Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets

OMAHA. KOWH has placed first in audience year after year, gradually increasing its first place dominance until now KOWH is first in every time period on Hooper with 43.7%—all day average rating. First every time period Omaha Council Bluffs Pulse. First every time period Trendex. Wide coverage on 660 kc. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KANSAS CITY. It doesn’t matter which survey you prefer, WHB is first in every time segment of every rating service. All-day average Hooper: 47.7%. Area Nielsen: 39.2%. Trendex: 42.8%. Every daytime ½ hour WHB is first per Pulse. It’s the Mid-Continent formula that does it. Talk to the man from Blair or WHB General Manager George W. Armstrong.

NEW ORLEANS. The station which was 11th among 11 stations in September, 1953 took just ten months to move from last to first place under Mid-Continent management, and it’s been at or near the top ever since. Current first place all-day Hooper: 19.5%. Second station: (50,000 watt, network) 17.1%. Third: 11.9%. Listening habits of a lifetime have been upset by WTIX and so have timebuying practices. For an up-to-date New Orleans picture, talk to Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.
FULL POWER  KARK-TV delivers your sales message with maximum power—a full 100,000 watts on channel 4.

HIGH TOWER  KARK-TV's new antenna is one of the tallest in the South—1,693 feet above average terrain, 1,807 above ground.

TOP SHOWS OF NBC  KARK-TV, now as before, is the only exclusively NBC station serving Arkansas. And the great list of shows featured by NBC this year will increase the Pulse-proved audience lead of KARK-TV.

QUALITY LOCAL PROGRAMS  KARK-TV's "home-grown" shows are also top-rated. Specialized local programming such as Pat's Party for the children, and News Final, with KARK-TV's award-winning cameramen, are favorites throughout the state.

Gift List
FOR KARK-TV ADVERTISERS...

✓ FULL POWER
✓ HIGH TOWER
✓ TOP SHOWS OF NBC
✓ QUALITY LOCAL PROGRAMS
✓ BIGGER MARKET
✓ COLOR FACILITIES

BIGGER MARKET  KARK-TV's new power and tower carry your message to thousands more viewers—to almost all of Arkansas. Here's the 100 mv/m contour coverage:

<table>
<thead>
<tr>
<th></th>
<th>KARK-TV</th>
<th>State Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counties</td>
<td>44</td>
<td>75</td>
</tr>
<tr>
<td>Population</td>
<td>1,038,800</td>
<td>1,892,000</td>
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<tr>
<td>Households</td>
<td>290,100</td>
<td>527,100</td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>$1,024,507,000</td>
<td>$1,807,618,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>724,199,000</td>
<td>1,399,040,000</td>
</tr>
<tr>
<td>Gross Farm Income</td>
<td>218,119,000</td>
<td>528,901,000</td>
</tr>
</tbody>
</table>

(Source: 1955 Sales Management Survey of Buying Power)

COLOR FACILITIES  KARK-TV is now equipped with full network color facilities—will carry all of the season's NBC color spectaculars.

Your license to succeed in the Land of Opportunity

KARK-TV  Channel 4
LITTLE ROCK, ARKANSAS
"Here's a tip..."

WJIM-TV
Lansing
Covering more of Michigan than any other TV station!
The facts about this vast market are extremely pertinent to your selling. In the Channel 8 Multi-City region are 3½ million prospects. Here are 912,950 TV sets to carry your sales message and 5½ billion spendable dollars every year.

STEINMAN STATION
Clair McCollough, Pres.
FCC EXPEDITER • Internal dispute is engrossing FCC over proposed appointment of new key man in "executive director" slot. Proposed by Chairman McConnaughey, he would sit below FCC and above bureau heads, and would have function of expediting activities. At least three FCC members question appointment on ground FCC would be abdicating statutory authority which reposes in FCC itself and cannot be delegated. Protagonists contend status really is that of "expediter" to relieve chairman of detail and prevent staff backlogs. Proposal has been hanging fire since before Thanksgiving and is still on agenda.

APROPOS executive director proposal, two names have been heard: (1) Warren E. Baker, who would be elevated from general counselship; (2) Stanley I. Tracy, of Ogden, Utah, 55-year-old former FBI assistant director, who retired from service in May 1954.

MOTORS MOVING • As example of steadily mounting advertising spending by automakers, Lincoln-Mercury Division (Mercury cars) of Ford Motor Co., Detroit, through its agency, Kenyon & Eckhardt, New York, is considering radio spot announcement campaign to start early in January in about 100 major markets. Spots, on short term basis, possibly may be extended. Plans have not yet been approved but decision is expected early this week.

RAM-RODDING proposal for horizontal increases in power for am stations (four-fold boost in each category has been suggested) is Todd S. Page, major market independent station owner (KOWH Omaha, WHB Kansas City, WTIX New Orleans, and application pending for WDGY Minneapolis), who has undertaken basic research in field. Project was given preliminary consideration by NARTB at meeting last Tuesday with approval of resolution to circulate NARTB Radio Board on pro's and con's and with consideration of project at upcoming Arizona board meeting (story page 56).

MEXICAN POWER • XERF Villa Acuna, Mexico, across Rio Grande from Del Rio, Tex., operating on 1570 kc, reportedly plans to increase power to 250,000 w by next June. Channel is Mexican-Canadian shared and it's reported export division of U. S. manufacturer has sold transmitter, to cost in neighborhood of $200,000-$250,000. U. S. am power is limited to 50,000 w and move to increase output four-fold has been underway for some time.

RANSOM P. DUNNEL, director of radio-tv, D'Arcy Adv., Chicago, before that with Ward Wheelock (now defunct) and for nine years co-manager of radio-tv department, Cunningham & Walsh, New York, expected to join Norman, Craig & Kummel, New York, as executive assistant to Walter Craig, vice president in charge of radio and television. Mr. Dunnell's appointment is in line with agency growth because of new tv billings.

WHA' HOPPEN? FCC is embroiled in hot and unprecedented situation wherein its membership is split three ways, with litigation indicated unless it reconsider. Case involves KFRE vs. KARM Fresno, Calif., competing for ch. 12. Three commissioners (Webster, Doerfer, Mack) last Wednesday voted for KFRE; two (Chairman McConnaughey, Lee) were for KARM. Remaining two (Hyde, Bartley) argued for deintermixture rule-making, since Fresno presently has no vhf's, but were voted down. On nose count, latter two then voted against each applicant in support of deintermixture contention. Question: Do Hyde and Bartley votes mean 4-3 action against KFRE; or 5-3 vote against KARM, or should decision be 3-2 for KFRE with Hyde-Bartley position "not participating"?

LOOK for announcement on grant of ch. 3 Madison, Wis., to radio Wisconsin (WISC and Evening Telegram Co.) over Badger Broadcasting Co. (WIBA). Commissioner Hyde and Bartley stuck to guns on proposal that deintermixture issue be determined as part of rule-making since there are no other vhf's in market (see above). Indicated vote: 5-2.

SPORTS AND JUSTICE • Inferences by college athletic authorities that NCAA football tv plan has approval of Dept. of Justice can't be verified at department, where usual policy is to let courts make final antitrust decisions. Department obviously is watching football and baseball telecast operations, and is perusing red-hot resentment of Comr. Ford Frick over unwillingness of antitrust staff to give advance approval of major league broadcast policies. NARTB's Sports Committee, which meets tomorrow (Tuesday) in New York, has followed policy of close observation without getting into antitrust situations or gutter lights.

CHANCES are there'll be "Radio Week" in 1956, apart from what in past few years has been combined "Radio-Television Week." Dissatisfied with what they consider brush-off to radio in many local Radio-Tv Week celebrations this year, Radio Advertising Bureau's guiding lights have approved RAB management recommendation that steps be taken to see radio gets equal treatment. RAB won't be alone. NARTB Am Committee last week took similar action (see story page 56).

TWO-WAY STREET • Universal-International is selling dozen unproduced story properties to top tv drama shows for one-shot use. U-I not only gets some revenue from sale, but gains preview test plus publicity buildup for story and U-I stars when used. Shows include Robert Montgomery Presents, Kraft Tv Theatre, Justice, U. S. Steel Hour.

POPULAR guessing-game for some time has been: How does Big 10 split its tv proceeds under NCAA football control plan? And how much involved? Answers: Conference divides receipts among all schools. Last week it divided more than $600,000 into 10 shares—or $60,000 each. Half of $600,000 came from four appearances on national television (NBC-TV), and balance from five games on regional tv (under contract with CBS-TV).

ABOUT TIME • After 14 years, FCC soon hopes to decide finally case of KOB Albuquerque vs. ABC's key station, WABC New York. Under 1941 reallocation, 1180 kc was deleted, with KOB temporarily given 1030 kc (WBZ Boston, I-B clear) while search for permanent assignment was being made. This met with objections from KOB and further shift to 770 kc (WABC, I-A clear) was ordered. But it enjoined move and KOB has been operating on 770 since under special service authorizations. Two-man committee of Commissioners (Webster and Bartley) has been named to bring in recommendation to settle hoary problem once and for all.

MAJOR radio-tv sponsors, networks and stations seen as source for show units to entertain overseas servicemen, Defense Dept. officials indicate. Hollywood Coordinating Committee dies after Christmas when movie majors are expected to cut support because radio-tv is getting less publicity. Promotion potential for 'commercial' publicity is unlimited with talent expenses tax-deductible and government providing transportation, food and housing for units.

CLAY'S QUESTION • It's likely that question of limiting competition in broadcasting, exploded by NARTB Radio Board Chairman Henry B. Clay (KWWH Shreveport) at Des Moines regional meeting Nov. 7, will receive formal consideration at upcoming NARTB board meeting in Chandler, Ariz., Feb. 1-3. Proposal that issue be placed on board agenda was made at NARTB's Am Radio Committee in Washington last Tuesday (story page 56).
KTHS (LITTLE ROCK)

EASILY COURTS POCAHONTAS, TOO!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts, it also reaches hundreds of small towns and cities throughout the State.

KTHS does heap big job in Pocahontas (Ark.), for example. Only slightly under 4,000 souls there, it’s true, but scores of other such communities combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Ask your Branham man for all the facts.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
SARNOFF-WEAVER DUTIES SPELLED OUT

FUNCTIONS of new team of Robert Sarnoff as NBC president and Sylvester L. (Pat) Weaver as board chairman were delineated Friday by Brig. Gen. David Sarnoff in address before NBC's affiliates in Chicago.

He said Mr. Weaver will concentrate on "life blood" of network-station broadcasting (programming) while Robert Sarnoff will be freed of "good many" administrative chores and be able to exercise judgment on "day-to-day operations and in the planning ahead." Gen. Sarnoff assured affiliates this was "permanent arrangement" with no "implications back of it."

Mr. Weaver told affiliates: "We are going to continue to program up, not down. We will use showmanship and skill to great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done."

He said NBC must keep fighting for its advertising, circulation and information policies because "they're unique and difficult and come under attack."

After hearing Gen. Sarnoff and Robert Sarnoff, who discussed future NBC color plans (see early story page 64), affiliates late Friday adopted resolution reporting: "We affirm our faith in NBC's future as the leader in television and are proud to share in that leadership as NBC's affiliates."

They adopted resolutions lauding Robert W. Sarnoff and Mr. Weaver on their promotions to the presidency and board chairmanship, respectively, of the network.

Mr. Weaver was commended for "creative imagination" enlarging "scope of television as a service to the public and the advertiser," his direction of the NBC-TV network (including development of new program concepts and expansion of contributions as a "service of information, culture and enlightenment"), pioneering in setting "higher" goals for television for affiliates and public.

FCC Picks Barrow's Staff For Network Investigation

A LAW SCHOOL assistant dean who has been teaching course on communications law, has been appointed executive secretary of FCC's Network Study Committee staff, which is headed by U. of Cincinnati Law School Dean Roscoe L. Barrow. He is Louis H. Mayo, assistant dean, George Washington U. Law School, Washington.

Mr. Mayo's appointment was announced Friday along with five other staff assignments. Others are Henry J. Nicholls, formerly with Mumma, Malloy & Nichols advertising agency, Columbus, Ohio; Hyman H. Goldin, chief, FCC Economics Div., Broadcast Bureau; Ashbrook P. Bryant, FCC attorney; James F. Tierney, attorney, and Peter Gerlando, FCC economist. Dean Mayo is a Naval Academy graduate, served during World War II reaching rank of lieutenant commander. He has been presenting communications law course at George Washington U. since 1951, and has served as consultant for White House special projects.

Mr. Nicholls, recently retired as senior vice president and part owner of Columbus, Ohio, ad agency, will serve as consultant on advertising and marketing. He is past president of Advertising Club of Columbus and was a founder of Columbus Sales Executives Club.

Mr. Goldin has been FCC Economics Div. chief since 1948.

Mr. Bryant, after private practice in New York, served with Securities & Exchange Commission, was special assistant to Attorney General on war fraud matters, served as chief counsel, Senate Preaparedness Investigating Committee.

Mr. Tierney was with British Purchasing Commission and Kaiser Co., 1940-1942, has been consultant with Small Business Administration, Robert A. Taft Senate Appropriations Committee. Mr. Gerlando has been employed as economic statistician and OPA, Commerce Dept., Federal Security Agency and Census Bureau.

CBS Affiliates End Parley

SPECIAL MEETING of CBS Radio Affiliates' board of directors with network executives ended early Friday afternoon in New York (see early story, page 68). Affiliates group adopted resolution commending network for "superior program concept" that, it said, "is making a substantial contribution to the art of broadcasting" and increasing affiliates' audiences.

Election of association's executive committee also was announced. It includes Kenyon Brown, KWPT Wichita Falls, Tex., board chairman; H. B. Adams, vice chairman; and members George B. Storer, Storer Broadcasting Co.; Worth Kramer, WJR Detroit; F. C. Sowell, WLAC Nashville, and Saul Haas, KIRO Seattle. Board decided next CBS Radio Affiliates' convention will be held in mid-September next year at Hotel Pierre, New York.

• BUSINESS BRIEFLY

PA PLANS SPOTS • R. J. Reynolds Tobacco Co. (Prince Albert smoking tobacco), Winston-Salem, N.C., plans to supplement its radio network show, Grand Ole Opry, on NBC Radio with 52-week radio spot campaign starting in January. William Esty Co., N. Y., is agency.

SPOT RADIO FOR AJAX • Colgate-Palmolive Co. (Ajax), N. Y., set to launch spot radio campaign early next year in 25-30 markets to supplement spot TV coverage. Agency is Bryan Houston, N. Y.

NEW YEAR'S RESOLUTION • Harold F. Ritchie Inc. (Brylcreem hair dressing), Clifton, N. J., buying 52-week national TV spot campaign starting Jan. 1 in approximately 23 markets. Atherton & Currier Inc., N. Y., is agency.

INSURANCE BUYS NEWS • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, will sponsor news broadcast with Paul Harvey (Sun., ABC Radio, 6:15-6:30 p.m. EST), starting Jan. 2. Agency: Grant, Schween & Baker, Chicago.

Flat Radio-Tv Ban Issued By Judge in Colorado

STORM of protests against flat ban on any recorded or photographic coverage of trial of John Gilbert Graham, charged with planting bomb that caused 44 deaths in Nov. 1 airliner explosion, developed Friday when it was issued by Judge E. V. Holland, of Colorado Supreme Court, who supervises all state district courts. (See story page 79 of favorable reaction to live telecast of Waco, Tex., murder trial.)

Harold E. Fellows, NARTB president, wired protest to Judge Holland, terming action "puzzling" since preliminary hearing Nov. 28 was covered by tv and radio. Radio-Tv News Directors Assn. was among those protesting. Mr. Fellows recorded views in brief interview with Sheldon Peterson, KLZ-AM-TV Denver news director.

Inquirers in Denver brought observation that group of prominent attorneys had presented favorable comments directed at Judge Edward Keating, who permitted radio-tv coverage at preliminary hearing. Their protests were described as important factor in statement by Judge Holland that Graham trial was becoming spectacle. Those involved in earlier hearing were said to have felt it was conducted with dignity.

Mr. Fellows cited Oklahoma radio-tv court experience in calling Judge Holland's act "setback in our efforts to guarantee freedom of information." Judge's ban to be extended to all Colorado district courts, as well.

Agency Plans Reorganization

REORGANIZATION among top echelon executives at MacManus, John & Adams Inc., Bloomfield Hills, Mich., will take place early this week with James J. Adams, one of founders, and president for past ten years, to be elected chairman of board and Ernest A. Jones, executive vice president, slated to succeed Mr. Adams as president. Other major personnel changes also scheduled, W. P. John, original chairman of board, retired several months ago.
...and a happy new year too!

ROY ROGERS
Combined with Gene Autry feature-length films on "Trailtime," weekdays at 6 p.m., Sundays at 7 p.m. Top cumulative rating of 40.2*

annie oakley
Tops all network competition with 23.8*, Fridays at 7:30 p.m.

randy baker
A long time Phoenix favorite with a 22.1 rating*

The best-known, highest-rated syndicated program packages now featured on KPHO-TV will bring HAPPIEST RETURNS for advertisers during 1956. They're established audience attractions with Phoenix televiewers. They feature TOP STARS for greatest audience appeal and consumer acceptance of your product or services.

Through outright or participating sponsorship, KPHO-TV PROGRAM FEATURES allow you MAXIMUM FLEXIBILITY for the most effective campaign to reach the ever-growing Phoenix market. Combines with KPHO-TV'S MULTI-SPOT discount plan; you can't find a better cost-per-thousand buy. Call your KATZ man now.

*Phoenix ARB, October, 1955

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY
KCMO
RADIO 810 kc. ABC
SYRACUSE
KCMO
RADIO 620 kc. ABC
PHOENIX
KPHO
RADIO 910 kc. ABC
OMAHA
WWOW
RADIO 590 kc. CBS

Page 8 • December 12, 1955
Corpus Christi V Granted; Vail Mills Drop-In Stayed

FCC cleared out first of controversial vhf grants Friday—Corpus Christi, Tex., ch. 6—and at same time federal court in Washington issued stay order against effective date of ch. 10 drop-in to Vail Mills, N. Y. (outside Albany).

Granting the petition by KRIS and in Corpus Christi, examiner applying in that city's ch. 6 case. KRIS was opposed by KWBU same city, but after initial decision favoring KRIS in June 1954 and oral argument before Commission, KWBU withdrew. In Friday order FCC denied petition of ch. 22 KVD-O-TV Corpus Christi to intervene in ch. 6 case and for stay of grant there.

KWDO-TV attorneys said they would appeal the grant and ask for court stay order.

U. S. Court of Appeals in Washington voted 2-1 to issue stay order against ch. 10 drop-in to Vail Mills. Circuit Judges Prentyman and Bazelon favored, Danaher opposed. Case, argued Thursday (see story, page 76), brought by uhf stations WTRI (TV) Albany and WMGT (TV) Pittsfield, Mass. Court turned down WTRI request on grounds "irreparable damage not proved; granted WMGT motion on grounds it proved such potential damage. Court added that its action has no bearing on FCC's allocation proceeding.

Washington attorneys were divided on meaning of trial order, some saw decision as straw in wind that all Commission vhf grants will meet same fate. Others differentiated between drop-in, which revised allocation table while allocations hearing under way, and grants which make no change in allocation assignments.

With Dec. 15 deadline for allocations comments on horizon, first major document was filed Friday by Hometown Television Inc. This is group of small city tv stations, some uhf and some vhf. Group proposed: (1) each station's coverage conform to retail trading area of community; (2) new stations should be permitted in communities thus "uncovered;" (3) institution of deintermixture where practicable. Home town TV group also recommended that vhf drop-ins be okayed for use of uhf operator in areas where three vhf stations were operating. This would be on a dual uhf-vhf operation. This should be on temporary basis, group said, and after 85% conversion to uhf or five years after beginning of vhf operation, uhf operators must return to uhf-only operation.

Group also called on FCC to compel networks to make more programs available to uhf stations, to reject proposal to permit Zone 1 stations to increase tower heights, to revise its policy on satellite stations, and to rescind its proposal to permit 5 megawatt uhf operation.

Finally, group said, Commission should "create the type of psychological atmosphere which shows that the Commission is irrevocably committed to making uhf succeed."

UP Radio's Yearend Bonus

UNITED PRESS RADIO is offering radio news wire clients special, 30-minute dramatic recorded program highlighting UP's top 10 news stories of 1955 as year-end bonus upon request. Produced by radio packager Sherman H. Dryer, Copper Vase 1955 features dramatic re-enactments of most outstanding events in year, UP radio said Friday.

SUSTAINING HOLIDAYS

IN ORDER to bring its listeners complete holiday entertainments on Christmas and New Year's Day, WPAT Paterson, N. J., has cancelled all commercial commitments for those days. Emphasis will be placed on music, interrupted only at half hours for brief news summaries, station said Friday.

CBS-TV, NBC-TV Take Six, ABC-TV Two 'Look' Awards

CBS-TV and NBC-TV each received six and ABC-TV two of Look magazine's sixth annual tv awards, it is being announced in New York today (Mon.). Awards went to following programs or personalities, identified with network and category: Climax (CBS-TV), drama; Disneyland (ABC-TV), children; $64,000 Question (CBS-TV), quiz or panel; Peter Pan (NBC-TV), special (new category added this year); Ed Sullivan Show (CBS-TV), variety, Omnibus (CBS-TV), educational; Meet the Press (NBC-TV), public affairs; Cavalcade of Sports (NBC-TV), sports; News Caravan (NBC-TV), news; Life Is Worth Living (ABC-TV), religion; George Gobel (NBC-TV), comedian; Garry Moore (CBS-TV), master of ceremonies; Alfred Hitchcock (CBS-TV), director, and Robert Montgomery (NBC-TV), producer. Awards will be presented during Makeovers Party on ABC-TV Dec. 21.

Speidel-Fischer Bcstg. Buys 75% Interest in WQOK

SALE of 75% of WQOK (formerly WAKE) Greenville, S. C., to Speidel-Fischer Broadcasting Co. (WOIC Columbia, S. C.) for $105,000 announced Friday. Sellers V. D. Ramsue and Wilkins Blackburn-Hamilton, station brokers. Also on Friday, application was filed with FCC for assignment of license to KERO Broadcasting, Inc. in number of properties in California. Included are: (1) KERO-AM (C. D.) to C. D. and Carl E. Hammond for $85,000.; Gene DeYoung, Kern County president, retains ownership of KERO-TV. KERO is 1230 kc. 250 w., is affiliated with CBS. Sale negotiated by Blackburn-Hamilton, station broker.

Also on Friday, application was filed with FCC for assignment of license to KERO Bakersfield, Calif., from Kern County Broadcasters Inc. (KERO-AM-TV) to C. D. and Carl Hammond for $65,000. Gene DeYoung, Kern County president, retains ownership of KERO-TV. KERO is 1230 kc. 250 w., is affiliated with NBC.

Messers. Hammond own KIT Yakima, Wash. C. D. and Carl Hammond will merge will serve as KERO general manager. KERO transaction also handled by Blackburn-Hamilton.

Niles Resigns Kling Post

FRED A. NILES, executive vice president and founder of Kling Film Productions Div. of Kling Studios Inc., announced resignation Fri. and will reveal future plans in January. Robert Eirinburg, president of Kling Studios, told BWT he will announce replacements shortly, including new production executive and sales manager. He also denied reports Kling Studios has contemplated or extended reorganization, saying "entire organization will remain intact."

PEOPLE

J. CARLISLE MacDONALD has retired as assistant to board chairman in charge of public relations for U. S. Steel Corp., effective Jan. 1.

PHELPS H. ADAMS moves to executive director of public relations and assistant to board chairman, CBS. He succeeds W. SSEH as director of public relations administration and FRED LE PELL to assistant director of public relations administration.

ROBERT D. STUART JR., manager of Pet Foods Dept. (Ken-L-Ration dog food, Puss 'n Boots cat food), Quaker Oats Co., Chicago, elected vice president of department, succeeding FRANK R. WARTON, retired.

ERNST A. DEMETRE, with General Electric Co. since 1951 as engineer in tube department, named power tube application engineer in department.

DAVID J. WATERS, former NBC Chicago producer and director, appointed chief of radio-TV branch of Dept. of State news division.

Crosley Shifts Executives, Adds Three to Sales Staff

ROBERT E. DUVILLE, president of Crosley Broadcasting Corp., assumed similar capacity with Crosley Broadcasting of Atlanta Inc. (WLWA [TV] Atlanta) in number of key appointments announced Friday. Harry Le Brun, general manager of WLWA (TV), became vice president and general manager of Crosley Broadcasting of Atlanta and member of board, while Joe Dwyer, assistant secretary and assistant treasurer, was elected vice president, retaining present duties.

Three additions to New York sales office of Crosley Broadcasting also announced. They are Roger J. La Reau, formerly station manager of WCAM-AM-TV Harrisburg, Pa., William J. Murray, formerly with H-R Representatives Inc., and Vincent de P. Peade, formerly with CBS.

Don Lee Names Two V. P.'s

JOHN REYNOLDS, general manager of KJHI-TV Hollywood, and James Richards, eastern sales manager for Don Lee Telecasting System and KJHI-TV, have been named vice presidents, it was announced Friday by Willet H. Brown, president of Don Lee, General Teleradio subsidiary. They retain their present capacities.

Rayel Moves to CBS-TV Post

JACK RAYEL, producer of Maurice Evans’ Hall of Fame series on NBC-TV and former producer of NBC-TV’s Home and Producers Showcase, named CBS-TV director of network programs, Hollywood, replacing William Dozier, who has become RKO Radio Pictures vice president in charge of production, Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, is announcing today (Mon.). Mr. Rayel assigned by NBC to network program procurement, was moved to program sales in 1952 and year later became program manager.

Baltimore Tvs to Share Mast

MOVE of all three Baltimore tv stations to one tower, at present WAAM (TV) Baltimore site has been announced by Baltimore Mayor Thomas D’Aleandro. Other stations are WBAL-TV and WMAR-TV. Site for new tower will be on Druid Park Drive in Baltimore suburb of Woodbury. New tower will be between 750 ft. and 1,200 ft. above ground, will be owned jointly by WBAL and WMAR. New contract is preparing to submit request to local airspace panel and then to FCC.

December 12, 1955 • Page 9
WHAT THEY SPEND FOR RADIO-TV
B&T's fourth annual survey of agency broadcast billings details radio-tv expenditures of top 36 advertising agencies. Y & R ranks first with $72 million in 1955 .

PEPSI-COLA HITS THE ROAD
Cancels Biow - Beirn - Tolgo contract after seven years, claiming Pepsi too much like those agency is producing for Philip Morris. Biow repudiates Tolgo reply to $10-million-a-year account.

TV REACHES FARMS, TOO
Agricultural census made in fall of 1954, now tabulated, shows 35.5% of nation's farms had tv then; total probably tops 40% now.

ANA NEUTRAL ON AGENCY FEES
Advertisers' group has taken no stand for or against continuing traditional 15% agency commission system, President West writes members.

TV FILM BAN UPHOL
Federal Judge Yankwich rules refusal of film companies to make 16 mm. prints available to television does not violate antitrust laws.

HARDESTY REJOIN S RAB
He leaves WBC salut post to become Radio Advertising Bureau vice president on Jan. 1. RAB voted $45,000 for "major research project" at annual meetings last week.

NO BASEBALL BLACKOUTS
Major leagues turn down plea of minor to restrict radio-tv coverage of games after Justice Dept. rejects idea of "test case" for broadcast limitations.

NBC TOP LEVEL CHANGES
Robert Sarnoff becomes network president; Pat Weaver moves to board chairman; Brig, Gen., David Sarnoff, RCA chairman, remains on NBC board.

NBC STATIONS RE-ELECT DAMM
Semi-annual meeting of NBC-TV affiliates hears progress reports from NBC executives.

TV NETS HIT NEW HIGH
October gross billings of four tv networks top $38 million. according to compilations of Publishers Information Bureau.

LAMB GETS INITIAL OK
FCC hearing examiner recommends license renewal for WICU (TV) Erie, Pa.; will become effective mid-January unless Broadcast Bureau appeals or Commission decides to review.

FCC'S TV DILEMMA
Commission ponders whether to act on 109 pending applications for tv stations now or to review Sixth Report & Order first, as applicants wonder where they stand.

CHANNEL SWAP OBSTRUCTIONS
Problems of national security, cost, equipment availability and time must be solved before vhf channels can be shifted from military to television, ODM points out.

TV WINS COURT TRIAL
Judge, prosecutor, defendant, defense counsel, law school dean and viewing public all acclaim murder case coverage of KWTX-TV Waco, Tex.

COLOR GATHERS MOMENTUM
GE launches project to accelerate color development; Sylvania will put color sets on market next spring; RCA's Folsom says "real break through" of color can come in 1956.

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TV nets hit new high
October gross billings of four tv networks top $38 million. according to compilations of Publishers Information Bureau.

Lamb gets initial ok
FCC hearing examiner recommends license renewal for WICU (TV) Erie, Pa.; will become effective mid-January unless Broadcast Bureau appeals or Commission decides to review.

FCC’s tv dilemma
Commission ponders whether to act on 109 pending applications for tv stations now or to review Sixth Report & Order first, as applicants wonder where they stand.

channel swap obstacles
Problems of national security, cost, equipment availability and time must be solved before vhf channels can be shifted from military to television, ODM points out.

TV wins court trial
Judge, prosecutor, defendant, defense counsel, law school dean and viewing public all acclaim murder case coverage of KWTX-TV Waco, Tex.

color gathers momentum
GE launches project to accelerate color development; Sylvania will put color sets on market next spring; RCA’s Folsom says “real break through” of color can come in 1956.

the week in brief

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KTLA has more top-rated 'live' programming than any other station in Southern California!

KTLA has the top Western television shows in Southern California!

KTLA has the top television 'movie' show in Southern California!

KTLA has the top local musical television shows in Southern California!

KTLA has the top local cartoon show for youngsters!
AAA Approval

EDITOR: . . . Your handling of Fred Gamble's TVB talk [B*T, Nov. 14] was superb and we were greatly pleased by it.

Richard L. Scheidker, Sec.
Committee on Radio-TV Production
American Assn. of Advertising Agencies
New York.

Flash-Matic Backfire?

EDITOR: I would like to offer my opinion on the Zenith commercial eradicator. I believe the whole idea will backfire on Zenith eventually. In order to tell when to turn the sound back on, you are surely going to have to watch that screen "awful dumb" close. "Nuf said.

E. D. Scandretl, Pres. & Gen. Mgr.
WKEI Kewanee, Ill.

EDITOR: I would like to call your attention to the new so-called "commercial killers" that are now being manufactured. I am sure you are well aware and have seen several of them that are now on the market. The Zenith Radio Corp. seems to be the worst offender. . . .

This station will not — and I repeat, will not — carry advertising on these gimmicks that cut the commercials. I would like to see the management of every station ban these gimmicks.

KBNZ La Junta, Colo.

[EDITOR'S NOTE: For B*T's views on the Zenith commercial sound killing "Flash-Matic" device, see editorials titled "Shooting Off The Commercial" (B* T, June 23) and "The Zenith Blite" (B* T, Dec. 5)].

Yearbooks Real Gone

EDITOR: We have a problem. We seem to have grommets, leprechauns, sprites or competitors who make off with one of our most essential reference pieces . . . B* T YEARBOOK. We've tried chaining them to the desks, putting them in the safe, hiring Pinkerton guards, but try as we may, they still disappear.

All of which is by way of saying, will you be kind enough to ship us five copies of the 1955-56 TELECASTING YEARBOOK - MARKETBOOK post haste?

C. E. Trainor
Manager Promotion-Publicity
WAGA Atlanta, Ga.

[EDITOR'S NOTE: Yearbook replacements have been rushed to WAGA.]

RAB Clinic

EDITOR: Your excellent reporting of the recent RAB Clinic [B* T, Oct. 17] served as a source of material for our recent meeting with local area agencies.

Because of reference employed and for further detailed information regarding the use of radio which we wish to share with the agencies, kindly forward nine copies of the issue at your earliest convenience, billing us for same.

W. Eldon Garner, Mng. Dir.
WKMF Flint, Mich.

Overseas Service

EDITOR: I have just renewed my subscription for B*T for two more years, which reminded me to celebrate the occasion of the completion of my second year in Geneva as a member of the International Frequency Registration Board.

Your excellent magazine has been most helpful in keeping me acquainted with the industry developments in the United States as well as the activities of various friends in the field of telecommunications. I might add that I pass my copy around to various friends here who find the articles and information both interesting and informative . . .

John H. Gaye
Union Internationale Des Telecommunications
Comite International D'Enregistrement Des Frequences
Geneva, Switzerland.

No Interlock

EDITOR: Your story in the At Deadline section of the Dec. 5 B* T concerning the awarding of ch. 10 in Richmond gives the impression that WATR and WATAR-TV and Norfolk Newspapers are controlled by Richmond Newspapers Inc. This, of course, is nonsense as Richmond Newspapers Inc. does not own a share of stock in our corporations and exercises no control whatsoever, nor has it ever done so. It has no influence nor has it ever sought to influence any of our policies or operations.

It is true, of course, that some of our substantial stockholders also own minority interests in Richmond Newspapers Inc. and this apparently has been blown up to indicate that the two companies are interlocking, which is not the case . . .

Campbell Arnoux, Pres.
WATAR-AM-TV Norfolk, Va.

[EDITOR'S NOTE: The exigencies of AT DEADLINE preclude contributing an unfortunate chauvinistic verse to the choral phrasing at the FCC. The FCC is said to have referred Richmond Newspapers Inc. RICHMOND TIMES-DISPATCH and NEWS-LEADER [WBNL-AM-FM] to its Reply Group by the Bryan group and 46% by the Norfolk group. The Bryan group also controls TAMPA (Fla.) TRIBUNE [WPLA-AM-FM], PETERSBURG (Va.) PROGRESS INDEX. The Norfolk group controls the NORFOLK VIRGINIAN-PILOT and LEXINGTON DISPATCH (WATR-AM-FM-TV). The Bryan group has no connection with the Norfolk newspaper or broadcast stations.]

Man of Letters

EDITOR: . . . I have had far more letters of comment [OUR RESPECTS, B*T, Nov. 28] than any reasonable degree of vanity could have anticipated. Generally an article of this kind is not carefully read unless it is the product of an unusual degree of writing ability. There can be no other answer to the proprieties to which my personal mail has jumped since that Monday.

Earl J. Hudson, Vice President
American Broadcasting Co.
Hollywood, Calif.

Executive Position

EDITOR: I have just finished reading "They Tell Me I'm Too Good To Hire" [B* T, Nov. 28] and I got such a bang out of it I had to write to tell you so. I don't know who wrote the article but I certainly would like to meet him, shake his hand and commiserate with him.

I too am at present without a job and believe me I have gone through and, in fact, am still going through the exact experiences as this fellow is doing. I could have written exactly the same experiences in an article—the stapling of the resume, the replies from a classified ad, the experiences in halls and rooms at the NARTB conventions . . . I, too, have been sorely
This is the Image Orthicon, Type 5820. RCA designed this tube — and developed the specialized equipment and techniques necessary to precision-manufacture it.

Known for superb picture quality, high stability, and remarkable uniformity, RCA Image Orthicons have been making friends with TV stationmen and sponsors since 1949.
We're on Top!

Seems to be unanimous, no matter where you look ... Variety, Billboard, Television, M.C.A., Pulse, ARB, or what have you, WBNS-TV consistently stays on top of the rating heap. Hasn't been a time in our 6 years of operation that we've carried less than 6 of the top 10 shows, and we're out for more. Our sales charts reflect these high ratings too. Not much left except some spots ... but they're good ones. So if you want to put your products on top here in Ohio we suggest you get in touch with a Blair man or contact the station right away at 33 North High St., Columbus, Ohio.

Newsmen

October 5, 6, 7, 8, 9, 10, 11, 1955

Columbus Metropolitan Area

Billboard

Features/Rogers/Autry/Smash Saturday Daytime Rating Records

WBNS TV 7

COLUMBUS TELEVISION

November 5, 1955

Affiliated with Columbus Dispatch and WBNS AM

CHANNEL 10 COLUMBUS, OHIO

Editor:

In further reference to campus stations carrying network programs, please be advised that WBKY, the U. of Kentucky's FM station, carried several series of Mutual's sustaining programs over a period of several years around 1946. Well?

Elmer G. Sulzer, Director

Radio & TV Communications

Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: An item in B&T Oct. 10 reported that WMMR of the U. of Minnesota claimed to be the first campus station in the country to carry any network program. WDBS, Duke U. station, promptly challenged that claim, stating it had carried the Bob Hope Show for Chesterfield's from NBC in 1951-52 and 1952-53.]

Who's Kidding Whom?

EDITOR:

Just whom do the network moguls think they're kidding when they speak of "radio's resurgence"? With talk of sales successes and terrific programming, they will continue to bulldoze their affiliates. But the nighttime listener can only be convinced by what he gets on the kilocycles.

Let the big shots cope with a receiver seven nights in a row, and see how they like it. Make them tune in competing networks (they'd go bats listening only to their own) and by all means, don't let them dial the indices. If they can stand the dribble, my hat is doffed.

Henry Lewis

(freelance announcer)

New York

Useful Source

EDITOR:

... The Telecasting Yearbook-Marketbook ... has already proven itself a useful source of information and I'm sure it will continue to serve me well.

Robert Morton

Benton & Bowles, New York

Broadcasting•Telecasting

OPEN MIKE

tempted to give up and go into the "lumber" business, but like your author, fortunately I am in a very good economic position and I am far from licked and can hold out until the "right place" comes along.

The author of the article is absolutely right —the placement services and job-exchange forums are of little help to the executive. I certainly think the NARBT, RTES or some other organization should work out some executive placement service. I for one would be willing to volunteer my services when I am in a position to do so.

Thanks to B&T for running the article and bringing the problem to the attention of the industry. It is an important problem and one which should be handled.

John Hymes

San Francisco

Legal Notice

Editor:

I am writing to acknowledge the excellent article in B&T [Nov. 14] on the West Hooker case handled by Attorney General Javits. Both Mr. Javits and I read the article with great interest.

Charles A. Betts, Executive Asst. to the Attorney General

State of New York

New York, N. Y.

Campus Affiliates

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Robert Morton

Benton & Bowles, New York

Broadcasting•Telecasting
INCREASED COVERAGE
From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

2,272,000 Population
552,740 TV Receivers
42 Texas and Oklahoma Counties
27,000 Square Miles within 100 uv/m

CITY GRADE SERVICE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV
Channel 4, Dallas
MAXIMUM POWER

The BIGGEST buy in the BIGGEST market in the BIGGEST State

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REAMBERT
President

December 12, 1955 • Page 15
From the pages of The Saturday Evening POST comes a powerful dramatic NEW TV Series

CRUNCH

For more than 17 years, millions of Saturday Evening Post readers have looked forward eagerly to the appearance of each new CRUNCH and DES adventure story by best-selling author Philip Wylie.

Now, millions more will await each new television adventure of these two favorites... Crunch, captain of the charter fishing boat "Poseidon," and Des, his mate. Each week a completely new story... new people... new action, romance, suspense, comedy, drama... all spectacularly filmed by RKO-Pathe in Bermuda.
Forrest Tucker, Hollywood star with more than 70 top pictures to his credit, stars as Crunch. Everything about this series of 39 exciting half-hours bears the mark of sure success... stories, author, star, production, location, promotion. Sign up CRUNCH and DES for your markets today. Write, wire or call.

NBC FILM DIVISION

serving all sponsors... serving all stations

THE MAURICE CHEVALIER SHOW

NOSTALGIA permeated the airwaves when Maurice Chevalier—his Gallic charm of yester-
year still very much intact—served as head-
liner on Max Liebman’s NBC-TV Sunday Spec-
tacular of Dec. 4.

The seemingly indestructible performer got off to a brisk start with an engaging bit of patter (in which he jokingly described his talent as being “pretty good for a man of 75”) and never once slackened his pace through a passage of songs and dances characterizing such diverse types as an English gentleman, a French bump-
kin and even an American cowboy. His piece de resistance was a medley of old tunes with which he has become associated—“Louise,” “Mimi,” “Love Parade,” and “You Brought a New Kind of Love.”

It was the superb artistry of another French-
man, however, pantomist Marcel Marceau, that provided the show’s real highlight. Mon-
sieur Marceau, Picasso-esque in chalk white makeup and garb of the traditional mime act,
eroffered in a matter of seconds a haunting portrayal of an ageless theme—man’s maturity, old age and death. In a lighter but still wistful vein, his impressions of a novice icer skater and a butterfly catcher also can be counted as little gems.

Jeanne Carson and Pat Carroll again proved to be personable comedienne in some rather routine song and dance numbers and in their skits with Chevalier.

Production costs: $144,000.

Sponsored by Sunbeam Corp. through Perrin-
Paus Co.; Maybelline Co. through Gordon
Best & Co.; Lewis Howe Co. through Dancer-
Fitzgerald Sample &用户的 Teleflorists’ Tele-
Delivery Assoc. through Grant Adv. on NBC-
TV, Sun., Dec. 4, 7:30-9 p.m. EST.

Producer-director: Max Liebman; assoc.
producer-director: Bill Hobin; choreography:
Janice Staack; costumes: Paul DuPont; art
director: Frederick Fox; music director:
Charles Sanford; chorale director: Clay War-
nick (with assoc. dir. Mel Pahl); instrument
arrangements: Irwin Kostal; supv. for NBC:
Hal Janis.

MADAME BUTTERFLY

CONSIDERING that Giacomo Puccini’s “Madame Butterfly” was an original American stage play by David Belasco before assuming the Italian musical and verbal idiom in 1904, there was hardly anything unique about the NBC-TV Opera Theatre’s anglicized and belabor-
ted version of Dec. 4.

This season’s “Butterfly,” for the first time telecast in its entirety, was neither pure opera nor complete drama, but left us with the feeling that here was a potpourri of solid “soap” opera, good sets and of course, Puccini. Elaine Malbin, as “Butterfly,” was poised, charming and well-versed in her role. Unfortunately, Davis Cunningham as Lt. Pinkerton proved to be no match for her. The gentleman lacked a great deal of operatic stage presence.

The rest of the cast, notably Warren Gallow, sang both with compassion and competence. The old NBC Symphony, now “The Symphony of the Air,” under Herbert Grossman, cooperated to round out this second NBC-TV Opera Theatre presentation of the season.

Production costs: Approximately $75,000.

Telecast in black-and-white, sustaining, Dec. 4, 1:15-3:30 p.m. (EST), NBC-TV.

Cast: Elaine Malbin, Davis Cunningham, Con-

Producer: Samuel Chatzinoff; director Kirk

Browning; music and artistic director: Peter
Herman Adler; assoc. producer: Charles Pol-
check; English translation: Ruth and Thomas
Martin; scenery: Trew Hocker; costumes:
Michi; technical advisors: Kanosuo Fujima
and Yuji Ito; ass. conductor: Felix Popper;
assoc. director: Gertrude Rosenberg; makeup:
Dick Smith.

THE SOUND AND THE FURY

DRAMATIZATION of a section of William Faulkner’s novel The Sound and the Fury, which Playwrights 56 offered Dec. 6, should go a long way toward disproving the theory that television plays must have a definite plot structure to come off as entertainment. Serving as the framework for memorable performances by a group of distinguished actors, this study of a Southern family in the final throes of tragic de-
cline turned out to be engrossing TV fare.

Some of the best work of their respective careers was turned in by Franchot Tone, as the sensitive and embittered Jason Compson; Lillian Gish, as his fragile and genteel mother; Ethel Waters, as the loving but timid servant; Janice Rule, as the niece longing for romance; Valerie Bettis, as the woman who left home in shame, and Steven Hill, as a carnival Barker. Special mention should go to Alonzo Bozan, a young-
ster who managed to more than hold his own in the company of such veterans.

In addition to the acting, much of the pro-
duction’s success can be credited to F. W. Durke Jr., whose adaptation established Faulkner’s characters in an economy of lines and situations. Knowing direction by Vincent J. Donehew and atmospheric sets and photog-
raphy added to the overall excellence.

Production costs: $43,000.

Sponsored by Pontiac Motors Div., General
Motors Corp., through MacManus, John &
Adams on NBC-TV, 9:30-10:30 p.m. EST.

Cast: Franchot Tone as Jason Compson; Linda
Gish as Caroline Compson; Ethel Waters as
Dilsey; Janice Rule as Quentin; Valerie Bettis
as Candace; Steven Hill as Stabin; Cliff Hall
as carnival owner; Alonzo Bozan as Joff; Elia
Clark as Luster; Joseph Sullivan as the man.

Producer: Fred Coe; assoc. producer: Bill
Nichols; director: Vincent J. Donehew; assoc.
director: Dominick Dunne; script editor:
Oliver Flanders; casting director: Everett
Chambers; author: William Faulkner; tv
adaptation: F. W. Durke Jr.; music: Ber-
rnard Segal; scenery: Otis Riggs; costumes:
John Boxer; production assistant: Jane Weth-
rell; unit manager: Claire Traverse.

MAGIC KINGDOME

WE’VE WONDERED if there were a satura-
tion point to the amount of Walt Disney that
can be crowded into the airwaves. We wonder
more. The first radio venture, Magic King-
dome on ABC, is just too much.

The program airing daytime 25 minutes
(11:35-12 noon EST) which amounts to just
that much commercial time for the Disney-
land amusement park in Anaheim, Calif. Fam-
ilies are picked to be taken on a tour of the park and to ooh and ah at the wonders of tame. At the end of the tour they’re given a quiz on what they’ve seen (just like good old P.S. 93), the winner getting a Golden Key to the King-
dom entitling free admittance to the whole
shabazz and other assorted prizes.

The show itself is done pretty well, but it’s hard to conceive that a listener would tune in beyond the first few installments. This is not what we expect from the name Disney.

Sponsored on ABC Radio 11:35 noon-Mon-
Fri.

Producer: Les Lear.

M.C.’s: Donald Novi and comedian Wally Bllg.
come on in, Diogenes....

If you're looking for a plan that will deliver maximum honest value, we're your men. Or—collectively—the 36 stations of The Quality Radio Group are your medium.

We believe in RADIO—its ability to move goods and services, its tremendous power of personal persuasion, its unmatched mass coverage—120 million sets in the U.S. today, an anticipated 14 million new set production for the year 1955. We know that RADIO, used intelligently, with resourceful imagination and boldness is the most effective, low-cost mass advertising medium for national advertisers.

We're equally positive we've evolved a successful formula for the profitable use of RADIO. Because we have honest faith in the medium, and the undoubted worth of our plan, we're starting a second year this month with this reaffirmation of certain basic principles—

\* QUALITY in stations and programs builds audiences.

\* EFFICIENCY in coverage—minimum duplication—means a more efficient investment of advertising funds.

\* ECONOMY of increased sales at lower costs is a necessity for national advertisers.

And this, briefly, is what we offer—

The facilities of 36 of the nation's great radio stations, delivering 90% of all U.S. Radio Homes.

Daytime and night-time program formats—from five-minutes to half-hours, priced for one-time or frequency use for cumulative circulation.

An economical rate—day and night—tailored to fit one-time or frequency requirements. Lowest for the circulation provided. And easy to buy: one order, one invoice.

The merchandising know-how—at the local level—of our member stations.

There are more details, of course. They're waiting to be revealed to smart advertisers, keen for the profits to be gained from the best use of today's greatest mass medium, RADIO. If you're the Diogenes type, look no further. PLaza 1-0116 is our number.

the Quality radio group, inc.

Ward L. Quaal, President
W. B. Ryan, Executive Vice President
21 East 52nd Street, New York, N. Y.
New RCA 50-kilowatt AM Transmitter BTA-50G
DESIGNED WITH AMPLIPHASE MODULATION

HOW IT WORKS!
To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.
A new concept in AM Broadcasting!

... introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes... along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details... and for information on the surprisingly low price... call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

FACTS ABOUT RCA'S NEW 50-KW AM
- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers—no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT
CAMDEN, N. J.
If any one word were all - encompassing enough to describe Harold See's quarter - century in radio - tv management and engineering, it might well be "mobile."

A rich vein of experience runs through a career launched in the newspaper field and crystallized in his present post as general manager of KRON - TV San Francisco. Mr. See also is president of Bakersfield Broadcasting Corp., owner and operator of KBAT - TV Bakersfield, Calif.

Right now, aside from the management of two tv outlets, he is occupied with the almost thankless chore of trying to bring unity and stability out of the chaos in the tv film industry on contracts and clearances. Mr. See recently was reappointed chairman of NARTB's tv film committee.

What Mr. See is trying to bring about, specifically, is the organization of separate committees of film distributors and producers to meet with NARTB's group on standard contracts, such as those evolved by the American Assn. of Advertising Agencies. Admitting it's a long exhausting task, he says:

"I feel strongly that film producers should immediately, as an organized group, announce publicly their sincere desire to subscribe to the principles of the NARTB television code." Particularly he means objectionable programming, though he acknowledges "final authority lies with the station licensee."

Mr. See's avid interest in his project is a far cry from his early ambitions to combine a flair for "composition," as he puts it, with his youthful activities as an amateur radio operator (he was licensed in 1914). A native of Brooklyn (Sept. 3, 1907), Harold Phillip See was educated in the New York City public school system, and attended Jamaica High School.

At the age of 19, he worked for the Long Island Daily Press and also the Harry Gelwick's Newspaper Agency representing Manhattan papers. His assignments proved exciting. Young See was the first reporter on the scene of the famous Ruth Snyder murder case. He also managed, in addition to his night assignments, to compose advertising copy for the Gelwick Agency ("we worked both sides of the street") and serve as a publicist for George U. Harvey, borough president of Queens County, during a 1928 political campaign.

At this juncture Mr. See says he "wanted to go to sea and get radio experience." He roved oil tankers of the Merchant Marine through South and Central America from 1928 to 1930.

Mr. See joined the engineering department of NBC in May 1930 and later was assigned as a field engineer for broadcast origination in airplanes, submarines and other remote points. During this era of a good many NBC "firsts," Mr. See had his quota of experiences. (Typical example: The air crash of Amy Mollison and her husband, a four - man crew invasion of a hospital and a bedside description by announcer George Hicks.)

In September 1935, Mr. See was assigned as a radio broadcast engineer for test flights on the China Clipper, Pan American's first trans-Pacific passenger seaplane preceding regular service in 1937. On a West Coast - to - Manila trip, Mr. See assisted in more than 30 in - flight broadcasts for NBC News and Special Events under William (Skeets) Burke Miller (now NBC night executive officer).

Mr. See was transferred to NBC's television development group in 1937 and designed operational features of the first tv mobile units in the nation. He later supervised the construction and operation of these units. In mid - 1942 Mr. See was one of a crew of eight civilians from NBC selected to work with the Office of Scientific Research & Development on construction and field - testing (emphasizing television) of airborne guided missiles.

At the end of World War II he returned to NBC television development, working on improvement of mobile units and operating techniques. He was transferred to Washington, D.C., late in 1946 and helped build WNEW (TV), now WRC - TV, as operation supervisor. He left in September 1947 to become director of tv for Hearst Radio in Baltimore, this time devoting his efforts to construction of WBAL - TV there.

On March 23, 1949, he abandoned engineering for management pursuits and came to KRON - TV, first as director of tv. Later he became station director and, recently, last month, general manager, broadening his area of responsibility. KRON - TV and KBAT - TV are owned by the Chronicle Publishing Co. (KBAT Radio was sold recently). KRON - TV claims to be the first West Coast station to install local color.

One of the biggest problems facing the tv industry, Mr. See believes, is that of rising costs, caused largely by talent and technician union demands. He feels the only salvation lies in automation. He also observes: "It gives you some pause as to the continued ability of a station to originate live programs economically for local advertisers."

Mr. See was one of the charter organizers of the Television Bureau of Advertising. He is a member of the San Francisco Advertising Club and the Commonwealth Club. He married the former Evelyn Whiteman in 1930 and they have two daughters—Evelyn, who is married, and Audrey, age 20. Mr. See's hobbies are woodworking and cabinet - making.
Between the dark
and the daylight

when the night is beginning to lower

Comes a soaring upsurge in the ratings

that's known as the children's hour . . .

In less than 1 year, KTRK-TV has changed the Houston
market. At the children's hour in the late afternoon more
than 68% of the audience sees KiTiRik at 4:30 daily to
lead into "Mickey Mouse Club" and the great new
lineup of ABC family shows—Topper—
Warner Brothers Presents—Disneyland—
Lone Ranger—Rin Tin Tin—Wyatt Earp—Ozzie and
Harriet. And KTRK-TV still programs more sports for
Dad each week. Good shows make good adjacencies—
Call us or Blair TV.

KTRK-TV
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.
...gathered from everywhere by wire and special correspondents... edited by the WEMP news department of four full-time newsmen under the direction of Don O'Connor... and presented 38 times daily, every day, on WEMP. Yes, regular newscasts on the half hour, special bulletins throughout the day, on-the-local-scene-reports from our two news trucks keep Milwaukeeans "in touch" with things, and radio dials set at WEMP. This happy habit adds up to the fact that your clients can more effectively get "in touch" with Milwaukee through WEMP. Get the story from our reps.

Milwaukee's Best Buy

WEMP

5000 Watts at 1250

1935-1955... 20 years of service to Milwaukee - Represented nationally by Headley-Reed

Howard Flynn

on all accounts

ALTHOUGH program ratings are important to consider when buying radio and television time, research into audience composition and motivation is becoming more important to many agency executives.

At least it's gaining prominence with Howard Flynn, radio-tv director for Walter McCreery Inc., Beverly Hills. "I want to know which program 'sells' the best," he says, "not just which has the highest rating. More listeners mean nothing if they are not sold."

"To illustrate, Station A may have the highest rating for a given hour, but Station B may have a disc jockey who 'sells' the best," Mr. Flynn explains.

Among the McCreery accounts for which Mr. Flynn handles radio-tv buying are Shiptead & Johnson's Ice Follies' premiere each year in Los Angeles and certain other markets nationally; Harris & Frank, Southern California men's clothing chain; Southern California Muller Co., Los Angeles, which sponsors locally the four-hour Indianapolis auto race each year; and Murphy Oldsmobile Co., local dealer, now planning a new campaign on both radio and tv. Murphy last year found highly successful its local sponsorship of Canadian professional football on NBC's KROCA (TV) Los Angeles, Mr. Flynn recalls.

Born Sept. 9, 1915, in San Francisco, Mr. Flynn found himself in Los Angeles before he was a year old. He attended Hollywood High School and took a business course at Woodbury College, Los Angeles. He was an actor on local radio stations until 1939. That year he went to New York to see if the grass was greener. He became a television guide for NBC and took the network's two-year training course in sales, production, announcing, artists service and public relations. In late 1941 he became announcer for WLS Beckett, W. Va., then KLO Ogden, Utah, and KSL Salt Lake City, finally taking a position at KFI Los Angeles. The war interrupted and he spent three years in the Air Force. In 1946 he joined the announcing staff at KMPC Hollywood, where he became chief announcer in 1950. He left KMPC the next year to accept his present job with McCreery.

Mr. Flynn married Margaret Hodge of Los Angeles in 1950. They have their own home in North Hollywood. No swimming pool. "We thought about a pool a lot," Mr. Flynn says, "but Peggy and I and the two boys, Jay and Kelly, prefer to vacation on the beach at Balboa." No joiner, Mr. Flynn spends a free hour now and then at his only hobby, golf.
Case History No. 15

The routine rasp of the police dispatcher’s voice suddenly became staccato.

"Cars 3, 5, 7, Go to the county jail."

Bill Lee, news director at KTSA, San Antonio, Texas, wheeled toward the police speaker. Trouble at the prison? He grabbed the telephone and called the county jail.

"You got a riot up there?"

"Yes sir," the jailer said. "All of ’em yelling and screaming."

Lee phoned The Associated Press in Dallas. After a quick run-down on what was going on, he went back to the story.

As he did, first word on the San Antonio prison riot sped over AP wires.

Another telephone at KTSA rang. Bill Miles and Elliot Kleeman, of the KTSA staff, got inside the jail. They shouted their eye-witness stories over the background bedlam:

Prisoners were rioting—216 of them. On the fourth and fifth floors. Firemen stringing in hose to try to drown out the fight in them.

Lee phoned The AP with the information.

Miles called again. "They’ve sent for tear gas."

More eye-witness detail from Kleeman: damage to the jail, action of officers, description of rioting prisoners.

Two hours later the prisoners began simmering down after a thorough soaking. Still the two stayed with it, pouring in the description. Lee relayed it to KTSA listeners and The AP.

Lee’s alertness, and the assistance of Miles and Kleeman, provided AP members everywhere with the story more than one hour before any other news agency had it.

Bill Lee, Bill Miles and Elliot Kleeman are among the thousands who make The AP better and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...

...know the most famous name in news is AP
More North Carolinians Listen to WPTF than to Any other Station*

*Source: Nielsen Coverage Service

WPTF
680 KC
50,000 watts

N BC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina

North Carolina's
Number One Salesman
in the South's
Number One State

R.H. MASON
General Manager

GUS YOUNGSTEADT
Sales Manager

National Representative FREE & PETERS
36 TOP RADIO-TV AGENCIES
BILLED $812.5 MILLION IN '55

- Of total, $658.2 million went to tv, $154.3 million to radio
- In year of big switches, major accounts made sudden moves
- Y&R, BBDO, McCann-Erickson are year's broadcast leaders

FOR the past four years, Florence Small, B&T agency editor, has conducted annual surveys of agency leadership in broadcast billings. This is the 1955 report.

The 36 leading agencies in radio and television spent an estimated $812.5 million in the two media in 1955, with Young & Rubicam pacing the field for the second straight year with an expenditure of $72 million.

Continuing the impressive advance which saw its broadcast billings from $25.5 million in 1953 to $46 million in 1954, McCann-Erickson this year came up from its fourth rating in 1954 to a tie with BBDO for second place in 1955. The agencies each billed $60 million.

J. Walter Thompson, registering a strong $8 million increase over its own 1954 figures, placed fourth in the standings with billings of $58 million. Last year the agency rated third in the comparative listing.

The remainder of the Top Ten included Leo Burnett, $42.1 million; Benton & Bowles, $39 million; William Esty, $39 million; Ted Bates, $37 million; Kenyon & Eckhardt, $34.5 million, and Bower-Beaum-Toigo, $30 million.

Young & Rubicam, with a healthy increase of $15 million in television billings, brought its tv total to $60 million this year and earned top ranking in that medium. No. 2 in tv billings was J. Walter Thompson Co. with $55 million. Last year's television leader, BBDO, increased its tv to $49.5 million, but could earn only a third-place tie with McCann-Erickson.

Dancer-Fitzgerald-Sample held on to its lead in radio by a margin of $1 million over Young & Rubicam. D-F-S spent $13 million in the am medium in 1955.

The total billings for this year's 36 top agencies exceeded the 36 leaders of 1954 by an estimated $113.3 million.

Television increased its dominance as an advertising force in 1955, accounting for billings totalling $658.2 million. This represented a $140.2 million rise over last year's $518 million.

Radio billings dipped an estimated $26.9 million. Billings this year ran $154.3 million whereas last year's outlay was $181.2 million.

As in previous years, the computations in this survey represent outlays for time and talent in both network and spot. The estimate in each case is based on information received directly from responsible officials in each agency.

In its final accounting, 1955 will go down as the year of the Big Switch, in which traditional advertisers essayed changes that surprised the industry and accounted importantly for the shuffle in status among the agencies.

Coca-Cola, represented for 49 years by the D'Arcy Co., shifted its entire budget to McCann-Erickson late in the year, with the effect of the change due to figure substantially in next year's billing race.

Frigidaire, a comparative fixture at Foote, Cone & Belding, transferred its business in 1955 to the Kaden Agency. Avco left BBDO to split its billing between Compton and Earle Ludgin Inc. Westinghouse (consumer products) moved from Fuller & Smith & Ross to McCann-Erickson. Sylvania went from Kenyon & Eckhardt to J. Walter Thompson; Maytag from William Esty to Leo Burnett. Among the beers, Ballantine switched from J. Walter Thompson to William Esty, and Pabst from Warwick & Legler to Leo Burnett.

These include by no means the full roster of significant changes but demonstrate representatively the weight of the shifts in 1955.

Two newcomers joined the list of leading am-tv agencies this year: Norman, Craig & Kummel and Earle Ludgin, the former being a successor to the William Weintraub agency. Another new firm, the North Agency, broke away from Weiss & Geller, Chicago, and took over the heavy-budget Toni account. However, the transaction occurred late in the year and its effect will not register until 1956.

A detailed summary of the 1955 activity in each of the 36 leading agencies follows:

YOUNG & RUBICAM: Radio-tv billing: $72 million; $60 million in television, $12 million in radio. Radio-tv share of overall billing, 49%.

With one of the greatest jumps in radio-tv billing of any agency, Y&R retained its No. 1 spot of 1954 with a gain of $12 million. The agency currently has 16 network shows on tv, accounting for six full hours a week. The increased billing was caused as much by accelerated activity on behalf of its regular client roster as by the capture of new business. Heightened action by the regulars included the following: General Electric began alternate sponsorship of The 20th Century-Fox Hour on CBS-Tv; Remington - Rand's electric shaver division bought a portion of Caesar's Hour on NBC-Tv; Elgin Watch picked up alternate sponsorship of Ed Murrow's Person-to-Person on CBS-Tv; Johnson & Johnson's account, strengthened by the switch of its Personal Products Div. from BBDO, went into alternate sponsorship of The Adventures of Robin Hood on CBS-Tv, and General Foods increased its budget by spon-
soring The Johnny Carson Show on CBS-TV. The new accounts are: Ford's Lincoln & Continental Div. (The Ed Sullivan Show on CBS-TV), and General Cigar's White Owls (participating sponsorship of NBC-TV's NCAA football coverage).

**BATTEN, BARTON, DURSTINE & OSBORN:**
Radio-tv billing: $60 million; $49.5 million in television; $10.5 million in radio. Radio-tv share of overall billing, 40%.

Retaining second place for the second year, though sharing the distinction with McCann-Erickson this year, BBDO raised its combined radio-tv billing by $1 million over 1954. New acquisitions this year were Revlon's Satin Set on NBC, a one-month participation in $46,000 Question on CBS-TV, and San Francisco Brewing Co. for Burgermeister beer's spot football coverage on the West Coast. Increasing their budget this year was Trans World Airlines with Walter Winchell's Sunday night newscasts on MBS; General Electric lamp division's alternate sponsorship of Medical Center on NBC-TV (in addition to GE's Sunday night General Electric Theater on CBS-TV), and Wildor's co-sponsorship of The Adventures of Robin Hood on CBS-TV. BBDO lost or resigned the following accounts: Crosby Div. of Avco Mfg. Co. to Compton; Bon-Air to Norman, Craig & Kunkle; Hamilton Watch to N. W. Ayer & Son and the Personal Products Div. of Johnson & Johnson to Young & Rubicam. On a local spot basis, BBDO also lists Burnham & Morris (BAM Bear). The agency continues to place DuPont on Cavalcade of America on ABC-TV and Frank Leahy's Football Forecast on NBC-TV; Armstrong Cork on Armstrong Circle Theatre on NBC-TV; Campbell Soups in Los Angeles on CBS-TV; DeSoto on You Bet Your Life on NBC-TV; American Tobacco on Private Secretary and The Jack Benny Program, both on CBS-TV; Your Hit Parade (alternate) on NBC-TV; U. S. Steel on The Steel Hour on CBS-TV; B. F. Goodrich on Burns and Allen on CBS-TV, and Lever Bros. on Art Linkletter's House Party on CBS Radio and CBS-TV.

**MCCANN-ERICKSON:** Radio-tv billing: $60 million; $49.5 million in television, $10.5 million in radio. Radio-tv share of overall billing, 30%.

Tying for second place with BBDO this year, McCann-Erickson jumped out of fourth place with an enviable gain of $14 million radio-tv billing, passing Y&R's $12 million increase. The biggest news was made when Coca-Cola shifted from D'Arcy to McCann-Erickson, effective March 31, 1956 (billings will not be accounted for until next year). Among other McCann-Erickson gains in 1955: Bulova, Westinghouse consumer products, Leh & Fink, and Mennen. With the agency's acquisition of Marshall & Pratt, McCann-Erickson gained the heavy radio-tv budget of Endo Standard Oil Co. and the Standard Oil Co. (N. J.). With Chrysler Co. launching its second year of intensive radio-tv promotion for the Forward Look, M-E ventured into the color spectacular field, while continuing to place It's a Great Life and Clamsh! on CBS-TV. The agency also gained parts of the Nestle Co., Swift, and International Harvest- ter, and continued to service such regular clients as Pennsylvania Railroad, Wrigley's, Derby Foods, Unox, and others with both participations and spot campaigns. Among the accounts lost: Junket Brand foods to SSC&B and American Gas Assn. to Lennen & Newell.

**J. WALTER THOMPSON CO.:** Radio-tv billing: $58 million; $53 million in television, $5 million in radio. Radio-tv share of overall billing, 33 1/3%.

In fourth place this year, JWT increased its radio-tv billing by $8 million. The agency added Sylvanias from Kenyon & Eckhardt, and lost Ballantine beer to William Esty & Co. during 1955. JWT currently has 4 1/4 hours weekly on tv with 11 programs. Approximately $4 million in tv billing alone was added this year by Ford Dealers' buy of Ford Star Jubilee spectacles on CBS-TV. Other added purchases by regular clients included: Ponds' Ponds Theatre on ABC-TV and Eastman Kodak's Screen Directors Playhouse on NBC-TV. JWT continued to service the tv sponsorships of Kraft's Kraft Theatre, Ford's Ford Theatre, and Lever Bros' Lux Theatre, all on NBC-TV.

**LEO BURNETT CO.:** Radio-tv billing: $42.1 million; $36.3 million in television, $5.8 million in radio. Radio-tv share of overall billing, 32%.

Burnett's $8.8 million increase in radio-tv billing can be attributed to the following new business: Maytag from William Esty Co., sponsoring Navy Log on CBS-TV; Pabst Blue Ribbon beer from Warwick & Legler and its Wednesday Night Fights on ABC-TV; and Marlboro from Biow-Bein-Toigo, last-named advertiser a heavy user of tv spots. Burnett resigned International Harvester (refrigerator and industrial divisions) to Aubrey, Finlay, Marley & Hodgson and lost Tom Co. to Tatham-Laird and the newly organized North Agency, both in Chicago. Agency also placed Motorola on Matinee on NBC-TV, Pillsbury on the Godfrey shows, and Kellogg and Con- verted Rice on the Garry Moore Show. Kellogg co-sponsorships of the Late show, all on

**HOW THEY RANK IN 1955**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1.</td>
<td>Young &amp; Rubicam</td>
<td>$72</td>
<td>$12</td>
<td>$60</td>
<td>40%</td>
<td>$12 +</td>
</tr>
<tr>
<td>2.</td>
<td>BBDO</td>
<td>60</td>
<td>10.5</td>
<td>49.5</td>
<td>30%</td>
<td>14 +</td>
</tr>
<tr>
<td>3.</td>
<td>McCann-Erickson</td>
<td>60</td>
<td>10.5</td>
<td>49.5</td>
<td>30%</td>
<td>14 +</td>
</tr>
<tr>
<td>4.</td>
<td>J. Walter Thompson</td>
<td>58</td>
<td>5</td>
<td>53</td>
<td>33 1/3%</td>
<td>8 +</td>
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<tr>
<td>5.</td>
<td>Leo Burnett</td>
<td>42.1</td>
<td>5.8</td>
<td>36.3</td>
<td>62%</td>
<td>8.8 +</td>
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<tr>
<td>6.</td>
<td>Benton &amp; Bowles</td>
<td>39</td>
<td>4</td>
<td>35</td>
<td>58%</td>
<td>8 +</td>
</tr>
<tr>
<td>7.</td>
<td>William Esty</td>
<td>39</td>
<td>4</td>
<td>35</td>
<td>50%</td>
<td>8 +</td>
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<td>8.</td>
<td>Ted Bates</td>
<td>37</td>
<td>7</td>
<td>30</td>
<td>70%</td>
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<td>9.</td>
<td>Kenyon &amp; Eckhardt</td>
<td>34.5</td>
<td>4.5</td>
<td>30</td>
<td>55%</td>
<td>12 +</td>
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<td>10.</td>
<td>Biow-Bein-Toigo</td>
<td>30</td>
<td>5</td>
<td>25</td>
<td>68%</td>
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<td>11.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>30</td>
<td>13</td>
<td>17</td>
<td>52%</td>
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<td>12.</td>
<td>Compton Adv.</td>
<td>25.5</td>
<td>4.5</td>
<td>21</td>
<td>50%</td>
<td>3 +</td>
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<tr>
<td>13.</td>
<td>N. W. Ayer &amp; Son</td>
<td>21</td>
<td>10</td>
<td>11</td>
<td>20%</td>
<td>3 +</td>
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<tr>
<td>14.</td>
<td>Foote, Cone &amp; Belding</td>
<td>20.5</td>
<td>3.5</td>
<td>17</td>
<td>30%</td>
<td>1.5 +</td>
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<tr>
<td>15.</td>
<td>Lennen &amp; Newell</td>
<td>20</td>
<td>4</td>
<td>16</td>
<td>50%</td>
<td>same</td>
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<tr>
<td>16.</td>
<td>Sullivan, Staurfer, Colwell &amp; Bayles</td>
<td>17.8</td>
<td>3.3</td>
<td>14.5</td>
<td>58%</td>
<td>4 +</td>
</tr>
<tr>
<td>17.</td>
<td>Cunningham &amp; Walsh</td>
<td>17</td>
<td>3.5</td>
<td>13.5</td>
<td>33%</td>
<td>1 +</td>
</tr>
<tr>
<td>18.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>15.5</td>
<td>4</td>
<td>11.5</td>
<td>25%</td>
<td>2.5 +</td>
</tr>
<tr>
<td>19.</td>
<td>Campbell-Ewald</td>
<td>14</td>
<td>3</td>
<td>11</td>
<td>25%</td>
<td>4 +</td>
</tr>
<tr>
<td>20.</td>
<td>Kudner Agency</td>
<td>14</td>
<td>2.5</td>
<td>11.5</td>
<td>35%</td>
<td>same</td>
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<td>21.</td>
<td>Maxon Inc.</td>
<td>14</td>
<td>3</td>
<td>11</td>
<td>40%</td>
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</tr>
<tr>
<td>22.</td>
<td>Tatham-Laird</td>
<td>12.2</td>
<td>9</td>
<td>11.3</td>
<td>60%</td>
<td>2.7 +</td>
</tr>
<tr>
<td>23.</td>
<td>Needham, Louis &amp; Brody</td>
<td>12</td>
<td>3</td>
<td>9</td>
<td>40%</td>
<td>1 +</td>
</tr>
<tr>
<td>24.</td>
<td>Grant Adv.</td>
<td>11.1</td>
<td>2.6</td>
<td>8.5</td>
<td>20%</td>
<td>5.6 +</td>
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<tr>
<td>25.</td>
<td>Geoffrey Wade Adv.</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>85%</td>
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<td>26.</td>
<td>D'Arcy Adv.</td>
<td>10</td>
<td>3.5</td>
<td>6.5</td>
<td>22%</td>
<td>2 +</td>
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<tr>
<td>27.</td>
<td>Weiss &amp; Geller</td>
<td>10</td>
<td>2</td>
<td>8</td>
<td>60%</td>
<td>same</td>
</tr>
<tr>
<td>28.</td>
<td>Bryan Houston</td>
<td>9.8</td>
<td>2.8</td>
<td>7</td>
<td>50%</td>
<td>1.7 +</td>
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<tr>
<td>29.</td>
<td>MacManus, John &amp; Adams</td>
<td>8.5</td>
<td>7</td>
<td>7.8</td>
<td>25%</td>
<td>1.5 +</td>
</tr>
<tr>
<td>30.</td>
<td>Erwin, Wayse &amp; Co.</td>
<td>8</td>
<td>3</td>
<td>5</td>
<td>25%</td>
<td>same</td>
</tr>
<tr>
<td>31.</td>
<td>Grey Adv.</td>
<td>8</td>
<td>1.7</td>
<td>6.3</td>
<td>30%</td>
<td>2.9 +</td>
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<tr>
<td>32.</td>
<td>Geyer Inc.</td>
<td>7</td>
<td>2</td>
<td>5</td>
<td>30%</td>
<td>1 +</td>
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<tr>
<td>33.</td>
<td>Earle Ludgin &amp; Co.</td>
<td>6.3</td>
<td>.3</td>
<td>6</td>
<td>60%</td>
<td>*</td>
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<tr>
<td>34.</td>
<td>Norman, Craig &amp; Kummel</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>30%</td>
<td>*</td>
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<tr>
<td>35.</td>
<td>Doherty, Clifford, Steers &amp; Sheehan</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>50%</td>
<td>same</td>
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<tr>
<td>36.</td>
<td>Warwick &amp; Legler</td>
<td>5.7</td>
<td>1.2</td>
<td>4.5</td>
<td>38%</td>
<td>2 -</td>
</tr>
</tbody>
</table>

TOTAL | $812.5 | $154.3 | $6582 |

*Unlisted in 1954.*
### HOW MUCH 1955'S LEADERS BILLED IN PREVIOUS YEARS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Young &amp; Rubicam</td>
<td>$60</td>
<td>$15</td>
<td>$45</td>
<td>40%</td>
</tr>
<tr>
<td>2.</td>
<td>BBDO</td>
<td>59</td>
<td>13</td>
<td>46</td>
<td>35%</td>
</tr>
<tr>
<td>3.</td>
<td>McCann-Erickson</td>
<td>46</td>
<td>9</td>
<td>37</td>
<td>35%</td>
</tr>
<tr>
<td>4.</td>
<td>J. W. Thompson Co.</td>
<td>50</td>
<td>12</td>
<td>38</td>
<td>33%</td>
</tr>
<tr>
<td>5.</td>
<td>Leo Burnett Co.</td>
<td>33</td>
<td>6</td>
<td>27</td>
<td>33%</td>
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<tr>
<td>6.</td>
<td>Benton &amp; Bowles</td>
<td>29</td>
<td>8</td>
<td>20</td>
<td>33%</td>
</tr>
<tr>
<td>7.</td>
<td>William Esty &amp; Co.</td>
<td>31</td>
<td>5</td>
<td>26</td>
<td>33%</td>
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<tr>
<td>8.</td>
<td>Ted Bates &amp; Co.</td>
<td>27</td>
<td>7</td>
<td>20</td>
<td>33%</td>
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<tr>
<td>9.</td>
<td>Kenyon &amp; Eckhardt</td>
<td>22</td>
<td>7</td>
<td>15</td>
<td>33%</td>
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<tr>
<td>10.</td>
<td>Biow-Bein-Toigo (formerly Biow &amp; Co.)</td>
<td>33</td>
<td>5</td>
<td>15</td>
<td>33%</td>
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<tr>
<td>11.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>28</td>
<td>4</td>
<td>14</td>
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<td>12.</td>
<td>Compton Adv.</td>
<td>22</td>
<td>5</td>
<td>16</td>
<td>33%</td>
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<tr>
<td>13.</td>
<td>N. W. Ayer &amp; Son</td>
<td>18</td>
<td>5</td>
<td>10</td>
<td>33%</td>
</tr>
<tr>
<td>14.</td>
<td>Foote, Cone &amp; Belding</td>
<td>22</td>
<td>5</td>
<td>16</td>
<td>33%</td>
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<td>15.</td>
<td>Lennen &amp; Newell</td>
<td>20</td>
<td>4</td>
<td>14</td>
<td>33%</td>
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<td>16.</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
<td>12</td>
<td>3</td>
<td>10</td>
<td>33%</td>
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<tr>
<td>17.</td>
<td>Cunningham &amp; Walsh</td>
<td>16</td>
<td>4</td>
<td>12</td>
<td>33%</td>
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<tr>
<td>18.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>13</td>
<td>4</td>
<td>9</td>
<td>33%</td>
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<tr>
<td>19.</td>
<td>Campbell-Ewald</td>
<td>10</td>
<td>2</td>
<td>7</td>
<td>33%</td>
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<td>20.</td>
<td>Kudner Agency</td>
<td>14</td>
<td>3</td>
<td>11</td>
<td>33%</td>
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<tr>
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<td>Maxon Inc.</td>
<td>14</td>
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<td>9</td>
<td>33%</td>
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<tr>
<td>22.</td>
<td>Tatham-Laird*</td>
<td>9</td>
<td>1</td>
<td>8</td>
<td>33%</td>
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<tr>
<td>23.</td>
<td>Needham, Louis &amp; Brorby</td>
<td>11</td>
<td>3</td>
<td>8</td>
<td>33%</td>
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<tr>
<td>24.</td>
<td>Gront Adv.*</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>33%</td>
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<tr>
<td>25.</td>
<td>Geoffrey Wade Adv.***</td>
<td>11</td>
<td>3</td>
<td>8</td>
<td>33%</td>
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<tr>
<td>26.</td>
<td>D'Arcy Adv.</td>
<td>8</td>
<td>2</td>
<td>8</td>
<td>33%</td>
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<tr>
<td>27.</td>
<td>Weiss &amp; Geller***</td>
<td>10</td>
<td>4</td>
<td>10</td>
<td>33%</td>
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<tr>
<td>28.</td>
<td>Bryan Houston*</td>
<td>11</td>
<td>1</td>
<td>7</td>
<td>33%</td>
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<tr>
<td>29.</td>
<td>MacManus, John &amp; Adams***</td>
<td>7</td>
<td>.5</td>
<td>6</td>
<td>33%</td>
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<tr>
<td>30.</td>
<td>Erwin, Way &amp; Co.*</td>
<td>8</td>
<td>3</td>
<td>22</td>
<td>33%</td>
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<tr>
<td>31.</td>
<td>Grey Adv.*</td>
<td>5</td>
<td>1</td>
<td>25</td>
<td>33%</td>
</tr>
<tr>
<td>32.</td>
<td>Geyer Inc.*</td>
<td>6</td>
<td>2</td>
<td>30</td>
<td>33%</td>
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</tbody>
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-Montgomery Presents on NBC-TV. Florida Citrus Commission has bought radio-TV spots. Agency also handled other buys for its regular client roster as follows: Gaines Dog Food on Our Miss Brooks (CBS-TV); Norwich Pharmacal Co. on Ozzie & Harriet (ABC-TV); Post Cereals on Fury, daytime serial on NBC-TV; Instant Maxwell House as co-sponsor of MGM Parade on ABC-TV, plus several network radio packages; Procter & Gamble co-sponsorship of This Is Your Life on NBC-TV, and It's Always Jun on CBS-TV; and General Foods on two NBC-TV circus and one rodeo spectacular. Agency also bought Concerning Miss Marlowe on NBC-TV for P&G earlier this year, dropped it to buy into the network's Tennessee Ernie Show and Mattern.

-WILLIAM ESTY CO: Radio-TV billing: $39 million; $35 million in television, $4 million in radio. Radio-TV share of overall billing, 50%.

-In 1955, William Esty increased its radio-TV billing by $8 million. In April, the agency acquired Ballantine beer and ale from J. Walter Thompson Co., two months later received control of Colgate-Palmolive's Comedy Hour on NBC-TV from Ted Bates. Its heavy TV user continues to be the R. J. Reynolds Tobacco Co. (Cameos) with News Caravan on NBC-TV, The Crusader, The Phil Silvers Show, I've Got a Secret, and Saturday afternoon intercollegiate football games, all on CBS-TV.

-TED BATES: Radio-TV billing: $37 million; $30 million in television, $7 million in radio. Radio-TV share of overall billing, 70%.

-Ted Bates advanced its billing $9.5 million over the 1954 figures for tv and radio. It

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CBS-TV, and the Tea Council in tv spot campaigns.

- BENTON & BOWLES: Radio-TV billing: $39 million; $35 million in television; $4 million in radio. Radio-TV share of overall billing, 58%.

-Up $9.8 million from 1954's radio-TV billings, B&B had a red-letter year with the acquisition of Studebaker from Roche, Williams & Cleary, Grove Labs' Bromo Quinine from Gardner Adv. Co., the hotly- contest-for Florida Citrus Commission from J. Walter Thompson Co., Western Union from Albert Frank-Guenther Law, and part of the Johnson's Wax account (four products) from Needham, Louis & Brorby. Studebaker was placed as co-sponsor of TV Reader's Digest on ABC-TV, Western Union on Monitor (NBC Radio), and Johnson's Wax as alternate sponsor of Robert Montgomery Presents on NBC-TV. Florida Citrus Commission has bought radio-TV spots. Agency also handled other buys for its regular client roster as follows: Gaines Dog Food on Our Miss Brooks (CBS-TV); Norwich Pharmacal Co. on Ozzie & Harriet (ABC-TV); Post Cereals on Fury, daytime serial on NBC-TV; Instant Maxwell House as co-sponsor of MGM Parade on ABC-TV, plus several network radio packages; Procter & Gamble co-sponsorship of This Is Your Life on NBC-TV, and It's Always Jun on CBS-TV; and General Foods on two NBC-TV circus and one rodeo spectacular. Agency also bought Concerning Miss Marlowe on NBC-TV for P&G earlier this year, dropped it to buy into the network's Tennessee Ernie Show and Mattern.

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-Ted Bates advanced its billing $9.5 million over the 1954 figures for tv and radio. It
KENYON & ECKHARDT: Radio-tv billing: $34.5 million; $30 million in television, $4.5 million in radio. Radio-tv share of overall billing, 55%.

Kenyon & Eckhardt raised its combined radio-tv billing by $12 million during the past year. The agency acquired Whirlpool Corp. from Beacon Films and placed the account on the Berle-Ray Show on NBC-TV. Both RCA Victor (acquired last year) and Richard Hudnut bought into Caesar's Hour on NBC-TV, Hudnut continuing alterscope sponsorship of Your Hit Parade on NBC-TV. The new Glass Container Mguf. Institute was placed in spot campaigns throughout the country, while both the agency and senior partners continued spot buying of NBC-TV's monthly Producers Showcase. Nasisco continued The Adventures of Rin-Tin-Tin on ABC-TV, Ford on The Ed Sullivan Show on CBS-TV, and Mennen bought into co-sponsored Radio Show of the Night on ABC-TV. The agency lost Schick Electric Razor to Warwick & Legler.

BIOW-BEIRN-TOIGO: Radio-tv billing: $30 million; $25 million in television, $5 million in radio. Radio-tv share of overall billing, 68%.

The across-the-board drop in B-B-T's billings for 1955 was attributed to the reorganization of the old Biow Co. and the loss of Bulova to McCann-Erickson and the Marboro segment of Philip Morris to Leo Burnett. But with radio-tv billings down $3.4 million (tv dropping $2.8 million, radio $600,000), the agency gained Bearsus Watch from the defunct Cecil & Presbury agency and Seaman Bros. (White Rose Tea) from Ogilvy, Benson & Mather. B-B-T's big spender in 1955 was the second-largest Home Products with Love of Life, Secret Storm, Douglas Edwards With the News and Wanted on CBS-TV; Down You Go on ABC-TV, and Midwestern Houriday on NBC-TV.

DANCER-FITZGERALD-SAMPLE: Radio-tv billing: $30 million; $17 million in television, $13 million in radio. Radio-tv share of overall billing, 52%.

Despite a loss of $1.5 million in radio billing due to a cut-back in spot, D-F-S retains the highest radio billing of any agency. Offsetting this loss was a gain of $4 million in television, largely due to a heavy increase in tv buying of its regular client roster. General Mills, still active in spot radio, bought participating sponsorship of ABC-TV's Mickey Mouse Club, CBS-TV's Barker Bill's Cartoon Show, The Bob Crosby Show, and The Andy Devine Show and alternative sponsorship of ABC-TV's Wyatt Earp. Falstaff Brewing Co. sponsored Baseball Game of the Week With Dizzy Dean on CBS-TV and professional football on Sunday on an ABC regular network. Other participants on behalf of clients included: Tums, NBC-TV's monthly Color Spread; Procter & Gamble, It's Always Jan on CBS-TV and Tennessee Ernie Ford on NBC-TV; American Chicle, NBC-TV's Caesar's Hour, and Bab-O, NBC-TV's Matinee Theatre.

COMPTON ADV.: Radio-tv billing: $25.5 million; $21 million in television, $4.5 million in radio. Radio-tv share of overall billing, 50%.

Compton increased its overall radio-tv billing by $3.2 million over 1954. The agency in 1955 added several accounts, outstanding being the electronics division of Avco Mfg. Co., whose billings, however, will not show up until 1956 when the firm is scheduled to sponsor one third of the Sunday Comedy Hour on NBC-TV. Of the accounts this year were Casaroid (soap for automatic washers), Big Top Peanut butter, American Mutual Insurance Co., and the remainder of American Can. Compton placed Hires Rootbeer and (typesetting) as a co-sponsor to the What's My Line Show on CBS-TV and Nehi Corp. (Royal Crowns Cola) on a regional basis with the Ames Brothers Show during the year.

N. W. AYER & SON: Radio-tv billing: $21 million; $11 million in television, $10 million in radio. Radio-tv share of overall billing, 20%.

N. W. Ayer's billing was up $3 million over last year with the agency gaining Hamilton Watch from BBDO and a portion of Armour (Dash Dog Food) from J. Walter Thompson. Armour was also a participating sponsor on Mickey Mouse Club, NBC-TV. Ayer increased Plymouth tv spots on a co-op basis as well as alternating sponsorship of News Caravan on NBC-TV, weekdays; and tv spots for Topline Yards & Co., Hill Bros. (coffee). Ayer also placed Dole Pineapple on the Art Linkletter show on CBS-TV.

FOOTE, CONE & BELLING: Radio-tv billing: $20.5 million; $17 million in television, $3.5 million in radio. Radio-tv share of overall billing, 30%.

FC&B lost $1.5 million in radio-tv billing in 1955. The agency gained the following new business: Magnavox from Maxon, Lever Bros. Pepstamid from McCann-Erickson, and Clairol (hair treatment) from Robert W. Orr & Assoc., as well as a part of S. C. Johnson's wax from Needham, Louis & Brorby. The agency lost Fridge and Kudner (and its CBS-TV Arthur Godfrey show). The three new accounts all bought tv spots. Johnson's Wax gave FC&B $16 million in business. nail Polish, of which an agent of FC&B, Converse, placed the account on NBC-TV, and Hallmark cards increased its budget by sponsoring the monthly Maurice Evans color spectaculars on NBC-TV. The agency continued its sponsorship of the Bob Edwards Show on ABC-TV, the George Gobel Show on NBC-TV.

LENNEN & NEWELL: Radio-tv billing: $20 million; $16 million in television, $4 million in radio. Radio-tv share of overall billing, 50%.

Lennon & Newell's billings remained the same as those for 1954, although the agency lost Lehn & Fink (Dorothy Gray) to McCann-Erickson. The agency also stopped the sponsorship of American Airlines from Ruthrauff & Ryan and more activity by both Colgate-Palmolive and Bromo-Seltzer. (Latter sponsored Dennis James and Ziv's Science Fiction Theatre on a regional basis.) L &N now handle the American Gas Assn. and the American Meat Institute. Thompkins, Staubner, Colwell & Bayles: Radio-tv billing: $17.8 million; $14.5 million in television, $3.3 million in radio. Radio-tv share of overall billing, 38%.

Up $4 million in radio-tv billings from last year, SSC&B in 1955 took over the La Rosa macaroni products from the defunct Kiesewet, Baker, Hagedorn & Smith agency and Junket Brand food from McCann-Erickson. Agency also increased tv billings when Pall Mall bought into M-G-M Parade on ABC-TV and expanded its spot campaigns for Sonya pur-
THE $30 MILLION CLUB

These are 11 executive heads of agencies billing $30 million or more in 1955 in radio-televisi on

1. Sigurd Larrson
   Young & Rubicam
   $72 million

2. Ben Duffy
   BBDO
   $60 million

   McCann-Erickson
   $60 million

4. Norman Strouse
   J. Walter Thompson
   $58 million

5. Leo Burnett
   Leo Burnett Co.
   $42.1 million

6. Robert Lusk
   Benton & Bowles
   $39 million

7. James Houlahan
   William Esty
   $39 million

8. William Kearsns
   Ted Bates
   $37 million

9. William Lewis
   Kenyon & Eckhardt
   $34.5 million

10. Milton Blow
    Blow-Beirn-Toigo
    $30 million

11. Clifford Fitzgerald
    Dancer-Fitzgerald-Sample
    $30 million

placed Jackie Gleason's Honeymoons on CBS-TV, pro football on NBC-TV, a bowl football game on CBS-TV, and tv spots. Texaco continued sponsorship of Star Theatre on NBC-TV, Tommy Harmon's West Coast show on CBS-TV, regional network, and ABC Radio's Metropolitan Opera broadcasts. U. S. Tobacco Co. increased its regional spot tv campaigns.

MAXON INC.: Radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

Maxon's billing for 1955 remains the same for the third straight year, with new business coming from the H. J. Heinz Co.'s sponsorship of Captain Gallant on NBC-TV, Studio 57 on 30-52 markets on a regional basis, and a spot campaign. Another new buy was General Electric's Warner Bros. Presents alternate weeks on ABC-TV and alternate-week sponsorship of the 20th Century-Fox Hour on CBS-TV. Agency continued to service Hotpoint with Ozzie & Harriet on ABC-TV and the various Gillette Safety Razor sponsorships of radio and tv sports events. The agency lost Packard to Ruthrauff & Ryan during the early part of 1955.

TATHAM-LAIRD INC.: Radio-tv billing: $12.2 million; $11.3 million in television, $900,000 in radio. Radio-tv share of overall billing, 60%.

For the second year, Tatham-Laird has increased its combined billing largely on the strength of its television activities. Its gain is $2.7 million over 1954. This year, the agency gained Armour from Henri Hurst, Parker Pen from J. Walter Thompson and a portion of Toni (Viv lipstick) from Leo Burnett, while continuing to place Toni on Arthur Godfrey's CBS-TV shows. It placed General Mills on Tales of the Texas Rangers on CBS-TV, and Mickey Mouse Club on ABC-TV; Armour also on Mickey Mouse Club, and the Pawn Shop Show on CBS-TV; Ovation on Captain Midnight on CBS-TV; C. A. Swanson on the Garry Moore and Robert Q. Lewis shows, both CBS-TV; as well as Simoniz on Garry Moore (CBS-TV). It lost the Norge account to the Grossman Co.

NEEDHAM, LOUIS & BRORBY INC.: Radio-tv billing: $12 million; $9 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

The agency continued to increase its radio-tv billing, showing a boost of $100,000 over 1954. Radio's fall-off of $600,000 was more than compensated by a $700,000 jump in tv billing. NL&B increased tv activity of Monsanto Chemical Co., which bought a third of Warner Bros. Presents on ABC-TV; S. C. Johnson's Wax added alternate sponsorship of The Red Skelton Show on CBS-TV, participating sponsorship of Mickey Mouse Club on ABC-TV, and renewed alternate sponsorship of Robert Montgomery Presents on NBC-TV. During this year, the agency lost a portion of Johnson's Wax to FC&B and B&B.

GRANT ADV.: Radio-tv billing: $11.1 million; $8.5 million in television, $2.6 million in radio. Radio-tv share of overall billing, 20%.

Grant nearly doubled its 1954 combined radio-tv billing (it gained $5.6 million) as a result of increased tv buys and tv spot campaigns. For Dodge, it continued to place Make Room for Daddy, and Break the Bank, while adding The Lawrence Welk Show, all on ABC-TV. For the Florist Telegraph Assn. It bought participations in Sunday spectaculars on NBC-TV and sponsored the one-time NBC-TV coverage of the National Open Golf Tournament for Dodge. Grant also gained Dr. Pepper (beverages) from Ruthrauff & Ryan during 1955, and effective Jan. 1, 1956, will gain Lenthalic products from Cunningham & Walsh.

GEORGE W. WADE ADV.: Radio-tv billing: $11 million; $7 million in television, $4 million in radio. Radio-tv share of overall billing, 85%.

Although George Wade did not register a change in combined billings for 1955, the agency shifted the bulk of its Miles Lab radio expenditures into tv. Wade placed Miles on participating sponsorship of the Garry Moore Show and Robert Q. Lewis Show on CBS-TV, while continuing to service the account with NBC-TV daytime serials.

D'ARCY ADV.: Radio-tv billing: $10 million; $6.5 million in television, $3.5 million in radio. Radio-tv share of overall billing, 22%.

Despite the loss of two major accounts (Coca-Cola to McCann-Erickson and Gordon Baking Co. to Cunningham & Walsh), D'Arcy's radio-tv billings were up $2 million from 1954. The Coca-Cola move becomes effective the end of this year and thus will not show up as a loss for 1955. The increase in billings was due principally to purchases of Gordon's Silvercup Bread on Kukla, Fran & Ollie and Mickey Mouse Club, both on ABC-TV, Bayuk Cigars on Walter Winchell's newscasts on MBS and spots for Standard Oil of Indiana, Gerber's baby foods, as well as Coca-Cola's expanded television activity.

WEISS & GELLER: Radio-tv billing: $10 million; $8 million in television, $2 million in radio. Radio-tv share of overall billing, 60%.

The radio-tv billing remained the same as last year. Weiss & Geller gained Helene Curtis' Lanolin Cream shampoo from Earle Lurgidin, Old Dutch Cleanser from Grant. It placed tv spots for Hollingshead floorshine, Corina cigars and Red Cross macaroni, but lost the Toni account on Dec. 1 to Don Paul Nathenson's new North Adv. Co.

BRYAN HOUSTON INC.: Radio-tv billing: $9.8 million; $7 million in television, $2.8 million in radio. Radio-tv share of overall billing, 50%.

Bryan Houston was down $1.7 million in radio-tv billing from 1954's report. The agency lost Colgate-Palmolive Halo shampoo to the Carl Brown agency. Colgate, however, continues to be a heavy radio-spender with Bryan Houston; it has sponsorship in Modern Romances and Howdy Doody, both on NBC-TV; The Big Pay-Off on CBS-TV; Strike It Rich on NBC-TV; The Pharis Pays on NBC-TV. Colgate also sponsored The Variety Hour on NBC-TV (company drops the program this month). Bryan Houston, meanwhile, put its 1954 acquisitions on tv, with Gunther Brewing Co. sponsoring Waterfront and The World's Greatest Fights on a syndicated basis; Heublein's Food Div. on Premium Playhouse and Badge 714, also in spots. J. P. Stevens Co. (fabric manufacturer), which moved to Houston from Kelly Nason last year, will sponsor the third segment of Omnibus on CBS-TV.

MACMANUS, JOHN & ADAMS: Radio-tv billing: $8.5 million; $7.8 million in television, $700,000 in radio. Radio-tv share of overall billing, 25%.

The agency's billing was $1.5 million over 1954. Dow Chemical Co. began the year with...
BIOW-BEIM-Toigo Loses Pepsi-Cola

Soft drink firm cites campaign similarities with other account in agency shop. Toigo statement repudiated by Biow who cites agency's successful history with Pepsi-Cola.

PEPSI-COLA Co. (including the bottlers), which has an advertising budget of $10.5 million, notified its advertising agency, Biow-Beim-Toigo, early last week that it was terminating its contract.

Last Thursday the Pepsi Cola Bottlers Assn., meeting in Chicago, backed the action of the parent company, saying the “parent company is fully justified in the action . . . taken.”

One of the reasons the contract, that dates back seven years, it was said, was that Alfred Steele, president of Pepsi-Cola, objected to alleged similarity in art work and copy theme between the campaigns of Pepsi-Cola and Philip Morris, another client handled by Biow-Beim-Toigo. Pepsi-Cola officials reportedly felt that they had built the copy-art team at the agency and that they had the right to exclusivity.

Pepsi-Cola, meanwhile, has asked nearly a half dozen advertising agencies to make presentations for the account.

Although the existing contract between the agency and the advertiser still has two years to run, it will be terminated within the next four months, a spokesman indicated.

A series of public statements during the week revealed some interesting facts:

Radio-trv share of overall billing, 30%.

Television accounted for the $1 million increase in Geyer's 1953 billing. The big spender continued to be American Motors for Disneyland on ABC-TV. Geyer also gained Colonel knives and firearms from Schenck, Mr. and worn, and increased the radio-trv spot buys of Kiwi shoe polish and Tey Tea.

EARLE LUDGIN INC.: Radio-trv billing: $6.3 million; $6 million in television, $300,000 in radio. Radio-trv share of overall billing, 60%.

Ludgin, unlisted among the top radio agencies, for whom became a member of the agency this year by virtue of a $6.3 combined billing. The agency gained Avco's Crosby Home Appliances account from BBDO and increased the tv activity of its regular clients. It placed Henele Curtis on Caesar's Hour on NBC-TV; regional tv spots for McLaughlin's Manor House coffee, the Ruth Packing Co. meats and Chuckles Candies. It continued to service Jules Montenier's alternate sponsorship of Who's My Line? on CBS-TV. The agency also lost Helene Curtis' Lanolin Creme Shampoo to Weiss & Geller during the latter part of 1955.

NORMAN, CRAIG & KUMMEL: Radio-trv billing: $6 million; $4 million in television, $2 million in radio. Radio-trv share of overall billing, 30%.

The past year saw NC&K, successor to William Weintrab, spring immediately to a place in radio and television's top corps of agencies. This is the organization which brought in tv's most spectacular program of the year, Revlon's The $64,000 Question on CBS-TV. New business for the agency included Chanel No. 5 perfumes from Foote, Cone & Belling; Bon-Ami from BBDO, using radio spot; Selchow & Rich-

ter games (Scrabble) from Platt, Zachary & Sutton, tv spots; and from SSC&B Speidel Watch Bands, acquired only last month, and not registering significantly in the billing until '56.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Radio-trv billing: $6 million; $4 million in television, $2 million in radio. Radio-trv share of overall billing, 50%.

The agency's combined radio-trv billing remained the same as in 1954, but the emphasis shifted with an increase in television. DC&S bought for Bristol-Myers: Alfred Hitchcock Presents and portions of The Garry Moore Show, both on CBS-TV; Arthur Godfrey Show and The Four Star Playhouse on NBC-TV and Monitor on NBC Radio; Mickey Mouse Club on ABC-TV and into ABC Radio's New Sounds for You. Bristol-Myers also added regional spot campaigns. The agency lost Duff Baking Mix to Ted Bates.

WARWICK & LEGLER: Radio-trv billing: $5.7 million; $4.5 million in television, $1.2 million in radio. Radio-trv share of overall billing, 38%.

Warwick & Legler in 1955 increased its radio-trv billing by $200,000. It gained two accounts, Harger-Haldeman, a West Coast Plymouth distributor, for a tv spot campaign for Schick Inc., from Kenyon & Eckhardt. Schick, which sponsors Robert Montgomery Presents on alternate weeks on NBC-TV, came in during the latter part of the year. Williams Baking Co. increased its radio spot campaign in the West during the year. W&L lost Pabst Blue Ribbon (and with it, The Wednesday Night Fights on ABC-TV) to Leo Burnett, retaining the Hoffman beverage and East Side beer portions of Pabst.
You can reach

415,835

TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

BASIC NBC-TV

station

WXEX-TV channel 8

Ask your Forjoe man for full details!

Tom Tinsley, President • Irvin G. Abeloff, Vice-President
Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America—five states with a built-in buying power that totals close to four billion dollars—and (2) the mastheads of over 30 daily newspapers which always carry WSAZ-TV's program logs. They do this because their readers want to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine— but solid proof is better. The nearest Katz office has lots of the latter.
T'S ADD A VERSE TO 'OLD MacDonald':

HAVES LOTS OF TELEVISION SETS, TOO

Tvm tv circulation registers sharp upswing in past five years according to final Census compilations. These government figures for 1950-1954, plus estimates since that survey indicate farms are about 40% tv-saturated.

The Census set circulation proportionately increased twice as fast on farms as it did in city homes in the 1950-1954 period.

New Census Bureau figures show that farm tv saturation increased from less than 3% in 1950 to 35.5% in the fall of 1954, when the current Census of Agriculture data was gathered.

Comparison of the 1950 tv set count (when 5 million sets had been produced) with the 1954 enumeration shows that tv circulation increased about sixfold in the nation as a whole; about sixfold in city homes, and an impressive twelvefold on farms.

Of the 4,782,395 farms enumerated in the 1954 farm census, 1,699,162 had television sets.

At the time of the 1954 census, manufacturers had produced 36 million tv receivers, according to Radio-Electronics-Tv Mfrs. Assn.

Since that time manufacturers have turned out another 8.9 million tv receivers, nearly 25% of the total production from 1947 to the fall of 1954. It is believed that around 2 million farms now have tv, with the saturation figure rising to 40%.

Highest ratio of tv farms was found in the North, according to the Census Bureau's 1954 enumeration, with 955,359, or 46.8% of the 2,043,088 farms having tv receivers. In the West, only 470,692, or 37.8% of the 1,242,699 total, had tv sets. Circulation in the South numbered 583,954 sets, or 25.2% of a total 2,216,606 farms.

Saturation Ratios

New Jersey had the highest tv farm saturation among the states, with 82.9% of farms having reception. Next were Rhode Island with 76.5%, Massachusetts 68.9%, Connecticut 68.7% and New York 68.4%.

Lowest saturation ratio was found in Wyoming, where 7.6% of the 870 farms had tv. In Nevada 8.8% of the 250 tv were equipped.

Breaking up the nation by groups, the Census Bureau found that the Mid-Atlantic states had the highest farm tv saturation, 63.1%. Following were East North Central states 54.6%; New England 52.1%; Pacific 47.8%; West North Central 34.7%; South Atlantic 28.2%; West South Central 27.5%; Mountain 24.4%; East South Central 20.0%.

In its sample survey of tv set circulation conducted last June under Advertising Research Foundation and industry auspices, the Census Bureau found that about 32 million, or 67% of U. S. homes, were equipped with one or more tv sets [BWT, Sept. 26].

As to farms, the sample check showed that 42.3% of rural farm homes have tv sets compared to 80% city saturation.

The sample was based on about 20,000 usable returns obtained during the Census Bureau's monthly housing surveys.

The electronic media, radio and tv, are the only national media whose circulations are measured and authenticated by the Federal government. Last count of radio circulation by the Census Bureau was conducted during the 1950 decennial census. Tvm was measured, too, in that census but the figures were obsoletely by the time they could be processed due to the fast growth of the visual medium.

An appreciation of $16 million was provided by Congress for the 1954 tv survey, with 31,000 enumerators conducting the farm-to-farm survey of facilities and crops. The complete county reports of the farm census show such information as size of farms, mechanical equipment, materials used, crops produced, inventories, dealers and conservancy practices.

In the farm interviews, the enumerator asked the simple question "Do you have on this place television set (yes or no)?" The question appeared on one out of every five individual returns, the bureau considering a 20% sample of high accuracy. "The variability is so small as to be of no importance," one
<table>
<thead>
<tr>
<th>State</th>
<th>Total Farms</th>
<th>Total Acres</th>
<th>Per Farm Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana</td>
<td>1,05,936</td>
<td>2,55,963</td>
<td>240.00</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,65,512</td>
<td>3,10,924</td>
<td>189.80</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,39,153</td>
<td>2,40,302</td>
<td>171.00</td>
</tr>
<tr>
<td>Montana</td>
<td>41,794</td>
<td>83,588</td>
<td>199.00</td>
</tr>
<tr>
<td>Nevada</td>
<td>18,355</td>
<td>36,670</td>
<td>200.00</td>
</tr>
<tr>
<td>New Mexico</td>
<td>16,790</td>
<td>33,584</td>
<td>200.00</td>
</tr>
<tr>
<td>Oregon</td>
<td>12,470</td>
<td>24,940</td>
<td>200.00</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>151,234</td>
<td>302,468</td>
<td>199.80</td>
</tr>
<tr>
<td>South Dakota</td>
<td>31,182</td>
<td>62,364</td>
<td>200.00</td>
</tr>
<tr>
<td>Washington</td>
<td>42,845</td>
<td>85,689</td>
<td>200.00</td>
</tr>
<tr>
<td>Wyoming</td>
<td>16,250</td>
<td>32,496</td>
<td>200.00</td>
</tr>
</tbody>
</table>

**TOTAL**: 2,172,124 farms, 4,344,248 acres, average of 2,001.5 acres per farm.
What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.
Allied President Praises 'Home' As Selling Tool

CHARLES McCARTHY, president of Allied Stores (operating department stores in principal cities), which was recently quoted as having expressed the belief that NBC-TV has failed to credit the network's national advertising potential, has now credited the network's "multitude of sponsors and programs" with three different network advertising shows in the last two weeks ending Nov. 12, according to a report in Advertising Age.

Mr. McCarthy said Allied had been examining network tv as a "selling tool" for many years but the problems appeared too varied and too complex. He said that the Home show proved "the kind of show that local stores can get through network" and that NBC has itself "in itself so well merchandised." He said two other points of the program which appealed to the stores were: it reaches women and has merchandising potential throughout the year.

The cablecolor and all-plug-in color sets produced by RCA color receivers placed in strategic locations in each of the participating stores. Products and merchandise demonstrated on the colorcasts also were on display in the stores.

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The cablecolor and all-plug-in color sets produced by RCA color receivers placed in strategic locations in each of the participating stores. Products and merchandise demonstrated on the colorcasts also were on display in the stores.
WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent... and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:

<table>
<thead>
<tr>
<th>CHANNELS VIEWED MOST IN LIMA, OHIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
</tr>
<tr>
<td>WHIO-TV</td>
</tr>
<tr>
<td>Station B (UHF)</td>
</tr>
<tr>
<td>Station C</td>
</tr>
<tr>
<td>Station D</td>
</tr>
</tbody>
</table>

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF AMERICA'S GREATEST AREA STATIONS

whio-tv CBS

Channel 7
DAYTON, OHIO
sen-Ratings, which have been played up in the past [B+T, Dec. 5]. Hugh M. Beville Jr., NBC director of research and planning, took a "sort of neutral" position. He said NBC had approved the new format in advance and felt average audience figures "do have a place" but it still maintains that "the rating that really counts" is the total audience figure because it's the one "that shows how many homes viewed the program."

He said he was certain the change will add to the ratings "confusion"—"I'm sure that's not the purpose but I don't know any alternative."

At one point in discussing the "confusion," he observed wryly that he wondered whether NBC should not have opposed the new format.

Oscar Katz, research director, CBS-TV, which was one of those who pushed for the change, took the position that "if there's confusion, it will be healthy confusion" because it will show, with equal prominence, a program's total audience—all those who tuned in for six minutes or more—and the number that were tuned in during an average minute of the program.

Generally, longer programs—those of an hour or 90 minutes—will be more affected by average audience figures than shorter shows. Whatever the length, those with high tune-in but heavy tune-out will fare considerably better in terms of total audience than in average audience.

Mr. Beville agreed that for purposes of such analyses, average audience figures are useful—but that they underestimate, often seriously, the audience the advertiser is actually getting for his money.

B+T's summary of the Advertising Research Foundation recommendations [B+T, Dec. 27, 1954], submitted to and approved by ARF in compliance with ARF requirements regarding condensation of that copyrighted report, had this to say on the subject:

"The measurement should report the average instantaneous audience. This is recommended because it 'automatically weighs persons or households into the audience in proportion to the amount of their tuning.' Therefore, it 'permits uniform comparisons of audience size measurements for programs of different duration.'\n
Total audience measurement is designed as a supplementary standard. 'A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum.'

Mr. Katz and Mr. Beville agreed that many shows which place among the Top 10 in total audience may be far down in the ranks in terms of average audience.

---

**NIelsen**

### Top 10 Television Programs

**Two Weeks Ending Nov. 12, 1955**

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<thead>
<tr>
<th>Number of TV Homes Reached (000)</th>
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<tr>
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<tr>
<td>2. Disneyland (ABC)</td>
<td>14,764</td>
</tr>
<tr>
<td>3. Love Lucy (CBS)</td>
<td>14,596</td>
</tr>
<tr>
<td>4. Ed Sullivan Show (CBS)</td>
<td>14,461</td>
</tr>
<tr>
<td>5. Jack Benny Show (NBC)</td>
<td>14,197</td>
</tr>
<tr>
<td>6. Shower of Stars (CBS)</td>
<td>13,000</td>
</tr>
<tr>
<td>7. You Bet Your Life (NABC)</td>
<td>12,760</td>
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<td>9. GE Theatre (CBS)</td>
<td>12,572</td>
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<tr>
<td>10. Martha Raye Show (NABC)</td>
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**PULSE**

### Top Radio Programs

**July Through October**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>&quot;Our Miss Brooks&quot; (CBS)</td>
<td>5.3</td>
<td>5.3</td>
<td>5.3</td>
<td>5.3</td>
</tr>
<tr>
<td>&quot;My World and Welcome&quot; (CBS)</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>&quot;Graudna Marie (NABC)&quot;</td>
<td>4.6</td>
<td>4.6</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>&quot;L-Thomson (6:45 p.m., M-F) (CBS)&quot;</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>&quot;Dagney (NABC)&quot;</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>&quot;Ed. Morrow (7:45 p.m., M-F) (CBS)&quot;</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>&quot;Green, Crosby, Ginkle (CBS)&quot;</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>&quot;Highway, Misc. (CBS)&quot;</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
</tr>
<tr>
<td>&quot;Goofey's Talent Scouts (CBS)&quot;</td>
<td>4.0</td>
<td>4.0</td>
<td>4.0</td>
<td>4.0</td>
</tr>
<tr>
<td>&quot;Jukebox Jury, Bergen-McCarthy (CBS)&quot;</td>
<td>4.0</td>
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</tbody>
</table>

**VIDEODEX**

### Top 10 TV Programs

**Nov. 1-7**

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Cities</th>
<th>%</th>
<th>Homes Reached (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. $54,000 Question (CBS)</td>
<td>182</td>
<td>32.8</td>
<td>12,720</td>
</tr>
<tr>
<td>2. Jack Benny (CBS)</td>
<td>182</td>
<td>32.8</td>
<td>12,720</td>
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<td>182</td>
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**Copyright, Viedex, Inc.**

**BROADCASTING & TELECASTING**

If you're not in B+T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent. See page 90 for money-back guarantee.

**Broadcasting Telecasting**

---
Procter & Gamble Plans Big Give-Away Promotion

PROCTER & GAMBLE Co., Cincinnati, Westinghouse Electric Corp., Metuchen, N. J., and Ford Motor Co., Dearborn, Mich., will get together later this month with NBC and CBS, as well as women's magazines for a major promotion campaign for a new pink Dreft's national consumer contest.

For the best entries completing the sentence beginning "I'm tickled pink with new pink Dreft because...", Procter & Gamble will award five 1956 Ford Thunderbird cars, 20 Westinghouse color tv sets, 50 monochrome tv sets, 100 electric blankets and 50 portable radios.


Quaker Takes Rose Parade

QUAKER OATS Co., Chicago, will sponsor the Tournament of Roses Parade on ABC-TV from Pasadena, Calif., on Jan. 2, it was announced Friday. The parade telecast will be carried by about 85 stations, the company reported. Quaker will advertise a number of products during the presentation. Purchase was handled through Lynn Baker Inc., New York, with cost of time and facilities estimated at $100,000.

MARKING Chevrolet's entry into daytime tv with sponsorship of the Garry Moore Show (Wednesday, 10:15-30 a.m., CBS-TV) are (l to r): William G. Power, advertising manager, Chevrolet Motor Div., General Motors; Colin Campbell, vice president-account executive on the Chevrolet account, Campbell-Ewald Co.; Mr. Moore, and Philip L. McHugh, vice president in charge of radio-tv, Campbell-Ewald Co.

Ayer Staff Adds Three

N. W. AYER & SON Inc., Philadelphia, has named three staff additions to its New York office: Burt M. Harris, vice president in charge of tv merchandising, Walter Framer Productions, to radio-tv program production department; William H. Fallon, Sullivan, Staufer, Colwell & Bayles, marketing and media research department, to radio-tv research staff, and Neil Atkinson Jr., recently discharged from U. S. Marines, to sports staff.

Kraft Consolidates Services With C. G. Wright As Head

KRAFT FOODS Co., Chicago, has announced the consolidation of its advertising, sales and consumer services functions into one broad marketing department under C. G. Wright, former vice president in charge of sales and advertising, and the reshuffling of other key executives. Mr. Wright becomes vice president in charge of marketing.

Reporting to J. B. McLaughlin, who continues as sales and advertising director, will be C. R. Green, as general sales manager; Ted Jeffery, general advertising manager; Mary Dahake, director of consumer services, and E. J. Schwartz, director of sales distribution. J. E. McClellan, sales promotion manager, and A. W. Skalstad, manager of marketing research, also will report to Mr. McLaughlin.

The changes were announced Monday by J. C. Lofitis, executive vice president of Kraft, a substantial radio-tv advertiser. Mr. Lofitis attributed the integration to the need for meeting more effectively "the problems of today's food sales and distribution."

Union Sponsors Races

UNION OIL Co., Los Angeles, through Young & Rubicam, Los Angeles, has expanded purchase of featured Santa Anita horse races on Columbia Television Pacific Network from five to 19 stations. Four $100,000 races and background color will be aired between Jan. 28 and March 10. The firm also will sponsor seven Saturday feature races on CBS-owned KNXT (TV) Los Angeles.
ANA STAND ON COMMISSIONS CLARIFIED

President West, in a letter to association members, states no definite stand has been taken on 15% agency fee.

THE ASSN. of National Advertisers made clear last week that it "has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation."

In a letter to ANA member companies, designed to clarify "confusion and possible misunderstandings" which he attributed to "some published interpretations and implications" resulting from ANA General Counsel Gilbert H. Weil's address at the association's 46th annual meeting (see B&W, Nov. 7), ANA President Paul B. West said:

"The matter of what services an advertiser requires and obtains from his agency and what is to be paid for those services is the individual responsibility of the advertiser; just as the matter of the scope and character of an agency's services and what the agency will charge for those services is the individual responsibility of the agency.

"It is generally acknowledged that the 15% commission method for agency services has served advertisers and advertising well over the years. It is also recognized that as advertising has expanded in volume, scope and importance as an indispensable sales and public relations instrumentality of American industry, the scope and value of the specialized services required of well-organized agencies have expanded beyond the scope of the traditional commission system as originally conceived.

"Consequently, the matter of determining the value of these expanding services in any given case and arriving at an equitable basis of payment has become an increasing problem to many advertisers and their agencies."

Mr. West's letter, sent Dec. 2 and made public last Tuesday, also said:

"Because of some published interpretations and implications as a result of the talk made by ANA General Counsel Gilbert H. Weil at the recent ANA annual meeting, some confusion and possible misunderstandings have arisen as to ANA's position. Consequently, we want to set the record straight for the benefit of ANA members and others who may be concerned.

"As you have been informed, the ANA is not a party to the action of the Dept. of Justice against several organizations representing media and agencies. However, because the complaints issued by the government involve agency recognition and 15% commission practices, the ANA on behalf of its members, has a very real interest in the effects this government action may have on the relationships between advertisers and their agencies.

"Believing that the time had come to make a realistic appraisal of the actualities of the current situation, both with respect to the law and the practical application of the law, the ANA asked its counsel, Gilbert Weil, to make such an appraisal based on his working knowledge of the law and advertising practices over many years, and to present his view at the open session of our annual meeting Nov. 2 at which agency and media representatives were present.

"Mr. Weil's talk, widely hailed as a sound and clarifying analysis, was favorably received by ANA members as a valuable service.

"Now, as regards the question of ANA's position on the 15% agency commission method. It should be made clear that the ANA has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation..."

"Regardless of the outcome of the Justice Dept. action, one point of transcending importance stands out: I think you will agree upon reviewing Mr. Weil's talk, the weight of his remarks is aimed at encouraging advertisers to study and develop with their agencies working agreements that will insure the most effective service on an equitable basis of payment in keeping with the principle that 'the laborer is worthy of his hire.'

"I believe the conviction is prevalent among advertisers today that they have a highly valuable asset in the creative and specialized skills of their agencies. This has been increasingly recognized as agencies have broadened the base of their services and can generally offer advertisers far more than the minimum—the creating and placing of advertisements.

"It is in this direction that the ANA has been working for some time through its Advertising Management Committee. Increasingly we are finding when an advertiser draws up a carefully thought-through working agreement with his agency in which the kinds of services he requires, the extent to which the agency agrees to perform such services, responsibilities of each and the extent to which the costs of the services are covered by the customary commission arrangement, or the extent to which other considerations might bear upon the sub-
A radio schedule for people who have everything—including television!

(The abc’s of ABC’s new sounds for you—written and illustrated for advertisers age 25 and over.)

NEW SOUNDS FOR YOU

“EVENTS OF THE DAY”
7:30 Today’s Sensational Story
7:40 Transatlantic Exclusive
7:45 Personality of the Day
7:50 The News and You
7:55 News

“THE WORLD AND YOU”
8:00 Arrivals and Departures
8:10 Yesterday at Midnight
8:15 America at Work and Play
8:20 Elm Street to the Great White Way
8:25 News

“YOUR BETTER TOMORROW”
8:30 Part 1—words to live by
8:35 Part 2—advice on your marriage and family
8:40 Part 3—improving your personality
8:45 Part 4—your success
8:50 Part 5—advice on your home
8:55 News

“SOUNDMIRROR”
9:00 Sounds of Yesterday
9:05 Sounds of Today
9:15 Sounds of No Importance
9:20 Soundings
9:25 News

“OFFBEAT”
9:30 Offbeat Humor
9:35 Focus on the Future
9:45 Soloscope
9:55 News

#MONDAYS
8:30—The Voice of Firestone.

#TUESDAYS
8:30—Bishop Sheen’s “Life Is Worth Living.”

9

Twas the night before television. The family settled in the living room for a long evening of radio. When TV was installed, the family began listening to radio a new way. Ma tuned in her kitchen radio. Pa listened in his car, his den, his workshop. And the children played their bedroom radio. Radio listening became a personal affair. To fit this new listening, ABC Radio created new sounds for you—personalized programming. Handy 5- and 10-minute segments. Each is regularly scheduled. (Every week night, same time.) Each wins its own audience. Each can be sponsored as a “strip” or night by night. Surprisingly little money buys a 5-minute segment, full network. Your ABC salesman is ready with all the facts.

Listen ... the new sound of ABC Radio
agreed

' Dragnet' Time Switch

IN ORDER to strengthen its Thursday night position on NBC-TV, Liggett & Myers Co. (Chesterfield & L & M cigarettes), New York, is switching places with the Borden Co. (dairy products) by placing Dragnet one half hour earlier, starting Jan. 5. In the place of Dragnet, currently seen 9-9:30 p.m. (EST), Borden has agreed to put The People's Choice, starring Janice Cooper. Agencies involved are Cunningham & Walsh, Inc., for Liggett & Myers, and Young & Rubicam Inc., for the Borden Co.

Kudner Agency Adds Four

KUDNER AGENCY Inc., has named four additions to its New York office: Robert B. Betts, J. Walter Thompson Co., as radio-tv copywriter; Hal Friedman, NBC-TV special events, as member of production staff; Olive P. Gately, former vice president, Fuller & Smith & Ross Inc., Cleveland, as copywriter on the Frigidaire account, and Frederick K. Russell, art director, Kiesewetter, Baker, Hagedorn & Smith, as art director on Frigidaire.

Y & R'S Thomas Hackett Dies

THOMAS M. HACKETT, 49, associate director of media relations for Young & Rubicam Inc., New York, died last Wednesday in Mt. Kisco, N. Y., after an illness. Mr. Hackett joined Y & R as a trainee in 1927, rose through the space buying ranks to media department manager in 1935 and in 1952 assumed the position he held at the time of his death. Surviving are his wife, the former Jessie MacArthur, and their two children.

NETWORK BUSINESS

Chrysler Corp., Detroit, will sponsor telecast of 31-year annual East-West Shrine football game at San Francisco, Dec. 11 (4-45 p.m. EST) on some 100 NBC-TV stations. McCann-Erickson Inc., S. F., is agency.

Shulton Inc. (Old Spice toiletries) to sponsor "Two American Originals," 60-minute See It Now program on CBS-TV tomorrow (Tuesday, 9-10 p.m. EST). Agency: The Wesley Assoc., N. Y.

Gulf Oil Corp., Pittsburgh, will sponsor 1956 Sugar Bowl football game-georgia Tech and U. of Pittsburgh from New Orleans on Jan. 2 on ABC Radio and ABC-TV, starting at 1:55 p.m. EST. Agency: Young & Rubicam, N. Y.

Pan American World Airways Inc., N. Y., has renewed alternate week sponsorship of NBC-TV's Meet the Press, effective Jan. 1, for 22 weeks. J. Walter Thompson, N. Y., is the agency.

Procter & Gamble Co., Cincinnati, extends sponsorship in ABC-TV's Famous Film Festival (Sun., 7:30-9 p.m. EST) for Shasta Shampoo through June 17, 1956, buying one participation in each show. Agency: Blum-Bein-Toigo Inc., N. Y., American Chicle Co. (Dentyne gum), Long Island City, N. Y., has bought two additional participations—Dec. 18 and Dec. 25—in addition to first two Sundays of this month.

American Chicle's agency: Ted Bates Inc., N. Y.

SPOT BUSINESS

Standard Oil Co. of California (Chevron and Standard gasoline) to sponsor new West Coast film series starting in January and titled Chev-ron Hall of Stars, as replacement for Water-front series currently being shown in 12 markets. Program using name actors will be filmed and produced by Four Star Productions Inc., L. A. Agency is BBDO, L. A.

AGENCY APPOINTMENTS


G. Helmien Brewin Co., La Crosse, Wis., appoints Earle Ludgin & Co., Chicago, for its advertising. Account was assigned by Leo Burnett Co., same city, because of competitive Pabst Brewing Co. account.

Bell Savings & Loan Assn., Chicago, appoints M. M. Fisher Assoc., same city. Radio will be used.


Deepfreeze Appliance Div. of Motor Products Corp., Chicago, appoints Roche, Williams & Cleary Inc., Chicago, for its advertising.

Carns Inc. (caramel corn candy), Chicago, names Robertson Potter Co., same city, to handle advertising.

RCA-Victor Co., Montreal, names Kenyon & Eckhardt, Toronto, effective Jan. 1. RCA-Victor has used Spitzer & Mills Ltd., Toronto, and its predecessor Lord & Thomas of Canada, for past 20 years. Decision to switch agencies is in part due to plans to utilize more of U. S. parent company's advertising material in Canada. K&E plans to open Montreal service office.

Wm. Neilson Ltd., Toronto, (candies and chocolate) appoints MacLaren Adv. Ltd., Toronto, for all advertising.

Kiwi Polish Co., Pottstown, Pa., appoints Street & Finney Inc., N. Y., effective immediately. Its former agency was Geyer Inc., N.-Y.

Western Hotels Inc. appoints Cole & Weber Inc., Seattle.

A&A SHORTS


Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV


Dec. 15 (8:30-9:30 p.m) Shower of Stars. "Christmas Carol," Chrysler Corp. through McCann-Erickson.


Dec. 22 (8:30-9:30 p.m) Climax, Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 12-16 (5:30-6 p.m) Howdy Doody, participating sponsors (also Dec. 19-23 and 26-30).

Dec. 12-16 (3-4 p.m) Matinee, participating sponsors (also Dec. 19, 22-23, 26-30).

Dec. 12 (8-9:30 p.m) Producers' Showcase, "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K+E, Grey and Al Paul Ltd.

Dec. 18 (3-3:40 p.m) Zoo Parade, Mutual of Omaha through Bozell & Jacobs.

Dec. 20 (11 a.m.-12 noon) Home, insert in color at 11:37-11:44 a.m. Participating sponsors.

Dec. 20 (8-9 p.m) Milton Berle Show, Sunbeam Corp. through Pertin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Dec. 22 (9-9:30 p.m) Dragnet, Liggett & Myers through Cunningham & Walsh.


Dec. 25 (3:30-4 p.m) Zoo Parade, American Chicle Co. through Ted Bates.

Dec. 25 (4:30-5:30 p.m) Assignment: In 
d녁ing

[Note: This schedule will be corrected to press time of each issue of B-T]
They'll Tell You

**DOMINANT 10 MOVES MERCHANDISE!**

In Providence, Worcester, Fall River, New Bedford, Taunton, on Cape Cod, wherever you sell products to people in Southern New England, Big 10 does the BIG JOB!

... and here's some of the ammunition that moves the merchandise!

- **Tues. thru Sat.**
  - **MILLION DOLLAR MOVIE**
  - **11:15 P.M.**

- **Mon. thru Fri.**
  - **THE BREAKFAST SHOW**
  - **9 - 10 A.M.**

- **Wed., Thurs., Fri.**
  - **TRIPLE AAA FOOD SHOW**
  - **1 - 2:30 P.M.**

- **Mon. thru Fri.**
  - **SUPER CARTOON SHOW**
  - **5 - 5:30 P.M.**

Get details from WEED TELEVISION

**DOMINANT 10**

PROVIDENCE, R. I.

**WJAR-TV**

BASIC NBC TV
Cary-Hill has also opened offices in Omaha at 516 Insurance Bldg. John W. Howard, regional representative, Frederic W. Zov Co., radio-television productions, Cincinnati, heads C-H Omaha division.

Keene & Keene, Seattle agency, has moved to larger office space in room 931 Republic Bldg., Seattle 1, Wash.

McCann-Erickson, N. Y., has resigned Woman’s Home Companion account according to Marion N. Parets, Park 1, Jr., president division.

Insurance productions, Cincinnati, N. Y., has rejoined Albert Frank & Co., N. Y., as vice president, according to Marion N. Parets, Park 1, Jr., president division.

A & A PEOPLE

Edwin Paret, Park & Tilford Distillers Corp., N. Y., elected vice president in charge of advertising and merchandising. He will handle parent company beverages and subsidiary products Tintex dyes, Winx eye make-up and Park & Tilford perfumes and cosmetics.

Forrester Mashbir, formerly staff director, KPIX (TV) San Francisco, to J. Walter Thompson Co., N. Y., as director of San Francisco office.

Stanley F. Merritt has rejoined Albert Frank-Guenther Law Inc., N. Y., as vice president.


Harlan Logan, director of public relations, Corning Glass Works and director of public relations and advertising, Steuben Glass Inc., elected vice president for personnel and public relations for General Foods. He joins GF in newly created position Jan. 1.

Perry L. Brandt, formerly vice president, Henri, Hurst & McDonald Inc., Chicago, appointed executive secretary of Chicago plans board of Campbell-Mithun Inc.


Clayton Huff, assistant to BBDO treasurer and executive vice president Fred Manchee, elected assistant treasurer.


Peter S. Pell, CBS-TV film service department, to Roy S. Durstine Inc., N. Y., as assistant account executive.


Elwood Lindell to Don L. Baxter Inc., Dallas, as account executive.


H. Lane Losey, advertising manager of mining division of Ohio Brass Co., Mansfield, Ohio, to Lee Rasmussen & Co. Inc., Philadelphia, as senior copywriter on consumer accounts.

William S. Doughten, rejoins Dancer-Fitzgerald-Sample, N. Y., as radio-television editor after six years with D-F-S client, General Mills, as coordinator of Betty Crocker TV activities.

Thomas C. Cadden, former radio-television director, Krupnick Associates, St. Louis, to copy staff of Geoffrey Wade Advertising, Chicago.

Charles Hart, field manager Comet Rice Co., Houston, Texas, reassigned to work exclusively with introduction and marketing of new Comet Pre-Fluffed rice.

Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and exclusive attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the only medium we serve

WROW-TV
WAAM
WBEN-TV
WJRT
WFMY-TV
WTPA
WDAF-TV
WHAS-TV
WTMJ-TV
WMTW
WSYR-TV

Albany
Baltimore
Buffalo
Flint
Greensboro
Harrisburg
Kansas City
Louisville
Milwaukee
Mt. Washington
Syracuse
G.E.'s COLOR FILM CENTER
FOR BOTH COLOR AND

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Black-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.
DELCIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System—
A New Continuous Motion Projector. For Monochrome Service NOW—
Color When You Want It!

WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2 x 2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is newly designed, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems do not exist.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service now—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: General Electric Company, Broadcast Equipment, Section X212, Electronics Park, Syracuse, New York. In Canada, write to: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
COURT UPHOLDS BAN OF FILMS TO TV BY FIVE MOTION PICTURE COMPANIES

No violation of Sherman Antitrust Act, Federal judges rule in case involving refusal to make 16 mm films and for other outlets. Decision is REFUSAL of five major motion picture companies to make 16 mm films available to television and other outlets did not constitute antitrust violations, Chief U. S. District Judge Leon R. Yankwich of Los Angeles said in an 80-page opinion.

In its opinion, Judge Yankwich declared that the U. S. Government had failed to prove any of the violations charged to five leading producing-distributing companies under Section II of the Sherman Antitrust Act.

The decision held that the Sherman Act condemns "only unreasonable restraints," that competition is not "an absolute under American law and economy," and that "business practices affecting interstate commerce that put some restraints on competition do not necessarily violate the antitrust laws."

In its complaint, the government charged the defendants motion picture companies with "conspiracy" to prevent distribution of 16 mm editions (of standard size 35 mm films) in areas where they might "affect the income of theatres distributing those films and which were charging admission." The opinion also alleged that the film companies refused to license 16 mm films for television showing to avoid helping to create competition for theatres.

The five defendants in the case, which went to trial Sept. 22, were 20th Century-Fox Film Corp., Warner Bros. Pictures Inc., RKO-Radio Pictures Inc., Columbia Pictures Corp., Universal Pictures Co., and subsidiaries of these companies, Distributors Corp., Screen Gems Incorporated (Columbia) and United World Films Inc. (Universal).

The government action originally was instituted against six motion picture producing companies and six distributors of feature movies. On Sept. 2, a consent decree was entered against two defendants, Republic Pictures Corp., producer, and the parent corporation Republic Production Inc., distributor.

Pick Your Actor

IN A FULL PAGE New York Times ad Dec. 7, addressed to 22 major TV sponsors and the three video networks, Television Programs of America Inc. described a new sales twist it is making available through its Tugboat Annie series now in production.

TPA is permitting the sponsors or networks to select an actor-salesman personality to fill one of the roles (neither of the two leads, however) in the show. This person will be signed to a long-term contract and be available to the sponsor for tie-ins with printed ads, personal appearances and other merchandising support.

The sponsor will thus be assured of the performer's presence when he wants them and will not be confronted with as large a bill as he would be if the actor had to be paid for all services above program appearances. Too, TPA points out, the actor will be more aptly identified with Tugboat Annie and the sponsor. TPA believes advertisers will be able to budget advertising expenses on a long range basis by utilizing the new plan.

SALE OF RKO FILMS LEANS TOWARD FOX

THE DRAWN-OUT negotiations with General Teleradio Inc. regarding its future of its RKO Radio Pictures feature film library appeared last week to be close to an end. Bidding for the valuable film stockpile are independent tv film executives Matthew Fox and National Telefilm Assn.—Mr. Fox offering an estimated $12 million and NTA, some $10 million in cash.

According to reports in New York, Mr. Fox has the "inside edge" in the negotiation, which may come to a head this Wednesday. His offer is understood to cover world rights to 600 or 750 of the RKO feature films, plus 900 shorts and eventual delivery of 150 additional features. NTA's bid is reported to encompass the entire 750 feature films and the 900 shorts.

Thomas F. O'Neill, chairman of the board, General Teleradio and RKO Radio, was quoted last week as saying that "as far as we're concerned, a deal is as good as made unless something goes wrong in the next 10 days or two weeks." This was to be taken as an indication the transaction will be negotiated with Mr. Fox, with whom a conference is set this week.

It was reported that talks with Mr. Fox have become protracted because there are certain complexities that have to be ironed out with respect to 150 feature films that Mr. O'Neill will hold title to for several years. It was pointed out that many of the films have theatrical release value; several have not been released yet to theatres and others have been issued only recently. A clear-cut understanding must be reached, sources said, on the disposition of these films to Mr. Fox, including possible financial re-imbursement beyond the $12 million figure.

Mr. O'Neill is understood, will utilize these 150 feature films to market for his tv operation. GT sources stress that he has no intention of abandoning his film activity, even though he sells his library to Mr. Fox or to another buyer.

Video President Henry Dies


Survivors are his mother and a sister, Mrs. Gene Sarazen, wife of the former National Open golf champion.

MEL ROACH (l), Seaboard Finance Co. account executive, shows Ralph G. Tuchman, general manager of Harris-Tuchman Productions, newspaper and point-of-sale uses of the limited tv commercials produced by H-T for Seaboard (through Frank Bull & Co.). The commercials, originally created for tv only, have been extended for use in other media.

'Plug-Free' Films Pledged By Ziv Television Programs

ADVERTISERS buying present or future Ziv tv film programs were assured last week by Frederic W. Ziv, board chairman of Ziv Television Programs Inc., that the films would be "plug-free."

He made this pledge in a statement released in Hollywood, in which he said that there is "a dangerous trend among tv producers to trade the valuable television time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program costs, tawdry backstage visits with movie moguls or clips from non-tv films, and free rides on major scheduled airlines."

According to the estimates of Ziv's tv research department, Mr. Ziv said as many as 50 million "publicity impressions" for products and services of non-tv advertisers are being made weekly on U. S. television homes. Mr. Ziv urged the television industry to evaluate the "plug trend" carefully in terms of long range effects on the respect of advertisers and agencies and the public for the television medium. "It's time the television industry and the telefilm companies drew a clear line on what is, and what is not, an allowable television commercial," Mr. Ziv asserted. "If we continue to avoid a clear definition, television may find what has become the nation's biggest advertising medium is being played for a billion-dollar dollar当做 that permits itself to lure as Frances Goldwyn Mayer. Titled Growing Up in Hollywood, the series will show backstage activities of youngsters in the making of motion pictures.
ABC-TV BUYS 100 FILMS FROM RANK

New package of British imports reportedly involves $1.5 million. To be used first on network's new program, 'Afternoon Film Festival.'

A LONG-RANGE agreement, reportedly involving $1.5 million, is being announced today (Monday) in the acquisition by ABC-TV of 100 feature films from J. Arthur Rank Film Distributors Ltd.

The huge package of feature film imports from England will be used first on the network's new program, Afternoon Film Festival, to be programmed from 3-5 p.m. EST, Mon.-Fri., immediately preceding ABC-TV's Mickey Mouse Club, starting Jan. 16.

The contract, announced jointly by ABC President Robert E. Kintner and Managing Director John Davis of J. Arthur Rank Organization, parent group of the Rank enterprises, gives ABC unlimited use of the feature films on iv for an extended period. John H. Mitchell, vice president in charge of ABC-TV, represented the network in negotiations.

ABC-TV already had purchased a group of Rank features for its Sunday night Famous Film Festival which is being sold on a participation basis.

The new 100-film package is studded with prominent titles and British stars such as "Hamlet," starring Sir Laurence Olivier, Jean Simmons and Stanley Holloway; "A Queen Is Crowned," a pictorial report of Queen Elizabeth's coronation in 1953 (Mr. Olivier narrating); "Run for Your Money" with Alec Guinness, and "Beware of Pity," starring Lilli Palmer and Sir Cedric Hardwicke.

Special Force Set Up

Along with the purchase of the films, Mr. Mitchell revealed that the network has set up a special sales force for the weekday feature film program. Appointed were three "special project salesmen":

William M. Koblenzer, who is to join ABC today (Mon.) after having been with DuMont Electroncam Production Services as sales manager and national sales manager for the former DuMont Television Network. He also had been associated at one time as a sales executive with Frederic W. Ziv Co. and with Music Corp. of America. He will operate for ABC-TV out of New York.

Harry Pertka, also operating from ABC's New York office, was an account executive with the former DuMont TV Network for the past four years. He also had been active in developing Cavalcade of Stars tv programs as sales manager for product advertising.

George Drase, former Eastern sales representative, CBS Radio Midwest Division, and before that in sales at WBBM and WFCF, both Chicago.

Messrs. Koblenzer and Pertka will report to William C. Gillogly, ABC-TV's eastern sales manager, and Mr. Drase will report to Harold Wettersten, the network's Chicago sales manager.

A sampling of other films in the 100 feature package, titles and stars, include "Always a Bride," Peggy Cummins, Terence Morgan and Ronald Squire; "Bedelia," Margaret Lockwood, Anne Crawford and Ian Hunter; "The Cruel Sea," Jack Hawkins, Donald Sinden and Denholm Elliot; "Fools Rush In," Sally Ann Howes...
Kaufman Sees Bright Future For Producers of TV Films

CONFIDENCE in the future of the TV film production and distribution business was voiced last week by Reub Kaufman, president of Guild Films, New York, who reported that the company's annual statement for the fiscal year ended Nov. 30 is expected to show an increase in Guild's working capital of more than 100% to about $2.25 million.

He told a special meeting of Guild's sales and administrative executives gathered in New York from different parts of the country that there are certain "prophets of gloom" in the TV film industry who have been "pessimistic" about the field. He acknowledged that the industry is still "going through a changing era," but said that "the stronger companies with the needed know-how will emerge on a sounder footing."

Figures indicate our company is starting its new fiscal year, Dec. 1, in a stronger cash position than in any other year," Mr. Kaufman said, adding that Guild plans to go "full steam ahead in 1956" while anticipating a "banner year in profits."

STATE COURT UPHOLDS HOOKER INJUNCTION

A DECISION handed down by New York State Supreme Court last week continued a temporary injunction against Film Network Inc. and Master Television Inc., New York, both headed by West Hooker, and which had been charged with using "unauthorized names" of individuals and making "fraudulent statements" in sales of stock to the public.

In ruling that the injunction obtained by the New York State Attorney General's Office several weeks ago should be continued [BT, Nov. 14], Justice Joseph A. Gavagan recommended an early trial of the issues, leading to a permanent injunction or dismissal of the charges.

Mr. Hooker said that he has instructed his attorney, L. Ray Glass of New York, to prepare for an early trial.

Screen Gems Sees Jump In Gross of $5 Million

GROSS sales of Screen Gems, wholly-owned subsidiary of Columbia Pictures Corp., are expected to reach $11 million this fiscal year as compared to $6 million the preceding year, it was revealed last week by A. Schneider, vice president and treasurer of Columbia Pictures at the company's annual meeting in New York.

Discussing the company's TV operations, Mr. Schneider said that no table of amortization was employed for the TV films. He explained that "they are written off on cost value," with the company benefitting "substantially" by their resale and syndication value.

FILM PEOPLE

Joseph Brandel, former Philips (Netherlands) executive, appointed European director of sales for Ziv International. William Castle, director-producer for Ziv Television, has been assigned duties as production coordinator.

Fred Stettner appointed general manager of Marvel Screen Enterprises, new subsidiary of Barry & Enright Productions Inc., N. Y., which will conduct merchandising activities for Winky Dink and You and serve as liaison between the parent company, CBS-TV, and licensees.

Dick Ostrander to Interstate Television Corp., N. Y., film distributor, as midwestern sales manager.

Norman Spiegel, manager of Dallas branch, United World Films Inc., N. Y., distributor, resigned effective Dec. 2. His future plans are indefinite.

Robert L. Strickland, film producer with U. S. Army Signal Corps, for Roger Wade Productions, N. Y., as production manager.

Robert D. Crosswell, former account executive with WIBK Detroit, to Richard H. Ullman Inc., Cincinnati, Ohio, production firm.

Tom McManus, international sales manager, MCA-TV film syndication, left last week for a three-week business trip to Europe to observe developments in foreign markets.
Fellows Cites Obstacles To Automation Conference

NARTB does not set collective bargaining policies for radio or tv stations, raising question whether it can take part in conference on automation, NARTB President Harold E. Fellows said in letter to C. F. Rothery, NABET international president. Mr. Rothery had proposed NABET-NARTB meeting on automation in letter to NARTB head. NABET invitation included “other principal representatives of management.”

Mr. Fellows emphasized NARTB is interested in “making sure that out-dated regulations do not prevent broadcasters from taking advantage of improved methods and equipment,” and observed that broadcasters “are sympathetic to this problem and try wherever possible to make the transition for affected employees as easy as possible.” He added, “Better service at lower cost is important to broadcasters.” He said NARTB Employer-Employee Relations Committee will discuss subject at Jan. 10 meeting and it may come before NARTB board at Feb. 1-3 meeting.

Pay-Tv Opponent

THE American Federation of Labor-Congress of Industrial Organizations convention unanimously adopted a resolution last Thursday opposing toll television and calling on the FCC to reject applications of pay-television proponents. The resolution declared that pay-tv constitutes an infringement of the property rights of set owners and also “will curtail greatly the free use of the medium.”

Performance! Quality! Low Cost!

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific “quality and performance at a low cost is our product!”

THese features deserve your “closer look!”

- HIGHEST POWER! 1 Watt
- LOWEST COST! $8500.00
- LOWEST COST OPTIONS! "Audio sound diplexing Tunable wave meters Full frequency range"
- EASY OPERATION! "Proven circuitry Standard industry auxiliary equipment"
- COLOR NTSC or FIELD SEQUENTIAL

Write today for the Lambda story...
Our VISUAL ELECTRONICS representatives in your area will be happy to discuss your microwave requirements with you.
RAB ELECTS NEW OFFICERS, ALLOCATES $45,000 FOR ‘MAJOR RESEARCH PROJECT’

John F. Hardesty will become Radio Advertising Bureau vice president Jan. 1. Six new board members also elected at membership board meetings.

PLANS for concentrating Radio Advertising Bureau's sales and promotion firepower, election of new board, confirmation of a new vice president and re-election of present officers, and allocation of $45,000 toward "a major research project" were highlights of RAB membership and board meetings last week.

John F. Hardesty, eastern sales manager of Westinghouse Broadcasting Co, for the past two years and before that director of local promotion for RAB, was named RAB vice president effective Jan. 1.

The board also approved a plan for extending RAB's "in-person" service to member stations through sales clinics and sales committees. President Kevin B. Sweeney reported that RAB will add to its 100 sales clinics a series of six regional meetings for radio station management and that the number of cities in which sales clinics are planned for 1956 has been increased from 63 to 75.

Mr. Sweeney also projected RAB's 1956 income on a $750,000 annual basis. Sharp increases were foreseen after the first three months of the year, when increased dues of network, station, and representation firm members will be reflected.

The six new members elected to the board at the annual membership meeting—which, like the board meeting, was held Tuesday at New York's Waldorf-Astoria Hotel—are Edward Breen, KVFD-Fort Dodge, Iowa; Frank P. Fogarty, WOW Omaha; Robert T. Mason, WMRN Marion, Ohio; Edward Petry, Edward Petry & Co, station representation firm; Gilmore N. Nunn, WLAP Lexington, Ky., and Lee Wailes, Storer Broadcasting Co.

Officers re-elected by the board were Joseph E. Baudino, Westinghouse Broadcasting Co., chairman of the RAB board; Mr. Sweeney, president; Donald W. Thorburn, WCAU Philadelphia, treasurer; William McGrath, WHDH Boston, secretary; William L. Morison, RAB, assistant secretary-treasurer, and, effective Jan. 1, vice president Hardesty.

The following retiring members of the board were saluted by their colleagues for "untiring efforts in behalf of radio broadcasting": John Blair, John Blair & Co, station representative; Edgar Kobak, consultant and owner of WTTA Thomson, Ga.; Ralph McElroy, KWWL Waterloo, Iowa; William B. Quarton, WMT Cedar Rapids, Iowa; Frank F. Schreiber, WGN Chicago, and George B. Storer, Storer Broadcasting Co.

Exact nature of the research project toward which $45,000 was appropriated, officials said, will be decided within a few weeks. Several projects are being considered. The final decision may involve a single study or "two or three" which, individually, are lesser ones. Decision is expected to be reached in time for work to commence within 60 days. In addition, the board approved management's plans to earmark other funds for "major research" during 1956. President Sweeney pointed out that RAB plans to concentrate its fire on a sharply limited group of advertisers during the coming year, in both the national and the locals fields.

Among national advertisers, principal targets for RAB presentations and promotion are the soap-detergent, food, cigarette, automotive, drug, major appliance, and brewery fields. Extensive trade paper advertising and mailing series will be used to reach advertisers in these categories at the national level with teams of RAB executives calling upon them with specially prepared presentations and specific ideas while, at the local level, stations will undertake to influence the field organizations of these advertisers.

In the retail advertising field RAB and its 800 members stations plan to concentrate on eight types of accounts which Mr. Sweeney said "should represent about three-quarters of the total potential for stations in their markets." These eight are appliance stores, auto dealers, supermarkets, furniture-applications, clothing stores, drug stores, amusement, banks and savings and loan.

Mr. Hardesty, returning to RAB as vice president, was commended both by President Sweeney and by the organization he is leaving to accept the post. WBC President Donald H. McGannon said that "WBC sincerely regrets
Special TV Tower designed by BLAW-KNOX houses automatic elevator... for easy servicing of antenna - transmission lines - and lights

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower... in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower... 14 feet on each side, 1063 feet high and weighing 265 tons... with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you... to meet your specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

ANTENNA TOWERS

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar
losing Jack Hardesty, but we know his drive and great efforts will enhance the future of radio broadcasting through his contributions to RAB. We wish him well in his new responsibility.”

Mr. Sweeney said: “Our activities are multiplying and our budget is expanding considerably over the next few years. These facts make it doubly fortunate that Jack Hardesty is rejoining us. He is completely familiar with all phases of our operation and enjoys an excellent reputation for his ability to get things done.”

Two NARTB Committees Meet

TWO NARTB committees will meet this week—sports and viewer reactions groups. The Sports Committee meets tomorrow (Tuesday) at the Waldorf-Astoria Hotel, New York. George J. Higgins, KMBC-AM-TV Kansas City, will preside as chairman. The Committee on Viewer Reactions meets Friday at NARTB Washington headquarters. It is a special group formed last summer, at board direction, “to implement proposals for national study of viewer attitudes toward television.”

Radio Committee Seeks Power Boost

NARTB group moves toward general increase for all am stations and recommends separation of radio week from television next year.

FIRST steps looking toward a blanket across-the-board power increase for am broadcast stations were taken Tuesday at a meeting of the NARTB Am Committee, held in Washington.

The committee asked NARTB management to send all NARTB Radio Board members a statement of reasons for and against a blanket power increase. Directors would be asked to come to the next board meeting in February prepared to state their ideas on the plan as well as ideas of stations in their areas or groups they represent.

Cost of converting to increased power, added operating costs and reaction of other nations are topics for consideration.

Radio members of NARTB, through the committee, want NARTB’s combined boards to adopt their plan for a separate radio celebration of National Radio & Television Week next year. Having started the custom a decade ago, the am broadcasters said they preferred their own week to a joint radio-tv promotion.

At its Tuesday meeting the Am Committee recalled that a similar proposal was made a year ago but nothing came of it because plans of manufacturers, distributors and dealers were too far advanced.

Current progress in development of tv survey techniques were reviewed at the meeting by President Harold E. Fellows. The committee asked that NARTB’s Radio Board review the tv studies in February to see if they could be adapted to radio.

NARTB’s proposal to ask FCC to extend remote control operation to directional stations was explained by A. Prose Walker, engineering manager. He said over 700 stations would benefit by this extension. He reviewed band width and spurious emission studies. Richard Allerton, research manager, discussed operation of NARTB’s research panel, which supplies data on trends, revenue, expenses and net income of stations.

Lester W. Lindow, WFDF Flint, Mich., member of the board of the Assn. for Professional Education, reported on APE work and urged support of its cooperative planning of broadcast courses at universities and placement of graduates within the industry.

NARTB’s Freedom of Information and Sports Committees were urged to work on behalf of access to school activities, with several instances cited where radio had not been permitted to cover school events.

NARTB Membership Shows Gain of 160 Over Year Ago

MEMBERSHIP of NARTB totals 1,999, a gain of 160 or 10.4% over a year ago, the association’s membership committee was told in Washington Thursday by William K. Treynor, manager of station relations. The figure, as of Nov. 15, includes 1,260 am stations, 326 fm stations, 278 tv stations, 127 associates, four tv networks and four am networks.

Broken down, the gains amount over a 12-month period to 11% for am, 6.1% for tv, 9.5% for associates. The NARTB Television Code has 261 subscribers and there are 32 special subscribers to association services.

A membership campaign will be staged Jan. 15-April 1 with radio and tv phases conducted separately. Co-chairmen of the membership committee are J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore.

Georgians Name Shackelford

A NEW POSITION, secretary-manager, has been created by Georgia Assn. of Broadcasters in cooperation with Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia. Leonard Ross Shackelford, WGAU Athens, has been named to the position, according to Glenn Jackson, WAGA Atlanta, GAB president, and Dean Drewry. Mr. Shackelford will headquartered at the school where he also will have staff duties.

ANA Sets Meet March 14-16

ASSN. of National Advertisers has announced that its 1956 spring meeting will be held March 14-16 at The Homestead, Hot Spring, Va. Appointment of annual meeting’s program chairman will be made at next meeting of ANA’s board of directors.

Fanfare: 0:03

Thumbs Up USA

Karl King

over 8500

bridges, moods and themes are yours to select from in the SESAC Transcribed Library.

Production music for every type of sponsor, for every type of AM-TV program, for every type of musical taste.

The SESAC Transcribed Library is the lowest in cost for balanced programming, featuring “the best music in America.”

SESAC inc.

475 FIFTH AVE. NEW YORK 17
ROSY FUTURE PORTRAYED FOR TIMEBUYER, SALESMAN

RTES seminar hears Silvernail and Renault praise the status of broadcast advertising.

ADVERTISING growth and expansion of broadcast media assure a continued “future” for the agency timebuyer and the station salesman, the Radio & Television Executives Society’s timebuying and selling seminar was told in New York last Tuesday.

The timebuyers’ field was appraised by Frank Silvernail, manager of station relations, BBDO, New York, and that of the time salesman by Michael Renault, general manager of WABC New York.

Agreement was reached on the health of the broadcast advertising business, with these points emphasized:

* Radio is returning in strength. Mr. Renault said he thought tv viewers will turn more and more to radio as they become selective with video programming, and WABC in 1955 will have its best year in any recent period. Mr. Silvernail said it was his belief that tv would level off, with radio “going up again when people realize what they are passing up.” He also stressed that the number of auto radios alone about equals the number of tv sets.

* The future in either field is up to the individual, what he puts into his work, learns, puts to use, etc.

Noting also Standard & Poor’s “Industry Surveys Look at Advertising,” which saw expenditures over the years increase at a rate faster than that of the general economy [B.T, Dec. 5], Mr. Silvernail said that the media figures presented in the surveys were conservative. Mr. Silvernail estimated that over the 1946-55 period, national advertising expenditures went up more than 110%, while broadcast advertising in that period went up a “staggering” 168%. Mr. Renault emphasized that the sales department is the “pulse” of a station. He said: “Basicallly, the requirements for a salesman in radio or tv are those for a good salesman in any field. He must have a pleasant personality, a calculated aggressiveness, an agreeable persuasiveness and the ability to sell goods.

Last Tuesday’s seminar, moderated by Robert Collins, director of client relations, Pulse Inc., New York, completed the first series of eight presented this season. A second series is planned to start Jan. 17.

TVB Adds 16 New Members, Boosts Revenue to $600,000

SIGNING of 16 new members to Television Bureau of Advertising, increasing TVB’s revenues to an annual rate of more than $600,000, was announced last week by Vice President Norman E. (Pete) Cash.

The new members consist of 15 stations and one station representation firm, bringing TVB’s membership to 178, of which 167 are stations.

New station representative member is George P. Hollingbery Co. New station members are KKTU (TV) Colorado Sprigs, Colo.; KLEM-TV Lewiston, Idaho; KOAT-TV Albuquerque; KOMU-TV Columbia, Mo.; KTVK (TV) Stockton, Calif.; KSLA (TV) Shreveport, La.; KTVV (TV) Seattle-Tacoma; WBRZ (TV) Baton Rouge, La.; WCTV (TV) Thomasville, Ga.; WDEF-TV Chattanooga, Tenn.; WHIO-TV Dayton, Ohio; WNTV (TV) Waterloo (Fort Wayne), Ind.; WNDU-TV South Bend, Ind.; WSB-TV Atlanta, and WSFA-TV Montgomery, Ala.
BASEBALL'S FRICK SAYS JUSTICE DEPT.
RENEGED ON 'TEST CASE' FOR RADIO-TV

Major leagues, at Chicago meeting, spurned minors' proposal for broadcast restriction. Special fact-finding survey released. It shows broadcasting medium isn't prime cause of declining gates.

ORGANIZED baseball's efforts to provide a "test case" for future radio-tv limitations have run into a snag. Baseball Comm. Ford Frick revealed last week that the Justice Dept. had backed down on an earlier agreement to go along with the plan.

During their annual meeting in Chicago, the major leagues also turned down a minor league proposal for broadcast restrictions and heard a report on a fact-finding survey on baseball which largely exonerated broadcast media as the cause of declining attendance.

Mr. Frick said that the "rug was pulled out from under us" by the Justice Dept. and there was no chance that the majors would take any action on radio-tv restrictions until a better plan is offered. He said baseball had suggested a "reasonable and fair" rule designed to clear the air on radio-tv broadcasting. He declined to identify his Justice Dept. contacts, but stressed he had no "gripes" against the government body.

He intimated little prospect that organized baseball would offer any substitute plan in the near future, or that pay-see-tv would provide any immediate solution.

The baseball survey was designed, not to find out "What's Wrong (or Right) with Baseball?" but to "gather facts and information which would be of significant use to baseball executives as they formulate plans and policies for the future." It comprised a number of polls with 20,000 interviews among fans and non-fans alike.

The report claimed that 37% of those interviewed indicated they would pay a "reasonable sum" (25 to 50 cents) for pay-as-you-see tv if it was felt such a plan was necessary to keep baseball operating.

Asked about this phase of the report, Mr. Frick shrugged and said, "It's not here yet, is it?" Toll tv was explored by National League executives during the three-day major league parley at the Palmer House in Chicago.

Mr. Frick also noted, in response to a question, that major league clubs negotiate their own radio-tv contracts. He stressed that organized baseball was prepared to seek a solution to the radio-tv problem because of the minors' plight and tv's entertainment factor. Minor league relations were described in the survey summary as the biggest problem of majors.

Among other suggestions in the study for the betterment of baseball, one favored less tv coverage while 56% suggested a "definite radio-television policy."

The radio-television trade press was not invited to the news conference called by Mr. Frick Monday when he "revealed" organized baseball's plan designed to lay "ground rules" for future relations with radio and tv.

Once the rules were adopted and taken to court by baseball, the Justice Dept. was represented by Mr. Frick as prepared to sue organized baseball for an injunction to set them aside. Whoever lost the case would appeal it to the U.S. Supreme Court. Frick said he felt this would set up "ground rules" for the radio-tv issue and eliminate suits by broadcasters while the injunction was pending.

"As it is now without a clear-cut decision in the matter, we are vulnerable to all sorts of petty suits," Mr. Frick said. "Fifty small radio stations could sue us, and even if we won them all we could go broke winning them."

It was reported that legal risks would have provided for limiting broadcasts and telecasts of games to a radius of 50 miles from the home team's park. Another facet, it was believed, was the recommendation of a national network "Game of the Week."

"They say you can't do this—but they won't tell you what you can do. . . . We had an idea on a test case but it just didn't work out. We'll simply have to come up with something else," Mr. Frick said.

The minor leagues already had adopted a proposal for restricting major league radio and tv coverage, as in past years, but it has always been rejected by the majors. It would forbid sponsored broadcasts from stations outside a 75-mile radius of the particular ballpark [B&T, Nov. 28]. Restrictions (Rule I [1]) against radio-tv were lifted by the Justice Dept. about five years ago.

Major points at issue are the "Game of the Day" broadcasts, regional network hookups and television coverage in some instances beyond local areas. Minor leagues report as much as a 50% drop in attendance since World War II, blaming it on radio-tv coverage.

While 39% of respondents in the survey felt radio-tv coverage had decreased actual attendance, 71% believed the box-office would be improved by better parking facilities and lesser percentages favored more attention to the fans' comfort, faster games, standardization of ballpark and reduction of concession prices.

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The Folk's Coca Cola

The report continued: of those interviewed felt findings were any immediate solution. "reasonable and fair" rule designed along backed down revealed last week howling dollar

"Baseball might not work"

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TV Plan Proposed by NL Designed to Aid Minors

Offered by Dodger President O'Malley, it would feature 'Game of the Week' telecasts with proceeds to be split.

A PLAN to permit network telecasts of a "Game of the Week" without any boundary restrictions and for the financial benefit of the minor leagues was adopted by the National League and submitted to advertising representatives last week.

The proposal, originally offered by Walter O'Malley, president of the Brooklyn Dodgers, received "wholehearted endorsement" of the senior circuit at the majors' three-day conclave in Chicago last week. Prospect of a $3 million melon to be divided equally between the major and minor leagues was held as an important step toward solidifying major-minor relations. The American League expressed interest but took no definite action.

The plan, which probably would go into effect in 1957 and perhaps even next year, is for commercial sponsorship of one major league game each week. Expression of interest by prospective sponsors would result in the plan being placed on the official agenda of the major league meetings in New York next month.

Originally, it was understood, the majors were prepared to offer the plan as a means of offsetting organized baseball's proposal to the Justice Dept. for a rule to curb radio-television broad-casts of major league games in minor league territories (see story, page 1).

Referring to the Justice Dept. phase, Mr. O'Malley said earlier that "only a confused legal situation prevented a test run of the program this year." He noted interest by "certain television promoters" who, he said, had offered as much as $3 million to handle the program.

In Chicago, Warren Giles, NL president, said the proposal has "limitless possibilities." He issued this statement:

"I don't see how anyone can object to it. The plan would involve sending a top major league game over a major network once a week and the game would have big-time commercial sponsorship."

... The National League clubs have asked [Mr.] O'Malley to continue his efforts to work out a plan to use income from a major league television game of the week to aid the minor leagues. We are all wholeheartedly in favor of his idea's date and all of us expressed a desire for him to continue his attempts to effect this TV game of the week.

TV contracts negotiated by clubs for 1956 presumably would not be affected by the weekly "Game of the Week" telecasts.

A spokesman for the Brooklyn Dodgers reported last week that Mr. O'Malley has been conferring with executives of a television network to carry a proposed "game of the week" telecast, but declined to name the network. But learned that Mr. O'Malley had discussed this project with NBC-TV.

Although this project has often been suggested as a means of raising revenue to put at the disposal of minor league clubs, the Dodger spokesman said this phase of the project has not been worked out. Both CBS-TV and ABC-TV said they had not discussed this program with Mr. O'Malley, the CBS-TV spokesman noting that the network, which this year carried its own "Game of the Day" major league telecasts under the sponsorship of Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, plans to present the program again next year with the same sponsor.

BIG TEN MULLS TV DIFFICULTIES

THE BIG TEN CONFERENCE may take the lead in a move to resolve "some of the pressures" built up this past season as the result of TV blackouts on "sellout" games and because of a confusing district demarcation policy for Iowa under NCAA's football television controls.

The conference's iv committee met in Chicago last week to review NCAA's 1955 national-regional problem and problems that arose during the past fall. Conference athletic directors also convened and proposed that, for the "purposes of a television plan in 1956," the state of Iowa be considered "overlapping" with respect to Big Ten and Big Seven televisions games.

Nub of the problem is the fact that NCAA placed Iowa State College in its District 5 and the U. of Iowa in District 4, thus bringing tv and geographical factors into conflict, much as the state of Iowa is in the Big Seven District 5 area.

Specifically, this conflict resulted in protests from WMT-TV Cedar Rapids over NCAA's attempt to black out all of Iowa on the Wisconsin-Illinois game over CBS Nov. 12 and its refusal to permit Iowa stations other than WMT-TV to carry the Notre Dame-Iowa U. contest Nov. 19. Earlier KRN-TV Des Moines found itself in the middle of the geographical hassle because it carried the Iowa U.
AWARDS

SYLVANIA JUDGES LAUD TV INDUSTRY AS WHOLE

THE JUDGES who picked the winners of the 1955 Sylvania Television Awards [B&T, Dec. 5] found "a great quality improvement in scripts, in acting, and in the total concept of television as an important social force in American civilization."

In their annual appraisal of tv, released yesterday (Sunday), the judges said: "We applaud the industry for the vigorous and sincere manner in which it is moving out of the cradle and proving its versatility."

Two areas in which the committee found disappointment, however, were serious music and comedy shows. "No real or sustained attempt has been made to find a way to do good music with the exception of one or two operas," the report said. "Firestone [Firestone Hour] is the only earnest program attempt to present serious music. All this is in contrast to radio which offers a full 24 hours of good music every day and continues to bring to the listening audience such important events as the Metropolitan Opera, the New York Philharmonic, and many other fine performances by first-rate artists."

On the credit side, the report said:

"This year there was such a burst of good talent, much of it yet unrecognized, that our job of selection was more difficult than ever before. In a broad sense, the total creative output has shown great improvement. In the field of television scripts we find that dialogue is more direct, situations less hackneyed."

"The networks have shown courage in producing costly shows at great financial risk with little assurance of reward. These cofossals have been done with amazing attention to detail and on the whole were successful in producing programs that did a cultural job. There were some failures, but these setbacks did not stop the networks from continuing their magnificent experiments. . . ."

"In the category of children's shows, we felt encouraged with the many improvements in program content and production. There were many more acceptable children's shows this year than last. Also, we find it heartening to see more educational topics woven into entertaining vehicles that hold the interest of the younger set."

Illinois Honors Sarnoff For WNBQ (TV) Color Plans

A CITATION lauding Brig. Gen. David Sarnoff for choosing WNBQ (TV) Chicago as the first all-color television station in the world was presented by Gov. William Stratton for the state of Illinois last Wednesday.

RCA President Frank Folsom accepted the executive citation for Gen. Sarnoff while in Chicago to address a luncheon of 500 RCA suppliers at the Merchants & Mfrs. Club. [See separate story, page 85.] It commended the RCA board chairman for his "tremendous contribution" to the "economy of Illinois and to the better living of all the citizens of the state," and noted his "inspiring influence on the electronics industry, on the people of Illinois and on our entire national life."

WNBPQ plans to convert its present black and white equipment to color by April 15, 1956. Gen. Sarnoff announced the selection of the NBC o&o Chicago outlet in a historic two-way closed circuit color tv news conference last month [B&T, Nov. 7].

SUNDAYS, MONDAYS and ALL WAYS WOLF has a lion's share of audience

SUNDAYS (daytime) 32.6% 1st PLACE
MONDAY thru SATURDAY
Mornings 8 A.M.-12 Noon 16.9% 2nd PLACE
Afternoons 12 Noon-6 P.M. 33.3% 1st PLACE
Evenings 6 P.M.-10:30 P.M. 29.7% 1st PLACE

everywhere you go . . .

MONDAY thru FRIDAY 9 A.M. to 5 P.M.
Barber Shops ..................... 50% (tie) 1st PLACE
Beauty Shops ..................... 31% 1st PLACE
Cleaners ......................... 23.1% 2nd PLACE
Dentists ......................... 24.6% 1st PLACE
Drug Stores ..................... 36.4% 1st PLACE
Grocery Stores ................... 47.3% 1st PLACE
Service Stations .................. 51% 1st PLACE

RATING for RATING RATE for RATE
in CENTRAL NEW YORK it's WOLF

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours, also new (October 1955) Business Establishments Survey. Included are the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of the Syracuse Inside Story.

SYRACUSE, N. Y.
National Sales Representatives THE WALKER COMPANY

December 12, 1955  Page 61
SARNOFF NEW NBC PRESIDENT;
WEAVER TAKES BOARD CHAIR

Robert W. Sarnoff steps into network’s top executive job as Sylvester L. Weaver moves up. Brig. Gen. David Sarnoff, former chairman of the board of the network, gives up post but will be active in NBC affairs. Announcements follow, by three days, second anniversary of ‘Pat and Bob’ team’s accession to NBC executive posts.

ROBERT W. SARNOFF last week was advanced from executive vice president to president of NBC. Sylvester L. (Pat) Weaver Jr. was moved up from president to chairman of the network’s board.

Brig. Gen. David Sarnoff, who has been chairman of the board of NBC as well as RCA, relinquishes his NBC chairmanship but “will continue my active interest in the affairs of the NBC.” Gen. Sarnoff also continues to be a director of NBC.

The changes were announced Wednesday, three days after the second anniversary of the election of “the team” of “Pat and Bob” to the NBC presidency and executive vice presidency, respectively.

Gen. Sarnoff made the announcement. Speaking on the eve of the semi-annual meeting of NBC-TV affiliates (see story, page 64), Gen. Sarnoff reported the NBC board action thus:

“Two years ago this month, Pat Weaver was elected president and Bob Sarnoff was elected executive vice president of the NBC.

The brilliant record of achievement of NBC during these past two years, under the direction of Pat and Bob, is well known throughout this country and abroad. My associates and I are proud of the record made by these young men.

“The beginning of the third year of their operations seemed to me a fitting time to recommend that Pat Weaver succeed me as chairman of the board of NBC. He, in turn, recommended that Bob Sarnoff succeed him as president of the company.

“Accordingly, at a meeting of the board of directors of the NBC held today (Wed.) these recommendations were acted upon and approved.

“Through my duties as chairman of the board of RCA and as a director of NBC, I will continue my active interest in the affairs of the NBC. I am confident that, under the continued leadership of Pat and Bob, NBC will achieve even greater heights of success in serving the American public and our industry.”

The changes were not wholly unexpected. Reports that Mr. Weaver would vacate the presidency to become board chairman—or to

MR. SARNOFF

MR. WEAVER

take some other industry position—had circulated periodically and had been as regularly denied.

Neither in public nor in private speculation was there anything to indicate a belief that, whenever a change was made, Mr. Sarnoff would not become NBC president.

At 37, a son of Gen. Sarnoff, he has gone through eight years of progressively responsible service with NBC in programming, production, sales, and overall administration. Mr. Sarnoff joined NBC Jan. 1, 1948, as an account executive in the sales department. In November 1948 he was named assistant to the national program director of the tv network and subsequently became television production manager and tv program sales manager.

He was named director of NBC unit productions in January 1951, with responsibility for such tv programs as Colgate Comedy Hour, Your Show of Shows, All Star Revue and Kate Smith Hour. During this same period he also supervised NBC-TV Opera Theatre and launched and carried to completion the Victory at Sea documentary series.

Elected an NBC vice president in June 1951, Mr. Sarnoff was put in charge of the new NBC film division a year later. In March 1953 this was established as one of the three principal operating divisions of NBC. In September 1953, while still in charge of the film division,
KTBS-TV PUTS NEW TRUSCON
1052-FOOT GUYED TOWER IN
OPERATION

KTBS-TV’s 101-foot television ante-
tenna is riding high these days. It’s
anchored securely at the peak of their
new Truscon Guyed Steel Tower—1052
feet above the ground near Shreveport,
Louisiana.

This giant steel spire is typical of
many hundreds of Truscon Towers
now standing tall and strong all over
the world... on all types of topography
... and in locations where the wind
and weather are extremely severe.

On the East Coast, during the recent
hurricanes, for example, every Truscon
Tower in the area remained proudly
erect with no damage reported... a
dramatic tribute to the unmatched tech-
nical experience and craftsmanship of
Truscon’s team of skilled engineers.

And no matter what your require-
ment, Truscon’s modern and efficient
manufacturing facilities are geared to
produce exactly the tower you need... 
whether it be guyed or self-supporting
... tall or small... tapered or uniform
in cross-section... for AM, FM, TV
or Microwave Transmission.

Get your tower program started by
calling or writing your nearest Truscon
District Sales Office or “tower head-
quartes” in Youngstown—today. Our
experts will be glad to discuss your
problems or help in any way they can.
he was given additional duties as executive assistant to Mr. Weaver, then NBC board vice chairman, and in this capacity mem-
berized on tv network programs. He became
NBC executive vice president Dec. 4, 1953, at
the same time Mr. Weaver became president.
Mr. Weaver, credited with many successful
innovations including Telenews, Home and
Wide World and the spectaculars in pro-
gramming and the "magazine" concept of sell-
ing, rose to the NBC presidency after serving as
board vice chairman and, before that, as vice
president in charge of radio and television.
When he joined NBC in 1949 as head of the
television network he already was a veteran of
18 years in broadcasting and advertising. Be-
fore he had reached 30 he was advertising man-
ger of the American Tobacco Co. under the
famed George Washington Hill.
Mr. Weaver entered radio as a writer for
Don Lee Broadcasting System's KHJ Los An-
geles, and in 1934 was named program man-
ger of the Don Lee network. A year later he
moved to Young & Rubicam in New York, and
in 1938 he joined American Tobacco Co. as
advertising manager of the company's top management group.

After wartime service as head of radio oper-
a
tions under the Coordinator of Inter-American
Affairs, first as a lieutenant in the Navy and
later as producer of the Command Perform-
ance radio show for men overseas, Mr. Weaver re-
joined American Tobacco and then, in 1947,
returned to Y & R as vice president in charge of
radio and tv. He left this post in 1949 to move to
NBC.
Among other developments, Mr. Weaver is
credited with introducing NBC's multi-million-
dollar talent and show development program,
which he has compared to industrial research
programs designed to develop new products,
and with NBC's concept of "enlightenment through
exposure," integrating informational and cultur-
al material into programs in all net-
work time periods.

**NBC-TV PROGRESS UNDER WEAVER-SARNOFF**

**DETAILED AT CONVENTION OF AFFILIATES**

Network executives tell stations that NBC-TV is closing gap between
CBS-TV and NBC-TV billings, urge affiliates to develop own color tv.

EXECUTIVES representing 127 NBC-TV af-
filates were given a two-year inventory of net-
work activities and gains in a two-day semi-
nannual convention in Chicago last week.

More than 40 executives from NBC New
York headquarters—including the newly elected
board chairman and president—presented the
affiliates with a picture of a recent history re-
plete with progress and a future full of color.

The affiliates met by themselves Thursday,
with NBC officials in an open meeting Friday
morning and with NBC officials privately Fri-
day afternoon at the Drake Hotel. Reports
were that the meetings were in general har-
monious.

Walter Damm, WTMJ-TV Milwaukee, was
unnecessarily drafted for re-election as chairman of
the NBC-TV Affiliates Executive Committee for
two years. The committee later adopted a
resolution praise Mr. Damm for his "outstand-
ing services in the public interest" and his "sub-
stantial contributions." The resolution pointed
out the committee enjoyed the "respect and con-
fidence" of both NBC and affiliates.

Other members of the executive committee,
who signed the resolution, are Lawrence H.
Rogers, WSAZ-TV Huntington, W. Va. (secre-
tary-treasurer); Jack Harris, KFRC-TV Hous-
ton; Robert Hanna, WRGB (TV) Schenectady;
W. W. Warren, KOMO-TV Seattle; Fred Muel-
er, WEEK-TV Peoria, Ill.; James Moore,
WSLS-TV Roanoke, Va.; Gene De Young,
KERO-TV Bakersfield, Calif.; Edwin Wheeler,
WWJ-TV Detroit.

Robert Sarnoff Reports

In his first official appearance as newly-elect-
ed president of NBC, Robert W. Sarnoff Friday
held out the great potential of advertising dol-
ars and the lure of fast-increasing "local tele-
vision revenues" in urging the network's tele-
vision affiliates "to quicken the pace of your
own color development."

Speaking at the Friday morning session of
the NBC-TV affiliates meeting in Chicago, Mr.
Sarnoff announced plans for further expansion
of NBC's colorcasting schedule.

Mr. Sarnoff expressed hope, also on behalf
of new NBC Board Chairman Sylvester L. (Pat)
Weaver Jr., that "it will not be too long before
...[each] one of you is converting your entire
station to color, as we are doing in Chicago" with
WNBJ (TV).

Among the highlights of Mr. Sarnoff's talk
were these:
- NBC is preparing to colorcast "a number" of
Perry Como shows this winter and spring, as
well as "several" dramatic programs; will add
color inserts on Wide World and News
Caravan, and pick up remotes from the West
Coast, and, as in the past, handle the Tourna-
ment of Roses parade Jan. 2, plus two operas
(in January and April).
- RCA and NBC will demonstrate color at the
National Retail Dry Goods Ass'n's annual
convention Jan. 11 for a whole afternoon, set-
ing up a battery of color receivers for ob-
servation by thousands of retailers. He stressed
color's value as a "merchandising tool," and
said color circuit pickups would be utilized
to show how "color television can be used in
retail merchandising product display and
pre-selling."

Accelerated Schedule

Reviewing the network's efforts to "spur the
pace of color development," as a two-pronged
push also involving RCA, the new NBC chief-
tain noted NBC has stepped up its color-casting
schedule to 40 hours monthly—"twice as much
as our original estimate and five times as much
as our color schedule last year."

That volume will be maintained this season and supplemented.

Referring to plans for conversion of the oso
WNBJ (TV) Chicago to all color by April 1956, Mr. Sarnoff said they have "brought other
set manufacturers a lot closer to the realization
that color is here" and served to stimulate "a
new wave of set sales activity in the area." He
said 175 color receivers were purchased within
two weeks of the announcement by Brig. Gen.
David Sarnoff, RCA board chairman, early last
month [B&T, Nov. 7].

Commenting on the forthcoming NRDGA
demonstration, Mr. Sarnoff stated:
"We all know that television has just begun
to scratch the surface of the tremendous market
for retail advertising. We think that color will
enormously increase television's ability as the
principal medium for retail business."

He said the WNBJ operation "is going to dramatize

**WEBER'S**

**GIL NEWSOME**

**TOM DAILEY**

**DAVE ALLEN**

**SELL**

**ST. LOUIS**

When you
use these
outstanding
disc jockeys
you get
results from
your
advertising
dollars!...

**Represented Nationally by**

**THE KATZ AGENCY, INC.**
The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.
what television—with color—can do to revolutionize retail merchandising techniques."

Mr. Sarnoff told affiliates that color tv can command a larger share of the growing advertising dollar, now pegged at about 12½% for tv.

"If you take $13.5 billion as the total annual advertising expenditure 10 years from now, and if you assume that with color we can double our present percentage, you have an advertising expenditure of over $3 billion for television by 1965," Mr. Sarnoff said, adding his feeling was more "realistic" than "fantastic."

Pointing out that all forms of television will share in the wealth produced by color, Mr. Sarnoff held out the "prospect that local television revenues will grow at the fastest rate, because the potential there has hardly been tapped," and color tv will increase that potential.

Mr. Sarnoff reported that over 100 NBC-TV affiliates have already equipped themselves to broadcast network color as a "starting point" and that 31 stations are originating live or filmed color programs, while 12 others are equipped for local live color and are increasing their schedules.

"I am confident that our action in going all-color in Chicago will encourage all of you to quicken the pace of your own color development," the NBC president said, adding that gains should be measured in terms of a stake "in the greatest wealth and service producer of the future." But costs and investments also were duly weighed by television broadcasters when black-and-white came in, he observed.

Mr. Sarnoff pointed out that development costs and investments were heavier in tv than radio, but "the rewards for the industry were also larger." He noted NBC-TV felt years of "heavy losses" as "part of the price of pioneering" before it showed a profit and shared in the "revenues and profits which the expanding television medium has generated."

The combined goals of RCA-NBC, Mr. Sarnoff said, are plain, all looking toward the production, promotion and marketing of large-screen receivers by the manufacturer and expansion of color facilities and programming, thus stimulating public demand for receivers.

Recalling opportunities for NBC, its affiliates and the industry as a whole, Mr. Sarnoff concluded:

"I hope more and more of you will join us in bringing these opportunities home—by adding color originations if you are now equipped only for network color; by installing live color equipment if you now can originate live color; and by expanding the amount of your local color if you are already originating live color programs. Both Pat and I hope it will not be too long before color television gets another forward impetus with the announcement that one of you is converting your entire station to color, as we are doing in Chicago."

NBC-TV is closing the gap between CBS-TV and itself in the time billings race for 1955, the affiliates were told by George H. Frey, vice president of tv network sales.

On the basis of Publishers Information Bureau reports, Mr. Frey said, there has been a strong trend toward NBC'S coloring CBS's lead to "less than 6%." (For latest PIB report see page 69). From July through October, he reported, NBC stepped up its time billings 39% over that spread a year ago, compared to an increase of "only 20%" by CBS.

Mr. Frey made these comparisons with 1954: (1) 1955 time billings will be up 28%; (2) hours-sold-per-week will jump from 46 hours and 3 minutes to 53 hours and 20 minutes; (3) daytime sponsored hours jumped 40% (10 to 14 hours) in Mon.-Fri. 9 a.m.-5 p.m. slot; (4) NBC share of billings rose from 39% to 42%.

Mr. Frey reported 231 advertisers in tow in 1955, including 36 new ones for the first eight months.

Harry M. Bannister, NBC vice president in charge of station relations, launched the Friday morning session. He listed 10 achievements under Messrs. Sarnoff and Weaver. They included creating new national television habits, and a talent development program, pioneering in color tv, introducing new sales concepts, re-vamping the NBC Radio Network, opening new avenues of public service, developing new types of daytime audiences, boosting NBC-tv sales billings, building a streamlined administrative organization and "building and innovating with speed unmatched in the industry."

Thomas McAvity, vice president in charge of NBC-tv, also lauded both Mr. Weaver and Mr. Sarnoff for their leadership in guiding the network along a flexible and business-like path. He reviewed the strides made by executives of four major divisions—sales, programs, production and program sales.

**NBC Develops New Live Color Technique**

NBC has conceived a new technical development that is said to permit the production of giant color spectacles in small studios and make possible "a wide range of special effects" as well as economical color tv production. The technique was created by the development group of the NBC Engineering Dept.

In announcing details of the color video inset. "Robert E. Shelby, vice president and chief engineer of NBC, said the new system will result in camera techniques heretofore unattainable in live color tv. The color video inset, he said, permits the image from one camera to be set in the image from another to form a single picture. He explained the system this way: it allows the simultaneous use of two cameras, one scanning a background scene, the other scanning the inset object, which must be placed against a black backdrop. An electronic mixing device automatically records a silhouette of the inset object, then cuts a correspondingly shaped hole in the background and makes the inset the background picture.

NBC spokesmen said the process was used first by the network in the Maurice Evans production of Alice in Wonderland on Oct. 23, as follows: In one scene, Alice seemed to shrink in size while she was on camera. This was accomplished by reducing her image as picked up by the foreground camera, while leaving the scene from the background camera unaltered. The process also has been used on Howdy Doody and Dateline II.

"The color video inset," Mr. Shelby said, "opens the way for many new effects of fantasy, like those used in Alice in Wonderland. But more than that, it broadens the whole scope of color tv production. We can now place an actor against the background of a mountainside, a city street, or the seashore, brought in the studio live from any place we can reach with a tv camera. We can also place actors in great spectacular settings, which may be set up in miniature in the same studio or even in another studio."
100 mw or ONE watt

Buy the Power You Need!
ONLY Raytheon TV microwave links offer you this choice

PLUS THESE FEATURES

- Simultaneous transmission of monochrome or full NTSC color plus program audio
- Rugged, versatile—for portable or fixed installations
- Available in 6,000, 7,000, 13,000 Mc bands
- Uses stable, long-life klystron

Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

Only Raytheon gives you this choice. You buy the power you actually need; and if lower power does the job, you save up to 25%.

For broadcasters and common carriers Raytheon KTR links provide outstanding service—proved by excellent performance in nearly 200 television installations.

You will be interested in further information on the complete KTR series. Write Dept. 6120 for complete data.
MUTUAL AFFILIATES SEEK NEW CONTRACT

Advisory Committee meeting in Florida also praises network for 'its forthright and courageous attitude and direction.'

IN RECOGNITION of the "demanding and competitive needs in network radio," the 14-man Mutual Affiliates Advisory Committee, meeting last week at Hollywood Beach, Fla., called upon MBS for the need of a new affiliation contract.

J. W. Betts, WFTM Maysville, Ky., elected chairman of MAAC Tuesday, reported after a closed session of the committee that the group had discussed the affiliates' contracts while stressing the importance of continuing network affiliate relationships. The affiliates group also adopted a resolution expressing confidence in the network's operational policies.

It stated:

"Be it resolved that the Mutual Affiliates Advisory Committee expresses its fullest appreciation and confidence to the management of the Mutual Broadcasting System for its understanding approach to the new and different problems inherent in today's network affiliate relationships and for its forthright and courageous attitude and direction in working out these problems to the best interests of the network and all of the affiliates; and be it further resolved that the Mutual Affiliates Advisory Committee does hereby extend its congratulations to the executive staff of MBS for its unselfish interest in behalf of the network affiliates as evidenced in the progress approach outlined in the plan of action for 1956."

The first day's session of the three-day meeting last Tuesday included talks by John B. Poor, MBS executive vice president; Richard Puff, director of research and presentations, and Robert Monroe, vice president in charge of programs.

Other officers elected at the meeting were Ray Butterfield, general manager, WLUX, Biloxi, Miss., vice chairman, and Ken Nybo, general manager, KBMY Billings, Mont., secretary.

The 14-man committee is evenly divided between metropolitan and non-metropolitan areas. The agenda for the meeting also included an exchange of ideas regarding programming sales and promotion.

Sales Report Opens CBS Radio Meeting

Two-day session in New York opens with disclosure of newly acquired business. WLAC's Sowell elected chairman of convention committee.

REPORT on CBS Radio's increased sales in daytime periods highlighted a day-long business meeting Thursday of the CBS Radio Affiliates Assn's board with network executives in New York. The session resumed Friday morning and ended about noon.

Included in the report to the board by John Karol, CBS Radio's vice president in charge of sales, were three recent sales, representing $4 million in total gross annual billing (B*T, Dec. 5) and additional new business. The new business reportedly included: Philip Morris increasing its daytime buys in Wendy Warren, while adding a half segment of its Bing Crosby Show sponsorship at night; Pharmaco Inc. and Standard Brands purchasing into daytime serials. These contracts will go into effect in January. Also revealed was a buy by Campana, through Wallace-Perry-Hanley, Chicago, for one quarter-hour per week on Houseparty and an evening purchase of two five-segments per week of the Bing Crosby Show by F. C. Russell Co. (storm windows), through McCann-Erickson, Cleveland, effective in February.

Most of the meeting, however, was taken up with organizational activities and network trends, such as a general review of programming. F. C. Sowell, WLAC Nashville, was elected chairman of the board's convention committee. The discussion took up question of the location of the next affiliates' convention scheduled for the fall with the board favoring New York if facilities are available.

Attending for CBS Radio were Arthur Hull Hayes, president; James M. Seward and J. Kelly Smith, administrative vice presidents; William A. Shidt Jr., vice president in charge of station relations; Harper Carranne, director of research, and Ole Morby, manager of station relations. For CBS Inc., Richard Salant, vice president, and Ralph W. Hardy, vice president, Washington, were in attendance.

Kenyon Brown, KWFT Wichita Falls, Texas, was board chairman of the affiliates group. Other members:

J. Maxim Ryder, WBRY Waterbury, Conn.; George D. Coleman, WQBI Scranton; John M. Rivers, WCSC Charleston, S. C.; Mr. Sowell; Charles C. Calev, WMMD Peoria; Saul Hass, KIRO Seattle; Worth Kramer, WJR Detroit; Frank P. Fogarty, WOW Omaha; and George B. Storer, Storer Broadcasting Co.

Donald W. Thorburough, WCAU Philadelphia, and Hugh B. Terry, KLZ Denver, were not able to attend. The Thursday meeting concluded with dinner at Sardi's Restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

ROBERT SHELBY DIES; NBC CHIEF ENGINEER

ROBERT E. SHELBY, 49, vice president and chief engineer of NBC, died unexpectedly of a heart attack last Thursday at his home in Teaneck, N. J.

Mr. Shelby, who joined NBC in 1929, had been associated with monochrome television projects dating back to 1939, when NBC established a television development laboratory in the Empire State Bldg. in New York and placed him in charge. In later years, he was director of color television systems development for the network, and was credited with playing an important part in the introduction of compatible color television.

Born in Austin, Tex., Mr. Shelby was graduated from the U. of Texas with a B.S. in electrical engineering as well as B.A. and M.A. degrees. He went to work for NBC shortly after college graduation, and served in various positions in the engineering department, including those of director of technical development and director of technical operations for the television network. He was pro-
President’s Heart Attack
Voted Year’s Biggest Story

PRESIDENT EISENHOWER’s heart attack of Sept. 24 topped the list of the year’s first 10 news stories in a special poll conducted of ABC’s news editors in New York, Washington, Chicago, Detroit, Los Angeles and San Francisco. John Daly, vice president in charge of news, special events, sports and public affairs, announced last week.

Other stories in the order of the voting: Salk anti-polio vaccine; Big Four meeting in Geneva; Malenkov’s decline and the rise of Krushchev and Bulgari; northeastern U. S. floods; Communist China’s release of 11 American fliers; Princess Margaret’s renunciation of Peter Townsend; Winston Churchill’s resignation as British Prime Minister; Juan Peron’s ouster as Argentina’s dictator, and the Woodward shotgun killing in Long Island, N. Y.

Sombrero Network Elects

RE-ELECTION of Raoul A. Cortez Sr., president of KORC-AM-TV San Antonio, as chairman of nine-station Sombrero Network has been announced. Other officers are: J. S. Roberts, KGTV Harlingen, Tex., vice chairman; Jack McVeigh, KINO El Paso, and Richard Ryan, KLOK San Jose, Calif., executive members. Richard O’Connell, national representative, was re-appointed executive director of network, and Nathan Safir, KCOR, was named executive secretary.

OCT. NETWORK TV GROSS HITS $38 MILLION


NETWORK TV gross billings hit a total of $38,227,060 for October, a record month for the January-October period covered by Publishers Information Bureau, according to data released by the bureau last week.

October also was a record month for each of the three networks. ABC-TV, with nearly $6 million, topped its previous high months of September (more than $4 million) and March (more than $3.8 million). CBS-TV’s more than $16.6 million in October overshadowed its previous high month of March, when it grossed slightly over $16 million. NBC-TV in October grossed $15,708,875, more than $1.6 million above its previous high month of March.

The total October gross billing of the three networks topped the previous high registered in March, when the figure reached $34,574,039. The 10-month period for all tv networks was approximately 5.2% above the total registered for the same period in 1954.

October also was the first month in which no figure was reported for the former DuMont Television Network. PIB cut off its report on DTN on September 1.

Overall, the three networks are outstripping their January-October, 1954 totals, with CBS-TV over $38 million ahead, NBC-TV more than $31 million above and ABC-TV up more than $12 million.

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Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary: nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single newscast, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a type of program, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the selfless or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typed written summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single newscast, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of type-written summary and if available, a segment or summary of 16 mm., film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the selfless or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; exhibits consisting of unscheduled programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a type-written summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nominations blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director
SIGMA DELTA CHI
35 E. Wacker Dr., Chicago 1

December 12, 1955 • Page 69
ED LAMB FAVORED FOR LICENSE RENEWAL IN FCC EXAMINER’S INITIAL DECISION

Sharfman says Broadcast Bureau failed to prove that broadcaster had lied in disclosing affiliations with Communist causes. He states, however, that hearing was justified. Decision will become final Jan. 10 unless Broadcast Bureau appeals to full Commission.

THE FCC’s Broadcast Bureau this week is digesting an initial decision—issued by an FCC hearing examiner—recommending that broadcaster-publisher Edward O. Lamb’s license renewal application for WICU (TV) Erie, Pa., be approved.

FCC Hearing Examiner Herbert Sharfman concluded that the Broadcast Bureau has failed to prove its charges that Mr. Lamb was lying in his renewal application and elsewhere when he said he never had espoused the aims or belonged to the Communist Party.

Mr. Sharfman, nevertheless, concluded that the nature and amount of the evidence presented by the FCC definitely had warranted a hearing, despite Mr. Lamb’s claims that the hearing was unjustified. The proposed license renewal becomes effective 40 days from Dec. 1 (Jan. 10) unless Broadcast Bureau lawyers appeal to the FCC or the Commission decides to review the case. If the Broadcast Bureau appeals, both parties will have chances to present arguments before the Commission.

In Erie, Mr. Lamb said he was “pleased” with the initial decision. “I am very pleased at this evidence of the integrity of our administrative processes.” He added: “The ordeal has been an unfortunate one, but I am thankful that the outcome assures the broadcasting industry that freedom of speech and freedom of conscience will be retained in this country.”

The hearings, at which Mr. Sharfman presided, began in September 1954 and ended last May. The lengthy proceedings took up 7,000 printed pages and some 2 million words and were marked by some of the stormiest proceedings ever conducted over a license renewal.

During the hearing, 36 witnesses testified, and one, Mrs. Marie Natvig, later was convicted of perjury. In several instances, Broadcast Bureau witnesses, including Mrs. Natvig, recanted their testimony.

Examiner Sharfman had trouble keeping order during the proceedings, with one of Mr. Lamb’s lawyers, Russell Morton Brown, and Broadcast Bureau attorneys often shouting each other down. At one point Mrs. Natvig, in a highly emotional scene, threatened to hit Mr. Brown with a water pitcher. In her earlier testimony she said she had attended Communist meetings with Mr. Lamb and had had an illicit love affair with him. Later she recanted her testimony. Mr. Sharfman struck her testimony, in toto, from the record, as well as testimony from other witnesses whose reliability was found questionable.

The WICU license renewal squabble also caused rumbles on Capitol Hill, where Mr. Lamb testified before a Senate hearing on confirmation of FCC Commr. John C. Doerfer. Mr. Lamb told the Senate Commerce Committee in June 1954 that newspaper and other reports indicated Comr. Doerfer was “out to get” him (Mr. Lamb) and that the GOP commissioner had told him in person it would be better for him in getting the WICU license renewed “if you were still a Republican.” Mr. Lamb has run for office in Ohio on both the GOP and Democratic tickets.

Sen. Estes Kefauver (D-Tenn.) defended Mr. Lamb on various occasions and testified in the latter’s behalf at the license renewal hearing. Other groups, liberal and conservative, have made political issue of the Lamb renewal case.

At the Senate hearing also, Mr. Lamb testified that three FCC attorneys, “Thomas Fitzpatrick, Mr. Leahy and William (sic) Powell,” had through an intermediary offered a Toledo man a bribe of $1,000 to testify falsely about Mr. Lamb’s Communist affiliations. Walter R. Powell and Thomas B. Fitzpatrick represented the Broadcast Bureau for part of the hearings.

Mr. Powell later resigned to join the staff of NABTB, but shortly afterward was hospitalized with a heart attack. Other FCC attorneys representing the Broadcast Bureau at some time during the hearings were Edward J. Brown, Joseph M. Kittner, Ashbrook P. Bryant and Arthur J. Schissel. Mr. Lamb’s other lawyers were J. Howard McGrath, former Attorney General and presently an executive in the Lamb business interests, and Philip Bergson.

WICU has been on temporary permit since August 1953, while the FCC investigated allegations that Mr. Lamb supported Red causes from 1944-48.

Mr. Sharfman, in his initial decision last week, said:

“Perhaps the picture of Lamb which emerges is one of uncertain authenticity—that of a shrewd, successful and aggressive lawyer who was connected in some way with several Communist-dominated matters which, despite his demonstrated acumen, he failed to recognize . . .”

Mr. Lamb was charged by the Broadcast Bureau with associating with or holding membership or office in several Communist or Communist-front organizations, which have been placed on the Attorney General’s list of subversive organizations, among them International Labor Defense, an organization which allegedly held mass meetings to stir up discontent against “capitalistic bosses.”

About Mr. Lamb and ILD, Mr. Sharfman said:

“From a reading of the transcript it would appear that for several years Lamb’s time and energy were taken up with the ILD and similar organizations, and writing sympathetic to Soviet Russia, but it is obvious that he must have been engaged in many other affairs, not the least of which was the business of earning a living . . .

“Whatever may be thought of the hopes of those elements of doubtful loyalty to American institutions in enlisting his participation, to whatever extent established by the record, there is no proof that Lamb personally engaged in any subversive activity.”

“Lamb’s possible naivete in allying himself with these groups . . . cannot, on this record, be transformed into something more sinister;
Altec microphones for every purpose

...via Graybar

Quality, dependability and performance. These characteristics have made Altec equipment respected and used widely by the broadcasting-telecasting industry. Shown here are some of the most popular microphones from the complete Altec line available through Graybar. Your Graybar Broadcasting Representative can give you complete details on these or any other Altec microphones to meet your particular requirements. Why not call him right now?
109 APPLICANTS FOR 40 TV CHANNELS ARE STILL STANDING IN LINE AT FCC

Even as the Commission gets ready to review the Sixth Report & Order, the many contestants who have spent bitter—and expensive—years in the processing mill, and still face months in hearing or in the courts, wonder if their grants will ever see the light of day.

Here is a status report on tv processing since 1952.

THE FCC has a hair shirt. It’s woven of the 109 tv applications in hearing status—most of them involving vhf channels and some of them three years old. Forty channels are involved.

For the last month the Commission has chafed with argument—pro and con—as to whether it should take action on the pending vhf cases or institute a “soft freeze” until the outcome of its general allocations proceedings. The object of the allocations rule-making is to review the principles of the Sixth Report & Order. This is the order which ended the four-year-long freeze on tv application processing, instituted in September 1948 and brought to an end April 14, 1952. The last word is that a majority of the FCC is agreed in wanting to “push ‘em out.”

Mark-time Period

The Sixth Report & Order provided a mark-time period before the Commission began again to act on tv applications. This was to permit any who desired to apply or reapply. July 11, 1952, was the date for the beginning of processing.

When the freeze was imposed the last day of September in 1948, there were 37 tv stations on the air. An additional 86 construction permits were in existence. On file were 304 applications and 187 others in hearing status.

On April 14, 1952, when the freeze was ended, there were 108 stations on the air. There were 526 applications pending and 185 in hearing status.

The Sixth Report wiped out all hearing records, put all such applications back into the processing line. The order said that new applications must be filed or old ones amended.

It established an expedited processing procedure which set up priorities. Major cities with no television were to be processed first, then those with one service, etc.

On July 10, 1952, the day before the FCC mills began to grind again, there were still only 108 tv stations operating. There were 612 applications pending.

From then on applications poured in. Early in October 1952 there were 850 applications pending. This was the highest number on file at one time.

Now, three years and eight months after the issuance of the Sixth Report, the FCC is again in the throes of an allocations review—which might or might not be as sweeping as the 1948-52 one.

What is the tv situation today?

As of Nov. 30, this year, there were 437 commercial stations on the air plus 17 non-commercial, educational outlets. Since July 11, 1952, there has been a total of 1,362 applications filed with the FCC for tv stations. These include 59 for educational channels. Since then 608 grants have been made for commercial stations and 35 for educational stations. During this same period, 156 commercial permits and one educational permit have been surrendered or deleted.

That’s a pretty good record, but how about the 109 applications still sitting on the sidelines?

They are the FCC’s hair shirt. These are the last vhf applicants who fought the long, expensive and bitter fight of comparative hearings. These are the Miami’s, the Madisons, the Hartford’s, the Evansvilles which have been the object of so much bickering during the last year of uhf-vhf controversy.

There are 16 hearing cases awaiting final decisions. That means that the hearings were closed, the initial decision rendered and oral argument on the initial decision held before the commissioners. One of them involves a uhf channel; all the others are concerned with vhf.

Who are they?

They are: Bristol, Va.-Tenn., ch. 5; Caasten, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Texas, chs. 6 and 10; Evansville, Ind., ch. 7; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Madison, Wis., ch. 5; Miami, Fla., chs. 7 and 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

There are 10 other hearing cases which are still waiting their chance to argue the initial decisions before the commissioners. They are: Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

Five hearing cases are waiting the issuance of initial decisions by the examiners. They are: Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeensport, Pa. (Pittsburgh), ch. 4, and San Francisco-Oakland, Calif., ch. 2.

Still in the toils of hearing are eight other cases: Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cagoga, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onandaga-Farma, Mich., ch. 10; Pittsburgh, Pa., ch. 11, and Toledo, Ohio, ch. 11.

The pending cases, as of Dec. 8:

AWAITING FINAL DECISION


Corpus Christi, Tex., ch. 6. Applicant: KRIS (competing applicant withdrawn). Hearing began Aug. 2, 1953. Record closed March 17, 1954. Init-
If you have "THE TIME" will you help fight TB*

THESE STARS have contributed their talent to make this public service campaign material available to you...

RADIO: 15 minute transcribed programs starring:
EDDY ARNOLD, ROSEMARY CLOONEY, SAMMY DAVIS, JR.,
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SAMMY KAYE, FRANKIE LAINE, JOHNNIE RAY, and FRANK
SINATRA.

- Transcription of 20 celebrity spot announcements.
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TELEVISION:
1-minute and 20-second film spots featuring:
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For NETWORK use, contact: NATIONAL TUBERCULOSIS ASSOCIATION,

For LOCAL use, contact: YOUR TUBERCULOSIS ASSOCIATION
in your own community
A RADIO station disc jockey was classified as an employee for tax purposes in a decision by the Internal Revenue Service. The case involved a jockey serving in announcing and m.c. roles, with the station holding control over programming as well as having the right to reject advertising obtained by the employee.

DJ Is Employee, Taxmen Say

The NATIONAL Ass’n of 1,300 Connelrad stations was honored last week by the FCC, the Air Force and the Federal Civil Defense Administration with the award of commendation at a special ceremony in Washington, D.C. The certificates were personally handed to representatives of nine Washington area stations and mailed to others. FCC Chairman George C. McConoughney made the presentations.

Connelrad is a system whereby radio stations operate in clusters on either 640 kc or 1240 kc. Its purpose is to prevent enemy planes from "homing" on broadcast transmissions, and at the same time provide civil defense instructions and news.

Participating stations have invested more than $2 million in equipping themselves for Connelrad. Mr. McConoughney said he termed this investment of money and manpower "a notable contribution to our defense."
FOUR BIG PROBLEMS FACE CHANNEL SWAP

Office of Defense mobilization says obstacles of national security, cost, availability of equipment and time must be surmounted before TV can get more vhf channels from military allocations.

SOME of the problems involving the transfer to the FCC of additional vhf channels for television were listed last week by the Office of Defense Mobilization.

In the first public announcement that ODM, the FCC and other government agencies were discussing this possibility, ODM said that some of the problems requiring analysis in working out the exchange of frequencies between government and the FCC were:

1. Effect of frequency shifts on national security.
2. Estimated cost of making such shifts.
3. Availability of equipment.
4. Time required for making changes.

The announcement stated that Maj. Gen. Jerry V. Matejka, USA (Ret.), assistant to the Director of Telecommunications, ODM, is chairman of the ad hoc committee investigating this possibility. Other members of this committee are: George C. McConnaughey, FCC chairman; George T. Moore, Asst. Secretary of Commerce for Administration; George W. Larkin, staff director of communications, Office of the Asst. Secretary of Defense (Supply and Logistics). Other agencies having substantial interest in the study will be invited to assist, the announcement said.

Assisting the ad hoc group are the following technicians, according to ODM: Edward W. Allen Jr., chief engineer; Albert L. McIntosh, chief, frequency allocation and treaty division, Office of Chief Engineer; James E. Barr, asst. chief, Broadcast Bureau, for FCC; Brig. Gen. F. F. Uhrhane, Office of the Chief Signal Officer, U. S. Army; Capt. Henry Williams Jr., Office of Naval Communications, U. S. Navy; Brig. Gen. J. E. Pachynski, deputy director of communications-electronics, U. S. Air Force; Percy D. McKeel, special asst. to the Civil Aeronautics Administrator.

Advisory Function Only

ODM emphasized that the function of the group is advisory only. It's findings will be reported initially to the Director of Defense Mobilization, the announcement said. Subsequent actions will be taken by the agencies charged with legal responsibilities in such matters, ODM said.

The study resulted, ODM said, in part from an FCC request that ODM explore the possibility of the government releasing some of its vhf spectrum space "for further television broadcasting."

"The increasing complexities in the use of the limited vhf spectrum have made such an inquiry desirable by the two government agencies having jurisdiction over frequency allocations, ODM said. This is the first time such a formal inquiry is to be made by them."

The proposal that ODM explore the possibility of unshacking some vhf frequencies for television use was suggested by FCC Chairman McConnaughey last fall. First meeting between Defense Mobilizer Arthur S. Flemming, the FCC and representatives of the Defense and Commerce Depts. took place Nov. 18. Two other meetings have been held. Two weeks ago the technical group took over, after it apparently was agreed that some vhf space would be made available to the FCC.

Informed sources have indicated that the military relinquished seven vhf channels in exchange for other vhf (including some fm and uhf spectrum space). It is believed that the short range objective is to open up two or three channels in the government's vhf bands.

Mr. McConnaughey's move toward securing additional vhf channels from government agencies resulted from proposals made earlier this year by Comrs. Robert E. Lee and Robert T. Bartley that the addition of vhf channels might ease the tv allocations problem.

Four New Am Outlets Receive FCC Permits

CONSTRUCTION PERMITS for four new am stations were granted by the FCC last Wednesday.

Grants made were:
- Pueblo, Colo.—970 kc. 1 kw daytime to Frank Donald Hall, former owner of KLIR Denver, Colo.
- Orange, Mass.—1390 kc. 1 kw daytime to James W. Miller, 98% owner of Tele-Pool Corp. (advertising agency) and 50% stockholder in WESO Southbridge, Mass.
- St. Peter, Minn.—1310 kc. 1 kw daytime to Gustavus Adolphus College.
- Morrystown, Tenn.—1150 kc. 1 kw daytime to Clifford G. Frost, part owner of WSEV Scevicville, Tenn.
- Mexia, Tex.—1590 kc. 500 w daytime to J. B. McNutt, owner KBUD Athens, Tex.

WENS Asks FCC to Move Channel Into Pittsburgh

WENS (TV) Pittsburgh, ch. 16 last week asked the FCC to move ch. 5 into the Steel City. It filed a pleading with the FCC commenting on the Commission's rule-making proposal to delete the educational reservation from ch. 5 in West Virginia. WENS suggested ch. 5 be used in both Weston and Pittsburgh with limited antenna height and power and with directional antenna. Or, WENS said, ch. 10 could be used in Weston and ch. 5 in Pittsburgh. The proposal to de-reserve Weston's ch. 5 was originally requested by ch. 35 WPWB-TV Fairmont, W. Va.

Two weeks ago the FCC acceded to WENS request that the grant of Pittsburgh's ch. 11 to WWSW Inc., following a merger between that applicant and WJAS Pittsburgh, be reopened. The Commission designated the grant for rehearing on issues involving the question of whether ownership changes have already taken place. Financial qualifications and overlap considerations (BDT, Dec. 3). The grant was temporarily stayed by the U. S. Court of Appeals in Washington pending FCC action on the WENS petition for rehearing. The FCC and WWSW Inc. claim that the stay expired Dec. 3; WENS claims that it remains in effect until five days after the Commission decides the case. The Commission has informed the court of its interpretation and is awaiting clarification. WENS also sought unsuccessfully to file an application for Pittsburgh's ch. 11 before that grant was made last July.

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December 12, 1955 • Page 75
STAY OF VAIL MILLS DROP-IN ASKED

Court action on WTRI (TV) and WMGT (TV) appeals may set pattern for like pleas of other deintermixture advocates.

THE RIGHT of the FCC to take actions in pending vhf cases while it is in the midst of an allocations hearing was put in question last week before the U. S. Court of Appeals in Washington.

The court was asked by the now dark ch. 35 WTRI (TV) Albany, N. Y., and ch. 19 WMGT (TV) Pittsfield, Mass., to issue a stay against the drop-in of ch. 10 to Vail Mills, N. Y., 20 miles outside of Albany (B&T, Nov. 14).

The case was argued Thursday morning before Circuit Judges E. Barrett Prettyman, David L. Bazelon and Charles A. Danaher.

The court's action, it is presumed, will set the pattern for similar appeals by deintermixture advocates when and if the Commission makes final pending vhf hearing cases (see story, page 72).

Meanwhile, on other allocations fronts:

● First comment on the allocations proceeding was received from E. B. Craney, Pacific northwest broadcaster. Mr. Craney recommended that the FCC permit co-channel boosters where no interference is caused by such operation.

● Although at week's end no formal request for an extension of the Dec. 15 allocations deadline for comments had been received by the FCC, it was understood that several were in the process of being drawn. The Commission stands ready, it was learned, to grant such a request.

● Consulting engineer T. A. M. Craven, former FCC commissioner and chief engineer, declared that engineers were ready to "chart the course" provided the FCC decides what its policy on allocations shall be.

● FCC Chairman George C. McConnaughey declared he hoped that every community with a local radio or newspaper could have a local television station (see separate story page 77).

● Office of Defense Mobilization publicly acknowledged that it had been meeting with the FCC and military services on the question of more vhf channels for television (see separate story page 75).

In the argument on the request for an injunction to force the FCC to hold up the effective date of its ch. 10 drop-in, the uhf stations charged that the FCC had a "private meeting" with CBS during which the network recommended the ch. 10 assignment.

WTRI attorney Paul A. Porter, former FCC chairman, declared that his client had no chance to rebut the CBS recommendation. Mr. Porter also claimed that the FCC action was inconsistent with its proposal.

The immediate injury to be suffered by WMGT was the subject of that station's counsel, Vernon Wilkinson. He said conversions had already suffered because of the announcement that WMGT would be required to go to the expense of filing an application for ch. 10. The Commission is engaged in a squeeze play, he said. On the one hand it forces WMGT to fight the ch. 10 drop-in and on the other it forces it to apply for that frequency, Mr. Wilkinson said.

Warren E. Baker, FCC general counsel, argued that no major injury was being imposed on the twinkle stations. He claimed that the two objects were "riding two horses at the same time." He said that 50% of the tv owners in the Albany-Schenectady-Troy area were still unconverted and therefore the addition of a new area was in the public interest. Mr. Baker also called attention to the fact that the Commission did not have conversations on allocations with CBS alone. It also conferred with ABC, Uhf Industry Coordinating Committee and had received the so-called Mullaney plan. All this was proper, Mr. Baker averred.

WROW-TV Albany, which asked that ch. 10 be assigned to Vail Mills, was represented by Duke Patrick. Mr. Patrick pointed out that WROW-TV asked for the ch. drop-in over a year ago, and there was no allocations proceeding underway then.

In his talk before the Federal Communications Bar Assn., Mr. Craven posed several questions regarding national allocations policy. Nub of these had to do with the policy of competitive services in the metropolitan cities as against the policy of local service to as many smaller communities as possible. He also wondered whether the economics of broadcasting had been considered in the present allocations table.

Vincent B. Welch, a past president of FCBA, discussed the Mullaney plan, which suggested vhf drop-ins with adjustments in powers and antenna heights and the use of directional antennas.

WWBZ to Fight Revocation; Reports 2-Month Sales Jump

WWBZ Vineland, N. J., which week before last suffered license revocation on grounds horse racing broadcasts aided gamblers (B&T, Dec. 5), will petition for rehearing, Fred M. Wood, WWBZ general manager, has announced.

Mr. Wood described the station's public service record as "second to none." Horse racing broadcasts never interfered with the station's public service activities and many times were pre-empted by other programs of community interest, Mr. Wood said. Terming the revocation action "unfair," Mr. Wood warned the decision "can have far-reaching effects."

Businesswise, WWBZ reported that local business was up 31% during October and November compared with the corresponding months of 1954. Featuring music and news, the station is broadcasting from newly constructed studios on Highway 47 between Vineyard and Millville, N. J.

Tv Films to Aid Probers

KRCA (TV) Los Angeles and WWJ-TV Detroit, both of which made films of hearings held before the Senate Narcotics Subcommittee for showing on news programs, will turn over their films to the subcommittee for special showings.

KRCA news analyst Chet Huntley is using film made of a hearing in Los Angeles and film received from a similar hearing in San Francisco for a four-week series devoted to the narcotics investigation in those cities.

WWJ-TV shot 4,600 feet of film at the one-day Detroit hearing and telecast it the same evening (Nov. 23) on news shows, plus a full hour's exclusive showing the following Sunday.

Sen. Price Daniel (D-Tex.), chairman of the subcommittee, said he will use the film for congressional showings to impress upon legislators the need for new narcotics legislation.

Fixed Hours Asked By Daytime Outlets

DAILY time broadcasters last week formally asked the FCC to permit them to operate fixed hours, instead of the variable sunrise to sunset periods now required.

Petition, filed by the Daytime Broadcasters Assn., called on the FCC to authorize the 900 daytimers to operate from 5 a.m. (or local sunrise, whichever is earlier) to 7 p.m. (or local sunset, whichever is later).

Under present regulations, daytime stations must accommodate their hours to prevent interference to the dominant clear channel stations on their frequencies. Since this interference occurs only at night, daytime stations have been licensed to begin operating only after local sunrise and must cease at local sunset.

Daytimer Broadcasters Assn. President Jack Younts (WEEB Southern Pines, N. C.) said: "The Daytimer Broadcasters Assn. is fighting against the present local radio blackout. Under present FCC rules, daytime stations cannot go on the air until sunrise, and must go off at sunset. At this time of the year, that means not going on until 7:30 a.m. in some places and going off the air at 4:30 p.m. in some places. This does not make sense to the public who want the kind of local service, local news, local weather and farm reports, which the 900 daytime stations can provide throughout the country."

Mr. Younts said that this makes it impossible for daytime stations to observe a normal business day. He called it a form of "government-dictated business inefficiency." In its clear channel proceeding, begun in 1945, the Commission listed as one of the issues whether new rules should be drawn up governing hours of operation of Class II stations operating on clear channels.

In 1947, the question of daytime skywave was
This proposal separated from the clear channel proceeding. Early in 1954, the FCC issued a proposed report suggesting that certain daytime stations be required to begin operating not earlier than 90 minutes after local sunrise and cease operations at least 90 minutes before local sunset. This proposal was never made final.

Daytime Broadcasters Assn. is composed of 175 local daytime radio stations. The petition was filed by Frieda B. Henneck, former FCC commissioner, now with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa.

**CHAIRMAN URGES MORE TV STATIONS**

FCC's McConnaughey tells Philadelphia Club he would like to see every town with newspaper and radio outlet also have television studio.

FCC Chairman George C. McConnaughey said last week that he would like every community which now has a local newspaper or radio station to have a television station.

The statement was made by the FCC chairman in a speech before the Poor Richard Club of Philadelphia. The club presented Mr. McConnaughey with its silver medal of achievement for “better understanding and cooperation between government and private enterprise in the field of communications.”

Mr. McConnaughey's statement was made in conjunction with his discussion of the uhf-vhf problem. He said that under the present allocations: “there are not enough competitive facilities in the largest centers to completely serve the needs of the public as of advertisers.”

Even when all pending applications are processed, the FCC chair said, two-thirds of the 100 leading markets will have only two stations or less.

“I consider this an undue constriction on the scope of network advertising, and of national spot and local advertising as well.” Mr. McConnaughey said: “Under our system of broadcasting, this could result in an undue constriction of program choices available to the public. In underdeveloped areas, the public may be effectively deprived of certain programs, either because the program is not shown at all, or is shown at an inconvenient time. Moreover, some program ideas are stillborn because producers or distributors cannot be assured of sufficient station clearances to warrant the heavy investment in quality programming.”

There are two conditions for a nationwide, competitive television system, Mr. McConnaughey said. One is more stations in the larger cities, he said, and the other is that a "broad, cross-section of medium and smaller communities have their own local outlets." He referred to the 1,400 communities having their own local newspapers or radio stations, and said he hoped that the economics of the television industry will ultimately permit such a development.

But, he added, "we cannot delay consideration of every constructive suggestion for making available at the earliest possible date competitive assignments in those communities where the economic potential already exists and where entrepreneurs are ready, willing and able to build new stations."

Mr. McConnaughey predicted that tv revenues would amount to $2 billion in 1965, twice what it will be this year. This is predicated on a "national system of color television and to fuller saturation of sets and stations," Mr. McConnaughey said. In 1965, tv advertising should account for 20% of total advertising expenditures; in 1955 it will amount to 10%, he said.

FCC final broadcasting figures for 1954 showed tv with total revenues of $593 million [BNT. Dec. 5].

**Raymondville Am Grant, Newport Shift Recommended**

INITIAL DECISIONS recommending a new am station at Raymondville, Tex., and a change of frequency for KNBY Newport, Ark., were handed down last week by FCC Hearing Examiners Annie Neal Huntting and Elizabeth C. Smith.

Examiner Huntting favored Hale Schalabek and Van N. Culpepper for 1240 kc, 250 w unlimited at Raymondville, Tex., and denied the competing application of John F. Thorwald, who sought the same frequency at Harlingen, Tex. An application of KVOZ Laredo, Tex., for a shift of frequency from 1490 to 1240 kc, was denied for default.

Examiner Huntting found that the Raymondville grant, in that it would provide a first station for that city and a first nighttime primary service for a substantial number of persons, would better fill the FCC precept of "equitable distribution of radio service." These factors, he held, outweighed the "more efficient utilization of frequencies" which would be realized by grant of the Harlingen proposal. She found that the Harlingen grant would provide a new service to more people, with less interference to existing stations than the Raymondville grant. Harlingen has one radio station (KGBT, 1350 kc unlimited).

A new service to a substantial segment of the population in spite of objectionable interference to existing stations was also used as a gauge by Examiner Smith in her decision which granted the application of KNBY Newport for a cp to move from 1280 to 130 kc.

Examiner Smith found that the frequency switch would cause loss of service to KWRE Warrenton, Mo., and KTRY Bastrop, La., but that those who would suffer loss of service would continue to have a choice of broadcast services, the examiner found.

KNBY would provide a first choice of radio service to Batesville, Ark., a new service to 293,000 persons and would restore the service of KALM Thayer, Mo., to 867 persons, Examiner Smith pointed out. "... the need for the proposed service is greater than the need for the service which will be lost by reason of the proposed operation," she concluded.

**Raymondville Am Grant, Newport Shift Recommended**

**Raymondville Am Grant, Newport Shift Recommended**

**Raymondville Am Grant, Newport Shift Recommended**
Deletion of McNutt Leaves Ft. Wayne Grant Unchanged

REVISION of its record and decision which granted ch. 69 at Ft. Wayne, Ind., to Radio Ft. Wayne Inc. (WANE) was announced by the FCC last week in a memorandum opinion and order—but the end result of the decision was unchanged. Revisions were made to reflect the death of Paul V. McNutt, former partner of James R. Fleming in Anthony Wayne Broadcasting Co., losing applicant in the Ft. Wayne proceeding.

The final decision favoring WANE was issued Sept. 29, 1954, after the FCC reversed a hearing examiner's initial decision in favor of Anthony Wayne. The Commission found that Messrs. Fleming and McNutt were parties to questionable newspaper advertising practices which would be in conflict with their responsibilities as licensee of a broadcast station.

An appeal from the final decision was pending before the U. S. Court of Appeals when Mr. McNutt died. The court remanded the case to the FCC to determine the effect of Mr. McNutt's death upon the proceeding.

Anthony Wayne contended that the remand order implied that Mr. McNutt's death reversed the sole basis for denying its application—purported questionable ad practices attributable to a partnership. WANE contended that Mr. Fleming's position was unimproved by Mr. McNutt's death.

Nebraska Newspapers Protest FCC Grant for Am in O'Neill

FOUR Nebraska newspapers last week filed a joint "economic protest" to the grant of a construction permit for a new am station at O'Neill, Neb. The newspapers, in a petition to the FCC, claimed that advertising revenues diverted by a new station might cause one or more newspapers to go out of business.

The newspapers also charged that the applicant violated FCC rules by starting construction on the proposed station prior to the date of its grant.

Requesting the FCC to reconsider the grant to Holt County Broadcasting Corp. of 1400 kc, 1 kw unlimited, the newspapers petitioned as Holt County Publishers Assn. The protestants are: Holt County Independent and the O'Neill Frontier, both O'Neill; Atkinson Graphic, Atkinson, and Stuart Advocate, Stuart.

Their total advertising revenue is about $70,000 yearly, the newspapers said, most of which is local business. A diversion of $35,000 (the proposed station's expected revenue) would present a reasonable risk that one or more of the newspapers would be forced to cease operation, the protestants said. WJAG Norfolk, Neb., and WNAX Yankton, S. D., provide ample service to Holt County, day and night, respectively, the protestants said.

The newspapers pointed out that the joint applicants for the O'Neill station—Robert D. LaRue Sr. and Russell M. Stewart—own interests in competing stations in Ft. Morgan and Sterling, Colo., posing a question of concentration of control in those cities. Mr. LaRue owns 8.59% of KFTM Ft. Morgan; Mr. Stewart is 16.54% owner of KOLR Sterling.

Camden, Ark., Assignment Denial Made Final by FCC

ASSIGNMENT of KPLN Camden, Ark., from Leo Howard to R. D. James Jr., which was granted in 1953 by the FCC, was denied by the Commission last week in an order making effective immediately an initial decision by Hearing Examiner Elizabeth C. Smith, which recommended denial of assignment and revocation of the station's permit [BT, Nov. 28].

Examiner Smith found that Mr. Howard's applications for construction and assignment were marked by "inconsistencies, misrepresentations and concealment of material facts." No exceptions were filed to the initial decision.

The hearing was ordered by the U. S. Court of Appeals which said the FCC erred in not making KAMD Camden—which protested the assignment—a party in interest to the original proceeding. KAMD appealed to the court. Following the court action, the FCC ordered KPLN to cease operation, pending outcome of the hearing. The station has been off the air since April 30.

FCC Sets Milton Hearing

GRANT of a new am station at Milton, Pa., was set for hearing Dec. 13, after the FCC last week on protest of WMLP Milton and WLYC Williamsport [BT, Nov. 28]. The grant, to Williamsport Radio Broadcasting Assn. Inc., for 1380 kc, 1 kw day, was protested on grounds of signal overlap between the proposed station and WWPA Williamsport, owned by the same interests. Protestants also charged that the grant violates the FCC diversification policy as Grit Publishing Co. (The Grit) owns 10% of applicant. The burden of proof in the protest rests with WMLP and WLYC.

NBC Appeals to Courts On FCC WGR-TV Ruling

NBC has turned to the courts in an attempt to overrule the FCC's action in accepting the protest of ch. 2 WGR-TV Buffalo, N. Y., against the network's $312,500 purchase of ch. 17 WBUF-TV Buffalo.

The FCC approved the sale last September. After WGR-TV protested, the Commission designated the protest for Dec. 19 hearing [BT, Nov. 28]. It did not stay the sale approval.

NBC claimed that WGR-TV was not a party in interest and that it had not detailed its allegations with "particularity." It also claimed that the FCC violated the protest provision of the Communications Act by considering different, and additional allegations filed by WGR-TV after the expiration of the 30-day protest period. The network held that the Commission erred in designating the protest for hearing because even if the allegations were proved true they would not constitute grounds for a denial.

The appeal, filed with the U. S. Court of Appeals in Washington, asked that the FCC's order be judged invalid.

In its appeal, NBC claimed that WGR-TV leases to WBUF-TV the quarters used by the ch. 17 station and that WGR-TV has refused to permit WBUF-TV to assign the lease to NBC.

In its purchase contract with WBUF-TV, there is a provision that WBUF-TV will remain on the air until Dec. 31 unless NBC takes over before that time. WBUF-TV suspended operations for a short time before the NBC sale was announced.

Those Sunspots Are Back; Beware of Freak Reception

THE FCC took cognizance of sunspot-caused long distance interference last week and issued a communiqué which warned that it was going to get worse before it gets better.

Referring to numerous reports of long distance interference to the mobile services between 25 and 50 mc, the Commission said the services most seriously affected are the industrial, land transportation, public safety, domestic public and remote pickup mobile services.

Although the lower bands may be affected slightly, it was pointed out, those in the higher bands should not feel this interference.

These "skip" signals, the FCC said, are due to the reflection of radio signals from the upper layer of the ionosphere caused by the rise of the sunspot cycle. The sunspot cycle runs an eleven year course, it was pointed out, and will reach its peak in the winter of 1957-58. Thus transmitters separated by hundreds and thousands of miles on the same frequencies may be expected to interfere with each other.

The Commission acknowledged that it was receiving complaints far and wide. In Louisville, Ky., for example, the police chief said his scout cars had to park next to fire stations in order to use telephones while their radio communications were "out" for hours.

In its release, the Commission urged mobile services to "give serious consideration" to using higher frequencies in order to escape the consequences of sunspot activity. The FCC referred users to National Bureau of Standards Publications D and F for the 1937-38 sunspot period, to the February 1954 Proceedings of the Institute of Radio Engineers, and to the forthcoming issue of the Transactions of the IRE Professional Group on Vehicular Communications.
KWTX-TV COVERS MURDER TRIAL LIVE, SETS PRECEDENT IN COURTROOM ACCESS

Waco, Tex., station had a camera trained on a full week's proceeding of district court case, wins praise for inconspicuous and dignified coverage. Observers say test tv can cover judicial events without disturbing decorum or jeopardizing rights of participants.

TELEVISION met a historic legal test in Waco, Tex., last week, emerging from coverage of a murder case with acclaim from the trial judge, prosecuting attorney, defendant, defense attorney, law school dean and the viewing public.

Decision of KWTX-TV Waco to ask District Judge D. W. Bartlett for permission to cover the murder trial of Harry Washburn was reached by M. N. (Buddy) Bostick, vice president and general manager of the station.

Lacking any precedent in a situation where precedent is sacred, KWTX-TV found its persistence rewarded with a grant of permission to place a camera in the courtroom and give complete live coverage of proceedings.

At the end of the week KWTX-TV took a breather and its staff had time to read reams of newspaper and magazine clippings. The simple job of keeping a camera operating with normal courtroom lighting gave the public and the legal profession one of the most important public service programs in history—a program that is bound to become significant in the struggle of television for equal access to news events.

KWTX-TV cancelled commercials during the courtroom proceedings. Even night commercials were cancelled Wednesday when the trial didn't recess until 9 p.m.

While no official cost figure was given, it is believed the station gave up at least $10,000 in commercial hours.

The coverage bore out favorable predictions made last August when a test telecast was staged before the House of Delegates of the Associated Press Bar Assn., meeting at Philadelphia [B&T, Aug. 29].

Oft-voiced fears that judges, counsel and witnesses might be guilty of mugging, or that rights of a defendant might be jeopardized, were shown up to be groundless in the Waco telecast. If anything, courtroom decorum was improved, according to some of the legal observers. Judge Bartlett pointed out the telecast contained none of the editorializing inherent in any newspaper coverage of a trial.

Bill Stinson, local news editor of KWTX-TV, secured permission to teleview this murder trial after Judge Bartlett met with both the state's attorneys and the defense attorneys. All agreed to the telecast.

According to Mr. Bostick this meant cancelling a number of network shows, local programs and meant going on the air at 9 a.m. with the opening of each daily session of the trial (the station's regular opening time is 12 noon).

The telecast brought American courts into the home and gave citizens the opportunity to see judges, lawyers, witnesses, accusers and accused, and make their own appraisal of the decisions of justice, General Manager Bostick pointed out.

The only lighting changes made were the replacement of some 50 w bulbs with 100 w bulbs. Micrometers were placed on the floor of the courtroom—one between the witness stand and the district judge, another in the area of the prosecuting attorney, and the third in the area of the defense attorneys. A fourth microphone was used by Mr. Stinson.

One RCA field camera was placed in the rear left balcony of the courtroom above and behind the jury. The other television equipment neces-
people are televising this trial. I only wish that the people of San Angelo, Texas, could view it on television."

The murder was committed in San Angelo, and the trial was transferred to McLennan County. The defense, it is accused of killing his former mother-in-law, Mrs. Helen Harris Weaver, by planting a bomb in her car in San Angelo in January 1935.

Judge Bartlett said, "The reason that I have let this case be covered by television is that I think under the theory of free speech that this is just an advancement of what we have always covered in the past by reporters who come in and get their version, take some of the testimony, and write it up and run it in the papers. And I believe, as a matter of fact, that the picture will depict more completely and more accurately what actually takes place than someone's interpretation regardless of how fair they are trying to be in picking up and reporting what they had heard in the courtroom."

"It certainly won't bring up any personal interest stories and won't be edited in any way. The picture will only reflect the facts and testimony that develop and show the actual procedure in court without any edging or interpretation on it. If it can do that under our theory of free speech, I think it is entirely admirable."

Judge Bartlett was asked if he had seen any evidence of lack of decorum in the courtroom during the television coverage, and he replied: "I have not. The boys have all been very cooperative and I instructed them in the beginning not to try to make a picture show or demonstration out of this or to do anything that would affect the verdict of the jury, but merely give the public the facts that would develop and the essence as it comes from the witness stand. They have all cooperated a hundred percent in that respect and I have not noticed anything that would in any way interfere with the administration of justice. I don't think anyone could object to the television being run while this is on. It is perfectly quiet, it's outside the jury, and there's been perfect decorum of all concerned, and I don't think there would be anything to object to on having a television carried on ad nauseam in this court."

Judge Bartlett was asked if he planned to allow the televising of any future trials in his courtroom, and he replied: "Any case where the public is interested enough for the television people to be interested in coming down here and telecast it, I will be interested in letting them do it."

Just a fortnight before the Waco trial, WMJ-TV Milwaukee had been allowed to take news film in a Milwaukee municipal court. Judge Herbert Steffes, who presided at the arraignment of two persons accused in the holdup slaying of a tavern keeper, termed the action "an experiment." He said he did not believe that the presence of a camera had disturbed proceedings.

At about the same time, WDSU-TV New Orleans demonstrated tv coverage technique at a regional meeting of the American Bar Assn. At the meeting, Robert T. Swezy, WDSU-TV executive vice president and general manager, appealed for radio-tv admission to the courts. (WBT, Dec. 5.)

The Dallas Times quoted Criminal District Judge Frank Wilson, Baylor law school class-mate of Judge Bartlett, as saying last Tuesday he was flatly opposed to the trial telecast. Dist- rict Attorney Wade was quoted in the Times as opposed to tv in courtrooms as a general practice, feeling it hurts the state more than the defendant because it makes a spectacle of the trial, which a jury would hold against the state rather than the defendant.

Detroit Paper Strike Not Affecting Sales

Radio-tv billings rise as advertisers seek outlets to replace printed medium dried up by labor dispute. Sales normal for holiday season.

RETAIL BUSINESS in Detroit is excellent despite the weeklong shutdown of all daily newspapers in the city.

The surge of holiday buying at department stores, specialty shops and other retail outlets continued last week as radio and tv stations overhauled their logs to meet the demands of merchants.

Retailers, agencies and others in the field paid tribute to the two media for their role in keeping the public informed and interested in holiday buying.

Charles Boyd, secretary of the Detroit Retail Merchants Assn., told WBT that November retail business ran 4-5% ahead of November, holiday buying having started a week ahead of last year. Sales last week were "excellent, about even with last December," he said.

"Radio and tv are having a valuable effect for many stores," Mr. Boyd continued. "They are doing a marvelous job, adjusting schedules to squeeze in everyone. Retailers are using radio beyond anticipation, especially item spots. Many favorable comments have been heard from women, some of them explaining they have been getting more Christmas ideas from radio than they ever received from newspapers."

Factors in the situation, Mr. Boyd said, are record payrolls, record Christmas savings payments and a lack of fear of unemployment.

An agency executive, Richard Werner, presid- ent of Castle-Werner said radio and tv are "a wonderful success." Sears, Roebuck, he said, is using practically every radio and tv station to attain greatest coverage. The stores are "doing fine," he said, adding that another client of the agency, Montgomery Ward, "is not feeling the strike."

William B. Bond, advertising manager of J. L. Hudson Co., one of the nation's largest department stores, said tv coverage is holding up "extremely well." He added, "We aren't losing any business but it would be hard to tell if sales would be higher without a strike. This situation exists generally in Detroit, he said.

Mr. Bond said the "traditional buying surge was already underway, with momentum from past advertising one of the factors to be con- sidered."

"General department stores and specialty shops with established customers are not hurt," he said, "but stores relying on high-pressure promotion might feel the absence of newspapers."

"Considerable advertising money is going into radio," according to Mr. Bond. "This is an important factor in maintaining the buying trend. We consider radio more than a source of news and entertainment. It has a con- centrated listening audience. J. L. Hudson Co. is not using tv, feeling it can spread the money farther by radio spots."

"Our advertising is 'aimed institutional' and item promotion. The former explains, for ex- ample, what hours the store is open at night. The item promotion is a morale builder and internal store stimulant and helps show typical items. The last two or three days there has been less item promotion, with the time used to tell ideas and storeware stories."

All Detroit stations reported they had torn up schedules to accommodate retailer requests for time. Fred A. Knorr, president of WKMH Detroit, said the station was "sold out before the strike," but cleared all possible time. A series of newscasts on the half-hour was added, with J. L. Hudson Co. as sponsor. WKMH runs on-the-hour news but felt the public wanted more radio news during the newspaper strike.

The Federal chain, Sam's department stores, Ernst Kerr Co. and others have been among larger retail units buying radio time.

WWJ-AM-TV operations were described as normal last week, the station having operated with supervisory personnel the first day of the strike when staff workers did not cross a picket line (WBT, Dec. 5). It is affiliated with the Detroit News.

Detroit Publishers Assn. bought time to ex- plain the newspapers' position in the strike. Time was offered union officials at the same rates.

WBC Promotes Teter To Newly Created Post

ROBERT H. TETER, general manager of KYW Philadelphia since last October, has been named to the newly created position at West- inghouse Broadcasting Co. of executive assistant to President Donald H. McGannon and will headquarters in WBC's New York executive offices.

Mr. McGannon was vice president and general execu- tive of the company before he was elected Nov. 13 as the suc- cessor to Chris J. Wister, who moved up in an executive capacity with the parent company.

In its announcement of the move, WBC said that Mr. Teter's successor at KYW will be announced in the "near future." Mr. Teter, a veteran of 14 years in advertising and radio at Philadelphia, was credited by WBC with a "major share" of the station's rising gains in 1955 of 18% in local sales and 23% in national spot sales compared to the previous year.
Storer Co. Promotes WXEL (TV)'s Wickham

APPOINTMENT of Ben Wickham, program manager of WXEL (TV) Cleveland, to managing director of that station was announced last week by William E. Rine, northern district vice president of the Storer Broadcasting Co.

Mr. Wickham, who is 42, joined WXEL in 1952, after 15 years on the editorial staff of the Cleveland Daily News, where he served as columnist, promotion director, radio-tv editor and city editor. During World War II Mr. Wickham served three years in the Navy, including overseas duty in the South Pacific with a naval air group. He was born in Norwalk, Ohio, but has lived in Cleveland since his early childhood.

Storer Broadcasting acquired WXEL a year ago with station WJW. A major renovation project is underway in downtown Cleveland for the complete reconstruction of WXEL and WJW studios and offices. The building is expected to be completed early in 1956. WXEL became a basic affiliate of the CBS-TV network in March of this year.

WNBQ (TV) Color Plans Key Merchandise Mart Promotion

NBC's color conversion plans for its o&o WNBQ (TV) Chicago will be a major part of an extensive development and promotion program in 1956 for the city's Merchandise Mart, it was announced Tuesday by Joseph Kennedy, owner of the world's largest commercial building.

Mr. Kennedy simultaneously announced the appointment of Thomas King, formerly publicity director for the Chicago Stadium, as vice president in charge of advertising, marketing and promotion.

Development plans include conversion of the roof area into color studios for WNBQ (TV).

KDUB Appoints Branhm Co.

THE BRANHAM Co. has been appointed station representative for KDUB-AM-TV Lubbock, Tex., and KPAR-TV (KDUB-TV's satellite), which will go on the air on ch. 12 in Sweetwater-Abilene, Tex., in mid-January, it was announced last week. W. D. (Dub) Rogers Jr. is president and general manager of Texas Telecasting Inc., licensee of the station.

WITH Goes West

SALES presentation story of WITH Baltimore was related to Los Angeles agency timebuyers Wednesday at a luncheon meeting held in the Beverly Hilton Hotel, Beverly Hills. R. C. Embry, vice president and commercial manager of the Thomas G. Tinsley station, was host.

New WRCA-TV Dividend Plan Encourages 52-Week Buying

AS A MEANS of encouraging advertisers to purchase tv time on a 52-week basis, WRCA-TV New York last week instituted a new sales plan to be known as the "52-week double dividend."

Hamilton Shea, vice president of NBC in charge of WRCA-AM-TV, explained that an advertiser who purchases 52 weeks of the "14-50" plan will, during the period between June and September, be given a dividend equal to the expenditure of advertising in that particular period. He said the "14-50" plan applied to the new "double dividend" plan in this way; an advertiser who purchases fourteen 10 or 20-second station breaks during a week on a 52-week basis will receive a 50% discount on the purchases in all time periods except Class AAA time.

Palmetto Elects McElveen

H. MOODY McELVEEN Jr., general manager of WNOK-AM-TV Columbia, S. C., has been elected a vice president of the parent corporation, Palmetto Radio Corp. Mr. McElveen joined WNOK in 1947 and was named manager a year later. When tv operations were started in 1953, he assumed management of both operations.

Mr. McElveen also is executive vice president of WORD Inc., owner of WORD Spartanburg, S. C.

WCAU-TV Color Development

METHOD of telecasting opaque color photographs, trade marks and small packaged consumer items was announced by WCAU-TV Philadelphia last week. According to John G. Leitch, engineering vice president of the Philadelphia Bulletin station, this is accomplished by adding a "unique" optical unit to the current RCA 3-V camera system for color-casting films and slides. The unit has a 12-in. focal depth and in many cases eliminates the need for using live color cameras to demonstrate products in use. The system is used for color commercials.

KGLN to 1 Kw, 980 Kc

KGLN Glenwood Springs, Colo., increased its power Dec. 4 from 250 w to 1 kw and changed from 1340 kc to 980 kc, according to Rex Howell, president. The station also is using a new Gates transmitter and a new 260-ft. tower.
Do-It-Yourself
KEN JOHNSON, vice president of Kansas State Bank, Wichita, has been doing his firm's commercials since it began sponsoring the Liberty Show (alternating with Wichita Federal Savings & Loan Assn., Sunday, 6:30 p.m.) on KTVH (TV) Hutchinson, Kan.

The commercials, given from KTVH's remote studio in Wichita, have shown customers how to open a checking account, savings account, bank by mail, borrow money, and have taken viewers on a guided tour of the bank.

"We at Kansas State Bank believe that the success of our commercials is due to the fact that staff members represent the bank on the air, giving the TV audience a chance to meet the people who will serve them and to show the actual services available," Mr. Johnson stated.

John C. Treacy to Manage NBC Spot Sales in Detroit
JOHN C. TREACY, formerly in charge of NBC Spot Sales' Cleveland office, has been transferred to Detroit to head TV sales there as manager, according to Thomas B. McFadden, vice president of NBC Spot Sales. Mr. Treacy replaces Allan Kerr, who has resigned. For the present, sales activity in Cleveland will be handled from Detroit, Mr. McFadden said. At the same time, appointment of Harriet Feinberg as radio promotion supervisor of NBC Spot Sales in New York was announced by Wibitur Fromm, manager of advertising and promotion of Spot Sales. She formerly was advertising and promotion manager of WABC-AM-TV New York.

Basbash New KFH Manager
KFH-AM-FM Wichita, Kan., Sales Manager Thomas P. Basbash has been named general manager of the stations, succeeding the late Frank V. Webb [BVT, Dec. 5], the board of directors has reported.

Mr. Basbash has been associated with radio for 23 years and has been with the Wichita Eagle station since 1949 first as program director and later in the sales division. Mr. Basbash previously was with WMAQ, WLS and NBC, all in Chicago.

WPRS Protests 'Commercial' In 'National Guard Show'
WPRS Paris, Ill., has lodged a protest with the National Guard for "throwing in a plug for a commercial product" in the National Guard Show, which WPRS carries as a public service.

In a letter to the Guard, A. C. Ferguson Jr., WPRS general manager, stated, "If in the future, commercial products are to be used in the National Guard shows please remove this station from your mailing list." Mr. Ferguson was referring specifically to program No. 106, "Let's Go to Town," which he said contained a plug for two tooth pastes.

STATION SHORTS
Independent Television Inc., licensee of WITI-TV Whitelish Bay, Wis. (ch. 6), announces construction underway on its studios, following completion of 1.046-ft. tower in less than four weeks.

KEPR-TV Pasco, Wash., satellite of KIMA-TV Yakima, Wash., showed new studios to more than 500 visitors at open house Dec. 4.

WWJ-TV Detroit is encouraging advertisers to use color film and slides by offering color at no extra cost through end of this year. Station describes its color facilities in new brochure detailing regular WWJ-TV color shows and color adjacencies with network colorcasts.

Construction has started on a new building housing studios and offices of WDWA Danville, Va., with completion scheduled for early June 1956, according to Emerson J. Pryor, vice president-general manager.

REPRESENTATIVE APPOINTMENTS
WNAM Neenah, Wis., names John E. Pearson Co., N. Y., national representative.

KDUB-AM-TV Lubbock, Tex., appoints The Branham Co., N. Y., for national radio-representation. KPAR-TV Sweetwater, planned as satellite of KDUB-TV, will also be represented by Branham. It goes on air.

STATION PEOPLE
Sid Beigley appointed local sales manager, WMBR Jacksonville, Fla. He has been in radio 16 years.

Gene E. Stout, Philadelphia editor, TV Guide magazine, to WPTZ (TV) Philadelphia as publicity director. Miss Stout succeeding Fred E. Walker, now general manager, WTTM Trenton, N. J.

Robert H. Kimball appointed director of promotion for WLW Cincinnati.

John Hendry, KOAM-TV Pittsburg, Kan., to KCNO Garden City, Kan., as news director.

William E. Hoeft, farm management consultant, appointed farm director, WTMJ-AM-TV Milwaukee, Wis., succeeding late Hugo Murray.

Bob Davis, KORE Eugene, Ore., to KVAN Vancouver, Wash., as local sales manager. He has spent 11 years in radio with midwest and western stations.

Jack Wells, production and programming coordinator, KCJ-A-M-TV Pueblo, Colo., to KGA Spokane, Wash., as station coordinator.

Jim Hawkins and Bill Greene to KTVK (TV) Seattle as account executives.

Bruce M. Johns, former floor manager, WBNS-TV Columbus, Ohio, to WTVN-TV Columbus, as promotion and publicity manager.

Lincoln A. Mayo, tv operations staff, NBC, N. Y., to sales and production manager of Upper Michigan-Wisconsin Bstg. Co. From WJMS Ironwood, Mich., headquarters, he will supervise sales and production of WAT TV Ashland, Wis., and WIKB Iron River, Mich.

Texas Bill Strength, recording artist and disc jockey, KWN Memphis, and John C. Talley, disc jockey, WHOO Orlando, Fla., to KEYD Minneapolis.

Keith Matters, radio-tv director, Lowe Runkle Co., Oklahoma City advertising agency, returns to WKY-AM-TV Oklahoma City as public relations director, replacing Wally Kissman, now chief meteorologist for station. Before joining Lowe Runkle Mr. Matters was assistant program manager of WKY-TV.

Bernard L. Thomas transfers as account executive from WNDU South Bend, Ind., to WNDU-TV.

Ken Lawrence, chief announcer, WNEM-TV Bay City, Mich., appointed to station's specialty sales staff.

Lou Steele, WPAT Patterson, N. J., staff announcer, to WABD (TV) N. Y., in same capacity.

Bill Jaeger and Dave Robinson to WFBF Baltimore as announcers. George W. Slade to WFBF local sales staff.

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2,500 Spots on KNX
KNX Los Angeles sold over 2,500 local and spot announcements during the week of Nov. 30, to be carried over a period of from 4 to 52 weeks, according to Donald M. Ross, general sales manager. Highlighting the surge of spot business was a 26-week contract from Lever Bros. for Pepsi-Sodent tooth paste and 416 spots from General Foods for Instant Maxwell House coffee over a three-week period.
'Forgotten' Men Aided

BOB DeHAVEN, WCCO Minneapolis, has helped 13 inmates of the Minnesota State Prison secure jobs they needed to be granted paroles.

Mr. De Haven, on his As You Like It program (Monday, 7:05-8 p.m.), interviewed two inmates each week who are eligible for parole. Nine have been placed on farms, one each as a baker, cook, linotype operator and employment agency worker.

Bertrand E. Rush, resident parole agent, said the project has made a great contribution in improving the psychological atmosphere at the prison. "It has given all the men the feeling that someone cares about them and is looking at them as individuals rather than forgotten men," he said.

Al Nobel, to KQV Pittsburgh, Pa., talent staff.

Mrs. Ellen Weinstein, J. Wilner Advertising Agency, Baltimore, to WAAM (TV) Baltimore promotion and publicity department.

Hugh Hall, KSYD Wichita Falls, Tex., to KMIL Dallas.

Jerry Williams, former program director at WKDN Camden, N. J., to program continuity department, WPEN Philadelphia.

Jerry Patterson to WIST Charlotte, N. C. Miss Patterson formerly was with WBT Charlotte.

Lee Berg, announcer, WOW Omaha, Neb., to KOA Denver announcing staff.

Bill Baliance to KFWB Los Angeles as disc jockey.

George Bryson and Mark Scott selected to handle coverage of Cincinnati Reds baseball games on WLWT (TV) Cincinnati.

Victor C. Diehm, head of Vic Diehm Assoc. (WVDA Boston; WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me.; WHOL Allentown, Pa., and WHLM Bloomsburg, Pa.), elected to fifth term as president of Northeastern Pennsylvania Industrial Committee.

Robert W. Ferguson, executive vice president and general manager, WTRF-TV Wheeling, W. Va., elected to board of trustees of Oglebay Institute, Wheeling.

Ben Paschall, manager and part owner, KAFY Bakersfield, Calif., elected member of board of Kern County Philharmonic Society.

Sidney Wallach, news writer-producer, KABC-TV Los Angeles, father of boy, Jan Josef, Nov. 29.

Ed Cotter, sales staff, WMAQ Chicago, father of boy, Kenneth. Charles Dyer, sales department, WNBNQ (TV) Chicago, father of boy, Charles III.

Anne Keele, hometown personality, WHAM-AM-TV Rochester, N. Y., mother of girl, Molly, Nov. 29.

PROGRAM SERVICES

SHERATON PLANS COLOR; THEATRE INC. SALES UP

SIGNS of increasing activity in the closed-circuit tv field appeared last week when Sheraton Closed Circuit Television Inc. announced plans for the "first coast-to-coast closed circuit color television network," and Theatre Network Television Inc. disclosed that sales in the last few weeks have totaled more than $2 million.

William Rosenstock, executive vice president of the Sheraton Corp. of America subsidiary, said about 50 hotels will be linked in its coast-to-coast operation by Feb. 1, 1956, and about 30 more hotels will be added to the network by June 1956. He said the network will be available for use by business and industry and will be of particular value in the soft goods fields. "in which color plays such an important part in the presentation of products."

Mr. Rosenstock reported that Sheraton Television recently signed a contract with RCA for delivery of color tv projection equipment capable of producing a picture 15 by 20 feet. The first installation will be made in the Sheraton Astor in New York about the first of next month, he said.

TNT, meanwhile, has signed contracts for 10 multi-city telecasts from Dec. 21 to next April 21, according to Nathan L. Halpern, president. The schedule includes four programs ordered by the Upjohn Co. (pharmaceuticals), Kalamazoo, Mich., as a public relations project directed to physicians; two telecasts booked by the General Electric Co. for reports on new trade developments; a program for Smith, Kline & French Labs., Philadelphia, and programs for two major companies, details of which will be disclosed later. Another TNT telecast will serve the Republican National Committee on Jan. 20 when $100-a-plate "Salute to Eisenhower" dinners in 50 cities will be linked together by TNT facilities.

FEATURE FOODS PLAN EXTENDS SERVICES TO FOUR STATIONS

FEATURE Merchandising Inc., Chicago, plans to extend its Feature Foods Plan to stations in at least four other markets by Jan. 15, it was reported by Lyman L. Weld, president of the organization. The merchandising service will be made avail-

able through WMBD Peoria, Ill.; WBOW Terre Haute and WOBF Evansville, both Ind., by Jan. 1 and is expected to start on WITH Baltimore by Jan. 15, according to Mr. Weld.

The food plan, now being carried by KFY Philadelphia, who Des Moines, KCMO Kansas City and WITTY Danville, also covers drugs—which they are carried by food outlets.

RCA Thesaurus Adds 16

RCA THESAURUS, radio station transcription library, last week announced 16 new subscribers. They are: WKLC St. Albans, W. Va.; KULA Honolulu; KJBS San Francisco; KGIL San Fernando, Calif.; WRRZ Oil City, Pa.; WNCC Bosnecbo, Pa.; KXIX Dallas; WIPA Washington, Pa.; WDRF Chester Pa.; KGDE Fergus Falls, Minn.; KVHC O'Neill, Neb.; KMYR Denver; WIS Columbia, S. C.; KCRV Caruthersville, Mo.; WDEL Wilmington, Del., and WORK York, Pa.

World Promotes Basketball

A NEW PACKAGE of five recorded basketball game promotion aids is being released to station subscribers by World Bscg. System, New York. The package, designed to attract listeners to winter sports coverage, includes musical themes, lead-ins to basketball schedules, scoreboards and songs to promote future games.

PROGRAM SERVICES SHORTS

Associated Press begins Photofax service to KFSD-TV San Diego, Calif., Dec. 21.

Charles Michelson Inc., N. Y., appointed exclusive U. S. program buyer by Television Corp. Ltd. of Sydney, Australia, and New Melbourne Herald Television Station, Australia.

PROGRAM SERVICE PEOPLE

Tony Ford rejoined Walt Framer Productions (creator-producer, Strike It Rich, The Big Payoff and promotion-publicity subsidiaries), N. Y., in new capacity of creative sales and production manager.

Francis R. Williams, United Press assistant superintendent of telegraph, appointed superintendent, succeeding J. L. Hoppes, who died recently. Mr. Williams had charge of UP communications during 1944-48-52 national political conventions.

—an old Cincinnati Habit:
—listening to WCKY; 10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for The Best in Music The Latest in News
*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

December 12, 1955 • Page 83
Texas School District Asks Reserved Channel Be Released

THE Bryan (Tex.) Independent School District asked the FCC to make available for commercial purposes reserved educational ch. 3 at College Station, Tex.

In a statement supporting the petition of John Bryan III, who requested removal of the reserved channel with possible assignment to an available uhf channel [BWT, July 18], the educational group said there appears no chance—now or in the foreseeable future—for the group to make use of the reserved channel.

Mr. Lawrence and his associates have offered to make public service time available for use by groups seeking educational institutions if the reserved channel is deleted, the group said, adding it would be better to have educational shows on a commercial station than an unused reserved channel and no educational programs.

Six Employees Designated By RCA to Get Fellowships

SIX RCA AND NBC employees were named last week to receive RCA Fellowships for the current academic year by Dr. C. B. Jolliffe, RCA vice president and technical director. Each fellowship, designed to encourage employees to work towards advanced degrees in subjects related to the electronics industry, carries a grant of $3,300, including $2,100 for living expenses, $650 for tuition and $750 as and for use in university gift.

Named were Robert E. Flory, RCA Labs, Princeton, N. J., for graduate work at the U. of Pennsylvania; George L. Kasy, RCA Labs, Princeton, N. J., for graduate work at Massachusetts Institute of Technology; William J. Hannott, RCA Commercial Electronics Products, Camden, N. J., for doctorate studies at the Brooklyn Polytechnic Institute; David J. Lobel, RCA Defense Electronics Products, Camden, for graduate studies at the U. of Pennsylvania; Wheeler Johnson, RCA Tube Div., Harrison, N. J., for graduate work at M.I.T., and Franklin M. Skin- net, RCA Tube Div., New York, for graduate work in scenic design at Yale U.'s School of Drama.

Michigan U. Plans Conference

MICHIGAN STATE U.'s Dept. of Speech will present its 11th annual radio and television conference March 10-11, 1956, on the East Lansing campus. Events being arranged for students are job consultations with representatives of the broadcasting industry; a tv talent contest to include announcing, monologues and short dramatic scenes; a demonstration of television production techniques, and special showings and explanations of films related to television. Dr. Robert P. Crawford, director of radio-television education at the four-year university, will be in charge.

EDUCATION SHORTS

WCBS-TV New York, in cooperation with city Board of Education, telecast its Nov. 26 Paul Tripp On the Carousel program to audience of 1,000 at meeting of National Council of Teachers of English. Purpose of large screen telecast, according to E. E. Chapman, education speaker, was to "give these public school teachers from all over the country an idea of how television can help in the teaching of literature."

Alabama Educational TV Commission Network, Birmingham, is telecasting Learning Is Fun daily to primary classrooms. Educational station WBTQ Birmingham and WTIG Munford carry program.

NEW GE PROJECT TO SPEED COLOR

Color System Technical Project' will coordinate activities as company says it will move ahead with 'all possible speed.' I. J. Karr, engineer, named to head operation.

COLOR TV SPEEDUP at General Electric Co. was indicated in the formation last week of a new project that will be devoted solely to color development.

The new unit—"Color System Technical Project"—will integrate various activities of several departments which have been working in the field. I. J. Karr, formerly division manager of engineering at GE, will head the new operation.

In announcing the project, Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Div., said the new entity would "insure that all of the color television technical activities of the company move forward on a common front with all possible speed."

Mr. Karr, who was active in industry de- velopment of standards for both monochrome and color tv, stressed that color tv's "greatest problem today is the color reproducer tube, which is not bright enough for viewing in a lighted room, and is too expensive."

Mr. Karr said that GE was "confident that continued intensive development will provide the solution to the tube problem." He said that "there can be no doubt but that it [color tv] will be the next major advancement in the home entertainment field."

The GE announcement came in the same week that further color plans were revealed by RCA (see story page 89) and the entry of Sylvania Electric Products Co. into the color set market (see story page 90).

According to GE, its active departmental activity on color includes its laboratories in the electronics division; the tube, technical

products and electronic components depart- ments, as well as the tv receiver branch of the appliance and television division.

Mr. Kaar, active with GE for the past 30 years in radio and television engineering, has held various executive posts in electronics engineering, radio and tv receiver and trans- mitter activities.

In the industry, he served as panel chairman on receiver-transmitter coordination for the first National Television System Committee (monochrome standards) and as vice chairman of a panel on coordination for the second NTSC which established standards for compatible color tv.

SYLVANIA WILL MARKET COLOR SETS NEXT YEAR

Company says to begin in 'volume' production of 21-inch tubes in April. Operations Vice President Arthur L. Chapman says he expects strong demand for color tv by next fall.

ENTRY of Sylvania Electric Products Inc. in the color television set field was disclosed last week. The company will begin next April to produce the sets "in volume."

The announcement was made by Arthur L. Chapman, vice president, operations, before a meeting of more than 100 Sylvania television, radio and high fidelity phonograph dealers at a winter convention in Buffalo. He said Sylvania color sets will have 21-inch picture screens with 250 square inches of viewing surface.

Mr. Chapman declined to forecast prices to be charged for the Sylvania color receivers, but predicted that in the industry as a whole color sets will retail at $695 to $895 next fall when Sylvania sets hit the market. He said Sylvania finally had decided to produce a color television set because it felt it was in a position now to manufacture a set meeting its own require- ments for color quality, reception and other factors.

The picture tube to be used in the color set, he said, has been "honed" in our test production over the past year," during which Sylvania has manufactured color tubes for several set makers.

Sylvania is reported to be one of the two

Radio Set Production Said Highest in Seven Year Period

PRODUCTION of radio sets is running at the highest level in seven years, according to Radio-Electronics-Tv Mfrs. Assn.

In announcing factory output for the first 10 months of 1955, RETMA showed that 1,500,206 radio sets were produced in October, or 307,974 more than in October, 1954. This total, with 1,302,350 turned out in September 1955 (five- week month) and 997,788 in October 1954. The October 1955 radio figure is the highest four- week rate since February 1948.

Ten-month radio output reached 11,577,568 sets, compared to 8,040,230 in the same period last year. This exceeds the 10.4 million radios produced in the 12 months of 1954.

Output of tv sets fell to 759,735 in October. The figure compares with 939,515 in September and 921,476 in October 1954. Ten-month pro- duction of tv sets, however, was 6,520,241 in 1955, 5,654,791 in the same 1954 period.

In October tv production, 109,574 sets had uhf tuning facilities. The ten-month uhf factory

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largest manufacturers of picture tubes. Mr. Chapman said he expected a "real market" to develop for color television sets during the last half of 1956, and praised the TV networks for the increases in color programming.

He told the convention that the market for black-and-white sets will remain strong. As an example of the demand for black-and-white receivers, Mr. Chapman revealed that Sylvania was "behind in meeting commitments" for several lines of receivers.

Meanwhile, Don G. Mitchell, chairman and president of Sylvania, spoke at the company's annual product sales conference in Atlantic City, predicting that the distribution-service business in the electronics industry will reach a volume of $5,178,000,000 in 1965, said to be approximately double the present volume. In a break-down of the 1965 volume, Mr. Mitchell said that at that time, $2,104,000,000 would go into electronic components; $1,389,000,000, into distributor revenue; and $1,645,000,000 into service and installation business. The 1955 volume of business in distribution service, he said, should reach $2,059,000,000. He predicted a volume of $2,324,000,000 for next year, and $3,303,000,000 by 1960.

DAVID T. SCHULTZ HEADS DUMONT LABS

Newly elected president and director succeeds Dr. Allen B. DuMont, who has become chairman of board.

DAVID T. SCHULTZ, senior vice president and treasurer of Raytheon Mfg. Co., was elected president and director of Allen B. DuMont Labs last week. Effective Jan. 3, he succeeds Dr. Allen B. DuMont, who has become chairman of the board.

Mr. DuMont's election as chairman was approved by company stockholders earlier in the fall [BT, Oct. 17] as part of the "spin-off" of the laboratories' broadcast division. This action set up the DuMont Broadcasting Corp., of which the issuance and transfer of stock were completed under the spin-off plan a fortnight ago [AT DEADLINE, Dec. 5]. The laboratories, which develop and manufacture cathode-ray tubes, TV receivers and transmitters and a wide variety of electronic instruments for commercial and government use, operates four major plants in northern New Jersey and another in Los Angeles.

Mr. Schultze, who is a director of Union Market National Bank, Ara Prebrentor Corp., and Datamatic Corp., joined Raytheon in 1927 and has been a vice president, treasurer and director of that firm for more than 25 years.

COLOR TO BURGEON IN '56, FOLSOM SAYS

THERE WILL BE a "real break-through of color television" in 1956, sparked by Chicago electronics suppliers, that will afford a "great opportunity" for advertisers, broadcasters, manufacturers, distributors and dealers alike, RCA President Frank Folsom predicted last week.

Mr. Folsom addressed over 500 RCA suppliers in a luncheon at the Merchants & Mfrs. Club in Chicago Wednesday, reviewing and previewing the electronics industry.

Chicago-area suppliers of RCA end products and services were assured by Mr. Folsom that new developments in electronics, particularly television, "will benefit everybody" and mean much to the city that turns out half of all TV receivers in the country.

Mr. Folsom noted that the electronics industry output in 1946 had a retail value of $1.6 billion and this year is expected to hit $12 billion. He foresaw an industry volume over $18 billion by 1965. By the end of 1964, Mr. Folsom ventured, the value of electronics will have tripled its 1950 figure and gross national product will have increased not quite two-fold. Mr. Folsom also predicted that within 10 years electronics will employ six million workers—directly or indirectly—compared to three million now.

RCA has "kept pace with this growth," he said, noting it accounts for 80% of its business today in products "which did not even exist commercially 10 years ago."

The RCA president claimed that since the FCC approved compatible color TV standards in 1953, RCA and NBC "have undertaken to break through the black and white curtain," manufacturing color sets and tubes, building colorcasting studios and televising more tinted TV programs.

Selection of WNBQ (TV) Chicago, projected as the world's first all-color TV station, has had ramifications in the industry, Mr. Folsom reported, in that dealers are already selling sets upon delivery and "next year quantity production will get under way on an increased scale."

Harber Heads GE Tube Plant

W. JESSE HARBER JR., General Electric Co. production superintendent, Owego, Ky., has been appointed manager of the company's Syracuse tube plant at Electronics Park, R. E. Lee, general manager of the GE cathode ray tube sub-department, announced last week. Mr. Harber joined GE in 1950.

MANUFACTURING PEOPLE

Brooks A. Kafka, manager of marketing administration, General Electric Co.'s cathode ray tube sub-department, named department sales manager. He has been with GE since 1942.

Three business men to study all aspects of country's broadcasting and telecasting, including licensing and control.

Three businessmen have been appointed as a royal commission by the Canadian government to study all aspects of Canadian radio broadcasting and television including "the licensing, control and control of private television and sound broadcasting stations in the public interest."

Chairman of the three-man board is 49-year-old Mr. Fowler, president of Montreal, president of the Canadian Pulp & Paper Assn., for the past 10 years. The other two members are 61-year-old James Stewart, Toronto, president of the Canadian Bank of Commerce, and Edmond Turcotte, 56, who was born in Lowell, Mass., and who is at present Canada's ambassador to Colombia.

The first royal commission on broadcasting in 1928-29 was headed by Sir John Aird. It was the Aldr report which set up Canada's present system of broadcasting, for both government and private stations.

In addition to investigating the licensing and control of radio and television stations, the commission is specifically ordered to investigate: (1) Canadian Broadcasting Corp. policies and the evolution of CBC's financing; (2) the provision of an adequate proportion of Canadian programs for both public and privately owned stations; (3) the financial requirements of tv broadcasting in Canada in relation to extent, nature, standards and distribution of programs; (4) the financial requirements of CBC sound broadcasting in the light of the development of tv and population growth, and (5) the proper establishment of funds for tv and sound broadcasting by the CBC.

The matter of licensing and control has been a growing problem for the Canadian government. Under the Canadian Broadcasting Act, the government-owned CBC not only operates stations which carry advertising, but also operates all networks, recommends licensing of stations to the Dept. of Transport, and regulates the Canadian Broadcasting Act. Thus the act is both regulatory and over the privately-owned stations which are its competitors.

Demand for Change

Within the Liberal government's own party organization there has been a growing demand for a change in this setup, to form an independent regulatory body to administer the legislation for both the CBC and independent stations. This change is being pushed also by the Progressive-Conservative Party and the Social Credit Party, as well as influential business organizations such as the Canadian Chamber of Commerce. In addition, the Canadian Ass'n of Radio & Television Broadcasters has presented its plea for an independent regulatory body to parliamentary committees for many years.

The growing problem of financing the CBC will also be a major subject for the royal commission. The CBC receives an annual government grant of $6.25 million, commercial revenue from radio and tv programs, and the 15% excise tax collected on all radio and tv sets. The CBC in its last report (B&T, Nov. 28) declared that this is not enough because of a likely dwindling in tv set sales in the next few years. A receiver licensing scheme has been suggested, which would be a return to the annual receiver license fee which the government dropped in 1952 after it had been in operation since the early days of broadcasting.

Mr. Fowler, before becoming president of the Canadian Pulp & Paper Assn., practiced law, was general counsel and secretary of the Canadian government's Wartime Prices & Trade Board from 1942-45, and prior to the start of World War II was a member of the secretariat of the Wartime Prices and Trade Board. In 1947 he was appointed consul-general in Chicago. He remained in this position until 1950, when he was made consul-general at Caracas, Venezuela. In 1953 he was appointed ambassador to Colombia.

Pulse Ltd. begins British operation

The Pulse Ltd., a new firm which will provide a tv measurement service in Great Britain, was officially announced in New York last week by Dr. Sidney Roslow, director of The Pulse Inc. The new company's first report to subscribers was published Monday.

This marks the entry in Britain of the second major U.S. audience measurement firm with the advent of commercial television in that country. A.C. Nielsen & Co., already had set up an affiliated organization.

The new Pulse firm, all-American staffed under the direction of John Robertson, managing director, will show complete audience composition studies for the U.S. tv channels, and will issue monthly reports similar to those issued in this country. Pulse sample is a 4,000 minimum (of all homes) and, according to Mr. Roslow, will be expanded as tv usage increases in the country.

Mr. Robertson, an Australian, formerly was the research staff of Unilever (international soap company) in Australia and Market Information Services Ltd. in London. Dr. Roslow said that because commercial usage on the Independent Television Authority is restricted to spot announcements, Pulse Ltd. checks "advertising remembrance." This data permits comparison of program rating and "audience remembrance" to obtain "advertising efficiency," he said.

Subscribers include top advertising agencies in London such as J. Walter Thompson Co. Ltd.; Masius & Ferguson Ltd. (Aspro, Mars candy and other products); Pritchard, Wood & Partners Ltd.; Robert Freeman Ltd.; John Hob- son Ltd., and leading American producers and distributors of films for tv, according to Dr. Roslow.

Dr. Roslow also noted that the British "have long been familiar with aided recall" as it has been practiced by the British Broadcasting Corp. in its survey interviewing (Pulse, however, conducts interviews at home). The personal, in-home interviewing of Pulse's "stabilized probability technique sampling" includes more than 400 sampling points in the London ITA area, he said. Collateral Pulse services familiar to U.S. agencies and advertisers will be available for special marketing problems, Dr. Roslow said.

In disclosing the publication of The Pulse's Ltd.'s first report, which was based on interviewing during the week of Nov. 20 through Nov. 27, Dr. Roslow noted that the tv film show, Robin Hood, topped programming fare. He reported that U.S. tv films are sore high in Great Britain, among them I Love Lucy and Dragnet. All interviewing, he said, is conducted after 6 p.m., which coincides with the commercial tv blackout in Britain, making the job easier for the interviewer.

In its surveying, Pulse found that there are 560,000 homes in the London area which have tv receivers capable of receiving the ITA channel. This, Dr. Roslow said, compares to other estimates of 450,000 to 475,000. BBC homes, he estimated, number nearly 1.5 million in that area.

Commerical TV Predicted For Germany by Mid-1956

Many observers in Germany believe that mid-1956 will bring about start of commercial video in the country as two important steps toward its introduction have been reported.

A group of the country's leading independent radio and television experts made a trip to London to study operation of Britain's Independent Television Authority commercial tv system and talk to BBC officials on how commercial and non-commercial systems get along.

Meanwhile, state-operated German radio stations, which are presently turning out one joint national tv program, let it be known that they favor introduction of commercial tv during present off-air hours of their own stations rather than over new and independent stations.

Stepped up tv activities in Germany last fortnight put producers of theatrical films (now without government subsidies for the first time in 10 years) in a jittery state of nervousness. At a meeting of their association they openly declared war upon tv, adopting a new policy of "not a single inch of film for tv!" but achieved little. A few days later a feature film only three-and-a-half years old was broadcast over all German transmitters.

American companies in Germany are believed to be potential and most important suppliers of film to growing German tv as there is at present not a single specialized tv film producer active in Germany (due to limited market, plus lack of export markets for German tv films).
GROUP OWNERSHIP VOIDS CKLW SALE

CBC denies sale to Paramount Windsor Theatres because of interests in CKCO-TV and CFDM-TV. In other actions, controls on spot announcements are relaxed, several stations get power increases.

TRANSFER of control of CKLW-AM-TV Windsor-Detroit to Paramount Windsor Theatres Ltd., subsidiary of Famous Players Canadian Corp., was denied by the Canadian Broadcasting Corp. board of governors at its meeting in Ottawa Dec. 1 on the principles of regulation 32(d) of the Canadian Radio Act. Famous Players already holds a 50% interest in CKCO-TV Kitchener, Ont., and CFDM-TV Quebec. CKLW is currently licensed to Western Ontario Broadcasting Co.

Multiple ownership of broadcasting and television stations is no longer being permitted under the Canadian Radio Act.

The CBC proposed independent broadcasters permission to increase the number of spot or flash announcements in any quarter-hour period from four to five and from three to four minutes of commercial time in any quarter-hour. On the request of the Canadian Assn. of Radio & Television Broadcasters further in changing regulation 7(2) to permit a station "with the previous consent of a representative of the CBC to arrange for special announcement programs exceeding these limits with a proportionate reduction in paid spot or flash announcements during other periods."

The independent stations had asked for this change to allow them to use more spot announcements during daytime hours, while maintaining the total spots used in any one week.

TV power increases were granted to CKCW-TV Moncton, N. B., ch. 2, from 5 kw video to 25 kw video, and Trenton, Ont., 3 kw audio to 15 kw audio, and to CPCY-TV Charlottetown, P. E. I., ch. 13, from 21 kw video to 38.6 kw video and from 12.5 kw audio to 19.3 kw audio. CPCY-TV is not yet on the air. Its power increase will also include an increase in antenna height from 401 ft. to 771 ft. above average terrain. The station plans to be on the air by June 1, 1956.

Application of Twin Cities Television Ltd. for a 100 kw television station on ch. 4 at Kamloops, B. C., was deferred for further study. Stewart-Warner Corp. of Canada Ltd. was recommended for an experimental tv license on ch. 10 with 5 kw video to facilitate tv receiver manufacturing. License would have preceded if a commercial tv station was started in the area.

Radio power increases were granted to CJOB Winnipeg, Man., from 250 w to 3 kw daytime and 2.5 kw nighttime with change of frequency from 1340 kc to 680 kc; to CFRG Gravelbourg, Sask., from 250 w to 5 kw and change of frequency from 1230 kc to 710 kc, with station's operating hours changed to daytime only; CFRA-FM Ottawa, Ont., from 283mc to 1.1 kw on same frequency. Share trans-
TO OFFER SERIES ON HOMES NEGOTIATIONS have been completed by Agency Recording & Film Service, Chicago, with Operation Home Improvement, N. Y., to produce a recorded radio series based on a forthcoming proclamation of “Home Improvement Year” by the U. S. Housing and Home Finance Agency. OHI is sponsored by the U. S. Chamber of Commerce and the broadcasts will be released coincidentally with the official announcement Jan. 16 by agency administrator Albert M. Cole. Series will consist of five- and 15-minute open-end interviews about home modernization and will be offered for sale to associations, manufacturers and dealers participating in “Home Improvement Year.”

‘SUPER CIRCUS’ MOVES TO N. Y. ABC-TV’s Super Circus (Sun., 5-6 p.m. EST), which has been emanating from Chicago since its inception on Oct. 2, 1948, will originate from New York, starting Jan. 1.

WNHC-TV SHOWS BOWL FILM WNHCTV NEW HAVEN, Conn., scheduled tv coverage of the annual Miami, Fla., High School Orange Bowl football game between New Britain (Conn.) high and Miami Senior high for yesterday (Sunday) afternoon. Film, shot by WNHC-TV cameramen Jack Youngs and Frank Hogas last Friday evening with sportscaster Syd Jaffee narrating, was to be shown.

AIRS GA. TECH BOWL PLANS WMIAQ-AM-FM-WNBQ (TV) Chicago sports director, Johnny Erp, cut an exclusive telephone interview with Dr. Blake Van Leer in which the Georgia Tech president revealed his school would fulfill its Sugar Bowl football commitment with Pittsburgh in New Orleans Jan. 2. The question had been unresolved since Georgia Gov. Marvin Griffin’s move to bar state colleges from play with teams manning Negro athletes. The word was picked up from WMIAQ-WNBQ by the wire services.

IOWA NETWORK PROMOTION IOWA TAIL CORN Network went to the annual International Livestock Exposition held in Chicago week before last and featured its own display booth at the stockyards’ amphitheatre. Pillsbury Mills (feeds) sponsored complete coverage all of the Iowa network stations, with Bruce Davies delivering 45-minute programs daily Nov. 28-Dec. 3. Display was prepared for Iowa Tail Corn Network by C. Earl Williams, general manager of KFNF Shenandoah, Iowa.

WWDC ‘IDENTITUDES’ WWDC Washington has integrated a library of specially produced “Identitunes” into its 24-hour service. Varying from 10 seconds to 1 ½ minutes, the tunes will be used as themes for all types of programs. They were written and produced for WWDC by Austin Croom-Johnson and Eric Siday in collaboration with Norman Reed, WWDC program director. Music was performed by a 20-piece orchestra and nine-voice choral group. Styles range from swing and blues to concert arrangements.

CONTINUES CHRISTMAS CALLS THE Mutual Benefit Health & Accident Assn. of Omaha will sponsor for the sixth straight year the Mutual of Omaha Calling program on Christmas Day (MBS, 4-5 p.m. EST), during which overseas servicemen will speak to members of their families by telephone. Agency: Beuzel & Jacobs, Omaha and N. Y.

TENNESSEE ERNIE ASKS OUT NEW MUSICAL-VARIETY program, The Curt Massey Show, replaces The Tennessee Ernie Show in the Mon.-Fri. 7:05-7:30 p.m. EST period on CBS Radio, effective Jan. 2. Tennessee Ernie had asked for a contract suspension, which the network granted. Singer Massey had a 15-minute show on CBS Radio on a daily basis for nearly six years, starting in June 1949.

DOCUMENTS YOUTH SERIES JUVENILE COURT files of the District of Columbia are source material for a new WTOP Washington series, Children in Trouble. Producer Patricia Seawright, program director, WTOP, has also enlisted the cooperation of police, school and public welfare branches of the D. C. government for the Saturday afternoon show. Eighteen programs are planned.

WOV OLYMPICS COVERAGE WINTER OLYMPICS in Italy, Jan. 26-Feb. 5, will be covered by WOV New York’s Rome correspondent, Lucio Basco, direct from Cortina d’Ampezzo where the games will take place. The station, which has been active in the organization of the New York Committee for the Winter Olympics, plans to distribute the programs to other U. S. Italian-language radio stations.

CONFEREES SEE CBS-TV SHOW EDWARD R. MURROW’s and Fred W. Friendly’s Nov. 27 See It Now telecast on CBS-TV. “Ballots at Bear Creek: an Educational Western,” was shown before 2,500 delegates at the White House Conference on Education Nov. 30. The program, a documentary on the nation’s problem of school shortages, was requested from CBS-TV by Conference chairman N. H. McElroy.

‘TONIGHT’ SALUTES U-I MOVIE COINCIDING with Universal-International’s New York premiere tomorrow night (Tuesday) of “The Benny Goodman Story” starring Steve Allen, the latter’s NBC-TV Tonight show will salute the film for 90 minutes, starting at 11:30 p.m. In major cities U-I distributors will play host to motion picture exhibitors for the telecast.

RCA REVISES COLOR TV BOOK RCA INFORMATION department, N. Y., has published a revised edition of Color Television. The color-illustrated, 35-page, slick paper book, carries an introduction by David Sarnoff, RCA chairman of the board, with technical explanation of color, color tv history and list of RCA color “firsts.”

KBIG USES MUSICAL ID’S ID JINGLES were premièred Thanksgiving Day by KBIG Catalina, Calif. Claude Gordon’s Orchestra and station vocalists cut the jingles at Capitol Records, using original music based on Avalon and Catalina themes. Alene McKinney, KBIG music director, with Cliff Gill, operations vice president, and Program Director Alan Lasser collaborated on the new identification production.

CBS TO COVER GATOR BOWL CBS RADIO and CBS-TV will present the Gator Bowl football game between Auburn U. and Vanderbilt U. from Jacksonville, Fla., on Dec. 31, starting at 2 p.m. EST.

MERCHANT Dick Krantz of Dell Rapids, S. D., teams with his son, Jerry, at console of Mini-Studio developed by E. C. Stongland, farm director of KSOO Sioux Falls, S. D. [BT, Nov. 28]. Dell Rapids businessmen, like groups from neighboring communities, cooperate in sponsoring KSOO remotes, produce and star on their own shows. Mini-Studio has brought $7,000 in out-of-town business to KSOO this year.
STATION AUTHORIZATIONS, APPLICATIONS, 
(As Compiled by B· T)

DECEMBER 1 THROUGH DECEMBER 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- Cps—construction permit.
- D.A.—directational antenna.
- ERP—effective radiating power.
- vhf—very high frequency.
- uhf—ultra high frequency.
- ant.—antenna.
- vis.—visual.
- kw—kilowatts.
- m—microwatts.
- d-day—day.
- night.
- L6—local.
- mod.—modulation.
- trans.—transmitter.
- un.—unlimited.
- hr.—hours.
- SCA—surfaced antenna authorizations.
- SSA—special service authorization.
- STA—temporary special authorization.

Am and Fm Summary Through Dec. 7

On Air Licensed Cps

FCC Commercial Station Authorization
As of November 30, 1955

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>Licensed (all on air)</th>
<th>Cps on air</th>
<th>Cps not on air</th>
<th>Total authorized</th>
<th>Total sales pending</th>
<th>Cps not licensed in Dec.</th>
<th>Cps deleted in Nov.</th>
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<tbody>
<tr>
<td>Am</td>
<td>2,797</td>
<td>927</td>
<td>1,870</td>
<td>4,677</td>
<td>750</td>
<td>2</td>
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<tr>
<td>Fm</td>
<td>356</td>
<td>267</td>
<td>89</td>
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Grants Since July 11, 1952:

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<th>DEC. 7</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>325</td>
<td>100</td>
<td>427</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>268</td>
<td>137</td>
<td>405</td>
</tr>
</tbody>
</table>

Applications Filed Since April 1, 1952:

<table>
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<tr>
<th>DEC. 7</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>377</td>
<td>121</td>
<td>518</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>99</td>
<td>27</td>
<td>116</td>
</tr>
</tbody>
</table>

Total Applications: 1,022

1,156 Cps (32 vhf, 124 uhf) have been deleted.

One educational uhf has been deleted.

One applicant did not specify channel.

Includes 34 already granted.

Includes 44 already granted.

**FCC ANNOUNCEMENTS**

**New TV Stations...**

APPLICATION


APPLICATIONS AMENDED

Bedding, Calif.—Sacramento Broadcasters Inc. amends application to correct coordinates and request waiver of sec. 2.613 of rules. Amended Dec. 1.

Bedding, Calif.—Shasta Telecasters amends application for new tv station re programming. Amended Dec. 1.

**PETITION**

Jackson, Tenn.—Aaron B. Robinson petitions FCC to amend sec. 1.360 so as to add ch. 49 to Lexington, Ky., for commercial education. Amends existing educational assignment ch. 11 from Lexington to St. Joseph, Tenn., for commercial use in St. Joseph. Filed Dec. 2.

**EXISTING TV STATIONS...**

**APPLICATIONS BY FCC**

Kiem-TV Eureka, Calif.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,600 ft. above average terrain. Granted Dec. 1.


Ktv (TV) Hibbing, Minn.—Ch. 10 station deleted by letter of Nov. 29 for lack of prosecution at request of attorney. Announced Dec. 1.


Whf-TV Harrisburg, Pa.—Granted ERP of 229 kw vis., 123 kw aur. with ant. 510 ft. above average terrain. Granted Dec. 7.

Kcbo-TV Lubbock, Tex.—Granted ERP of 100 kw vis., 50 kw aur. Granted Dec. 7.

WcaU-TV Eau Claire, Wis.—Granted ERP of 144 kw vis., 72 kw aur. Granted Dec. 7.

APPLICATION

Wjhn-TV Topocka, Kan.—Seeks cp to change ERP to 315 kw vis., 150 kw aur. and make equipment changes. Ant. height above average terrain 1,000 ft. Filed Dec. 2.

**FOR THE RECORD**

**APPLICATION AMENDED**


**PETITION**

Week-TV Peoria, III.—Petitions FCC to amend ch. 49 as to add substitute (1) ch. 49 at Galesburg, Ill., and (2) ch. 25 for ch. 43 at Peoria and (3) issue order to show cause to petitioners why license of WEEK-TV Peoria should not be modified to specify operation on ch. 25. Filed Dec. 2.

**CALL LETTERS ASSIGNED**

Khtv (TV) Twin Falls, Idaho.—Magic Valley Television Corp., owner.


**NEW AM STATIONS...**

**ACTIONS BY FCC**

Pueblo, Colo.—Frank Donald Hall granted 910 kc, 1 kw D. Post office address 1605 W. Evans Ave., Pueblo, Colo. Estimated construction cost $38,226, first year operating cost $36,000, revenue $42,000. Mr. Hall is former owner of KLBN Denver. Granted Dec. 7.


Orange, Mass.—James W. Miller granted 1390 kc, 7 kw D, license to change to WCON-WMBR-CH. Granted Dec. 7.


St. Peter, Minn.—Gustavus Adolphus College granted 1310 kc, 1 kw D, post office address Southbridge. Granted ERP 586 kw, 1 kw aur. Granted Dec. 7.

Pendleton, Ore.—John Truhan’s application for cp for new station to be operated on ch. 71, 1 kw D dismissed for lack of prosecution. Dismissed Dec. 7.

Merrittstown, Tenn.—Clifford G. Frost granted 1150 kc, 1 kw D, Post office address 505 High St., Sevierville, Tenn. Estimated construction cost $18,081, first year operating cost $13,900, revenue $18,000. Mr. Frost owns flour mill and lce company in Sevierville and is part owner of WSVB Sevierville. Granted Dec. 7.


**APPLICATIONS**


**BROADCAST TUBES are in stock at ALLTL**

**IMMEDIATE DELIVERY ON RCA BD21**

ALLIED is the world’s largest supplier of power and special purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world’s largest stocks.
Two Southern Fulltimers

$85,000.00—$75,000.00

Both have good fixed assets and profits. Progressive industrial areas. $25,000.00 down will handle either station. Excellent opportunity for owner-operator.

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BROADCASTING • TELECASTING

Page 90 • December 12, 1955
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write for Free Catalog, specify course.  

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S E R V I C E  D I R E C T O R Y  

December 12, 1955 * Page 91
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Advertisements Wanted 20¢ per word—$20.00 minimum • Help Wanted 25¢ per word—$25.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box reply to BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Announcements: box 667 (8¢ per word) • Employment, box 602 (8¢ per word) • Advertisements, box 600 (8¢ per word) (100 character limit for each listing, $1.00 charge for each character separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner's risk.

BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted—Cont'd

Manager

Manager—salesman or initially salesman. 1/2 kw. 190 from N. Y. Box 695E, B-T.

Sales manager for progressive long established 260 Mutual in coastal North Carolina. 7,000 market. Outstanding opportunity for successful, hard-working, radio-experienced salesman of good character. Guaranteed draw, expenses, profit percentage has $7-8,000 potential to start. Tell all, send resume. Box 602E, B-T.

Sales manager. We have a real financial opportunity (both money-wise and future-wise), in the Midwest. We're looking for top-notch salesman capable of handling men. Please give full details first letter. Box 696E, B-T.

Salesmen

Salesman: Thoroughly experienced salesman for midwest network independent. Position available immediately. Box 655E, B-T.

Newman: Experienced in handling all functions of a radio news department with emphasis on local news. Must be able to handle major newscasts on the air. Experience in operation of a mobile unit helpful. Position immediately available on 5000 watt, midwestern independent. Box 698E, B-T.

Young, aggressive salesman for midwest metropolitan station. Excellent opportunity. Guaranteed salary and commission. Box 698E, B-T.

Salesman—If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 3 figure earnings with growing multiple operations in midwest. Please write fully. Box 697E, B-T.

Immediate opening for salesman at Okmulgee, Oklahoma, can also take complete charge of remote work. Salary $1,500. Should be fair announcer. Salary and sales guarantee plus liberal commission. Contact Manager, KFBI Radio Station.

Hard-hitting salesman, experienced only. We're growing fast. Name your own terms! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Announcers

Experienced announcer-chief engineer. Virginia daytimer, 50-hour week. $800. Send tape, photo, resume. Box 656E, B-T.

We are always seeking well qualified personnel clients of good character for all executive & staff positions with TV and radio stations.

Looking for an opportunity?

EXECUTIVE & STAFF LEVELS

CONFIDENTIAL CONTACT

NATIONWIDE SERVICE

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio... Howard S. Frazier.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N.W.
Washington 5, D. C.

Radio

Help Wanted—(Cont'd)

Announcers

Staff announcer—opportunity for sales. Will accept beginner or pay for experience. Box 601E, B-T.

Experienced announcer with first phone license. Opening January 1st, 5000 watt network station in southern university town. Send photo, tape and resume to Box 615E, B-T.

Major market midwest indie needs top-flight morning man. Must be available for interview. Box 615E, B-T.

Progressive fulltime independent with modern facilities has immediate opening for manager, versatile, experienced announcer to do board shift and assist in other duties. Good pay. Excellent opportunity. Send staff. If you are afraid of work, do not apply. Box 615E, B-T.

Wanted: Staff announcer who is ready for competitive market of 125,000. Salary entirely dependent on experience and ability. Send tape and resume immediately. Box 695E, B-T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 712E, B-T.

Announcer: 3rd class license essential. Send tape, photograph and resume. KMLB, ABC-NBC, Mounce, La.

Announcer with first ticket. Accent on announcing with some maintenance. Immediate opening on network station, contact John Taylor, KWK, Pocatello, Idaho.

Announcer with first class ticket. Emphasis on announcing. Must be southerner with conversational delivery, no "screamer" wanted. Must be available for interview. Bert Moor, WAMI, Opp, Alabama.

Radio

Help Wanted—Cont'd

Wanted: Experienced announcer with first phone license. $17.76 per hour. WZNI, Muskegon, Michigan.

Top deejay—announcer for personality shows. You can earn top dough. We want top man. Experienced only. Immediate opening for personality-advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Technical

Chief engineer-announcer for permanent job with top 1000 watt independent located in major California market. Excellent spot for mature, experienced and experienced man. Send resume, tape. Box 659E, B-T.

Chief engineer-announcer for Virginia 590 watt. Send complete details, including resume and present salary rate. Box 695E, B-T.

Experienced studio maintenance engineer. Top salary. KTBS-TV, Shreveport, La.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative production and thorough maintenance, with a minimum of supervision. No announcing. Experience in league, college or independent station preferred. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WVOJ, Costa Mesa, Calif.

Chief engineer-announcer. New beautifully-equipped 1000 watt daytimer. Send resume and tape or call for interview. Bill Duke, Main 4-6908, WKDL, Clarksville, Md.

Engineer-announcer. Experienced only. Must be good! We pay top price! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Immediate opening. WSBA-Radio and Television need 1st class engineer. Contact New Jones, Chief Engineer, WSBA-Radio, York, Pa.

Radio technicians wanted for large high frequency stations installation, involving high-power transmitters, diversity receivers, single-sideband and frequency shift equipment, VHF multichannel systems, and large antenna employment. Air mall full details, experience and references to INTERLEG, S. A., Eiffel Industria, Ave. Este 2, Caracas, Venezuela.

Programming-Production, Others

Program director for top Virginia daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B-T.

Cautious writer, male. Must be top-flight. 1000 watt fulltime fast-stepping operation serving second largest market in Indiana. Excellent working condition. If you can double for few hours in either announcing or sales, your potential is greater. Give full resume and references as well as expected salary. Box 719E, B-T.

Program director—announcer—experienced, for large CBS affiliate. Immediate opening. KXOR, Colorado Springs, Colo.

Wanted: Traffic manager. Give full background. WWIN, Baltimore 1, Md.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fay- ettville, Tennessee, giving your current address.
Radio

Situations Wanted

Managerial

General manager—excellent references. Experienced sales, programming, personal, business, family man. Currently sales manager. Box 676E, B-T.

Manager—salesman employed in small market seeks better opportunity. Ten years experience in all phases of business, including station management, family. Prefer mid-southwest. Employer interested. Box 675E, B-T.

Presently employed midwest. Desire position in southeast as manager or commercial manager. Resume on request. Box 906E, B-T.

Manager wishes to relocate. Has successfully proven formula for profitable radio operation. If you want ratings, sales, agency contacts, nine years experience, all phases radio, plus top references, write. Box 652E, B-T.

Manager-sales director . . . twenty years experience . . . family . . . dependable . . . efficient . . . references. Box 706E, B-T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 569E, B-T.

Employed manager—salesman—engineer wants quick change, Oklahoma. Texas. Box 671E, B-T.

Announcers


Mature beginner, college, radio-tv school, good board training. Particular interest in news; good delivery. Now in Chicago, location unimportant. Box 652E, B-T.


East. Experienced staffer, 24, married. Currently employed. Box 652E, B-T.


Attention — south — southwest — west — sportscaster—commercial announcer—7 years experience, playing, writing, film editing, etc. . . need change to dry salt air climate. Marrying college, top references. Proven ability on both radio and television—desire. Currently employed by top station in state. Box 652E, B-T.


Recent broadcasting graduate with first phone license seeks experienced as combo man or announcer. Tape, photo, etc. on request. Box 664E, B-T.

Announcer, singer, salesmen, experienced man, 32. Single, car. University graduate seeks position with radio or tv station. Will travel or relocate. Box 658E, B-T.

Looking for competent announcer? Well here I am raring to go. Thoroughly trained in news, commercials, Jockey, sportscasting. Money not critical. Right opportunity is. Box 668E, B-T.

Above average radio announcer wishes to break the "sound barrier". Box 662E, B-T.

Announcer—Played West Coast permanently—strong experienced family. Box 662E, B-T.

Experienced sportscaster available for spring baseball. 8 years all sports, saleable play-by-play in midwest metropolitan market. Also sales and tv. Married, 33. Box 706E, B-T.

Radio

Situations Wanted—(Cont'd)

Stop! Go no further, for here is the DJ personality you've been waiting for. An asset to any station. Box 705E, B-T.

Deep, resonant voice announcer with working knowledge of the business. Prefer news, commercial DJ. Available immediately. Box 704E, B-T.

Staff announcer, married, recently broadcasting school graduate in all phases. Will travel. Tape. resume. Box 705E, B-T.

Platter spinner, sportscaster, newsmen, veteran. single. Tape on request. Box 706E, B-T.

Good experienced play-by-play announcer wants permanent position with sports minded station. Above average job. Box 660E, B-T.


Experience? Talent? Like big money ($212 preferable). Write me! Hear me! Hire me! Expect me anywhere! L. Landis, 477 North 7th Street, Newark, New Jersey.

Experienced DJ announcer, News, commercials, control board. Veteran, single, need ticket. Tape available. Desires惟city location. Roy Gomerger, 121 Ramsey Avenue, Keansburg, N. J.

Announced: DJ; third class ticket. Also TV announcer, slates-time audio experience. Wishes summer work with option on fulltime. Tape and resume: Don Miles, WLBN. Bethlehem, Pa.

Pop music DJ, eight years radio and stage experience. First phone. Morris, 561 Collier Drive, N. W., Atlanta, SYcamaño 4-1294.


1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 106 W. 129 Street, New York, N. Y., AU 3-3122.

Announcer, approaching 30, many years experience, now employed as program director—Call Fairfield, Iowa, 217-1. Ask for Ken.

Technical

Recent RCA Institute and SRT graduate; versatil announcer; and phone; college background; prefer west-midwest. Box 651E, B-T.

Experienced radio-tv announcer-engineer, recently left 361kw television station. Desire permanent relocation in the west or midwest. Box 652E, B-T.

Radio

Situations Wanted—(Cont'd)

Engineer, 1st phone, experience all phases broad- casting. Mail resume. West preferred. Married. No announcing. Box 705E, B-T.

Programming-Production, Others

Program director, 10 years radio. Newsman, an-ouncer, copy, sales. Want opportunity in radio or tv with minimum $7,400.00. Box 669E, B-T.

Sportscaster, publicist, sales, for radio-tv opera- tion. College. Just released from service. Box 675E, B-T.

Program director-announcer-engineer desires to relocate. Experienced and good reputation. Would like to make money and have some for myself. All offers carefully considered. $1000 weekly. Box 662E, B-T.


Television

Help Wanted

Salesmen

Opening in television sales, vhf-abc station in basic family. Salary, guarantee plus commission. Box 667E, B-T.

Announcers

Expanding television operation in large booming western city needs top announcers. Submit full resume and SOF audition. Box 669E, B-T.

Experienced announcer need for full power Michigan vhf-station. Experience and work personality type with punch. Send photo and resume. Box 654E, B-T.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in production operation. Send complete resume first letter. Box 663E, B-T.

South Florida vhf tv station has opening for experienced maintenance engineers and engi- neering training. Box 712E, B-T.

Programming-Production, Others

Excellent opportunity for television director with minimum of three years experience. Network affiliate in major market. Box 672E, B-T.

Television continuity writer needed by fast-moving local affiliate in large vhf city. Send complete resume and salary desired in first letter. Box 658E, B-T.

(Continued on next page)

Disc Jockeys—Immediate Openings!

See our ad on the front cover of this issue. Then, if you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again—adding WDGY, 50,000 watts, in Minneapolis, subject to FCC approval. Openings available effective after first of the year in all of our markets. We are particularly interested in disc jockeys with a smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterizations, impersonations, etc., so much the better. If you're good we want to talk business. Every tape carefully auditioned, and promptly returned. (Be sure to include address inside box.) Send all tapes to: Todd Stors, President.

Mid-Continent Broadcasting Co., Omaha 2, Nebraska

KOWH Omaha

WHBB Kansas City

WTIX New Orleans

December 12, 1955 • Page 93
TELEVISION
Situations Wanted

FOR SALE

Managerial

NATION'S best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-known throughout the industry. Available at once. Box 9856, B-T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Unusual production, programming, personnel, engineering 10 years top management experience, including two years TV manager. Highest industry references. Box 3616, B-T.

Production-Programming, Others

Tv announcer-director, B.A. degree. 6 years radio-television experience. Reliable. Reallocate. Box 6926, B-T.

Presently employed general manager of successful small 250 watt station interested in general learning job in tv. Applicant is young with five years experience in all phases of radio. Prefer non-metropolitan market. Box 6526, B-T.

Education, experienced, talent. Radio and tv. 10 years market, announcing, single, writing acting. Presently tv continuity director. Stable, family man. Seeking opportunity. A lot to offer the right operation. Box 9646, B-T.


Newscaster available for east coast area. Some announcing Agency references. Box 6865, B-T.

Experienced tv director. Strong local station background with some network experience. Experienced in programming and execution of all production elements. Understand station economics. Box 7026, B-T.

Young man: College, four years experience, editing, camera lighting, news, commercial writing, program research, photography. Available two weeks. Have American papers. John MacFarlane, Wolville, Nova Scotia, Canada.


FOR SALE

For Sale

Stations

Southern local 250w. Good sound economy. Well accepted. Box 6966, B-T.

West coast local. Ideal growing area. $10,000 down. Box 7006, B-T.

Metropolitan market station in area famed for mild winter climate, growing with industrial expansion. Station is major network and priced within 15 times its annual gross ($6,000,000 range), with both market figures and FCC averages showing a greater potential. Paul H. Chapman, 84 Peachtree, Atlanta.


Eastern buyers should contact me for good sound buys. John T. Hanly, 1739 Connecticut Ave., Washington, D.C.


Single station, mid-south market 15 million plus retail sales. $45,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale. 100 watt day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also nta, vht, wt, for detail Hugh H. Norman, Box 540, Denver, Iowa.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 7065, B-T.

6 Gates CB-11 3 speed turntables 505 each 2 for $50. Guaranteed A-1 condition. Cash only. Also 1 Raytheon 250 transmitter and Raytheon deluxe console $1,650 complete. Box 6786, B-T.

G.E. power supplies, glide projector and attachment, stabilizing amplifiers, pre-set panel, master control panel, etc. Equipment has been in storage but not in use. For details and price write Box 6907, B-T.

FOR SALE — (Cont'd)

Equipment

RCA hi-frequency field intensity meter type 386-A. 18 to 125 megacycle, am & fm. Don Abitiz, KOTH, Dubuque, Iowa.

For sale—RCA TF-69A superturnstile—channel 10. Minor changes to channel 1. Down 18, used 8 months. 21/2 years old. Excellent condition. Presurized. Make offer. KOLN-TV, Lincoln, Nebraska.

In excellent used condition 1950—5500$twenty $200—250 watt Fm stations with pipe clamps, $30—8500$1950 Barn Door for $250. 520 Royal Street, New Orleans 16, Louisiana.

For sale: complete RCA 5C transmitter to be available January 1. Reasonable offers considered. Contact Harold Holland. WFTN, Indianapolis.

One Presto type RC-16/84 type recorder transport mechanism in portable case, priced for quick sales. WFTN, Janesville, New York.

For sale: 250 watt Fm broadcast transmitter type BT-1 with tube and crystal to operate on 82.7 mc. Fm monitor type BM-1A to match; all excellent condition. WLOE, Inc., Leavittville, N. C.

Booth Leasing Corporation's national leasing service—whereby you choose the equipment you need—new or used; BLC purchases for you from your supplier, at the established price and place in your studio, transmitter office and equipment fabricated to meet your specific requirements. Rentals paid under lease drawn as equipment is owned by BLC. We also do lease expense items. For full information for your attorney, call counsel and yourself, write, wire or phone Gene O'Fallon & Sons, 720 E. 16th St., Denver, Colorado.

WANTED TO BUY

Stations

Principal interested in profitable station located with radio stations. For 250 watt. No brokers. Box 6856, B-T.

I want to buy a radio station. Am presently sta- tion. Want to buy to become station owner. Send complete information. Have down payment. Box 6956, B-T.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted recorders, turntables, monitors, switches.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call John Birrel, Northwest's Employment Counselor, John Birrel, Employment Counselor, John Birrel. We assure you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST
RADIO & TELEVISION

SCHOOL HOME OFFICE

1221 N. W. 21st Avenue
Portland, Oregon • CA 9-7246

Page 94 • December 12, 1955

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest First, John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

HOLLYWOOD, CALIFORNIA \1440 North Highland
HO-47822

CHICAGO, ILLINOIS \540 N. Michigan Avenue
DE-7-8536

WASHINGTON, D. C. \1637 K Street, N. W.
RE-7-0143

Equipment

FM transmitter, low power, monitor, antenna, console, state condition and best price. Box 6881E, B-T.

Wanted: Remote amplifiers, broadcast microphones, studio console. 500 watt am broadcast transmitter. Box 6882E, B-T.

Wanted—up to 1,200 ft., used 1½ ohm transmission line. Box 6883E, B-T.

Mogie PTF-AH contact. KYNO, Fresno, California.

38used of standard make 1000 watt 8-inch lens. Fremont lens complete details, phones. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Wanted: 2 equipment racks in good condition. Wanted a high type 94, or equivalent. Send photo (if possible) and asking price to: J. R. Mower, WNNP, 2201 Oakton Street, Evanston, Ill.

Wanted: 12 recording turntable with 78-3315 motor suitable for use with RCA type 72-D recording attachment. Must be in top-notch condition. Write, phone Radio Station WNIN, East Liverpool, Ohio. Fenton 5-8489.

Wanted to buy: 500 or 1000 watt transmitter—preferably RCA. Send all details about price and time it has been used to XSEW, P.O. Box 628, Monterey, California, Mexico. If possible include photographs and diagrams.

INSTRUCTION

FCC license training—correspondence or residence. Residency classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-6, 521 15th St., Washington, D.C.


RADIO

Help Wanted

SALES

BROADCAST EQUIPMENT

SALES ENGINEER WANTED

Qualified sales engineer with experience in radio and studio equipment—sales wanted for travel in midwest area. Must own car and be willing to travel for company with an excellent reputation for highest quality equipment. Box 589E, B-T.

ACCOUNT EXECUTIVE

$10,000 POTENTIAL

For 1000 watt fulltime fast stepping pro-city-minded operation serving second-largest market in Indiana. Liberal draw against 115. Our account executives will make $10,000 this year and have fine chance for $12,000 next year. We will help you get started with a list of local active accounts. If you are sincere, settled, can and want to sell radio advertising, contact us immediately. Airmail special complete details and references. Box 711F, B-T.

ANNOUNCER

CONTROL BOARD OPERATOR

For Rocky Mountain regional CBS 5000 watts, Salary around $375.00, depending on ability and experience. Airmail complete details, photo to: Box 709E, B-T.

TELEVISION

Help Wanted

SITUATIONS

WANTED—(Cont’d)

South Florida

East Coast

Combo man with first phone ticket

EMPHASIS ON ANNOUNCING

Ideal working conditions

Top rated station

IMMEDIATELY !!!!!

BOX 672E, B-T

Technical

CHIEF ENGINEER

AM-FM-TV

Overall supervision of growing operation in major Eastern market. Pleasant living and fine future possible for right man who is not afraid to work at it.

BOX 681E, B-T

SALES

REAL OPPORTUNITY

Central California valley independent TV station offers excellent opportunity for above-average earnings to two (2) young salesmen with radio or TV sales background who have proof that they know how to sell retail accounts in rural market—who will stay on the streets and who like to fill out daily sales reports. Lagards won’t last over 30 days but live-wires who want to earn $10,000.00 per year and over as present salesmen are doing have unlimited future with beginning guarantee of $400 against 15% commissions.

BOX 671E, B-T

INSTRUCTION

FCC 1st PHONE LICENSES

IN 3 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave., Burbank, Calif.

Reservations Necessary All Classes—Over 1700 Successful Students

FOR SALE

VHF

Partially constructed VHF TV station, to be ABC outlet in 3-station market, ranked within “top 100” of nation. For sale at cost of expenses to date, less than $100,000.

CALL

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER

84 PEACHTREE STREET, N.W.

ATLANTA, GEORGIA

ALPINE 3207

Equipment

TOWERS

RADIO—TELEVISION

Antennas—Complete Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

INSTRUCTION

PR vs PR

We’ll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people...

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeer (Agency)

50 E. 42nd Street, N.Y.C.

MU 2-7915

Paul Baron, Dir. Radio-TV-Film-Agr.

Resumes welcome from qualified people.

December 12, 1955 • Page 95
New Rules

PART 3 of the FCC rules governing Radio Broadcast Services, as revised Nov. 3, was published in the Dec. 9 issue of the Federal Register. This revision contains many of the decisions discussed in this column. For a complete text of all the rules, regulations, and technical standards for the radio broadcasting services—am, fm, tv, etc.—with all amendments outstanding as of Nov. 9, the Commission has made these rules available in the revised and corrected text.

Copies may be obtained by ordering the Dec. 9 Federal Register, if any are left, or until the printed revision is available on sale by the Superintendent of Documents, GPO, Printing Office, Washington, D.C., 20402.

Television Corp. for new tv station to operate on ch. 12, Richmond, with waiver of sec. 3.813 of the Commission's rules. This is part of the new rule making process. The application of the station was received by the Commission on Nov. 9.

OTHER ACTIONS

Conceded—FCC initiated rule-making to incorporate rule-making which would allow the new station to operate in the same area as the new station. The new station is proposed to be made a part of the new rule-making process. The application of the station was received by the Commission on Nov. 9.

KWPP-FM Palm Beach, Fla.: WASS-FM Pitts- burgh, Pa.; WMPF (FM) Chicago; WMT Charlotte, N. C.

December 2 Decisions

ACTIONS ON MotIONS

By Chief Hearing Examiner James D. Cunningham

Triange Pub., Inc., Elkins, W. Va.—Granting of Motion to extend the time for filing an applicant for an extension of time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

Central New York Corp., Elmira, N. Y.—Granted for the purpose of dismissing the application for a new license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

By Hearing Examiner Herbert Sharrman

WOEL Elizabethtown, N. Y.—For the purpose of dismissing the application for a new license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

By Hearing Examiner Harold S. Cooper

Broadcast Bureau—Granted for the purpose of dismissing the application for a new license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

By Hearing Examiner H. Clifford Iron

Fort Lupton—Granted for the purpose of dismissing the application for a new license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

December 1 Decisions

ACCEPTED FOR FILING

Moore's television studio in the center of the city and denying competing application of Richmond Newspapers Inc.

By Chief Hearing Examiner James D. Cunningham

December 1 Decisions

By Chief Hearing Examiner James D. Cunningham

December 2 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Central New York Corp., Elmira, N. Y.—Granted for the purpose of dismissing the application for a new license to WTVX Colorado Springs, Colo. (ch. 18) and in retaining hearing status. Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18). Motion to extend the time for filing an application for renewal of a license to WTVX Colorado Springs, Colo. (ch. 18).

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and changes in DA-D pattern) for extension of completion date.

Kaufman, Minn.—Seeks mod. of cp (which authorized in D or D-1) for extension of completion date.

KWRO-AM-FM Sioux City, Iowa; WAOR-FM Fort Atkinson, Wis.—Seeks mod. of cp (which authorized in D or D-1) for extension of completion date.

WPLA-AM-FM Springfield, Mass.—Seeks mod. of cp (which authorized in D or D-1) for extension of completion date.

December 2 Applications

ACCREDITED FOR FILING

Kolbe, Chicago, Ill.—Seeks mod. of cp (which authorized in new licence) for extension of completion date.

KWRL-FM Bloomington, Ill.—Seeks mod. of cp (which authorized in new licence) for extension of completion date.

December 6 Applications

ACCREDITED FOR FILING

License to Cover Cp

WFLA-AM-FM Lakeland, Fla.—Seeks license to cover cp which authorized in new licence.

KWAO-AM-FM Port Arthur, Tex.—Seeks license to cover cp which authorized in new licence.
Sales Through the Air: 1955

THE 36 advertising agencies with the largest billings in radio and television are spending $812.5 million for the broadcast advertisements of their clients during 1955, according to B&T's fourth annual agency survey (full findings page 27).

That's a lot of money. It's 43% of those agencies' total expenditures for all media during the year. It's $113.3 million more than the top 36 agencies of 1954 spent for the broadcast media then, or an average increase of 16.2%. But those agencies with the largest radio-television billings increased them far more than the average. Young & Rubicam's broadcast expenditures for 1955 are up 20% over 1954; Leo Burnett's are up 26%; McCann-Erickson's, 30%; Benton & Bowles', 34%.

The conclusion is obvious: Those who use radio and television most continue to use them more and more, year after year.

Antennaed Farms

THE U. S. Census Bureau has provided invaluable information to U. S. advertisers who wish to sell goods or services to farmers. The bureau has proved that television, the most dramatic avenue to the consumer, now extends to more than one out of every three U. S. farms.

Or, to be more accurate, that was the proportion of farms equipped with television more than a year ago when the Census of Agriculture was made. The ratio now, of course, must be presumed to be considerably higher. There are now probably two million farms with television—over 40% of all farms.

As our story in this issue reports, television saturation increased more than twelffold in U. S. farm homes between the spring of 1950, when the regular decennial census was taken, and the fall of 1954. In the same period tv saturation increased less than sixfold in city homes.

At one stage of television's brief history, it was widely believed that tv would never be able to deliver a farm audience, owing to the limited range of television stations as compared with that of radio stations. The 1954 agricultural census pretty well demolishes that belief.

To be sure, there are still many farms outside the reach of tv, and it is to be hoped that the television system will be enabled to expand to cover most of them in a reasonable time.

But the two million farms now equipped with tv, over 40% of the total farm market, constitute circulation that demands the attention of advertisers.

Together, the two broadcast media are obviously the best roads to the farm. With radio the advertiser can reach practically any farm in America. With television he can reach 40% of all farms with the unequaled impact of tv selling.

The Meeting Issue Was Met

HERE'S democracy at work: More broadcasters attended fewer meetings in 1955 and got more accomplished than ever before.

It happened because the NARTB cut the number of annual field sessions from 17 district meetings to 8 regional gatherings. There was less wear and tear on broadcasters and on the NARTB staff. The savings to all concerned probably exceeded $2 million.

Just a year ago B&T conducted a survey which showed overwhelmingly that station management wanted fewer meetings. The radio and television boards of NARTB, backed by management, followed through, not only because it was the will of the membership but because of hardship on President Hal Fellows and staff who had to hedge-hop to 17 practically back-to-back meetings, coast-to-coast.

In tallying results of the regional sessions which concluded last month, it was found that the delegates liked the condensed schedule and that more of them participated. Now they want the three-day sessions telescoped into two days. And they'll probably get them next year.

More than that, the membership handed the NARTB a "platform" for 1956. They want action on the daylight time problem. They would like solution of the multiple rating service confusion. They hope the FCC will do something about easing the record identification rule (and they'll probably get their wish). And, as always, they would like to reduce the "hardship" of copyright fees.

There was a surprise too—the rhubarb over the proposal that the association's name be changed back to "National Assn. of Broadcasters." Four of the eight regions favored dropping "National Assn. of Radio and Television Broadcasters," on the ground that the word "broadcasters" covers both radio and tv. Frankly, we were not in favor of the original change, but there were exasperating circumstances. The television lads insisted upon it as a condition precedent to the fusion of the then Television Broadcasters' Assn. into the then NAB. We thought "NARTB" would be too unwieldy. But now we're conditioned to it.

In the same democratic spirit, maybe it's an issue to be decided at the NARTB annual convention in Chicago in April. It would give some of the orators an opportunity to spell-bend their colleagues at what has become a rather dull and dreary windup business session.

Their Two-Bits' Worth

NOT EVEN advocates of subscription television will be able to make much capital of the survey findings released last week by Ford Frick, U. S. baseball commissioner.

In a nationwide survey conducted at Mr. Frick's direction, 37% of the respondents said they would be willing to pay 25 to 50 cents to see baseball games on toll tv "if it was felt such a plan was necessary to keep baseball operating."

Without concern for other features of the survey, we wish to point to the phrase: "if it was felt such a plan was necessary to keep baseball operating." This question must have resulted in weighted answers like those which would most likely be obtained in response to such a question as: "If your neighbor's children were starving, would you chip in two-bits for milk?" Only the hopelessly anti-social would give a negative answer.

The baseball fan, it must be presumed, is interested in perpetuation of the game—even to the extent of saying he would contribute directly to its support through the medium of toll television. To say he would not pay for televised baseball—if toll tv were "necessary to keep baseball operating"—would be to say he did not care if the game became extinct.

Neither advocates nor opponents of subscription television can get a definitive reading from such research as this.
or I ain't looking for work—I just want a job

The manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You et cetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting false rumors." The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency
After 2,500 broadcasts, we ask you —

"Who's as busy as our Bea?"

BEA JOHNSON, Director of Women's Activities for KMBC-KFRM-KMBC-TV and winner of the 1953 McCall Magazine Golden Mike Award for outstanding public service, completed her 2,500th broadcast for the KMBC Broadcasting Company November 22, 1955.

A WHIRLWIND of energy with a world of talent, Bea Johnson has established an enviable record of accomplishments during her nearly two decades with the KMBC Broadcasting Company.

In addition to earning some of the most coveted laurels in her field (the McCall Magazine Award, the Zenith Television Award and the Ohio State Award), Bea has received a long list of civic and other professional honors.

The results of her tireless participation in community, national and international affairs show up consistently in the ratings for her daily show, "Happy Home" — the highest-rated women's TV program, network or local, in Kansas City.

Audience figures prove that Kansas City women appreciate the tremendous interest Bea takes in keeping abreast with important happenings in the world of women.

Like all of the high-calibered personnel on the KMBC staff, Bea is more than a face on a TV screen or a voice on the air. She is an important community figure — a person who is respected, admired and emulated by her thousands and thousands of Radio and TV fans.

The station's policy of providing topnotch air personalities explains, in part, the amazing sales ability of KMBC Radio and Television. To find out more about the terrific influence of KMBC-KFRM-KMBC-TV on the Kansas City market, see your Free & Peters Colonel.

THE JOHNSON'S RAMBLING RANCH HOUSE, situated in a fashionable Kansas City suburb, is proving ground for Bea's homemaking activities. Here Bea experiments with home decorating, cooking and entertaining ideas that are later passed on first hand to her Radio and TV listeners.

CHRISTIAN DIOR, NOTED DRESS DESIGNER, recently interviewed Bea following a fashion show staged for her party. This personal glimpse into the world of women's fashions is typical of the kind of program material Bea relays to her Radio and Television audiences.

BBC TURNS THE TABLES as an announcement for the British Broadcasting Corporation, interviews Bea in London. During a recent trip to Europe, when she is invited to parties and meets one of the hundred accredited women correspondents covers the big Four Geneva Conference.

BEA JOHNSON'S "HAPPY HOME" a basis for her Selective Interpreting of what kind of programming adds to a women's existence. The John family, left to right, are: her husband Dale, a highly successful business executive; Gen. T. B. Johnson, whose various school and church activities thrilled her mother for "Bea Woman of the Year" award; Jill, 10, a fifth-grader who has inherited all the charm and personality of her successful parents; and the Johnson family's pet, Sugar, the only member of the family that seems just to take life easy.

MINGLING WITH THE INTERNATIONAL Set, Bea enjoys a party at Lambeth Palace. London. England's Queen Mother was a guest of honor and the Archbishop of Canterbury was host. The event took place during Bea's recent trip to Europe, when she is decided to party and was one of a hundred accredited women correspondents covers the big Four Geneva Conference.

the Swing is to "Big-Time" DAYTIME on Kansas City's Most Powerful TV Station—

KMBC-TV