ARB has just 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:

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

<table>
<thead>
<tr>
<th>Station</th>
<th>49%</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXEX-TV</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Station</th>
<th>60%</th>
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</thead>
<tbody>
<tr>
<td>WXEX-TV</td>
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</table>
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 130 foot boom, and a 92 foot dipper, making it possible to drop an overburden of 60 tons in an arc of 180 degrees, approximately 240 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER’s size with the average bulldozer alongside it; 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!
CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO.: NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

WTHI-TV

and RADIO, too!

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE
MORE LISTENERS

than any other full-time station in Texas

and at less cost per thousand!

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

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

Page 4 * September 9, 1957
ST. LOUIS HANDSHAKE  •  Principals in ch. 4 and 11 negotiations in St. Louis have shaken hands on transaction whereby CBS acquires plant and facilities of ch. 4 KWK-TV for about $4 million, with 220 Television Inc. (Kopler hotel interests) as surviving applicant to which CBS will assign ch. 11. Proposals, originally made by KWK principals [B&T, Aug. 36], now is being reduced to writing, with formal applications slated to be filed with FCC this Friday (Sept. 13).

Under St. Louis parlay, CBS will pay KWK Inc. roughly $2,430,000 for facility (presumably to become known as KMOX-TV) and $1,500,000 to St. Louis Globe-Democrat for building which houses ch. 4 studios and offices. Meanwhile, 220 Television Inc. has completed its negotiations with St. Louis Telecasting Co. (60% owned by St. Louis U.) and Broadcast House Inc. (former owner of ch. 36 KSTM-TV East St. Louis) whereby each will receive $300,000 in debentures, along with agreement by all parties to drop litigation involving ch. 11 assignment. Ownership of KWM-AM will be retained by Convex-Globe-Democrat-KSTP-Elysee Roberts group. All parties in dual transactions are reportedly happy about it. So far as is known, overall deal is without precedent.

BACK TO TV  •  On second night of Bartlesville Telemedium operation—it began Sept. 3—subscriber called Telemedium's phone number, asked what schedule was set for that night. When informed program would be same as opening night, he exclaimed: "Thank God. Now I can go back to watching tv." (See story page 31.)

KOTV (TV) Tulsa, CBS station which covers Bartlesville, in the last two weeks began using an ad promoting its feature film programs. Script now reads: "Watch our free movies."

ACCENT ON PROGRAMMING  •  Rising importance of programming departments of advertising agencies is underscored by reports that in at least one major radio-television agency, where tug-of-war between media and programming departments has been in progress for months, dispute has simmered down—with programming head now making major decisions.

There's growing belief among fini station operators that whole subject of simplex vs. multiplex transmission should be aired once again by FCC. Those favoring present simplex service claim adequate multiplex equipment still isn't ready for commercial use and some indicate they will ask extension of compulsory multiplex ruling of FCC beyond Jan. 1 effective date. They argue new service will entail unnecessary expense for purchase and installation of equipment.

UPCOMING  •  On agenda of FCC during next few weeks are such items as: Clear Channel report (whether to retain status quo, authorize power in excess of 50 kw, or, duplicate some clearings such as East Coast network, or make further study); Craven Plan to drop television table of assignments while retaining present separations; subscription tv (whether to invite applications for tests, and under what conditions); sheaf of tv deintermixture cases, simplified license renewal forms, and, due Sept. 30, Network Monopoly Study Group report, plus resumption of microwave (above 890 mc) hearings recessed six weeks ago.

Fred A. Taylor of Chicago office of Kidder, Peabody & Co. will handle firm's activities in broadcasting and electronic fields, with resignation of Robert E. Grant to become financial vice president of Plough Inc. Memphis (including Plough-Goldman-WMPS Memphians; WJJD Chicago; WCOP Boston and WCAO Baltimore). Mr. Grant founded Kidder, Peabody's station brokerage and financing operations three years ago (story page 104).

DISCUSSIONS BREWING  •  Two topics not on printed agenda of NARTB regional meetings are certain to stir heated discussion. They are Internal Revenue Ruling that bans depreciation of network affiliations and local-national spot contracts [B&T, exclusive, Aug. 26] and dilemma centering around liberalization of political campaign because of Sec. 315 of Communications Act. Concern over incongruous position of broadcasters, who can't cut politicians, is shown by NARTB participation in WDAY Fargo, N. D., test case, which may lead to eventual U. S. Supreme Court test. Third topic that has broadcasters concerned is wired tv, which poses agenda providing chance for discussion during opening afternoon tv session.

Irrespective of outcome of controversy between ASCAP and BMI, it's foregone conclusion that both NBC and CBS will dispose of their minority interests in BMI. They originally invested in enterprise in 1940 along with many stations when impasse had been reached with ASCAP on license renewals and they have never received dividends (see editorial, page 60).

UNMATCHED AS SALESMAN  •  Markings of big bid for bigger share of auto makers' advertising budget will be unveiled this week by NBC-TV. It's results of nationwide survey of automobile dealers, automobile buyers and automobile shoppers which, according to advance word, shows television far out in front of other media as a car salesman—so far out, in fact, to make clear that car makers are selling themselves short by not spending more on tv.

Involving rare departure for nighttime program, NBC-TV has decided to make its Nat King Cole Show available to affiliates for local sale on co-op basis, effective Sept. 17 when program moves into Tuesday 7:30-8 p.m. period. Stations were notified Thursday, and before end of next day NBC was getting reports of quick interest on part of local and regional advertisers.

CANCELED TEST  •  Plans for testing of battlefield television under atomic attack, in works for several weeks, suddenly were canceled because of dangers of atomic fallout. Test at atomic grounds near Las Vegas, Nev., contemplated maneuvers involving closed-circuit television network which would cover "Smoky" blast on Aug. 28 to try out new concepts of nuclear warfare. While event was covered by tv, participation of Army units, arranged through Signal Corps and Radio-TV Branch, was withdrawn at eleventh hour because of fallout dangers.

Additional film product reportedly is being readied for tv fall. MGM-TV has preliminary plans to market its more than 1,000 shorts to stations. Included are cartoons, "Our Gang" comedies, features, Pete Smith novelties, documentaries, etc.

THE DAYTIMERS' PROBLEM  •  Senate Small Business Committee, headed by Sen. Sparkman (D-Ala.), is expected to release its report next week on the problem of daytime broadcasters, which have been seeking longer and fixed hours since March 1954. At hearings held last April [B&T, May 6] by subcommittee, Sen. Wayne Morse (D-Ida.), chairman, termed FCC inaction on the Daytime Broadcasters Assn. request "a deplorable situation" if DBA charges against the Commission are true.

Planning underway for second annual Broadcasters Promotion Assn. convention and seminar at Chicago's Sheraton Hotel Nov. 1-2. Spadework done at board meeting that city last week, with discussion of radio-television promotion problems and convention agenda. Letters and registration cards to be distributed this week.
INDEPENDENT KPHO-TV FIRST IN PHOENIX!

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QUARTER HOUR WINS*

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<th>IND. KPHO-TV</th>
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<th>NET STA C</th>
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<td>29</td>
<td>17</td>
<td>10</td>
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*Source: ARB Analysis, June 8-14 Report
(For those periods when KPHO-TV and at least one other station were on the air.)

KPHO-TV PHOENIX
A MEREDITH STATION REPRESENTED BY THE KATZ AGENCY
THE WEEK IN BRIEF

LEAD STORY

Movies Piped Into Bartlesville, Okla. — Televisions operation kicks off Sept. 3, with official commercial operation to begin Oct. 1. Exhibitors watching system intensively; many see new method of distributing films. First show on two-channel setup (capable of providing five services) is first-run "Pajama Game" and re-run of four-year-old "Mississippi Gambler." Subscribers like what they see, but speculation in both broadcasting and movie industry, as well as among some of the public, is rife. Page 31.

ADVERTISERS & AGENCIES


Whiskey on "Tv"—Four Roses and RCA Victor team up for "color" promotion in bars and package stores using color tv receivers (both dummy and real) to separately and collectively push (1) Four Roses whiskey and (2) RCA color tv sets and programming. Question: will tv screen picture of Four Roses draw criticism as "conditioning" public mind to seeing liquor advertising "on air"? "No such intention," say Four Roses' and RCA's agency. Page 46.

NETWORKS

NBC Spells Out New Radio Rates—Five-minute units to scale down from gross one-time rate of $1,700 and one-minute announcement will cost $1,000, with same rates day and night. Time costs on quarter-hour and longer program lower at night than in daytime. New card effective Oct. 1. Page 72.

ABN Drops Nielsen Radio Index—Network is expected to sign for new Pulse national radio measurement service that will cover top 26 markets in U. S. Point of issue: the mobile radio audience including portable in-home and out-of-home listening. Page 76.

TRADE ASSNS.

Time for Industry Decisions—NARTB regional meetings, opening next week, will take apart principal industry problems and then tell broadcasters how they should go about solving them. Page 92.

Tv Has Its Week—All three networks and 475-odd tv stations join kilowatts to tell America about their medium as National Television Week gets under way. Page 90.

OPINION

Are Agency Commissions Justified on Package Shows? — Agency executive Ransom Dullnall explains the thorough procedures at the agency level in handling such programs. The Humphrey, Alley & Richards vice president gives his views in B&T regular Monday Memo series. Page 137.

PROGRAM SERVICES

ASCAP: Does It Face The Music?—Special B&T editorial examines mounting offensive waged by ASCAP forces against BMI and broadcasters, traces historical development of the battle, and points up pertinent "oversights" in ASCAP group's wide-ranging campaign. Page 60.

GOVERNMENT

Asks Caution With Pay Tv — Sen. Curtis calls on Congress to investigate possible regulation of wired tv, backs stand of others in urging FCC not to act on toll tv using the radio spectrum. Page 84.

FCC Clears Albany-Schenectady-Troy-Vail Mills Muddle—Commission clears allocation picture by leaving chs. 6 and 10 assigned there and adding 13. Two uhfs in that area given temporary authorization to operate on vhf channels. Page 82.

A B&T SPECIAL

How And Why NBC Has Challenged Its Course—President Robert W. Sarnoff, in an exclusive B&T tape interview, tells some of the planning and thinking at the network. He reports a good outlook for network radio. Page 124.

STATIONS

Billing Fever Among Five—NBC Radio's five owned radio outlets are in a business boomlet, which for the six months of the year compared with that period of a year ago translates into an 82% increase in pre-tax profit. National spot is up 15%; local, 18%. Network compensation during this period went up 43%. Page 101.

RESEARCH

They Read Newspapers, Too—But public considers television the best source of information about political candidates and campaigns, according to survey conducted by U. of Michigan journalism school. Radio ranks as third main source, with magazines fourth. Page 57.

How Does Tv Affect Children?—Foundation study deflates certain popular misconceptions that the medium does some harm. However, it points out that there's room for improvement and offers some suggestions. Page 120.

DEPARTMENTS

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<td>UPCOMING</td>
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September 9, 1957

Broadcasting • Telecasting
If prime time is a must, then so is WHB.

From 6 to 9 a.m. ... from 9 to noon ... It's a WHB world

54.1% Nielsen (6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest Area NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.
Latest PULSE: WHB first every quarter hour.
Latest HOOPER: WHB first with 42.4% all-day average.
Latest TRENDEX: WHB first with 42.1% all-day average.

Whether it's prime ... or any time ... talk to Blair or WHB GM George W. Armstrong

WHB 10,000 watts on 710 kc
KANSAS CITY, MISSOURI

WDGY Minneapolis St. Paul
WHB Kansas City
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
District Court Orders Film Firms To Give Cost-Price Data to FCC

Four TV film producer-distributors were ordered by U. S. District Court for Southern District of New York Friday to provide FCC with cost and price data on their film programs, but Commission was directed to treat information as confidential.

Ruling by Judge Frederick Van Pelt Bryan was on cause-order obtained by FCC last June to compel companies—Revue Productions, Screen Gems, MCA-TV and Ziv Television Programs—to reply to questionnaire from Commission's Network Study Group [8T, July 1]. Judge Bryan decided companies should reply to questionnaire but set "reasonable time" for compliance to be worked out by distributor-producers with Commission. He ruled that specific information on prices, costs, profits and losses of companies should be given.

Four companies had refused to answer questionnaire and had resisted responding FCC subpoenas requiring them to file data with Commission. Their position was that FCC had no jurisdiction over them; detailed information sought by Commission was "irrelevant" to network study and disclosure of data could result in "harfful competition." Though companies declined to comment on Judge Bryan's decision, one official claimed "it was a moral victory" in that confidentiality was their main concern.

Zugsmith-Oxartar Group Sell KITO for $200,000

Sale of KITO San Bernardino, Calif. (5 kw on 1290 kc) by Frank Oxartar, John D. Fieldmann and Albert Zugsmith to Pasadena, Calif., interests, including principals of KKKW there, for $200,000 announced Friday. Buyers include Marshall S. Neal and William J. Beaton, KKKW; S. W. Royce, manager, Huntington-Sheraton Hotel, Pasadena, and Lisle Sheldon, owner of Los Angeles advertising agency. Sellers have varying interests in KKKD-AM-FM Los Angeles, KXSM San Mateo, KBYE Oklahoma City and KBMI Las Vegas. Mr. Zugsmith also has ownership interest in KULA-AM-TV Honolulu and is one of group buying WBEX-TV Rockford, Ill. KITO sale is subject to FCC approval and was handled by Albert Zugsmith Corp. KITO is ABC-affiliated. Other sales announced Friday: WERI Westerly, R. I. (250 kw on 1230 kc) sold by Ted Estabrook to William Sweeney, vice president of Tele-Broadcasters Inc., and former manager, WARE Ware, Mass. Sale handled by Blackburn & Co. Also 75% of WJKO Springfield, Mass. (5 kw day, 1600 kc) sold by Earl G. Hewinson Sr. and associates to Paul Perreault and Arthur Tack for $50,000. Mr. Tack owns WSKI Montpelier, Vt. Sale handled by Haskell & Bloomberg. Both sales must get FCC okay.

WWL-TV Starts Operation On Ch. 4 in New Orleans

WWL-TV New Orleans, La., scheduled weekend debut on ch. 4, with President W. Patrick Donnelly, S. J., president of Loyola U., opening station at 6:30 p.m. Saturday (Sept. 7). Fr. Donnelly is president of university-owned outlet. Station went into service 13 years after first TV application was filed, marking end of regulatory complications.

Guests at formal opening included Mr. and Mrs. Edward P. Shurick and Mr. and Mrs. William B. Lodge, CBS-TV New York; Mr. and Mrs. Eugene Katz, The Katz Agency, New York; Mr. and Mrs. Paul M. Segal, Mr. and Mrs. George S. Smith and Mr. and Mrs. Robert Marnet of Segal, Smith & Hennessey, Washington; Miss Evelyn Epoley, legal assistant to FCC Chairman John C. Doerfer.

Officers of WWL-TV, besides Fr. Donnelly, include Rev. A. B. Goodspeed, S. J., faculty director; W. H. Summerville, general manager; Ed Herner, program director, and J. D. Bloom, engineering director. WWL-TV operates with 100 kw maximum power. Network rate is $1,000 per hour. Two other commercial stations (WDSU-TV and WIMR-TV) and an educational outlet (WYES-TV) operate in New Orleans.

- BUSINESS BRIEFLY

WESTERN INVASION • Revlon, N. Y., having completed "with excellent results" radio test run in Cincinnati, Denver, and Atlanta on behalf of new "Top Grass" hair tonic, next month invades 10 western states with saturation radio-TV introductory drive, blanketking "every major city." Campaign will last 'til forbid. Agency: Emil Mogul Co., N. Y.

ADD FOR AD • Colgate-Palmolive Co., N. Y., for Ad detergent, placing 21-market tv spot drive starting Sept. 16 and running through Dec. 27. Agency: Lemen & Newell, N. Y.


BAB-O BUYING • B. T. Babbitt Co. (Bab-O), N. Y., for first push out of its new agency, Donahue & Coe, N. Y., will use nine-week saturation radio drive. Campaign initially kicked off yesterday (Sun.) in some markets—there are 35 all told—but agency reportedly is still buying for October phase.

P&G TV • Procter & Gamble (Crisco) Cincinnati, planning TV spot schedule in about 25 top markets, starting early in October. Contracts will run 'til forbid. Agency is Compton Adv., N. Y.

ANOTHER HEAVY BARRAGE • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., which carried substantial nationwide radio spot schedule last spring on behalf of Cavalier cigarettes, about to launch similar campaign this fall for same brand. Though details slim, William Esty Co., N. Y., its agency, indicated drive will continue through end of this year.

FLAVORSOME BUY • American Home Foods Inc., N. Y., for Burnett's Flavoring (vanilla), purchasing 35 selected markets "east of Chicago and north of Mason-Dixon line" for 13-week radio push that kicks off Sept. 23. Agency: Geyer Adv., N. Y.

DOUBLE STITCH • Singer Sewing Machine Co., N. Y., which had originally signed up for alternate sponsorship of NBC-TV's The Californians (Tues., 10-11 p.m.), has extended contract and will sponsor entire program every week. Young & Rubicam, N. Y., is agency.

- TRYOUT IN DETROIT

In its initial use of radio as advertising medium, Upholstery Leather Group, New York, composed of eight leading manufacturers of upholstery leather for autos and furniture, understood to be launching test campaign over WJW, WXYZ and WJR, all Detroit, starting Sept. 16 for 13 weeks. Campaign aimed at promoting use of leather for car upholstery, which faces increasing competition from synthetic materials, and radio effort designed to reach automotive executives and carrying public. ULG will use about 25 one-minute spots per week on stations, and effectiveness of campaign will dictate future use of medium. ULG in past has used primarily mass-circulation magazines. Agency: Hockaday Assoc., New York.

Jacksonville Uhf Quits

Ch. 30 WQIK-TV Jacksonville, Fla. owned by Carmen Macri, Friday asked FCC to delete its construction permit. Station felt it had no chance to succeed against competition of two commercial uhfs (WMBR-TV and WFGA-TV) and well-established uhf (ch. 36 WJIP-TV) in Jacksonville. Demand of WQIK-TV brings the number of uhfs which have been deleted to 151.

September 9, 1957 • Page 9
NARTB to Make Pitch for Ike
To Address 1958 Convention

President Eisenhower will be invited to address 1958 NARTB convention, to be held in Los Angeles April 27-May 1, under plans Thursday by association. Convention committee at Chicago meeting. Headin...
New Air Training Commands at Randolph Air Force Base have brought into this area nearly 2,000 new families—one reason why growing San Antonio boasts greater drug store sales than Salt Lake City, Birmingham, Omaha, Des Moines, or Spokane.

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

ASK YOUR PETERS, GRIFFIN, WOODWARD COLONEL FOR COMPLETE DETAILS.

*KENS-TV EXPRESS-NEWS STATION

SAN ANTONIO, TEXAS

*See the latest — ARB, PULSE, RORABAUGH
There Must Be A Reason Why

Edward

NEW YORK • CHICAGO • ATLANTA
Millions and Millions of Dollars were invested in Spot TV advertising by leading tobacco manufacturers during 1956.

Tobacco advertisers don't spend money in Spot TV... they buy value! For every Spot TV advertising dollar earns many more sales dollars. When it comes to investing in Spot TV, rank these great stations at the top of your schedule. They cover 1/3 of all TV homes, are the leading stations in their communities, and are viewed regularly and loyally.

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Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS
HERB ( OSCAR) ANDERSON SHOW

American Broadcasting Network, having promised to inject more life into radio network fare by means of live programming, appears to have some of the plasma in the new Herb (Oscar) Anderson Show.

As host for this Monday-Friday, 10-11 a.m. EDT series, the network uses Mr. Anderson, a barrel-voiced midwesterner who clicked this summer on an early morning show of ABN's WABC New York. The show itself is aimed at "mom" as she works around the house. Mr. Anderson combines exuberance and a limited amount of clowning with what is really some fine musical entertainment. Ralph Hermann and his orchestra, along with vocalist Carole Bennett and a singing group under the name of The Satisfiers, provide the bulk of the hour's entertainment.

Guest vocalist for the opening week was Don Rondo and it would be well if he stayed around. Mr. Rondo sings well in a straight manner reminiscent of the singing popular before vocalists found it necessary to develop a "style." Time signals and weather further the "companion" feeling of the show.

It's to be hoped Mr. Anderson keeps his emceeing under control, as he did last week. It's a welcome relief to hear such a live variety show without having to endure pontifications on world affairs and endless recitations on the vacations and hobbies of the m.c.

While it may be contended the end product is the same whether the music is live or canned, nevertheless, there is a psychological bond established by mere knowledge that the performance is entirely live. The Anderson show typifies programming that establishes such a bond.

Production costs: Approximately $15,000 per week for strip.

Sponsored by Nestle Co., through Bryan Houston, and Foster Milburn Co. (Doan's pills), through Street & Finney, on ABN, Mon.-Fri., 10-11 a.m. EDT. Started Sept. 2. Originated live from New York.

Producer: John A. Stearns.

Announcer: Glenn Riggs.

THE VERDICT IS YOURS

In presenting The Verdict Is Yours, CBS-TV has capitalized on widespread publicity recently accorded real life legal battles between foster parents and natural mothers for custody of children.

The tv fictional case involved a well-to-do couple who instituted habeas corpus proceedings to regain a six-year-old boy they had reared and who was taken from their home by the natural mother a few days after they had filed for formal adoption of the child.

A few twists have been added by CBS-TV. The individual cases run over a period of days, as needed to cover the whole case satisfactorily. Jim McKay is used as a television commentator assigned to bring the proceedings to the viewing public and he
WLW RADIO AUDIENCE AMONG TOP 10 IN AMERICA

A. C. Nielsen Company Reports - WLW Radio consistently with one of the 10 largest audiences of the more than 2870 Radio Stations in America. WLW Radio will give us the nation's 5th largest unduplicated radio audience. So before you buy radio, check with the WLW Radio representative. You'll be glad you did!
occasionally breaks in, a la *You Are There*, to report courtroom sidefights and to interview principals.

Opposing counsel in the first case were bona fide lawyers and the presiding judge also was a member of the bar. The jury is selected from the audience present in the four-wall courtroom set which was specially designed for the program. At the conclusion of the testimony this jury renders a verdict.

It all adds up to an interesting half-hour and if the subsequent cases are as controversial as the first, it's bound to provoke some heavy discussions in the viewing homes.

**Production costs:** Approximately $17,000 per week.

**Telecast with various sponsors on CBS-TV,**

Mon.-Fri., 3:30-4 p.m. EDT.

**Started Sept. 2. Originated live from New York.**

**Producer:** Eugene Burr.

**Director:** Byron Paul.

**Associate Director:** Al Rofkin.

**Technical Directors:** Carl Schutzman, George Keck.

**SEEN & HEARD**

Mike Wallace was buffeted to and fro Sept. 1 on his ABC-TV Mike Wallace Interview. The supremely witty, urbane and outspoken enfant terrible of the architectural world, 88-year-old Frank Lloyd Wright, quietly demolished Mr. Wallace's usually-loosely coupled train of thought by refusing to be baited by Mr. Wallace, answering each question with a question in return, shattering Mr. Wallace's composure and proving once again that David doesn't always whip Goliath.

**BOOKS**

**SHORIKI, MIRACLE MAN OF JAPAN,**


Masutaro Shoriki, 72-year-old atomic energy commissioner for Japan, today looks back on a long career as police official, politician, newspaper tycoon and, in later years, broadcaster. In fact, Bob Considine, in this book's foreword refers to Shoriki as "the David Sarnoff" of Japan for his furtherance of tv in that country.

Though Shoriki, Miracle Man of Japan deals extensively with his accomplishments prior to becoming interested in radio and tv, a portion of the book tells how Shoriki enlisted the aid of fellow newspapermen in successfully ending the government monopoly in radio. Far-sighted Shoriki, aware of the burgeoning growth of television elsewhere in the world, thus was able to set a precedent for acceptance of commercial tv in Japan. He went on to win a tv license in 1952 and, with the aid of an RCA airlift to bring in equipment, put commercial television on the air the next year.

Knowing set circulation would be a problem, Shoriki immediately set about installing tv receivers in public places to build up audiences and, on the basis of head counts that he made at set locations, was able to convince advertisers of tv's worth.
Meet Paul Taft

Foresighted businessman and broadcaster... Paul saw the potential of television... determined to be a part of it... built KGUL-TV.

Just as his station plays a prominent role in the lives of the people of Houston and Galveston... Paul occupies a position of leadership in the local affairs of these dynamic communities... friendly, experienced, popular... a man who is close to the people of Texas and knows how best to reach them.

Paul is one of the important reasons why KGUL-TV is your best buy in the Texas Gulf area... the only station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

A CORINTHIAN STATION  Responsibility in Broadcasting

KOTV Tulsa  •  KGUL-TV Galveston, serving Houston  •  WANE & WANE-TV Fort Wayne  •  WISH & WISH-TV Indianapolis
BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE MOVING FORCE IN BUFFALO

To sell Buffalo housewives on the extra service and values in Loblaw Supermarkets, Ad Busch, Inc., buys announcements on WBUF...

20-SECOND CHAIN-BREAKS in AA time because they reach Greater Buffalo's big, adult nighttime audience at an economical cost-per-thousand... and allow complete flexibility in scheduling announcements of Loblaw specials.

ONE-MINUTE SPOTS in WBUF's "Million Dollar Movie" (5:30-6:40 pm) on Thursdays and Fridays—the nights Loblaw Supermarkets are open.

WBUF, because:
... as Ad Busch timebuyer June Kreutzer says, "sales results and in-store surveys show that our 20-second spots on WBUF cover a large segment of audience that otherwise would not be reached. And 'Million Dollar Movie's' consistently high ratings with the housewife audience make it a natural for our institutional needs."

... as the client's film production supervisor, William G. Still, says, "wbuf's fine technical facilities guarantee us the finest reproduction, with good balance and smooth integration between feature films and our filmed commercials."

... as A. E. Robert Cahoon says, "wbuf's all-out promotion support helps merchandise the TV schedule to store personnel, arousing enthusiasm where it really counts, at the store level."

Big and growing audiences, plus gratifying sales results, make WBUF the fastest-moving force in Buffalo. Put this force to work for you today!

WBUF-17
BUFFALO, N.Y. SOLD BY NBC SPOT SALES

Left to right: William G. Still, Film Production Supervisor, Ad Busch, Inc.; WBUF Announcer Fred Covington; Robert Cahoon, Account Executive, Ad Busch, Inc.; June Kreutzer, Timebuyer, Ad Busch, Inc.
A 33-Year Man Speaks Up

EDITOR:
Perhaps I have waited too long to speak. I am one of the really active old timers in radio. For instance, I had a disc jockey show on WDEL Wilmington, Del., in March 1924; and many more after that in Philadelphia and other cities. I also conducted regular "man on the street" broadcasts in 1924—from Hotel DuPont in Wilmington; others later in Philadelphia, Washington, Virginia and Ohio.

Having been on the air since March 20, 1924, I would naturally have a few things in the so-called "first" category. But the important thing to me is radio, which is still first in advertising.

R. Sanford Guyer
Partner-General Manager
WMOA Marietta, Ohio

Liked Pay TV Roundup

EDITOR:
I read with great interest your special report on pay tv [BT, Aug. 26]. My compliments to you. This is one of the finest roundups on the subject that I have read, and I can assure you I read almost everything on this subject that I can find. You have dealt very factually with the pros and cons and all shades of dissension in between.

Milton J. Shapp
President
Jerrold Electronics Corp.

Requests Station Primer

EDITOR:
After reading the letter from Gless Connoy [Open Mike, Aug. 26], I went back to our files to reread "Madison Ave. to Main Street" [BT, May 14, 1956]. I would appreciate two reprints of this fine article for my personal files.

John D. Gibbs
Program Director
KQV Pittsburgh, Pa.

[EDITOR'S NOTE: Article gave outline on how to start a radio station.]

The Sooner the Better

EDITOR:
Please disregard our earlier letter asking that BT be sent to us by regular mail. We would like you to continue sending the magazine by air mail, as we received BT today and were happy to get it so soon. We have already telephoned for some equipment which was listed in the magazine.

Mrs. Hazel M. Vickers
President
WIVI Christiansted, St. Croix,
Virgin Islands

[EDITOR'S NOTE: Air mail service is available at regular subscription rates plus the additional postage costs involved.]

Wants an Fm Count

EDITOR:
As a lifetime radio man (since 1924) I

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ALL MONKEYSHINES ASIDE...

Timebuyers searching for the selling facts in the Youngstown market needn't bother to look any further...

... here they are, complete with facial expressions...

... HEAR ALL ... SEE ALL ... TELL ALL!

For example HEAR THIS ... according to Pulse, of all the homes using radio from 6 A.M. to 12 Midnight, Monday thru Friday—WFMJ delivers 24%!

SEE THIS ... check the share of audience ... in the 7 A.M. to 8 A.M. time period, WFMJ out-swing the second station by 30%! From 8 A.M. to 9 A.M. WFMJ leads by 15% and then somersaults into a 20% edge during 9 A.M. to 10 A.M.

TELL THIS ... regardless how you measure ratings, you will find that by survey, audience loyalty and established reputation, WFMJ is the Number One tire-swing around the Youngstown Zoological Gardens.

* From left to right ... Al Hallaman, Ted Conner and Hal Fryar ... “The Youngstown Area’s Top Disc Jockies”.

Contact Headley-Reed or call Mitch Stanley for current and fall availabilities. Sell Youngstown – Ohio’s 3rd market – with WFMJ Radio.

“Your Good Neighbor Station”

WFMJ

NBC in YOUNGSTOWN, OHIO

5000 WATTS FULL TIME
The smaller radios get,

the larger radio gets.
went into fm only to prove to myself, at least, that the merits of fm properly presented could improve the status of radio.

Inasmuch as most cities have a proven percentage of fm receivers—why is there not a single fm set count? It is the fm part that results in radio sales in our area and we feel an accurate count should be made. Dealers in our area say unless a radio has fm, they cannot sell it. This is a very important part of the radio picture and it is difficult to understand why so important a figure could be overlooked.

Jerry Cobb
Manager
KNEV-FM Reno, Nev.

Wants Toll tv in uhf

If radio station owners have any intelligence, they will encourage the FCC to authorize pay tv the right to use the uhf spectrum. Otherwise, the pay tv promoters will proceed with plans to connect homes by wire—wire that can also carry background music to the home. How many radios will be turned on when uninterrupted background music is available at little or no extra cost?

Pay tv will only slightly hurt commercial tv, but why should it be allowed to ruin radio? Furthermore, there is more than ample uhf space for toll tv operators. If the FCC would like to see radio survive, they should not pay tv spectrum space. Recent developments indicate pay tv cannot be stopped. Why not let them use the transmission system that will do the least harm?

John Pave
Los Angeles, Calif.

How He Put Fm in His Car

I have just recently installed fm in my car. I have the Gonset tuner for the fm band, amplified through the regular car radio. The results are satisfactory, but do leave a bit to work on. The only ignition interference comes from an occasional diesel truck. Around town, all the fm stations locally come in fine, but on the highway one frequently finds a shadow area with poor, if any, reception. Then a mile or so on, it is fine again. The signal does not fade under bridges as the customary am reception does; nor is there interference from high-tension power lines.

For an antenna, I have used a regular telescoping auto antenna, pulled to the proper length for the center of the fm band, 98 mc. This works better than the usual uhf mobile antennas, which are usually resonant around 135 mc. or so.

The results are increasingly gratifying, the separate fm programming on several stations is much more pleasant. I hope the day will come when fm in cars, as well as homes, is as common as am.

Paul Schuett
Tacoma, Wash.
KRON is TV in SF

San Franciscans are sold on KRON-TV

COMING
“NIGHTMARE!”
Thursday, 10:30 P.M.
CHECK AVAILS NOW

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
IT'S NOT CONFIDENTIAL, the formula for the sweet smell of success at Los Angeles' Bandini Fertilizer Company... just careful blending of a fine product with the power of spot radio.  

"GREEN THUMB" garden hobbyists used to be Bandini's restricted market. Then sales-advertising manager Bob Reynolds reached out to the vast home-owning populace through THE mass medium, Radio.  

FIRST SHOCKED... then amused... then sold was Southern California when a dulcet feminine voice cooed "Bandini is the word for steer manure!" When nurserymen reported that customers were pouring in for "that sexy fertilizer," success was assured.  

"RADIO IS OUR FOUNDATION MEDIUM" says Reynolds; "it has the unique advantage of allowing listeners to use their imagination to interpret our words. It isn't difficult to merchandise dealers... they all hear it themselves. We have increased our radio budget every year of the last five... and simultaneously increased our sales."  

"KBIG HAS BEEN A BANDINI BASIC since its birth in 1952," adds Bob Columbato, account executive, Cunningham & Walsh. "This contract year we have used an all-time high of 1068 minute spots on THE Catalina Station, to get that complete night-county coverage at exceptionally low cost-per-thousand."  

Your KBIG or Weed representative is a prime source of other case histories to help you evaluate Southern California Radio.

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**OUR RESPECTS**

_to Rolland Woodmansee Taylor_

ROLLAND W. TAYLOR, Foote, Cone & Belding's new president at 49, is quick on his feet, an able administrator and a disciplinarian. But he's always a team player. That is the composite picture of spry and wiry Roll Taylor as volunteered by some of his colleagues at the agency.

But Mr. Taylor, who ascended a little more than a month ago to the presidency of the agency which annually bills among the top 10 agencies in the U. S., speaks hesitantly of himself, turning instead to what the agency itself has done and is doing.

Of this there is no gainsaying. FC&B in 1957 has come alive with creative ideas (for example, its grand advertising-promotion on behalf of Ford Motor's new Edsel automobile) and has been sprinkled with new accounts. At midyear, the agency was estimated to be at an annual billing level of more than $100 million with about $40 million in the broadcast media [B&T, July 8].

While the year has been a lively one for the agency, it also has seen the rise of Mr. Taylor, a former topnotch FC&B account executive. He returned to the agency in January 1956 as executive vice president and manager of the New York office after a three-year interval as vice president in charge of advertising at Colgate-Palmolive, a company that invested an estimated $67 million in its U. S. advertising program in 1956, the last year Mr. Taylor was at C-P. A little more than 18 months after he rejoined the agency, Mr. Taylor was elected president to succeed Fairfax M. Cone, who moved up to chairman of the agency's executive committee—the first such top level change at FC&B in six years.

As a veteran of the advertising field, Mr. Taylor also has an unusual grounding in merchandising and in the broadcast media. He has had 12 years in merchandising, seven with the Kroger grocery store chain and five with the merchandising divisions of American Weekly and Puck, the Comic Weekly. His baptism in radio began at William Esty & Co., where he was a vice president, and continued later at FC&B and at Colgate-Palmolive. At FC&B, he "inherited radio's No. 1 show—Bob Hope" (sponsored then by Pepsodent) and later became immersed in tv, too, since he was responsible for C-P's broadcast buying.

Rolland Woodmansee Taylor was born Nov. 13, 1907, in Illinois. His boyhood was spent at Long Beach, Calif., where his family moved soon after his birth, and where he attended grade school and high school. In June 1929 he was graduated from the U. of Michigan with a Bachelor of Arts degree.

The depression cast a shadow on his first job, with a stock brokerage house in Los Angeles. Later he was with Union Oil Co. in its training program for a short time. Then in 1930, he joined Kroger, starting as a trainee and working up to assistant branch manager of 540 stores. From 1937-1942 he was with the Sunday supplements. In 1942 he joined William Esty in a merchandising capacity.

AT ESTY, Mr. Taylor worked on such accounts as Colgate, R. J. Reynolds Tobacco, and Thomas Leeming (Ben-Gay and Pacquin). Since these advertisers were radio users, Mr. Taylor was acquiring a radio education in addition to his agency experience. The power of radio in circulating a jingle such as the one created for Super Suds gave him a first-hand taste of a mass medium in operation.

Five years later, Mr. Taylor moved to FC&B in Chicago where he was an account executive on Pepsodent (Lever Bros.). In 1951, he was transferred to the New York office of the agency, with account responsibilities including Pepsodent, Hiram Walker, Kimberly-Clark and General Foods. He was named vice president in charge of advertising at C-P in 1953. He returned to FC&B in January 1956 and last December was elected vice chairman of the board.

Mr. Taylor, a merchandising expert with the steady hand of the administrator, knows not only the facets of advertising but understands people, too. It's said his way with people, as well as issues, can best be seen at a work session. Although Mr. Taylor is not principally a creative man, he is known for his ability to select the best talent that creative people can provide.

In fact, he will tell you that "the soul of any agency is in its creative capacity. This applies as much to media as to the art or copy departments and to research as well." Accordingly, the agency's prime objective, he says, is to draw out the best and most compelling advertising possible.

Mr. Taylor lives in New York City with his wife, Martha (they were married in 1934). Their son, Tom, is a student at the U. of Pennsylvania, and they have a daughter, Martha. Away from the office, Mr. Taylor "shoots miserable golf," relaxes with books and often travels, usually on agency business.
TIME BUYER
Max Confucius
say:

"WKMH
Vellee Best Buy in
DETLOIT

From lichee nut to hydramatic ricksha,
WKMH is right tickee for putting starch in
sales. You better check, hubba-hubba, with
honorable cousin Charlie Statistic,
at PULSE*—he say WKMH is number one
in Detloit! Yes, WKMH is just my cup
of tea, Oolong, that is! So hurry oolong—
buy WKMH. Is honorable greatest!"

*According to PULSE — 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
John Carroll, Managing Director

WKMF
Flint, Mich.

WSAM
Saginaw, Mich.

WKHM
Jackson, Mich.

WELL
Battle Creek, Mich.

Battle Creek, Mich.
Southern Mich.
Broadcasters

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed

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AT FIRST A WHISPER!

NOW A SHOUT!

"ZIV'S GOT ANOTHER SMASH HIT!"

Yes, it's Ziv's HARBOR COMMAND! What a combination...a commanding role...a commanding performer...fused in white hot action!

OVER 135 MARKETS ALREADY SOLD!

Hamm's Beer
Lion Oil
Sealy Mattress
Capitol Bedding
Coca-Cola
Alka-Seltzer
Kroger
Ford
Carnation Milk
Blue Cross
West End Dairy
Squirt
Lee Motors
Dorst Baking

Kroger Rochester Milk Producers
WFGA-TV - Jacksonville

Over 135 markets already sold!

HAMM'S BEER
LION OIL
SEALY MATTRESS
CAPITOL BEDDING
COCA-COLA
ALKA-SELTZER
KROGER
FORD
CARNATION MILK
BLUE CROSS
WEST END DAIRY
SQUIRT
LEE MOTORS
DERST BAKING

MCCOA MARGARINE
ONE-A-DAY TABLETS
LA ROSA SPAGHETTI
ROCHESTER HOSPITAL SERVICE
MULLER-PINEHURST DAIRY
INDEPENDENT LUMBER CO.
ROCHESTER MILK PRODUCERS
S. A. MACH. & SUPPLY CO.
HOME RADIO & FURNITURE CO.

WNAC-TV - Boston
WTYR-TV - Columbus, Ohio
KTVN-TV - Cleveland
WTYI-TV - Charlotte
WANE-TV - Ft. Wayne
WBAI-TV - Hattiesburg
WGFA-TV - Jacksonville
WTUJ-TV - Miami
WKBP - Lexington, Ky.
WDSO-TV - New Orleans
WDR-TV - New York
WKY-TV - Oklahoma City
WEK-TV - Peoria
WJW-TV - Indianapolis
WJIB-TV - Las Vegas
WJAC-TV - Philadelphia
KOLM-TV - Pittsburgh, Pa.
KPNO-TV - Phoenix
WJIC-TV - Pittsburgh, Pa.
KSL-TV - Salt Lake City
KRON-TV - San Francisco
WSJL-TV - Scranton-Wilkes Barre
KDRV-TV - Stockton
KOLD - Tucson, Ariz.
KTNV-TV - Tucson
WTMS - Tampa
KTVX-TV - Tulsa
KONA - Honolulu

and others
Quality! Ratings! Success!

"HARBOR COMMAND" Starring WENDELL COREY
You're always 'on top' with

KTHV

Channel 11
LITTLE ROCK

KTHV has the highest antenna in the Central South—1756' above average terrain! And that's only one of eight reasons why we do such a big job in Arkansas.

The other seven:

1. Over 240,000 TV Homes
2. CBS Affiliation
3. Channel 11
4. 316,000 Watts
5. Center-of-State Location
6. Superb New Studios
7. Know-How Management

Ask your Branham man for the DETAILS on all these eight big KTHV facts!

316,000 Watts ............... Channel 11

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

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT
BENCHMARK IN BARTLESVILLE

* Wired subscription tv starts its first test in Oklahoma market
* B.T., on the scene, reports the play, the players, the reaction

A 200-theatre Southwest movie chain has taken the idea of subscription TV and made it its own.

Video Independent Theatres—a major circuit in Oklahoma, Texas and New Mexico and with interests in two TV stations and a dozen community TV systems—began merchandising motion pictures into the home last Tuesday.

The place this revolutionary and potentially competitive TV form is underway is Bartlesville, Okla., an oil center and rich agricultural county seat in northeastern Oklahoma.

At 1 p.m. last Tuesday, Sept. 3, the Logan Taylor family (Mr. Taylor, an executive of the internationally known Phillips Petroleum Co., whose headquarters are in Bartlesville; Mrs. Taylor and son, Mark, 61/2, and daughter, Karen, 31/2) switched to ch. 3 on their Magnavox console and saw, instead of an off-the-air program, the first Bartlesville showing of Warner Bros.' first run "Pajama Game."

The film was piped into their home over a community antenna type wire system. The charge is $9.50 per month—a flat fee.

But a change to a utility bill concept is in the works—a minimum fee plus a per-program charge.

Although there was no official figure on the number of subscribers, informed sources estimated that there were about 300 orders on the books by the first day.

Actually, the wired TV system, entitled "Telemovies" by its sponsors, will officially begin to operate commercially Oct. 1 when the first $9.50 bills will be mailed to subscribers. Payment is in advance.

The month of September is a test period, during which those who are connected will be able to view top run films—as well as re-runs.

Among the up-to-date features which will be piped into Telemovie homes during the rest of September are "Night Passage," with Jimmy Stewart; "Great Man," with Jose Ferrer; "Band of Angels," with Clark Gable; "Jeanne Eagels," with Kim Novak; "Face in the Crowd," with Andy Griffith; "The D.I.," with Jack Webb, and "Prince and the Showgirl," with Marilyn Monroe and Laurence Olivier.

Re-runs for the first month will feature such post-1948 films as "Mississippi Gambler," "So Big," "Calamity Jane" and "Vichita."

The films come from all major producers except 20th Century-Fox and MGM. But, Video Independent President Henry S. Griffing stated last week, "Those two producers never yet have said they would not release to us." The first month’s schedule includes pictures by Warner Bros., Universal, Allied Artists, Columbia and United Artists.

The system works this way: Films are run from a street front $100,000 "studio" in downtown Bartlesville, fed to individual homes via coaxial cable attached to the TV receiver’s antenna inputs, along with the lead of the regular antenna, through a coaxial switch.

The subscriber then moves the handle of the switch from "TV" to "TM" and can receive on his picture screen the first run picture on ch. 3 and the re-run film on ch. 5.

The system is capable of handling five channels. Video Independ-
ent has said it plans also to include a music-news-weather audio program; a Muzak-type music channel and a live pickup circuit in the future.

Reception to the first week's showings was two-fold. Connected subscribers liked it; Video Independent officials said they were highly pleased.

Video officials, who shy at the term "toll tv" in connection with their Telemovie project, frankly stated that they will not know whether this is the answer to box office ills until a year or more has passed.

Realistic Mr. Griffing bluntly stated that Video Independent expects to lose $48,000 in the first year's operation. It is understood Video plans to maintain Telemovies for 18 months. The operating "nut" requires 2,000 subscribers, Mr. Griffing said. Video's goal for success is half of the 8,000 TV homes in Bartlesville, he declared.

The operation is an extension of the movie theatre's seat to the home, Mr. Griffing emphasized. "This is a new motion picture distribution method," he explained. He frankly admitted the company does not know whether Telemovies will succeed.

The move is in line with Video Independent Theatres practical business methods. The chain, an offshoot of the old Griffith circuit, has been realistic in its approach to dwindling admissions (down 35%-45% since 1950) and revenues (almost a 50% drop since 1953). It has pared conventional, four-wall "houses," increased the number of its drive-ins (to 63 today). It is engaged full scale in a dozen community TV operations, and has a financial interest in an Oklahoma City TV station [KWTV (TV)] and owns a permit for ch. 2 KVIT (TV) Santa Fe, N.M.

The Bartlesville operation has been visited by scores of reporters and exhibitors. Thus far, few broadcasters have appeared on the scene.

In the minds of many Video officials (whose heaviest investment is in motion pictures), Telemovies is an exhibitor function.

The implication of some written and much spoken discussion of the Bartlesville operation is that exhibitors must hurry and undertake their own Telemovies in their own communities or else "outsiders" will take over.

The tall, rangy Video Independent president insisted that there is no such purpose. Although conceding that he considers Telemovies a motion picture distribution method, he emphasized that this is wide open to anyone to come in. There are no patents, no copyrights, he pointed out. Even the equipment is wide open: there are no tie-ins, he stated.

Mr. Griffing did divulge that Video Independent has the only clearance with major producers, and that the Hollywood film companies were not planning to make products available for other such projects until the results of the Bartlesville system are available.

The books on the Bartlesville operation will be submitted to all major producers every month, Mr. Griffing said.

They will be the ones who will decide whether this is a success or not, he noted.

Broadcaster reaction in the Tulsa area—Bartlesville is served by the Tulsa TV stations—was calm. Telecasters agreed that it was too early to draw valid conclusions. But all agreed it must be watched.

The local Bartlesville radio operation (KWON) felt that broadcasters must move quickly to ensure that Telemovies "doesn't gain an unfair advantage over broadcasters by being unregulated."

The station owner felt that Telemovies' impact will be strong on TV viewing, but he also feared the theatre company would begin selling time. This would affect other advertising media, he explained, and might result in a diminution of the public service of his station.

Mr. Griffing disavowed any present plan to sell commercial time.

THE TELEMOWNES signal originates in this handsome studio near Fifth & Dewey in Bartlesville. To see where it goes from there, follow the pictures on the facing page, which show the system which carries the signal to the subscriber.
THIS coaxial cable is strung on Southwestern Bell poles.

Serviceman taps the home feed-in onto the coaxial trunk.

He refused to do any "crystal-ball"ing, but emphasized he was talking for himself; what someone else may do is something else again, he said. Video Independent will use "trailers" of coming attractions between shows, he stated.

The Sept. 3 gala saw a host of Telemovie parties (where neighbors and friends gathered at subscribed residences). Some families referred to the excitement as like the early days of tv, all over again.

Representative Bartlesville citizens expressed varying degrees of enthusiasm for Telemovies. Those who were hooked up were lavish in their praise—commenting on the clean picture (no interference, etc.) and in some cases the absence of commercials. Others expressed disappointment that the tv screen size "miniaturized" the film. There were expressions of doubt in some quarters about the ability of Video Independent to continue purveying top quality first runs, or re-runs, and whether it was going to be worth $114 per year.

Video Independent is negotiating with distributors for each picture being used in Telemovie. Arrangements are on a use now, negotiate terms later, basis.

Using the two channels, Video Independent is offering 26 pictures a month—13 first runs and 13 re-runs. Programs begin at 1 p.m. and run continuously to 11 p.m. or later. There will be three changes a week—similar to standard theatre practice.

Promotion has been intense. Video Independent has used three-color billboards, a banner across a main Bartlesville intersection, full page newspaper ads, direct mail and telephone solicitation.

On Wednesday, the day after the first regular schedule of Telemovies' programs, 70 new orders were received.

Video has eight 2-man crews, equipped with trucks, making connections.

The impact of Telemovies on tv was minimized. Telemovies is
THE movies' wide screen pictures posed a problem for Telemovies, but General Precision Labs figured out an intriguing method to take care of what would be impossible distortion on the screen. The scan control circuit shown here has push buttons for normal VistaVision and Cinemascope films, plus overscan. When a wide screen motion picture is scheduled to be shown, a monitored segment is run through the camera gear and the buttons are adjusted to revise the sweep of the TV camera (this is a cropping action). The resultant picture on the TV receiver in the home is virtually distortionless, no mean achievement considering the problem.

available continuously, it was pointed out, so a family could easily watch its favorite TV programs and know they could see the motion picture at any other time.

Implicit in Video Independent’s entry into Telemovies is Mr. Griffing’s rocklike belief that if it is successful, Hollywood producers will see its income-producing assets and begin to make more “product.” He pointed out that in good years, Hollywood normally produced between 600 and 800 features annually. Today, the west coast producers are putting out between 500 and 900 features a year, he observed.

Telemovies, Mr. Griffing explained, is an attempt to recapitulate people who used to be frequent movie goers. And, he added, to win new ones. The reason for the fall in movie going, Mr. Griffing is certain, is not only the lack of more good pictures, but the fact that life is more home-centered today than ever before.

"When I was a young man," Mr. Griffing explained, "when we went to a picnic we walked. Today the walk is to the backyard." TV has had an impact, Mr. Griffing acknowledged. Traffic and parking problems add to the stay-at-home attitude. And with the cost of baby-sitting what it is, parents of young children don’t go out, he added.

"People used to come to the theater in the summertime," Mr. Griffing recalled, "because it was the only air-conditioned place in town. Now even homes and cars are air-conditioned."

In discussing the advertising possibilities of Telemovies, Mr. Griffing expressed the thought that the public was entitled to view "those spectacles" (public events, etc.) without paying to see them. Such outside activities run up the costs of operation, he stressed, and the Telemovie idea is to keep costs down—through continuous showings of the same picture.

"Telemovies," he added, "is entertainment from a booth, not from a studio."

Mr. Griffing acknowledged that he is anticipating that the monthly flat fee may have to be revised to a metering system, which will permit both the subscriber and the producer to have an accounting on a per-program basis. He envisaged something like a telephone bill, a minimum charge plus individual items.

The method, he insisted, must be a central metering plan; the meter device must not be in the home. It should indicate when the set is turned on for Telemovies and what channel is being watched.

There is no place for a coin box in the home, Mr. Griffing stated. He referred to the fact that coin box TV receivers, placed in hotels and motor hotels some years ago, had become obsolete because the public would use them "like a vending machine."

He said he had invited manufacturers of different billing systems to put a number of their machines or systems in Bartlesville homes on a test basis, but that none had accepted the invitation. Those invited, he said, included International Telemeter Corp. and Skiatron Inc.

No problems were foreseen by Mr. Griffing regarding a federal amusement tax or the 8% communications tax. The service does not call for an "admission," he pointed out, and the Internal Revenue Service recently withdrew its ruling that community TV systems must pay the communications tax.

He could see no possibility of FCC regulation. The system is a closed-circuit, interstate operation, he stated.

At one point Mr. Griffing expressed the view that if any impact is made on TV it will be on the poorer programs "just like TV's effect on B pictures." This may improve TV programs, he observed.

Bartlesville was chosen for the first Telemovie operation, Mr. Griffing said, because of Video Independent personnel and policy circumstances, not because it was considered a rich community. It met two qualifications, Mr. Griffing said; it was a one-chain town, and it received three good TV signals. He also remarked that in one sense it might not be the ideal place; the higher educational and general cosmopolitan background of many of its inhabitants could react against Telemovies because Bartians’ tastes were more sophisticated than the citizens of the average city.

HOW TELEMOVIES WORK

The Telemovies origination center is the old Video Independent-owned Lucky Theatre, three addresses down from the corner of 5th & Dewey Sts. in downtown Bartlesville. The 600-seat theatre was remodeled to provide space for two complete film chains, each comprising two 35mm film projectors, two vidicon cameras and a slide projector, each chain feeding through a multiplexer.

The reason for two projectors and two cameras is that standby purposes. Also in the equipment area (a room 21 x 26 ft.) is a Muzak tape playback recorder, and along the rear wall are racks containing power supplies, sync generators, modulators, patch panels, scanning control circuits, and associated equipment. In the rear of this room is the workroom, with test gear and film apparatus.
In the back of the theatre, which retains the offices of Video's Bartlesville four-house branch, is a 200-seat auditorium, with the stage bare of the silver screen. A closed-circuit type camera chain is scheduled to be installed and will serve live origination for local civic events and community affairs.

The technical equipment is mainly General Precision Lab. The film projectors are standard 35mm theatre-type, XL camera projectors, modified to handle tv transmissions. They use a 2-3 shutter intermittent movement to synchronize the theatrical film's speed of 24 frames per second to video's speed of 30-frames per second.

To handle wide-screen theatrical film—Cinemascope and Vista Vision—GPL installed a unique scancontrol circuit which electronically alters the vidicon camera's sweep. This is done with a series of pre-set buttons. The usual 2:1 aspect ratio of the film is swept by the camera on a 1.3:1 ratio. This results in a distortionless normal 4:3 aspect ratio on the tv screen.

In layman's language, the wide-screen picture is slightly cropped on the sides. The picture seemed normal, although there appeared to be a very slight elongation.

Above the control console, which is situated immediately in the forefront of the Telemovies' studio, is a bank of three 21-in. Motorola tv receivers. They are hung from the ceiling, tilted downward.

The power supplies are by Adler Communications Lab; the sync generators by Pyle Ltd.; the bar-dot generator by Tel-Instrument Corp., and the modulators by Jerrold. The tape recorder is a Muzak piece of gear, and the slide projector is by Gray Research & Development Inc.

The cost of remodeling the theatre and the equipment is estimated at $90,000.

The outgoing Telemovies signal is fed from the origination center to a trunk coaxial line attached to telephone poles which run through the city's streets. This signal is given a sharpening in every 1,700-ft. section by amplifiers mounted along the line. Feeder lines branch off the trunk line down backyard alleys, and tap-off lines run from the feeder lines to the homes of subscribers. This plant is an all Jerrold Electronic Corp. installation. The connection is made to the subscriber's television receiver through the use of a coaxial switch, manufactured by Electronics International Inc., Oklahoma City, which Video's president and vice president control. The switch is attached to the antenna input terminals of the receiver, and the movement of the power-switch type handle from one side to the other makes the proper connection to the off-air antenna or the Telemovies wire line. The switch assembly contains a transformer which matches the 72-ohm impedance of the Telemovies coaxial cable to the receiver's 300-ohm requirement.

The outside plant was built by Southwestern Bell Telegraph & Telephone Co., which leases the lines to Video for $1,000 per month per mile. The installation was built by Video's community television system subsidiary, Vumore Inc., for the telephone company at cost plus 10%. The cost was estimated at $150,000.

 PROFILE ON THE OPERATORS

The man who leads Video Independent Theatres Inc. is an over-six-ft. tall, rangy Dallas-bred lawyer who looks and acts like a Back Bay Boston Brahmin. Even his features have a rugged, New England look.

Withal his Harvard appearance, Henry Scherer Griffth is as Texan as oil, cotton, and the Alamo. He was born in 1907 and attended Rice U. in Dallas and Oklahoma U. in Norman, where he took his law degree in 1930. After law school he joined the prominent Oklahoma City law firm of Keaton, Wells & Johnson. In 1939, he entered private practice, becoming general counsel for the then giant southwest motion picture Griffith chain.

In 1949, after the elder Mr. Griffith had become ill, Mr. Griffith and his associates (C. O. Fulgham, C. R. Guthrie are top level assistant among his associates) bought what was then the 250-theatre Griffith Amusement Circuit. It now comprises 140-odd conventional theatres and 63 drive-ins.

FIRST MONTH'S MOVIES IN BARTLESVILLE

**FIRST RUN FEATURES (ON CHANNEL 3)**

<table>
<thead>
<tr>
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<th>Source of Picture</th>
<th>Title (and Stars)</th>
<th>Length in Minutes</th>
</tr>
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<tbody>
<tr>
<td>9/3-4</td>
<td>Warner Bros.</td>
<td>&quot;Pajama Game&quot; (Doris Day, John Raitt)</td>
<td>95</td>
</tr>
<tr>
<td>9/5-6</td>
<td>Universal</td>
<td>&quot;Night Passage&quot; (James Stewart, Audie Murphy)</td>
<td>90</td>
</tr>
<tr>
<td>9/7</td>
<td>Universal</td>
<td>&quot;The Magic Man&quot; (Jose Ferrer, Dean Jagger, Julie London)</td>
<td>92</td>
</tr>
<tr>
<td>9/8-10</td>
<td>Warner Bros.</td>
<td>&quot;Band of Angels&quot; (Clark Gable, Yvonne DeCarlo)</td>
<td>127</td>
</tr>
<tr>
<td>9/11-12</td>
<td>Universal</td>
<td>&quot;Joe Dakota&quot; (Jock Mahoney, Laune Patton)</td>
<td>79</td>
</tr>
<tr>
<td>9/13-14</td>
<td>Allied Artists</td>
<td>&quot;Dino&quot; (Sal Mineo, Brian Keith)</td>
<td>96</td>
</tr>
<tr>
<td>9/15-17</td>
<td>Columbia</td>
<td>&quot;Jeanne Eagels&quot; (Kim Novak, Jeff Chandler)</td>
<td>109</td>
</tr>
<tr>
<td>9/18-19</td>
<td>Warner Bros.</td>
<td>&quot;Untamed Youth&quot; (Mamie Van Doren, Lori Nelson)</td>
<td>79</td>
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<tr>
<td>9/20-21</td>
<td>Universal</td>
<td>&quot;Run of the Arrow&quot; (Rod Steiger, Sarita Montiel)</td>
<td>85</td>
</tr>
<tr>
<td>9/22-24</td>
<td>Warner Bros.</td>
<td>&quot;Face in the Crowd&quot; (Andy Griffith, Patricia Neal)</td>
<td>125</td>
</tr>
<tr>
<td>9/25-26</td>
<td>Universal</td>
<td>&quot;Midnight Story&quot; (Tony Curtis, Marissa Pavan)</td>
<td>89</td>
</tr>
<tr>
<td>9/29-10/1</td>
<td>Warner Bros.</td>
<td>&quot;The Prince and the Showgirl&quot; (Marlyn Monroe, Sir Lawrence Olivier)</td>
<td>117</td>
</tr>
<tr>
<td>10/2-3</td>
<td>United Artists</td>
<td>&quot;Trooper Hook&quot; (Barbara Stanwyck, Joel McCrea)</td>
<td>81</td>
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**RE-RUN FEATURES (ON CHANNEL 5)**

<table>
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<th>Title (and Stars)</th>
<th>Length in Minutes</th>
</tr>
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<tbody>
<tr>
<td>9/3-4</td>
<td>Universal</td>
<td>&quot;Mississippi Gambler&quot; (Tyron Power, Piper Laurie)</td>
<td>98</td>
</tr>
<tr>
<td>9/5-6</td>
<td>Warner Bros.</td>
<td>&quot;Three Sailors and a Girl&quot; (Gordon MacRae, Jane Powell)</td>
<td>98</td>
</tr>
<tr>
<td>9/7-8</td>
<td>Warner Bros.</td>
<td>&quot;So Big&quot; (Jane Wyman, Sterling Hayden)</td>
<td>101</td>
</tr>
<tr>
<td>9/9</td>
<td>Universal</td>
<td>&quot;Meet Me at the Fair&quot; (Dan Dailey, Diana Lynn)</td>
<td>87</td>
</tr>
<tr>
<td>9/10-11</td>
<td>Universal</td>
<td>&quot;Francis Covers the Big Town&quot; (Donald O'Connor)</td>
<td>86</td>
</tr>
<tr>
<td>9/12-13</td>
<td>Warner Bros.</td>
<td>&quot;Lucky Me&quot; (Doris Day, Robert Cummings)</td>
<td>109</td>
</tr>
<tr>
<td>9/14-15</td>
<td>Allied Artists</td>
<td>&quot;Jack Slade&quot; (Mark Stevens, Dorothy Malone)</td>
<td>90</td>
</tr>
<tr>
<td>9/16</td>
<td>Columbia</td>
<td>&quot;Let's Do It Again&quot; (Jane Wyman, Ray Milland)</td>
<td>94</td>
</tr>
<tr>
<td>9/17-18</td>
<td>Allied Artists</td>
<td>&quot;Wichita&quot; (Joel McCrea, Vera Miles)</td>
<td>81</td>
</tr>
<tr>
<td>9/19-20</td>
<td>Columbia</td>
<td>&quot;Prize of Gold&quot; (Richard Widmark, Mai Zetterling)</td>
<td>98</td>
</tr>
<tr>
<td>9/21-22</td>
<td>Warner Bros.</td>
<td>&quot;Boy from Oklahoma&quot; (Will Rogers Jr., Nancy Olson)</td>
<td>88</td>
</tr>
<tr>
<td>9/23</td>
<td>Columbia</td>
<td>&quot;Pushover&quot; (Fred MacMurray, Phil Carey, Kim Novak)</td>
<td>88</td>
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<tr>
<td>9/24-25</td>
<td>Warner Bros.</td>
<td>&quot;Calamity Jane&quot; (Doris Day, Howard Keel)</td>
<td>101</td>
</tr>
<tr>
<td>9/26-27</td>
<td>Universal</td>
<td>&quot;Abbott and Costello Go to Mars&quot; (Debbie Reynolds, Dick Powell)</td>
<td>77</td>
</tr>
<tr>
<td>9/28-29</td>
<td>Universal</td>
<td>&quot;Susan Slept Here&quot; (Debbie Reynolds, Dick Powell)</td>
<td>97</td>
</tr>
<tr>
<td>9/30</td>
<td>Allied Artists</td>
<td>&quot;Paris Playboys&quot; (Leo Gorcey, Huntz Hall)</td>
<td>62</td>
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**FIRST MONTH'S MOVIES IN BARTLESVILLE**

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in Oklahoma, Texas and New Mexico—in such large cities as Oklahoma City, Tulsa, Albuquerque and Lubbock and in such smaller communities as Hobart, Okla., and Wellington, Tex., both with under 10,000 population.

In 1950, the Video Independent people heard of the Pottsville, Pa., community antenna system operation. Mr. Fulgham and Larry Boggs, now chief of Video's television activities, scouted the Pottsville operation. Their reports put Video Independent into the community television system business.

Video Independent now has community systems in Ardmore, Altus, Hugo and Hobart, Okla.; Wellington, Childress and Sherman, Tex.; and is building new systems in Clinton and Magnum, Okla., and in Gulfport and Clarksdale, Miss. Video Independent's "cvt" operations serve an estimated 7,500 people. Vulmore Corp. is the operating subsidiary.

Video Independent's tv activities are not confined to a antenna operations. It owns 12.5% of ch. 9 KWTV (TV) in its headquarters city of Oklahoma City. This came about when competing applicants merged for the ch. 9 facility (now CBS affiliated) in 1953. Mr. Griffin said, he liked the association. The experience in KWTV, Mr. Griffin said, has helped in planning the Telemovie operation in Bartlesville.

Video Independent also owns a permit for ch. 2 KVIS (TV) Santa Fe, N. M. Within the last few months Video dropped a construction permit it held for ch. KSPS (TV) Hot Springs, Ark.

Video Independent has put in for tv in five communities during the past few years, but has a firm policy not to buck local interests. It has withdrawn in Elk City, Okla.,

**THE BARTLESVILLE STORY CONTINUED**

**SEEN AND UNSEEN**

At 1 p.m., Sept. 3, when the Bartlesville Telemovies system began operating on a regular basis, those subscribers who had been hooked up for the opening of this pay tv-movies-in-the-home project had their screens blacked out for the following programs from the Tulsa stations which cover the city:

- KVOO-TV, ch. 2, NBC Maine Theatre.
- KOTV (TV), ch. 6, CBS, Big Payoff.
- KTVX (TV), ch. 8, ABC, signed on at 2:50 p.m.

If advance plans for "TM" (for Telemovies) parties that night came off, a substantial number of Bartlesville people watched "The Pajama Game" or "Mississippi Gambler" rather than NBC's Nat King Cole Show, Drama Theatre, Festival of Stars, or Panic; CBS' $64,000 Question, Jimmy Dean Show, Silent Service, or Private Secretary; ABC's Broken Arrow, Telephone Time, Folk Time, or 1 Led Three Lives.

**THE triumviate running the Bartlesville Telemovies project comprises (l to r) Dallas-born lawyer, Henry S. Griffling, president of Video Independent Theatres Inc.; native Oklahoman, former commercial and World War II Air Transport Command pilot, Larry Boggs, president of Video Independent's tv subsidiary, Vumore Corp., and Kansas-born, veteran theatre manager, Phil Hays, manager of Video Independent's Bartlesville theatres.**


Video Independent was incorporated in 1949 in Nevada. It is an $8 million corporation. Mr. Griffing owns 50% of the Class A stock and is president. Other stockholders are vice presidents Mr. Fulgham, C. F. Motley and Mr. Guthrie. Each owns 12% Class A and 2% Class B stock. C. B. Akers, general manager of ch. 2 KVOO-TV Tulsa, owns 10.5% of the Class B stock (and is, in his own right, 25% owner of a theatre in Mountainaire, N. M.) Messrs. Griffing and Guthrie own 38% each of International Electronics Inc., crystal manufacturer and now rushing production of the coaxial switch used in conjunction with the tv receiver in the Telemovies project.

As of Dec. 30, 1956, Video Independent's balance sheet showed total assets of $8.7 million, with close to $300,000 in cash. Listed under liabilities were debenture bonds, over $2 million; reserve for depreciation, over $2 million; notes and mortgages, over $700,000; surplus, more than $750,000, and capital stock valued at $1.3 million. Video Independent made $279,815 after federal taxes in 1953; $238,112 in 1954 and $144,883 in 1955.

**THE KIND OF TOWN IT IS**

Bartlesville, Okla.—which lies 55 miles due north of Tulsa on U. S. Highway 75 (except that you make a left turn onto Highway 60 [Frank Phillips Blvd.] at the new multi-million-dollar Pennington Hills real estate subdivision)—is best described by what it is not. It is not a cow town. It is not an oil rigger's town. It does not even nestle amidst oil derricks—even though Oklahoma's first commercial oil well, the Nellie P. Johnstone, was drilled there in 1897.

Actually, Bartlesville is more like a university town. It is a white collar town, whose wide streets are clean and well kept. Substitute for academic halls the billion-dollar, worldwide Phillips Petroleum Corp.; the billion dollar Cities Service Co., and the international H. C. Price Corp. pipeline company. Substitute for students and faculty the executives, the chemists, the geologists, the metallurgists and the clerks of these companies—who make up more than half of the 12,500 men and women gainfully employed—and for townspople, the citizens of Bartlesville who serve these folk (or who are employed by some of the other 30-odd oil companies) and you have Bartlesville.

Its homes run the gamut of $100,000 estates, $35,000-$60,000 upper middle class 60-70-ft.-long modern ramblers to more modest $15,000-$30,000 ramblers. The per-family income is high—$7,000 a year. (The U. S. figure is $5,736.) The payroll of Bartlesville employees in 1956 reached $40 million—more than half by Phillips and Cities Service, whose headquarters are in Bartlesville. Retail sales in the metropolitan area (Washington County is the metropolitan area and Bartlesville is the county seat) in 1956 were almost $51 million, compared to $23 million ten years before.

Bartlesville agriculture is mainly cattle; in 1954 livestock and livestock products were valued at $1.8 million, cash crops were valued at $217,732, forest products $1,880—for a total valuation of over $2 million. Of the 272,000 acres of agricultural land, 85% is farmland. There were 757 farms in 1954, with an average 300 acres. Land and buildings were valued at over $11 million; with the average farm valued at $14,650.

Sales Management this year rated the effective buying income of Bartlesville as $62.3 million, with a per capita income of $2,276, a per family income of $7,006; a quality index market with a rating of 125%.

The city boasts two newspapers (one morning and one evening, both published by the Bartlesville Examiner-Enterprise Co.) 11,000 circ.; one weekly newspaper; one radio station (KWON, 250 w on 1400 kc, MBS).

Bartlesville receives a good Grade B tv signal from Tulsa's three vhf stations—ch. 2 KVOO-TV (NIBC), ch. 6 KOTV (TV) CBS and ch. 8 KTVX (TV) (ABC)—but a 20-ft. stick and a directional array are necessary on the rooftops of Bartlesville's 8,000 tv homes. Reception ranges from strong to adequate.

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**Broadcasting • Teletasting**
BIG and STRONG

NCS No. 2 CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME HOMES</th>
<th>NIGHTTIME HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>DAILY</td>
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<tr>
<td>WHO-TV</td>
<td>181,490</td>
<td>121,420</td>
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<tr>
<td>Station B</td>
<td>175,650</td>
<td>123,430</td>
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<tr>
<td>Station C</td>
<td>176,340</td>
<td>104,930</td>
</tr>
</tbody>
</table>

NCS No. 2 proves that more Central Iowa families tune to WHO-TV every day, than to any other Iowa television station.

NCS No. 2 covered 54 counties, with Des Moines' home county of Polk accounting for only 24.3% of the total television homes!

Because it is backed by 33 years of broadcasting integrity, public service and believability, WHO-TV—like WHO Radio—assures advertisers of BIG audiences...BIG results.

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

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc. National Representatives

September 9, 1957 • Page 37
WBRE-TV Means

MARKET COMMUNICATION
to the people of 19 Counties in N.E. Pennsylvania

Keeping pace with Wilkes-Barre's, Scranton's, Hazleton's and Williamsport's outward spread as new residential areas are developed, is the distinctly American Institution of the Shopping Center. And right in the center of the Centers is the food market . . . where the people of nineteen Pennsylvania Counties go to buy. To reach these people, WBRE-TV is the station that consistently reaches them with the best programming. WBRE-TV's population coverage is close to 2,000,000 and the latest set count was 350,000. One food market advertiser with a twice-a-week quiz show on WBRE-TV averages 4,000 postal cards weekly, and has been on the station since January 1, 1953.

AN NBC BASIC BUY: National Representative: The Headley-Reed Co.

Counties Covered:

- Luzerne
- Lackawanna
- Lycoming
- Columbia
- Columbia
- Montour
- Carbon
- Clinton
- Lehigh
- Wyoming
- Sullivan
- Susquehanna
- Bradford
- Union
- Monroe
- Pike
- Wayne

Man has created many ingenious forms of communication . . . none of course as wonderous as Television. Just for its educational value, we suggest you looking up the details of the "Clepsydra," designed by Aeneas Tacitus in 336 B.C. If this is too much trouble, write and we will send you a short story on it . . . Communication knowledge is a part of WBRE-TV's services.
WHAT SUBSCRIBERS THINK

The unique thing about Bartlesville subscribers to Telemovies is that the vast majority of those interviewed—and the homes of Bartlesville families have been invaded in force by surveyors, reporters, theatre men making their own private sampling—are not keen moviegoers.

In fact the usual answer to the question, "Do you go to the movies often?" is "No."

Several freely admit that in recent years they might have gone to the movies "maybe four or six times a year."

The reasons given for this non-cinema going is also unusually unanimous. Small children.

There are some, of course, who answered that they are very fond of the movies—and before the children came they went frequently.

Why, then, are they keen for Telemovies? Logan Taylor, in his middle thirties and the father of two pre-school children, put it this way:

"This is a new thing. A great advance. Closed circuit tv programs should be superior to regular television. There should be better programs on Telemovies, new movies instead of the old ones on TV. This should be ideal for fights and special events.

Mr. Taylor is the $12,000-a-year administrative assistant to Ross Thomas, Phillips Petroleum vice president in charge of research and development. College educated, he favors cultural activities. His five-year-old $750 Provincial Magnavox stands in the corner of his paneled recreation room which is separated from the living room of his modest white clapboard home by French doors. The Magnavox is a home entertainment unit—it contains am, fm, tv, phonograph. The Taylors are great music lovers; they have about $500 worth of classical records. Books fill a built-in wall bookcase. Photography is Mr. Taylor's hobby.

The Taylors refer to themselves as selective moviegoers. They say they go to the movies about six times a year; mostly downtown without the children, but occasionally to movies in which the children and then to a good, children's movie.

But, they are "ardent" tv viewers. Their favorites are such programs as Studio One, Twenty-One, Today, sports. Mrs. Taylor expressed approval of these, plus the Homeshow and Matinee Theatre (a local afternoo

The Taylor home is topped by a 20-ft. mast, on which is mounted a directional array—a mattress behind two dipoles.

Both the Taylors expressed approval of many children's programs on TV. How were they going to watch movies and let the children see good tv programs? "Guess we'll have to get another set," Mr. Taylor mused.

The Taylors are old Bartlesville residents. Mrs. Tom R. Weaver is new. The Weavers have been in Bartlesville for only a year (they came from Oklahoma City). Mr. Weaver is an insurance man. They have two children also, Tony, 5, and Melissa, 4.

Mrs. Weaver "loves" movie-going, but in the last five years has gone perhaps "twice a year." The children are the root of this—need for baby sitters. She and the children take a short rest-nap between 1 and 2 p.m. each weekday, Mrs. Weaver stated, and they watch the Matinee Theatre movie program at that time.

Mrs. Weaver feels that with Telemovies, she is going to see features she would otherwise see.

All such families were not as affirmative as these two. One reporter, who had been given two names by the local Telemovies people, discovered that both had been given free installation condition they would permit technicians and surveyors to visit them—and also to play host to neighbors and friends. One woman informed her visitor that she planned to cancel her connection when the first bill came.

Taxi drivers are notoriously man-in-the-street oracles. Two Bartlesville hackies were questioned. One said he had applied and couldn't wait for the Telemovie installation to be made. He said he felt that $9.50 a month was not too much, since he could sit at home in comfort, drink his beer and see the newest shows. The other was equally as candid. He said he was "waiting." "Waiting for what?" he was asked. "Waiting for $9.50 a month," he replied.

Mr. and Mrs. H. Lee Crain have not subscribed. They are awaiting developments. They know of none of their neighbors or friends who have signed up. They don't see how Telemovies can bring them anything special worth $9.50 a month. They like free tv, have had it since 1952, but complained about some programs and commercials.

Professional men are usually good indicators of trends. One physician, enthralled with what he saw Tuesday night, phoned in to have his other three sets so equipped. A Bartlesville dentist, who uses tv in his operating rooms (he specializes in children's practice), ordered all six of his tv sets "tele-moved." This posed a problem since he was working the receivers from one master antenna system.

Local realtor Glen Hopkins, the so-called first resident to be connected (he won a drawing), asserted that it was just "like the early days of television." Mr. Hopkins got his first tv set in 1949 and, according to him, people are starting to come right in as they did then. Mrs. Hopkins is an inveterate movie-goer. She explained that she might have to cut down on this with Telemovies at home.

WHAT BROADCASTERS THINK

The attitude of Tulsa telecasters—the three Tulsa stations count Bartlesville in their Grade B coverage area—is unanimous. They are interested, but careful.

As one of them said, "They're using tv channels, aren't they?" The Bartlesville Telemovies system uses chs. 3 and 5, otherwise unused.

There is an unusual aspect to the Tulsa broadcast situation. It is this: One of the Tulsa station managers also has a significant interest in VVTC Theatres. This is C. B. Akers, general manager of ch. 2 KVOO-TV, the NBC outlet in Tulsa. Mr. Akers did not feel that Telemovies would have an adverse effect on television viewing. There is room for both, he explained. The family will pick the time to watch their favorite programs, and know that they can pick up Telemovies any time—since the films are run continuously.

The other two broadcasters expressed wholehearted support of the NARTB position and action. This contours a survey of Bartlesville and a repeat interrogation after enough time has passed to ensure a fair response.

An interesting point was made by one telecaster—all except Mr. Akers asked for anonymity at this time. This had to do with the impact on tv viewing if the Telemovies development than the Tulsa telecasters, although he admits that the impact, if any, will be mainly on television viewing for homes.

One point, it seems to Mr. Case, is paramount. This looks like broadcasting to him—after all, Telemovies is bringing in entertainment and possibly news to the home. This is, and has been, the function of broadcasting. There is also the possibility of commercials, affecting local tv pricing. If the impact is strong, K WON will suffer and be in a poorer position to serve its public.

In that event, Mr. Case thinks the FCC should step in. Telemovies should not be unregulated, he stated. "We both should be under the same handicap."

He expressed his belief that tv set owners bought their receivers on the assumption that they would receive free programs.

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NORTHEAST SETS RADIO-TV PLANS

Rapidly-expanding Northeast Airlines Inc., Boston, which has been increasing the spread of its wings over the U. S. East Coast, can be expected to become an important user of the broadcast media.

The airline now estimates an investment of about $500,000 in radio and television out of its approximate $1.5 million annual advertising expenditure.

Future advertising plans: review of all of its current usage of newspapers, radio, tv and other media, and expansion (or additional concentration) where needed. There is a report NEA may double its total advertising expenditure.

Airline industry sources note that Northeast is following the pattern of other air carriers, which, when routes expand and service changes from local to regional hops, reflect this growth by dropping local agencies and appointing agencies of national stature.

At present, Northeast Airlines uses radio extensively, its investment in the medium totaling about the same as it spends in newspapers. The airline runs spots in Boston, New York, Philadelphia, Washington and Miami, sponsoring on WINZ Miami a through-the-night program. Its tv sponsorship has been limited: a five-minute newscast on one Boston station, a similar news show on a Miami tv station and tv spots in Washington.

About the future, Edwin W. Breed, NEA sales director, says: "We definitely will expand radio and tv."

At this writing, Northeast Airlines and JWT have been pinning the advertising expansion on the date of the agency changeover in October, and last Thursday and Friday both client and agency were huddled over NEA's advertising program.

In brief, this is a summary of other highlights in the NEA advertising story:

- JWT executives on the account have been appointed. They are Charles A. Rhein- strom, a vice president and a key to the NEA change of agencies, who will be account supervisor; Paul Lund, who has been assigned as account representative; Robert Lilien, who will be associate media director; S. S. Scott Jr., assigned as head broadcast buyer, and B. L. Nutting Jr., as head space buyer.

- Northeast hopes to increase its gross volume to such a point that in time it can reduce the percentage it now allocates to advertising. Thus, NEA currently is investing more in advertising proportionately to its gross than if its revenues were greater. The reason NEA is spending more than the 3.5% of its current gross for advertising is because of its expansion program. The 3.5% of gross to advertising is considered in some airline quarters to be the general formula to use for a major airline's ad budgeting. Right now, NEA's revenues are only starting to climb.

- Northeast Airlines President George G. Gardner claims the change in agencies was triggered by the feeling that "we have outgrown their (Chambers & Wiswell's) operation." Mr. Gardner also says that NEA wanted an agency with operations extending outside Boston and outside New York City as well.

Mr. Rheinstein, who will supervise the Northeast Airlines account at JWT, is an expert on transportation company advertising. He was with American Airlines Inc., New York, for 18 years, nine as a director and vice president in charge of traffic and sales. He formed his own aviation consulting firm in 1946, two years later joined Erwin, Wasey & Co. as a senior vice president and in 1950 moved to the Thompson agency. He is said to have figured in Thompson's acquisition of the New York Central Railroad and the Douglas Aircraft Co. accounts.

Northeast Airlines' current growth bloomed when the Civil Aeronautics Board in August 1956 granted the airline permission to extend its routes to Florida and become the third carrier on the East Coast route. With this coup, Northeast was able to add Philadelphia, Baltimore and Washington as well as Miami, Tampa, St. Petersburg-Clearwater and Jacksonville to the system. Service to Washington started Nov. 27, 1956; Miami was opened Jan. 9 of this year and Philadelphia only last June 27.

But the airline has been linked with expansion ever since its founding 24 years ago by a group of aviation enthusiasts including Amelia Earhart and backed by New England railroads at the outset. In 1945 the railroads divested all interests in the airline after Northeast extended its operations into New York. During World War II Northeast operated flights only between Boston and Providence, RI, via Warwick, Bantam and Houlton, and also between Boston and Moncton, N. B.

With return of flight equipment from the government for use during the war, Northeast in 1944 resumed service to Montreal, via Concord, Barre-Montpelier and Burlington and early in 1945 was awarded a route extension to New York City. In postwar years, NEA expanded its New England service and opened a former airline route serving Cape Cod.

Northeast is investing heavily in the future. Its current fleet includes 12 Douglas DC-3s; 6 Convairs and 10 Douglas DC-6B Skytrucks (Skykars) and nine Convair-580s. Bristol Britannias which will be delivered starting this November. These planes, dubbed "Whispering Giants," are turbo-prop aircraft. According to Mr. Gardner, NEA in about 18 months will have grown from a $5 million to a $50 million investment upon delivery of all of this new order plus the needed additional personnel and installation of facilities for servicing.

NEA claims an unprecedented increase of more than 34% in the number of revenue passengers carried in July of this year compared with that period last year, and notes the final figures for that month broke all previous revenue passenger records in the firm's history. Totals for July: 93,383 as opposed to 69,330 for that month in 1956.

Although in the throes of expansion—its Florida runs have yet to show up substantially in figures compiled thus far but should do so this fall (again the timing for the revenue shift)—Northeast Airlines rated 12th in the standing of the 12 major national airlines in the U. S., according to the number of revenue passengers. But Northeast has only begun its climb. In all of 1956 it had 593,449 revenue passengers. In the first six months of this year, it had a total of 290,000, with its future growth just starting to operate. In 1956 it flew 119,454,000 revenue passenger miles but in the first six months in 1957 it had totaled 78,688,000.

For the most part, all 12 of the top U. S. domestic airlines use the broadcast media. Some are heavy spot users and as a rule placement of schedules is concentrated on the markets served by the individual line.

But in its future broadcast plans, Northeast expects to concentrate with increased emphasis in the markets that its routes now serve; any advertising revisions now in the making will be upward and its heavier-than-3.5% of gross budgeting will continue for perhaps another 11/2 years. Markets which will come up for an advertising review initially: New York and Boston.

Broadcasting • Telecasting
For more than a dozen years Starr Yelland has been the most popular air personality in the Rocky Mountain area.

Today, he's Denver's highest rated TV sports reporter—Denver daytime's most effective salesman.

One of TV's great 'natural salesmen' Yelland is amazingly effective with demonstration commercials—equally potent with film lead-ins.

Starr Yelland is one personality you should include in all schedules. Call your KATZ man and ask about the Yelland success story.

**MOST VERSATILE SALES MAN**

in Denver TV

**CBS in DENVER KLZ TELEVISION**

Channel 7

Represented by the KATZ Agency.
Slipped clean out of her mind...
You have to ask to be remembered!
Not just once a week or once a month but **as many times per prospect per week** as you can afford. And for low-cost, working frequency today, CBS Radio daytime drama is the place to be. With sponsorship of five program units **you can reach a listener over three times a week for 1/6 of a penny**, with solid commercial-minute impressions each time...20.7 million such impressions every week. And because nobody tunes in serial drama for "background," you reach **listeners who are listening. They're the best kind.** THE CBS RADIO NETWORK

Values like these explain why advertisers like Lever Brothers and Colgate-Palmolive are among the strongest users of CBS Radio dramatic serials. Brand memory is their business.
Five Promoted, One Added at Grant Adv.

Several key appointments, involving both domestic and foreign operations of Grant Adv. Inc., have been announced by Will C. Grant, president of the agency.

Lawrence R. McIntosh, executive vice president and Detroit office manager, was appointed supervisor of all domestic operations, with supervisory and administrative responsibilities. He also will be responsible for management of Grant’s nine U. S. offices, continuing to headquarter in Detroit as manager. Grant Adv. bills $70-$80 million annually (approximately 20% in broadcast media) in combined domestic and international business.

Other appointments were those of Paul L. Bradley, vice president in charge of Grant’s West Coast operations, as New York office manager; John E. Gaunt, vice president and tv director, as tv chief for all domestic and foreign operations; Chris-"topher Cross, vice president, as assistant to President Will Grant, and Frederick E. Spence, head of Grant’s international division of 27 offices, elected executive vice president. John M. Cody, vice president, continues as Hollywood office manager, and William N. Brown, formerly with Campbell-Ewald Co., joins the agency as account executive.

Announcing the appointments as one of a “series of executive realignments,” Mr. Grant said they reflect the “natural recognition of the consistent contribution made by these members of our executive team.”

Standard & Poor Sees Ad Gain

High U.S. incomes and industry competition are expected to push advertising expenditures this year up to about $10.3 billion, according to the Aug. 15 Publishing survey by Standard & Poor’s Corp., New York. Total advertising was reported at $9.98 billion for 1956.

NOTHING LIKE A DAME

Television timebuyers, who are spending an estimated $1.3 billion for 1957 tv time and programs, would do well to inscribe the time-honored police mandate, cherchez la femme, across the order form. For in “finding the woman,” they’ll be reaching the person who controls 80% of the family unit purchases.

That sums up the advice of James W. Seiler, director of the American Research Bureau. Mr. Seiler describes the woman viewer as a moving target who requires the use of adequate research data and the equally important know-how of interpretation and analysis. Mr. Seiler, writing in the 1957 TELECASTING YEARBOOK • MARKETBOOK, says the women’s buying power, coupled with findings that the housewife is a member of the aggregate female population that forms the backbone of the tv audience, underscores television potential for the advertiser.

Findings of one ARB survey on the woman viewer is given in the YEARBOOK • MARKETBOOK, now going into the mails to B&T subscribers. The study reports hour-by-hour and day-by-day the near consistency in female viewing habits in the Eastern Central and Pacific time zones.

As for the $1.3 billion expenditure this year for tv time and programs—that’s the total would break down in this fashion:

Network: $673,800,000, a 7% increase over 1956.
Spot: $361,200,000, up 11.1% over last year.
Local: $255,200,000, a rise of 10% over 1956.

The seventh annual YEARBOOK • MARKETBOOK was compiled by a staff of 60 and is the latest reference volume in the series of B&T YEARBOOKS over the past 23 years. Like its predecessors, this 432-page volume contains authoritative data on tv stations throughout the world, including full information on U. S. stations equipped for color, statistics on population with retail sales and market data, plus other economic features on all U. S. tv areas.

Practically every organization connected with tv is listed—agencies with their tv clients, station representatives, film producers and distributors, equipment manufacturers, networks, trade organizations, etc.

The YEARBOOK • MARKETBOOK also provides a complete directory of the federal front including FCC listings, rules and regulations, and other related information.
THE BARTELL GROUP
in its 10 YEARS of
RADIO FOR FAMILY LIFE
has produced
FIRST PLACE DOMINANCE for
WOKY Milwaukee • WAKE Atlanta
KCBQ San Diego • KRUX Phoenix
and added on September 1

WILD Boston & WYDE Birmingham
to carry the BARTELL GROUP
COAST TO COAST TO SERVE
10 MILLION AMERICANS
(Time buyers who invest in choice WILD
and WYDE rateholder avails will triple
the value in 60 days. See John Box in
Boston and Morton J. Wagner in Birmingham.)

BARTELL IT...and SELL IT!

National Representatives
ADAM YOUNG, Inc.
for WOKY, KATZ AGENCY
RCA, Four Roses Join
To Plug Color, Liquor

Liquor and electronics—inssofar as advertising is concerned—have never mixed, but this month and next, RCA Victor television receiver division and the House of Seagram’s Four Roses Distillers Co. will mix themselves a promotional highball. They will conduct jointly one of the most unique merchandising tie-ins in the tv medium’s 10-year commercial history.

Four Roses will advertise via “tv.” But the tv set carrying the Four Roses “imprint” will not be in the family living room. It will be a cardboard dummy set up in taverns and barroom windows and it also will “push” RCA compatible color. (See cut).

Although this move may be interpreted in some quarters as a calculated effort on behalf of Four Roses to break down the long-standing ban on liquor advertising via broadcast media by identifying whiskey advertising “on tv” in the public mind, the distillers insist that they are “adhering to the spirits industry code prohibiting radio-tv advertising.” Furthermore, Kenyon & Eckhardt’s promotion department, which conceived the tie-in idea on behalf of its client, RCA, but which claims it is not earning a cent of commission on the ad push, maintains corporately: “... We are not supporting Four Roses as a brand by spending any of our client’s funds.”

The campaign will be primarily Four Roses’, but RCA will “help out” in its own way. The situation is this: Four Roses, a Seagram division, spent a sizable portion of Seagram’s 1956 advertising-sales promotion budget of $9 million in promoting its own brand. This year, it has introduced a new gin. It considers itself “very color conscious,” hence feels a tie-in with RCA color will “work wonders.” RCA, conscious of the ban on liquor advertising on the air, but equally conscious of its own lagging color set sales (to date the firm has sunk $100 million in color tv development according to Fortune magazine), still is seeking a way to promote color en masse. It thinks the barroom can do for color tv what it did for black-and-white a decade ago—
Want more for your money

OR JUST MORE MONEY?

It's a simple economic matter to give everybody twice as much money. Just arbitrarily double everybody's pay.

But that would necessarily boost the cost of everything to cover it!

And who would be better off then? Nobody!

Fortunately, this isn't the way it has happened in America. Today, you can buy a lot more with a day's work than ever before. This is progress.

Progress is made in three steps:

1. People's savings are invested in business—through stocks and bonds. Republic Steel, for example, uses money invested in it by 92,000 stockholders.

2. Managements then use this money to build new plants, and to buy more productive equipment. The average cost of a new job at Republic is about $25,000.

3. This modern equipment turns out more goods with no greater effort from the same number of employees. This is how the cost of things has been brought down and the pay check made to buy more.

A true pay raise for the whole nation comes when the things we want cost less in work hours—rather than when more money is distributed. Raising the nation's ability to buy more with its dollars is a management contribution to social progress. Because steel is the most versatile of metals and new methods of fabricating it are continuously being developed, think first of steel when you design.

REPUBLIC STEEL

General Offices: Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

REPUBLIC COLD FINISHED STEEL CUTS COSTS on a wide variety of equipment requiring highly machined parts—such as the cash register shown above. Republic pioneered in the development of cold drawn steel bars. Continuing progress in techniques and metallurgy promise even further improvements in machinability—a vital ingredient in keeping finished part costs in line.
FOCUS on color by the "man in the street."

By setting aside September and October as "The Color Carnival," Four Roses will install in bars a complete line of elaborate (and expensive) promotion display units. The major item in Four Roses' arsenal: a simulated lifesize version of the 1958 RCA Victor model 2ICS781 ("The Aldrich") with transparent celluloid "picture screen" on which the Four Roses symbol—a highball, icecubes and Four Roses—is superimposed. An electric light installed within the cutout will provide the "dark room realism" and Four Roses bottles will surround the "set" (see picture).

Four Roses also will:

• Send to local tavern owners, package stores and liquor distributors-dealers a promotion kit containing hints, suggestions, NBC-TV color program schedules for "specials," proposed layouts and the RCA booklet, "Questions and Answers About the RCA Compatible Color TV System."

• Purchase full-color magazine and two-color newspaper advertisements, each borrowing upon the RCA tv set motif and bearing such copylines as " Flavor spectacular ... Why not host your friends tonight with color tv and Four Roses—the perfect whiskey?"

• Encourage its dealers to install—on "speculation"—color sets in taverns with the hope that the sets will so sell barroom proprietors on color and its traffic impact that the next logical step would be for the tavern operator to purchase the set from the accommodating dealer.

• Send to taverns a World Series tavern kit containing window streamers, posters ("... Baseball today! Come in! See the World Series here on RCA Victor big screen television") and large "score cards" to be pasted on the barroom mirror and filled in by the bartender on duty.

• However, the bulk of the expenditure will be that of Four Roses Distillers Co. Chris W. Carriuolo, the company's national sales promotion manager, said his department has allocated an initial budget well in excess of $300,000 to the drive, with advertisements to be handled and billed through Young & Rubicam, and promotion and point-of-purchase material to be placed direct with dealers and distributors. Another Four Roses executive, bearing in mind "our fabulous outlay in promotion," felt safe to "double that figure by the time we are through." RCA has allocated $150,000 to pushing color over the eight-week period, but Kenyon & Eckhardt officials point out that none of these expenditures will be used to plug Four Roses. The $150,000 is going toward the baseball kit and already scheduled RCA color promotion (including the company's outlay for NBC-TV color programming).

Of some interest in how Four Roses will go about focusing the man on the street's attention on color tv are the "tips" it is issuing to barkeepers and package store owners: "Develop store signs which feature tv terms—example, 'Try our fine wines, they are compatible,' 'Four Roses whiskey and gin—compatible cousins—highest rating—critical acclaimed.'" Others say: "Arrange display of Four Roses whiskey and gin with friendly RCA dealer in neighborhood. Might include a card to read, 'Just call, we deliver. Perfect home entertainment insured'; "Use tv equipment such as antennas, tubes, hassocks, snack tables, copies of TV Guide to feature 'home entertainment at its best with Four Roses.'"

Another way suggested is to replace the usual standard barroom signs ("Today's Special: Four Roses Highball—40 Cents") with cardboard or paper one-dimensional dummies of the RCA "Aldrich" on which are written "Today's Special Prices.

K&E does not feel it is helping a liquor firm break the long-standing taboo. Its promotion officials maintain, "This is merely a service to our client." K&E has effected similar, but certainly less "controversial," tie-ins before, notably with Arrow shirts (with "RCA hues") and Kraft Foods Co.

However industry observers might react to such a campaign as will be conducted, the fact cannot be denied that it occurs at an ideal time: NBC-TV not only will feature the World Series in color, it also will telemark some of its football games in tint, and the Four Roses campaign will last well into the gridiron season.

SHE WAS MY FIRST LOVE

It seems silly to say it now. She was only eight years old. And I was not much older, really.

But she was my first love, as she was the first love of millions of Americans.

Fact of the matter is that even as an eight-year-old, Shirley Temple had that certain magic. The magic of a great personality. The magic of being able to take you out of yourself. The magic of providing release from a less magical world.

In a word, she had talent. It seems incredible that such a tiny creature could sing the way she could. Could dance the way she could. Could capture the heart of America the way she did.

But she did all these things so well that she was the greatest motion picture personality of her time—causing a stampede of admirers that probably only a little child could lead.

I'd like to see her again as she was at her peak—and so, I'll wager, would my children, who are about the same age now that Shirley Temple was then. Together, we'd experience the magnetism that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love—and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure together!

Ben F. Mitchum, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

ADVERTISERS, PLEASE NOTE:

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox... including such all-time triumphs as: "Rebeccas of Sunnybrook Farm" — "Heidi" — "Wee Willie Winkie" — "Captain January"

These outstanding feature films will receive national television coverage... on four Sunday afternoons, between October 20th and December 8th...

They will be shown on television stations reaching 83.1% of U.S. TV homes... at the most active buying period of the year—the Holiday Season!

Phone, wire or write today for screenings and complete details...

whether you manufacture shoe-laces or soap, cameras or camcords, candy or chins... whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials... at a low cost per thousand... in a package price that will be attractive even to the advertiser who has yet to enjoy the selling power of television.
Campbell to Use Radio-Tv
To Introduce New Soups

Campbell Soup Co., Camden, N. J., made public Thursday evening plans to back its three newest soup products with the “heaviest campaign in Campbell’s history on behalf of new products.”

Although adhering to their “silent” fiscal policy by declining to gauge the budget’s size, Campbell officials at a New York unveiling of minestrone, chicken-vegetable and turkey-noodle soups indicated that this campaign will be larger than last year’s push on behalf of frozen soups out of Leo Burnett Co., Chicago.

Later this month, BBDO will place an introductory campaign in broadcast media as well as print, the theme being: “Try all three—get all three free.” The offer allows a refund of the purchase price of all three first cans by sending in one label from each of the new soups.

The week of Oct. 20, BBDO will commence with the four-week announcement drive—25 to 35 messages a week—on 111 radio stations in 91 markets. After the introductory campaign has been completed, BBDO account man Jordan Barlow said, there is a distinct probability that radio spot will continue on a sustained basis, although he would not predict whether tv spot would enter the picture then, too. Campbell’s two tv programs, Colt .45 (ABC-TV Fri., 10-10:30 p.m., eff. Oct. 18) and Lassie (CBS-TV, Sun., 7-7:30 p.m., effective Oct. 20) will billboard the new soups visually. Heavy appropriations also have been set aside for full-page newspaper and magazine advertisements.

S-W-B President J. D. Nelson Jr.
Follows Jergens Switch to C&W

Joseph D. Nelson Jr., formerly president of Stockton-West-Burkhart Inc., Cincinnati, Ohio, has joined Cunningham & Walsh, as a vice president and account supervisor.

The move follows by a month the switch of the Andrew Jergens Co., Cincinnati, account (estimated at about $4 million) to C & W [BUSINESS BRIEFLY, Aug. 5, B&T, Aug. 12].

Mr. Nelson, who was president of Stockton-West-Burkhart for two years—he is being succeeded by the agency’s executive vice president, C. Thomas Martin—is the son of J. D. Nelson, executive vice president and treasurer of Jergens. With the move of Mr. Nelson Jr., C & W will pick up S-W-B’s Jergens facial cleanser and some new products, a billing worth about $300,000. Mr. Nelson Jr. and William Hausberg, Jergens vice president in charge of advertising, reportedly were instrumental in selecting C & W to succeed Robert W. Orr Assoc., New York (now a division of Fuller & Smith & Ross), on the main portion of the Jergens account. The C & W handling becomes effective Dec. 1.

American Dairy Assn. to Plan
Ad Program at Sept. 23-25 Meet

The executive committee of American Dairy Assn. will map an advertising and sales promotion program for calendar 1958, including broadcast media plans, at the committee’s annual business meeting in Tulsa Sept. 23-25. The association will prepare complete individual product campaigns in advance for the first time in its 17-year history.

The dairy organization is spending a record $6.2 million for all activities this year, with $5,005,000 allocated for consumer advertising and sales promotion. Over half of that sum is in network television and radio, the bulk in tv. American Dairy starts alternate-week, one-third sponsorship of NBC-TV’s Perry Como Show and currently has a 52-week, staggered week-in, week-out schedule of participations on NBC Radio.

D’Arcy Promotes Johnson

Appointment of Robert E. Johnson, writer-producer, as director of D’Arcy Adv. Co.’s radio-tv creative department in St. Louis, was announced by the agency last week.

Mr. Johnson, who is credited with the creation and direction of Anheuser-Busch’s “Where There’s Life” campaign for Budweiser, and his staff will be responsible for writing and production of all spot announcement and program advertising for D’Arcy’s St. Louis clients. Agency bills an estimated $50 million.
abc-tv checks into MIAMI

...adding its 73rd live station and boosting coverage to 92.6%*

Bag and baggage, we've moved into Miami — on spanking-new WPST-TV, Channel 10. And not as seasonal visitors. We've come to stay.

From its August 1st air date, WPST-TV has been a full-time ABC-TV affiliate. Now all Miami can see all ABC-TV shows — as scheduled and programmed.

Now all ABC-TV advertisers are assured of live, competitive access to the nation's 17th market and its $2 billion buying power.

Affiliating with WPST-TV raises ABC's live coverage to 77.9% of all U.S. television homes. Coming: live, competitive ABC-TV affiliates, this season in Norfolk, Indianapolis, New Orleans, Omaha, Youngstown, Boston, Amarillo, Peoria, Pittsburgh. These push our live coverage to a thumping 85%.

If you're not fully checked out on the burgeoning, live ABC-TV coverage story, you should be. Now.

*Total coverage for average half-hour evening program. More than 84% of this is live!
DOMINANCE

There are all kinds, but when it comes to sales dominance in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference.

In fact, more advertisers each year bank on KTTV's sales dominance to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV

Los Angeles Times-MGM

Television

Represented nationally by BLAIR-TV

*BAR

Los Angeles Television Report
May 17, 1957

ADVERTISERS & AGENCIES CONTINUED

BUSINESS BRIEFLY  WHO'S BUYING WHAT, WHERE

ABN BUSINESS • New business for American Broadcasting Network's new Herb (Oscar) Anderson Show (Mon.-Fri., 10-11 a.m.) includes weekly segment effective Sept. 6 for Foster-Milburn Co. (Doan's pills), Buffalo, N. Y., through Street & Finney Inc., N. Y. Two other new ABN sponsors—Don McNellis' Breakfast Club (Fox TV, Carrollton, Mich.) for 52 weeks through George H. Hartman Co., Chicago, and Scholl Mfg. Co. (Zino pads), Chicago, for weekly segment effective Sept. 27 through Donahue & Coe, N. Y. Renewed for Breakfast Club was Sandura Co. (Sandran vinyl floor covering), Philadelphia, through Hicks & Greist, N. Y.

BEFORE & AFTER • Pharmacist Co. (deodorants, cold medicine), Chicago, has signed for sponsorship of five-minute periods preceding and following play-by-play broadcasts over MBS of U. of Notre Dame football schedule starting Sept. 28. Agency is J. Walter Thompson Co., Chicago. Broadcasts of games themselves will be sponsored by Pontiac Motor Div., General Motors Corp. through MacManus, John & Adams, N. Y.

FATTENING BUDGET • Slenderella International (slenderizing salon chain), Stamford, Conn., reportedly picking up additional TV spots in undetermined number of markets for start in early September. Management Assoc. of Connecticut, Stamford, is agency.

SOUTHERN EXPOSURES • Florida Citrus Commission has signed to co-sponsor CBS-TV's What's My Line (Sun. 10:30-11 p.m.) for 10-week period beginning Dec. 29. Benton & Bowles, N. Y., is agency. Signing fills one of last gaps in commission's $4 million program for 1957-58 citrus marketing season. Other CBS-TV shows previously signed are Garry Moore Show (Mon.-Thurs. 10-10:30 a.m.), Fri., 10-11:30 a.m.) and Edge of Night (Mon.-Fri. 4:30-5 p.m.).

ECONOMIC SPENDING • Economic Lab Inc. (Soilax paint and wall washing compound), St. Paul, Minn., launching extensive spot TV campaign this fall in approximately 40 markets. Drive starts Sept. 16 in majority of markets, others earlier in September and in early October. Most are 20 second spots with some combinations of 20's and participations in live shows. Campaign will vary in length from five to ten weeks, depending on market. Economic Lab also will place spot radio in two west coast markets on behalf of product. Advertiser plans to follow up campaign with another in spring. J. M. Mathes Inc., N. Y., is agency.

FIRST TRUST • Firestone Industrial Products Co., division of Firestone Tire & Rubber Co., Akron, Ohio, is first sponsor signed for ABC-TV's Do You Trust Your Wife? (Mon.-Fri. 4:30-5 p.m.). Firestone, for its Foamex mattresses and Foamex for furniture, will sponsor 4:30-4:45 p.m. Friday segment. Grey Adv., N. Y., is agency.

HEARING NEWS • Beltone Hearing Aid Co., Chicago, began sponsorship of Frank Goss News (Sat., 7:30-7:45 a.m., PDT), starting Saturday, Sept. 7 over KNX, Los Angeles, and the CBS Radio Pacific Network. Order, placed by Olan and Bronner, Inc., Chicago, is for 22 stations.

WARD TAKING TV SPOTS • Ward Baking Co. (Tip Top bread and Ward's Tip Top cakes), N. Y., is picking up TV spots for mid-September with campaign to run approximately 10 weeks. J. Walter Thompson, N. Y., is agency.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 26-31. This is how they spent their time:

59.7% (73,497,000) spent 1,492.8 million hours watching television

57.2% (70,419,000) spent 1,026.9 million hours listening to radio

80.0% (98,438,000) spent 401.5 million hours reading newspapers

29.6% (36,457,000) spent 161.6 million hours reading magazines

24.1% (29,669,000) spent 387.7 million hours watching movies on TV

49.7% (61,140,000) spent 257.8 million hours attending movies

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

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 7-10 days of the interviewing week.

Page 52 • September 9, 1957
Can you answer these questions about taxes?

Q: Do you pay taxes in your electric bill?
A: Yes. In fact, about 23¢ out of every dollar on the average family electric bill goes for taxes.

Q: Does everyone pay this much tax in his electric bill?
A: No. Several million American families and businesses pay a far smaller tax—only a fraction of the tax you and most people pay.

Q: Who are these “privileged” people?
A: People who get electricity from federal government electric systems.

Q: Why don’t they pay the same taxes you pay?
A: A strange twist in federal law exempts them from paying most of the taxes in electric bills that you pay because they get their electricity from federal electric systems.

Q: Isn’t that unfair? Shouldn’t every American pay his fair share of taxes?
A: Yes. American standards of fair play call for each citizen to pay his fair share of taxes.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine.
THE PENTAGON:

one of a series of impressions
of Washington by T. Miyashita
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
THE PENTAGON by T. Miyashita
Fourth of a series of impressions of Washington
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.
FOR a good many of its 98 years, Dr. Tichenor’s Antiseptic, reputed leader of its field in the South, has used radio exclusively for its advertising. On many stations the account goes back 30 years, to when stations first went on the air.

Before the 50-lb. cake was cut, two New Orleans station managers joined Tichenor’s executives to count station candles on the icing map. Present were (l to r) Bill Baldwin of WNOE, Joe Oswald of WVEZ and General Manager James Odom and President Robert Moore Parker of Dr. G. H. Tichenor’s Antiseptic Co., New Orleans. Candles mark KALB and KSVL, both Alexandria; WLCS Baton Rouge, KWKH and KCJF, both Shreveport, WNOE, WVEZ and KNOE Monroe, all Louisiana; WVMV Biloxi, WGVM Greenville, WABG Greenwood, WQSY Hattiesburg, WJBC Vicksburg, WNAT Natchez, WJDX, WJXN and WSLI, all Jackson, WHNY McComb, all Mississippi; KDMS El Dorado, KTHS Little Rock, KOTN Pine Bluff, all Arkansas, and WREC Memphis, Tenn.

After the celebration, Aubrey Williams Advertising Inc. set to work figuring out a stronger radio schedule for Dr. Tichenor’s 99th year.

New Kansas City Ad Agency Formed by Carter Personnel

A new advertising agency has been formed in Kansas City by James A. Avery, Roy F. Reel, Bob Holloway and Ward McDonald. All have been connected with the Carter Advertising Agency in that city.

Mr. Avery will be copy director and account executive of Avery, Reel, Holloway & McDonald Adv.; Mr. Reel account executive; Mr. Holloway art director, and Mr. McDonald production and traffic manager.

Charles Carter, president of the Carter agency, will be associated with the new firm in an advisory capacity, along with Josephine Dahlin, secretary-treasurer, and Fred Klenk, vice president, both of the Carter agency.

Several Carter accounts move to the new organization. ARH&M offices are in the Carbide & Carbon Building at 912 Baltimore Ave.

HOW SALES STOOD UP IN BOSTON

Retail trade in the Boston metropolitan area held an even keel during the Aug. 9-30 newspaper shutdown, according to the department store survey of the Federal Reserve Board. Store sales in Boston were consistently better during the first two weeks of the shutdown period than the pre-shutdown week ended Aug. 3, especially in the suburban areas. (See, Sept. 2.

Sales in downtown Boston fell off noticeably during the newspaper strike in contrast to the marked improvement in the suburbs. Federal Reserve figures show a particularly impressive gain in Quincy. Lowell department store sales were good during the strike.

The official Federal Reserve Board report of department store sales, showing percentage change from the same 1956 period, follows:

<table>
<thead>
<tr>
<th>JAN</th>
<th>JULY</th>
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<tbody>
<tr>
<td>AUG. 3</td>
<td>AUG. 10</td>
</tr>
<tr>
<td>STRIKE</td>
<td></td>
</tr>
<tr>
<td>WEEK ENDED</td>
<td></td>
</tr>
<tr>
<td>Boston District (New England)</td>
<td>0</td>
</tr>
<tr>
<td>Boston Metropolitan Area</td>
<td>+ 2</td>
</tr>
<tr>
<td>Downtown Boston</td>
<td>0</td>
</tr>
<tr>
<td>Suburban Boston</td>
<td>+ 5</td>
</tr>
<tr>
<td>Cambridge</td>
<td>+ 6</td>
</tr>
<tr>
<td>Quincy</td>
<td>+ 2</td>
</tr>
<tr>
<td>Lowell</td>
<td>- 1</td>
</tr>
</tbody>
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A breakdown of those who most use each medium for political information showed no significant difference in opinion as to the way newspaper and tv groups feel about fairness of newspaper campaign stories.

TV TOP POLITICAL DATA SOURCE

- Michigan U. study finds tv topped newspapers in 1956
- Radio third in informing voters about election campaign

Television is the No. 1 source of information about political candidates and campaigns, running far ahead of newspapers — so says a national study by the U. of Michigan’s survey research center and journalism departments analyzing how people learn about politics, candidates and issues.

Radio was found to be the third-ranking source of campaign information, surpassing newspapers among those with grade-school education but running behind newspapers in the case of people having high-school and college education.

In the 1956 Presidential contest, 24% of newspaper readers believed the news columns favored Eisenhower and only 3% thought Stevenson was favored. Democrats were much more likely to accuse the press of favoritism than Republicans. The percentage of newspaper readers who felt news coverage of the campaign was not fair tended to increase with education.

The Michigan U. survey was conducted by Associate Prof. Dean Baker and Charles Cannell of the journalism department. In answer to the question, “Of all the ways of following the campaign, which one would you say you got the most information from — newspapers, radio, television or magazines?” the following results were obtained:

<table>
<thead>
<tr>
<th>Media</th>
<th>Grode Sch.</th>
<th>High Sch.</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>16%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Radio</td>
<td>18</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Television</td>
<td>46</td>
<td>54</td>
<td>41</td>
</tr>
<tr>
<td>Magazines</td>
<td>2</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Combination</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Used None</td>
<td>4</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Not Ascertained</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

100% 100% 100%

The Michigan U. research team went into the ways people use each of the media to get campaign information, the findings being confined to Ann Arbor, Mich., contacts.

Television was reported as the best source of information about personal appearance and characteristics of party candidates. Results of this phase of the survey (media most used to follow campaign) follow:

<table>
<thead>
<tr>
<th>What Candidates Were Liked Most</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>35%</td>
</tr>
<tr>
<td>Radio</td>
<td>11</td>
</tr>
<tr>
<td>Television</td>
<td>35</td>
</tr>
<tr>
<td>Magazines</td>
<td>4</td>
</tr>
<tr>
<td>Combination</td>
<td>15</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>0</td>
</tr>
<tr>
<td>Not Ascertained</td>
<td>0</td>
</tr>
<tr>
<td>Didn’t Follow</td>
<td>2</td>
</tr>
</tbody>
</table>

100% 100%

A breakdown of those who most use each medium for political information showed no significant difference in opinion as to the way newspaper and tv groups feel about fairness of newspaper campaign stories.
PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

PROFITABLE CROP • WJAG Norfolk, Neb., was the predominant promotion medium used for two special farm equipment sales by the Farmhand Co., Hopkins, Minn. Specific sales—of a Farmhand implement costing $1,950 and three units selling for $700 each—were directly attributable to WJAG publicity, according to the company's sales representative.

COVERING THE MARKET • A Pennsylvania floor covering company credits WDAU-TV Scranton-Wilkes Barre for a 25% sales increase since the firm's initial use of television in April 1956.

Spiegel's Carpet & Linoleum Co., Scranton and Childs, Pa., sponsor of WDAU-TV's Wednesday Night News Headlines (Wed. 11-11:15 p.m.), now spends 75% of its advertising budget in tv. Commercials utilize a soft-sell technique and prestige appeal. Prepared by Henry Gann Adv., Scranton, the commercials are predominantly live, with occasional use of films supplied by carpet and linoleum companies such as Gulistan and Armstrong.

Phil Spiegel, co-owner of the firm, is particularly aware of the medium's impact: "Television brings us into the home and does 90% of our selling for us . . . and the impact is greater. People ask for merchandise that appeared on a show two or three weeks earlier."

EVICTION NOTICE • Bache & Co., Chicago brokerage firm, blames its "eviction" from its present quarters on WGN Chicago. The firm started radio advertising exclusively on WGN in June 1954, sponsoring Today's Business, a five-minute feature of the station's Monday-Friday Panorama variety series. Jack Harris, resident partner at Bache, credits the station for a "visible measure of increased business," prompting the decision to expand its operation and facilities by a move to larger quarters at 140 S. Dearborn St.

QUELLING UP • Spot announcements on WBKB (TV) Chicago resulted in queues outside Balaban & Katz's Roosevelt Theatre for the premiere showing of Columbia Pictures' Twenty Million Miles to Earth. Columbia spent $2,000 from Aug. 15-20 for 40 one-minute and 20-second spot announcements promoting the opening of the science fiction movie. Most of the spot time was in children's program adjacencies. Consensus of patrons lined up outside the theatre was that "you couldn't turn on tv the past few days without hearing about the show." Theatre officials gave tv full credit for booming movie business.

Balaban & Katz Corp. is a subsidiary of American Broadcasting-Paramount Theatres Inc., parent company of American Broadcasting Co., which owns and operates WBKB.

COMBO CLICKS • Combination of wildlife action films and sophisticated delivery by Cesare, a tongue-in-cheek drawing room character, is selling cars for Right Motors, Cleveland. The firm found this unlikely combination in KYW-TV Cleveland's Jungle (Mon.-Fri. 11:20-30), with sales rising consistently since the discovery. Right Motors President Buddy Carter reported the rise started shortly after sponsorship began, going from 174 cars in May to 250 in June. The firm had to increase its staff and garage facilities to handle increased business. Mr. Carter, asked about continuing sponsorship, and apparently affected by the Frank Buck atmosphere, replied: "I'd whip anyone who tried to take it away from me."

WEEK'S WORK • Promotion and merchandising concentrating on a specific product is paying off at KHSL-TV Chico, Calif. Allotting a week in July to Kellogg promotion, in a tie-in with Wetz Super Markets of Redding, Red Bluff and Chico, station efforts resulted in sales of 326 cases of cereals, compared to an average of 45 a week before the tv promotion began.

TARGET-SALES • KLAC Los Angeles has proved radio can pin-point its market. Since radio sells products to consumers, KLAC convinced a metal stamping firm that radio could sell its product to manufacturers. The firm, the Short RunStamping Co., El Monte, Calif., specializes in short-run production of stamped metal parts, using temporary tooling. Thus, the campaign target was a small, specific market.

Two one-minute spots daily in morning d. j. shows described the firm's service and

Pittsburgh's NEWEST Look!

WIIC
CHANNEL 11

Now On the Air

316,000 watts ERP

serving

1,237,000 TV Homes

in the nation's

EIGHTH MARKET

with effective buying income of

$8,731,815,000

REPRESENTED NATIONALLY BY

BLAIR TV BASIC NBC AFFILIATE

Page 58 • September 9, 1957

Broadcasting • Telecasting
QUIET SELL

Sign language reached a new portion of the Los Angeles market for the Atlas Distributing Corp., promoting its new portable water softener. Mute presentation of the TV commercial read by the regular announcer on KCOP-TV Los Angeles' Tom Duggan Show was given on Aug. 21 by Paul Fest, a deaf mute. The unpublicized attempt to reach the estimated 100,000 deaf residents of the area evoked enough comment so that it will be repeated with publicity, according to Killingsworth Adv. Inc., Los Angeles agency for Atlas.

asked manufacturers to call for estimates. Results of the first week: 10 new accounts for the stamping firm.

FAN MAIL • The power of metropolitan radio to sell for a neighborhood store was convincingly attested to by a fan letter from a satisfied customer. WOV New York received the kind words from C. J. Gesing, manager of W. T. Grant Co. store No. 6, Harlem.

Mr. Gesing reported three record sales events for his store. He admitted that he had approached radio with a "good deal of doubt, because my company has never looked with favor on this medium." But, Mr. Gesing continued, "after three days of spots on Negro programs, 20 one-minute spots each day, our first promotion 'Crazy Day,' grossed more business than the same promotion in 1955 and 1956 combined."

He added that succeeding campaigns were equally successful, with his store jumping into the number one slot in the district. No other medium was used in the campaigns; increased volume was directly attributable to WOV, Mr. Gesing concluded.

TOTAL BIGGER THAN PARTS • Small business, small budget can add up to big sales with radio. Bimbo's Drive-In is a small restaurant in Anoka, a community 20 miles north of Minneapolis-St. Paul. For the drive-in's opening, 30 one-minute spots, running from Thursday through Sunday, were placed on WDGY Minneapolis-St. Paul. Commercials played up the Friday appearance of Dan Daniel, WDGY personality, who would give away a hit record for every dollar purchase. From 7-9 p.m. that Friday, 400 records were given away, with $400 plus in sales run-up—big business for a small business.

FRIENDLY RIVALRY • The Tampa (Fla.) Tribune used a rival medium to promote a rivalry and ended up with a circulation increase. The Tribune ran a series on the history of the long-standing rivalry between Tampa and St. Petersburg, advertising the feature on WFLA-AM-TV Tampa. A straw poll, taken during the first three days the feature ran, showed that seven of every ten people queried had heard of the feature through radio or TV and were buying the paper. The Tribune reported a 9.25% increase in county circulation, with a good percentage resulting in permanent business.
ASCAP'S WAR ON BMI

Its weapons are slick publicity, facts notwithstanding

Everybody must know by now that Broadcast Music Inc. is a big fat monopoly operated by broadcasters for the purpose of extinguishing good music and putting talented songwriters out of business.

If anyone doesn’t know, he hasn’t been paying attention. In newspaper columns and public pronouncements, in legislative hearings and other weighty proceedings, on the floors of Congress and even from a picket’s banner the message has been spread: Broadcasters are engaged in a dark “conspiracy” to “discriminate” in favor of BMI music and against that which is licensed by the American Society of Composers, Authors & Publishers, the result being an illegal suppression of good music and a galling rise of trashy stuff. In short, music has gone to pot since BMI came along in 1940 and started competing with ASCAP.

There’s even been a lawsuit about it—a monstrous, $150 million suit which numbers among its stated purposes the divorce of BMI from its broadcasting ownership. But the suit, filed almost four years ago by 33 writer members of ASCAP, has virtually been ignored in all the anti-BMI propaganda—although the suit is real enough to have produced, already, more than 85,000 pages of exhibits and pre-trial testimony in preparation for the courtroom phase.

BMI contends the anti-BMI forces are sending up their publicity barrage and engineering their various by-plays in an effort to rally public and congressional opinion to their side—and prejudice the trial—because they know they can’t win the court case on its merits.

The Problem of Being Heard

These arguments, however, have gone largely unnoticed. As with its answers to specific charges leveled by ASCAP members, BMI has had a fraction of the headlines that ASCAP has enjoyed, and in Congress ASCAP’s friends have had BMI on the defensive from the start.

Why?
Just what is the nature of the dispute?
What are the facts?
In the latest anti-BMI move, the bill that Sen. George A. Smathers (D- Fla.) introduced last month with intent to divorce broadcasters from both BMI and the recording business [B+T, Sept. 3, Aug. 26], the record shows definite signs of misinformation at work.

Introducing his bill, Sen. Smathers spoke of BMI as having subsidized “hundreds of publishing firms” and said that “today this musical empire consists of 2,000 such firms.” A few days later, in a follow-up attack on BMI in John Crosby’s widely syndicated newspaper column, this statement was interpreted by the noted writer, Oscar Hammerstein, as meaning that BMI “owns” 2,000 music publishers.

A Matter of Arithmetic

As a matter of record, BMI owns not 2,000 music publishing firms, but two—one of which is a department rather than a subsidiary of BMI and both of which are loss operations.

Sen. Smathers may have received his information from writers or performers who frequent the swank playgrounds of his home state, but BMI supporters find it hard to believe that Oscar Hammerstein—who’s familiarity with the business is such that he heads the ASCAP committee negotiating with broadcasters for new tv music licenses—was not aware that BMI “owns” no such.

If Mr. Hammerstein misunderstood and Sen. Smathers did not mean “own,” BMI data on file with the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.)—who explored such matters in an unexpected but far-ranging probe during his so-called investigation of television monopoly a year ago—shows that BMI has contracts with some 2,590 music publishers, of whom 2,230 were so inactive that not one of their tunes had a network radio performance during the second quarter of last year. BMI credits its large list of publishers to what it calls its “open door” policy, which admits publishing houses of all sizes, including hundreds of one-man shops throughout the country.

When Sen. Smathers was chastising BMI, Sen. Barry Goldwater (R-Ariz.) joined him to quote Hoagy Carmichael, “one of my closest friends,” as
saying “two or three nights ago” that “he has not been able to get a song published since BMI was introduced. This is the man who wrote ‘Star Dust’ and many top tunes, who today is not able to sell music.”

Sen. Goldwater must have misunderstood, or Mr. Carmichael must not have been watching his royalties. The records show that since BMI was formed he has had 58 songs published, including “Old Butter milk Sky” and five others that made the Hit Parade.

Sen. Goldwater got Sen. Smathers to agree that BMI was established “to get around the payment of royalties to ASCAP.” Yet history shows that BMI was formed when the broadcasters were unable to get ASCAP to state its terms for new licenses—terms which, when later announced, were double what the broadcasters had paid the year before.

In their colloquy on the Senate floor, Sen. Smathers and Sen. Goldwater also agreed “completely” that “the airways of this country have been flooded with inferior music ever since BMI was formed.” The same charge has been made repeatedly in many quarters. Frank Sinatra and Bing Crosby have said it, among many others. In his guest column for John Crosby, Mr. Hammerstein put it this way:

“...Before the broadcasters went into the publishing and recording fields, they served American music well. ... Then something happened. Suddenly, they had an axe to grind. Once they became owners of songs, they acquired an interest beyond giving the best music to the people. It became important to them to give their music to the people. ...”

Yet when people accusing BMI of “discrimination” have been put under oath, it’s been a different story.

One does not recall the ASCAP forces’ publicizing it, but pre-trial testimony in the 33 songwriters’ $150 million suit includes several passages on this point—all spoken under oath.

Mr. Hammerstein himself—who, incidentally, said he contributed $2,500 a year toward prosecution of the suit—testified as follows under questioning:

Q: Mr. Hammerstein, of your own knowledge, can you tell us the call letters of any station, broadcasting station, radio or television, which discriminated against ASCAP music?
A: No.

Q: Do you know of any act of discrimination by any network or station?
A: No.

Q: Do you know of any record company, of your own knowledge, which has discriminated against ASCAP music?
A: No.

Stanley Adams, former president of ASCAP, gave virtually identical answers to the same questions—also under oath—and in another phase of pre-trial examinations Richard F. Murray, described as heading the department of ASCAP which counts the number of on-the-air performances of its music, testified that he “couldn’t deduce” that broadcasters were discriminating against ASCAP.

Indeed, ASCAP’s own records show that ASCAP music accounts for 84.05% of the radio performances of copyrighted works, while non-ASCAP performances totaled 15.95%; in television it’s 89.64% ASCAP and 10.36% non-ASCAP. These figures, which were submitted by ASCAP to the Celler Committee last winter as reflecting the situation for 1955, may run somewhat high on ASCAP’s side and low on BMI’s, however, since it is felt that they are based on network perform-

AN EDITORIAL

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BROADCASTING • TELECASTING

September 9, 1957 • Page 61
LOUISVILLE IGA MOVES 20,000 PRODUCTS IN CISCO PROMOTION

H. RUNYAN & SONS, Louisville IGA distributors, pulled over 20,000 entries in THE CISCO KID’s Name-the-Pony-Contest—and each entry represented the sale of an IGA product! They reported:

“Our prestige has been raised considerably in all areas; our customers are more IGA conscious. We are definitely pleased with our sponsorship.”

Ask to see more success stories of THE WORLD’S GREATEST SALESMAN!

"THE CISCO KID"

WHICH ONE HAS THE MONOPOLY?

WHICH ONE HAS THE MONOPOLY?

ASCAP ANNUAL REPORT—1956

RECEIPTS:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>FROM LICENSES (RADIO AND TV STATIONS)</td>
<td>$8,728,126.04</td>
</tr>
<tr>
<td>FROM LICENSES (OTHER)</td>
<td>$433,480.84</td>
</tr>
<tr>
<td>ROYALTIES</td>
<td>$163,335.62</td>
</tr>
<tr>
<td>SHEET MUSIC SALES, ETC. (NET)</td>
<td>$322,781.38</td>
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<tr>
<td>FROM INTEREST ON U.S. TREASURY BILLS AND NOTES</td>
<td>$91,081.46</td>
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<tr>
<td>FROM MEMBERSHIP DUES</td>
<td>$72,991.92</td>
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<tr>
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<td>$24,731,156.71*</td>
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EXPENSES:

<table>
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<th>Category</th>
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<tr>
<td>PERFORMING RIGHTS AND ROYALTIES, ETC.</td>
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<td>SALARIES AND WAGES</td>
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<td>PRINTING, ART WORK, ETC.</td>
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<td>OTHER</td>
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<td>PAID TO MEMBERS:</td>
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<td>JULY</td>
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<td>OCTOBER</td>
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<td>DECEMBER</td>
<td>$4,838,666.97</td>
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<td>$18,689,638.82</td>
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SET ASIDE FOR PAYMENT TO FOREIGN SOCIETIES

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<th>Amount</th>
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<tr>
<td>$1,800,000.00</td>
</tr>
<tr>
<td>$20,489,638.82</td>
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</table>

* OF THIS TOTAL, AN ESTIMATED $20,000,000 IS BELIEVED TO HAVE COME FROM RADIO AND TELEVISION. ASCAP DOES NOT ISOLATE IN ITS REPORTS ITS REVENUES FROM BROADCASTING.

BMI ANNUAL REPORT—FISCAL YEAR ENDED JULY 31, 1956

INCOME:

<table>
<thead>
<tr>
<th>Source</th>
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<tbody>
<tr>
<td>LICENSE FEES—RADIO AND TV STATIONS</td>
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<td>LICENSE FEES—OTHER</td>
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</tr>
<tr>
<td></td>
<td>$24,731,156.71*</td>
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OPERATING COSTS AND EXPENSES:

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<th>Category</th>
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<tbody>
<tr>
<td>PERFORMING RIGHTS AND ROYALTIES, ETC.</td>
<td>$5,671,073.99</td>
</tr>
<tr>
<td>SALARIES AND WAGES</td>
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<tr>
<td>PRINTING, ART WORK, ETC.</td>
<td>$210,801.26</td>
</tr>
<tr>
<td>OTHER</td>
<td>$808,091.53</td>
</tr>
<tr>
<td></td>
<td>$7,899,114.40</td>
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ADMINISTRATIVE AND GENERAL EXPENSES, FRANCHISE TAXES, ETC.

<table>
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<tr>
<th>Amount</th>
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<tbody>
<tr>
<td>$1,748,609.48</td>
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OTHER INCOME:

<table>
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<td>INTEREST EARNED</td>
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<td>SUNDAY</td>
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<td>$30,004.86</td>
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<td>$350,313.82</td>
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PROVISION FOR DEPRECIATION AND AMORTIZATION:

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<th>Source</th>
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<tbody>
<tr>
<td>DEPRECIATION OF BUILDING, FURNITURE, AND EQUIPMENT</td>
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<tr>
<td>AMORTIZATION OF COPYRIGHTS, MUSIC CATALOGUES, ETC.</td>
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<td></td>
<td>$55,130.03</td>
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<tr>
<td></td>
<td>$295,183.79</td>
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TAXES ON INCOME (estimated):

<table>
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<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDERAL NORMAL INCOME TAX AND SURTAX</td>
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<tr>
<td>CANADIAN TAX ON INCOME</td>
<td>3,755.97</td>
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<tr>
<td></td>
<td>$143,452.56</td>
</tr>
<tr>
<td>NET INCOME</td>
<td>151,731.23</td>
</tr>
<tr>
<td>EARNED SURPLUS AT BEGINNING OF YEAR</td>
<td>$1,247,206.68</td>
</tr>
<tr>
<td>EARNED SURPLUS AT END OF YEAR</td>
<td>$1,398,937.91</td>
</tr>
</tbody>
</table>

In the face of these facts, what the ASCAP-ers are saying is that the nation’s nearly 4,000 stations are engaged in a conspiracy that could not possibly help them.
Much prettier, actually, from a sponsor's point of view, because these ladies buy! And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.–Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

WVNJ
Newark, New Jersey

Radio Station of the Newark Evening News
As for "discrimination," the fact that virtually all stations have blanket licenses (with both ASCAP and BMI) means that they pay as much for one performance of ASCAP (or BMI) music as they would pay for 100,000. It doesn't matter how much or how little they play—they still pay fixed amounts. So again, what do stations have to gain by "discriminating" either way? (This "discrimination" argument would seem to have more substance some years back than now. In early days a sizeable number of stations had per-program licenses with ASCAP, meaning they paid ASCAP only for those programs on which ASCAP music was used, and ASCAP has rounded up evidence that some specific stations made it a practice to play only non-ASCAP music on certain programs on certain days, to save money. The economy of such a practice disappeared when the blanket license became standard for practically all stations, and ASCAP authorities have acknowledged in formal proceedings that the number of per-program licenses is negligible.)

Even if the existence of blanket licenses did not make "discrimination" useless, a strong argument could be made that it would be folly for any broadcaster to choose musical selections on the basis of anything except audience appeal, for without audiences he loses advertisers—and money. Moreover, they point out, "discrimination" would involve far more than even the nearly 4,000 stations, since scores of agencies, hundreds of packagers, and thousands of disc jockeys also have a hand in selecting the songs that are played. To broadcasting leaders who have had occasion to try to get even a handful of their fellows to agree on relatively simple (and clearly legal) projects, a conspiracy of this magnitude is beyond comprehension.

Another pet argument of the ASCAP forces is that what the broadcasters really want is to bypass ASCAP altogether. ASCAP is certainly correct in thinking that if this happened it could be a near-fatal blow. For authoritative estimates indicate that ASCAP gets more than 80% of its income from broadcasters (as compared to what is reported to be a fraction of 1% from the movie industry, which has a larger gross). Last year, according to the best available estimates, broadcasters contributed approximately $20 million of ASCAP's total $25 million income.

BMI's answer to ASCAP's fears is that ASCAP catalog and would be hurting themselves if they shut off the wealth of music it contains, and (2) apart from the desirability of the ASCAP catalog for general programming, the tens of millions of dollars which broadcasters have invested in Hollywood movies alone makes an ASCAP license essential because the music in these movies is virtually 100% ASCAP. The movies would be useless without an ASCAP license.

Parenthetically, the motion picture industry itself faced—and solved—its own ASCAP problem long before ASCAP became a major thorn to broadcasters. The motion picture solution: through music publishing firms which they owned, the movie producers acquired a substantial part—estimated at 37%—of the publisher vote in ASCAP, and in turn get 37% of the distribution to publishers.

Ironically, the Smathers bill which is so pleasing to ASCAP forces could hurt the society's Hollywood friends along with the broadcasters it deems its enemies. For the terms of the measure provide that no person or corporation can get a broadcast license if he has an interest in either a music publishing firm or a record manufacturing or selling firm.

Since some motion picture companies also own stations, music publishing firms and recording companies, they too would be required to choose between broadcasting, publishing and recording.

Under the Smathers bill, then, the damage would not be confined to what the Florida senator indicated were his primary targets: severance of BMI from broadcasters, of RCA Victor from ASCAP, of Columbia Records from BMI. Aside from the innocent bystanders it would hurt in Hollywood, it also would separate Am-Pars records from American Broadcasting-Paramount Theatres (ABC-TV and ABN), General Telephoto from Unique Records, any number of independent stations from small publishing houses and/or recording firms that they have set up—and, in the view of
some authorities, would even bar stations from making musical recordings for delayed broadcast.

Let's look at the extent of broadcasting's ownership of BMI.

The largest single block is owned by CBS and its owned stations: 8.9%. Next come NBC and its owned stations with 5.8%, followed by ABC and its owned stations with 4.5%. That adds up to 19.2% in the hands of the networks. Their total investment in BMI stock amounts to approximately $72,000—no more, altogether, than any one of them spend on a single television show countless times in the course of a season. The rest of the BMI stock is spread out among individual stations and station owners.

In answering the charge of discrimination, BMI authorities regard it as meaningful that most performances of BMI music come not from its principal stockholders, or even from its smaller stockholders, but from stations that hold no stock at all. They say non-stockholder, non-network-affiliated stations are the biggest users of BMI music, followed in order by stockholder radio stations, radio networks, and finally television stations and networks.

Similarly, BMI contends that recording companies affiliated with broadcasters do not record more BMI music than other record companies. But if BMI's answers were not sufficient and its foes succeeded in getting BMI taken away from broadcasters, what consequences would ensue?

BMI's income, like ASCAP's, is fixed in advance over a period of years, through its license agreements with stations. BMI does not get more money when BMI music is played more often—on the contrary, it has less left over, because its payments are based on performances. The more the performances, the higher the payments; and, conversely, the fewer the performances, the less the payments.

In the hands of investors, BMI's incentive necessarily would have to be that of making a profit. This would make them reluctant to try to boost performances. The result? Less competition for ASCAP.

But BMI supporters are satisfied that ASCAP hasn't merely reduced competition, but no competition at all—in short, a return to the pre-BMI days when ASCAP had everything to itself.

Without BMI, ASCAP would have a monopoly again and certainly could expect to take in more money.

In defending itself—and also broadcasters, since the accusation in the ASCAPers' propaganda is that all broadcasters are co-conspirators in the plot—BMI always is mindful of the situation that existed before BMI was formed, a situation known only to second-hand by most of today's broadcasters, since it dates to the years before television and radio's greatest growth.

Go back to 1939.

Before its convention in Atlantic City in July of that year, the National Assn. of Broadcasters (now NARTB) had approached ASCAP to see what terms the society had in mind for new licenses to

---

**WCUE IS NO.1 IN AKRON**

Between 8 AM and 5 PM daily, WCUE delivers more listeners for your ad dollar than any other Akron station.

(In all other periods, just a gnat's whisker away from first.)*

See your JEPCO Man for details or call WCUE Sales
Veep, Jack Maurer, F.Ranklin 6-7114.

*Cost per thousand study based on Pulse, April 1957.
replace those set to expire at the end of 1940. ASCAP told NAB that a meeting would be set up for the afternoon of Aug. 2.

Came the afternoon of Aug. 2—a came the NAB delegation—and ASCAP authorities informed the NAB group that ASCAP President Gene Buck was vacationing in California and would be away for an indefinite period.

The NAB group called a special convention of NAB for Sept. 15, and the convention—still unable to get a notion of what fees ASCAP wanted—adopted a resolution declaring that ASCAP's tactics made necessary "the creation of an independent source of music."

Thus was BMI born.

It was not until March 1940—a month after BMI was declared operative—that ASCAP finally made known its terms. It refused to recognize BMI, but it outlined the fees it wanted: around $9 million in all, or approximately 100% more than the broadcasters had paid in 1939. The broadcasters refused and BMI stepped up its activities.

ASCAP licenses expired at midnight Dec. 31, 1940, and then began the months of "Jeannie With the Light Brown Hair," other public-domain numbers and such music as BMI had been able to pull together. The "strike" against ASCAP music lasted until the fall of 1941, when broadcasters and the society came to terms on a contract which, though less than the original demands, has given the society ever-increasing payments.

Meanwhile, there has been a series of consent decrees. In 1941 both BMI and ASCAP signed consent judgments with the Dept. of Justice which were similar in form for both organizations. About that same time ASCAP pleaded nolo contendere (no plea) in a criminal antitrust suit, and the society and its directors were fined. In 1948 ASCAP was sued twice—both times by motion picture theatre interests—and was held to be an illegal monopoly. In 1950 it signed two consent decrees, one in connection with the motion picture theatre interests and the other relating to its foreign operations.

It is interesting, in the welter of charges of "conspiracy" and "discrimination," to look back and see just how badly ASCAP has fared since BMI was formed.

Before BMI, ASCAP's total income was estimated $6.5 million (1939). Last year it was almost $25 million.

Before BMI, ASCAP was paying its members approximately $4.7 million a year. Last year, these payments exceeded $18 million.

Before BMI, ASCAP had 137 publisher members. Last year, it reported 994 active publishers.

Before BMI, ASCAP had approximately 1,100 writer members. Last year, 3,732 active and 451 non-participating.

Its broadcast licenses, reflecting the growth of broadcasting itself, numbered 3,952 last year.

BMI claims credit for much of ASCAP's growth in membership—for example, for opening up what BMI contends was an ASCAP "closed club" where membership was difficult to attain and, for many, impossible. BMI feels its own "open door" policy has afforded recognition to hundreds of songwriters and publishers who might not have received it otherwise—and has resulted in their getting paid, for the first time, for the performance of their works.

**BMI's Open Door Policy**

The "open door" policy also is BMI's answer to charges that it has fostered trashy music. BMI contends it merely has made it possible for more writers to be paid for their music, of whatever type—and that it is the public which makes certain types popular, just as the public ignores music that it doesn't like. Moreover, BMI supporters point out that the tunes that get the most performances during their first year are not always the tunes that endure—that many of today's standards got few plays when they first came out—and that both BMI and ASCAP have had shares of the bad as well as the good.

What has happened to the songwriting and publishing businesses generally, since BMI came on the scene?

Where 1,100 writers were getting paid for performances of their works when ASCAP was still the only licensing organization, more than 5,400 are getting paid today. The number of active publishers has grown from perhaps 150 to more than 1,200, based on combined ASCAP and BMI figures. And total annual payments to writers and publishers have gone from less than $5 million to more than $24 million last year.

As for the 33 songwriters suing to divorce
1st By Survey*  •  WHBQ-TV Memphis

WHBQ-TV, Memphis' most powerful station, once again is Memphis' most popular station. The June ARB* shows that of 349 competitively rated quarter hours, sign-on to sign-off, WHBQ-TV dominates in 194; station "B" in 116; and station "C" in 39.

*For availabilities contact H-R Representatives or WHBQ-TV Memphis.
BMI from broadcasting ownership, some sources estimate that each member of this group is currently getting at least twice as much money as he was getting before BMI was formed, and that some are getting 15 times as much.

The only thing anybody has lost as a result of BMI is the monopoly situation that existed before BMI. What galls ASCAP is that its music now must face up to the competition of other music—"new" music which had little or no chance of general public performance until BMI came along. As was true before BMI, it is still the public that picks the favorites—only now the public has a far broader range to pick from.

But ASCAP-pers don't want to face the music. Their objective seems clear: Kill Off BMI. In the court case they have the means to do it—if their case is sound. But clearly they are not satisfied they can win in court where all facts are put on display.

So they rely on diversionary tactics, seeking to brainwash Congress and the public by associating themselves with good music and BMI with bad, by painting BMI and the broadcasters as conspirators and villains. To the extent that they succeed, BMI's court case will suffer—and if they should succeed in getting BMI legislated into limbo, they could avoid the need to go to court. The only solution that BMI supporters can see is the truth—well and widely told by all broadcasters, who after all, are the ones ASCAP is accusing.

C-C Tv Systems Set For L. A., S. F. Study

Wednesday, Sept. 18, seems likely to be a very important day in the history of toll tv in California. On that day, the Los Angeles City Council will consider the joint application of Fox West Coast Theatres and International Telemeter Corp., for a city franchise to install and operate a closed-circuit system of subscription television.

The council also will consider the application of Harriscop Inc. for a similar franchise and will take another look at that of Skiatron Inc., previously approved. The probability is that the city attorney will be instructed to advertise all three non-exclusive franchises for sale to the highest bidder [B*T, Sept. 2, Aug. 26].

Also on Sept. 18, the finance committee of the city of San Francisco will take up the closed-circuit toll tv franchise application of Skiatron. The committee was to have considered the application last Wednesday but changes in the terms of the franchise suggested by Dion R. Holm, city attorney, and Harry Ross, city comptroller, delayed preparation of the franchise forms until too late for the finance committee members to have a chance to study them in advance.

The committee has the responsibility for studying proposed city franchises and recommending that the city board of supervisors either adopt or reject them. If as anticipated, the finance committee recommends that a franchise be granted to Skiatron, the franchise will be read at the board of supervisors' meetings on the two following Mondays (Sept. 23 and 30).

International Telemeter Corp. also has applied for a closed-circuit toll tv franchise in San Francisco, formally submitting its application to the finance committee last Wednesday. As in Los Angeles, the proposed San Francisco franchise will be non-exclusive and will require the holder to pay 2% of gross revenue from the toll tv operation to the city.

Chief differences are that the Los Angeles franchise runs 21 years, while a 50-year term is proposed in San Francisco, and that Los Angeles requires the grantee to post a faithful performance bond of $100,000 while San Francisco asks only $25,000.

Although these two major California cities, as well as a number of smaller communities within the state, have been considering the whole question of closed circuit toll television for months, the state itself made its first expression of interest in the subject last week. Louis Francis, chairman of the State Assembly Public Utilities & Corporations Subcommittee on Corporation Laws, called a special meeting of his subcommittee for tomorrow (Tuesday) in Los Angeles to consider toll tv. Use of telephone poles to support wires or cables which will transmit the toll tv programs to the homes of subscribers gives the state jurisdiction over this new series and the responsibility to regulate it in the public interest, he said.
WMAR-TV
Maryland's Pioneer Television Station
now celebrating its
10th Year of Leadership

IN BALTIMORE'S 3-STATION MARKET

WMAR-TV CHANNEL 2

Share of sets in use . . . . . 44.9
Percentage of total quarter-hour firsts 55.2

based on ARB Report for July, 1957 (one week, sign on to midnight)

In Maryland, most people watch WMAR-TV®
SUNPAPERs TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 3-5670
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KAIZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Buying Sacramento, California?

KCRA-TV Consistently Delivers More TV Homes In 31 Counties Throughout the Night and Day!*

New, 1957 Nielsen Coverage Study Available!

PROGRAM SERVICES CONTINUED

Skiatron, Motorola Talk Wired TV Gear

It's finally official: Skiatron TV Inc. and Motorola Inc. are holding conversations about production of coder and decoder equipment for use in wired, closed circuit pay TV systems next year.

While no contracts have been signed, Motorola officials confirm the company has been approached by Skiatron to manufacture the devices and that, if an agreement is reached, it would be announced in the weeks ahead. Reports persist—but are denied—that the Chicago company will produce some 500,000 units for delivery early in 1958.

It was understood Westinghouse Electric Corp. has a prototype under development as a result of early talks with Skiatron officials. Motorola technical specialists have seen engineering specifications for the coders and decoders, which would be installed in San Francisco and Los Angeles homes by mid-April next year (i.e., Aug. 26), although the company itself is not working on any prototype model. Discussions have been underway at a more feverish pitch in recent weeks.

Motorola officials acknowledged they are watching with "close interest" Skiatron's toll TV plans as well as wired Telemovie service developments in Bartlesville, Okla., for which Motorola is involved monitoring equipment (see separate story). They feel there is no technical problem involved in manufacturing scrambling and unscrambling equipment and that their company has the "ability and know-how" to produce the devices.

The company pioneered in development of automobile radios for Chrysler Corp. years ago and is continually interested in new electronic product development and business for which it claims adequate facilities, officials pointed out. Today the company is a top producer of car radios, for use at both the automotive factory and consumer levels.

Novins Elected to Presidency Of Paramount Pictures’ Telemeter

Louis A. Novins, vice president and general manager of International Telemeter Corp., has been elected president of that Paramount Pictures Corp. subsidiary, Paramount President Barney Balaban announced Wednesday.

Mr. Novins has been instrumental in presenting the Telemeter wired pay TV system (cash box and decoder devices) to the motion picture and TV industries via demonstrations in Los Angeles and New York. The latter demonstrations were held over the past three weeks at the Hotel Savoy-Plaza.

A former assistant attorney general of Massachusetts, Mr. Novins joined Paramount early in 1946 as executive assistant to the president. Since that time, he has served in various capacities as an officer and director of a number of Paramount's subsidiaries, has been secretary of the firm since 1955 and during that year was elected to the Telemeter post.

Pabst Decides Not to Take Segment on Weaver Network

Pabst Brewing Co. (Blue Ribbon Beer, Old Tankard Ale, Chicago, has withdrawn from sponsor consideration of Sylvester L. (Pat) Weaver's proposed ballroom music series on his projected Program Service Inc. network this month.

Pabst officials denied reports the brewery had signed for a third sponsorship (30 minutes) of an hour and a half remote program from Chicago's Aragon Ballroom tentatively set to start Sept. 21. Company said it had considered the series and is continuing to study other radio-TV properties. Pabst agency is Norman, Craig & Kummel.

Negotiations by Mr. Weaver with Howard Miller, Chicago disc jockey and now emcee of NBC-TV's Club 60, to preside over the Aragon remote have fallen through.

BMI to Suspend Clinics To Give Respite to Staff

Broadcast Music Inc. will suspend its annual program clinics next year after seven consecutive years in the field. BMI Station Relations Vice President Glenn R. Dolberg is announcing today (Monday). But BMI intends to resume the clinics in 1959 should BMI member stations desire them.

According to Mr. Dolberg, the move is being taken to give the BMI staff "a respite from the big job of clinic preparation and the rigors of travel." The staff has held 310 clinics since 1950. The decision to suspend the clinics, he went on, "was made in spite of the fact that 1957 clinic attendance at 45 sessions set a new record and was 5.7% higher than in 1956."

Announcement of the suspension was made in a letter made public last week which was sent to presidents of the 41 broadcasting associations in states where BMI "circuitied" last year.

Statistically, attendance between March 1951 and June 1957 totaled 23,102, with a total of 802 broadcasters appearing as clinic speakers. The BMI clinics originated in 1948 at BMI's New York home office, but, after the Missouri Broadcasters Assn. suggested later that BMI "go on the road" to increase its clinic attendance, the first field expedition was conducted in Jefferson City, Mo., in March 1951.

PROGRAM SERVICE SHORT

George Logan Price Inc. (radio productions), Malibu, Calif., reports it has sold Living Pages, Bible drama serial, to Trinidad Broadcasting Co., Port-of-Spain, for its own station Radio Trinidad and for Radio Jamaica and Rediffusion, Kingston, Jamaica, and Radio Demerara, Georgetown, British Guiana. Series consists of 52 half hours.

Broadcasting • Telecasting
"Large numbers of people in the New York area are foregoing their TV sets to listen to W Patton in the August 11, 1957 issue*

* And this is substantiated by the June 1957 New York Hooper Report which, compared with the Jan.-Feb. 1957 New York Hooper Report, shows a 44.4% increase in total share of audience in the five hour period 7 A.M. to 12 Noon (Monday thru Friday) and an increase of 14.3% in the total rated time periods throughout the broadcast day. National business, too, has increased 45% in the past seven months (compared with the same period in 1956).
NEW NBC RADIO RATES BEGIN OCT. 1

- Simplified rate card: 5 minutes, $1,700; 1 minute, $1,000

- Single rates for participation, but night program rates down

Details of NBC Radio's new rate structure, with five-minute segments pegged at a one-time gross cost of $1,700 and one-minute announcements at $1,000, were revealed last week as the network prepared to announce today (Monday) that the new, much simplified card will become effective Oct. 1.

Under the new alignment a single rate for participations will be applicable day and night, but in the case of program periods of a quarter-hour or longer the evening rate will be lower than the daytime charge. The primary or must-buy affiliate list is eliminated, officials explaining that they now are selling the full network of 180 stations and that now or $7,500, and for an hour, 12 times $1,000 or $12,000. There are gross daytime program time costs. On programs (a quarter-hour or longer) at or after 8 p.m. New York time Monday through Friday, the rates are 75% of these basic rates.

Full-network advertisers may combine all periods used in network open time during any one week to determine the lowest applicable rate. But program periods and participations may not be combined to get a lower rate.

The annual volume discount on program periods is the same as for participations, and participations and program periods can be combined to determine the annual volume discount.

The new card, instead of following the old practice of listing all primary and all supplementary affiliates and the individual network rates for each, merely lists the call letters and cities and shows their locations on a map. Network rates for individual stations are not shown.

While officials said they no longer would seek regional or small-network purchases beyond those already on the books, the rate card itself says merely that "all purchases must be of a sufficient composition of network stations satisfactory to NBC. The percentage of the full network total for the purpose of proving at least 75% clearance in the case of participations, or to determine costs of a partial network in the case of program unit sales may be obtained on request."

Regarding the new method of compensating stations, affiliates last week received new assurance that they would lose nothing through the change. Station Relations Vice President Harry Bannister wrote them that further checking during the second quarter showed that, owing to changes in the composition of traffic, some stations would have received more and others less under the new plan as under the old, while still others would have received about the same.

He said the swings in traffic composition were expected to "iron out" by the time the new formula becomes effective Oct. 1, and that any "small variances" after that time should average out in the long run. But "we don't want to let this rest on as-
for the first time


family


bought


part by ..........
Such a nice couple...
But oh, so full of ghostly mischief!
It's the TOPPE COMEDY SERIES FOR THE MODERN from TELESTAR FILMS, INC.

509 Madison Avenue New York 22, N. Y. MU 8-0940

Now... for the available for local and ALREADY FOR FALL ST
TOPPER DEAL FINE. WE'LL HAVE CLASS A SPONSOR.
NORM KNIGHT, WNAC, BOSTON

PURCHASE OF TOPPER SET...AIR DATE SOONEST.
BOB KING, WFAA, DALLAS

HAPPY TO BE RUNNING TOPPER THIS FALL...
HAL HOUGH, WCBS-TV, N. Y.

CONFIRM TOPPER PURCHASE FOR '57/'58 SEASON
DICK MOORE, KTTV, L. A.

SOLD...TOPPER GREAT SHOW
ED WESTON, WCOP, CINN.

DEFINITE WE'LL TAKE TOPPER COMING SEASON...
WARD QUALL, WGN-TV, CHICAGO

"One of 10 most recognized names in America"... Motivation Research Bureau, Inc.

Proven popularity with all-family audiences, morning, noon and night

Unrivalled record of sponsorship: Camels, Procter & Gamble, Standard Brands

Exceptional rating record: 28.8 Nielsen average, 43.7% share of audience, during almost 2 years on CBS Network

78 episodes...2 full years of continued sponsorship available

IN 1955-6, THE BIG LOCAL SHOW WAS "MARGIE" from Official
IN 1956-7, THE BIG LOCAL SHOW WAS "SUSIE" from TPA
IN 1957-8 THE BIGGEST LOCAL SHOW IS "TOPPER" From TELESTAR

Join the growing list of stations carrying this wonderful show.

Call or wire today

TELESTAR FILMS, INC.
509 Madison Avenue
Yankee Network Names Steffy
An Executive Vice President

George W. Steffy, vice president in charge of program operations of the Yankee Div. of RKO Teleradio Pictures Inc., has been named executive vice president of the organization, according to an announcement made last week by Norman Knight, president.

Mr. Steffy has been with the Yankee Network since 1927 when he joined WEAN Providence, R.I., while still in college. After graduating from Providence College in 1929, he was transferred to RKO's WNAC Boston's engineering staff. From 1934-44, he was production director for WNAC as well as the entire Yankee Network.

In May 1944, he was elected a vice president of the network in charge of program operations. Since 1948, Mr. Steffy also has actively guided the programming of WNAC-TV.

WTNT Affiliates With CBS Radio

Signing of WTNT Tallahassee, Fla., as an affiliate of CBS Radio has been announced by William A. Schadt Jr., vice president in charge of station relations for the network. The station (1450 kc, 250 w) became a secondary affiliate Sept. 1 and will become a primary affiliate next Feb. 22, replacing WTAL (1270 kc, 5 kw) in the CBS Radio lineup. Affiliated heretofore with ABN and Mutual, WTNT is owned by Tallahassee Appliance Corp., with Frank W. Hazleton as president and general manager.
If you are interested in
CONTEMPORARY
MUSIC
... or would like
to learn about it—
Enjoy finest Contemporary music at its
costume-fidelity best...brilliantly played by
one of the nation's outstanding symphony
orchestras...flawlessly recorded by
Columbia Masterworks...and interpreted
as the composer intended.
This is a rare opportunity to possess exclu-
sive FIRST EDITION RECORDS—first record-
ings of newly commissioned works by lead-
ing composers, played superbly by the
renowned
LOUISVILLE ORCHESTRA
Robert Whitney, Conductor
These "collectors' item" recordings are avail-
able for a limited time, from the Society
only. They are a priceless collection of new,
exciting music...the finest expressions of
living composers the world over.
"Splendid sound".
Cleveland Plain Dealer
"...a service to music unexcelled".
Christian Science Monitor
"...the reproduction is a model of
dantry".
St. Louis Globe-Democrat
"... recording and performances,
excellent".
Pittsburgh Post-Gazette
"...quality higher than critics dared hope".
Time Magazine
In addition to its musical brilliance and
technical perfection, First Edition Records
give you the satisfaction of establishing
yourself as a patron of today's finest music.
The Louisville Philharmonic Society is a
non-profit organization...income from
record sales is used in the commissioning of
still further works.
SEND TODAY FOR
INFORMATION ON FREE TRIAL RECORD
LOUISVILLE PHILHARMONIC SOCIETY
Dept. J, 830 S., Fourth St., Louisville 3, Ky.
Please send me free, complete information
on exclusive First Edition Records and free
record offer.
Name
Address
City. State

ABN Drops Nielsen, May Take New Pulse

American Broadcasting Network can-
celled its subscription to Nielsen Radio In-
dex Wednesday and is expected to subscribe
to a new Pulse 26-market index this fall
[BPT, Aug. 18].

At issue with Nielsen are claims by the
radio networks that an "overall dimen-
sion" of the U.S. radio audience should in-
clude a representation of listening to sets
which do not have fixed locations. This cate-
gory takes in portables in the home and out-
of-home radios (a big percentage of these
are auto radios).

According to ABN research officials 40% of
the total radio sets fall into the non-fixed
location category.

As of Thursday, ABN was expected to con-
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mensely, the signing coming perhaps as
early as this week.

Though ABN has dropped NRI, the other
networks have not followed suit. NBC Ra-
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Nielsen Co. for another 18 months in view
of an expansion of services [BPT, Aug. 12,
Aug. 5] but still feels it falls short by neglect-
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It is reported that the yearly network rate is
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re-
Melvin Janes, a friendly, sandy-haired man in his early forties, may well be the world's only trackwalker with a doctor's degree.

Since 1953, Dr. Janes has trudged many a mile along railroad tracks from Maine to Texas. His mission: to check with his own eyes the killing power of a unique railroad-bed weed destroyer.

Weeds are a menace to railroad men. They are a fire hazard; wheels slip on them; they hold moisture which rots the ties and undermines the roadbed; they make maintenance difficult. More than 50 kinds of weeds grow along the tracks. Some die easily and stay dead—but many are too tough for ordinary weed killers.

When Mobil scientists developed a promising new oil-based killer—AGRONYL R—Dr. Janes took to the tracks to check it out. It killed the weeds, all of them. Moreover, it's heavy and doesn't blow on to adjacent farmland. It leaves a film that discourages new growth (and also helps keep the tracks from rusting).

You can't buy AGRONYL R herbicide for your garden weeds. It wouldn't work in your home sprayer anyway. It was created for a specific job—and it does that job without equal.

In the same way, Dr. Janes and his fellow scientists develop countless other Mobil products for the special needs of your business, your car, your home. Whether it's a motor oil or a gasoline or a gear lubricant, it's unique in its field. And you can depend on its quality—for it is a product of Mobil's master touch in oil.

For more information about Mobil research and development activities, write to Room 2400, Socony Mobil Oil Company, Inc., 150 E. 42nd St., New York 17, N. Y.
At the summit

In every community, there is always one station at the top. It has achieved leadership through excellence in facilities, perfection in programming, and service to the community that goes beyond entertainment.

In Oklahoma City, Montgomery, and Tampa-St. Petersburg, those stations are WKY Television System stations—outstanding in their markets, and the logical choice for your advertising.

THE WKY TELEVISION SYSTEM, INC.

WTVT
Tampa-St. Petersburg

WKY and WKY-TV
Oklahoma City

WSFA-TV
Montgomery

Represented by the Katz Agency

pioneering color TV
change commercials" as those which are mentioned at the end of a program, designating the alternate week sponsor. Under the revised policy, he said, a mention of the alternate week sponsor may be followed by a competing product, if the latter is the advertiser of the program in the next time period.

The move to revise and clarify CBS-TV's product protection policy, Mr. Hylan said, resulted from "changing sponsorship patterns, the continueing trend toward industrial diversification and the vast expansion in multiple brand advertising."

Product protection, Mr. Hylan emphasized, is not a contractual obligation but has been and will continue to be a voluntary policy on the part of CBS-TV. The network, he stated, will attempt to "maintain as much separation as feasible between competitive products while maintaining the opportunity for the network to serve advertisers without unreasonable limitations."

**Keystone Adds 17 Affiliates**

Keystone Broadcasting System Wednesday announced the addition of 17 station affiliates and a new record high of 985 clients for its transcription network service. New outlets, representing 11 states, were reported by Blanche Stein, KBS station relations director, as follows: KLYX Berryville, KELD El Dorado, and KWRF Warren, all Arkansas; WOOO Deland, Fla.; KSIS Crowley and KVPI Ville Platte, both Louisiana; WTRR Westminster, Md.; WCMC Pine City and KFAM St. Cloud, both Minnesota; KUVR Holdrege, Neb.; KWRW Guthrie, Okla.; KLIQ Portland, Ore.; WCLE Cleveland, Tenn.; KAML Kennedy-Karnes City, KETT Livingston and KRAL San Sara, all Texas, and WJMA Orange, Va.

**CBS Radio New Business Includes Aero Mayflower, Sterling, Hearst**

New business totaling $600,000-plus was signed last week by CBS Radio. According to John Karol, vice president in charge of network sales. Big buyer of the week was Aero Mayflower Transit Co., Indianapolis, which signed for two five-minute evening news strips, Monday through Friday starting Sept. 16 for 52 weeks through Caldwell, Larkin & Sidener-Van Riper, Indianapolis. Sterling Drug Inc., through Dancer-Fitzgerald-Sample, New York, bought one weekly "impact" segment for 39 weeks starting Oct. 6 and Hearst Publications (Good Housekeeping) signed for 10 seven-and-one-half minute segments of daytime dramatic series, Sept. 19-23, through Grey Adv., New York. Pure Oil Co. bought live coverage of yesterday's (Sunday) "Sports Car 300" racing event from Elkhart Lake, Wis., placed through Leo Burnett Co., Chicago.
Let these network leaders help you sell local time during U.S. Steel's Christmas Appliance Promotion

**OPERATION SNOWFLAKE**

"Make It a White Christmas—Give Her a Major Appliance," the theme of U.S. Steel's Christmas Appliance Promotion, will rocket out to every corner of the land on the United States Steel Hour . . . and on top-rated network radio shows.

But it takes a 1-2-3 punch to sell in today's competitive appliance market. And the 3—the pay-off—comes locally, when appliance retailers tie-in to this promotion . . . when they use their own local radio spots and programs to sell the public their own store, their own brands. That's where Operation Snowflake pays off for you.

Is the selling effort worthwhile? Let's look at last year's results . . .

**19,246 SPOTS**

During the "Snowflake" promotion in 1956, 1,588 radio stations requested special "Snowflake" time-selling kits. 213 of these stations reported that they sold 19,246 one-minute spots . . . PLUS 326 special programs to tie-in advertisers. This is $61,500 worth of time on just 213 stations.

This year the opportunity is even bigger. The promotion is bigger. More retailers are expected to tie-in. And 28,000 tied-in last year! Along with 175 banks, 310 utilities, and 12 trade associations. Each one is a potential radio advertiser. How many are there in your market?

**MAKE IT WORK FOR YOU**

U. S. Steel helps you to sell time. U. S. Steel, in direct mail and in trade advertising, urges retailers, banks, utilities, appliance manufacturers, and trade associations to tie-in ON RADIO! U. S. Steel supplies you with the material you need to follow up and clinch the sales!

The "Snowflake" radio kit is yours free. Start selling now. Be ready when the promotion gets under way November 18. Send the coupon for your kit today!

---

**FREE TIME-SELLING KIT**

Send me the Free "Snowflake" Kit which contains exclusive "Snowflake" musical commercials and spot announcements.

---

United States Steel • Pittsburgh 30, Pennsylvania
FCC CLEARS QUAD-CITY TV SNARL

- Upper N. Y. State area gets ch. 13 from Utica
- Chs. 6, 10—originally assigned there—kept intact

In its first meeting following the August recess, the FCC Thursday settled the Albany-Schenectady-Troy-Vail Mills, N. Y., allocations picture by leaving chs. 6 and 10 assigned there and shifting ch. 13 from Utica-Rome, N. Y., to that area. In the same decision the FCC:

Substituted ch. 2 for ch. 13 (WKTV [TV]) in Utica-Rome, effective Oct. 9, and modified WKTV's license to specify ch. 2.

Gave ch. 41 WCDA (TV) Albany temporary authority to operate on ch. 10 in Vail Mills.

Authorized WTRI (TV) Albany to operate temporarily on ch. 13 instead of its present assignment on ch. 35.

Invited comments by Oct. 10 on proposals to assign a third vhf channel to Providence, R. I., by shifting ch. 12 there to New Haven and Portland, Me., and adding chs. 6 and 13 from those cities.

The Commission's action puts an end to a controversy which has been raging since last February, when the quad-cities area temporarily was made all uhf by Deleting chs. 6 and 10 (B&T, March 4). Ch. 6, now held by General Electric's WRGB (TV), first was reallocated to Syracuse and later rule-making would have assigned the channel to New Haven, Conn., as one of several channel shifts involving several cities.

Both GE and WCDA vigorously opposed the deletion of the two vhf channels from the quad-cities. A pioneer in tv development, GE began operating a station in its home city of Schenectady in 1939. WRGB was commercially authorized on ch. 6 in 1947. Ch. 10 originally was allocated to Vail Mills in November 1955 at the request of WCDA. WTRI and WCDA were authorized to broadcast on the vhf channels pursuant to data furnished in response to the request of WCDA. Comr. Robert T. Bartley voted against the Commission's action. The newest commissioner, Frederick W. Ford, is vacationing and did not participate in the Thursday meeting. In addition to WCDA, WRGB and WTRI, all on the air, also assigned to the quad cities area are ch. 23 WPTR-TV and educational ch. 46 WQTV (TV), both dark. Original deadline for comments on the proposal to operate in the Providence area was last April (B&T, May 6), but the FCC extended the filing period until after action had been taken on WRGB's petition for reconsideration of the reallocation of ch. 6. WPRO-TV Providence presently is assigned ch. 12; WNHCTV New Haven holds ch. 8, and WGAN-TV Portland operates on ch. 13. All were directed to show cause why their licenses should not be modified to specify operation on chs. 8 or 13 (WPRO-TV), ch. 12 (WNHC-TV) and ch. 13 (WGAN-TV).

Also affected if the proposed shifts are made, would be unclaimed educational ch. 12 in Orono, Me. The Commission proposes to change this assignment to ch. 11. In addition to WPRO-TV, Providence currently is assigned ch. 10 (WJAR-TV) and ch. 16 (dark WNET [TV]); New Haven has chs. 8 and 59 (dark WELI-TV), while Portland is assigned chs. 13 and 6 (WCHS-TV).

FCC Makes Six Am Grants, Awards Two TV Translators

The FCC en banc—Comrs. Doerfer (chairman), Hyde, Bartley, Mack and Craven—last week granted six am stations construction permits.

Roger S. Underhill, Tawas City-East Tawas, Mich., was granted a new am outlet on 1480 kc, 1 kw day.

Millington Broadcasting Co., Millington, Tenn., was granted a new am station on 1220 kc, 250 w, day. Millington Broadcasting is owned by Earl Daily, who also owns KTMX Marked Tree, Ark.

Better Radio Stations Co., Tuscaloosa, Ala., was granted 790 kc, 300 w, day.

R. L. McAlister, Berea, Tex., was granted 1600 kc, 500 w, day; Mr. McAlister is a former employee of KCUL Fort Worth.

Radio Actives Coeur d'Alene, Idaho, was granted 1050 kc, 250 w, day; this firm is owned by Robert L. Swartz and Arthur R. Mackevich, who also owns KZUN Opportunity, Wash.

Toledo Broadcasters, Toledo, Ore., was granted 1230 kc 250 w, unlimited.

The Commission also granted the applications of Grande Ronde Television Assn., Inc., La Grande, Ore., for a new tv translator station on ch. 76 to transmit programs of KKLY-TV, Spokane, Wash., and Jefferson County Tele. Inc., Medford, Ore., for a new tv translator station on ch. 71 to transmit programs of KGW-TV Portland.

Warson Signs Consent Order With FTC on Ads for Capsules

Warson Products Corp. (Warsene capsules), St. Louis, and the Federal Trade Commission have signed a consent order prohibiting the firm from claiming its capsules are an effective treatment for pains of arthritis and rheumatism.

In a complaint filed Jan. 18, the FTC had charged that Warsene capsules advertised on radio, tv and in newspapers, give only temporary relief of such pains. The consent order further forbids Warson to claim the capsules contain any analgesic ingredient other than salicylamide or that they are made like a doctor's prescription or that they are new or substantially different from other commonly-used analgesics. The agreement is not an admission by Warson that it has violated the law.
FIELDS OF COTTON present a breath-taking sight throughout Georgia's rich farm belt where other crops and livestock also add to the state's $600-million farm income. Also famous on the Georgia scene is WAGA-TV, the state's leading television station. Top CBS-TV and local programming, tallest tower and maximum power make WAGA-TV your best television buy in the Southeast's No. 1 market.
Curtis Asks Hearings On Wired Tv Control

Sen. Carl T. Curtis (R-Neb.), at the last session of the Senate (Aug. 30) before sine die adjournment, called on Congress to hold hearings to decide if wired television should be regulated by Congress or the FCC.

Sen. Curtis said that he had studied "with considerable interest" Sen. Charles Potter's (R-Mich.) remarks opposing pay tv [B+T, Aug. 26] and that "another problem now appears on the horizon, equally serious and important, equally deserving of serious Congressional consideration. That is the matter of wire television. I am informed that wire television is about to come into being without too much, as it were, of control by the FCC. There simply is no jurisdiction by which the FCC can regulate this medium."

[For a report on the nation's first wired tv system, which went into operation last week in Bartlesville, Okla., see page 31.]

The FCC's lack of jurisdiction over wired tv raises several questions, Sen. Curtis stated. "Should wire television be regulated? And, if so, to what extent? A second question is whether broadcasters should be permitted in the field of wire television. Clearly, legislative hearings should be held."

"I do not favor pay television," Sen. Curtis said in making known his position regarding the matter. "I commend the senator from Michigan for his forthright statements . . . and I agree wholeheartedly with his observations." [Sen. Potter maintained that tv set owners were "virtually promised" free tv by Congress; that pay tv could develop into a "monopolistic practice"; that a toll tv test would be unwise, and that Congress should be working toward "untangling the current allocations problems," rather than spending "further public funds on seeking a method by which we can limit free tv."]

Like many of his colleagues in both the Senate and House, Sen. Curtis cautioned the FCC not to take action on toll tv "without Congressional decision. I believe it absolutely essential that the FCC make no decision until Congress has had an opportunity to thoroughly and carefully consider proposed legislation, and until the American public, through their elected representatives, have had a chance to voice their opinions."

As had been unofficially earlier [Closed Circuit, Aug. 26], Sen. Curtis stated that he had been "informed that some senators have had informal assurances from the FCC that no action will be taken without Congressional authorization."

"Television has long been regarded as a national medium -- a public property that belongs to no group or individual. If this property is to be preempted, the consent of those most affected should be sought. The decision should be that which will best serve the public interest."

If the FCC should ignore "admonitions against ill-advised action [which] have been voiced repeatedly" and authorize a pilot test of pay tv, "it should be made abundantly clear that such a test "provides no foot in the door" for pay tv advocates," Sen. Curtis said.

Congress Must Cope With Pay Tv, AMVETS' Resolution Asserts

AMVETS (American Veterans of World War II and Korea) in a double-barreled resolution on pay television has asked the FCC to return the issue to Congress and requested that Congress pass no legislation to change the fundamental system of broadcasting in the U.S. The Veterans of Foreign Wars passed a similar resolution at its 1957 national encampment [B+T, Sept. 2].

Meeting last month at AMVETS' 13th annual national convention in Boston delegates approved a resolution stating that "this entire issue is one of broad policy over which the FCC has legal jurisdiction. It is a question for Congressional consideration only, even if it be for so-called 'tests.'"

Dominick L. Strada, national commander of AMVETS, said pay tv "could black out many of the free programs now seen by veterans at Veterans Administration hospitals. We have no enforceable or legal assurances from the promoters of pay television that the free shows they now see would be continued without charge."

"Once pay tv is initiated, the major advertisers who now pay for the free tv entertainment given the American public will withdraw their support from tv as an advertising medium, since they will be unable to successfully advertise their products to large numbers of people in the better evening hours," the resolution said. Without advertising revenue, it continued, public service shows, news, charity, public affairs, armed forces, government and veterans' programs also would disappear.

The veterans suggested that pay tv proponents use private leased wires to test their proposed system "without pre-empting public owned facilities."

Poller Makes New Pitch For Milwaukee Uhf Pay Tv

In letters last week to FCC Chairman John C. Doerfer and the other six commissioners, Lou Poller, owner of dark ch. 25 WCAN-TV Milwaukee, made a new pitch for authorization of partial pay tv as proposed by his Television Exhibitors of America Inc.

Mr. Poller said if the Commission approves his applications for pay tv in Milwaukee, it will save the public "indirectly,
Donald D. Jardine of Harbor Springs, Michigan, has led a constructive "double life" for years. He has served as a Boy Scout leader, as a special policeman for civil defense or other emergency, as an officer of a community improvement association and as a member of the Harbor Springs City Council. Today, as mayor pro tem., he devotes every hour that can be spared from his family and his business to conscientious conduct of Harbor Springs' affairs.

And, during the same years, Donald Jardine has been building a successful business. Five years ago he borrowed the money to acquire his own independent business, a Standard Oil service station. Now, his debt repaid, he has one of the finest and most successful service stations in this part of the country. He found something he liked, and he found success by staying with it.

Donald Jardine is one of many Standard dealers throughout Mid-America who lead "double lives," lives of service to the motoring public and to their communities.

We're proud of the fact that thousands of Standard's own employees, too, give freely of their time and talent to civic and human welfare activities. All over this part of the country you'll find our agents, chemists, salesmen, engineers, accountants, refinery people and others active in church, school, 4-H, FFA, Boy Scout, and other jobs done by good citizens.

* What makes a company a good citizen?

Responsible companies, like responsible people, contribute to the security, the economic health, and the general well-being of the communities in which they live and work.

The mayor leads a double life!

City business of Harbor Springs, Michigan, is under discussion. The city officials pictured above are (l. to r.) City Manager A. C. Wager, Donald D. Jardine, mayor pro tem., who also is a Standard Oil dealer, and R. J. Hilderbrand, city clerk.

Clayton A. Johnson, second from left, is shown presiding at a meeting of the school board in Bancroft, Michigan. President of the board, he also is active in other community affairs. He believes it is his duty as a citizen to serve in community projects. Mr. Johnson is a Standard Oil agent.

Richard L. Browne, in white helmet, is chief of the volunteer fire department in St. Charles, Michigan. He has served as a volunteer for ten years and has been chief for three years. Why? Because he likes to serve the people of his community both on and off the job. He is a Standard Oil dealer.
the expense of $10 to $20 million necessary to wire Milwaukee for closed-circuit tv... under the authorized regulation of a government agency." He has asked the FCC to authorize pay tv 25% of the time on WCAN-TV and an unnamed uhf in Chicago.

"The facilities requested are the same as some 2,000 other channels lying dormant and approaching obsolescence rapidly, namely uhf," he wrote the Commission.

He pointed out the high costs of wiring cities for closed-circuit tv and the fact that the FCC has no control over the type of programming these facilities would offer. Mr. Poller warned that "opponents of subscription television now find themselves with a threat to their very existence by a service more costly to the public [wired tv], with responsibility to no one..."

Sen. Jackson Says Criticism Of Secrecy Bill "Unwarranted"

Sen. Henry M. Jackson (D-Wash.) last week said concern shown by some editors and journalistic groups over his bill (S 2461) making it a criminal offense to prematurely disclose how members of government agencies have voted on "unanswered" questions.

In reply to protests that the measure might increase secrecy in the government, Sen. Jackson said it is not designed to restrict the publication of decisions of federal regulatory agencies. But, he said, a distinction must be drawn "between the decision itself (and the reasons therefore) and the decision-making process."

"Between the time that public hearings are held on a specific case and the release of a final decision, the agency members and their staffs engage in considerable in-office deliberation. Much of the information derived from the decision-making process has not proper place in the public domain..."

Sen. Jackson's office said Thursday the bill "certainly is not intended to restrict legitimate functions of the press."

Among those writing Sen. Jackson concerning the bill have been John T. Normand, chief of the Fairchild Publications Washington bureau; E. S. Pulliam Jr., managing editor of the Indianapolis News, and V. M. Newton Jr., on behalf of the National Freedom of Information Committee of Sigma Delta Chi. Mr. Newton charged such regulations "not only constitute censorship in its worst form, but they utterly destroy the restraint of public opinion upon the actions of the public servants of American people."

Charlotte Ch. 9 Grant Appealed

Piedmont Electronics & Fixture Corp., losing applicant for ch. 9 in Charlotte, N. C., last week asked the U. S. Court of Appeals in Washington to set aside the FCC's grant of that channel to WSOC Charlotte.

The appellant, which was favored in an August 1955 initial decision, listed 17 differences grounds on which it alleged the Commission erred in the Dec. 13, 1956, grant to WSOC [8*7, Dec. 17, 1956]. A Piedmont petition for rehearing was denied Aug. 1

by the FCC. A third applicant for the channel was Carolina's TV Corp. WSOC-TV went on the air last April and is affiliated with ABC and NBC.

$212,500 WMTV Purchase Among Approvals by FCC

Sales approved by the FCC last week were topped by the $212,500 purchase of WMTV East St. Louis, Ill., from Curtis Radio Casting Corp. (WGFB Evansville, Ind.) by Robert W. Day (90%), New York radio and advertising executive, and Donald H. Richardson (10%) [8*7, Aug. 9]. The 20-year-old outlet is on 1490 kc with 250 w.

The sale of WXRA-WXRCFM Buffalo, N. Y. (1080 kc, 1 kw; 103.3 mc), by Thaddeus Podbielak to John W. Kluge for $150,000 also was approved. Mr. Kluge's other broadcasting properties are KNOK Fort Walton Beach; WGA Silver Spring, Md., WILY Pittsburgh, Pa., WKDA Nashville, Tenn., KXLYW Clayton, Mo., KOME Tulsa, and WLOF-TV Orlando, Fla.

James Sawyer (40%) became 100% owner of WABR Winter Park, Fla. (1440 kc, 1 kw), with FCC approval of his purchase of 60% of the station from Ray H. Gunckel for $80,000. Mr. Gunckel recently bought WTMG Ocala, Fla., for $150,000 [8*7, Aug. 26].

W. Paul Oury's sale of WWRW West Warwick, R. I. (1450 kc, 250 w), his sole broadcasting property, to Grelin Broadcasting Co. for $108,750 was approved. Grelin also 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 WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Continental Television & Radio Broadcasters Inc. (Bitner 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 sale agreement includes a $10,000 consultant's fee for Mr. Oury, running for two years.

The sale of KRIQ Odessa, Tex. (1410 kc, 1 kw), the only broadcast interest of Oil Center Broadcasting Co., to Carl S. Goodwin Jr. and Houston Broadcasting Corp. (KXW) for $100,000 received approval.

Democrat Printing Co. received approval to sell KSEO Durant, Okla. (750 kc, 250 w) to Durant Publishing-Broadcasting Co. for $60,000.

The Commission also permitted Nicholas and Victor J. Tedesco to transfer 74% of the stock of WCCW Sparta, Wisc. (1290 kc, 1 kw), to minority stockholders Zel and Vena H. Rose for $56,400. Included in the remaining Tedesco broadcasting properties are KDUZ Hutchinson, KBMO Benson, WISK St. Paul and KCUE Red Wing, all Minn.

KTRB-TV Modesto, Calif., ch. 14, was authorized to go on the air in its construction permit to KJEO (TV) Fresno, ch. 47, for $5,000, covering past expenses. The station will be operated as a satellite of KJEO.
PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.

The Houston Fearless Line of TV and Motion Picture Studio Equipment also includes this variety of products:

- Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.
- Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.
- All-Metal Adjustable Tripod—Ideal for use with 35mm cameras in the studio or field.
- Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.
- Cradle Heads—Perfect balance and remarkable ease of horizontal and vertical panning for monochrome and color television cameras.
- Remote Control Units—For mounting TV cameras in inaccessible places and operating them completely from a small portable camera control.
- Remote Control Microwave Parabola—Easy control of the direction or degree of azimuth and tilt from the television transmitter room at distances of over 1500 feet.

For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.
WICU (TV) Erie Plans Full Power From New Site Before Year End

Ch. 12 WICU (TV) Erie, Pa., which June 28 received FCC authorization to move its transmitter to a point 5.6 miles southeast of Erie and increase its power to 316 kw, last week announced the new facilities would be in operation by Dec. 27 at a cost of over $500,000.

Following a protest by ch. 35 WSEE (TV) Erie, the Commission two weeks ago scheduled the WICU move and power increase for an evidentiary hearing, but at the same time refused to stay the effective date of its decision granting the modifications pending outcome of the hearing. In its news story reporting this Commission action, BT erroneously reported that the FCC had stayed the effective date at the time it ordered the hearing. BT regrets the error.

In denying WSEE's request for a stay, a Commission board composed of Comrs. Robert E. Lee and Richard A. Mack said that "we are of the view that there is a definite and compelling need for the improved service proposed by Dispatch [WICU] under its higher powered facilities. . . WICU will bring the first television service (Grade B) of any kind to a substantial number of people. . . In addition, still other areas will receive a choice of services for the first time. Accordingly, it appears that the proposed operation will fulfill a significant need." As an alternative to postponement of the WICU modification, WSEE asked the FCC to condition the grant in such a manner as to stay construction pending a decision in the rulemaking proceedings to shift ch. 12 from Erie to Cleveland or Akron-Cleveland. This the Commission also denied on the grounds the rulemaking proceeding "presents wholly separate and different issues."

Two final comments on the proposal to shift ch. 12 were received by the Commission last week. New dark ch. 16 WENS (TV) Pittsburgh, while WSTV Inc., permitted of ch. 12 WBOY-TV Clarksburg, W. Va., filed an opposition. Other interested parties who filed comments were split 4-4 on the question [At Deadline, Sept. 2].

Hudson Valley Broadcasting Co. Buys KOVR (TV) for $3.5 Million

H. L. Hoffman and Terry H. Lee last week sought FCC permission to transfer control of their broadcasting property, KOVR (TV) Stockton, Calif., to Hudson Valley Broadcasting Co. for $3.5 million.

Owners of Hudson Valley Broadcasting include news commentator Lowell J. Thomas, 21.11%; Frank M. Smith, 16.87%; Alger B. Chapman, 7.95%; John P. McGrath, 7.21%; and others. Messrs. Thomas, Smith and associates also own WTVD (TV) Durham, N. C.; WROW-WCUDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y., and WDCD (TV) Adams. Mass. WCDB and WDCD are satellites of WCUDA. In addition, Mr. Smith owns 33.6% of ch. 40 WCNS (TV) Baton Rouge, La. ABC-affiliated KOVR, on ch. 13, listed total assets of $1,648,962 as of June 30, and a net loss of $94,781 for the three months ending March 31.

FCC Allows Gila Withdrawal

The FCC last week allowed Gila Broadcasting Co., Globe, Ariz., to withdraw its application for ch. 34 there because Gila said, "There is no possibility . . . to successfully operate a local commercial tv station" in competition with nearby translators.

Community TV Project, a non-profit group at Globe, had complained to the Commission that Gila was "only a de facto corporation" set up as a "subterfuge to keep the translators out of the area. Gila denied this, citing its operation of KWJB there.

Ruling Affirms WKVV Grant

FCC Hearing Examiner Charles J. Frederick has issued an initial decision denying the protest of WHLN Harlan, Ky., and affirming the Commission's grant last February to Tri-State Radio Corp. for a new am (WKVV) in Loyall, Ky. [BT, Feb. 25].

Mr. Frederick ruled the protest (WHLN) had not proved its charges, that Tri-State was unqualified financially and its proposed programming not in the public interest. The examiner found the grantee to be financially sound and its proposed programming within the Commission's rules. The Loyall station operates on 1050 kc, 250 w daytime.

Kobak Group Applies to FCC For Ch. 2 in Terre Haute

A group including Edgar Kobak, a former president of MBS, and Truth Publishing Co., last week asked the FCC for ch. 2 in Terre Haute, Ind.

The applicant wants 50 kw power and antenna 970 ft. above average terrain, estimating construction costs at $458,849 with $600,000 for first year operation.

The group has formed Illiana Telecasting Corp., owned by Truth Publishing, 10.71%; Mr. Kobak, George Nichols, Walter R. Beardsley, Robert H. Smith and Albert G. Wade II, each 8.57%; and others.

Truth Publishing is the licensee of WSIV (TV) Elkhart, Ind., and owns 60% of WKJG-AM-TV Fort Wayne, Ind. Mr. Kobak holds less than 1% interest in WTWA Thomson, Ga. Mr. Beardsley owns 25% of WKJG-AM-TV plus interests in WTRC-AM-FM and WSIV, both Elkhart, Ind. Mr. Wade owns 15% of WKJG-AM-TV and Messrs. Nichols and Smith have various business interests.

WTHI-TV Terre Haute (ch. 10) also has applied for ch. 2 there.

FCC Acts to Confirm 1953 Grant Of Ch. 10 to WHEC-TV, WVET-TV

The FCC last week instructed its staff to prepare a document affirming the Commission's March 1953 grant of ch. 10 Rochester, N. Y., to sharetime stations WHEC-TV and WVET-TV and denying a protest filed by WSAY Rochester. Both stations presently are on the air, sharing ch. 10 on a pre-arranged basis.

In other orders, the Commission instructed its staff to prepare decisions:

Denying petition for rehearing filed by WOBS Jacksonville, Fla., of Feb. 27 grant of new am (620 kc, 24 kw daytime) in Jacksonville to Brennan Broadcasting Co. Brennan's request for nighttime operation was retained in hearing status.

Denying application of Northern Indiana Broadcasters Inc. for a new am (1240 kc, 250 w) in South Bend, Ind.

Denying petition by Mercer Broadcasting Co. for reconsideration of May 8 grant of a new am (1490 kc, 250 w) in Levittown-Fairless Hills, Pa., to Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury.

WNDR's Kyle Fights 'Combiners'

Arthur C. Kyle, president and director of WNDR Syracuse, N. Y., has written various members of Congress protesting "how unfair the combined operations of a newspaper and a radio station is to the other radio stations in the area." Touching on what he describes as advertising advantages for such combines, he called on Congress to impose "some governmental supervision or limitation." He said some newspaper-radio stations are run contrary to existing antitrust laws.

He cited various examples and stated, "In some cases the cost of free advertising given a radio station associated with a newspaper is in excess of the gross revenue of a competing station."
Quarter-hour after quarter-hour,
with championship consistency, 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.
HERE'S one way ABC-TV is impressing viewers with the variety of news, entertainment and information television has to offer during the promotion for Television Week which began yesterday (Sunday). In the trailer above, a friendly little cuss named Peter Rabbit Ears (for obvious reasons) greets the audience, introduces himself, and, in the sequences 1 to r, says: (a) "Let's go on a spree through tv land... (b) "There's fun, music and sports... (c) news, adventure and special events... (d) drama and comedy." In a final aside, PRE adds: "Yes sir, it's got everything, this tv!"

**TV WEEK DRAWS ALL-OUT SUPPORT**

Three tv networks, all tv stations, Television Bureau of Advertising, NARTB, Electronic Industries Assn. (formerly RETMA) and the electronic manufacturing and distribution industries are combining in promotion of National Television Week. Observance of the week started yesterday (Sunday), highlighted by special network promotion features.

Before the end of the week the industry groups co-sponsoring the observance believe most Americans will have a new awareness of the service that comes out of the $17 billion investment in receivers and service.

FCC Chairman John C. Doerfer congratulated the industry for its accomplishment during the last decade. "It's had to realize that just 10 short years ago there were a bare 16,000 tv receiving sets in the hands of the American public," he recalled. "Today there are 44.5 million and the number grows every day. More than 80% of the public has available the offerings of three or more tv stations. This affords our people the choice of a variety of program fare."

"In most other countries, the people have only one, or at best two program choices. American initiative and free enterprise have only one, or at best two program choices. American initiative and free enterprise again have demonstrated they can bring a wealth of information and entertainment to most of our people. This is a record about which the television industry can be justly proud."

ABC-TV prepared an animated film trailer, which was distributed to all its affiliates. Oliver Treyz, ABC-TV vice president, said the trailer was created "to promote the many varied programs provided by television through the medium itself. It has year-around potential and I believe will prove valuable to our stations and the network as a means for television to sell itself. The trailer was prepared by the ABC-TV promotion department.

ABC-TV distributed a spot on a 20-second film trailer produced in cooperation with Colgate-Palmolive Co., sponsoring The Millionaire, and its agency, Ted Bates & Co. Production was in charge of Don Fedderson, producer of the show. The trailer presents Marvin Miller, star of the program, shown in the library of the program's Michael Anthony. The audio copy follows: "Hello. This is Marvin Miller. You know me as Michael Anthony on The Millionaire. I'd like to join you now in a salute to National Television Week. We congratulate television on its contributions to the family, the community and the nation. Television is truly a member of the family."

NBC-TV is using Television Week tags on 75 one-minute announcements during the week. Stars of programs are calling attention to the event, with mentions written into scripts.

Networks and stations are basing all types of promotions around the week's theme—"Television, a Member of the Family."

NARTB distributed two 20-second film spots on the American tv system. The first, titled "Memorable Events," consists of news clips showing the coronation of Queen Elizabeth, swearing-in of President Eisenhower, an atom bomb blast, the sinking of the Andrea Doria and political conventions. Two reminders are included—"Television brings the news to all America" and "In the land of the free, keep informed by tv."

A second NARTB film spot is titled "Sports Coverage." It includes clips from baseball, football and boxing events, with these reminders—"title reminders—"Sports Coverage for all America" and "In the land of the free, follow sports on tv." Robert Lawrence Productions, New York, produced the spots.

Hundreds of stations were developing their own versions of a "Report to the People" plan suggested by NARTB. These assumed a variety of formats emphasizing television's role in the community.

In Los Angeles, the seven tv stations joined with the city's Electric League in conducting a two-week contest, Sept. 8-21. Scrambled pictures of tv personalities are being broadcast by stations. These are being identified by viewers on entry blanks obtainable only from tv retailers. Correct identification plus brief why-I-like-him messages will win two trips to Europe plus 13 tv sets for runners-up.

One of the livelier kickoff to Television Week occurred in Austin, Tex., where J. C. Kellam, —KTBC-TV general manager, had proclamations from Gov. Price Daniel and Mayor Tom Miller. The governor's proclamation was made available in film form to all Texas tv stations through Texas Assn. of Broadcasters. A third KTBC-TV event presented Irby Carruth, superintendent of
IN PORTLAND, OREGON, KOIN
and the Big 5
food chains
MAKE
BEAUTIFUL
SALES
TOGETHER

PORTLAND'S FIVE BIGGEST FOOD CHAINS
(ding over 60% of the total volume)
ARE LONG-TERM ADVERTISERS
ONLY ON KOIN RADIO...
Fred Meyer ........ 23 years
Kienow's .......... 11 years
Piggly Wiggly ... 8 years
Safeway ........... 7 years
Columbia Mkt. ... 7 years

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON
REPRESENTED BY CBS RADIO SPOT SALES
TRADE ASSNS.  CONTINUED

Austin public schools, in an endorsement of the week because of "television's aid and potential use to education."

National Appliance & Radio-Tv Dealers Assn. cooperated with EIA in an extensive promotion coordinated by Daniel J. Edelman & Assoc., public relations firm. Many local civic and religious groups joined in the observance. Theme of the EIA-NARDA phase of the week was "Be a New T.V. Family."

Mayor Richard J. Daley of Chicago proclaimed Sept. 8-14 as "National T.V. Week" at a meeting with executives of that city's five television stations last Tuesday. Civic, fraternal, religious and social groups join with broadcasters this week in planning special programs saluting TV's contribution to the family, community and nation.

One example on the local level was a pictorial treatment of Chicago: Boom Town, 1957 in a repeat telecast planned by WGN-TV for Sept. 16. The film originally was shown at the recent Chicago Fair at Navy Pier. The station cited it as an example of how TV can be used by communities to effectively inform and entertain the public. During the week-long observance Chicago stations are using air mentions, window displays, marquee listings and other promotion devices.

NTW headquarters in Chicago announced that over 50 major cities and several smaller communities had enrolled in the coast-to-coast merchandising campaign to boost TV receiver sales.

WKAR-TV Lansing, Mich., Michigan State U. non-commercial station, scheduled special programs every day in the week. These range from a preview of the football season to a discussion of the impact of television on the public. Knapp's department store in Lansing donated a 20-foot window to WKAR-TV for a display. Station staff people were booked at local meetings and luncheons.

RTES Expects Turnout of 500 To Honor FCC Chairman Doerfer

More than 500 members and guests are expected to attend the first fall luncheon meeting of the Radio & Television Executives Society in New York Thursday to honor new FCC Chairman John C. Doerfer. The lunch is to be held in the Grand Ballroom of the Roosevelt Hotel. Mr. Doerfer is to be accompanied by Comrs. Frederick W. Ford, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Richard A. Mack.


NARTB Specialists Set For Schenectady Meet

A full crew of NARTB staff specialists will conduct a series of specialized workshop and discussion programs at the autumn series of industry regional meetings opening next Monday at Schenectady, N. Y. Twelve executives from Washington headquarters will flank President Harold E. Fellows at the opening meeting as well as at the second session Sept. 19-20 in Cleveland, Ohio.

The specialized sessions will cover such topics as government and public relations, statement management, radio's future, radio news, TV allocations and regulation, the TV code, engineering developments, television selling, public interest activities and the television audit circulation project.

NARTB's headquarters group will include John F. Meagher, radio vice president; Thad H. Brown Jr., TV vice president; Richard M. Allerton, research manager; Edward H. Bronson, TV code director; William Carlisle, station relations manager; Frederick H. Garrigus, organizational services manager; Donald N. Martin, public relations assistant to the president; Charles H. Tower, employer-employee relations manager; A. Prose Walker, engineering manager; William Walker, assistant treasurer; Vincent T. Wasilewski, government relations manager, and Douglas A. Anello, chief attorney, who will be making his first appearance at regional sessions.

A feature of the Schenectady meeting, to be held at the Van Curler Hotel, will be a guided tour of the General Electric research facilities. The visit is scheduled the afternoon of Sept. 17, second day of the meeting. Dr. C. Guy Suits, GE research vice president, will speak at the laboratory on "Research and Free Enterprise." Philip D. Reed, GE board chairman, will address the Sept. 16 luncheon, speaking on "New Frontiers of Business Responsibility."

The basic program scheme (see program summary), consists of two phases—background for decisions, with headquarters specialists covering main industrywide problems, and a summing-up address by...
President Fellows on the topic, "Time for Decisions."

Guest speakers at the Region 1 (New England, N. Y.) meeting in Schenectady will be Mr. Reed and Gov. W. Averell Harriman of New York. Guests on the Region 4 (Ky. Ohio, Ind., Mich., Ill., Wis.) program at Cleveland will be Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate Commerce Committee, and Ben R. Donaldson, institutional advertising director of Ford Motor Co., whose topic will be "The New American Road."

Separate radio and tv meetings are scheduled the afternoon of the opening day and morning of the second day at all eight regional meetings. A feature of the first afternoon's program will be a roundup discussion of tv allocations, work of the Television Allocations Study Committee, channel assignments and pay television (wired and via airwaves). Handling this discussion will be Messrs. Brown, A. Prose Walker, Wasilewski and Tower.

In an effort to block the normal falling-off in attendance during the final afternoon, the association has programmed features it considers attractive to delegates. The public interest discussion by Mr. Garrigus and a newscast address by a broadcaster will follow the luncheon address and be programmed in the luncheon room. A business session with debate on the proposal to change NARTB's name back to NAB and resolutions will wind up the proceedings except for the GE tour at Schenectady.

SCHENECTADY PROGRAM AGENDA

Two-day meetings will be held by the eight NARTB regions, starting Sept. 16 at Schenectady. The Schenectady agenda sets the pattern for the series except that the luncheon speech by President Harold E. Fellows will be moved if necessary to accommodate a guest speaker.

The Schenectady program follows:

**FIRST DAY**

Morning—Call to order, Simon Goldman, WJTN Jamestown, N. Y., host director.

"E Pluribus Unum," Thad H. Brown Jr. and John F. Meagher, respective tv and radio vice presidents of NARTB.

"Background for Decisions," Vincent T. Wasilewski, government relations; Donald N. Martin, public relations, and Charles H. Tower, station management (all of NARTB staff).


Afternoon—Radio Session: Report of radio vice president, Mr. Meagher; Twenty Years of Radio, 1945-65," Mr. Tower; "Our Best Program Idea," program discussion led by Ted Malone; radio newsroom panel discussion; "Radio's Public Relations," Mr. Martin.


Banquet—Speaker, Gov. W. Averell Harriman of New York.

**SECOND DAY**


Luncheon—"Time for Decisions," Mr. Fellows.

Afternoon—"Deciding the Public Interest," Frederick H. Garrigus, NARTB; "Behind Closed Doors," Charles Shaw, news director, WCAU-AM-TV Philadelphia; business session, including discussion of proposal to change association name back to NAB. Special Schenectady feature, tour of General Electric Co. research facilities and address by Dr. C. Guy Suits, GE research vice president.
Audio Engineering Society Sets Convention Oct. 8-12 in N. Y.

The Audio Engineering Society will hold its ninth annual convention at the New York Trade Show Building, New York, Oct. 8-12, it was announced by the society's executive vice president, Sherman M. Fairchild, president of Fairchild Recording Co., Long Island City.

Sessions of the meeting will cover such things as: studio acoustics and psychoacoustics, audio application problems, tape duplication, magnetic tape devices, stereo problems, and stereo tape standards.

The society's annual banquet on Oct. 10, will feature awards. Included in these are: the John H. Potts Award, for outstanding achievement in audio engineering; the Emil Berliner Award, for outstanding development work in the field, and honorary memberships and fellowships in the society.

Rep. Celler to Address ATAS

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and chairman of the Antitrust Subcommittee which has been investigating the broadcasting industry, is slated to address a luncheon session in New York Sept. 24, sponsored by the Academy of Television Arts and Sciences. His talk before the academy will touch on major aspects of his investigations and also will concern the subject of toll television.

Roberts to NARTB Radio Board

Paul Roberts, new MBS president, has been named to the NARTB Radio Board by President Harold E. Fellows. He succeeds John B. Poor, New York, past president of MBS. Mr. Roberts was station manager of KWKS, New York before assuming the MBS post. He founded a syndicate that bought the network from RKO Televised Pictures [B&T, July 29]. Network members of the Radio and Television Boards of NARTB are appointed by the association's president.

N. C. AP Group Elects Ellis

Phil Ellis, WFPT Raleigh, was elected president of North Carolina Associated Press Broadcasters at the Tuesday meeting, held at Raleigh. He succeeded Ernie Greppe, WTVI (TV) Durham. Other officers elected were Hal Stanley, WRZZ Clinton, first vice president; Mrs. Doris Brown, WBCC North Wilkesboro, second vice president, and Paul Hansell, chief of Charlotte AP bureau, elected secretary-treasurer. Gov. Luther H. Hodges was banquet speaker. Citations were awarded to member stations for excellence in news broadcasting.

AMST Board Meets in Rye, N. Y.

The board of the Assn. of Maximum Service Telecasters will meet at Westchester Country Club in Rye, N.Y., today (Monday) and tomorrow with a normal business agenda placed. According to Lester W. Lindow, executive director of AMST, there will be discussion of the technical committee's report as well as of the information gathered by technical units out in the field. The technical committee is under the chairmanship of Jack DeWitt, WSM-TV Nashville. Howard Head of A. D. King & Assoc. is the consulting engineer in charge of the field units.

Breen Named CCT Vice Chairman

The Committee for Competitive Televisian, currently conducting a campaign on behalf of legislation to eliminate the federal excise tax from allwage tv sets, has named Edward Breen, KQTV (TV) Fort Dodge, Iowa, as vice chairman. John W. English, WSEE-TV Erie, Pa., is chairman. Walter E. Bradley, CCT executive director, announced appointment of Phil Dean, of Phil Dean Associates, New York, as public relations counselor.

UPCOMING

September

Sept. 8-14: National Television Week.
Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.
Sept. 15-18: Annual convention of the Association Canadienne de la Radio et de la Television de Francophone, Alpine Inn, Ste. Marguerite Station, Quebec.
Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.
Sept. 21-22: Unite Press Broadcasters and Telecasters of Missouri, regional meeting, Hotel Missouri, Jefferson City, Mo.
Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.
Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.
Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.
Sept. 28: Annual Screen Cartoonists Guild film Festival, Ambassador Hotel, Los Angeles.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.) Sept. 1: Van Curier Hotel, 16-17 Sommedayta, N. Y.
Region 4 (Ky., Ohio, Ind. Mich., Ill., Wis.) Sept. 8: Statler Hotel, 18-20 Cleveland
Region 5 (Miami, N. D., East S. D., Iowa, Neb., Mo.) Oct. 8: Muehlebach Hotel, 10-11 Kansas City
Region 7 (Mountain) Oct. 14: Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas) Oct. 16: Baker Hotel, Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ariz., Tenn., F. H.) Oct. 18: Peabody Hotel, 26-25 Memphis
The Electronic Yard: where freight trains get off to a fast start
Moving freight cars are weighed, routed, and their speed controlled—electronically. Thus trains are swiftly assembled.

More Railroad Progress like this depends on adequate earnings

Isn't this common sense?

Improvements such as the electronic freight yard cost a lot of money—money which the completely self-sustaining railroads must supply from their earnings. When railroads are able to improve their services, we all benefit. And railroads just aren't earning enough money these days to put into operation all the improvements they have developed, as fast as they would like.

Railroads could make enough money to do more of these things, for they are—by far—our most efficient system of mass transportation. But their earning power is hamstrung by outdated government policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced — and the nation loses some of the benefits of railroad progress. In your interest — in the interest of every American family — railroads should be given equal opportunity to earn an adequate return on their investment. Isn't this common sense?

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D.C.
AAP, 3 Unions Agree On 10 Post-'48 Movies

The availability of a group of Warner Brothers feature theatrical films made after Aug. 1, 1948, for showings on television moved closer last week with the conclusion of negotiations between Associated Artists Productions Corp. and three Hollywood-based unions. Screen Actors Guild, Screen Directors Guild and Writers Guild of America have reached an agreement with AAP over payment to the guilds members in exchange for the release of their tv rights.

Agreements with the writers and directors cover 10 pictures: "The Lady Takes a Sailor," "Always Leave Them Laughing," "Story of Seabiscuit," "Beyond the Forest," "Task Force," "The House Across the Street," "White Heat," "It's a Great Feeling," "Colorado Territory" and "Flamingo Road." Two more pictures, "Chain Lightning" and "Inspector General," also were included in the actors' agreement. It was reported Associated Artists expects to secure the tv rights to these two films but has not yet done so and included them in the SAG agreement to preclude the necessity of a new set of negotiations with that union when and if the rights are obtained. Clearances with the other two guilds would be necessary before these pictures could be used.

Agreements call for payment of $207,-000 to the actors for the 12-picture package, at the rate of $17,250 per picture. The directors will receive $87,500 for the 10 pictures covered by the agreement. The writers will get a flat $6,000 against the first $100,000 tv gross of each film, plus 8% of all earnings in excess of that amount. All payments are to be made in 36 monthly installments, beginning Oct. 1, 1957.

To establish the recognition of their interests in the use of their works on pay tv, the writers' agreement stipulates that the tv grosses specified as the basis for payment shall include receipts from all forms of tv, including subscription television. David Stillman, New York counsel for Associated Artists Productions, who represented that organization in the negotiations with the guilds, commented that the agreement with WGA was not intended to set an industry pattern but was a settlement made for the 10 pictures involved.

NTFC Meets With Craft Unions

National Television Film Council reported last week it had held a meeting with craft unions associated with the tv film and theatrical film industries to formulate proposals for the current "Keep 'Em in the East" campaign. This project has been spearheaded by the Film Producers Assn. of New York and is designed to encourage increased motion picture production in New York.

NTFC, an organization which embraces tv film distributors, producers and station executives as well as representatives of advertising agencies and laboratories, met Aug. 30 with officials of unions representing cameramen, studio mechanics, laboratories, film editors, directors, carpenters, scenic artists, costume artists, etc., as well as NTFC and the unions to plan an upcoming mid-September and offer specific proposals.

Loew's Crisis Meeting Delayed

Special meeting of Loew's Inc. stockholders, set for Sept. 12, was postponed last week by Delaware Chancellor Collins J. Seitz until Oct. 15—latest development in the battle for control of the company [B&T, Aug. 12]. The meeting had been called by Joseph R. Vogel, Loew's president, to fill four vacancies on the board and to oust Joseph Tomlinson, a large stockholder, from the board.

Screen Gems Names Fineshriber To Head Overseas Operations

Appointment of William H. Fineshriber Jr. to the newly-created position of director of international operations for Screen Gems Inc., New York, is being announced today (Monday) by John Mitchell, vice president in charge of sales.

Mr. Fineshriber, whose career in broadcasting dates back to 1931, has resigned as vice president for national sales of Television Programs of America. A successor to Mr. Fineshriber at TPA has not been selected, but an announcement is expected to be made shortly, according to TPA spokesman.

In his new post, Mr. Fineshriber will assume overall responsibility for overseas sales of Screen Gems properties. He will have under his jurisdiction SG's sales units in 10 countries in Europe and Latin America. He will headquarter in New York. The creation of the international sales post and the appointment of an experienced executive to the position are said by SG to be evidences of "the increasing importance of overseas sales in tv."

Mr. Fineshriber joined the CBS publicity staff in 1931 and in 1937 was appointed general manager of programming. He served Mutual from 1949 until 1953, leaving as executive vice president to join NBC as vice president and general manager of the radio-tv networks. Mr. Fineshriber was appointed to the TPA staff in January 1956.

FILM SALES

Screen Gems, N. Y., has sold 52 "horror" feature films to WABC-TV New York. Package, which sold "in excess of $750,000," includes several films featuring Boris Karloff, Bela Lugosi, and Lon Chaney and will be featured on "The Night Show," beginning Sept. 30.

MGM-TV Division of Loew's Inc., which has chalked up sales in excess of $50 million for its features, claims its films now have been sold in 61 tv markets in U. S. Total is presented by Dick Harper, MGM-Tv's general sales manager, who announces new packs as follows; KSYD-TV Wichita Falls

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY 40 watts of power

On the Air everywhere 24 hours a day—seven days a week

Broadcasting • Telecasting
"Keep alive" — is a modern expression. We at Gates have converted this expression to action in FM. Three new FM transmitters, 250 watts, 1000 watts and 3,000 watts, have been released by Gates in the past two years. These are fine, modern, up-to-date transmitters with modern circuitry and modern low cost tube complement.

Typical is the Gates FMR-250 for 250 watts. A basic model is manufactured for frequencies between 88 and 218 MC. From this basic transmitter comes specific models such as the FMR-250B for 88-108 Mc. broadcasting and several other models in the communications range. Result is progressive, up-to-date equipment at modest cost through standardization. Indeed, research in FM has not experienced a lost weekend at Gates.

BFE-10A transmitter for educational broadcasting. Available in 10 and 50 watt models, meeting all F.C.C. specifications for educational broadcasting. Scores in use by universities across the nation.

A Gates sales representative will gladly tell you more, or write today — just say, "Modern FM" and we'll say the rest.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

OFFICES — NEW YORK — WASHINGTON D. C. — LOS ANGELES — HOUSTON — ATLANTA
INTERNATIONAL DIV., 13 East 40th St, New York City — In Canada, CANADIAN MARCONI COMPANY

Broadcasting • Telecasting

September 9, 1957 • Page 97
CBS Labs to Build New Research Center

Construction of a new research center for CBS Labs at Stamford, Conn., was announced last week by Dr. Frank Stanton, CBS Inc. president, who termed the move "an important step" in the company's plans for expansion of electronic research operations.

The research center will cost more than $1 million, Dr. Stanton said, and is expected to be ready for occupancy in the summer of 1958. Construction on the center will begin next month on an 11-acre site near Stamford.

The company's research program, as outlined by Dr. Stanton, will be expanded in three areas: intensified search for new and improved audio and video techniques, broader development of electronic projects under government contract for military and other purposes and more comprehensive applied research for industry.

"During its 21-year history, CBS Labs has made some of the most important contributions to the advancement of modern communications," Dr. Stanton stated. "It pioneered in both black-and-white and color television. It was responsible for the development of the long-playing record and led the way in making high fidelity sound generally available. In addition, it played a key role in the war-time development of electronic counter-measures aimed at disrupting enemy radar and communications."

Since 1936, when CBS Labs was founded by CBS Inc., its headquarters has been in New York. The new building will more than double the present space, according to Dr. Stanton. It will cover 33,000 square feet and provide research and development facilities for a scientific and administrative staff of 100 persons.

Skidmore, Owings & Merrill, New York, has been engaged as architect for the new structure, a glass-enclosed aluminum and steel building of modern design. It will be built in a rural setting and it is planned to keep many of the original trees.

In addition to laboratories, offices and associated facilities, the building will contain recreational areas for employees. Parking areas will be constructed on the site.

Dr. Peter C. Goldmark is president of CBS Labs.

Zenith Suit Against RCA Resumes in Chicago Today

A protracted trial involving Zenith Radio Corp. and its $61-million-plus antitrust counter suit against RCA and other parties will be resumed in Chicago Federal District Court today (Monday) after a lengthy series of delays.

Judge Michael Igoe will hear the case in which earlier this year he denied RCA appeals for further postponement of the scheduled trial. Delays evolved around gathering of depositions from European witnesses, with charges and counter-charges from both litigants. The early part of the trial is expected to center on Canadian patent aspects, with the sessions lasting several weeks.

The original suit in the case was filed by RCA in 1948, charging Zenith with patent infringements and asking $16 million damages. The latter subsequently filed a counter-claim accusing RCA of restraint of trade and seeking treble damages. Zenith later was permitted to increase original treble damages of $16,056,549 to $61,750,305 because of costs allegedly incurred in gathering worldwide depositions and to include other countries in which it claimed to have suffered business losses because of RCA's alleged monopoly.

Zenith then sought to prevent RCA from gathering foreign witness depositions, but its move was rejected by Judge Igoe in District Court [B&T, July 23, 1956]. Deposition-taking has dominated the case most of this year.

Zenith's counter suit also involved General Electric Co., and Western Electric Co., as well as RCA. Judge Igoe has expressed hope the 9-year-old case can be settled this year but delays before and after last June 17, the date on which he anticipated getting the trial underway in full, in the view of some observers, may have rendered this possibility moot.

Sylvania Building New Addition

Sylvania Electric Products announced last week that ground was broken on a "million-dollar" addition to the physics laboratory at the company's research laboratories center in Bayside, N. Y. The 34,000-square-foot wing will be devoted to advanced scientific studies leading to new and improved products and techniques in the
thundering out of the West

...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.

new! ADULT action!

26 MEN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- Humpty-Dumpty Stores

- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies

CONTACT:
ABC FILM SYNDICATION
1501 Broadway, N.Y.C.
L. Ackawanna 4-5050
fields of electronics and lighting, said Dr. Bennett S. Ellefson, Sylvania vice president for engineering and research. The two-story addition is expected to be completed in the summer of 1958.

Radio Production, Sales Ahead, Tx Running Behind 1956 Pace

Production and retail sales of radio receivers during the first seven months of 1957 are well ahead of the similar 1956 period, according to Electronic Industries Assn. (formerly RETMA). TV production was down sharply but retail set sales almost equaled the 1956 level.

EIA found that radio output totaled 7,799,882 sets during the first seven months of 1957 compared to 3,967,555 during the same months of 1956. Output of auto models totaled 3,090,955 sets this year compared to 2,512,216 in the same seven months of 1956.

Retail radio sales totaled 4,236,453 sets during the first seven months this year compared to 3,967,555 in the same 1956 period (few auto sets are sold through retail outlets since they move directly to auto manufacturers).

Factory television output totaled 3,082,799 sets during the first seven months of 1957 compared to 3,752,133 in the like 1956 months. Of the 360,660 tv sets produced in July, 55,401 had uhf tuners.

Retail television sales totaled 3,236,697 sets in the seven months of 1957 compared to 3,273,560 in the same months of 1956.

<table>
<thead>
<tr>
<th>Television</th>
<th>Auto Radio</th>
<th>Total Radio</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>465,100</td>
<td>531,024</td>
</tr>
<tr>
<td>Feb.</td>
<td>464,087</td>
<td>522,230</td>
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<tr>
<td>March (5 wks.)</td>
<td>556,842</td>
<td>597,352</td>
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<tr>
<td>April</td>
<td>361,246</td>
<td>380,452</td>
</tr>
<tr>
<td>May</td>
<td>342,388</td>
<td>396,151</td>
</tr>
<tr>
<td>June (5 wks.)</td>
<td>547,779</td>
<td>515,039</td>
</tr>
<tr>
<td>July</td>
<td>360,680</td>
<td>256,279</td>
</tr>
<tr>
<td>Total</td>
<td>3,082,799</td>
<td>3,090,055</td>
</tr>
</tbody>
</table>

TV and radio retail set sales during the first seven months of 1957 follow:

- **Television Sales Radio Sales**
  - January: 628,364, 523,363
  - February: 557,427, 535,359
  - March (5 wks.): 534,115, 730,564
  - April: 397,685, 540,092
  - May: 369,757, 547,480
  - June (5 wks.): 389,770, 729,421
  - July: 326,594, 597,484

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<th>Nems-Clarke Changes Name</th>
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Nems-Clarke Inc. (electronic manufacturers), Silver Spring, Md., which became an operating division of Vitro Corp. of America [B&T, Aug. 12], has changed its name to Nems-Clarke Co. Allen S. Clarke remains as president of the company and Ralph E. Harmon is vice president. Mr. Clarke stated that "while some changes in personnel would be necessary in order to accomplish this reorganization, such personnel changes would be kept to a minimum." He also said the company expects to expand its development activity for the creation of new proprietary products in the fields of telemetry, photographic instrumentation and communications equipment.

RCA Announces Deluxe Color Line

Five deluxe color tv receivers, featuring a tri-color glass picture tube and improved chassis that produce a "more brilliant picture in brightly-lighted areas," were announced last week by Charles P. Baxter, vice president and general manager, RCA Victor television division, RCA. Use of dark safety glass in these models helps preserve contrast under conditions of high illumination, and is an asset in color television demonstration in showrooms and public places, according to Mr. Baxter. For normal home use, however, there is no significant performance difference, he said. These models, priced from $550 for table model to $795 for a console, supplement RCA's 11-model "700" series which is priced from $495 for a table model to $850 for full door console model [B&T, Aug. 12].

No Commercial Use Seen Soon In Navy Labs' Lunar Electronics

Radio waves can be relayed via the moon, the Naval Research Laboratory disclosed last week, but commercial use of the facility isn't likely to occur for a long time. This general impression prevailed among engineers who reviewed latest progress in lunar electronics.

The break-through in moon contact occurred shortly after World War II when Lt. Col. John H. DeWitt Jr., longtime chief engineer and executive of WSM Nashville, made the first celestial contact by bouncing a radio signal off the planet [B&T, Jan. 28, 1946].

Last week's Navy announcement climax d six years of tests. Signals modulated in various ways, including voice, were echoed back from the moon at frequencies ranging from 30 to 3000 mc. James H. Trexler, chief scientist on the naval project, described the tests at a meeting of International Scientific Radio Unions in Boulder, Colo. Antennas included a parabolic hole in the ground 250 feet in diameter. The moon was found to be comparatively smooth to radio waves.

Results show that many types of communication can be carried on via the moon, subject to its position in the sky. The round trip time is about 2½ seconds.

MANUFACTURING SHORTS

Sylvania Electric Products, radio-tv division, reports tv factory sales for August represented increase of 115% over August 1956.

Minnesota Mining & Mfg. Co. (recording tape), St. Paul, reports 1957 first-half sales of $181,578,367 compared with $154,495,586 for same period of 1956 and six months' earnings of $19,692,980, or $1.17 per share, as against $17,670,767, or $1.06 per share. Net income before taxes for first half was $39,132,980 compared with $35,654,767. Second quarter sales in 1957 amounted to $92,102,939, while earnings and net income reached $10,000,799 and $19,620,799, respectively.
NBC Radio O&Os Mark Sharp Business Rise

A sharp business rise is reported for NBC Radio's five owned stations.

The spurt among the radio stations, according to Thomas B. McFadden, vice president in charge of NBC's owned stations division, is for the first six months of this year compared to the like period last year, with the increase total broken down as follows: a 15% upswing in national spot and an 18% climb in local billing.

In an interview with B&T, Mr. McFadden last week also pointed to a 43% increase in network compensation to the stations, again based on a six-month comparison. He noted that WRCA New York last July had its highest month in network compensation since June 1955 and predicted that August at the station probably would equal the July climb.

The NBC stations, in addition to WRCA, include WMAQ Chicago, WRCV Philadelphia, KNBC San Francisco and WRC Washington.

The business upswing also is highlighted by these factors cited by Mr. McFadden:

- An 82% increase in profit before taxes for the five owned stations for the first six months of the year compared with the same period last year.
- At WRCA (as an example of the business picture), commercial program sales are up 10%; participation announcements, 25% and station breaks, 35%. For every month this year, WRCA has been more than doubling its profit before taxes.
- The five stations in total are obtaining approximately 20% of their total revenue from NBC Radio's "no waste" policy (network permits unsold availabilities in network time to be sold as national spot or local sale). About 5% of the total revenue is being derived from network compensation, or roughly 25% of all revenue (compensation and "no waste" revenue) "from being affiliated with NBC Radio."
- On the owned stations, about 64 advertisers have been using "no waste" spots made available within network shows. Of this number, 37 are national advertisers, 27 local advertisers. A total of 287 spots have been sold since the "no waste" policy was established last fall.

Among the national advertisers using this policy are such names as Dole pineapple, Nucoa, Hit Parade and Lucky Strike cigarettes, Rahston-Purina, Listerine, Budweiser and Ruppert beers, Sterling salt, Silverdust, Jello gelatin, White King soap, Dodge and TWA.

As explained by Mr. McFadden, the rise in station business has kept pace with NBC Radio's move a year ago to "revitalize" the network and its business. This was spearheaded by NBC President Robert W. Sarnoff and Matthew J. Culligan, who had just been appointed vice president in charge of the network.

As presented by Mr. McFadden, business statistics for the five owned stations give credence to this turn upward. The first signs of a big increase in business (sales) were seen in the last quarter of 1956. That quarter provided 49% of the total year's pre-tax profit for the stations, and 97% of the total business recorded by the stations in the other three quarters of the year.

Mr. McFadden predicted that the last six months of this year would see an estimated 20% comparative increase in the pre-tax profit for the stations. This percentage is lower for the second half of the year, he explained, because it is compared with last year's period, which contained the profitable fourth quarter.

The marked improvement in sales is credited by Mr. McFadden principally to three things: (1) a better network programming schedule that is more compatible with station programming, (2) activity by the stations' managers who have created excitement and increased audiences and (3) additional block programming (for example, mood type shows) which has wide audience appeal.

Mr. McFadden notes that there is a greater awareness of radio and cites an "aggressive spot sales" unit at NBC and a strengthening of its research and sales development staff.

Concluded Mr. McFadden: "We have been seeing effort on the local level and a better network service. Thus, stations, which are competitive and at the same time have a network service which other outlets do not have, are proving themselves and obtaining an increased share of business."

WQXR Reduces Spots To Upgrade Programming

Pioneer "good-music" station WQXR New York, owned and operated by The New York Times, is turning down a potential $13,000 worth of spot business between now and Dec. 31 by adopting an even more conservative commercial policy—trimming spot availabilities but pushing program sponsorships.

In a letter to timebuyers last week, Norman S. McEee, WQXR sales vice president, made public the station's intention—effective immediately—to cut the number of its spots by eliminating one-minute availabilities following any sponsored program or program segment. Estimated to be affected by this move are 75-100 commercials a week representing roughly $150,000 in annual gross billing. Although station management declined to make public its yearly income, it is understood that this "loss" represents about 10% of WQXR's annual $1.5 million gross, of which 30% reportedly is derived from spot advertising.

Furthermore, WQXR also is curtailing its own earning power by having agreed, on Aug. 19, not to sell a weekly two-hour programming block between Oct. 5 and April 26, 1958. This was part of a contract signed with the Boston Symphony orchestra, giving WQXR exclusive rights to air—sustaining—all Saturday evening concerts. In addition to taking off the block close to $1,000
C. C. A. Greatest,”
Says WDUN President

“We can truthfully say that CCA is the greatest promotion any radio station could ask for,” writes John W. Jacobs, President of Radio Station WDUN in Gainesville, Georgia.

In a letter written to John C. Gilmore, Vice President of Community Club Awards, Jacobs adds, “This is a ‘thank you’ letter from another satisfied CCA station manager.”

He continues, “I say thank you because WDUN will always be indebted to you for making it possible for us to make more money. Give us another idea or two like CCA and we’ll make you a Vice President of this station.”

WXXX Begins Broadcasting

WXXX Hattiesburg, Miss., was set to start broadcasting yesterday (Sunday) on 1330 kc with 1 kw power. The new facility, owned by Dave Arnold Matison Jr., is operating on a music-news format. Mr. Matison also owns 12.5% of WDAM-TV Hattiesburg and 25% of WAML Laurel, Miss.

LONG-TERM radio contracts are unusual for a department store; WBAL Baltimore claims the May Co. there is the first Baltimore department store to sign a 52-week pact. Looking on as Robert Welch, publicity director and advertising manager for the May Co. signs are (1 to r) D. L. Provost, vice president and general manager of WBAL; George L. Doesch, WBAL sales, and Marx L. Kaufman of Marx Kaufman Adv., agency for the department store.

WAPI Plan Gives Sponsorship Of Games to School Authorities

When 36 Alabama stations broadcast the annual high school all-star events in basketball and football last month at the U. of Alabama in Birmingham, “commercialized” were those of local high schools themselves. They were offered the time by local stations and WAPI Birmingham, which, with the Birmingham News (parent firm of WAPI) paid the athletic association $3500 for state broadcast rights, sustained line charges and offered the games to one station in each community.

The Alabama Education Assn. prepared spots, and station invited local principals, athletic coaches and teachers to use them in telling the hometown school story. WAPI staffers originated the games from the Birmingham campus, featuring state educational and athletic officials as halftime guests, and Henry P. Johnston, president of WAPI-WABT (TV).

KMOP Tucson Bows on 1330 Kc

KMOP Tucson, Ariz., went on the air on 1330 kc Aug. 24, according to the announcement of Ray Odom and A. V. Bamford, co-owners. Mr. Odom is general manager of the daytime, which is featuring country and western music. Jeff Lapping is chief engineer. Mr. Odom and Mr. Bamford also own KHEY El Paso, Tex.
Radio-TV Outlets Spotlight Southern School Incidents

Broadcasting news coverage, in and out of the South, kept pace last week with fast-breaking events in the public school integration controversy.

In Charlotte, N. C., where racial integration reportedly was accomplished for the first time, WBT radio and WTVG (TV) utilized a nine-man news staff to cover the entrance of four Negro students into the previously all-white city schools. The television operation was directed by Nelson Benton, WTVG news manager, who travelled from school to school in the wake of his reporter-camera man. An anchor man remained at the studio to receive reports and edit the 1,000 feet of film, which was subsequently used on all the station's news programs. Jack Knell, WBT news director, was in charge of radio coverage, which consisted of taped interviews with the four Negro students, some of the 52,000 white students, and descriptions of events at the schools.

Meanwhile, in Little Rock, Ark., where Gov. Orval E. Faubus had ordered national guardsmen to prevent Negro pupils from penetrating the segregation barrier in the public schools, WTOP-TV Washington, D. C., aired direct reports from telephoning Washington Post & Times-Herald reporter Arnold Nelson Benton, WBTV Atlanta, and WLIB New York, N. Y., was present through "beep" telephone, entitled School Integration: 1957, yesterday (Sunday), featuring Little Rock's mayor and school superintendent and the local NAACP representative.

KFAB Gets Results Pronto From Its Daily Editorials

KFAB Omaha, Neb., which only two weeks ago began inserting editorials into its daily programming, was given dramatic evidence of their effectiveness last Thursday. Within hours after the station had protested the city council's plan to hold closed hearings on a police scandal charge, the council reversed its stand.

KFAB's editorials, each running about a minute, are aired four to five times daily during the station's 5:30-10:30 a.m. The Morning Watch program. General Manager Lyell Bremser says civic reaction has been favorable, and quoted one statement as typical: "It's about time the city had another editorial voice." Omaha has only one daily newspaper.

...its words to the wise are sufficient

"TelePrompTer has given our announcers and "on-camera" personalities so much confidence in themselves it really shows in their presentations. We often wonder how we ever got along without TelePrompTer."

Mr. George W. Chernault, Jr.
Program Director
WSLS-TV
Roanoke, Virginia

The greatest television talents on your station are even greater—with TelePrompTer.

TelePrompTer Corporation
Jim Blair, Equip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y., Hudson 2-3000

Our new TelePro 6000 rear screen projector's remote control unit permits complete operation from any vantage point.
LAS VEGAS
"KLASSY" SAYS:

CONCENTR 8
your message on an audience
CACTIVATED
by TOP CBS and local programs!

PENETRATE
with 55,000 watts to
DOMINATE
a 103.1 percent saturated market

IN LAS VEGAS, NEV.
you’ll appreciate the value,
once you’ve tried

LAS VEGAS TV
LAS VEGAS, NEVADA
CBS 8 Television Network

Represented by WEC TELEVISION

You’re in
good company
on WGN-RADIO
Chicago

Top-drawer advertisers
are buying WGN

Join the nation’s smartest
time-buyers who select WGN
for results! Consistent high
program quality, at the lowest
cost, makes WGN a good buy
—your smartest buy today in
Chicagoland!

Plough Appoints Grant V. P.,
Announces Quarterly Dividend

Robert E. Grant of the Chicago office of
Kidder, Peabody & Co., investment banking
firm, has been elected vice president, fi-
nance, of Plough Inc., Memphis, Tenn.,
drug manufacturer (St. Joseph aspirin,
other products), and station owner. Mr.
Grant joins Plough the latter part of
this month.

With Kidder, Peabody for seven
years in both the
New York and
Chicago branches,
Mr. Grant has spe-
cialized in broad-
cast finance in re-
cent years. He was active on the sales of
KPEQ-AM-TV St. Joseph, Mo., to the Bing
Crosby Kenyon Brown group, WHTN-AM-
TV Huntington, W. Va., to Cowles Broad-
casting and the $2 million financing ar-
ranged for Stauffer Publications to pur-
chase Capper Publications (including
WIBW-AM-TV Topeka, Kan.).

At the same time Plough announced Mr.
Grant’s election, the Plough board of di-
rectors made public a quarterly stock divi-
dend increase to 15 cents from 12 cents,
payable Oct. 1 to shareholders of record
Oct. 31. Continuing an upward trend of
the past three years, Plough’s annual divi-
dend now is double the 1954 figure of 30
cents annually. Abee Plough, president,
said the increase had been justified by con-
sumed improvement in sales and earnings, which
made the new rate possible, although shares
outstanding increased from 900,000 in 1954
to 1,218,438 at present.

Plough stations are WMPS Memphis,
WJJD Chicago, WCOP-AM-FM Boston and
WCAO-AM-FM Baltimore.

WCFL (TV) Makes Move to Ch. 10

Hudson Valley Broadcasting Co. Inc.,
operator of WCDA (TV) Albany, N. Y., an-
nounced last week it is “making all ar-
rangements for expediting the switch” from
ch. 41 to ch. 10 in accordance with the
FCC order issued Thursday (see page 82).

GE is to supply the new equipment
needed, which will include antenna and 50-
kw transmitter. The station reports it has
received Civil Aeronautics Board approval
for a 1,353-foot tower to be erected at Vail
Mills, N. Y. An on-air date for the new
operation will be announced later, according
to a Hudson Valley spokesman.

Newspaper Buys WCSI

The Findlay Publishing Co., through its
subsidiary White River Broadcasting Co.,
last week purchased WCSI Columbus, Ind.,
from Joseph T. Finneran and Trueman
Rembusch for $150,000.

Findlay Publishing, owned by the R. L.
Heminger family, publishes the Findlay
(Ohio) Republican-Courier and owns
WFEN that city. WCSI is on 1010 kc with
500 w daytime only. The sale, subject to
FCC approval, was handled by Allen Kan-
der & Co., station broker.

WCFL Comes in for Criticism
From Members of Licensee, CFL

WCFL Chicago, owned by the Chicago
Federation of Labor, came in for criticism
from within CFL at a council meeting of
that organization last week.

The criticism, which began with disclosures
that CFL owned a yacht until early this year
and that WCFL had used the craft to entar-
tain clients, WCFL, an independent sta-
tion identified as “The Voice of Labor,”
operates with 50 kw on 1000 kc. The
discrepancies from within CFL resulted in a
threat by CFL President William A. Lee to
resign.

Heated floor discussion broke out with
demands the station report on its financial
condition. Peter Hoban, president of the
milch drivers’ union, charged WCFL is “too
much of a businesslike operation to the
detriment of union philosophy.” He felt
“every local union has an equity in the sta-
tion and should have a detailed report on
its operations” and that some of WCFL’s in-
come should “flow into union coffers.” Will-
iam Lennon, a Jewelry Workers’ local ex-
cutive, said the CFL had received no re-
port on the station’s operation for five or six
years, though it had been promised one.

Both officials promised to continue press-
ing for a statement on WCFL’s financial con-
dition. WCFL is regarded in the broadcast
industry as one of the most profitable inde-
pendent operations in the country.

Mr. Lee said a report had been prepared
but the station’s directors rejected it not
be released because it would prove ad-
advantageous to competing Chicago radio sta-
tions. He added that WCFL filed with the
FCC “a complete schedule of income, sal-
aries and expenses. Our books and records
are open at any time to qualified people.”

Mr. Lee explained station profits have been
used for higher wages, CFL pension plans,
surplus and to “fight for sponsors with those
who have envious eyes on labor’s voice.”

Hagadone Buys Arizona Paper

Burle C. Hagadone, Pacific Northwest
broadcaster, recently purchased the Flag-
staff (Ariz.) Daily Sun for approximately
$300,000. Others included among the pur-
casers were the Scripps League of
Newspapers and Platt Cline. The paper was
sold by W. J. McGiffen Co. through Hamilton,
Stubblefield, Towing and Assoc.

Page 104 • September 9, 1957
Judge Orders Pickets Away
From Tulsa Broadcast Center

Federal Judge William R. Wallace last Thursday ordered the National Assn. of Broadcast Employees & Technicians to remove pickets at the new Broadcast Center under construction in Tulsa, Okla. Six of 14 technicians at KVOO in that city have been on strike since Aug. 9 (B&T, Aug. 26) and pickets had been placed not only at the KVOO studio and transmitter, but also at the Broadcast Center. The temporary restraining order last week followed a protest to the National Labor Relations Board from KVOO-TV, which is under separate ownership and management from the radio outlet, that the Broadcast Center houses KVOO-TV engineers only and that the tv engineers are not NABET members. An NLRB spokesman indicated this amounted to a secondary boycott.

NABET and its Tulsa Local 48 have until Sept. 12 to file answers as to why the temporary order should not be made permanent.

KVOO last week reaffirmed its position that it is willing to make wage concessions, even though its current wages are higher than other radio stations in eastern Oklahoma and well above the prevailing scale in the largest cities of the South. KVOO, however, reiterated its refusal to comply with a NABET demand that union membership be made a condition of employment at the radio station.

PAYSON HALL (seated, l), treasurer of Meredith Pub. Co., Des Moines, Iowa, has signed for Meredith purchase of KRMG Tulsa for $500,000 from Western Broadcasting Co. (B&T, Sept. 2). Western's president, Harrington Wimberly, is seated before the contract. Standing are (l to r) Richard S. Oldberg of the Chicago law firm of McDermott, Will & Emery (Western counsel); Frank S. Lane, general manager of KRMG; Al Larson, assistant manager of station operations for Meredith, and Andrew G. Haley, of Haley, Wollenberg & Kenehan, Washington law firm representing Meredith. Meredith stations are KPHO-AM-TV Phoenix, Ariz.; KCMO-AM-TV Kansas City; WOW-AM-TV Omaha, and WHEN-AM-TV Syracuse, N.Y. The KRMG sale is subject to FCC approval.

NOW
A Complete
Single Package
Source for Stereophonic Broadcasts

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 5012.2.

AUDIO DIVISION
AMERICAN ELECTRONICS, INC.
655 WEST WASHINGTON BOULEVARD, LOS ANGELES 15, CALIFORNIA

Broadcasting • Telecasting

September 9, 1957 • Page 105
STATIONS CONTINUED

'A-Buy' Radio Group Formed By Ten California Stations

Ten radio stations, serving what they call "growth" markets, have formed A-Buy in California, offering discounts to advertisers buying two or more member stations. A-Buy in California was organized last month at a meeting in Monterey, according to an announcement by Del Gore, manager of KARM Fresno and chairman of the group.

Besides KARM, A-Buy in California includes KGEE Bakersfield, KKOC Chico, KIDD Monterey-Salinas, KVIP Redding, KROY Sacramento, KITO San Bernardino, XEAC Tijuana-San Diego, KIST Santa Barbara and KSTN Stockton. Elected with Mr. Gore were Robert W. Dunn, owner of KROY, vice chairman, and Knox LaRue, president of KSTN, treasurer.

Under the A-Buy system, agencies and advertisers sign a single contract and make a single payment for group buys. The George P. Hollingbery Co., which represents all of the stations individually, has been appointed exclusive national representative of A-Buy. A. Leo Bowman of Reinhart Adv. Inc. is directing an advertising-promotional campaign for the new group. A-Buy in California has established headquarters at 2171 Ralph Ave., Stockton, Calif.

Stations to Protect Employees From Threatened Flu Epidemic

Taking no chances on losing key communications manpower to a possible Asiatic flu epidemic, several stations have reported ordering preventative inoculations for their entire staffs.

D. L. Provost, vice president and general manager of the Hearst Radio & Television Div., said that flu vaccine has been ordered for employees of WBLA-AM-TV Baltimore and WISN-AM-TV Milwaukee. The stations, acting with "advice and cooperation" from the U. S. Public Health Service, will order shots administered based on vaccine availability and flu incidence in the cities.

Arrangements for inoculation of staffers of WCUF Akron, Ohio, have been announced by station President Tim Elliot. Similar conditions on serum supply and presence of the disease locally were stated by Mr. Elliot.

WERC Cleveland, Ohio, was cited in AP and INS wire stories Aug. 30 as the first local station to offer flu shots to employees. Richard Klaus, vice president and general manager of WERC, quoted that all staffers would get free inoculations.

WBUF (TV) Ups Power to 1 Mgw

WBUF (TV) Buffalo, N. Y., has switched from 500 kw visual power to a megawatt, it was announced last week by Charles C. Bevis, Jr., general manager of NBC's ch. 17 facility. Power was doubled with installation of a new 120-ft. antenna atop the station's 620-ft. transmitting tower, making WBUF the most powerful tv station in New York state, it claims.

WHIL Medford Tower Collapses, Narrowly Misses Station Studios

The 190-foot tower of WHIL Medford, Mass., crashed early Thursday morning, missing by about 25 feet a building housing the station's studios and engineering equipment.

Authorities speculated that a heavy road construction program in the neighborhood may have undermined the tower's foundations. There was no immediate estimate of the damage, other than that it would amount to "several thousand dollars." Sherwood J. Tarlow, president and general manager of the station, was quoted as expressing hope that WHIL could return to the air late Thursday and as saying that a new tower will be erected pending the station's scheduled move to a new site late this year.

WTIC-TV Ready to Go on Air

WTIC-TV Hartford, Conn., will sign on ch. 3 Sept. 23 at 7 p.m., it has been announced by Paul W. Morency, president. Each evening thereafter the station will broadcast from 6:30 p.m. until midnight, except weekends, when programs begin at noon. Leonard J. Patricelli, vice president in charge of programming, said WTIC-TV expects to lengthen its weekday schedule one hour each week, reaching a 3 p.m. sign-on by mid-October, when a further extension will be considered. Travelers Broadcasting Service Corp. (WTIC) owns WTIC-TV.
Station Authorizations, Applications  
(As Compiled by B • T)  
August 29 through September 4  
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:  
DA—directional antenna, cp—construction permit, ERP—effective radiated power, VHF—visible high frequency, UHF—ultra high frequency, ant.—antenna, aur.—aural, w.w.—kilowatts, w.w.—kilowatts, mc—megacycles, d-day, N—night, LS—local second, mod.—modification, trans.—transmitter, uni.—universal hours, kc—kilocycles, SCA—subsidiary communications authorizations, SFA—special service authorizations, ter.—terrestrial.

Am-Fm Summary through Sept. 4

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<th>Lic</th>
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FCC Commercial Station Authorizations  
As of June 30, 1957 *

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Grants since July 11, 1952:  
(When FCC began processing applications after tv freeze)

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Applications filed since April 14, 1952:  
(When FCC began processing applications after tv freeze)

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<td>938</td>
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<tr>
<td>Noncomm. Educational</td>
<td>67</td>
<td>38</td>
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Total 1,162 337 958 322 1,323

New Tv Stations  
APPLICATIONS

Miami, Fla.—Pebblex Television Corp. vhf ch. 5 $22,800; erp 100 kw vis.; 50 kw aur.; antenna height above average terrain 1,600 ft., above ground 1,753 ft. Estimated construction cost $1,175,145, first year operating cost $735,000, revenue $80,000. Y. O. address Charles Dunton, 606 Lincoln Road, Miami Beach, Fla. Studio location Miami, Fla. Transmitter location Broward County, Fla. Geographic coordinates 25°.26'N 87°.5'W, Lat. and Long. Transmitter R.C.A. Legal counsel Kirkland, Fleming, Green, Martin and Ellis. Wash. & D. C. Consulting engineer Harris, Conover and Wears. Wash., D.C., Owners are Charles Dunton, Lawrence L. Lazar (each 45%) and Daniel Dunton (10%). All owners are attorneys. Announced Sept. 3.

Terre Haute, Ind.—Indiana Telecasting Corp. vhf ch. 2 $44,600; erp 100 kw vis., 50 kw aur.; antenna height above average terrain 760 ft., above ground 838 ft. Estimated construction cost $535,000, first year operating cost $500,000, revenue $750,000. P. O. address 403 Star Bldg., Terre Haute, Ind. Studio location Terre Haute, Ind. Transmitter location Vigo County, Ind. Geographic coordinates 40°.26'N 87°.5'W, Lat. and Long. Transmitter W, C. Legal counsel Kirkland, Fleming, Green, Martin and Ellis. Wash., D.C., Consulting engineer Harris, Conover and Wears. Wash., D.C., Owners are Charles Dunton, Lawrence L. Lazar (each 45%) and Daniel Dunton (10%). All owners are attorneys. Announced Sept. 3.

New Am Stations  
APPLICATIONS

Sarasota, Fla.—Radio Sarasota Co. 1220 kc, 10 kw, 2 kw vis., antenna height above average terrain 370 ft., above ground 438 ft. Estimated construction cost $50,000, first year operating cost $50,000, revenue $80,000. Owners are J. Lee Friedman, Paul Jones and Fred LeBarron. Mr. Friedman has oil and advertising interests; Mr. Jones has sports and real estate interests; Mr. LeBarron is vice president and general manager of WLWA.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADlO • TELEVISION • NEWSPAPER

EASTERN

LOCAL FULLTIME

$250,000

This station is presently showing a return of $50,000 annually to absentee owner. Worthwhile investment with valuable real estate. Financing available.

SOUTHWEST

OIL COVERAGE

$135,000

The finest semi-major market in Texas. Real estate is included along with all new equipment. Approximately one-half down subject to offer.

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CHICAGO, ILL.

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Barney Ogles  
Tribune Tower  
DE 7-2964

ATLANTA, GA.

Jack L. Barton  
JS15 Healey Bldg.  
JA 3-3431

DALLAS, TEX.

Dawitt (Judge) Landis  
Pioneer Union Life Bldg.  
RI 8-1175

SAN FRANCISCO

W. R. (Ike) Twining  
111 Sutter St.  
EX 2-5671

Call your nearest office of  
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Broadcasting • Telecasting

September 9, 1957 • Page 107
Planning a Radio Station?

You can save yourself headaches by making RCA your single source of equipment and service...

For additional information write to RCA, Dept. T-22, Building 16-I, Camden, N.J.

RADIO CORPORATION of AMERICA

Page 108 • September 9, 1957

BLACKBURN & COMPANY
Radio-TV-Newspaper Brokers

Announces the Opening of a New Office to Serve
The Midwest and Southwest

Suit 512 - 333 N. Michigan Avenue—Chicago

Telephone—Financial 6-6460

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Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

Broadcasting • Telecasting
A message from Actual KBTV, Sedalia, Mo.—Granted license for TV station.

WUOT Knoxville, Tenn.—Granted license for auxiliary transmitter.

WYCN New York, N. Y.—Granted license for FM station.

WMUZ Detroit, Mich.—Granted license covering changes in FM station; ERP 19.8 kw; antenna height 180 ft.

EYVM-FM Mankato, Minn.—Granted cp to reduce effective radiated power from 47 kw to 14 kw.

WCGS Alma, Ga.—Granted mod. of cp to change name to Queen City Borg System.

WHLI Williamson, Conn.—Granted mod. of cp to specify studio location and for waiver of Sect. 330 of the Rules.

The following were granted extension of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa., to 15-9; KRCR Othello, Wash., to 13-12, conditions: WITF Tifton, Ga., to 11-1, conditions; SCSU Glendale, Ariz., to 10-1, conditions; WCWD Canonsburg, Pa., to 12-1, conditions; WBOY Charleston, W. Va., to 1-1; WWPT Moon, Klicz, N. Y., to 15-31, conditions; WDBF (FM) Chicago, Ill., to 12-31.

WCKR Morristown, Tenn.—Granted authority to operate transmitter by remote control while using non-directional antenna.

WTWB Ashburndale, Fla.—Granted authority to operate transmitter by remote control.

WLYN Lynn, Mass.—Granted authority to operate transmitter by remote control.

Actions of August 29

WRBS Great Barrington, Mass.—Granted relinquishment of negative control by James W. and Hope N. Miller and John T. and Blanchie S. Parrow, granted extension of time for delivering generating equipment in ground system and antenna system.

WJMW Gloucester, Mass.—Granted assignment of license by same parties to same parties.

WERF Fayetteville, Tenn.—Granted assignment of license to Canal Crow, James Porter, Clark, and James W. Tate, d/b/a Fayetteville Benton.

KCLW Hamilton, Tex.—Granted assignment of license to Crl Frys.

KPLI Walsenburg, Colo.—Granted license for AM station.

WJJC Commerce, Ga.—Granted license for AM station and auxiliary studio location (as transmitter location) to Atlanta Broadcasting, granted extension of time for delivery of generating equipment.

KTRY Farmington, N. Mex.—Granted license for FM station and specify studio location and remote control point.

WRAP Norfolk, Va.—Granted license covering increase in day-time power, installation of new generator (increase in antenna height) and for waiver of Section 330 of the Rules.

KBND Bend, Oreg.—Granted license covering increase in nighttime and day-time power, installation of new transmitter and make changes in daytime DA pattern consistent with tower burned.

KBSF Boise, Idaho.—Granted license to change antenna-transmitter location.

KGLM Belgrade, Mont.—Granted license covering installation of a new transmitter.

KPTC Hartford, Conn.—Granted license covering installation of a new auxiliary transmitter at present location, making changes in antenna system consistent with tower location and remote control point; conditions.

Actions of August 29

WSJC Mable, Miss.—Granted license for AM station.

KPIK Colorado Springs, Colo.—Granted license for AM station; conditions.

KLVL Fallon, Nev.—Granted license for AM station.

KFAY Fayetteville, Ark.—Granted license for AM station; conditions.

WCBC Chambersburg, Pa.—Granted license covering increase in power and installation of new transmitter; conditions.

KDBB Tyler, Tex.—Granted license covering increase in daytime power.

WCED Dubois, Pa.—Granted license covering change in frequency, increase in power, change type transmitter, installation of directional antenna and day and night use (DA-3), change transmitter location and specify transmitter; conditions.

KLIB Blackfoot, Idaho.—Granted license covering change in frequency, increase in power, change hours of operation, make changes in antenna system (increase height) and install new transmitter; conditions.

WWMX Mt. Vernon, Ill.—Granted license covering installation of new transmitter.

WKOH Houston, Tex.—Granted license covering installation of new transmitter and operate transmitter by remote control.

WMHL Milwaukee, Wis.—Granted license to use old main transmitter as an alternate main transmitter at main transmitter site and operate transmitter by remote control.

WYAM-FM Mankato, Minn.—Granted extension of authority to remain silent for period ending Oct. 14, 1957 to allow ample time for the delivery of the necessary equipment to repair transmitter.

WYWW Grand Rapids, W. Va.—Granted CP to install new transmitter and make changes in ground system and antenna system.

WWNO Aurilis, III.—Granted CP to install new transmitter and operate transmitter by remote control.

WDIX Orangeburg, S. C.—Granted CP to make changes in transmitting equipment (daytime); conditions.

Actions of August 27

WRAK-TV Williamsport, Pa.—Granted Mod. of CP to specify studio location, transmitter location, antenna system and make other equipment changes; ERP vs. 21.4 kw, aur. 11.5 kw, antenna height 180 ft.

WPTA Roanoke, Va.—Granted Mod. of CP to install new transmitter and make changes in ground system and antenna system.

WCDC Charleston, W. Va.—Granted CP to install new transmitter and operate transmitter by remote control.

WRDI Orangeburg, S. C.—Granted CP to make changes in transmitting equipment (daytime); conditions.

Actions of August 26

WJDA Quincy, Mass.—Granted CP to change antenna-transmitter location.

WBYI Detroit, Mich.—Granted CP to change antenna height to 140 ft; change transmitter power output to 0.8 kw, install new transmission line from the antenna to the transmitter and change antenna system.

WCOL, WCCL-FM, Columbus, Ohio.—Granted authority to operate transmitters by remote control.


KFDR Grand Coulee, Wash.—Granted permission to sign-off at 5:00 p.m. local time, daily, due to financial conditions.

WORM Savannah, Tenn.—Granted permission to show sign-off time at 8:00 p.m. throughout the year, with the exception when licensed sign-off time is sooner, beginning 9-1-57.

HARRYMage SAYS HARRY MAGEE OF WHLM: “Stainless Solved Our Problem... of erecting four 500-ft. towers on most-irregular terrain. It was a joint engineering achievement between our Chief Engineer, ANTHONY F. HOGG and Stainless”.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

CALL ON STAINLESS EXPERIENCE TO SOLVE YOUR PROBLEMS

S

ANTHONY HOGG

BROADCASTING • TELECASTING

September 9, 1957 • Page 109

“Whatever your broadcast needs, go straight to Collins”
Canadian tv five years old; 42 stations now operating

Canadian television was five years old last week as CBFT (TV) Montreal on Friday completed its fifth year on the air, followed by CBBL (TV) Toronto, which reached the five-year mark yesterday (Sunday).

There are now 42 operating tv stations in Canada and three more are to be telecasting by the end of September. Almost a dozen more are licensed and are expected to be on the air by early 1958.

Of the total, eight stations are owned by the government's Canadian Broadcasting Corp., and the rest have been developed by private enterprise. The first independent station on the air was CKSO-TV Sudbury, Ont., which began operation Oct. 20, 1953.

Montreal and Toronto rank next to Hollywood and New York as large tv production centers. Montreal produces more French-language shows than any other city anywhere. Most French-language programs are live, with few French film imports and only sporting events carried on the network with French commentary.

Practically all eastern Canadian tv stations now are on a microwave network connected at Buffalo, N.Y., with U.S. networks. The microwave network now has reached almost to the Rocky Mountains and will be completed to the Pacific Coast by early 1958.

In the five years, tv saturation of Canadian homes is nearing 70% with some sections close to 90%. In this time Canadians have produced nearly half their own tv programs, developing a production organization where no theatrical groups were active. A growing number of Canadian tv shows now are being exported on film and kinescope to the United States, Great Britain, Australia, Japan, Germany, Sweden and Finland, while negotiations are underway for export of French-language tv shows to France, Luxembourg and Belgium.

Sales highlight Canadian sessions

Sales highlight the fourth annual convention agenda of French-language Canadian radio and television broadcasters (Association Canadienne de la Radio et de la Television de Langue Francaise) at Alpine Inn, Ste. Marguerite, Que., from Sept. 15-18. A sales clinic will be held the morning of Sept. 16 by the Canadian Assn. of Radio & Television Broadcasters. In the afternoon a panel, headed by Tom Burham, CKRS Jorquiere, Que., will swap sales experiences. Tuesday morning there will be a panel discussion on advertising agencies with representatives of leading advertising agencies on the panel under chairmanship of Rene Lapointe, CKBL, Matane, Que. Wednesday sessions will be closed to handle association business and elect officers. Entertainment includes a golf tournament on Tuesday afternoon.

Junta curbs Haitian stations

The military government junta of Haiti has notified radio stations and newspapers they will be closed if employed to spread "subversive" matter during the coming presidential campaign. In its decree, published Aug. 28, the junta said: "Abuse of the right of thought expression, to excite the populace, has been one of the causes of the disturbances plaguing this country from December 1956 until the inauguration of the present government."

Chat-TV to begin Sept. 14

Chat-TV Medicine Hat, Alta., begins telecasting on ch. 16, Sept. 14, with 5.7 kw video power from its transmitter at Redcliff, six miles northwest of Medicine Hat. R. J. Buss is general manager, Sid Gaffney chief engineer, and Merv Stone production manager. The station is represented by All-Canada Television Ltd., Toronto, Ont.

Lakeside gets 'tomahawk' rights

World rights for a Canadian historical film series on the Adventures of Pierre Radison, Canada's Davy Crockett, have been sold by CBC, Toronto, Ont., to Lakeside Television Co., New York. The series, filmed mostly in the Montreal area by CBC last winter and spring, has been renamed Tomahawk for export purposes. The first U.S. showing will be on WPIX (TV) New York Sept. 22. The series was started on Canadian tv stations last spring as a weekly half-hour historical program.

This marks the first series tv sale by the recently-formed export division of the CBC's commercial department at Toronto. Gunnar Rugheimer, manager of the export division, said the sale covers 26 episodes with option for more.

Canal 12, Cuban color outlet, plans to go on air Oct. 24

The first color television station outside the U.S., Canal 12, S.A., is scheduled to go on the air Oct. 24 in Havana, Cuba, according to P. B. Reed, vice president, international sales, RCA. The station, which will use RCA equipment, will be headed by Gaspar Pumarejo.

RCA has begun shipment of equipment to Havana, Mr. Reed said. Included in the order are an RCA 10-kw color transmitter and a 60-foot antenna to be situated atop the new 400-foot-high Hilton Hotel in Havana.

Initial programming plans call for a 20-hour color schedule each day built exclusively around films, according to Mr. Pumarejo. He explained that a basic two-hour film program will be repeated 10 times a day, with fresh news and other film items inserted as they become available. Filmed news and other features will be flown to Havana from New York, Miami, Mexico City and Madrid.

Mr. Pumarejo expects that one thousand color sets will be located in social clubs, homes and public gathering places by Oct. 24 for demonstrations. He estimated that 10,000 color sets can be sold in Cuba during the first year and that it will take approximately 20,000 sets in use to enable Canal '12 to begin live programming.

Cbc readies for Elizabeth II

More than 30 commentators and 175 technicians will be centered in Ottawa, Ont., Oct. 12-16 to cover, in both English and French, the visit of Queen Elizabeth II to Canada's capital city. CBC has announced it will use 23 cameras at 19 pick-up points to give full live coverage on Canadian tv stations on the microwave network.

Stations not on the network will be served with kinescope recordings on a maximum 24-hour-delay basis. Temporary microwave connections will be supplied to as many stations as possible. All non-network radio stations will be supplied with the CBC radio coverage if requested.

Ckso-TV-1 to start Oct. 15

The first satellite television operation at a mining camp in northern Canada gets underway Oct. 15 when CKSO-TV Sudbury, Ont., begins telecasting from CKSO-TV-1 at Elliot Lake, Ont., uranium camp. The satellite will operate on ch. 13 with 4 kw video and 2 kw audio power and antenna 432 ft. above average terrain.
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1725 De Sales St., N. W.
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Member AFCCB*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
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GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
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A. D. RING & ASSOCIATES
30 Years' Experience in Radio
Engineering
Pennsylvania Bldg., Republic 7-2347
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SPOT YOUR FIRM’S NAME HERE,
To Be Seen by 77,440* Readers
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station owners and managers, chief
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NATIONAL ENGINEERING & MANUFACTURING, INC.
Complete Engineering Service
2101 Conway Garden Rd., Orlando, Florida
Phone 4-9715
Maintenance—
Installation and Proof of Performance

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RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockey, salesmen and continuity writer. News men and disc jockeys must have first letter. All tapes returned. All replies confidential. Write Box 214H, B.T.

Manager

Manager for Roanoke, Virginia station. Would like new, professionally employed in Roanoke area but will not exclude replies from all areas. Box 186B, B.T.

Sales

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations by word of mouth. Send picture and resume. Top music - news in one of the top markets and you'll make top money. Send all information including picture and resumes in first letter. Box 92A, B.T.

Announcer


Top jock, newscaster and tape to Box 2333, Portland, Oregon area.

Wanted-Announcer, old station, entirely new building and equipment. 50-hour work week approximately. Should be a good writer and should be able to handle English, handle console, play good music and deliver commercials as well. Should be in top half time killers. We open up under the old public school and not top a good music box. Salary fair. Send resume and tape. Box 114H, B.T.

Dallas, Texas. 50 kw radio and full-power tv experienced announcer, salary open, send tape, photo, application to WLYD, Dallas, Texas.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1,000 watt town of 20,000 you'll like. Sports include originatiion 117 basketball games, 15 football plus na- tionals. Job includes being a tour guide. Air small community background, photo, taped commercials, music, ads, and news. Send resume. J. D. Hill, WKKH, Hutchinson, Kansas.

Neero de Jay, top rated rock 'n roll station has openings for one dj. Experience absolutely necessary. Must speak good English, and must be tops in fast commercial delivery. Top salary for the right man. Send tape and resume, air man, KFXC, Miami, Florida. Do not answer this ad, unless you fill all the qualifications.

New Jersey. New station needs experienced "Jack of all trades" interested in breaking into the metropolitan market. WMTM, Monmouth Beach, N. J.

Board announcer. Send tape, resume, WLDL, Atlantic City, N. J.

Wanted, experienced announcer now working within 200 mile radius of WPGC, Sharon, Pa.

Wanted-Staff announcer with ability for all sports. Must continue college education in Mississippi State College, Joe Phillips, WSSO, Starkville, Mississippi.

Announcer not wanted. Needed an air salesman who can handle music and news in a highly pro- fessional manner for 1,000 watt daytimer that is really going places. We've got the money, the time, $100 per week to start. Send tapes and resume to Roger Moyer, WITM, Taylor- ville, Illinois.

Program Director

Program director for daytime Maryland station needs newsman and copy. Information and tape first letter. Box 210B, B.T.

Newscaster

Newscaster for live wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local re- porting, etc., and able to direct other newscaster. Unusual opportunity. Reply in confidence with detailed experience, salaries, when available, and attach small photo. Box 216B, B.T.

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape and any possible references, to Taylor St. South, Shreveport, Louisiana. All tapes will be returned.

California radio traffic continuity position. KSBW, Peoria, top station in the central coast of California has an opening for a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, references, and salary requirements to Louisville's first music and news independent daytimer. KFWY, 48, 11 West Jefferson Street, Louisville 2, Kentucky.

We need a good program director with news announce experience. If you qualify, send resume, list of previous experience and salary requirements to Louisville's first music and news independent daytimer, KFWY, 481 West Jefferson Street, Louisville 2, Kentucky.

BROADCASTING • TELECASTING
**RADIO**

**Situations Wanted**

**Management**

For sale: 25 years of advertising experience. Formerly No. 1 account executive with top billing at major independent; direct sales development and management. Leased production assistant to publisher or well-known publication. Currently available due to changes in employment. Ivy League B.A., Kappa graduate, seeks administrative, sales or promotion position. Prefer New York or Atlantic & New England states. Box 118B, B-T.

**Ready to advance to assistant manager-man-ager of small store. Plenty of production knowledge, also am air personality. Willing to invest. Box 145B, B-T.**  
**Major market sales manager wants management or sales opportunity in New England, or New York. Box 154B, B-T.**  
**Manager. Successful record building listener-ship and sales. Will return good set in exchange for employment. Cooperation, permanence. Box 188B, B-T.**

**Sales**

Young man interested in am or tv sales position. Can double as air personality. Seven years com-mercial broadcast experience. Box 105B, B-T.

Top advertising executive, large newspapers, wants change to sales manager or salesman small town radio station. Prefer Kentucky to Tennessee or Missouri, but consider anywhere in south. Seeking change for personal in-terview. Box 172B, B-T.


**Announcers**


Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will consider New York, Boston, etc. Box 761A, B-T.

Announcer 10 years experience—employed, steady, 31 years in present job. Family, go any-where. Box 124B, B-T.

**Sports announcer. Football, basketball, baseball, 7 years experience. Finest references. Box 974A, B-T.**


**Announcer-program manager. 5 years radio all phases. Assisted with staff construction. Home—Hartford. Will any market. Box 511B, B-T.**

First class announcer seeking job with sports minded station. 7 years experience. Is very young, will travel. Experienced play-by-play, color, etc. with tv, etc. Box 915B, B-T.

Dj beginner, capable, eager to please, salary secondary to opportunity. Graduate New York Radio School, 7 years experience. Resume immediately on request. Box 991A, B-T.

**Girl personality, dj run own board, eager to please. Will work on travel. Gimmicks and sales. Box 923A, B-T.**

**5 years radio—some tv. Presently employed 1000 watt indie-versatile staff dj newscaster. Family man, excellent references. Interested tv or good radio deal. State requirements first letter. Box 963A, B-T.**

**Experienced combo, tops with news and com-mercials. 909A, B-T.**

**Announcer-veteran, married, college. Degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 997A, B-T.**

**Personality-dj. Strong commercials, gimmicks, etc. run own board. Steady, easy to please. Go anywhere. Box 114B, B-T.**

**Experienced mature announcer—8 years radio experience last 5 years of which tv. Desires major market radio or radio-television. Fully experienced in all phases of station operation, all types of program-ming. Will work on travel. Photo available. Person-al interview a must. Box 132B, B-T.**


**Programmer—Situations Wanted. Six years in-dependent experience all phases. Family, Perman-ent. Excellent references. Box 135B, B-T.**

**Recently married; advertising and board work. No experience but willing to learn. Will send tape on request. Single, will locate any-where. Box 153B, B-T.**  

**RADIO**

**Situations Wanted—(Cont’d)**

**Announcers**

Staff announcer, 2 years experience. Prefer sports positions, to do weather offers considered, vet. married. Box 150B, B-T.

Above average announcer, 3 years experience looking for above average job. Married and em-ployed. Looking ahead. Box 188B, B-T.

**Announcer-writer, recent radio-television school graduate. Quality voice, good typist, write copy, have full knowledge of all sports. Prefer southwest. Box 174B, B-T.**

**Experienced announcer. Desire to be morning man. Single, vet. Box 116B, B-T.**

**Versatile negro disc jockey, with references and five years experience. Has worked all markets. Personal 16,000 record library. Free to travel. Box 132A, B-T.**

**All offers considered. Willing to travel anywhere. Box 135B, B-T.**

**Announcer, experienced, music, news, com-mercials. Top available. Can operate board. Box 186B, B-T.**


**I'm good. Can prove it. Informal, low pressure personality. Experienced. Box 143B, B-T.**

**Experienced personality dj desires permanent position in large metro area. Good sense of showmanship; promotion minded. Experience in major market of your state. Will travel anywhere. Write Box 286B, B-T.**

**California only. Experienced, married, an-nouncer. Strong on dj and news. Present em-ployer best recommendation. Available for per-sonal interview first week in October. Box 265B, B-T.**

**Experienced announcers for new independent, in mountains or southeast. One country music personality desired. Write Box 266B, B-T.**

**Dj with format that can build and hold audience. Blocked in 15 minute segments, each segment features popular song by an artist plus other favorites by same personality. Appeals to adults and juveniles. 7 years experience. Desire position with future. Box 285B, B-T.**

**Dj—five years all phases AM-FM-radio-tv; strong on sales. Will travel. Have sample tape. Box 212B, B-T.**

**25 years, wants Florida, station you can be proud of. Intends staying. Box 212B, B-T.**

**Put fourteen years experience in finest morning entertainment, highest ratings, to work for you. Proven successful and profitable background for consideration. Only those interested in far above average salary and position East. Eastern preferred. Box 113B, B-T.**

**Staff announcer, experienced. Have car. All staff duties. Gaver, 16 East 4th Street, Frederick, Mary-land.**

**Announcer, 4 months experience in Wisconsin, medium voice, all types of music. Prefer west, southwest, reply: Bill Murphy, 3447 West 66th Street, Chicago 28, Illinois.**

**Adaptable radio personality, capable dj, strong on commercials and newswriting. Heavy Air Force background. B.S., Cal Tech (Second Point MBS, "Moods in Melody" ABN, others) and transcription shows. Produced & Wd Mail, produced-hosted "Manhattan Melodies" (1000 out-lets). Has been in broadcasting, ten and seven years overall experience. Married. 27, out of state requirements. Prefer northeast or west coast. Tape, photo, resume: Ralph B. Winter, Recruiting Director, Governors Island, New York 4, N. Y.**

**RADIO**

**Situations Wanted—(Cont’d)**

**Technical**

**Chief engineer: First class license: Years of experience. Installation, maintenance and trouble shooter specialist. Exceptional references. Boxes 175B, B-T.**

**Engineer—experienced, first phone, college, wants job with a future. Box 139B, B-T.**

**Installation and maintenance engineering wants permanent job southeast. Sober, dependable. No Liabilities. Box 173B, B-T.**

**First phone men available. Contact Grantham School, 1506 N. Western Avenue, Hollywood, Calif. 29.**

**First phone, experienced construction, moderniz-tion and maintenance, any power. Good news delivery a plus. Will locate anywhere. Have tools, test equipment, transportation. C. G. Rues, Ga.**

**Production-Programming, Others**  
**Dj in major market desires to FD in smaller market. 1st phone. Box 999A, B-T.**

**Program directorship wanted, family, 5 years ra-dio, 2 television, employed. Box 150B, B-T.**

**TELEVISION**

**Help Wanted**

**Sales**

Southern mid major, market network has opened for good local regular sales manager. Prefer above average, desires change set up with opportunity for advancement to national sales manager for the right man. Prefer house in Miami. Box 18OAA, B-T.**


**The B.C. MONEY goes to F. C. C. LICENSED MEN!**

F.C.C. License—the Key to Better Jobs  
An FCC commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire licensed technicians.

**Grantham Training Does the Job**

Grantham School of Electronics specializes in preparing students for jobs in television and radio stations. You train quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence  
You can train either by correspondence or in residence at either Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free booklet today.

MAIL TO SCHOOL NEAREST YOU.

**Grantham Schools, Desk 14-A**

821 18th Street N.W. OR 1821 N. Western Ave.  
Washington 6, D. C. Washington 27, Calif.  
Please send me your free booklet, telling how I can get the B.C. MONEY, with no obligation. (Those who reply indicate there is no obligation and no salesman will call.)

**Name ___________________________**

**Address ___________________________**

**City ___________________________ State ___________________________**

I am interested in:  
[ ] Home Study  
[ ] Resident Classes

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TELEVISION

Help Wanted—(Cont’d)

Announcers

Sports announcer double in staff or sales. Mid-West vhf excellent market. Send tape, picture, resume, references. Written reply expected. Location in southeast. Salary open. Box 142B, B-T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape to Doug Sherwin. KGLO-TV, Mason City, Iowa.

Immediate opening staff announcer. Send full details, picture and tape to Manager, KTIV, Sioux City, Iowa.

TECHNICAL


Chief engineer wanted for southwest university educational tv station, immediately. At least three to five years previous tx engineer experience desirable. Must have educational background to Box 142B, B-T.


Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume to Box B-57, B-T. Salary for experienced first letter. Start October 1st. Write Chief Engineer, WTAE, Pittsburgh, Pa.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Berg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Newspaper owned vhf in good market needs news director. Must be good newspaper and strong air personality. Send photo, tape or audition film, resume, expected salary starting to Box 143B, B-T.

Continuity writer with creative ideas needed at once for mid-west television station. Tx experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

TELEVISION

Situations Wanted—(Cont’d)

Announcers

Top flight announcer desires top flight position. 6 years radio-tv. Box 157B, B-T.

Announcer, Now free lance, Chicago area. Want permanent position. Network voice and appearance. Tape, resume, please and references on request. Box 157B, B-T.

TV weathercaster for all weather station. Send resume and qualifications. Location in northwest. Salary open. Box 143B, B-T.

Situations Wanted—(Cont’d)

Announcers

Experienced weathercaster can also do news and pitches, announcing and on-camera appearance at A-1 station. Send resume and references, A-1, B-T.

TV announcer-plans. Presently employed in major market, wants tv announcing spot. Also well grounded in sales, promotion, production, College grad., veteran, gold citizen. Box 158B, B-T.

Technical

Engineer-announcer experienced in am, fm high power, design, maintenance. Box 144B, B-T.

Program director, production manager, director from medium market lured into sales: desires to return to production. Experienced from broom to bridge to executive’s desk. Family: B.S. Degree. Box 145B, B-T.

Talented tv-announcer-director-weatherman cartoonist desires advance to major market. Four yrs tv. Presently employed. Box 146B, B-T.

Production-Programming, Others

Need big ideas for your local operation? Two young men, currently employed by network want to be production team with local tv station. Have lots of resumes, tapes, films, etc. Resumes free to first 100 men who answer this ad. Box 147B, B-T.

Canadian tv radio newscaster (28) five years radio, two tv desires position metropolitan U. S. or Canadian market. Box 174B, B-T.

Canadian tv radio newscaster (28) five years radio, two tv desires position metropolitan U. S. or Canadian market. Box 174B, B-T.

Program director—versed in all phases of television, available Sept 1st. Non-smoker, college man, married. 5% years experience essential. Box 175B, B-T.

Film editor-director. Film booking and department experience. Experienced in 16 mm news photography. Versatile, creative, reliable. Experienced. Box 182B, B-T.

Director-camera-man, family, conscientious, creative. 4 years experience all phases production. Presently employed top basic. Desires more opportunity. Box 197B, B-T.

TV promotion—eight years experience in all phases, sales and audience promotion and merchandising. Now available to take over as your promotion director. Box 202B, B-T.

FOR SALE

Television Stations

FOR SALE

Stations—(Cont’d)

Florida major market. $250,000, total price. 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Georgia monopoly market station $42,000, total price. $5,000 paying down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Metropolitan, industrial market with limited competition. $90,000 total. Located in liberal area. Paul H. Chapman Company, 84 Peachtree, Atlanta or 17 East Lafayette, Detroit.

Oregon, Fulltime, $48,500, 14,500 down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa, Phone 3-9560.


Equipment

UHF equipment, used. 1 kw GE transmitter, GE TV-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 146A, B-T.

1 kw REL fm transmitter, monitors, two 4-bay Andre- dual mono-v and antenna. GE 410, 1/4 Styrofoam box and 600 Blaw-Knox guyed tower. Box 155B, B-T.

One Stanell Hoffman M-SA minitape in good condition, includes battery charger and space bat- tery (electrolyte) and microphone. 150$. Box 161B, B-T.

For sale—Used 5 kw AM transmitter Western Electric 161B, KSC, 10,000. 16,000. Box 162B, B-T. Make offer, must move immediately. P. O. Box 275, Richardson, Tex.

Trans-Lux news sign in excellent condition at half original cost. Outstanding promotion for local market. Contact manager. Today for full details. WMSC Radio, Columbus, S. C.


For Sale: 5 kw Western Electric transmitter, excellent condition, water-cooled, can be converted with modern air-cooled units. $15,000.00 as is, where is Midwest Broadcasting System, Farmington, Missouri.

We have for sale type 178 Winchiger used tower complete, 2 new type 101 Winchiger towers 200’ complete, 1 used type 101 Winchiger tower 200’, and 1 three-legged self supporting tower 175’. We will also erect these towers on site in N. Y., N. J., or any one of the New England States. For rates please call Eastern Tower Service, Brandon, Vermont. phone 80.


WANTED TO BUY

Stations

Radio station in good market. Anywhere in United States. Prefer mid-west open to negotiation in other areas. Confidential. Quick action on replies. Write Box 154B, B-T.

Successfully experienced manager wants to option or lease station pursuant to purchase in three to six months. Box 154B, B-T.

Radio executive will buy all New England stations. No brokers. Offers strictly confidential and acknowledged. B. D. Caster, Box 971, Madison, Conn.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station is on the market and a signal, please holler at me now. Ralph Erwin. Broker, Tulsa.

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, Tulsa.


Radio station grossing from $60,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 126, Sweetwater, Texas.

Broadcasting • Telecasting

Page 114 • September 9, 1957
WANTED TO BUY

Equipment
10 kw G.E. fm transmitter, frequency monitor, transmission cables and antennas. Please submit prices and terms. Box 146B, B-T.
Seeking all or control of am station. Will personally manage. Box 1910B, B-T.
Studio unit for Gates type BCM-14 remote control equipment. Box 411B, B-T.
Building mobile unit. Have truck need used 2-way gear. What have you that's priced right? Contact Jack Garrison, Chief Engineer, WBOF, Box 36, Va. Beach, Va.

INSTRUCTIONS
FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D.C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N.W., Washington 6, D.C.
FCC first phone license in six weeks. Guaranteed instruction by master teachers. Phone Fleetwood 3-2731. Elkins Radio License School, 3603 Regent Drive, Dallas, Texas.

HELP WANTED

SALESMANAGERS

Station Managers
We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities... men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

ANNOUNCERS

Are You a Negro DJ in Small Town?
If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an All-Negro station—we write you and send tape and photo. Really Rock'n'Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country— all of them started at small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

Production-Programming, Others

California radio traffic continuity position. KSBW radio the top station in the central coast of California has an opening for a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience, and references, as well as照片 in first letter to KSBW, P.O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—Management

PROMOTION MANAGER WANTED
with tv experience for a mid-western network basic station in a major metropolitan market. Box 968A, B-T.
Production-Programming, Others

We need a copy writer for TV. Can you sketch a slide layout for a sales pitch—with copy to match? Do your words sparkle and sell? If you can, we're interested in knowing more about you. Send us your "package" including recent photo. Will pay well if you're what we want. Program Manager, WABT, Birmingham.

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.

NORTHWEST

Television—Radio Division

Schools

Hollywood, California
1440 North Highland
Hollywood, Calif.

Chicago, Illinois
540 N. Michigan Avenue
Chicago, Ill.

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PEOPLE A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

- Daniel J. Korman, vice president-treasurer, Cabell Eanes, Richmond, Va., elected president and treasurer, succeeding Joseph C. Eanes, founder of agency, who has sold his interest in company. Mr. Korman joined agency in 1947 and was elected vice president-treasurer in 1955.

- F. Whitton Morse, secretary of Cabell Eanes, named executive vice president and secretary of agency. Mr. Morse joined Cabell Eanes in 1951 as director of public relations and later became account executive and account supervisor. He was elected secretary in 1955.

Lawrence J. Jaffe, formerly vice president and director of research at Erwin, Wasey, N. Y., to Kastor, Farrell, Chelsey & Clifton Inc., same city, as senior vice president and marketing-research director.

Lloyd E. Borg, vice president-account manager, Bozell & Jacobs, Minneapolis, named administrative vice president. Orland Johnson, account supervisor for B&J, named vice president.

Robert A. Haumesser, Honig-Cooper, San Francisco, named vice president and copy chief for all print and broadcast advertising. Robert Akey named account executive for Leslie salt and Harold Ford, assistant account executive for Avonset.

Hendrik Booraem Jr., vice president in charge of new business, C. J. LaRocche & Co., N. Y., has joined Ogilvy, Benson & Mather, same city, as vice president of radio and television. Formerly national program manager of MBS, Mr. Booraem joined McCann-Erickson as vice president of tv-radio programming in 1949, resigned in November 1955 to go with LaRocche as vice president of radio-tv.

Lester F. Liljistom, account supervisor at Earle Ludgin Co., Chicago, elected vice president.

Floyd E. Weidman, general executive, WEWS (TV) Cleveland, Ohio, to Hubbell Adv. Inc., same city, as vice president and account executive. He had been with WEWS for 10 years and with parent company, Scripps Howard, for 16 years.

Joe H. Langhammer, marketing - merchandising executive, D'Arcy Adv., Detroit, to Powell Adv., same city, as vice president. Before joining D'Arcy, he was executive vice president and general manager for Ralph Sharp Adv., Detroit.
TIME FOR A CHANGE
Bernie Singer, timebuyer for Cohen & Aleshire, New York, reasons that if the agency business causes ulcers for many of its practitioners, he might be of greater help to mankind by curing them. So, he is leaving his profession to start medical studies at New York Medical College. A physics graduate from Tulane U., Mr. Singer also holds a masters degree in radio and tv from Syracuse U.

& Eckhardt, as manager of its Chicago office.


H. A. (Ben) Eastman, advertising copy chief, Carrier Corp. (manufacturer of air conditioning, refrigeration and heating equipment), Syracuse, N. Y., to Sidney Clayton & Assoc., Chicago, as creative director.

Webb Thomas Jr., Winius-Brandoff Adv., St. Louis, to Gardner Adv., same city, as assistant group supervisor in media department. Edward J. Doney Jr., formerly in public relations and advertising with Illinois Bell Telephone Co., to Gardner as copy contact in agency's industrial creative group and Ronald T. Levy, formerly officer in U. S. Air Force, named research assistant in Gardner's research department.

Mary Ferriter, media manager, Botsford, Constantine & Gardner, S. F., to Guild Bascom & Bonfigli, same city, as media director. She will work on Breast-O-Chicken, Max Factor and Heidelberg accounts.

Robert Witte, advertising director, American Latex Products Corp., to Carson-Roberts Inc., Los Angeles, as member of agency's industrial and electronics accounts group.

Robert E. Crinfield, service manager at Leo Burnett Co., Chicago, appointed field account executive. Robert J. Rowe, cartoonist at Burnett, moves to its tv staff.


NETWORKS

- Simon B. Siegel, treasurer, American Broadcasting-Paramount Theatres Inc., elected financial vice president. Mr. Siegel has been treasurer of AB-PT since 1955.

John Pearson, formerly program consultant for Katz Agency, to American Broadcasting Network stations department, as program executive.

Eugene H. Alnwick, formerly with Burke-Stuart Co., N. Y., to Mutual as account executive.

Julie Styne, producer-composer, has signed to serve as executive producer for first four or five programs of hour-long Eddie Fisher Show premiering on NBC-TV Oct. 1. Mr. Styne will have to leave Fisher program later in fall to start work on "Say Darling," which he will produce on Broadway in January.

Ben Starr, writer of motion pictures, plays, pilot films and special material for night club entertainers, named head writer of ABC-TV's Guy Mitchell Show.


Jack Cusick, 54, former script writer at CBS and for leading radio comedians (Eddie Cantor, Jimmy Durante, etc.), died in Chicago Aug. 26.

FOR A HAPPY PRESENTATION
The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative effort to yours by the use of specially designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the accurate, sound and exact processing your films deserve.

Remember: Precision is the pace-setter in processing of all film. No nothing of originals—scene to scene color correction, optical track printing, all are the very best..35mm service, too!

you'll see S and hear PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. HAUER, INC.

In everything, there is one best...in film processing, it's Precision
TALENT HUNT

Robert S. Lawrence Productions Inc., New York, producer of tv filmed commercials, announced last week it is starting a search for new talent for the commercial field. Starting today (Monday), Audrey Sammons, casting director, will become a roving talent scout, seeking "new faces" in and around the New York metropolitan area. Miss Sammons will visit Broadway showplaces, off-Broadway theatres, dramatic and dancing schools and model agencies.

FILM

Glenn Fannin, formerly on executive sales staffs of Italian Film Export & Distributors Corp. of America, to NTA Pictures Inc. as south central division sales manager.

William R. Rosenberg, most recently with sales and promotion department of Greater Mississippi Investment Corp., Jackson, Miss., and former account executive and assistant manager of WFTW Ft. Walton Beach, Fla., to Magna Film Productions Inc., Watertown, Mass., as sales promotion director.

George Bilson, 20-year veteran in film production-direction, signed by National Telefilm Assoc. as producer-director for 39-program series George Jessel's Show Business.

Help Wanted?

Find the man* you want via B*T's classified pages.

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting • Telecasting.

* or job.

George Carloso, MCA-TV, Boston, to Gross Krasne Inc., Chicago, sales staff.

Rosemary Ashton, former editor with Better Living magazine and freelance stylist and fashion consultant, to Transfilm Inc., N. Y., named to newly-created post of stylist, and will be available to advertising agencies in pre-production planning of tv commercials.

David V. Picker, United Artists Corp. sales promotion executive, father of girl, Caryn Anne, Aug. 31.

STATIONS

Jim Coyle, commercial manager, WKW Pasa- dena, Calif., to KALI, same city, as general man- ager. Virginia O'Laughlin promoted to assistant manager of KALI.

Bill Fox, general sales manager, KFMB-TV San Diego, promoted to station manager.

Kenneth Berryhill, local sales, WMCT Memphis, Tenn., to WMOX Meridian, Miss., as manager. He also has been associated with WSM-TV Nashville and WCBI Columbus, Miss.

Gene Lewis, formerly station manager of KCEN-TV Temple, Tex., to KFDA-TV Amarillo, Tex., as sales manager. George Davis, formerly with Da-Cal Sales Co., Aurora, Ill., joins KFDA-TV local sales staff.

Lee Kennedy, announcer, WRRR Rock- ford, Ill., to WCDT Winchester, Tenn., as chief engineer-program director-announcer.

Bill Dean, announcer, WWL New Orleans, to WWL-TV as production supervisor.


John Babeck, newscaster, KLAC Los Angeles, to KDAY Santa Monica, Calif., as news director.

Harold (Red) Hageman, news editor, WCUE Akron, Ohio, named news director.

Bill Steify, WCUE news editor, transfers to WQED Providence, R. I., as assistant news director. WCUE is affiliated with WICE.

Allan Moll, veteran of 17 years in Salt Lake City, Utah, radio-tv news and special events, to KALL same city, as news and special events director.

Lawrence Eisenberg, former publicity direc- tor and feature writer for WABD (TV) New York, to WABC-AM-TV, same city, as director of public relations.

Phyllis Seifer, CBS public affairs secretary, to WPIX (TV) New York as assistant to di- rector of advertising research and sales pro- motion.

Jean Underwood, copy department, KWWL Waterloo, Iowa, to KICO Calexico, Calif., as office manager and "girl Friday."

Monty Montcrieff, KBIZ-TV Ottuma, Iowa, to WEC St. Louis, Mo., sales staff, suc- ceeds Dick Friend, who transfers to sales department of WKYB Paducah, Ky. Both stations are owned and operated by Bruce Barrington.

Marvin H. Astrin, formerly with Tatham- Laird, Chicago, to WGN same city, sales staff.

Bob Baker, program director, KFQD Anchorage, Alaska, to KXO El Centro, Calif., as announcer-salesman.

Bill Baker, announcing staff, WEAV Platts- burg, N. Y., to WHBI Newark, N. J., as announcer and co-producer of U. S. A. Show.

Herb Kenny, former member of "The Ink Spots" quartet, to WMAL-TV Washington for its Saturday Show.

George M. Martin Jr., director of news- film project and tv consultant, Fund for the Republic, to KRON-TV San Francisco as newscaster for Chronicle News program.

Red Blanchard, disc jockey, KCBS San Francisco and formerly with KFOX Long Beach, Calif., to KPOP Los Angeles as morning personality.

Danny Shaver, co-owner of WAGR Lum- berton, N. C., father of boy, Michael Glenn.

Selig J. Seligman, general manager of

REPRESENTATIVES

- Austen G. Smithers, formerly with Edward Petry Co. and before that radio sales manager for Headley-Reed, to John Blair & Co., N. Y., as account executive.

MANUFACTURING

- Cecil J. Harrison, sales manager, Allen B. Dumont Labs, mobile communications division, to Rixon Electronics Inc., Silver Spring, Md., as vice president and general manager.

- O. H. Mackley, formerly technical service manager of military electronics division, Hycon Electronics, Pasadena, Calif., named vice president and general manager.

- C. Graydon Lloyd, manager, technical products department, General Electric, Syracuse, N. Y., named general manager of company's specialty electronic components department.

- H. R. Seelen, manager, color kinescope operations, Entertainment Tube Products, RCA, named manager of kinescope operations, covering both black-and-white and color picture tubes. M. J. Carroll, manager cathode ray and power tube marketing for same unit, appointed manager of marketing.

- Dale O. Akridge, General Electric appliance and television receiver division, Louisville, Ky., appointed manager, advertising and sales promotion for GE's television receiver department, Syracuse, N. Y.


- Patrick A. Calobrini promoted from assistant service director and training manager to national director of consumer products service at Motorola Inc., Chicago.

Charles W. Breunig, with RCA since 1936 in various administrative capacities and recently administrator, wage, salary, and compensation for RCA Service Co., Cherry Hill, N. J., appointed administrator of labor relations, RCA Electron Tube Div., Harrison, N. J.

PROGRAM SERVICES


- H. W. (Dutch) Cassill, 25-year veteran of broadcast and newspaper industries, to Blackburn & Co. (media brokers), Washington, as associate. He will headquarter in company's Chicago office and his primary area of operations will include midwestern and southwestern states west of Mississippi River. He is resigning as manager of KTRI Sioux City and will sell his interest in KQUE Albuquerque, N. M., where he has served as president and general manager.

- Edward Bleier, formerly ABC-TV account executive and most recently principal in Commercials Performance Index Inc. (tv viewing research company), to Tex McCrary Inc., N. Y. public relations firm, as vice president. He also will continue as director of CPI.

GOVERNMENT

- Mrs. Merrill Towne Blaser, associate radio-tv director of Crusade for Freedom's Public Information Dept., given additional assignment as radio-tv director of U. S. Committee for United Nations.

INTERNATIONAL

- R. R. McIntosh, immediate past president, Assn. of Canadian Advertisers, and vice president of General Foods Ltd., Toronto, named vice president and assistant general manager of General Foods Ltd.

- M. D. Dyck, sales manager of CHED Edmonton, Alta., named acting general manager.

EDUCATION

- Prof. Charles E. Osgood, associate director of U. of Illinois Institute of Communications Research, named director.

- Sid Cassyd, advertising manager and columnist of Film World magazine and founder and past president of Academy of TV Arts & Sciences, will conduct class in "Television as a Communications Tool" at Los Angeles Junior College of Business this fall. Course will meet Thurs. 6:25-9 p.m., starting Sept. 19.

PERSONNEL RELATIONS

- Nora Padway, television contracts administrator, Writers Guild of America, West, resigned.
STUDY DEFLATES TV BUGABOO

- Foundation finds tv is helping to build child character
- But it suggests ways medium can be improved for children

Television is doing a good job of child character building but there's room for improvement.

This appraisal of the electronic era's latest gift to parents comes from an independent organization, Foundation for Character Building, Boston.

Endowed as a social project to raise the behavior level of children, the foundation has come up with a set of suggestions designed to promote tv's role in developing child character. The 60-page report is titled "Television for Children."

After three years of study, the foundation has appraised television's achievements and its character-building potential. Parents worried needlessly in tv's early days, the report notes, explaining that experience with the medium has set many early fears at rest.

Here's what the foundation says: "Parents and educators have discovered that much of the television fare offered to children is of truly excellent quality, by moral, intellectual and esthetic standards."

Recalling the gloomy prophesies about video optical hazards, the report continues: "We know now that tv does not damage children's eyegaze, and that it seems to have little or no measurable effect upon a child's performance in school."

As to the gloomy forecasts that tv would keep children away from books, the report states: "The circulation of library books to children has not declined since the advent of television, a reasonable indication that our children are not becoming illiterate. In fact, there are instances in which specific books and plays are in greater demand at the library after they have been presented on television."

What do parents think? The foundation finds: "Parents almost universally approve of television for keeping children amused and occupied; they feel it has produced more harmonious homes."

Children spend 20 to 30 hours a week watching tv programs, according to the report. This time comes from hours formerly spent listening to radio, reading adventure stories, going to movies, sleeping and playing.

Tv has kept some children off the streets and has cut down the amount of time spent with other children, though the latter isn't necessarily a favorable portent, the report suggests. It balances arousing of the child's aggressive impulses and possible stereotyping of moral judgments against stimulation from new knowledge of distant places and world events.

In its 60-page report the foundation details the findings of a three-year inquiry that involved leading educators as well as representatives of civic agencies and broadcasting. The idea developed at a conference held in 1954 by the Boston U. School of Education, under foundation auspices.
This "office boy" travels 25 ft. per second

Here is a jet-propelled communication system that delivers messages and bulky paper work ... sends samples, medicine, nuts and bolts ... from desk to desk, office to plant — in seconds.

Airmatic Systems Corporation, an associate of International Telephone and Telegraph Corporation, has brought the magic of automatic dial telephone switching to the pneumatic tube carrier. You simply dial the destination on a standard telephone dial and the rugged, jumbo-size carrier is automatically routed to the right station.

For a bank, hospital, business or factory ... the simplified "special delivery" services provided by an IT&T automatic selective pneumatic tube system will speed communication, move orders and materials faster, save miles of walking ... for continuous, instant, dependable 24-hour unattended service.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.

For information about automatic selective pneumatic tube systems write to Airmatic Systems Corporation, an associate of IT&T, Fairview, N. J.
obviously false; sounds like the announcer of commercials.

Child performers should be avoided if they are "uncomfortable or afraid; geniuses or show-offs or too obviously coached by their parents; exploited by the m. c. to appear better than they are, made to look ridiculous, made the butt of jokes; inept amateurs; ask yes-or-no questions during introductions, failing to create any appeal or identification in the viewing audience."

Also to be avoided are fan clubs which "in the studio audience become the object of ridicule; provide for no participation by members, and present unskilled fans."

Taking a practical look at the broadcaster's problems, the foundation's report observes that live remotes are usually too expensive to be utilized for children's programming by the local station, explaining many studio programs can be produced for the cost of one remote. The networks and

some larger stations, it is added, have produced "some particularly valuable programs from zoo, harbor, railroad yard and other interesting points about town."

The report says, "Violence, aggression, suspense, mystery, confusion, fear and even noise are not necessarily undesirable" since the present era is described as "a violent, confused, anxious time—and it is the business of art to reinterpret and give expression, perhaps meaning, to all aspects of experience. These should be used "not as ends in themselves but in counterpoint with other more affirmative moods, emotions and tensions, and always with restraint, good taste, simplicity, clarity, understatement—and, above all—to use them to make a point which underscores and develops the central or basic theme or idea of the program."

The report emphasizes that "it is the activity which appeals to children, not the violence."

AWARDS

N. C. AP Awards Presented
To 29 at Annual Banquet

The North Carolina Associated Press Broadcasters presented 29 awards for excellence in news last Tuesday at its annual banquet. WGAI Elizabeth City took the WBT Cup for cooperation in news protection, presented by the Jefferson Standard Broadcasting Co. (WBT-WBTV TV Charlotte, WBG Greensboro, WBTW TV Florence, S. C.) and held last year by WAIR Winston-Salem.

Stations and individuals were recognized for specialized types of news in metropolitan and non-metropolitan markets. They were:

Metropolitan Division

State and local news—Scotty Rodharmer, WWNC Asheville, superior; Cal Rains, WIST Charlotte, excellent; Kelley E. Lee, WMSN Raleigh, meritorious.

Comprehensive—Phil Ellis, WPTF Raleigh, and Jack Knell, WBT-WBTV, superior (tie); Lex Diamond and Paul Mason, WSB Durham, excellent; Kernan Wright, WFAI Fayetteville, superior; Martha Eason, WBTW-TV Greenville, meritorious.

Commentary—Sam Beard, WPTF, superior; Jim Patterson, WBT-WBTV, excellent; Gladys Lavitan, WIST, meritorious.

Farm news—Scotty Rodharmer, WWNC, superior; Smokey Ward, WAIR, excellent.

Special events and documentary—J. B. Clark, WBT-WBTV, superior; Mike Lane, WFAI, excellent; Bill Anthony, WEED Rocky Mount, meritorious.

Sports—Jim Reid, WPTF, superior; Phil Agresta, WBT-WBTV, excellent; Larry Keith, WIST, and Jimmy Wynne, WAIR, meritorious (tie).

Non-Metropolitan Division

State and local news—C. E. Peacock, WBBB Burlington, superior; Jack Aulis, WGAI, excellent.

Comprehensive—C. E. Peacock and Ed Brooks, WBBB, superior; Howard McCurry, WEGO Concord, excellent.

Commentary—E. Z. Jones, WBBB, superior; Jack Aulis, WGAI, excellent.

Farm news—Swindell Lowery, WGAI, superior.

Sports—Morty Schaap, WBBB, superior; Jim Woods, WGAI, excellent.

AWARD SHORTS

Dean Allen Watkins, professor of electrical engineering at Stanford U. and associate director of Stanford Electronics Labs., named recipient of 1957 Electronic-Achievement Award of seventh region, Institute of Radio Engineers. Award was for his "basic contributions in reducing noise in microwave electron tubes."

KLZ-AM-TV Denver received U. S. Dept. of Defense award for cooperation in military reserves program.

Art King, news and public affairs director, WEEI Boston, received citation from American Cancer Society for his aid and interest in cancer.

Margaret Mary Kearney, education director, WCAU Philadelphia, received "Woman of Achievement Award" from Business & Professional Woman's Club of Philadelphia.

John Michaels, morning personality, WOKY Milwaukee, received "Millie" award for "outstanding public service" from Milwaukee Music Industry. Award is given to disc jockey judged to have performed unusual public service work both on and off air.

R. Jack Scott Inc., Chicago, received U. S. Treasury Dept.'s distinguished service award for "leadership in building security for the people and the nation through U. S. Savings Bonds." Agency has contributed local station announcements since 1941 and has mailed them to every radio station three or four times each year.

WAKE Atlanta, Ga., presented distinguished service plaque from Young Men's Christian Assn. in appreciation of "extensive promotion of YMCA services and its centennial development program."

Page 122 • September 9, 1957
Bill Sopher

The customer is always right—and frequently pampered

"Drive into any Union Oil station in the West and you'll get a sample of what we call Minute Man Service."

"In 4½ minutes your oil, water, battery and tires are checked, your windshield and rear window cleaned, your gasoline tank filled, and your receipt handed you.

"But that's routine. It's the Minute Man's service beyond the call of duty that we keep getting fan mail about."

"For instance, the dealer in the small town who located a tenant for his customer's vacant house."

"Or the dealer in the suburb who babysat so his customer could go to an important dinner meeting."

"Or the dealer who fixed his customer's washing machine when she couldn't get help on a Sunday."

"Or the dealer who shopped for his customer's groceries and delivered them to her house.

"You're in business not for yourself, but for your customers."

"Exceptions to the rule? Not at all. Our files are full of letters recounting incidents like these."

"I take special pride in them because I'm one of the men at Union Oil whose job it is to train these dealers. We help them in every way we can to get the Union Oil idea: The only way to stay in business for yourself is to be in business for your customers."

"No small part of our reputation for having America's finest service station system is the quality of the men who operate them."

"They are all individual business men. Like us, they compete for a living. That's why it's very likely that their service will continue to be as good as their gasoline."
HOW AND WHY NBC HAS CHARTED ITS 

Network tv possesses more vitality than ever; network radio has moved into

gone from the old one-out-of-four pattern to a system of pre-
empting no more than twice during the season in any one time
period, with a couple of exceptions. This gives the viewer assurance
his favorite show will always be there when he wants to see it, with
two exceptions. And then he'll have plenty of advance notice on
what's coming up, whether it's "Annie Get Your Gun" or "Pied

A B•T INTERVIEW

Q: There has been a lot of talk that next season will be a season
of westerns. How does it look on NBC?

A: As far as NBC is concerned, we will have, I believe, four
tv shows that you could broadly categorize as westerns. This is less
than 15% of our schedule. It's easy, but not correct, to apply the
word westerns to anything that has a western locale or has some-
body wearing a 10-gallon hat. We have a series coming up this
fall called Wagon Train, an hour Wednesday night, 7:30-8:30 p.m.,
which uses the device of a wagon train traveling across country.
As it stops in different cities, each becomes the setting for a
dramatic story with outstanding guest stars. To me, from what I've
seen of it already, this is a series in which the wagon train and the
West are incidental to the dramatic quality of the stories. You
can call it a western but I think it's a fine dramatic series.

I don't know the percentage of westerns on the other networks,
nor do I know how many westerns there will be if you take all
the programming of all the stations of the United States and all
the films that have been sold by individual producers—perhaps
there will be a lot. As far as NBC is concerned, we think we are
in program balance. We have three or four really crack western
shows—and that's it.

Q: Would you put the programs you were just talking about in
the category of so-called bread-and-butter shows?

A: In a sense, they are that. They are designed for popular
appeal, yet they are of high-quality from the standpoint of produc-
tion values and performance. They've designed to reach the broadest
possible audience but that is certainly not incompatible with quality.

Q: Overall, what will the viewer be getting that is better—I don't
mean specific shows but in terms of programming, type of
programming next fall compared to the past?

A: He will get a larger schedule of specials than ever before,
and he will benefit from a better placement of specials in the
schedule. We've learned a lot in the last two or three years on how
to use the special shows and the kind of special shows to produce.
Next season's specials should give a great vitality and excitement
to the overall schedule.

Q: What are some of the biggest lessons you have learned in
your experience with the specials?

A: The primary lesson we've learned is not to allow the specials
to interfere with normal viewing habits. This is the reason we've
RADIO-TV COURSE

a new, brighter cycle, Sarnoff says

didn't like what they were seeing, they obviously wouldn't watch. While you do get complaints, and obviously you should because this is one of your guides, the American TV public doesn't seem to be up in arms; rather, it seems to like what it's getting. And I think the viewers are going to like next season better than this season.

Q: Will your specials all be in color?

A: No, not all of them.

Q: You are going to increase the color substantially, though?

A: Yes, we are. Our color schedule for fall will represent a 67% increase over this past fall in terms of color.

Q: In terms of hours, what does that come to?

A: It averages two hours a day and some days as much as three and four hours, with heavy concentration on the weekends.

Q: Is that nighttime?

A: That's during the day and night. Our philosophy of color this coming season is to attempt to colorize the shows at night that will attract peak viewing audiences, mainly our live shows, for example, Steve Allen and the Chevy Show on Sunday night, Perry Como again on Saturday and the new Hit Parade.

Q: Are you getting more advertiser interest in color?

A: Yes, we're getting more interest on the part of the advertisers and we're getting considerably more interest on the part of advertising agencies, who are really beginning to come in. There are some very encouraging signs. J. Walter Thompson Co., for example, has installed a complete closed-circuit operation for color to show its clients their products as well as programs. I believe there are several other agencies that either have done it or are in the process of doing it.

Q: Does the advertiser ask for a figure on color circulation when he has a color buy?

A: Most advertisers going into color now are doing it to get experience with color generally and with color commercials particularly. Agencies want the same experience, and many also see in color right now a means of getting additional promotional and merchandising values.

Q: Does the network assist any agencies in developing color commercials or testing them?

A: Yes, we've been doing that the past few years and even now we have units that work with all color shows to give guidance in color quality and technical assistance in actually getting the color on the air—particularly in the area of the color commercials.

Q: Could you estimate what the percentage of network-produced television shows will be this fall on NBC?

A: It's not possible to give a meaningful figure because you get involved in definitions of what a network-produced show is. One area that is obviously strictly network is the news and special events area. In the entertainment area, you have producers on the network staff who help to produce a show although elements of the show are purchased on the outside. Then you've got shows obtained from the outside in which you assist in production or maintain creative control, and you have others where you don't. So there's no clear-cut picture.

Q: Would you say that there is a far more competitive picture in the supplying of program elements in television than there ever was in radio? In other words, more outside packages providing program units?

A: I would guess that there probably is, although if you go back to the days when the agencies were producing all the radio programs and figure out all the sources from which they got them, it's quite possible the picture hasn't changed. But there's no question as far as television is concerned; there has been an increase lately in the number of program sources.

Q: The network still has the majority control of the programs?

A: That depends on what you mean by control. The network still maintains control over the elements and composition of its total schedule—what goes into it and what doesn't. It must be the network because the only way you can provide a comprehensive, planned overall schedule—which, after all, is a function of a network program service—is through that kind of network control. Otherwise, we might end up with all westerns or all something else, which we don't and won't permit.

Q: Going back to color for just a moment, are you satisfied with the progress color has made in its acceptance among advertisers and by the public?

A: In this business you're never satisfied with progress. No, I would have been happier if it had been faster. But I'm becoming satisfied now with the recognition that color is getting from advertisers. I think there are very definite signs of strong interest and understanding on the part of agencies and advertisers of the function that color can perform. And I think it's going to snowball. We're going to wake up someday and there are going to be a lot of sets all over the place and a lot of color programs and a lot of advertisers for them. It's going to happen, there's no question.

Q: What is your experience with uh?

A: So far, so good. It's a lot of work and a lot of expense. But conversions in Buffalo have gone along nicely. It's a little early to tell about New Britain, but that's a good area market and I expect both stations to be very satisfactory operations.

Q: How has the proportion of conversions in Buffalo grown since
you've taken over?

A: It's close to or slightly more than double.

Q: Let's change to radio for a minute. A couple of years ago you told us you were sure radio was going to start upward again and it has certainly been justified. How does it look for network radio now?

A: I think that 1957 will go down as the year in which network radio turned the bend. There has been a renewed interest in network radio by advertisers and this has translated itself into hard dollars in sponsorship. The new forms of network radio introduced in the last few years to adapt to changing circumstances are beginning to pay off.

I think radio has really gone through a 10-year cycle. Going back to 1948, which was its peak year, network radio began a steady year-by-year decline. Then this year the decline was halted and network radio started back. This year, the NBC Radio Network has improved its sales position every quarter over the preceding quarter, and over the comparable quarter of 1956—and that hasn't happened for a long time.

I can see network radio surviving to perform an enduring service, but there is one big IF—that IF is whether the stations continue to have the patience to go along with the networks until we reach the final plateau of stable, no-loss operations, which I'm sure we're approaching. Without the stations, we won't have any network—there is no question about that.

Q: Stations have seemed to be more patient lately or at least less vocal about their impatience, haven't they?

A: Not only less vocal about their impatience, but actually more patient. In the cases of the NBC affiliates, they have seen definite signs of an improved situation. The basic problem, as far as stations are concerned, is compensation. I think that this can be resolved. As the business increases and more revenue comes in, the dollars which the affiliates receive from the network will become more and more significant. And, in addition, certain devices which we developed will make it possible for the stations to have the benefit of the network service and at the same time derive revenue from that same service by local sales.

An example is our "no waste" policy. I think, as we keep moving in the direction we are following, that there will eventually develop a rate level, plus additional revenue opportunities for stations from network programming so that the network will be able to maintain its service and the stations will derive enough total financial benefits from their radio network affiliation to make it an important asset to them. But the key that will keep the spiral moving upward is clearance, which gives the network full national circulation to fill in the network time periods. There's no doubt in my mind that if we continue to develop this pattern and the stations continue, as they are, to improve clearances—that once more the network will have a fine operating base and the values of network service will be so great that affiliated stations will stand out like beacons in their communities.

Q: What are these key things that a radio network will always be able to provide that the stations themselves cannot provide?

A: I don't think stations can provide on their own a Monitor service, for example. Stations on their own can't provide a "Hot Line" service, or "News on the Hour." While they may be able to provide the form that "Nighttime" takes. I don't believe they can provide the program content that the network can. And while stations, in many cases, are doing an excellent job of local programming to satisfy the needs of their community, the plus that the network is able to provide must give a station a position in the community superior to a local competitor who lacks the combination of network and local programming.

Q: At the present rate of improvement, would you venture an estimate on when the radio network would reach or pass the break-even point?

A: I'd rather not get specific on that point. But I can tell you that I see it. We have projections which indicate it's both possible and likely. But again, it depends primarily on the efforts of our affiliates. All the trends are favorable and with improved clearances, a break-even position is certainly in sight. I think our affiliates recognize the potential for them in an effective network service, and, also recognize that to realize this potential for themselves, they must enable the network to operate as a national medium.

Q: A couple of years ago you said that NBC was carrying the radio network at a substantial loss, a fact which I have seen in no congressional report.

A: The congressional inquiries never ask you about radio; they always ask about television.

Q: What is the situation now? Is it better?

A: It's improving. We're still operating in the red. I would hazard a guess that all the networks are operating in the red. The improvement in the NBC Radio Network in the last six months and the projected improvement for the next six months are quite dramatic.

Q: Does the owned and operated station revenue in radio cover the loss of the network operation in radio?

A: They operate as separate entities and we don't reveal the figures for either the radio network or the stations.

Q: I wonder if we could check on your new international subsidiary. I believe you announced the formation of that about the time you got back from Europe. What do you have in mind for the international operation?

A: We were getting a lot of inquiries from sources outside the United States. They came to various places in the company and it seemed the wise thing to centralize them. The first step in that direction was setting up the international department. As that department developed information on activities outside the United States, it became apparent that NBC could be usefully engaged in several of them. One of the first was in the area of station management. We now have a contract to manage a station in Wales and we recently concluded an agreement to assist in the setting up and the management of a station an oil company is building in Arabia. I think ultimately the two basic functions of the international operation will be to seek markets for our programs outside the

A B T INTERVIEW CONTINUED
LOWEST RATES EVER ON WOAI

Today, as for the past 35 years, WOAI is the most powerful advertising influence in the great Southwest. Today you can reach more people for less money than at any time in our history — people who have more money to spend, more time to spend it.

BEST BUY EVER!
YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170!

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS:
MONTHLY, WEEKLY, DAILY

WOAI HAS:
248% MORE RADIO LISTENING HOMES than San Antonio station #2
197% MORE MONTHLY LISTENING HOMES than San Antonio station #2
184% MORE WEEKLY LISTENING HOMES than San Antonio station #2
203% MORE DAILY LISTENING HOMES than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS [and lots of bonus area, too]!

NBC AFFILIATE
Represented Nationally by EDWARD PETRY and COMPANY, INC.
United States and to assist in foreign station management.
Q: Do you or RCA have any financial interest in the station in Wales?
A: No. We have a management contract—there is no investment.
Q: Will you consider having financial interest in any stations abroad?
A: That's under study.
Q: But you don't have any?
A: No.
Q: The Hollywood feature film producers are finding a big market overseas for their products. In television film sales there is also a big potential, is there not?
A: I think there is undoubtedly a potential for television films in the foreign markets. As to how big it is, I believe it will take some time to get a true evaluation. There is no question that television is at a take-off point in a number of countries in Europe and, possibly, in South America. I think there is a question as to how

much programming will be provided locally and how much will come from outside sources. Surely some American network programs of universal appeal will be eagerly sought. For example, we made some of our NBC operas available in Europe and I think there will be other shows received as warmly as they were.

Q: How big do you foresee the international operation as a percentage of your overall NBC operation?
A: It's too early to tell.
Q: This will be a two-way street, I presume. On the scene in Wales and elsewhere in Europe you will be able to showcase talent properties available there?
A: I think that that is possible but actually I don't know how much talent is available in Wales, for example. I think you have to range the whole world to find it and I think the whole world, in a sense, is your stage when it comes to television—particularly as the day approaches when we have international television.
Q: How much closer are we to having international television?
A: Every day brings us closer. I judge we ought to have it in some from within the next five years—it's quite possible. I feel we'll get it first by an exchange of programs on film or kinescope or tape—the ultimate being, of course, live pickup by cable or directly from the air or through the scatter propagation principle. It's still a little in the future but it's certainly coming.
Q: Washington has been active lately and in the Cox report of the Senate Commerce Committee there was a staff recommendation. One was that must-buys should be expressed in terms of dollars rather than the stations. What do you think of that?
A: It's a little premature to discuss the specific recommendations of a staff report which has not yet been adopted by the Commerce Committee. It was encouraging to find that both the Cox report and the Celler report recognized the great value of the network service and the public importance of having this service maintained. How-

ever, I'm not sure the recommendations they made would achieve that end.
Q: In June, Congressman Celler introduced a bill that would amend the Clayton and Robinson-Patman Acts to cover services rendered by independent contractors as well as commodities and goods. If that became law, apparently it would make it illegal for quantity discounts to advertisers. I think Rep. Celler mentioned in a speech in June that he was aiming this at the television network practice of giving discounts of up to 25% and over. Do you care to comment about that?
A: That question came up at the Celler hearings, where I testified. Our counsel actually summed up that point on a legal basis, but I think that in essence our answer is: We don't see how you can make services subject to the same kind of rules and regulations that apply to commodities. A network provides a service, not a product, and it's a service that depends on the performance of talent and creative people. Each program and each advertising operation is unique and has different values, whereas products

are uniform. There's no comparison between them, and the law recognizes that fact.
Q: How would it affect advertiser plans if a bill like this should ever become law?
A: It would have a very fundamental effect on the whole advertising picture. I doubt whether you could pass a law that would eliminate the discount structure in broadcasting and not also eliminate it in magazines and newspapers and all other media. As a matter of fact, the proposed change in the law to cover services could affect the whole range of personal services, and not only advertising in all media.
Q: Do you think advertisers would fight such a bill?
A: I haven't discussed it with any of them so I don't know what their views are, but I assume they would.
Q: Some time ago you expressed an opinion on the value or the lack of value in Top 10 in the rating service in programming. Has there been any change in your thinking on rating services since that time?
A: The services—Nielsen, ARB and Trendex—when used for what they are meant to be used for, provide a very definite and most important service, which is to indicate trends over a period of time. I don't think it means anything to have a Top 10 Trendex or a Top 10 Nielsen. The important thing to me, for example, is the overall rating progress that NBC made this season—which all the services confirmed. It made no difference whether figures or percentages of change in the various services were precisely the same. All showed the tremendous improvement in NBC daytime

ON NETWORK RADIO:
"...1957 will go down as the year in which network radio turned the bend."
"...This year, the NBC Radio Network has improved its sales position each quarter over the preceding quarter, and over the comparable quarter of 1956."
"...All the trends are favorable and with improved clearances, a break-even position is in sight."
WSJS
television
WINSTON-SALEM

VIRGINIA

NORTH CAROLINA

IN THE BIG 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET SERVED BY WSJS-TELEVISION

3,198,000 PEOPLE

CALL HEADLEY-REED, REPS.
program ratings. All confirmed the improvement of NBC nighttime as compared to both CBS and ABC over the past season. They showed, in fact, that NBC was the only network whose national nighttime average had increased April to June as against October to December. Here there were no Top 10 fractions of points, just broad audience trends which were both useful and encouraging to us.

Q: Won't the fact that you're having so many specials tend to drive program payment onto more of a cost-per-thousand basis, circulation delivered?

A: I don't believe so. There'll always be some advertisers who must buy on the basis of cost-per-thousand. I don't think the specials are being bought that way, they're being bought for other values.

Q: In other words, the specials are being bought on their merchandising value and all of the many subsidiary values in addition to just plain circulation?

A: That is right. Obviously, they have to deliver enough circulation to justify the cost after you add in other values—such as merchandising, promotion, public relations and everything else. Their cost-per-thousand might be higher than normal programming and still pay off for the sponsor. On the other hand, in some cases it could even be conceivably less, depending on how much audience that particular show attracts.

Q: From an operational standpoint, how is video tape working out and what are your prospects for it?

A: It's working extremely well and, depending upon delivery of additional units (we have three now), we would hope to be in position to use it to solve some of the problems of the six months daylight saving.

Q: What proportion of the schedule is now handled by tape?

A: It's on an individual show basis and I don't think there's any significant proportion on a permanent basis.

Q: As far as tape and color, you are using a lenticular film on the West Coast for playback of color programs. Initially there have been some bugs in the operation in difficulty of operation. Have there been improvements in that operation recently?

A: Yes, there have been considerable improvements. There have been some new optical devices developed and we're working with Eastman Kodak on different emulsions of the film.

Q: Have you had any reports on just how satisfactory these new developments you mention have been?

A: Each report that I get shows a considerable improvement both in the color and in the black-and-white quality to the point where it's quite an acceptable, satisfactory picture now.

Q: Of course, lenticular film has been considered a stop-gap until such time as full electronic tape with color has been developed.

A: Well, I think that is the ultimate answer, yes.

Q: In connection with your remark on guest stars and individual talent arrangements, may we presume that competitive bidding has forced up the price of your guest stars?

A: Yes. It follows the law of supply and demand that whenever a commodity is in shortage, the price rises.
Always dynamic Detroit is busier than ever. Great new buildings are rising. Extensive expressways, shopping centers and other vast projects are under way. All provide graphic evidence of the unlimited faith Detroiters have in their city.

Faith in WWJ-TV is another notable Detroit characteristic—faith engendered by WWJ-TV's acknowledged leadership and emphasis on quality in every phase of television.

That's why seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.
RADIO, LIKE THAT GLASS OF WATER, IS TAKEN FOR GRANTED

During the recent newspaper strike in Boston, readers of some small time dailies were subjected to a barrage of propaganda belittling radio's ability to present news and advertising, according to Joseph G. Quill, station manager of WPEP Taunton, Mass. Mr. Quill, feeling it is radio's duty to counteract such tactics, broadcast an editorial Aug. 22 on radio news and service. Favorable comment was quick and plentiful from Boston agency and radio executives, who suggested that it be passed on to others. A condensed version of the air editorial follows:

Radio is the world's fastest purveyor of information. By its very nature it does a job peculiar to itself—because it is radio. It's not a magazine, it's not a newspaper—it's an electronic instrument that has access to every nook and cranny of this land—in the home, the automobile, at the beach or in the mountains—and it's outstanding ability is to present the sounds and happenings of our world instantly. It is geared to a world of speed, activity. Therefore its form is concise, to the point, uncluttered with extraneous details.

Radio's information is presented to the listener when it's most important to him. Think back to the attack on Pearl Harbor. The entire country knew of it within minutes—noon-time on Sunday—not the next morning. Think back to the Fairbanks drownings, the serious forest fires and other local events. WPEP gave listeners an instantaneous word picture right from the scene. That is the nature of radio—immediacy!

People are hungry for information and entertainment. When they are deprived of any form of media they are quite naturally indignant or disappointed. However, no media enjoys an exalted or exclusive position. None can claim it is first in the hearts of Americans. One medium should not cast aspersions on another medium for not being able to imitate it exactly.

We repeat: Radio stations are not newspapers, television stations are not magazines, nor do they try to be. Why then the occasional sour grapes criticism by newspapers against radio and TV? Just human nature, a healthy competitive jealousy, and here and there perhaps even a secret wish that radio wasn't here at all.

We in radio like to scan the newspapers. By large they are a credit to the country. They do fulfill a need. But just think what it would be like if someday you turn on the radio in your kitchen, comb the dial and find nothing but silence. You hurry into the bedroom, try that set—and again silence, grab the portable out of the den—turn it on with the same result. In desperation you go to your automobile radio—it, too, is silent. Suddenly you realize no radio or TV stations are operating. You'd miss radio. For radio is like a glass of water you take for granted.

... When radio is gone your thirst for it would be great. Miss it? You bet you would! For radio is a way of life, it serves!! At WPEP we're dedicated to serve you in the way our great medium is best fitted. With the liveness of sound in music, news, sports and local events—now. For radio is now!

PLAYBACK

Radio-Television 'Confused' Boston

Vincent X. Elflaherty, Los Angeles Examiner columnist, on Aug. 14 charged these inadequacies in radio-television coverage.

Because of the Boston newspaper strike, which closed down six newspapers, Bostonians had to depend on TV and radio. The frantically combined forces of both proved grossly inadequate. Those who wanted local news were deluged with oddments from Washington. Those who wanted spot news photographs with stories didn't get them. Or else, if they wanted baseball scores, they missed them.

In other words, they were lost because they couldn't turn a page to get precisely and absorb accurately just what they wanted.

... Nope, the spoken word will never do. The world would have lost and forgotten Lincoln's Gettysburg Address had it not been printed word for word for the perusal of present and future generations. The same goes for the Declaration of Independence and the Bill of Rights, or the Magna Charta—or the Holy Bible, for that matter.

... The fast-talking commentator rat-tles it (news) off and it is over and done with. Four people listening simultaneously produce four different versions of what the man said and everything is misinterpreted and confused.

... The fast-talking commercial announcer comes on and tries to sell you a new stove or a miracle hairgrower and often succeeds mainly in arousing your irritabilities to a fuse-blowing point.

If you are in the market for a new ice box, or furniture, or rugs and, yes!—even TV sets and radios—you can find what you want in a jiffy just by consulting the Examiner. Best of all, you don't have to listen to it.

Moreover, you do not have to tax your memory. You can tear out an ad or a story for later use. You can slip it into your pocket and it will be there the next day or as long as you want to keep it.

Pioneering American Art

Albert McCleery, executive producer of NBC-TV's Matinee Theatre, speaking last month at the seventh annual Summer Television Workshop at Michigan State U., declared that American theatre of the pre-TV era was really New York theatre, an overflow and outgrowth of European theatre and said:

It was not until about seven years ago, with the opening of Kraft Theatre, Studio One and some of the other pioneer dramatic TV shows that we could begin to use American writers on American themes with an instant audience of 10 million people.

What television has to decide now is...

Two great leaders in the news-gathering field, the National Broadcasting Company and LIFE Magazine, have combined forces to bring the American public an exciting new brand of radio journalism.

NBC Radio takes LIFE’s superb news and picture stories, and adds the dimension of sound. LIFE may cover the stratosphere ascent; on LIFE AND THE WORLD you hear the man’s personal experience from his own lips. LIFE may picture a parrot; on LIFE AND THE WORLD you hear the parrot being interviewed. Here are the actual voices of men who make the news or react to it. Here are the sounds of hurricanes, of debates, of space rockets, and of momentous decisions—bringing listeners close to the very heart of our time.

Increasing numbers of LIFE readers are discovering this fascinating NBC Radio program. Millions more will be introduced to LIFE AND THE WORLD through an extensive audience promotion campaign, on the air and in print media.

LIFE AND THE WORLD has a choice position, 7:45 to 8:00 nightly, immediately following NBC’s 7:30 pm News of the World, radio’s highest-rated news program.

Tune in tonight! And let your NBC Radio representative give you the interesting advertising details tomorrow.
what kind of cultural force it intends to be, how it intends to deal with man's leisure time.

[Great cultures of the past] are judged not by the battles won, but by the artists who painted, the architects who built and the writers who wrote—the creators of all works of art.

THE DISC JOCKEY'S MUSIC

Bernard Asbell, writing in the July Harper's magazine, asks if radio is robbing its advertisers by permitting disc jockeys to play music which appeals mostly to teenage school girls instead of adults.

... He (the disc jockey) imposes the ditties of a baby-sitter culture on the baby sitter's parent, the parents who employ her and even the baby she sits for.

... The fact is that the baby sitter has seized control of radio—not to mention music on television—and has obstructed the development of a truly popular music culture which America might have. Or rather, commercial radio has voluntarily surrendered itself to the baby sitter.

By so doing, radio appears to be committing grand larceny upon its advertisers. By what logic can the used car dealer, the loan company, the storm window installer or the tomato paste canner hope to collect the maximum audience of breadwinners and housewives by sponsoring the music chosen by schoolchildren? In fact, why does the sponsor stand for it?

The economic incentives of radio being what they are, the radio sponsor, just by pursuing his self-interest, can do the most to return am radio—and popular music—to the public at large. All he had to do is to tell the disk jockey to stop reading the sales charts of hit records and avoid them—and start playing songs which assume the listener is an adult and wants expression of his adult experience.

THAT MISNOMER FOR RADIO

Ben Strouse, president of WWDC-AM-FM Washington, speaking Aug. 22 to the Washington Junior Chamber of Commerce, answered the charge that radio has become a variation of the jukebox.

Jukebox or personal service? You don't find a lost dog or child with a jukebox. You don't get the weather, time, temperature. It won't tell you what's new in the stores or who's on first in the Yankee-Senator ball game. You don't turn one on for companionship 24 hours a day right in your own home.

If you want music, radio doesn't cost you a cent. It's the greatest personal service, designed for each of you, that America has today.

KIBITIZING ON RADIO-TV

Eddie Cantor, interviewed on Bob Crane's KNX Los Angeles morning show Aug. 24, had these comments on radio-TV and its people.

About radio today:

Dollar for dollar it's the best buy for advertisers. I think radio has always been here. Sponsors and networks had a very lovely child, grown up, smart. Then along came a new baby and first thing you know they shoved this other kid in the corner and kept building up this new baby, to the neglect of the one that's been around so long. All of a sudden, in the last 18 months, I'd say, they discovered it and said, "Say, that's a very nice child we've left there in the corner." And they started to romance the kid again.

The comedians on TV:

Nothing has actually happened to the comedians. We make a big fuss over what Jackie Gleason won't be on next season and its unfortunate because here's a man with great talent. Nat Hiken, to me, is one of the most creative minds in this business. He said to Phil Silvers, "We'll bring in something, just sit back and trust us." Phil did and Phil became one of the big comics in America. Now that's what Jackie Gleason should do. Jackie wanted to be everything. He wanted to produce, direct and write. This is too much for any one man, even a genius like Jackie Gleason.

Groucho Marx and Jack Benny's longevity:

Groucho Marx is not dependent on any writers. Groucho Marx is a business unto himself... It's amazing the people who want to come on his show and get insulted. Jack Benny is something different than all other comedians. He has no hesitancy in giving the laughs to other people. Now this guy will be with us forever. He'll be with us until he's 40! Incidentally, as a matter of record: I got off the air in 1939 because of a speech that I made at the Temple of Religion at the World's Fair. I got kicked off the air the next day. I spoke about the Enemy Within. I mentioned names, I had facts. Well, anyway, I was off the air for a year—coulnd't get a job anywhere. Jack Benny, who is a very good friend of mine, wouldn't stand for it and told Young & Rubicam, the advertisers, that if Cantor's not on the air we're making a big mistake—America loses something. Jack sent me on to New York and I spoke to this agency and a month later I took Fred Allen's place and stayed with Bristol-Myers five years.

About Sid Caesar:

Sid Caesar is a little bit ahead of his time. We have a mistaken idea about what constitutes an audience in America. There is a great big America between

Lindy's on Broadway and the Brown Derby in Hollywood. And if I were Mr. Caesar I would get somebody like Lawrence Welk on my show every week.

Lawrence Welk's popularity:

Lawrence Welk is a very homey piece of Americana. Welk is roast beef, he's apple pie and coffee, he's "I love you, mother," "Hurray for the flag"—all the fundamentals that make for a big viewing, listening audience.

Frank Sinatra's talent:

Frank Sinatra has much more than talent. Frank Sinatra has that believability. You know he's sincere, he's likable. Older women want to mother him, younger girls want to smother him. The fellow's a good actor, a good singer, intelligent—he's a nice, nice guy. The public is sympathetic with Frank. They don't believe all that adverse publicity they read about him.

Rating Systems:

I think rating systems are very silly. How can a man tell from a sample of 300 people who is listening to a show in all of America? You can't tell—nobody knows. Now what the networks should do is have their own rating system and be honest. If I were CBS, I'd ask all of the stations affiliated with CBS to take one man on one given day and let him make 20 calls in his city. Get all the cities. Then you can tell. I think rating systems are the bunk.

Pay tv:

I don't like pay tv. I think it's a very snobbish thing. It's definitely anti-democratic. I don't think that you have a right to see a show because you can pay a buck, when I can't afford it. I'm a poor fellow and I buy a tv set to save money on entertainment, and I'm paying $25 a month to pay off the set, and all of a sudden I can't see a certain show because you can. I think I'm gypped. There's nothing that pay tv can give you that we're not getting right now.

FREEDOM OF THOUGHT

George E. Sokolsky, syndicated columnist and ABN commentator, in his column, offered these views on a magazine article about freedom on the air.

According to this article there is no freedom of speech on tv which, according to my notions, means there is no freedom of thought...

... The assumption that any intelligent person can analyze news without expressing an opinion, without a particular point of view or even bias, is without psychological or factual foundation and its statement... is surely untruthful.
The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled “40 Years of Show Tunes.” Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from “Princess Pat” to “My Fair Lady.” The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York
WGR-TV SELLS BUFFALO!

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives
DOES THE AGENCY MERELY RUBBERSTAMP THE PACKAGE SHOW?

Are agency commissions justified on package shows? I can hear the quick and loud chorus of affirmation from dozens of agencies! But at the same time I can hear many prominent television advertisers knowingly agreeing (and with almost equal fervor) that at the very least "it's a good question."

The question, though certainly not a new one, was brought home recently to me by a client who asked just how we do earn 15% when, presumably, the packager does all the work. This particular advertising manager was not being facetious, I might add, but was posing what he considered a legitimate question. Many fine agencies would have no trouble in satisfying a client on the merits of such a question, but the fact remains that many others would be hard put to cite chapter and verse in justifying their bread and butter 15%.

Having spent several years on the agency side of both network radio and television programming, I have seen it justified a hundredfold. If a and yet I also have witnessed conscientious operations in which the packager did literally all the work and the agency merely rubberstamped the former's responsible moves. The most typical operation today is one in which the agency, after careful research, checking of availabilities, etc., recommends a basic concept to its client and then follows this with a specific programming recommendation.

Once the show is sold, the agency vice president of broadcasting, who has been knee deep in the research and selling phases, often delegates operation of the show to one of his production men and turns to another client for the same kind of research and selling. In other words, he has sold the show and it's now the package producer's responsibility to create a good property week in and week out. Not infrequently, the production man assigned is capable on both the commercial and show sides and he proceeds to live with the production fulltime, more than justifying the agency's remuneration.

But often the production man is strictly "junior" with little or no knowledge of showmanship and programming and, therefore, concerns himself only with the placement and rehearsing of commercials. If a show packager happens to be competent and has a real interest (and knowledge of) the sales problems of the product involved, chances are the program will be a success. Unfortunately, the pattern today is for the average packager to be expert in his end but with little, if any, knowledge of the client's marketing and commercial problems. It's often a hit or miss proposition when it comes to commercial integration, public relations aspects, etc.

The other side of the coin is, of course, the agency that assigns a top-notch show-commercial production man to ride herd on every phase of the package program. This is a man who, for a musical show for example, will sit in on all production conferences with the packager. He will know before a commitment is made just what tunes are being considered for performance and why, what guest artists, their tentative prices and commercial tie-ins, past and current, their record sales, and so on: In other words, everything from A to Z concerning the program before firm commitments are made. He will act not as an executive producer nor as a yes man, but as one whose comprehensive knowledge of musical shows is recognized by the packager and whose sales knowledge of the client's products makes him an essential co-worker toward the continuing success of the program.

The same basic operation is true for any show. For example, in the case of a quiz program our ideal production man will know exactly how and why the contestants are to be screened, briefed and the type of questions they will be asked. He also will know how entranced the audience is turned down, whether by mail or in person, following a preliminary interview. And, of course, he will be sure to see that the m.c. or star is kept sufficiently informed so as to avoid accepting wrong answers or asking questions potentially distasteful to viewers because he didn't see the question until "10 minutes before air time."

To most of us these actions on the part of the agency man are basic and taken for granted. But I have cited a few by way of saying that to almost any client they are not taken for granted—and in some cases not even known about! With the right type of operation I don't believe there can or should be any question of the agency's commission on package shows, for if a talented agency man literally lives with a show packager he not only will justify the agency's commission but may well be asked ultimately by the client, "How can you make a profit on this program when you devote so much time and manpower to it?"
**EDITORIALS**

**Only the Beginning?**

The showing of a new movie, "Pajama Game," on a closed-circuit television system in Bartlesville, Okla., Sept. 3 was an historic event. To be sure, one cannot know now what kind of history was written. It may be months, or more probably years, before it is definite whether the premiere of the Video Independent Theatres home box office in Bartlesville marked the beginning of a success or failure in communications development.

But whatever ensues, the fact must be accepted that as of now subscription television has been established. This fact alone will lend encouragement to plans for other closed-circuit toll tv systems. Despite its present confinement to one small market, closed-circuit toll tv has passed the blueprint stage. It exists, and so long as the Bartlesville venture proves an immediate failure, its existence is bound to accelerate the efforts of subscription tv interests to begin operations elsewhere.

Of all the other closed-circuit projects so far announced, the most ambitious are those of Skiatron which has at least a tentative agreement with the New York Giants for exclusive television rights to games when the team moves to San Francisco next season. Skiatron's introduction of toll tv to San Francisco would be considerably eased if the principle of subscription television were by then working well in Bartlesville. The Bartlesville example could be pointed to in discussions with prospective investors and in advertising to prospective customers.

On the other hand, a failure of the system in Bartlesville would not necessarily work to the serious disadvantage of Skiatron or other companies as International Telemeter which is planning closed-circuit subscription television. They could claim, with some justification, that the experience in a market as small as Bartlesville was not applicable to a bigger city.

In short, it seems to us that for all those who seek to develop closed-circuit toll tv there is much to be gained from a Bartlesville success and little to be lost from a Bartlesville failure. In the months to come, B&W intends to continue regular reports from Bartlesville, of the moves of the one appearing in this issue. It is this publication's belief that if the Video Independent Theatres' venture grows into a sound business, its effects will be felt throughout the U. S.

** Loose Talk**

Although Congress has quit until next January, there's no moratorium on talk about what's wrong with the FCC and the "scandal" in tv licensing.

Not long ago, Chairman Emanuel Celler (D.-N. Y.) of the House Judiciary Committee charged that FCC members improperly discussed pending cases with representatives of licensees and licensees themselves and that there was fraternization of the regulators and the regulated. The House Moulder Committee on Legislative Oversight is quietly investigating purported favoritism and political interference with FCC actions. And now Harvard Law Prof. Louis L. Jaffe, in an article in this month's Harver's, chastises the FCC for yielding to pressures and for being prejudicial, although he didn't set all his facts straight.

Any regular with half an eye knows that pressures are exerted on the FCC (and on other administrative agencies) and that most of them emanate from Congress. A licensee or an applicant rarely has direct influence. He goes to his senator or congressman or someone else of supposed importance to make the overtures. These pressures come from all directions. In contested cases, somebody wins. Inevitably the others lose. This is so now; it was so during a Democratic administration. And it is by no means certain that he who musters the most outside support wins.

Those who seek an entirely judicial administrative agency talk Utopia. The FCC isn't a judicial body. Of its seven members only three are lawyers. Its proceedings are informal. Court rules do not apply.

If Congress wants the FCC to function like a court, it is within congressional power to make it one. Let it change the law so that appointments to the FCC shall be for life, as are federal judgeships. Pay should be sufficient to attract highly qualified individuals willing to dedicate themselves to this "Communications Court of Appeals" as their life work.

There is no other way to accomplish this desired end.

**Decision Time**

Democratic processes—business, not political—will govern NARTB's eight regional meetings starting Sept. 16 in Schenectady, N. Y. A foresighted decision of the association's board once again opens this annual series of broadcaster meetings to non-member stations, giving them a chance to listen and to talk in basic sessions dealing with operating problems. They will have an opportunity, too, to participate in discussion of basic matters dealing with government regulation and relations with the public.

Non-member delegates will be able to sit in and to voice their thoughts and opinions on a progressive association project—changing the name back to National Assn. of Broadcasters. This practical approach to the general acceptance given the word "broadcasting" as a term covering both aural radio and television faces a referendum vote after the meeting series has ended. Fortunately the final decision will be influenced by the open debate. Members will recall that similar discussions last autumn led to the upsetting of an original decision to eliminate the at-large board members for large, medium, small and fm stations.

Television delegates, members and non-members alike, will debate the Tv Board-approved plan to develop a television audit circulation study. NARTB will conduct a questionnaire survey after the series is over, with the results certain to influence the board's final decision on this important competitive project.

A list of prominent speakers will support President Harold E. Fellows and his staff as they develop the "Time for Decisions" theme of the meetings. The association believes its autumn schedule will provide major help to broadcasters in solving their individual and collective problems.

**Priority Project**

Broadcasters have devoted many hours of time in recent weeks to news of the Asiatic, or Asian (your choice), Flu. It's possible that being so busy reporting it has kept many from considering what the bug could do to their own shops.

It could do plenty. At the least, assuming advance reports of the probable incidence of the flu to be correct, it could seriously inconvenience a station's operations by taking out key personnel.

Several stations already have taken action to forestall this possibility and have arranged to have all employees inoculated with the flu vaccine.

The Public Health Service announced last week that it has arranged for voluntary rationing of the vaccine among the various states. It is likely that individual communities and states will, in turn, ration the supplies they receive on a priority basis. Broadcasters should put in their bids now, not from a desire to avoid personal discomfort, but in the realization that the continued operation of radio and tv are essential to the community welfare.

Page 138 • September 9, 1957
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PER-CENT OF QUARTER-HOUR FIRSTS Sign On to Sign Off.

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KOOL-TV  

NET STATION B  
27.4  28.1  30.3  23.5  17.2  14.5  14.5  13.9

IND. STATION C  
16.2  13.2  14.3  8.3  5.9  13.5  14.5  13.9

NET STATION D  
6.1  7.4  8.3  5.9  10.9  6.7

Figures may total more than 100% since all ties counted as a first for tied stations.

The June Phoenix ARB was a LOADED RATING

KOOL-TV  50%  100%
NET STATION B  0%  12%
IND. STATION C  50%  0%
NET STATION D  0%  0%

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