It was reported remote telecasts will be handled from three positions during the exercises. There will be pictures from trenches where participating troops will be stationed, and a pickup from the helicopter landing area from which the soldiers later will be flown to the blast site. Spectators also will view pictures taken from a plane which, when safety permits, will hover over the target area.

The entire tv operation will be narrated by Master Sergeant Stuart Queen. It is expected information will be gained through the use of tv to provide further insight into the effect of such explosions on various types of television equipment.

Oberfelder Co. Pays $167,926 For WKIX-AM-FM Raleigh, N. C.

TED OBERFELDER Broadcasting Co., New York. last week filed an application with the FCC to buy WKIX-AM-FM Raleigh, N. C., for $167,926 from J. W. English, G. J. Mead, J. J. Boland Jr. and J. P. McBrier, each owning 14.8%, and others.

The four sellers, who also have interests in WSEE (TV) Erie, Pa., told the Commission they wanted to sell out to concentrate more on the operation of their remaining station interests, WNAO-TV Raleigh.

Oberfelder, a new corporation, includes Theodore J. Oberfelder, who before committing himself to sales vice president of WABC-AM-FM New York. He joined Burke-Stuart as president May 1, 1956, and left June 15 this year.

His partners are L. B. Frutkin, 12½% ; B. N. Rippe, 12½% ; L. P. Randell, 25% ; and N. R. Glenns, 25%. WKIX (850 kc, 10 kw) lost $5,267.63 in June, and almost as much in the two previous months, according to a balance sheet filed with the FCC.

Sandstrom Tells Congressman What Action FCC Should Take

NOTICE to the FCC: Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka, Kan., has three suggested improvements "from the standpoint of the radio-tv industry." They are:

1. Lessening of the Commission's paperwork load. He said this has shown considerable improvement in the past 10 years, but he feels the Commission at times calls for information "that is really none of its business."

2. Extension of the broadcast licensing period from three to five years.

3. Remote control operation for directional stations. He said the smaller stations using directional antennas "certainly have been burdened by the Commission's slowness in acting on this regulation" and that remote control operation of such stations is a "must."

Mr. Sandstrom's proposals, all of which have been sought by broadcasters for sometime, were made in a letter to Rep. William H. Avery (R-Kan.). In making his recommendations, Mr. Sandstrom praised the FCC's progress during the administration of former Chairman George C. McConnaughey.

"While many of us in the radio and tele-

Your commercials have greater impact on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big tv markets! Sets-in-use actually average 30.4%—sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

<table>
<thead>
<tr>
<th>AVERAGE RATINGS</th>
<th>QUARTER-HOUR DOMINATION</th>
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<td>WTVH 71</td>
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<td>Afternoon</td>
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<td>Evening</td>
<td>WTVH 133</td>
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(ARB 2/57)
Chedo Chuckovitch

He's one of the few who got a second chance

"I'm Chedo Chuckovitch, lucky to live in America.
"For I have also been Chedo Chuckovitch, man without a country.

"I was born in Belgrade, Yugoslavia. My father was co-owner of the Serbian-American National Bank. I had been educated in schools in France and Switzerland, and planned on a career in diplomacy.
"When I was 17, the Germans invaded my country. I fled with my family into the hills, and joined the guerillas. My father was killed. My brother was killed. I was wounded and taken prisoner, and starved for five years in a Nazi concentration camp.
"Two weeks before the war's end, the Canadians freed me. My family was dead or scattered. Our property had been confiscated. The Communists had taken over Yugoslavia. I was a man without a country.
"But I was one of the lucky displaced persons. Unlike so many of the others, I got to America, and a new start.
"Today I am in business for myself, a Union Oil dealer in Pacific Palisades, California. I have money in the bank, a home, a car. I have the respect of my neighbors. I have friends and a future again. I will soon be an American citizen.
"I will work at my citizenship because I learned the hard way you can't take it for granted. You have to earn it.
"I know, because I'm one of the few who got a second chance at freedom."

Chedo's life underlines a basic truth, we believe: Wherever men would remain free, they must remain alert.

For any concentration of power in the hands of a few—whether they be businessmen, financiers, industrialists, government officials or labor leaders—is, inevitably, at the expense of the majority.

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.

Union Oil Company of California

Manufacturers of Royal Triton, the Amazing Purple Motor Oil
WANT PRIME TIME from coast to coast? Scheduling is a breeze. No star worries—no dangers of "slips" or fluffs, either. What's more, you can rehearse to your heart's content, film your show, edit and pre-test for maximum effectiveness. Yes, you make time and save money when you USE EASTMAN FILM.

For complete information write to Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Shoot it IN COLOR . . . You'll be glad you did!
vision industry have been critical of the Commission in the past, and probably will continue to be in the future, it is my feeling that the Commission, basically, has done a good job," he said.

Rep. Avery, a member of the House Commerce Committee, called for "serious consideration" of the letter and had it made a part of the Congressional Record.

Road Show 'Conflicts'—Green

BEN A. GREEN, editor of Country and Western Jamboree magazine, last week circulated a letter to country music disc jockeys, and others connected with country music, protesting Philip Morris Co.'s free country music show currently touring the nation. Attached to the letter is a copy of a statement Mr. Green filled with Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee. In the statement Mr. Green charges the Philip Morris show with being in "direct conflict with independent operators including artists, promoters, radio station managers, disc jockeys and talent managers."

PERSONNEL RELATIONS

'Welk' Telecast Canceled In ABC-TV, NABET Dispute

DISPUTE between ABC-TV and the National Assn. of Broadcast Employees and Technicians last Monday resulted in the cancellation of the Lawrence Welk Show and in interruptions of various other programs that day from 3-9:45 p.m., when a settlement was reached.

Technicians in New York, Chicago, Los Angeles and San Francisco were ordered to stop work by NABET in what it called "grievance writing sessions." The dispute stemmed from a program begun by ABC-TV last Monday, American Bandstand (see IN REVIEW), which originates from WFIL-TV Philadelphia, manned by members of the International Alliance of Theatrical & Stage Employees.

A NABET spokesman said the union's main concern was that for "the first time in tv," a network had transferred a "sizeable" portion of its afternoon programming (seven and one-half hours per week) from a major production center (New York) to an affiliate. If this started a precedent, he continued, and networks shifted more of their programming service from the so-called major centers to smaller cities "to lower production costs" members in unions such as NABET might lose jobs. The settlement reached was that no lay-offs will result because of origination of American Bandstand from WFIL-TV and in the future, ABC-TV will consult with NABET before it moves "a strip program" out of a major center for an affiliate originatation.

WGAW Buys Building Lot

WRITERS Guild of America, West, has purchased the northeast corner of Beverly Blvd. and Almont Dr., Los Angeles, for $90,000 as a site for the organization's own building. Total cost of land and build-

Daylight Saving Ban Would Cut Hours of Many Stations—Elliot

PASSAGE of legislation providing uniform time zones would cut the operating time of some daytime stations as much as 150 hours a year. (Chairman Glenn (D-Ark.) of the House Interstate & Foreign Commerce Committee was told by Tim Elliot, president of WICT, Providence, R. I., and WCUE Akron, Ohio.

The bills limiting or banning Daylight Saving Time (HR 369, 370, 5771) would deny local communities the chance to decide whether they want daylight time. Mr. Elliot wrote. He sent Chairman Harris a copy of an editorial broadcast on WCUE in which his reasons for the stand were outlined.

Nearly a third of U. S. stations are daytime-only outlets signing off at local sunset. Mr. Elliot remarked. Daylight time gives them an extra evening hour, he said. He wrote NARTB President Harold E. Fellers saying association support for the legislation would react against many broadcasters.

Movies Stall in Talks With AFM

MAJOR motion picture producers were unsuccessful last week during a series of meetings with officials of the American Federation of Musicians in their efforts to persuade the AFM to reduce fees on films sold to television. Producers have been seeking a reduction in the contribution they make to the Music Performance Trust Funds, amounting to 5% of the gross revenues of films sold to tv. AFM President James C. Petrillo is reported to have told the producers he can make no concession in the current fees unless producers can offer "an acceptable formula" that will not work to the detriment of musicians.

CBS Photo Unit Gets Raise

THE eight employees of the CBS photographic department in Hollywood (still photographers, lab technicians and retouchers) got a $10 a week raise under a new two-year contract between the network and IBEW's Hollywood Local (45). The pact, retroactive to July 1, 1957, is the first to be negotiated for this group which serves both the radio and tv networks.

August 12, 1957  •  Page 77
L.A. TOLL TV PLANS HIT SNAGS

- City Council postpones action on Skiatron franchise
- ITC-Fox bid delayed on question of antitrust violation

CLOSED-CIRCUIT toll tv ran into official tape in Los Angeles last week as the City Council canceled its proposal to advertise Skiatron’s franchise [BT, July 22] for bids, returnable Aug. 21.

The council postponed all action on toll tv until Sept. 18. The action was a sequel to a ruling handed down the day before by the city’s Board of Public Utilities & Transportation. The board had refused to recommend to the council the joint application of International Telemeter Corp. and Fox West Coast Theatres for a second closed-circuit tv franchise.

The board in addition had asked International Telemeter Inc. to show that the franchise would not violate antitrust provisions of Justice Dept. consent decrees.

The issue was raised in a telegram sent to the five members of the board by Skiatron Electronics & Tv Corp. reading in part: “We are advised that International Telemeter Inc. is substantially a wholly-owned subsidiary of Paramount Pictures Inc.; that Fox West Coast Theatres Corp. is a wholly-owned subsidiary of National Theatres Corp.; and that both Paramount Pictures Inc. and National Theatres Corp. presently are operating their businesses under decrees of the United States District Court upon violations of the federal antitrust laws. We are further advised that these court decrees prohibit National Theatres Corp. from any way engaging in the distribution of motion pictures ... and in general that said decrees restrain both companies from separately or jointly expanding in the field of motion picture exhibition.

“It would appear therefore that serious legal and economic problems may arise as to the right of Paramount Pictures Inc. or National Theatres Corp. to install in Los Angeles homes if it is the “highest acceptable bidder” for the franchise authorized by the City of Los Angeles in response to the Skiatron TV Inc. application [BT, July 29].

Reading of the Skiatron telegram followed a presentation by Lawrence A. Peters, attorney for Fox West Coast Theatres, in support of the joint application, in which Mr. Peters said that motion pictures will comprise the major part of the program fare if the franchise is granted. He protested that the consent decrees dealt solely with the exhibition of motion pictures in theatres, a contention denied by Skiatron attorney Harry B. Sverdlov. Mr. Sverdlov argued that if Fox West Coast Theatres had to get the court’s permission to build new theatres with relatively small seating capacities, such permission would certainly be needed for a plan to take motion pictures into millions of homes.

Answering a question from board member Ned Redding as to how the board should proceed, Mr. Sverdlov suggested the U. S. Attorney General be asked whether the proposed franchise would or would not violate the consent decrees. This suggestion brought immediate reactions from Alan Campbell of the Los Angeles city attorney’s office as well as from representatives of Telemeter and Fox West Coast, who felt that months, possibly years, would elapse before an answer could be obtained. Mr. Campbell gave his opinion that the city need not consider whether a franchise to the joint applicants would violate the consent decrees they had signed or not, stating that if the courts should subsequently rule that it was a violation there would be no blame on the city.

When the four board members present split two to two on recommending that a franchise be granted to Telemeter-Fox West Coast by the city council, protests that this effect was granting an exclusive franchise to Skiatron won the joint applicants the chance for a reappearance before the board in three weeks’ time.

In postponing its own plans to advertise the Skiatron franchise for sale [BT, July 29], the City Council members clearly expressed their surprise at the failure of the Board of Public Utilities & Transportation to recommend that Telemeter-Fox West Coast also be given a franchise for a closed-circuit tv system. Resistance also was expressed at Skiatron for a move that several council members described as an attempt to gain a monopoly by turning the non-exclusive franchise approved by the council into an exclusive one.

The council approved an amendment offered by the city attorney in the wording of the time of service section (2.4) of the franchise to read as follows: “If the installation of a closed-circuit system shall not be commenced within two years after the effective date of this franchise, and extensions and service pursued with due diligence thereafter, failure to so commence and offer service shall be grounds for termination of the rights and privilege of this franchise.”

Allows for FCC Action

Approval followed the explanation that the amendment was designed to clarify the language of the section which would relieve the franchisee of responsibility for proceeding with the installation of a wired system if in the meantime the FCC approves the broadcast transmission of pay tv program service and so renders a wired service impractical and uneconomical. In such event, the franchisee would be allowed to terminate his franchise without forfeiting the $100,000 faithful performance bond the city requires him to post.

In his report to stockholders of National Theatres Inc., E. C. Rhoden, president, included a paragraph of subscription television: “Much publicity is being given currently to proposed television systems involving payments by viewers through coin boxes or other arrangements. There are many problems involved in so-called pay-tv and its economic feasibility is yet to be demonstrated. However, we are keeping in close touch with developments in this field and are prepared to take definite steps if it appears desirable.”

Earnings of National Theatres for the 39 weeks ended June 25 were almost exactly the same as for the like period of 1956, this year’s net income of $1,365,820 amounting to 51 cents a share of outstanding stock, the same per share income derived from the $1,378,974 net for the first 39 weeks of 1956. Theatre gross income for the 39 weeks ended June 25, 1957, was $40,909,966 compared with $40,020,250 for the same period of the year before.

SNI to Telecast Browns’ Games

SPORTS Network Inc. again will telecast all Cleveland Browns’ football games starting this fall on a lineup of stations still incomplete, it was announced last week by Richard Bailey, president of SNI. Carling Brewing Co. has signed to sponsor the sched-
THE 12-game schedule opens Sept. 29 and runs through Dec. 15. SNI also telecast the Brown's 1956 games.

**TV Guide Creates Eight Regions, Names Managers in Realignment**

THE TV Guide, Philadelphia, last week established eight regions and appointed managers to administer 49 editions of the magazine published in this country and Canada.

New regions and executives in charge:


- South Central, headquarters, Kansas City. Kent Armstrong, Kansas City manager, to regional manager. Editions: Kansas City, St. Louis, Wichita, Missouri, Oklahoma, Dallas-Fort Worth, Colorado and Houston-Galveston.


**TNT Signs 51 Theatres for Bout**

FIFTY-ONE theatres already have signed for the Theatre Network Television closed-circuit telecast of the middleweight championship fight between Ray Robinson and Carmen Basilio on Sept. 23, it was announced last week by Nathan L. Halpern, TNT president. Mr. Halpern said he believes another 100 theatres will be added to the lineup for the bout which will be held at the Yankee Stadium in New York.

**Move to S.F. Would Help Giants, Stoneham Tells Stockholders**

INDICATIONS that the New York Giants are highly disposed toward transferring the club's franchise to San Francisco were given at a stockholders meeting in Jersey City last week when Horace Stoneham, president, reported that closed-circuit tv guarantees alone "will double our radio and television income."

Although Mr. Stoneham told newsmen after the closed meeting that "nothing definite" has been set on moving to San Francisco, he was reported to have been "very enthusiastic" during the stockholder's session about relocating in the West. One observer said Mr. Stoneham referred to an agreement with Skiatron TV, providing for closed-circuit telecasting of the Giant games.

Mr. Stoneham was said to have repeated what he told the Celler Committee on Capitol Hill several weeks ago [B&T, July 22]—the Giants will receive about double the radio-tv income from closed-circuit tv in San Francisco. He told the Celler Committee the Giants received $730,593 from radio-tv in 1956.

Mr. Stoneham expects to receive "a letter of intent" from San Francisco city officials within a week, he told stockholders. He added that a meeting of the board of directors of the club would be held later this week to decide on any possible transfer.
ALL TEN OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television...

WSAZ-TV PROGRAMS
ARE WAY OUT IN FRONT
1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

PROGRAM SERVICES CONTINUED

WGH-FM Announces Meeting Sept. 26-27 on Multiplexing
WGH-FM Norfolk, Va., has announced a two-day meeting on multiplexing for Sept. 26-27 at the Hotel Chamberlin, Old Point Comfort, Va. Sessions are open to representatives of stations, manufacturers, background music and program suppliers, according to Ambert Dail, assistant manager of WGH-FM, who has invited inquiries.

WGH-FM has been multiplexing for a year and a half and has what it considers one of the largest operations in this field in the U. S. The station holds a Muzak franchise for its territory.

Agenda for the meeting still is being formulated, but it will include seminars and speeches on the still-new field of multiplexing, as well as manufacturers' displays and field trips to WGH-FM installations, Mr. Dail said.

Inquiries may be addressed to Mr. Dail at WGH-FM, 739 Boush St., Norfolk, Va.

CTS Sets Up N. Y. Coaxial Cable
A PERMANENT land coaxial cable has been installed between Closedcircuit Telecasting System's New York studios and the New York telephone company's offices, making it possible for agencies and others to arrange big-screen tv tests on short notice, CTS President Fanshawe Lindsley announced last week.

He said the new facilities, installed by CTS at a cost of more than $40,000, permit CTS to take feeds from any of the three tv networks or from remote originations and present a big-screen projection picture in either color or black-and-white in its studio, which seats up to 80 persons.

Capitol Records Sales Up 37%
CAPITOL RECORDS had an all-time high sales figure of $35,108,401 during the fiscal year ended June 30, up 37% over the previous year's sales, the company reported to stockholders last week. Net income, after $3,533,000 Federal and Canadian income taxes, was $3,239,362, or $6.80 per share of common stock, compared to $3.35 per share for the 1955-56 year.

Telemeter to Show C-C Pay Tv
INTERNATIONAL Telemeter Corp., a subsidiary of Paramount Pictures Corp., starts a series of demonstrations of its closed-circuit pay tv system tomorrow (Tuesday) in New York at the Savoy Plaza Hotel. The demonstrations (about four a day) will continue over a two-week period.

Zucker Announces Program Firm
ARNOLD ZUCKER has announced formation of Community Program Assoc., New Brunswick, N. J. The firm, of which Mr. Zucker is president, offers services to radio stations in local news, promotion, public service and commercial shows. CPA headquarters at 238 Upson Lane in New Brunswick.

EDUCATION

Parents Restrict Tv Viewing In Evanston, Ill., Study Shows
In Evanston, Ill., parents apparently are spending more time watching tv but at the same time are supervising viewing by their children more closely, according to findings in the eighth annual television survey conducted by Paul Witty, professor of education at Northwestern U. Parents and teachers can realize tremendous educational possibilities from tv if they learn to utilize it discriminatively and wisely, he said.

Among his findings:
(1) Evanston parents average about 20 weekly viewing hours in 1957 compared to 17 last year;
(2) Grade school pupils watch 20 hours per week as against 21 in 1956;
(3) Teen-age students average 12 a week (and some even prefer radio and out-of-home listening);
(4) Teachers view tv about 9 hours each week, as against an average of 12 from 1953-56.

Professor Witty indicated children's viewing hours are below those of other communities because of greater parental control.

Other figures: 96% of children in Evanston and Kenosha County have access to at least one tv set; 95% of teachers there have receivers (compared to 25% in 1951).

Earlier fears of tv's alleged detrimental effects on children have evaporated, Prof. Witty claimed, because in Evanston they read more, (save comic books), get as much sleep and outdoor recreation, and their grades don't suffer because of too much tv. Evanston children still rate Disneyland their favorite program; parents prefer I Love Lucy as in past years, and teachers like What's My Line. As to grades, some children managed better in the classroom because of being stimulated by tv programs, Prof. Witty found.

N.Y.U. Sets Radio-Tv Course
A NEW college course on the operation of a present-day radio station will be offered by the division of general education of New York U. this fall with Sam J. Slate, general manager of WCBS New York, as lecturer. Registration for the course opens Sept. 9 and classwork begins Sept. 30. Mr. Slate will discuss the changing role of the local radio station, covering such areas as programming, management, sales, publicity, promotion and merchandising. He will explore such topics as the FCC, station organization, talent and labor contracts, rate cards and discounts.

Collins Lauds Florida ETC
FLORIDA'S new seven-member Educational Television Commission, formed last month, is part of "one of the most significant steps ever taken by our state," according to Gov. LeRoy Collins, in a statement the week before last. It was further announced that the state legislature has appropriated $600,000 to begin establishment of a state-wide network of educational television stations.
"It was a wonderful show"—and motor trucks helped make it so. Scenery, costumes, special lighting and sound equipment—all came by truck...

Motor trucks deliver all the meats, vegetables, fruits and condiments that go to make up taste-tempting delicacies for discriminating palates...

"Ride 'Em Cowboy!" is a familiar cry at the colorful Rodeo—and, thanks to trucks and huge livestock vans, there'll be broncos and steers 'a plenty...

Thousands thrill to the breathtaking speed of cup-winning power boats...transported on specially-designed truck-trailers from the four corners of the land...

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE
Atomic power in Caesar's day?

Certainly!

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

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

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

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

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

Yet this is the case

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

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

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

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

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

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education
GE Sets New Checks Of Portable TV Sets

GENERAL Electric Co. is "proceeding in a positive fashion to eliminate any possibility" of recurring defective portable TV sets, the set manufacturer announced Tuesday.

The statement was issued following a Cook County jury's findings that improper factory assembly led to the accidental electrocution of a six-year-old suburban Chicago boy. It recommended strengthening of safety standards for TV and appliance manufacturers.

The 12-man jury, appointed by Coroner Walter E. McCarron for inquest proceedings, found the receiver "defective in such manner that lethal voltages exist between its cabinet and ground." The youth, Howard Erenstein, of Skokie, Ill., probably died "of electric shock from simultaneous contact with the television set and the grounded metal trim on the kitchen counter top," the jury stated. It continued:

"Since many kinds of portable electrical appliances are being used in the American home in ever increasing numbers, it is highly desirable that safety codes and practices used by the industry be strengthened."

Specifically, there was speculation that "during factory assembly the 135-volt direct current line was accidentally pinched and wedged between the mounting bracket and the vertical holding control."

The GE statement was issued by Herbert Riegelman, general manager of its television receiver department, Syracuse, N. Y., and read:

"General Electric has manufactured more than a million portable television receivers and this tragic and regrettable accident is the first of its kind involving one of our sets. . . . We have been unable to determine how this (pinched wire) could have escaped our rigid factory tests. . . . It also announced its distributors and dealers are prepared to offer free electrical checks to portable TV set owners and urge them to take the opportunity "to assure themselves of the safety of their sets." TV set usage has increased from a few hundred in 1946 to 46 million in 1957 without any increase in deaths from electrocution in American homes, a GE representative also pointed out.

An Underwriters Labs representative, Louis M. Kline, was questioned closely about the feasibility of "plastic type insulation," methods. He promised Underwriters Labs would "act to consider" any such recommendations by the jurors.

Radio Production, Sales Up But TV Down in '57—EIA

PRODUCTION and sales of radio receivers in the first half of 1957 ran well ahead of 1956 but TV production and sales figures are under last year, according to Electronic Industries Assn. (formerly RETMA).

Factory output of radios totaled 7,187,294 sets for the first six months of the year.
Agency Executive Sold on Audit Bureau of Circulations

CHARLES B. HOFMANN
Media Group Director
Foote, Cone & Belding
New York

"Audited circulation is, of course, fundamental. It establishes the basic definition of circulation distribution that is so essential to sound media evaluation. The exacting standards of the Audit Bureau of Circulations reflect credit to your publication as a member."

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 circulation in its field, is basic for subscribers and advertisers alike.

Broadcasting
The Businessweekly of Radio and Television

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MANUFACTURING CONTINUED

compared to 6,659,165 sets for the same 1956 period. Of the 1957 output, 2,834,676 were auto radios. June radio output totaled 1,088,342 sets compared to 1,023,771 in May and 1,073,775 in June 1956.

Tv output totaled 2,722,139 for the first half of 1957 compared to 3,415,202 in the same 1956 period. In June factories produced 543,778 tv sets compared to 342,386 in May and 553,025 in June 1956. Of the tv sets produced last June, 72,766 had uhf tuners compared to 78,512 in June 1956.

Retail sales of radio sets totaled 3,638,969 for the first half of 1957 compared to 3,391,102 in the same 1956 period. Retail radio figures do not include auto radios, most of which move directly to auto manufacturers. Sales of radios in June totaled 729,421 compared to 547,480 in May and 839,830 in June 1956.

Sales of tv sets at retail stores totaled 2,810,403 units in the first six months of 1957 compared to 2,868,250 in the same period. June sales totaled 389,770 tv sets compared to 399,757 in May and 439,132 in June 1956.

Radio and tv set production during the first six months of 1957 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Auto Radio</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>438,180</td>
<td>559,842</td>
<td>1,002,022</td>
</tr>
<tr>
<td>Feb.</td>
<td>554,487</td>
<td>362,386</td>
<td>916,873</td>
</tr>
<tr>
<td>March</td>
<td>559,842</td>
<td>357,339</td>
<td>917,181</td>
</tr>
<tr>
<td>April</td>
<td>531,246</td>
<td>380,452</td>
<td>911,798</td>
</tr>
<tr>
<td>May</td>
<td>471,351</td>
<td>399,757</td>
<td>871,108</td>
</tr>
<tr>
<td>June</td>
<td>543,778</td>
<td>416,058</td>
<td>959,836</td>
</tr>
</tbody>
</table>

Radio and television retail set sales in the first six months of 1957 follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radio Sales</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>523,259</td>
<td>623,259</td>
</tr>
<tr>
<td>Feb.</td>
<td>559,437</td>
<td>658,437</td>
</tr>
<tr>
<td>March</td>
<td>534,115</td>
<td>668,115</td>
</tr>
<tr>
<td>April</td>
<td>377,063</td>
<td>414,063</td>
</tr>
<tr>
<td>May</td>
<td>399,757</td>
<td>449,757</td>
</tr>
<tr>
<td>June</td>
<td>399,770</td>
<td>449,770</td>
</tr>
</tbody>
</table>

SYLVANIA Electric Products Inc. has doubled its television dealer roster in the past seven months, Robert L. Shaw, general sales manager of the radio-tv division, told a sales management workshop seminar in New York last week. The workshop was sponsored by the Research Institute of America. Mr. Shaw credits the enlarged dealer interest to product development and marketing and sales promotion methods.

"Briefly," he said, "our methods call for less emphasis on prestige and institutional type advertising and more emphasis on a 'buy now' approach to the consumer. The retailer is the key man in that approach."

RCA Victor to Use C-C Color In Pitch to Dealers Sept. 4

FOURTH quarter sales, advertising and promotion plans, as well as a new supplemental line of deluxe color tv receivers, will be unveiled by RCA Victor television division Sept. 4 via a color closed circuit presentation to dealers in more than 80 cities, it was announced Thursday by

Broadcasting • Telecasting
Charles P. Baxter, vice president and general manager, RCA Victor television division. The new deluxe color sets will be in addition to RCA Victor's current line of 11 receivers starting at $495, he said.

RCA Victor distributors throughout the U. S. are arranging for special dealer viewings of the color closed circuit, to be scheduled 5:30-6:30 p.m. Following this, Mr. Baxter said, NBC-TV will preview its color programming plans for the fall season in the period 6:30-7:30 p.m. This portion of the closed circuit also will be released by NBC-TV affiliates, he said.

Motorola Sales, Earnings Up, Except for TV, Report Says

SALEs and earnings for Motorola Inc. during the first half of 1957 measured up to expectations in all fields except television, but the new tv line unveiled July 18 should be reflected in sales from July through September, the company reported in a financial statement released last Monday.

Total sales for the first six months reached $105,666,759 compared to $101,801,234 the same period last year, while earnings after taxes totaled $3,409,778 as against $3,066,207 in 1956—boths of 3.8% and 11.2%, respectively. Second quarter figures showed sales of $53,384,964 against $48,603,693 and earnings of $1,272,191 compared to $1,053,331.

Merger Ratification Reported
By Nems-Clarke, Vitro Corp.

NEMS-CLARKE Inc., Silver Spring, Md., will become an operating division of the Vitro Corp. of America at the end of this month, according to an announcement made last week by Nems-Clarke President Allen S. Clarke and Vitro President J. Carlton Ward Jr. saying stockholders of Nems-Clarke had ratified the merger. The stockholders' ratification had been expected for some weeks [B&T, July 22]. Vitro Corp. is engaged especially in extractive metallurgy, weapon systems and optics. The company's new Nems-Clarke division will continue its work in the fields of electronics, communications, television and related mechanics.

GE Unveils Camera Attachment
To Double Image Orthicon Life

AN electronic device about the size of a cigar box, which hooks on the outside of a television camera, is expected to double the life of costly picture originating tubes according to an announcement last week by the General Electric Co.'s technical products department.

The device is as yet unnamed, but is described by GE as an image-orthicon life extender, preventing "burn-in and sticking of images" on image orthicon tubes. Principle of the new electronic "tube saver" is an electronic deflecting system used to move or "wobble" the tv image inside the image.
orthicon tube. Thus, "burn-in" or "stocking" is avoided, GE said. To offset the wobble, a scanning beam inside the tube follows and automatically compensates the wobble, causing the transmitted picture to appear as a normal stationary image on home tv receivers.

The new device will be marketed immediately for about $1,200, according to Paul L. Chamberlain, manager of marketing for the department's broadcast equipment. At present, he said, the new "tube saver" can be used in seven out of eight tv cameras now in service throughout the broadcast industry. Mr. Chamberlain estimates about 1,600 cameras are in service in the nation's more than 500 tv stations.

GE's Sweeney Sees $1 Billion Transistor Volume in 10 Years

ANNUAL sales of transistors and other semiconductors could reach $1 billion in the next 10 years, James H. Sweeney, manager of marketing for GE's semiconductor products department, predicted last week. He said sales of transistors and other electronic components made from semiconductor materials are expected to exceed $140 million this year, or an increase of 82% over 1956.

"The demand of the military for reliable, long life and small electronic components with low power consumption has spurred the industry to great achievements," he explained. He said new devices resulting from these technical achievements are being adapted rapidly to consumer and industrial equipment like portable radios, portable phonographs, computers and control equipment where they are replacing electron tubes.

He pointed out, however, that he did not feel semiconductors would completely replace electron tubes. "We believe that over the long haul, better than 50% of the uses of transistors and other semiconductors will be in equipment not practical or even possible with electron tubes," the executive explained. Mr. Sweeney spoke to a meeting of the Air Force Reserve Officers Assn. in Detroit.

DuMont Reports Loss

ALLEN B. DuMONT Labs showed $997,000 operating loss and $19,850,000 in sales for the first half of this year, the firm has reported. Data compares to last year's corresponding period loss of $1,092,000 (reduced to net loss of $484,000 after tax carry-back credit of $608,000) and sales of $22,471,000.

Hollis Buys Rixon Electronics

RIXON ELECTRONICS Inc., Silver Spring, Md., research and development company, now is owned by James L. Hollis. He is executive vice president and general manager of the firm, and has bought all the common stock previously held by officers of Page Communications Engineers Inc. (Esterly C. Page, Joseph A. Waldschmitt and John Creutz). Mr. Hollis, in return, disposed of his stock in PCE and resigned as an officer and a director. The sales price was not disclosed.

Motorola Transistorizes Switches

TRANSISTORIZATION of switching circuits in two-way radios, described as "the most important advance in power supply design" since its introduction of fm two-way units in 1942, was claimed as a major development by Motorola Inc. last week.

Use of transistors eliminates the conventional dual vibrator assembly, heretofore the most frequently replaced component, according to the company's communications-industrial electronics div. Supply is one of a three-part basic chassis comprising the complete two-way radio unit, the others being the transmitter and receiver. In the new radios two transistors make up a single switching circuit. New models have 20 and 25 w power output.

MANUFACTURING SHORTS

International Telephone & Telegraph Corp., components division, announces opening of new plant at 815 S. San Antonio Rd., Palo Alto, Calif. Plant initially will produce hermetic seals and selenium and other semiconductor type rectifiers for use in radio, television industrial and aircraft applications.

RCA, Camden, N.J., reports shipping 12-section superturnstile antenna to WLW (TV) Indianapolis, 5-kw transmitter to KUED (TV) Salt Lake City, 12-kw transmitter to WRC-TV Washington and 10-kw transmitter to KPAC-TV Port Arthur, Tex.

Magnecord Inc., Chicago, reports winner of contest to name its M-90 professional tape recorder is William H. Baker, program director of WMJK Middlesboro, Ky., who selected name "Mighty-Ninety." He will receive attaché case as prize in contest which reportedly drew 200 entries.

Bell & Howell (tv projection, other equipment), Chicago, announces new spool-loading electric eye 16mm movie camera (Model 240 EE), supplementing model introduced last year. List price: $329.95.

Nems Clarke Inc., Silver Spring, Md., announces new Type TRC-1 tv rebroadcast receiver reportedly designed for long, stable unattended operation. Crystal controlled high frequency oscillator is used in order to eliminate tuning adjustments and fast acting keyed AGC circuit is provided to minimize effects of airplane flutter and maintain constant output. Separate sound channel is provided in order to eliminate its dependence on proper operation of video signal.

TRADE ASSNS.

Bernard Reveals Organization Of Country Music Broadcasters

FORMATION of Country and Western Music Broadcasters Assn. with headquarters at 730 Fifth Ave., New York, was announced last week by its founder and executive director, Charles Bernard, self-styled "Madison Avenue Hillbilly" whose station representative firm, Charles Bernard Assoc., represents country music stations. CW MBA begins with a nucleus of 19 radio-tv stations.

Mr. Bernard said, and is open to membership for stations that are programming large blocks of country and western music. CW MBA telephone is Columbus 5-3530.

Initial slate of officers for the new station association includes: Kurt Meer, owner-manager of KCUL Fort Worth-Dallas, president; Jack Feldman, general manager of KRKD Los Angeles, executive vice president; Warren Roberts, general manager of WEAS Atlanta, vice president; Kenneth Fristnahl, general manager of KEVE Minneapolis, secretary and Ron Freeman, general manager of KVVG (TV) Tulare, Calif., treasurer.

Purposes of the new group are mutual sharing of country and western projects, research surveys, merchandising, promotion and programming in an effort to bring savings to the local station which can be passed along to the national advertiser. Association projects will include informing agencies and advertisers of the selling power of country and western music stations.

Mr. Bernard listed the following station members in addition to those represented by officers: WARL Arlington, Va.; WCMS Norfolk, Va.; KCKN Kansas City; WFTC Kinston, N. C.; KLRA Little Rock, Ark.; WTCR Ashland, Ky.; KLAK Lakewood, Colo.; KVSM San Mateo, Calif.; WMIE Miami; KWEM Memphis; KSOP Salt Lake City; WJIV Savannah, Ga.; WSNW Belle Glade, Fla., and WAMO Pittsburgh.

Dean Named to TASO Panel 6

CHARLES E. DEAN, Hazeltime Electronics Labs editor, has been named chairman of Television Allocation Study Organization Panel No. 6—established to determine what constitutes an acceptable tv picture [Closed Circuit, July 22]. Mr. Dean edits Hazeltime technical bulletins and is the author of a number of engineering papers on television and tv receiver design going back to 1938. More recently, he was the editor of a special bulletin on color tv. Other members of the panel will be named soon.
Would you call _this_ fair play?

Number 5 has to take the _high_ hurdles—number 3 gets by with the _low_. Would you call _this_ a fair race?

Hardly—but you and most people face that same kind of unfairness every day as far as your taxes are concerned. Here's how:

Part of every dollar you pay for electricity goes for taxes. But a strange twist in federal laws exempts several million American families and businesses from paying all the taxes in their electric bills that you pay in yours. These are the people who get their electricity from federal government electric systems. Like runner number 3, they enjoy _lower_ tax hurdles while you strain over the _high_ ones.

This kind of tax favoritism is a far cry from American standards of fair play. That's why we believe it should be made widely known and given critical study.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine
OFFICIALS of the National Academy of Television Arts & Sciences met in Los Angeles last month for the organization's first trustees meeting in an effort to unify east and west coast chapters. Trustees are (standing, l to r) Loren L. Ryder, Ryder Sound Services; Fenton Cee, NBC; Wayne Tiss, BBDO; Sheldon Leonard, producer, Danny Thomas Show; Bob Longenecker, agents artist; Thomas Freebairn-Smith, executive secretary, Los Angeles chapter of ATAS, and Virginia Gurr, ATAS office secretary; (seated l to r) actor Danny Thomas, actress Jane Wyatt; Harry Ackerman, independent producer; Hubbell Robinson, CBS, and Robert Lewine, NBC. The latter two represented the East. The academy's first national board meeting has been set for this month.

**UPCOMING**

**August**
- Aug. 11-12: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.
- Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.
- Aug. 20-23: Western Electronic Show and Convention, San Francisco
- Aug. 24: Mid-year meeting, New Mexico Broadcasters Assn., Desert Sands, Albuquerque, N. M.
- Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

**September**
- Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.
- Sept. 8-14: National Television Week.
- Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

**October**
- Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

**November**
- Nov. 6-9: International convention, Radio Television News D'ectors Assn., Balmoral Hotel, Miami Beach, Fla.

**NARTB CONFERENCES**

"...but according to KRIZ Phoenix, it's always bad when the doctor's in a stew."
Ray to Retire From Blair & Co.; Barborka Appointed Chicago Head

RETIREMENT of Paul Ray as Chicago manager of John Blair & Co., station representative, and appointment of Clifford J. Barborka Jr., now Chicago sales manager, to succeed Mr. Ray, are being announced today (Monday) by President John Blair.

Mr. Ray's retirement is effective Sept. 1 under the Blair employees' retirement trust. For more than 40 years, Mr. Ray has been in the advertising field, starting in 1916 with the Kansas City Star. He was transferred from Kansas City to the Star's Chicago office and in 1923 joined the Associated Farm Paper Group, going three years later with the Katz Agency with which he was associated 14 years, first as Detroit manager and then for five years as Chicago manager. He moved to Blair in 1940.

Mr. Barborka, with Blair since 1952, also will become a vice president of the firm Sept. 1. His other associations include Chicago office of NBC Spot Sales; B. F. Bills Co., where he directed a community development program, and several years with Lever Bros. Pepsodent Division, first as a salesman and later as director of field tests for Pepsodent's merchandising plans.

In announcing the change at Chicago, Mr. Blair noted that the men have "operated as a highly effective battery—and their teamwork has produced substantial increases in our Chicago volume." He said the office's volume is up over 200% since 1955, and that in "creative selling of spot radio, Cliff Barborka has a track record equaled by few." He recounted how "men like Paul Ray" of the space selling fraternity "of a generation ago... accurately evaluated the selling power" of the new medium, radio.

House Party Buys Into KTKT

HOUSE Party Productions Inc., owned jointly by Art Linkletter, star of the daytime House Party program on CBS-TV, and producer John Guedel, has acquired a half-interest in KTKT Tucson, 10 kW daytime station, and KTKT-FM, from Thomas J. Wallace, subject to FCC approval. The price might be put at $90,000 plus other considerations, Mr. Guedel said, adding that it had not yet been figured out exactly, but would be before the application was filed with the FCC. The deal was made directly with Mr. Wallace, who will stay on as general manager of the Tucson stations.

Storer Quarterly Earnings Hit $3.1 Million, $1.27 Per Share

SECOND quarter earnings after taxes for Storer Broadcasting Co. amounted to $3,143,038.69 compared to $1,395,202.92 for the same period in 1956, Storer announced last week. Earnings per share for the second quarter amounted to $1.27 compared to 56 cents last year.

Earnings for the second quarter reflected non-recurring capital gains of $2,621,969.84 before taxes, or $1,996,477.38 after taxes, amounting to 79 cents per share after taxes. These capital gains resulted from the sale of WBRC-AM-TV Birmingham, after deduction of the capital loss on the sale of the company's uhf stations KPTV (TV) Portland, Ore., and WGBS-TV Miami, the company said.

Six-month earnings after taxes amounted to $4,429,484.09 compared to $2,845,445.11 for 1956. Per share earnings for the six-month period amounted to $1.79 compared to $1.15 in 1956. Per share earnings are based on the combined total number of common and class "B" shares outstanding at the end of the period.

Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

The Model 33 has three motors including hysteresis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.

OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 50122.
NEWS DIRECTOR WILLIAM GARRY

"As a result," Bill Garry points out, "our newsmen have become regular members of the Chicago press corps and are accepted on the same basis as pencil-and-paper reporters." It's a rare day when a CBS Chicago newssman is ejected from a court or commission meeting (the Chicago City Council excepted) or denied access to government officials or news wherever it breaks.

The WBBM-AM-TV table of organization is less complex than it may sound. Working under Mr. Garry are the radio and tv news editors, special events director and tv assignment editor. All work through a three-man news bureau including Mike Niegoff, bureau chief, John Callaway and Les Crystal, responsible for overall assignments. Aside from a group of news writers—editors under the chief radio and tv news editors—there's the tv assignment editor (Lu Bartlow) under whom fall the three camera crews. Film editor and film courier work through the tv news editor (Hal Fisher). Radio writers under Bill Wolfan, radio news editor, sometimes are used interchangeably for tv, especially on weekend tv newscasts.

Mr. Garry is convinced that broadcast media need not take a back seat to newspapers in covering news: "We believe that radio and tv can develop their own stories to entertain and inform and entertain listeners and viewers. Radio, in particular, to compete with newspapers, must develop stories like a newspaper would. And reporting news is just as important as writing it. In fact, we stress hard-hitting news gathering instead of just news writing. Too much local news today tends to be a local police blotter. Stories must be developed in depth on the beats and approached from many angles for perspective. That's why contacts are so valuable.

Their knowledge of Chicago is amazing. Mr. Garry, for instance, once approached from many angles for perspective. That's why contacts are so valuable.

Over the years, Chicago's microphones, recorders and cameras have shared in covering the story of Chicago's disappearing billiard parlors with the city's newspapers. There are stories of the Chicago's disappearing billiard parlors with the Chicago City Council, or the Chicago City Council, or an oldtime billiard player in his prime. There are stories of the Chicago's disappearing billiard parlors with the Chicago City Council, or the Chicago City Council, or an oldtime billiard player in his prime.
celluloid footage, despite the expense. Although CBS Chicago officials decline to reveal figures, the combined news operation costs are substantial. One estimate runs roughly $6,000 per week, exclusive of contract help, with about $3,500 of that for film and lab expenses.

The CBS o & o outlets would not be able to sustain this cost were it not for a client acceptance of its radio-tv sports, weather and general news programs from several satisfied sponsors. This is particularly true in the case of television where, as one official put it, "we have to be sold out and where we don't have the spread in commercial time as in radio." Actually, there are a few five-minute sustainers available for purchase, but four daily quarter-hours are sold out, or 60 of the 70 minutes.

In radio WBBM programs seven locally-produced 15-minute newscasts daily, plus three 5-minute newscasts, three 15-minute sports shows, two weather programs and six additional five-minute newscasts during American Airlines' Music Til Dawn (Mon.-Sat., 11:30 p.m.-5:30 p.m.), exclusive of its weekend "Monitor" type service schedule where news is aired five minutes before every hour and half-hour.


Of the present crop, Clark Oil & Refining Co. is probably the heaviest saturation user, with its spread on WBBM radio's Saturday and Sunday afternoon Mal Belloirs Show.

With the evolution of the weekend music-news-sports format, news has become increasingly important to WBBM radio, particularly the five-minute segments, although it remains no less invaluable on television. For that reason, CBS Chicago feels that such commentators as John Harrington, Frank Flynn, Julian Bentley, Joe Foss, Maury Magill, Jerry Dunphy, Frank Reynolds, Russ Binsley and others command priceless listener and viewer loyalty that helps sell the news and thus the shows.

Says Bill Garry:

"We want people to believe in our news—anybody can buy wire services. Our newsmen build confidence in our news. The importance of leg men is measured in their first-hand, on-the-scene reports. Their thinking and judgment thus become a part of the news reporting."

CBS Chicago officials agree "the turning point" in raising its news operation's competitive level was the formation of a WBBM radio special events department in 1953 with Hugh Hill as director. A bustling, seasoned reporter with a penchant for asking disarming but crisp questions, Mr. Hill is CBS Chicago's news and special events mobile man. He has been especially effective with the tape recorder and is used for film interviews, too. His greatest asset, however, is his mobility and flexibility.

When he isn't out getting reactions on
Spot news stories for any of CBS Chicago's radio-tv news programs, Mr. Hill devotes his duties to a half-hour documentary series, *Ear on Chicago*, which he describes as "journalism in sound." The program is a joint effort of WBBM and the Illinois Institute of Technology (producer John Buckstaff), with Herb Grayson, information services director of CBS Chicago, as coordinator.

Through some 100 programs now Mr. Hill has dodged line drives in Chicago's Comiskey Park and Wrigley Field, interviewed FBI agents, talked with dog-catchers, ridden planes, interviewed sports and political figures, visited anti-aircraft defenses and penal institutions and zoos, and otherwise kept on the move.

Whatever the subject, colleagues insist no advance preparation is needed and that Mr. Hill puts together the story in his mind's eye within 10 minutes after walking onto the scene. Mr. Hill himself explains his approach:

"It's not important really what is said but getting the voice on tape. It's simply a matter of self-identification. People are interested in people. With tape we get a more realistic story." Using a technique that often sounds naive or appears to be "curiosity-seeking" in its highest degree, Mr. Hill has managed to get some acknowledged classic interviews from former President Harry Truman strolling on Michigan Avenue, New York Yankees Manager Casey Stengel, Perle Mesta and other personalities. He also managed to get the bum's rush by henchmen of the late mobster Jake Guzik when he tried to jab a microphone in front of the mobster during Chicago City Council Crime Committee hearings. As he explains it: "There was no voice, but the film sequence was graphic."

At a recent dinner panel meeting of the Chicago Headline Club, radio-tv-newspaper representatives were discussing the Grimes sisters' case. Just as Mr. Hill was about to give his views, a latecomer remarked to a friend, "The City Hall's on fire." Word got around to the panel, with the usual knowing nods for what seemed like a tired old gag. Mr. Hill left abruptly, the only member of the panel (comprising newspaper editors) to cover it, taping interviews with Mayor Daley and others. Live, on-the-spot cut-ins and films were used that evening on CBS Chicago news shows.

The local newspapers have a healthy respect for the CBS Chicago news operation, including Mr. Hill. WBBM radio's *Ear on Chicago*, which lets on-the-scene sounds tell the story (a building being torn down, a day at the Chicago Board of Trade, etc.), was enterprising enough to relate how the competing local newspapers get out the news. They told listeners about the editorial side of the *Daily News* and the circulation department of the *Sun-Times*.

Mr. Hill started his career as a sports announcer with KFRU Columbia, Mo., in 1945, moving to WEXI (FM) St. Charles and WMRO Aurora, both Ill., and WJOB Hammond, Ind., handling college and high school basketball and eventually covering all sports events. He joined WBBM in 1953 and still interviews major sports personalities.

Mr. Garry came to WBBM-TV as news picture editor in March 1953 after serving as tv news picture editor for United Press and, earlier, Acme News Pictures, plus editorships on community newspapers. He became general manager of WBBM-AM-TV's news department in May 1953.

Under his supervision, the stations' news operations have gained acclaim for outstanding coverage, among news associations and listeners-viewers alike. Its documentaries (like *Ear on Chicago*) also have won recognition among the trade.

Last April WBBM Radio was cited by the National Headliner Club from among 1,000 radio station entries for "consistently outstanding news reporting by a radio station." It also received a citation for "distinguished achievement for outstanding radio news operation in 1956" from the Radio-Television News Directors Assn. in cooperation with Northwestern U.'s Medill School of Journalism. WBBM also was singled out for five out of six first place citations in the metropolitan division of the Illinois Associated Press Annual Newswriting Competition, and its *Ear on Chicago* won second ranking for best documentary program.

CBS Chicago's success suggests that news is not merely where you find it but what you make of it.

---

**Hugh Hill takes to the air for special events coverage**

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**...its words to the wise are sufficient**

"TelePrompTer has improved our performance, added to our flexibility, and has also helped us to enhance thebelievability and impact potential of our performers."

Mr. Kenneth Tredwell, V. P. & Managing Dir. WBBM-TV Charlotte, N. C.

---

**TelePrompTer Corporation**

Jim Blair, Eqip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y.; Judson 2-3800

Makes all other rear screen projection units obsolete: the new TelePro 6000

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you keep calling attention to the fact that your market cannot be covered without using your medium…

and do it right where buyers look for coverage data.

with your Service-Ad in Standard Rate & Data

**you are there**

*selling, by helping people buy!*

**SRDS** Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Illinois

Sales Offices: New York • Evanston • Los Angeles
**STATIONS CONTINUED**

**WDSM-TV**

NBC-ABC — Channel 6

_Original Representative_ PETTERS, GRIFFIN, WOODWARD

**COMMUNITY CLUB AWARDS**

Box 11296

NORFOLK, VA.

Phone: MA 2-4842

**PARTICIPATING** in the transfer of WAAM (TV) Baltimore to Westinghouse Broadcasting Co. were these executives of WBC and WAAM Inc.: (seated 1 to r) Ben Cohen, president of WAAM Inc., and Donald H. McGannon, president of WBC; (standing, 1 to r) Henry Fischer, counsel for WAAM; Norman Kal, executive vice president of WAAM; Herman Cohen, vice president of WAAM, and John Steen, attorney for WBC. The station will change its call letters to WJZ-TV, derived from the identification of Westinghouse's pioneer radio station formerly in Newark.

**WRC-TV Offers Advertisers New Special Effects System**

WRC-TV Washington last week unveiled for local agency people a new special effects system developed by the station's engineering department for local advertisers. Developed over two years by Keith Price of the WRC-TV engineering staff, and labeled “Magic Lens” for presentation purposes, the device is a video effects generator, using a system of movable baffles and a flying spot scanner. Effects offered include vertical, horizontal and diagonal wipes as well as the notch wipe, which inserts one live picture into another on any portion of the screen, iris spotlight, moving neon-like designs for pointing out portions of the picture, moving-pattern backgrounds for cut-out designs and random insert shapes, which offer sharper, more mobile images than superimposition.

The system is controlled from the studio board, and so far 35 effects combinations have been worked out, using studio or remote cameras, film chain, slides or teleprompters. Potentialities of the video effects generator still are being explored. Up to now, the system has been used to silhouette product logotype shapes on live pictures, other special commercial effects and for programs.

Advertisers and agencies are being assisted in use of the video effects generator by the WRC-TV commercial production service, directed by William E. Coyle, director of public relations, promotion and advertising.

**WPST-TV Miami Now on Air**

MIAMI's third commercial vhf station, WPST-TV, began telecasting with 316 kw on ch. 10 Aug. 2. The new station, operated by Public Service Television Inc., subsidiary of National Airlines, is in temporary quarters at N.E. 21st St. and Biscayne Blvd., while a permanent plant is under construction at that site. Target date for completion of the new building is Nov. 15. Miami's other commercial v's are ch. 4 WTVJ (TV) and ch. 7 WCKT (TV). One other commercial station, WITV (TV), is on uhf ch. 17, and an educational outlet, WTHS-TV, is on ch. 2.

**WDSM-TV Constructs New Tower**

A NEW “tower of towers” is being built by WDSM-TV Duluth, Minn., which will be one of the highest structures in its viewing area, according to an announcement by C. D. (Duke) Tully, general manager. The tower is expected to be in operation by Sept. 15 of this year, and will be 805 feet above ground and 1,010 feet above average terrain.

**Crennan Pays $60,000 for KHUB**

KHUB Watsonville, Calif., was sold Thursday to P. T. Crennan of San Francisco. The price was $60,000. Hamilton, Stubblefield, Twinng & Assoc. handled the transaction. Sellers were William and Dorothy Morgan, co-owners. KHUB operates 250 w fulltime on 1340 kc.
Oury Sells WWRI for $109,000
To Green, Lindow and Others

SALE of 250 w WWRI West Warwick, R. I. (on 1450 kc), by Paul Oury to Grelin Broadcasting Inc., for $109,000, was announced last week.

The Grelin company includes Melvin C. Green. 31%; Lester W. Lindow, 31%; Martin Beck, 12%, and others. Mr. Green is an officer of Twin State Broadcasting Inc. (Time Inc. subsidiary), which operates WFBS-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Consolidated Television & Radio Broadcasters Inc. (Bitter stations). Mr. Lindow is on leave of absence as vice president-general manager of WFDF Flint, Mich. He is now executive director of the Assn. of Maximum Service Telecasters. Mr. Beck is a radio account executive with the Katz Agency, New York. The sales agreement includes a $10,000 consultant’s fee for Mr. Oury. running for two years.

WTVJ (TV) Miami News Film Helps To Put Triple-Slayer in Prison

A MIAMI nursery operator was convicted and sentenced to life imprisonment last week for the slaying of his wife and two children after news film shot by WTVJ (TV) Miami cameraman Fred Mooke was introduced in the trial proceedings as direct evidence.

The prosecution reportedly had sought to prove that nursery operator Leslie McCullum was calm and composed immediately after the triple-slaying by attempting to introduce still shots of him taken at the scene of the crime. The defense had objected. But Dade County Circuit Judge Ray H. Pearson authorized showing the films, taken on Christmas Day 1956, and screen and projector were set up in the courtroom. The one-minute news film of Mr. McCullum being escorted from the death scene by police was projected for judge and jury.

KXLE Sold for $80,000

KXLE Ellensburg, Wash., has been sold by Goodwin Chase Jr., president, to Joseph B. Kendall, Willis R. Harpel and Stephen C. Wray. The price was $80,000, with Hamilton. Stubbfield, Twining & Assoc. as broker. Mr. Kendall, general manager of KXLE for a decade, is expected to continue in that post. Mears, Harpel and Wray are in Los Angeles radio. The station operates on 1340 kc with 250 w power.

KGLA-FM to Go on Air in L.A.

KGLA-FM Los Angeles, a new fm outlet, is scheduled to go on the air this Thursday, according to an announcement last week by M. D. Buchen, general manager. The station, to operate daily from 7 a.m. to 12 midnight, will broadcast on 103.5 mc with 13 kw.

PEOPLE

ADVERTISERS & AGENCIES

William J. Gillilan, vice president, MacLeod & Grove, Pittsburgh and New York, promoted to marketing director.

Clifford Davis, eastern region sales manager, General Foods, N. Y., to Lennen & Newell, same city, as senior vice president and director of merchandising.

Philip H. Schaff Jr., account executive. Leo Burnett Co., N. Y., elected vice president, to be responsible for agency finances.

William M. Russack, creative director of Shaller-Rubin Co., N. Y., elected vice president.

William L. Haddad, assistant secretary, and Dulan S. Smith, director of brand managers, Whitehall Pharmacal Co., N. Y., named vice presidents.

John B. McLaughlin, formerly director of advertising and sales at Kraft Foods Co., Chicago, appointed vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

Harold P. Requa Jr., formerly sales promotion vice president of Breast-O-Chicken Inc., San Diego, to Foote, Cone & Belding, L. A., as account executive.

Phil Franklin, formerly advertising manager, Santa Barbara (Calif.) Mutual Bldg. and Loan, to Barnes Chase, San Diego, Calif., as account supervisor. He will supervise Home Federal Savings & Loan Assn. of San Diego and three of agencies industrial clients. Mr. Franklin has had 10 years experience in savings and loan and industrial account supervision in both San Diego and Los Angeles.

Edward F. Krein, formerly division general manager at Massey-Harris-Ferguson Inc. (farming equipment), Racine, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

Andrew C. Quale, formerly manager of new product advertising at Kraft Foods Co., and sales-advertising manager of Walter Baker chocolate division of General Foods Co., to Campbell-Mithun, Chicago, as account executive. Alex Rogers, advertising manager of Libby, McNeill & Libby for 15 years, and William W. Hoeter, formerly account specialist with McCann-Erickson and Foote, Cone & Belding, also named account executives at Campbell-Mithun.

William F. Taylor Jr., formerly vice president, Goold & Tierney Inc., N. Y., agency to Reach. McClinton & Co. in agency's Newark, N. J., office as account executive and copy writer.

Frederick T. Wehr, radio-television director, Joseph Katz Co., Baltimore, Md., to H. W. Budde- meier, same city, as account executive and radio-television director.

Henry O'Neil, space advertising manager, American Airlines, N. Y., appointed advertising director. He will be responsible for directing American's radio-television advertising as well as other media and he will coordinate program with Lennen & Newell, AA agency.

Meck Howlett, direct advertising manager for American Airlines, promoted to sales promotion director.

Kenneth Baker, advertising manager, Gerber Baby Foods, Fremont, Mich., promoted to director of advertising.

Louis A. Collier, manager of Scranton (Pa.) sales branch, H. J. Heinz Co., named sales promotion manager for grocery products, marketing division, Pittsburgh.

William D. Stroben, formerly account executive at McCann-Erickson Inc. and previously advertising and sales promotion manager for both Sylvania Electric Co. and Thor Corp., to Norge Div. of Borg-Warner Corp., Chicago, as advertising director. He will responsible for national and co-op advertising on Norge home appliances.

Theodore H. Meeke Jr., formerly executive assistant to vice president of public relations, Ford Motor Co., appointed general public relations manager.

George Johnston, Brooke, Smith, French & Dorrance, Detroit, named media director.

William B. Himman, Lambert & Feasley, N. Y., named media director.


David P. Lewis, executive film producer for Doherty, Clifford, Steers & Shenfield, N. Y., has resigned effective Aug. 15 to move to Los Angeles to fulfill writing and producing commitments beginning Sept. 1.

Sy Sakin, assistant art director, Young & Rubicam, N. Y., to Grey Adv., same city, as art director in sales promotion department.


Nancy Beyer, formerly assistant publicity
director of Catalina swimwear, and Tony Costanzo, previously automotive public relations director for Upholstery Leather Group Inc., to Grant Adv., N. Y., public relations staff.

Horace W. Dengler, 66, vice president, Donahue & Coe, N. Y., died Aug. 4 following heart attack.

**FILM**

Joseph H. Moskowitz, vice president of Twentieth Century-Fox Film Corp., N. Y., and Harold Kovner, N. Y., business executive, appointed to board of directors of NTA Film Network, same city.

Ralph Maitland, manager of midwest office, Wilding Picture Productions, N. Y., to Transfilm Inc., same city, as manager of newly-created midwest division, with headquarters in Pittsburgh.

William Boyd, previously budget manager for B. T. Babbit Inc., N. Y., appointed business manager for Terrytoons, division of CBS Television Film Sales Inc., same city.

John Cuddy, production department, Transfilm Inc., N. Y., named production manager of Transfilm's animation department.


Dave Dash, Cornell Films Inc., N. Y., resigns.

**NETWORK**

Howard Miller, radio-tv personality on various Chicago radio-tv stations, replaces Dennis James as host of NBC-TV Mon.-Fri. "Club 60." Mr. James returns to New York for fall tv commitments.

Jeri Deane, singer, becomes permanent member of cast of ABN's "Breakfast Club" after being selected from some 300 aspirants for position in talent search.

Bob Crosby, star of daily, afternoon half-hour program on CBS-TV; appointed television chairman of Multiple Sclerosis Hope Chest campaign.

William McCauley, NBC Chicago business manager, father of girl, Mary Elizabeth, July 9.


Larry Elliott, 57, New York television actor and former White House announcer for CBS during mid-1930's, died July 28 at his home in Port Chester, N. Y., following heart attack.

Sol Wagner, turntable operator at NBC for past seven years and former bandleader, died July 30.

**STATIONS**

Dean Seaton, station manager, KROY Sacramento, Calif., promoted to executive vice president and Al Richards, sales manager, takes on additional duties as station manager.

Sidney Goldstein, comptroller of WPEN-AM-FM Philadelphia, named secretary.

Peter Theg, station manager, WMTV-AM-TV Madison, Wisc., named general manager.

Ronald R. Ross, public service-production director, WOWO Ft. Wayne, Ind., to WPTA (TV) Roanoke, Ind., as general manager. WPTA is scheduled to go on air Sept. 21.

Wayne H. Odell Jr., sales representative, WNIX Springfield, Vt., named station manager.

M. J. (Monte) Guardino, KUIN Grants Pass, Ore., to KPER Gilroy, Calif., as station manager, and Philip J. Martinez named sales manager. Station is scheduled to go on air Aug. 31.

W. M. H. (Bill) Smith, formerly sales manager, WBEE Harvey, Ill., to Rollins Broadcasting Inc. (WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE; WAMS Wilmington, Del.; WGEU Indianapolis, Ind., and WPTZ (TV) Plattsburgh, N. Y.) as midwest sales manager.

Malcolm S. Richards, sales manager, WABR-TV Wilkes-Barre, Pa., promoted to national sales manager. Phil A. O'Neill, recently owner of agency bearing his name, and Joe Gries, WABE account executive, named WABE-TV regional sales manager and WABE sales manager, respectively.

Robert C. Burris, formerly general manager of KSAN San Francisco, to KEYT (TV) Santa Barbara, Calif., as sales manager. Before joining KSAN, he was with KSFO and KJBS San Francisco.

James H. Quello, WJR Detroit, promoted to program manager, succeeding Ron Gamble, who resigns to devote full time to his Blue Haven resort at Greenbush, Mich.

Edward J. Roth Jr., program manager, WNDU-TV South Bend, Ind., to WGN-TV Chicago in similar capacity. He succeeds Jay Faraghi, who joins WFLX-TV Tampa, Fla.

Harold Wheelahan, commercial manager, WDSU New Orleans, assumes additional duties as assistant station manager and Jim Dunbar named production supervisor.

Robert E. Newsham, national sales coordinator, WFIL-AM-TV Philadelphia, to KYW-TV Cleveland, Ohio, as assistant sales manager, succeeding Joseph P. Dougberthy, who joins WAAM Baltimore as sales manager [B+T, Aug. 5].


R. C. CRISLER & COMPANY, INC.
RICHARD C. CRISLER—PAUL E. WAGNER
BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437
as public relations-promotion-advertising manager.

Joseph Kahne, chief engineer, WTCN-AM-TV Minneapolis-St. Paul, named engineering director. Warren Fritz, formerly assistant to Mr. Kahne, succeeds him as chief engineer.

William Kreitner, sales, WRCA-TV New York, to WRCA as director of sales.

Holt Gewinner Jr., account executive, Day, Harris, Hargrett & Weinstein, Atlanta, to WSB Atlanta as national sales promotion director. Mr. Gewinner served on WSB sales staff in 1951.

Charles W. Brodhead, chief director-production supervisor, CKLW-TV Detroit-Windsor, Ont., to WLWI (TV) Indianapolis, Ind., as program director. WLWI is scheduled to go on air in mid-September.

Mike Schaffer, promotion director, WDBJ-TV Roanoke, Va., to WAVY-TV Portsmouth, Va., as promotion-publicity director. WAVY-TV is scheduled to go on air as ABC affiliate Sept. 1.

Robert E. Marshall, former band and agent, Music Corp. of America, to WBNW-WBZA Boston-Springfield, Mass., as publicity director.

Virgil C. Roberts Jr., WSAI Cincinnati, Ohio, named assistant chief engineer.

Kenn Smith, engineer, WCSI-TV Portland, Maine, to WHDH-TV Boston in similar capacity.

Stan Cohen, formerly with Ziv Programs Inc., to WDSU New Orleans as sales promotion and merchandising operations.

Duane X. Riley, Rochester, N. Y., newspaperman, to WWTV (TV) Cadillac, Mich., as news director.

Jerry Harper named news director of WMTV (TV) Madison, Wisc.

George Hayward, announcer, WABI Adrian, Mich., to WYSE Lakeland, Fla., as news-sports director.

Sidney Magelof, general manager, WEAM Arlington, Va., to WQMS-AM-FM Washington as account executive.

Lathrop Mack, formerly with NBC Spot Sales in New York and Hollywood, to KLO Ogden, Utah, as account executive.

Robert E. Porter, former news editor at WIVA South Bend, Ind., to WLOI LaPorte, Ind., as Sunday news editor.

Roger Sheldon, formerly with KFMU (FM) Glendale, and KGIL San Fernando, both California, to KRHM (FM) Los Angeles sales staff.

Bob Green, WPTV (TV) West Palm Beach, Fla., to WINZ Miami as host of his own show.

Garry Miller, WSRS Cleveland, to WHKX Akron, both Ohio, to host daily Breakfast Time and Melody Roundup.

Bob Johnson, program director, KRIZ Phoenix, Ariz., to KHEP Phoenix as host of three-hour afternoon program.

Monte Lang, former disc jockey and announcer at WCAT Orange, Mass., to WPAC Patchogue, N. Y., in similar capacity.

Louis Draughon, president-general manager, WSIX-AM-TV Nashville, Tenn., recuperating in Vanderbilt Hospital, Nashville, after automobile accident.

Reed E. Snyder, 54, chief engineer of WHO-AM-FM-TV Des Moines, Iowa, died Aug. 2 following heart attack.

REPRESENTATIVES

Ralph Gaull, McGavren-Quinn Co., S. F., moves to N. Y. office as manager. He will "specialize in presenting and representing key west coast properties."

Bob Allen, account executive in L. A. office, succeeds Mr. Gaull.

Carroll McKenna, formerly with KABC-AM-TV Los Angeles, and Paul Kennedy Jr., KABC-TV account executive, to Edward Petry & Co., L. A., as radio and tv account executives, respectively.

TRADE ASSOCIATIONS


Heather Woodward, public service director, WQAM Miami, elected president of American Women in Radio & Television's Gold Coast Chapter (extends from Orlando, Fla., to Key West, Fla.). Other officers: Lee Waller, WTVJ (TV) Miami program director, vice president; Kay Patterson, United Fund assistant director of public relations, secretary, and Billy O'Day, WCKR Miami women's editor, treasurer.

Like Hundreds of Broadcasters...

Station Manager

ELWOOD TITO

Selected

STAINLESS TOWERS

ELWOOD TITO, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.

NORTH WALES - PENNSYLVANIA
PROFESSIONAL SERVICES

- John D. Hymes, research-merchandising director, KGO-AM-TV San Francisco, to Peter J. Gordon & Staff (public relations firm), same city, as partner and vice president. Company changes name to Gordon-Hymes & Staff Inc.

Robert J. Flood, formerly public relations director at Dancer-Fitzgerald-Sample, N. Y., announces opening of his own public relations office at 22 E. 49th St., N. Y. 17. Telephone: Plaza 5-3520.

DeWard Jones, formerly with public relations staffs of ABC, NBC and Radio City Music Hall, named manager of television publicity department of David O. Alber Assoc., N. Y., public relations firm.


Robert M. Anderson, former New York publicist and radio commercial writer, to Gil Coleman Assoc., S. F., public relations counselors.

Quinn O'Connell, law clerk to Circuit Judge John A. Danaher, to Weaver & Glassie, Washington law firm. Mr. O'Connell was graduated from Georgetown Law School, same city, in 1955.

MANUFACTURING

Sidney Sparks, vice president in charge of commercial activities, RCA Communications Inc., N. Y., named vice president of operations and engineering; Lon A. Cearley, vice president and controller, named vice president of finance; Frederick J. Sager, treasurer, elected vice president and treasurer, and Edwin W. Peterson, assistant controller, appointed controller.

Charles A. Daly Jr., purchasing agent, RCA Victor Radio & Victrola Div., named manager of general purchasing for RCA, Camden, N. J. He is succeeded by William S. Strout, manager of electrical purchasing.

Whatever your broadcast needs, go straight to Collins

People continued

STORER Broadcasting Co., Miami, announced four new appointments last week. Peter Storer, who has served in various sales capacities with WJBK Detroit, becomes general sales manager of WJW-TV Cleveland. Ohio. Lewis P. Johnson, formerly with Storer's New York national sales office, joins WPFH (TV) Wilmington, Del., as sales manager. Jack Kelly, managing director of WJW, and Robert Buchanan, formerly with the sales department of WJBK-TV, become New York sales managers for WPFH and WJBK-TV, respectively.

Jerome G. McCormick, divisional credit manager for receiver division of Allen B. DuMont Labs., N. Y., appointed assistant general credit manager.

INTERNATIONAL

Joan Baxter, women's commentator, CFRA Ottawa, Ont., named president of Ottawa branch of Canadian Women's Press Club.

Clyde H. McDonald, research and development director of Bureau of Broadcast Measurement, Toronto, has opened research firm, McDonald Research Ltd. at Toronto and will make broadcast audience surveys.

EDUCATION

Dr. Keith M. Engar, associate professor of speech and theatre arts, U. of Utah, Salt Lake City, to KUED (TV) Salt Lake City (educational station) as program director.

Profs. C. H. Sandage, Theodore Peterson and H. V. Cordier, U. of Ill., Urbana-Champaign, named to head advertising, journalism and radio-television divisions, respectively.

Dr. James Y. Moultrie named coordinator of Special Education TV Project for Alabama Educational TV Network.

GOVERNMENT

Milton H. Biow, former head of his own agency and now consultant, appointed by President Eisenhower to serve on President's Committee on Government Employment Policy, group concerned with preventing discrimination in federal employment practices.
Station Authorizations, Applications
(As Compiled by B T)
August 1 through August 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
D - directional antenna, cp - construction permit, ERP - effective radiated power, vhf - very high frequency, uhf - ultra high frequency, ant. - antenna, as - AM, FM, TV

FOR THE RECORD
BROADCASTING
HAMILTON, STUBBLEFIELD, TWINING

Based on the FCC current station requests, includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Am-Fm Summary through August 6

<table>
<thead>
<tr>
<th>Air</th>
<th>Cps</th>
<th>Total authorized</th>
<th>Cps not on air</th>
<th>Cps not on air</th>
<th>Total station requests</th>
<th>New station requests</th>
<th>Applications in hearing</th>
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<tr>
<td>Am 3,924</td>
<td>3,101</td>
<td>282</td>
<td>399</td>
<td>144</td>
<td>2,366</td>
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<td>27</td>
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FCC Commercial Station Authorizations
As of June 30, 1957

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<th>Am</th>
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<th>Ty</th>
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</table>

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, creating surrenders, surrendering licenses, etc. These figures do not include non-commercial, educational Fm and Ty stations.

Am-Fm Summary, above, and for Ty stations see "Ty Summary," next column.

Tv Summary through August 6

<table>
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<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>329</td>
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<tr>
<td>Noncomm. Education</td>
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Grants since July 11, 1952:

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<tr>
<th>Vhf</th>
<th>Uhf</th>
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<tr>
<td>Commercial</td>
<td>362</td>
<td>327</td>
</tr>
<tr>
<td>Noncomm. Education</td>
<td>27</td>
<td>21</td>
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Applications filed since April 14, 1952:

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<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,698</td>
<td>327</td>
</tr>
<tr>
<td>Noncomm. Education</td>
<td>67</td>
<td>38</td>
</tr>
</tbody>
</table>

Total | 1,765 | 367 | 1,152 |

Am-Fm Summary, above, and for Ty stations see "Ty Summary," next column.

New Tv Stations

Biloxi, Miss.-Radio Assoc. Inc. granted vhf ch. 13 (210-216 mc); ERP 3 kw vis., 35 kw aud.; ant. height above average terrain 300 ft. Estimated construction cost $110,000, first year operating cost $120,000, revenue $180,000. P. O. address Box 1152, Biloxi. Studio location Biloxi. Trans. location Jackson County. Geographic coordinates 30° 24' 30" N., Lat., 88° 48' 26" W., Long. Trans.-ant. RCA. Legal counsel Maurice Barnett, Washington, D. C. Consulting engineer Odell E. Robinson (26%). Mr. Robinson owns WVMJ Biloxi and has interest in WPFW Plaza, Ohio and Robinson (26%). Mr. Robinson owns WVMF Biloxi; has interest in WPFW Plaza, Ohio and WKOY Bluefield, W. Va. Mr. McKeel has Zenith radio dealership. Announced Aug. 6.

Guifport, Miss.-L. K. Corkern Jr. d/b/a State Telecasting Co. granted vhf ch. 6 (172-178 mc); ERP 31 kw vis., 5 kw aud.; ant. height above average terrain 20 ft. Estimated construction cost $100,400. First year operating cost $75,000, revenue $150,000. O. address Box 1152, Guifport. Studio location Silverdale Addition, Guifport. Geographic coordinates 30° 36' 00" N., Lat., 89° 06' 20" W., Long. Trans. and ant. RCA. Legal counsel D'Amico & Curet, Biloxi, and Mr. Corkern, former owner, WIKK Biloxi, Inc., Biloxi. Assistant engineer, WHBZ (TV) Biloxi, La. Mr. L. K. Corkern is owner of WIKK and has interest in KBOY Biloxi. Announced Aug. 6.

Hay Springs, Neb.-Duhannel Enterprises Inc. granted vhf ch. 4 (66-72 mc); ERP 190 kw vis., 50 kw aud.; ant. height above average terrain 400 ft. above ground 583 ft. Estimated construction cost $100,000, first year operating cost $110,000, revenue $180,000. P. O. address Box 1152, 1819 W. St. Joe St. Rapid City, S. D. Studio location Hay Spring. Trans. location Sheridan County. Geographic coordinates 44° 23' 22" N., Lat., 106° 42' 44" W., Long. Trans.-ant. RCA. Legal counsel Charles V. Curet, Rapid City, S. D. Principals include Helen S. Duhannel 91% and seven others. Mrs. Duhannel has interest in KOTA Rapid City. Announced Aug. 6.

North Platte, Ne.-Goedeker Tele-Radio Co. granted vhf ch. 2 (164-170 mc); ERP 2 kw vis., 1.7 kw aud.; ant. height above average terrain 55 ft. above ground 134 ft. Estimated construction cost $92,000. First year operating cost $135,000, revenue $245,000. O. address Box 1152, 1755 W. St. Peyton St., Pueblo, Colo. Studio location South Platte, Tex. Trans. location Lincoln County. Geographic coordinates 39° 24' 14" N., Lat., 100° 45' 33" W., Long. Trans.-ant. RCA. Legal counsel W. E. Odes, Blaine & Gainable, Washington, D. C. Consultant.

New Am-Fm Stations

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
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</table>

Total | 1,765 | 367 | 1,152 |

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One of the better situations available today from a tax position. High lease possible with low investment. Financing.

One of the better situations available today from a tax position. High lease possible with low investment. Financing.

We have three excellent Florida properties in small and mediums markets all with some financing.

One of the bright spots in US economy forecasts. Illness forces sale. Mostly cash needed.

One of the bright spots in US economy forecasts. Illness forces sale. Mostly cash needed.

29% down will handle. Growing market. First year increasing gross and profit picture.
Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION OF AMERICA

FOR THE RECORD CONTINUED

Planning a Radio Station?

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

Seabrook, Calif.—Neil W. Owen & Julia C. Owen (0/o as Palomar Best, Co., granted 1475 kc, 250 w unl. P. O. address 5601 Buick Ave., Los Angeles, Calif. Estimated construction cost $11,800, first year operating cost $30,000, revenue $30,000. Partnership includes Neil W. Owen (50%), teacher, and his wife Julia C. Owen (50%).

Inglewood, Calif.—Albert John Williams granted 1480 kc, kd w daytime, P. O. address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $36,000, revenue $43,000. Mr. Williams is real estate broker.

Waverly, Iowa—Burt N. Murphy and Wilbur L. Schmid d/b/a as Cedar Valley Best, Co., granted 1475 kc, kw DA-D. P. O. address 227 Seventh Ave., S.W., DeWinton, Iowa. Estimated construction cost $11,125, first year estimated revenue $48,000. Mr. Murphy has been chief engineer in the manufacturing of motor cars. Mr. Schmid is 50% owner of Waverly firm manufacturing motor cars and is a stockholder in the Waverly Bank and Trust Co., M. Sterling, Ky.—M. Sterling Best, Co., granted 1156 kc, 500 w d. P. O. address 50 Broad-
way. Mr. Sterling. Estimated construction cost $19,166, first year operating cost $54,500, revenue $82,000. El Paso, Tex.—Robert I. Howsam granted 1560 1, k 1 D. P. O. address Box 526, High Rolls Mountain Park, N. M. Estimated construction cost $12,858, first year operating cost $15,000, revenue $25,000. Thomas M. Edwards Jr. (15.8%), attorney.

Tudorah, N. M.—Max I. Rothman granted 1540 1. k 1 D. P. O. address Box 505, High Rolls Mountain Park, N. M. Estimated construction cost $12,858, first year operating cost $15,000, revenue $25,000. Mr. Rothman owns KFML-FM (FM) Mountain Park, N. M.

Colombo, Elizabethtown, Pa.—Will Gifford (S) and Clear Channel Broadcasting Co., granted 1900 500. k 500 w daytime. P. O. address 651 W. Market St., York, Pa. Estimated construction cost $35,000, first year operating cost $30,000, revenue $60,000. Mr. Gifford is announcer-salesman at WNOW-AM-TV York. Filed March 18.

Tacoma, Wash.—Adol. C. Ferguson Jr. and Robert R. Hall d/b/a as Ferguson & Hall, granted 1580 1, k 1 D. P. O. address Box 1900, Seattle, Wash. Estimated construction cost $105,000, first year operating cost $35,000, revenue $60,000. Mr. Ferguson is owner, broadcaster.

APPLICATIONS

Auburn, Calif.—Nevada Placer and Eldorado County Broadcasters, 1050 1, k 1 D. P. O. address Box 992, Auburn, Calif. Estimated construction cost $95,000, first year operating cost $25,000, revenue $50,000. Charles E. Habsbard Jr. and wife will be owners. Filed March 14.

King City, Calif.—Somoco Broadcasting Co., 1570 k 560 w D. P. O. address 1681 Encino Ave., Granada Hills, Calif., granted 1570, k 1 D. P. O. address Box 56, k 1 D. P. O. address 10184 Enchino Ave., Granada Hills, Calif. Estimated construction cost $12,858, first year operating cost $16,000, revenue $35,000. Equal partners are James H. Rose and Howard E. Stigle, applicants for am in Hollister, Calif. Mr. Rose is electronics engineer and Mr. Stigle former Federal employee.

Santa Barbara, Calif.—Tri-Counties Bestco., 1230 k 500 w D. P. O. address 1681 Encino Ave., Granada Hills, Calif. Estimated construction cost $27,400, first year operating cost $25,000, revenue $50,000. Mr. Stigle and Thomas M. Edwards Jr. (15.8%), attorney.

Tudorah, N. M.—Max I. Rothman granted 1540 1, k 1 D. P. O. address Box 505, High Rolls Mountain Park, N. M. Estimated construction cost $12,858, first year operating cost $15,000, revenue $25,000. Mr. Rothman owns KFML-FM (FM) Mountain Park, N. M.

Colombo, Elizabethtown, Pa.—Will Gifford (S) and Clear Channel Broadcasting Co., granted 1900 500. k 500 w daytime. P. O. address 651 W. Market St., York, Pa. Estimated construction cost $35,000, first year operating cost $30,000, revenue $60,000. Mr. Gifford is announcer-salesman at WNOW-AM-TV York. Filed March 18.

Dayton, Tenn.—Norman A. Thomas granted 1580 k 1 D. P. O. address Box 423, Chattanooga, Tenn. Estimated construction cost $49,000, first year operating cost $22,000, revenue $45,000. Will be sole owner.

El Paso, Tex.—Robert I. Howsam granted 1560 1, k 1 D. P. O. address 5th Street Baseball Club, 5th Street, St. Louis, Mo. Estimated construction cost $26,000, first year operating cost $22,000, revenue $45,000. Mr. Howsam holds interest in KTLN-AM/FM El Paso.

Vetca, Tex.—John S. Chavez, Raul G. Amaya, Gaudalino Caballaro, Salvia Espinoza, granted 1560 k 1 D. P. O. address 5th Street Baseball Club, 5th Street, St. Louis, Mo. Estimated construction cost $26,000. Mr. Chavez is former president of KTLN-AM/FM El Paso.

Manassas, Va.—Harold H. Harch and Edward L. Eaves, granted 1560 k 150 w D. P. O. address 3406 Pers St., El Paso, Tex. Estimated construction cost and first year operating cost and revenue are $22,000, $22,000, $45,000. Mr. Harch is financial manager at WDEV-FM Richmond, Va., and Mr. Eaves is owner of KTLN-AM/FM El Paso.

Miami, Fla.—Raymond Stadiem, Lester W. Landingham Sr., and Samuel W. Slagle, jointly, granted 1900 750 w D. P. O. address 3000 W. Hollywood Blvd., Miami. Estimated construction cost $72,500, first year operating cost $35,000, revenue $70,000. Mr. Stadiem has 70% interest and Mr. Landingham has 30% interest. Mr. Slagle is secretary-treasurer.

APPLICATIONS

San Bernardino, Calif.—Imperial Broadcasting System, Ltd., granted 1050 k 500 w 1 D. P. O. address 1350 W. Hollywood Blvd., Los Angeles. Estimated construction cost $25,000, first year operating cost $30,000, revenue $50,000. Principals include Frank K. Danzig (18.75%), A. B. Ross Jr. (18.75%), Mr. Slagle (35%), and others.

Miami, Fla.—Rand Bestco., 590 1, k 1 D. P. O. address 333 W. Biscayne Blvd., Miami. Estimated construction cost $30,000, first year operating cost $30,000, revenue $50,000. Principals include W. E. Robinson, R. Allen Jones, and others.

Miami, Fla.—Rand Bestco., 590 1, k 1 D. P. O. address 333 W. Biscayne Blvd., Miami. Estimated construction cost $30,000, first year operating cost $30,000, revenue $50,000. Principals include W. E. Robinson, R. Allen Jones, and others.

Miami, Fla.—Rand Bestco., 590 1, k 1 D. P. O. address 333 W. Biscayne Blvd., Miami. Estimated construction cost $30,000, first year operating cost $30,000, revenue $50,000. Principals include W. E. Robinson, R. Allen Jones, and others.

Other Actions

TV RULE MAKING FINALIZED

The FCC finalized its rule making and amended its tv table of assignments to add ch. 16 to South Bend, Ind. for WSBT and to substitute ch. 16 at Aurora, Ill., as assigned in the Docket No. 18 at Aurora, Ill., effective Sept. 8, and ordered mod. No. 8. In Docket No. 18, the FCC changed the operation of station WNDU-TV in South Bend on ch. 16 instead of ch. 45, conditioned to submissions by the Commission and the FCC staff for full information.

TV RULE MAKING PROPOSED

The FCC invites comments by Sept. 6 to proposals by (1), WYTV (Freq. 34) — Elykurt, Ind., to assign ch. 22 to South Bend-Elykurt by substituting ch. 52 for educational ch. 46 in South Bend, and (2) WSR-TV (Freq. 34) — Dantl, Ill., substituting ch. 52 for ch. 46 in Elykurt, Ill., and substituting ch. 40 for ch. 42 in Benton Harbor, Mich., and (3) WSR-TV (Freq. 34) — South Bend, to assign ch. 22 to WSBT instead of ch. 34, substitute ch. 52 for ch. 22 in Waukegan, Ill., substituting ch. 52 for ch. 46 in Kalmar-Willsboro and Marshall, Minn., and add ch. 24 to Plymouth, Ind.

TV RULE MAKING FINALIZED

The FCC finalized its rule making and amended its tv table of assignments to add ch. 16 minus to Kohrath, Wash., by substituting ch. 24 for ch. 16.
Help Wanted—(Cont'd)

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\textit{**DEADLINE:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.}

\textit{**SITUATIONS WANTED 20¢ per word—$2.00 minimum.**} 

\textit{**All other classifications 30¢ per word—$4.00 minimum.**} 

\textit{**DISPLAY ads $15.00 per inch.**}

\textbf{No charge for blind box number.}

\textbf{APPLICANTS: If transcription or bulk packages submitted, $1.00 charge for mailing (Forward repudiates any liability or responsibility for their custody or return).}


RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced newsmen with copywriting ability, ideal report area. Send tape and resume to KBHS, Hot Springs, Arkansas.

In three years we have moved into the number 1 spot in a highly competitive market. We are a fulltime independent radio station and very much alive. Now we need a spark-plug to help us keep that number 1 spot. Must be able to do everything, news, music, special events, etc. We have a fine salary to offer the right man, and a space of the profit plan too. Many other benefits. If you want a good long lasting job with a good radio station, contact VJ Carter, WBCO or telephone UN 2-3786, Burlington, Vermont. Prove yourself and become part of an alert operation.

British Broadcasting Corporation requires a woman for promotional and research work, preferably with radio news room or newspaper background. Write stating salary required to B.B.C., 630 Fifth Avenue, New York 19.

RADIO

Situations Wanted—(Cont'd)

Management

Sales manager, in one of largest markets, wishes to relocate as manager or sales manager. New England. New York. Best references. Box 788A, B-T.

Mature, reliable, presently assist. manager and program director in southwest market looking for advancement to manager, experienced in all phases of radio including operational, technical, sales and public relations. Box 788A, B-T.

Somewhere in the west there's a station that needs competent management, new ideas to build sales, ratings. I'm ready to put 10 years radio-tv-agency experience to work for that station on a profit sharing basis. Currently employed, manager California medium market. I'm willing to manage my future against a 120 day trial period. Please send your permanent affiliation. If interested, write Box 788A, B-T.

Manager. Nine years experience in all phases smaller market operations. Desire small or medium market. Box 804A, B-T.

Sales

Prominent radio-tv personality, with own highly successful sales organization and established agency contacts. Please be in possession of limited number of quality stations or groups. Box 812A, B-T.

ANNOUNCER


Announcer, young, ambitious, employed. Seeking job with future. Will relocate. Box 697A, B-T.

Good announcer, trapped in jukie box with tape. Wants out. Big city, b-day week only. Top newsmen, first ticket. Midwest now, will go long way for good music stations. Box 698A, B-T.

Sports announcer-veteran, married, college degree—one year experience, very strong on play-by-play period. Box 706A, B-T.

Announcer-veteran, married, college degree—one year experience, strong on sports and news. Experienced in newswriting and copywriting. Box 784A, B-T.

Major market announcer, family, five years experience, some tv, employed, 1000 watt independent, interested commercial tv or good radio deal. Box 745A, B-T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "reathe operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you too. For a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-V

821 19th St., N.W., Washington 6, D. C.

OR

1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license course quickly. I understand there is no obligation and no salesman will call.

Name_

Address_ City_ State_

I am interested in: [ ] Home Study [ ] Resident Classes

RADIO

Situations Wanted—(Cont’d)

Announcers

Sportscaster, knows and calls all sports, doubles on dj and news, tapes available. Box 762A, B-T.

Top sportscaster in south ready to go anywhere, will relocate at no additional charge here. Two stations 18 years excellent record radio and television. Must guarantee five figure income. Excess all sports. Send Brochure or personal interview. Box 733A, B-T.

Girl personality, dj run own board. Eager to please. Free to travel. Gimmicks and sales. Box 764A, B-T.

Dj beginner, capable. Eager to please, salary plus expenses. College grad. Prefer school. Send tape and resume immediate on request. Box 751A, B-T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 756A, B-T.

Personality dj for competitive market. Experienced, will travel. Tape, resume. I'll help us both make money. Box 760A, B-T.

Announcer, experienced in all phases of staff work. News a specialty. Prefer California or U.S. preferred, but will accept other area. Box 761A, B-T.

Personality dj, salesman. Eight years, same morning show, fully sponsored. Also remote and special events. Prefer radio time in PM. Average monthly sales in small market $1,800. Room or change, whatever it takes. Will make money. Married, with family. Will send tape and resume, personal interview if desired. Box 766A, B-T.


Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B-T.

Top announcer seeks top pay job. Extremely versatile. Thoroughly experienced. Box 781A, B-T.

Deejay with four years experience looking for opportunity in large market. First class ticket. Experience in all phases of radio—salary open. Tape on request. Box 790A, B-T.

Experience dj-announcer desires position with music news station. Prefer Delaware, Maryland or New Jersey. All offers considered. Selling radio time in PM, FCC type tests are available. B.T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married, or looking for future. Prefer radio sales. Prefer FCC licenses, dj available immediately. Box 789A, B-T.

Announcer-dj, two years experience. Wants to settle in the southwest. Box 800A, B-T.

Past paced dj, 3 years experience, good commercial, family. Box 802A, B-T.

Announcer, 2 years staff experience, car, will travel. 3 class ticket. Box 803A, B-T.

Announcer, college trained. Two years experience, Prefer east or southeast. Tapes available. Box 805A, B-T.

2 years, wants Florida or Maryland station, or station you can be proud of, intends staying. Box 811A, B-T.

Comedy announcer-engineer holding first class license with 7 years experience in radio broadcasting. Experienced all phases of radio-music-news-sports-special events. Presently employed. Desires location. Box 818A, B-T.

I am your man. Top flight R & B jock. Reference. Box 821A, B-T.

Steady, dependable, sober family man desires permanent job with opportunity to advance. Not hot shot dj, but steady listenable style wears well. Done morning show for years. Familiar with all fields of radio. Want to locate in medium sized city with Lutheran church. Salary $600.00 month to start. Box 822A, B-T.

Page 104 • August 12, 1957

BROADCASTING • TELECASTING
RADIO

Situations Wanted—(Cont’d)

Announcers

Announcer—recent S.B. graduate. Need experience, appreciation offers. Vet., 27, white, single, will travel. Don Dunning, 201 Walnut St., Athens, Pa. Phone TV 2-4168.

Professional announcer available immediately. Five years experience news, sports. dj (can sell). Desires permanency. College graduate. St. fam. ly. Excellent references. Fritz Van Dyke, 541 North Fifth Avenue, Sturgeon Bay, Wisconsin. Phone 966.

Looking for a recent broadcasting school graduate with 5-7 years experience. Then write Paul Gronowski, 1338 Marengo Ave., Forest Park, Illinois.

—100 miles radius New York, 4% months experience, work hard. Gen. Fully, Box 122, Manasquan, N. J. Castle 5-1560.

Technical

Studio transmitter engineer—maintenance, two years experience, seeking position with vhf station on east coast. Box 187A, B-T.

Chief engineer, eastern states. Experience americ. fm, directional, construction. Best references included present employer. Lyric Lincoln, 113 Wili- son, Harve de Grace, Maryland. Phone 749-J.

First phone operator with 4 years in radio and tv. Last two years at tv transmitter. Also some studio color experience. 85.00 per minute. Ben Louie, F. O. Box 78, Cleverdale, Indiana.

Production-Programming, Others

6½ years radio-tv. All phases. Play-by-play, news, dj. Presently employed as afternoon dj in one of the top 5 major markets. Looking to move up to PD or other executive capacity. Will in- vest, if right. Young, aggressive. Will do air work. Tape, and resume on request. Box 892A, B-T.

Traffic-billing two years experience small station operation. Gal Friday, single, prefer midwest or west. Available September 1st. References. Box 894A, B-T.


Director. Two years experience. “Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use.” Box 904A, B-T.

Girl Friday, copywriter, creative imagination and high IQ; experience in business would previous to radio. Box 813A, B-T.

TELEVISION

Help Wanted—(Cont’d)

Sales

Energetic salesman who can produce for large Texas market vhf. Box 176A, B-T.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Sal- ary and commission open. write KELP-TV, Box 105, El Paso, Texas.

Announcers

Sports-caster, tv and radio, large midwestern market; rush tapes, B.P., resume; state salary expected. Contact: RO, Box 626, Fargo, N. Dak.

Technical

Wanted by midwest tv station, two transmitters and maintenance engineers. Starting salary higher than average for men with experience. Excellent living conditions. Resume and photo in first letter. Box 780A, B-T.

Expanding schedule needs first class engineer. Good salary based on experience. Paid vacations, insurance benefits, WDAY-TV, Fargo, N. D.

Video engineer for maintenance, educational tv. Must have two years station experience. Pay $2,000, annual contract with school system. Five day week. Immediate vacancy. Phone collect: F-1-6207, 1-4 PM, Herb Evans, Miami, Florida.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B-T.

Newspaper owned, newsminded vhf in good market needs manager. Woman knows news and is strong personality. Please send photo and tape or audition film, resume, expected starting salary to Box 704A, B-T.

Wanted immediately. TV news-writers for top western Pennsylvania station. Also part-time news-film photographers in area. Box 791A, B-T.

TELEVISION

Help Wanted—(Cont’d)

Programs-Production, Others

Are you, the experienced, inventive, personable, permanent young woman we need in our tele- vision continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Dubuque, Iowa.

TELEVISION

Situations Wanted

Announcers

Announcer—now doing radio and tv in major market. Desire tv only opportunity. Experienced. Age 28, college graduate, highest character and professional references. Box 755A, B-T.


Production-Programming, Others

Director-producer, 6 years experience all phases production. Seven years radio-tv announcing. University degree, Congenial, 21; versatile, creative, reliable. Relocate. Box 507A, B-T.

Assistant director-camera. Married, presently employed. Creative, imaginative. Desires more opportunity; personal interview. Box 780A, B-T.

Wanted, fulltime employment. Experienced scenic artist in tv art department. Set designing, tv, mural background work, theatrical one sheet design and teleprompter. Reference and picture on request. Box 755A, B-T.

Director. Employed. No mere “button-pusher.” Desire larger market. References. Box 783A, B-T.

Working tv newsmen with guts, will travel. 6 years radio-tv, three with top new net. Now west coast. 2 year minimum, prefer radio-tv combo. Box 784A, B-T.

12 years with mike and loco. news, promotion-production-programming. Box 796A, B-T.

EXAMPLE—PRACTICAL TV TRAINING

This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.
TELEVISION

Situations Wanted—(Cont’d)

Production-Programming, Others

Chief film editor, tv film experienced. Presently employed in position with larger responsibilities. Box 547A, B-T.

Producer: 12 years in tv, 4 years in radio. Know all phases thoroughly, except engineering. Have references and proof of ability. Looking for a good future in other media. Will give your salesmen material they can sell. Your audiences programs they can enjoy. Creative, reliable, want to work with people who would like to drive their competition crazy. Schooled in big and small markets. 35 years old—married—location no object if you’re “in gear”. Interviews at my expense. If you’re going places, let’s exchange success stories. Box 814A, B-T.

FOR SALE

Stations

Central Ohio, 500 w daytimer in county seat city of 25,000. Station covers prosperous manufacturing-agricultural area of 150,000. Grossing at better than $60,000 rate. $25,000 payment will handle this property. Box 820A, B-T.

Carolina daytimer, profitable, includes land and building. $35,000. Half down. Connecticut valley vicinity, monopoly market. $70,000 total price. 26% down, 24 month payment plan. $20,000 total price, $12,000 financed. Paul H. Chapman, 17 East 48th Street, New York 17, N. Y. or 84 Peachtree, Atlanta 3, Georgia.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.


Equipment

1-550 watt Collins transmitter 10 years old in first class condition only $2,000.00. Box 77A, B-T.

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1500 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 77B, B-T.

Western programs — 1/2 hour transcribed open-end musical programs, Riders Purple Sage, etc. 400 programs. $25 a program. WAND, Canton, Ohio.

Standard transcription library, 75% never used. Will sell for 1/3 of cost. WAYE, Baltimore 1, Maryland.

Attention prospective microwave licensees, available immediately three 8x12 foot passive reflectors used less than one year, like new condition. Available at a very reasonable cost. For information write to WADAM-TV, Box 1649, Hattiesburg, Mississippi.

General Radio type 23A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

WANTED TO BUY

Wanted — station break Jingles at low cost. Also singing commercials. “Shut” commercials individually prepared for local sponsors. WAND, Canton, Ohio.

Stations

Wisconsin-Minnesota station wanted. Consider partial ownership. Fourteen years experience. Confidential. Other midwesterns considered. Box 774A, B-T.

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 788A, B-T.

WANTED TO BUY

Stations

Want to invest in existing or proposed station and participate actively. Background covers every phase of radio and tv. Box 807A, B-T.

Responsibility party desires one kilowatt or less. Midwest location. Box 816A, B-T.

Stations wanted, New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, 1443 S. Trenton, Tulsa.

Equipment

Used 500 watt transmitter, fm monitors and console. If in southwest near Texas, I’ll come after it. No crating. Box 777A, B-T.

Will buy used 2 or 4 bby Andrew fm antenna. Box 775, B-T.

Wanted: RCA BQ-21A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBF, Baltimore, Md.

RCA, Gates, or comparable audio control panel. No major modifications. Ampex recorder, RCA mixes, G. B. Gordon, (personal), WICS, Spring- field, Ill.


Used small studio console, two CB-11 Gates tables, one PT8-6 Magrecordor amplifier. Contact Gil Handlee, box 757, Great Bend, Kansas.

INSTRUCTIONS

WANTED TO BUY

Help Wanted—(Cont’d)

Radio- Programming, Others

TOP JOB FOR A TOP
Program Director

The man we want is a successful program director who wants to grow. We’ll pay this man white and build him into an Operations Manager in our organization.

Commercial music and programming knowledge is a must.

Call

Harvey Hudson, General Manager
WJEE
Richmond, Va. 88-2835

RADIO

Situations Wanted

Production-Programming, Others

INSTRUCTIONS

WANTED TO BUY

Help Wanted—Management

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE
PLACEMENT SERVICE

CONFIDENTIAL CONTACT
HOBERT B. FRAZIER, INC.
217 FOURTEENTH STREET, N. W.
WASHINGTON, D. C.

Radio

Help Wanted

Sales

WANTED TO BUY

Radio Sales

Multiple station operation needs one outstanding radio salesman. Right man can progress to Sales Manager within one year. Write in confidence to

BOX 809A, B-T

DO YOU WANT TO
LIVE IN CALIFORNIA

Office manager needed for replacement of long time employee who has just married. Must have working knowledge of accounting, budgets, purchasing, personnel selection and all phases of accounting as well as supervision of accounting and other office personnel. The right person could be a mature responsible executive secretary with bookkeeping knowledge. Excellent opportunity for some desiring permanent, secure employment in central California. Excellent climate and working conditions. Write Manager, KSBW-TV, Box 1651, Salinas, Calif.

Anncounced

TV Announcer

Have immediate opening for top-flight television announcer in Alabama’s largest market. Must be experienced. Please forward recent photo and tape to M. D. Smith, c/o WBRC-TV, Birmingham 9, Alabama.
TELEVISION
Help Wanted—(Cont'd)

SALES

TV SALES
Exceptional opportunity for experienced television salesman with large Eastern VHF operation. Incentive plan. Write or wire, giving brief resume and educational background.
BOX 808A, B&T

FOR SALE

Equipment

TAPE RECORDERERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
6405 W. North Avenue
Milwaukee 8, Wis.
Elliott 4-7175
America's Tape Recorder Specialists

FOR SALE

Equipment

RCA TF-5A 5 bay antenna for channels 4, 5 or 6. 800' of 3/8" transmission line. 350' self supporting tower. Any and all available 9/1/57 when we switch to 1300' tower. Will sell at low price as we have no further use for this equipment. Contact: J. B. Fuqua, Pres., WJBF-TV Augusta, Georgia.

FOR THE RECORD CONTINUED

Continues from page 102
in Kennewick, substituting ch. 25 for ch. 31 in Richland, and changing offset carrier on ch. 15 in Port Angeles from minus to plus. Effective Sept. 6.

PETITIONS
KHOL-TV and KHPL-TV Kearney and Hayes Center, Neb.—Petition requesting amendment of Sec. 3, 606 by the issuance of rule making as to whether the proposed rule making also include deletion of ch. 7-8, 9 and 12 from the list of Class III Ch. 6-4-715.

The FCC granted a petition by Noble-De-Kala Broadcasting Co. and enlarged issues in proceeding on its application for sale of new station and that of Kermit F. Tracy, Perdy, Wis., to determine (1) whether latter application was filed in good faith and (2) availability of Tracy's proposed trans. site.

The FCC granted petition by Noble-De-Kala Broadcasting Co. and enlarged issues in proceeding on its application for change of operation of WKTU Kendallville, Ind. (1570 kc, 250 w D) from directional to nondirectional, to include program service issues.

BROADCAST ACTIONS
BY THE COMMISSION

WCPM Cumberland, Ky.—Granting change of operation from 1490 kc, 250 w unil. to 1260 kc, 1 kw D.

KACT Andrews, Tex.—Granting change of operation on 1380 kc from 500 w D to 1 kw D.

WLYC Little Rock, Ark.—Granting change of operation on 1460 kc from 1 kw D to 2 kw D: convened petition by Jefferson Co.

WWTB Tampa, Fla.—Granting change of operation on 1300 kc from 1 kw D to 5 kw D.

WCAS Gadsden, Ala.—Granting change of operation on 570 kc from 1 kw D to 5 kw D.

REVIEWS

Routine Roundup

Broadcast Actions

WDUN Atlanta, Ga.—Granting change of operation from 670 kc to 1000 wc from 1 kw to 5 kw.

WGN Chicago, Ill.—Granting application for change of operation from 720 kc to 930 kc.

BROADCAST ACTIONS
BY THE COMMISSION

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WWTB Tampa, Fla.—Granting change of operation on 1300 kc from 1 kw D to 5 kw D.
FOR THE RECORD CONTINUED

(1600 kc, 5 kw unil.) to change from DA-2 to DA-N.

WITC Sebring, Fla.—Granted change of opera-
tion on 960 kc from 500 w D to 1 kw D.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 2

WKFN Dover, Del.—Granted license for am sta-
tion.

WRUS Russellville, Ky.—Granted license cov-
ering change in facilities and ant. system.

WDEH Sweetwater, Tenn.—Granted license cov-
ering increase of power to 1 kw; conditions.

WKOV Wellston, Ohio—Granted license cov-
ering changes in facilities and change type trans.

KWD FM West Plains, Mo.—Granted license cov-
ering changes in fm station.

WFAN (FM) Washington, D. C.—Granted li-
cense covering changes in fm station; ERP 84 k-
w, ant. height 200 ft.

WBLM-FM Bloomsburg, Pa.—Granted license for fm.

KPCS (FM) Pasadena, Calif.—Granted license for fm.

WVPN (FM) Philadelphia, Pa.—Granted license for fm.

WPST-TV Miami, Fla.—Granted mod. of cp to make changes in ant. system and ant. height, ant. height 500 ft.

KIDO Ridgecrest, Calif.—Granted extension of completion date to Sept. 30.

KQIR Lakeview, Ore.—Granted extension of special temporary authority to sign-off at 7:00 p.m., due to economic conditions.

KRUN Ballinger, Tex.—Granted extension of permission to sign-off at 7:00 p.m. (local time) daily except during special events, for an additional period ending midnight Nov. 30, 1957, to allow time for preparation and filing of a formal application for specified hours.

Actions of August 1

KWLI-TV Waterloo, Iowa—Granted mod. of license to change studio location.

WILK-TV Wilkes-Barre, Pa.—Granted cp to change ERP to vis. 591.25 kw, aur. 395.75 kw, ant. height 1100 ft, change type trans. and ant. and make other equipment changes.

KATT Pittsburg, Calif.—Granted extension of completion date to Aug. 21.

Actions of July 30

Granted licenses for the following am stations:

WKBQ Brooksville, Fla.; WDOI, Athens, Ga.;

WNR Alamance, N. Y.; KSTR Grand Junction,

Colo.; WTHR Panama City Beach, Fla.; KRFH

Sierra Vista, Ariz.

Actions of July 29

WWLP (TV) Springfield, Mass.—Granted mod. of cp to change ERP to vis. 219 kw, aur. 105 kw, ant. height 1100 ft, change type of trans. and make other equipment changes.

WJKF Bellevue, Wash.—Granted mod. of cp to change ant.-trans. location.

WITW Lewisburg, Pa.—Granted mod. of cp to change ant.-trans. location to East Buffalo Town-

ship, Pa., and change type trans.

The following were granted extension of completion dates as shown:

KLBD Salt Lake City, Utah, to 2-12-57; WBRS Osaka, Fla., to 12-31-57;

WJIS Morgantown, W. Va., to 10-3-57, condi-
tions; WCWC Ripon, Wis., to 9-15-57; WRMG Fort Wayne, Ind., to 11-10-57; WHYL Carlisle, Pa., to 12-31-57; WAGX Leesburg, Va., to 12-31-57; WOUN Athens, Ohio, to 9-14-57; WBBB Fitz-
gerald, Ga., to 1-1-58; WDNG Douglas, Ga., to 10-15-57.

Look Back!

The man you're looking for may be advertised in BW's Classified section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the Classified pages of Broadcasting • Telecasting.

or job.

AWARDS

FRED BERTHELSON, general manager of WTIX New Orleans, accepts an Americanism plaque from American Legionnaires, marking Storz Stations' New Orleans facility as the first sta-
tion to receive the local post's award. Representing Gentilly Post 203 of the legion are (l to r) Harold Dittmann, Post Commander Eddie Grimssall and Festus J. Brown, chairman of the First District Americanism Committee of the American Legion. The award recognized WTIX's contribution in carrying a 15-minute weekly legion show and publicizing legion services.

Air Group Honors Mickelson

SIG MICKELSON. CBS vice president in
charge of news and public affairs, was hono-
red guest at the Air Force Assn.'s annual con-
vention in Washington Aug. 2, where he
received an AFA award for CBS-TV's 26-
part Air Power documentary series. Mr.
Mickelson accepted the award on behalf of
CBS public affairs producer Perry Wolff,
now in Europe on a one-year sabbatical
leave, and for CBS for "great public service
rendered in presenting a penetrating analysis
of the growth of American airpower during
the last fifty years." Air Power was spon-
sored by Prudential Insurance Co.

AWARD SHORTS

Paul Coates, KTTV (TV) Los Angeles per-
nality and host of Confidential File, re-
educe award from Board Supervisors in
recognition of his "valued contributions to
the varied agencies of the county govern-
ment."

Bob Siegrist, commentator, commended in
resolution adopted by Illinois Dept., Amer-
ican Legion, for current series involving
alleged "exposure" of certain "policy plan-
ers" in U. S. State Dept. Mr. Siegrist's
series is heard on WLS Chicago, Mon.-Fri.,
6:45-7 p.m. CDT.

KYW-TV Cleveland, Ohio, received award
from Cleveland Museum of Natural History
for its Jungle series and its contribution to
"a better understanding of animal behav-
ior in their natural habitat."

WAFB-TV Baton Rouge, La., received award
from local Advertising Club for Dateline Baton
Rouge, which was chosen "best community service advertising pro-
gram."

Page 108 • August 12, 1957
Philco Contests to Promote Its Sponsorship of 'Miss America'

In connection with its sponsorship of the Miss America Pageant on CBS-TV Sept. 7, the Philco Corp., Philadelphia, is going to hold a "Guess Who Will Be Miss America" contest. The company reports that plans include the participation of more than 1,500 dealers throughout the country. The contest is scheduled to run from Aug. 19-Sept. 6.

The dealers will feature pictures of all the contestants in this year's pageant and the public will be invited to guess who will win the title, as well as the first and second runners-up. They also will be asked to tell in 25 words why they would like to own a "Miss America" television set. Each dealer will hold his own contest and will award five individual prizes: a Philco transistor radio as first prize and four official "Miss America" dolls.

Window displays will be used to inform viewers about the telecast and will name the channel and time it can be seen locally. Philco also will sponsor a contest for all CBS stations. Prizes will be awarded for four stations for the best local promotions of the telecast. The stations will be divided into large and small categories and two stations from each group will receive television prizes for their outstanding promotions of the show. "Big City" winners will be given Philco "Miss America" 24-inch consoles and "Small City" winners will receive "Miss America" 21-inch consoles.

KTIV (TV) Adds Summer Audience

Up to 500 people a night, both children and adults, are reportedly watching cartoon films lent to the Sioux City Parks & Recreation Department by KTIV (TV) Sioux City. Two projectors are kept busy five nights a week at the city's 20 playgrounds. The films will be shown throughout seven weeks of the summer season.

Offer Foreign Programs to U.S.

FOREIGN produced programs, such as BBC drama and music series and Austrian-made Salzburg music festivals, are being offered to U.S. stations by the Broadcasting Foundation of America, New York, as part of its "International Conversation" project of program exchange.

Other programs and series are being offered by the non-profit foundation from France, Italy, India, Greece, Turkey, Korea, Japan, Israel and Norway. A small service charge is involved. Stations will receive the programs on an exclusive basis in their respective markets but will be expected to carry them on a continuing basis.

WRCA-TV 'Delinquency Report'

WRCA-TV New York cancelled its regular programming Aug. 4 when several major crimes erupted in New York involving juveniles and substituted a program titled Special Report on Juvenile Delinquency (1-1:15 p.m.). Gabe Pressman, WRCA-AM-TV newscaster, interviewed Walter Arm, director of community relations for the New York Police Dept., and gained from Mr. Arm the admission that the Police Dept. is "virtually helpless" in fighting juvenile delinquency. This comment was spotlighted in many New York newspapers the next day, some using the information revealed on the program for front page articles.

KJOY Stockton Sponsors $25,000 Treasure Hunt

To promote its $25,000 treasure hunt last month, KJOY Stockton, Calif., broadcast clues every hour from 7 a.m. until 9:30 p.m.

The prize, a check made payable to the finder, had dwindled to $500 when it was found because it hadn't been discovered within 10 days after the contest started.

The station reports that the California Hiway Patrol estimated at one point that 5,000 persons were in the area at the same time and that 2,500 cars were counted within one hour.

The Stockton Record carried a story of the treasure hunt and reported that local farmers complained because the "hunters" were destroying their property and picking their fruit crops. Local police were called upon by the residents to keep the treasure seekers off their property. One farmer was quoted as saying that people had climbed his fruit trees and that some had set fire to grass in a lot. Other residents reportedly complained because cars were parked throughout their orchards.

First Aid Kit for Timebuyers

A FIRST aid kit for tv timebuyers is being distributed by KTVX (TV) Tulsa with a brochure giving its fall lineup. Among the things to be found in the kit are Alka Seltzers "for interior pains—to alleviate sorrows of mornings after, pre-epmitions and slow confirmations"; Nytol tablets "to overcome the insomniac effect of impending deadlines, unanswered mail and nasty news from the boss"; a spare fingernail "to be chewed when your own are ground to the elbow," and a Dr. Scholl's corn pad to "cushion painful corns commonly resulting according to Chloe Fox, acting executive director who has just returned from Europe. Foundation trustees include Richard Pack, Westinghouse Broadcasting Co.; Seymour N. Siegel, WNYC New York; George E. Probst, Thomas Alva Edison Foundation; Frank N. Freeman, U. of California; Robert Redfield and Calvin W. Stillman, U. of Chicago, and Howard Thurman. Boston U.

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from playing footsie with reluctant clients." The "sure cure" for all ailments of the time-buyers, says the promotion piece, is the complete KTVX fall program schedule which is included for "painless timebuying, without unpleasant after effects, to be used liberally and generally."

DJ's Stage Stock Car Race
TWO WBZ-WBZA Boston-Springfield disc jockeys challenged each other to a stock car race this month at the local Norwood Arena and the stations report a record attendance of 15,000. The two men, Norm Prescott and Alan Dary, were insured for $500,000 each by the American Life Casualty Co. They raced five laps around the track with Mr. Prescott being declared the winner.

WBZ (TV) Artist Covers Trial
WHEN newspaper and television cameramen were banned from covering the trial of two teenagers accused of murder, WBZ (TV) Baton Rouge, La., came up with a solution to the problem. The station's staff artist, Paul Gentile, was assigned to make drawings of the trial and they were used on WBRZ's Your Eso Reporter. Mr. Gentile drew sketches of the general courtroom scene and of the people playing major parts in the trial. The drawings also were used on the front page of the local Sunday paper, the Morning Advocate.

WMIL Holds Grand Opening
WMIL Milwaukee conducted a grand opening tour of its new building for public officials, agency, radio and press representatives last month and reports that over 200 guests attended. The tour was conducted during broadcast hours and the visitors later were entertained on the parking area to the rear of the building. A tent enclosure which covered a buffet service and refreshments, a barbecue grill, portable dance floor and orchestra were set up in the parking lot for the special occasion.

Cincinnati's Most Powerful Independent Radio Station
50,000 watts of SALES POWER

On the Air everywhere 24 hours a day—seven days a week
Some British Tv Ads Objectionable—Gaunt

BRITISH restrictions on commercial television, particularly insistence that the advertising and entertainment portions of the telecast be completely divorced, have led to advertising practices that would be considered objectionable by both advertiser and public in this country, according to John Gaunt, radio-tv vice president of the Los Angeles office of Grant Advertising Inc.

Just returned from a short visit to the agency's London office to brief the staff on American techniques of tv commercial production, Mr. Gaunt said that in England advertisers are unable to sponsor programs but must confine their tv advertising to spots of 1-minute, 30-second or 15-second duration, broadcast in bunches of five or six between programs or at breaks during the program.

"So many spots, with no connection either with the program or each other, make it difficult for the advertiser to make a very strong or a very lasting impression on the viewers at home," Mr. Gaunt said. "The producer, under those circumstances does his best to create an attention-getting gimmick for his commercial. The result is a lot of screaming on the audio side and a lot of animated cartoon commercials on the video."

"Of course, it's hardily fair to compare what the English advertisers and agencies are doing after less than two years of commercial tv experience with the situation in the U. S., where we've had 10 years or more to learn what to do and what not to do. It would be unfair to compare British commercial tv with the way it was here in, say, 1947 or 1948. When you recall some of the things we did then, what they're doing now doesn't seem so bad."

Not only the agencies but the film producers are finding difficulties in turning out tv commercials, Mr. Gaunt commented. "They haven't learned yet how to work for the small tv screen—and in England the average set has a smaller screen than in the U. S. The low, mood lighting that is so effective in the British mystery movies all too often reduces the people in tv commercials to muddy blues and then when the product is shown under bright lights the contrast is too much. However, their animation is as good as ours and they use a lot of it." Tt v films are a problem for the film processors as well as for the producers he noted, with too many perfect projection prints that are too grainy for tv. And the lower standards, with all the lines to the picture compared to the U. S. image of 525 lines, means that inherently the British tv picture has much less resolution and clarity than ours.

Experience will correct most of the faults there as they have here, Mr. Gaunt predicted, and the process will be expedited by an exchange of personnel between the American and British offices of advertising agencies which is rapidly becoming standard procedure, he said. He also believes that the technical picture standards may be raised in the near future, probably to the European standard of 625 lines, provided that this can be done without too great expense to present set-owners.

On his recommendation, two of Grant's British accounts—Jensen & Nicholson (Rbialac Colorizer paints) and Clayton's Orange Crush—have increased the length of their tv spots from 15 to 30 seconds, Mr. Gaunt reported. "Most British advertisers use the 15-second spots," he said, "but it seemed to me that the longer commercials would be more than twice as effective and that they could do a more effective job by providing greater impact, even at the sacrifice of frequency."

Swedes Reject Commercial Tv For Second Time in Two Years

THE Swedish government has turned down a proposal to introduce tv advertising on the Swedish Broadcasting Service, citing what legislators feel is the "obtrusive character" of television advertising, which "the Swedish people don't want," they say.

This is the second time commercial tv has been rejected by Sweden since a bill to set up a separate, free enterprise system was offered in 1956. This year's report proposed the alternative of integrating commercial shows into the government's regular sustaining schedule. This plan is in use in West Germany and Italy, and observers report it may be adopted by other countries.

Sweden's television service may operate at a deficit for eight to ten years as presently constituted, some experts fear. A $20 annual set license fee supports the tv system.

Schwerin Research Announces Expansion Plans in Europe

SCHWERIN RESEARCH Corp., New York, which tests tv commercials and programs, is expanding its overseas operations in London. Plans, subject to approval by the Bank of England, will place Schwerin on the continent of Europe to add to its servicing in England.

Schwerin Research Ltd., London, is two years old. Its managing director, Eric Boden, has been upgraded to director of European operations, and an executive to fill Mr. Boden's former post will be announced shortly. The London firm's board includes Horace A. Schwerin and Leonard Kudisch (respectively president and executive vice president of the U. S. firm), Mr. Boden and W. Robert Carr, a partner in E. F. Turner & Sons, solicitors.

INTERNATIONAL SHORTS

CHUM Toronto, has appointed Stephens & Townsend Ltd., Toronto and Montreal.

CKMR Newcastle, N. B., appoints Radio Times Sales, Toronto.

August 12, 1957 • Page 111
Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser...to constantly improve time availabilities...to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T
Cincinnati

WLW-C
Columbus

WLW-D
Dayton

WLW-A
Atlanta

WLW
Radio

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 112 • August 12, 1957

Broadcasting • Telecasting
ALL THAT HURRAH AND RAZZLE-DAZZLE WON'T GET YOUR TV MESSAGE ACROSS

THERE used to be a theatre in New York called the Hippodrome. It produced no ordinary attractions. Not this theatre. Everything was gigantic, stupendous, colossal. It was a strutting, rauous, dowdy, brazen, over stuffed, under brained combination of a Roman holiday, Barnum & Bailey circus and Mexican bullfight.

Diamond Jim Brady would have loved it, particularly the curtain. Because the curtain wasn’t asbestos. It was live steam. And on it jetting misty vapors flashed myriad colors that crashed and screamed and thundred with their garish intensity. The idea was to make everything gargantuan, and thus coax dollars from the safety pinned pockets of gawking yokels.

Fortunately the Hippodrome idea has passed from the theatre. But unfortunately it has entered the portals of television. And it’s a damn shame!

Imagine a medium so personal, so human as to be the invited guest each day in countless homes where people sit to view. And you think you’ve got to dazzle them. Well, you’re crazy. You think you’ve got to “hippodrome” your way across the hearthstones into human hearts. Well, you don’t. You think that by flashing dollars you can finagle dialers, and thereby coins will be traded for your cans. Never! Well, hardly ever.

You think that by scrambling a cornucopia of entertainment tops, you’ll be tops in sales. Well, you’re wrong.

Your competitor hires a theatre from which to broadcast third rate vaudeville. All right. You hire the Yale Bowl and clutter the ether with first rate hoofers, plus a big band leader, plus a sister act, plus somebody bigger than Kate Smith, funnier than Red Skelton, with a couple of movie stars and an amateur act or two thrown in. God knows, such a program ought to steal the air. And if you stay, Cecil B. DeMille will probably offer you his “10 Commandments” for a black out.

Well, if you want to hippodrome, hop to it. But remember, nobody steals the air—nobody. And remember, there’s nothing human about a hippodrome. And human beings make up your audience and your customers. Human beings who had to learn how to read, but who were born with the ability to see and hear. You don’t have to stage a Florida hurricane, San Francisco earthquake and St. Mihiel bombardment to make them look or listen. Maybe these humans would even think more about your product if you weren’t so noisy. And that’s what you want them to think about—your product—isn’t it? And people, though they may be dull, dumb, drab and dirty, don’t dazzle worth a damn.

You go ahead and put the big acts on the big networks. I’ll take my chances on pumping big ideas into Birmingham, Bellingham and Binghamton. And Boston, Biloxi, Butte, Bryn Mawr and Bridgeport. You take the high road of the Hippodrome. Dazzle ‘em. Knock ‘em cold. Then, with songs she used to sing and with drama he and she can fit into the simple patterns of their minds. I’ll come along. And with these simple, homely, unobtrusive things, I’ll spin a halo of love and affection around my product that will last as long as life itself. Because it is life itself. See?

Raymond R. Morgan: b. Sept. 2, 1895, Knights Ferry, Calif. Sold Saturday Evening Post as boy “for inducement” and worked way through high school and U. of California selling Fords and Packards, respectively, receiving degree in mailing name in Paris after joining Navy in 1917. Left Navy in 1919 and came to San Francisco. Went to work for an ad agency at $100 a month wrapping electrotypers. Stayed five years. Became sales manager of Macmillan Petroleum Co. and boosted sales by giving away two-gallon coupons. Got fired. Started again in agency business. “Millions of hours of our stuff on the air.” Claims first soap opera on air (Chandu the Magician, White King soap and Beech Nut foods), first radio offer, first five-a-week “whodunit” (Detectives Black and Blue. Folger’s coffee), first full length grand opera on radio, first “big show for the gals” (Breakfast in Hollywood), first “big giveaway show” (Queen for a Day). Credo: Best way to get something is to give something—you “gotta have a gimmick.”
Out of Focus

WITH radio regaining face as one of the dominant advertising media—a restoration whose progress has been well documented in this journal—there is a growing danger that both radio and television may succumb to the short-sighted expedient of selling perniciously against each other.

We have come across no better example of this than a "news" release put out last week by the Television Bureau of Advertising, based on an analysis of A. C. Nielsen Co. figures. It "shows," in the words of its own headline, that while tv is gaining, "radio [is] still losing audience." And the figures relied upon do indeed bear out that shoddy claim.

The only thing wrong with the comparison is that TvB failed to take into account approximately 35 million automobile radio sets that are being heard day and night throughout the land. That's 35 million locations that even television hasn't penetrated yet. So, even discounting other out-of-home listening, TvB was measuring radio with a yardstick that was at least 25% longer than it ought to be.

This is the sort of "research" that both radio and television can do without.

It is not enough that TvB's report dealt explicitly with "home" listening and viewing, one month in 1957 against the same month in 1956. The non-initiate will interpret this as total listening versus total viewing. It is too much to believe that TvB did not know this.

Coming from the American Newspaper Publishers Assn., or even from less biased sources unacquainted with the complexities of radio-tv research, such an "analysis" would not have been unexpected. Coming from an organization where radio-tv research is a basic commodity, it is something else again. Television—and radio—are both too big to have to resort to such tactics.

We do not wish to create the impression that TvB is the only culprit. For one, its radio counterpart, Radio Advertising Bureau, has been heard to mutter publicly about shortcomings in "visual advertising." There have been others, and we fear—this is the whole point of these paragraphs—that there will be more as radio's share of the advertising dollar increases.

The broadcast media are competitors, certainly, and as such they cannot avoid selling against each other as well as against all other advertising forms, from print to skywriting. But it would be folly for them not to keep it clean, or to become so engrossed in intra-family squabbling that they lose sight of their other targets. Selling can be done positively and constructively—when you have the medium for it. ANPA please copy.

THE IMPLICATION that radio's in-home audience constitutes its total audience (see above) points up a research need that becomes more evident every day. The simple fact is that nowhere in existence is there an adequate measurement of radio's nationwide out-of-home audience.

With radio sets becoming virtually standard equipment in automobiles and with portables being carried around like handbags, out-of-home listening obviously is high and going higher. Most experts seem agreed that pin pointing it at a reasonable cost will be difficult. But there should be no let-up in efforts to devise a means. Until this vast, literally unseen audience can be counted adequately, radio will be lacking an important sales tool and advertisers a guide to better use of the medium.

Of Cabarets & Taxes

UHF operators ought to be cheered by the House vote last week to reduce the cabaret tax by 50%.

This is not to suggest that uhf operators are inveterate night-clubbers. Indeed many of them haven't had the price of a cabaret meal since they went into the uhf business.

But there is hope that if the House can be persuaded to pass tax relief for cabarets it can also be persuaded to make a tax adjustment that would be of significant help to uhf television. Approximately the same arguments that moved the House to cut the cabaret tax from 20% to 10% can be used in support of the proposal to eliminate the 10% excise tax on uhf receivers.

Advocates of the cabaret tax reduction argued that it was needed to help an ailing business. The 20% tax, they said, was keeping patrons out of cabarets. To cut the tax would be to assure the stimulation of cabaret business and the expansion of employment. Resulting increases in corporate and personal income taxes would offset the loss of $21 million a year in cabaret tax revenue.

The case for elimination of the 10% excise tax on uhf receivers is even stronger. If that tax were killed, the price of taxed uhf-only sets and untaxed all-band receivers would be equalized. The incentive for manufacturers to make all-band sets would be powerful.

If, as anticipated, it became as cheap to buy an all-band set as a uhf-only set, the stimulation to uhf broadcasting would also be powerful. At the very least, the equalization of prices on uhf-only and all-band sets is a necessary first step in the resuscitation of uhf television.

The Treasury Dept., in arguing against the uhf tax cut, has denied the potential loss of all excise taxes on television sets, its theory being that if manufacturers make nothing but all-band sets, there will be no excise revenue. What the Treasury forgets is that past history of the tv set tax yield is based upon a fantastically expanding industry which now is in the transition toward stability.

There is now just about all the television there is going to be—unless something comes along to assist the development of uhf television. The current market for television sets is a replacement and a second-set market. That is not a market that promises the volume of past years.

The Treasury would be more realistic if it based its estimates of revenue loss only on revenues it had received in the past from taxes on sets capable of tuning uhf channels. No figures are available, but it is safe to say that the tax yield on uhf receivers has been inconsequential.

Assuming that uhf were revitalized, the government would be in a position to collect greatly increased revenues from corporate income taxes of uhf broadcasters. There are few uhf operators today who pay Uncle Sam anything in that category.

There would also be an increase in employment if the number of stations increased, and with that would come an increase in personal income taxes.

On a strictly monetary basis the government stands to gain more tax yield than it would lose if the excise tax on all-band sets were eliminated. Beyond that, the tax relief would result in giving the U. S. public a wider program choice than it now receives.

All in all, the arguments for uhf tax relief add up to a project for both economic and cultural progress. As such they certainly should carry more weight than the plea for a reduction in the tax on nightclub checks.
For A LION’S SHARE of the Houston television audience

KPRC-TV offers the great M-G-M FILM PACKAGE

To start nightly
10:35 p.m.
until conclusion
October 1, 1957

For Availabilities,
EDWARD PETRY & CO.
Television coverage figures are now up-to-date in the Big Sacramento Valley of Northern California, the fourth largest Television Market in the West.

This Spring, 1957, Nielsen remeasurement is based upon homes in the 31-county area as of January 1, 1957.

These new Nielsen figures show KCRA-TV delivers more homes in all categories: monthly, weekly and day and night parts.

### 31-COUNTY MARKET DATA

<table>
<thead>
<tr>
<th>Category</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF Sets</td>
<td>411,700</td>
</tr>
<tr>
<td>population</td>
<td>1,262,675</td>
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<tr>
<td>households</td>
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<td>consumer spendable income</td>
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<tr>
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<tr>
<td>farm income</td>
<td>$624,574,000</td>
</tr>
</tbody>
</table>

KCRA-TEV

**KCRA-TV**

SACRAMENTO, CALIFORNIA

100,000 Watts Maximum Power

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