now there are 4
with 50,000 watts in
Minneapolis - St. Paul

1st it was KOWH, (1949) vaulting from last to first in Omaha under Mid-Continent management. Current first place daytime Hooper—43.2%.

2nd Mid-Continent buy: WTIX, (1953) New Orleans, leaping from 11th to first among 11 stations in just 7 months under Mid-Continent management. WTIX now leads morning, afternoon, all day.

3rd in order of time: WHB, Kansas City (1954). Under Mid-Continent management WHB quickly ran away with the radio day, locally and regionally. Current Hooper: 47.7%! AREA NIelsen—42.9%! 70-COUNTY AREA PULSE—first every time period, 25% ahead of 2nd station.

and now WDGY

MINNEAPOLIS-ST. PAUL 50,000 WATTS

Dramatically successful in Omaha, New Orleans and Kansas City, the Mid-Continent formula now brings a "new listen" to the Twin Cities—with the kind of radio most people like to hear. New programming, ideas, music, news plus great coverage will win new audiences for WDGY—and your story. This is the time to buy WDGY—a great value today, destined to be an exceptional value tomorrow! Call Avery Knodel, or WDGY General Manager Stephen Labunski.
The south's **FIRST** TV station

**WTVR**

**RICHMOND**

*Serving Virginia with MAXIMUM POWER – MAXIMUM HEIGHT CHANNEL 6*

*No other station in this market has any Greater Antenna Height 1049 FEET*

*And no other Station in this market has comparable TV Facilities to 1049 Feet on Channel 6*

A service of Havens & Martin, Inc.
Represented by BLAIR TV INC.
the key to selling

WGAL-TV
LANCASTER, PENNA. NBC and CBS

Here's truly one of America's KEY markets—prosperous, diversified, vast. Buying the WGAL-TV Channel 8 Multi-City Market opens your way to 3 ½ million prospects who own 912,950 TV sets, who have $5 ½ billion to spend.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET

316,000 WATTS

REPRESENTATIVES
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco
FEWER DIRECTORS • Action of NARTB joint boards Friday directing membership referendum on elimination of eight at-large directors in 1957 may be harbinger of other board changes. Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention. Regional idea gained popularity with success of eight-meeting autumn schedule in 1955, replacing original 17-meeting plan.

COMPOSITION of NARTB Tv Board, comprising 14 members (18 authorized), also may be changed. View is developing in favor of having same number of directors but eliminating requirement that two of them must be from tv-only stations. All tv directors, except one from each member network, are elected on at-large basis during annual convention.

NBC HAS NIBBLES • Avco Manufacturing Corp., New York, through Compton Adv., is negotiating with NBC for complete political coverage. Ford Motor Co., previously reported interested, is also dickering. NBC’s total asking price is $5-$6 million, depending on whether it’s singly or multiply sponsored.

ONE of first appointments to be made to “augmented” Senate Commerce Committee ad hoc committee on television allocations (story page 38) will be A. Earl Cullum Jr., Dallas consulting engineer. Mr. Cullum filed comments in his own name in FCC allocations proceeding, calling for additional tv channels from 72-76 mc band and from fm, taller towers, cross-polarization, high gain antennas, differences in standards for Grade B coverage for tvh and tvfs, among other suggestions.

PROTECTIVE SOCIETY • Whether formal organization of group to protect coverage of vhf stations against encroachment of “drop-ins” and directional antennas will be set up awaits meeting of score of stations during NARTB April convention in Chicago. Group has asked Washington attorneys to draft opinion, with founding members to kick in $500 each for preliminary work. Behind idea are P. A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; Harold Hough, WBAP-TV Fort Worth, and George B. Storer Jr., Storer Broadcasting Co.

MONITORING of individual tv station programs as well as those of networks to check on commercial content is planned by NARTB Tv Code Review Board. Budget was expanded $8,000 for new function.

GROWING PAINS • When CBS Chairman William S. Paley arrives in Hollywood Feb. 12 for visit, he will find mammoth Television City bursting at seams from growing program production. Top of agenda for talks with local network officials will be expansion of present four huge studios to six, plus added office space. Owned KNXT (TV) there also needs bigger operating quarters.

NOT ON record at Denver court trial of Canon 35 vs. modern news media (story page 76) is uncertainly of grappling by those bearing brunt of industry presentations. Newspaper photographers, as working men with no funds behind their association, feel two major editor-publisher organizations gave them only pitance to help finance their case plus minimum help in form of briefs and witnesses. Broadcasters, whose case starts today (Monday), take dim view of failure of Federal Communications Bar Assn. to appear on their behalf or to file brief. Out of these proceedings before Colorado Supreme Court judge will come precedent-making decision on access of radio-2 tv to courts.

MOVIE MANEUVERS • Negotiations have been completed between ABC-TV and Walt Disney Studios for Mickey Mouse Club for next season, with network reported to have agreed to pay 30% increase in program costs over initial year’s outlay for hour-long, Mon.-Fri. series.

ABC-TV, dickering for Warner Bros. backing of motion pictures [B&T, Jan. 30; also see story page 48], most likely will wind up buying only part of package. Warner Bros. is known to be negotiating with tv film companies for other portions.

FORD IN WHOSE FUTURE? • Ford Motor Co. reportedly has narrowed choice to Foote, Cone & Belding or Leo Burnett Co. as agency for new medium-priced automobile which it plans to introduce with $12 million advertising budget. But final decision may take several weeks. Last word on agency selection is up to Ford’s policy-making administrative committee.

IN WHICH major market does RCA consider it is doing best in color set sales? Chicago is answer supplied by set making officials who ought to know. For some reason—they speculate that perhaps publicity surrounding all-color conversion of WGNQ (TV) by April has sparked it—this market shows most excitement (and sales) in tinted sets.

SPREADING SPOTS • American Tobacco Co. (Pall Mall cigarettes), New York, through Sullivan, Stotter, Colwell & Bayles, New York, is buying 13-week spot announcement campaign in 54 markets located in 10 southern and southwestern states. This campaign is in addition to 52-week spot schedule placed recently.

RADIO RATE RISE • Only seven months after it substantially hoisted spot announcement and time rates (Aug. 1, 1955), WIND Chicago plans again to introduce new rate card (No. 21) about March 1. It calls for approximately 20% boost in Class A (6:30 a.m.-7 p.m.) and about 10% in Class B (7 p.m.-11 p.m.), attesting to healthy financial trends among independent music-news radio stations.

IT wasn’t announced when FCC revamped Broadcast Bureau hearing division, but Robert J. Rawson, who has been acting chief since resignation of Frederick Ford two years ago, is due to be named chief of new hearing branch in Broadcast Facilities Branch. At one time Rawson was considered to succeed Ford, but wrangle developed among commissioners and matter was tabled.

HIGH COURT RECURSE • It’s pretty good bet that WTSF-St. Petersburg, Fla. (St. Petersburg Times-Nelson, Foytner) will ask Supreme Court to review two-to-one decision by the Circuit Court of Appeals upholding grant of Tampa-St. Petersburg ch. 8 to Tampa Tribune-WFLA [B&T, Jan. 23]. Main issue is diversification.

THOUGH thousands of miles at sea, tv entertainment is still in order for some of Navy. Armed Forces Radio Services installing tv station aboard aircraft carrier now operating in Pacific. Like AFBS tv outlets, this to be low-powered vhf and will telescript kinescopes of popular U. S. network shows. When in tactical position with carrier, supporting craft can pickup programs on receivers set up in various recreational gathering points. An even dozen AFBS tv’s now operating as morale boosters at isolated bases of Army, Navy and Air Forces. Plan of AFBS to have 15 in operation by end of year.
KTHS (LITTLE ROCK) goes "Great Guns" for Gunn Distributing Co!

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote:

"Our sales during October-November ... average 70% more than last year.

"... we received a gold cup ... the Nation's Best Coleman Distributor for 1955! ... in '54, we used KTHS as well as all types of advertising media ... this year we used only KTHS and can truly say that radio has played the dominant role ... most successful promotion ever scheduled by Gunn . . .

"We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the state are convinced . . . ."

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

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
Beville, McCray, Yoder Appointed NBC V.P.'s

ELECTION of three new vice presidents of NBC beings announced today (Mon.) by President Robert W. Sarnoff. Mr. Beville, former vice president for planning and development; Thomas C. McCray, vice president and general manager of NBC's KRCA Hollywood, and Lloyd E. Yoder, vice president and general manager of NBC's KWTV Oklahoma City, have been appointed. NBC's support acquired WPTZ (TV) and KYW Philadelphia, which become WRCV-AM-TV on Feb. 13.

Mr. Beville has been director of research and planning since October 1952.

Mr. McCray joined NBC in 1944. He became general manager of KRCA in February 1954.

Mr. Yoder joined NBC in 1927. Messrs. Yool and McCray report to Charles R. Denny, vice president in charge of NBC owned stations and spot sales. Mr. Beville will report to Administrative Vice President J. M. Clifford.

NARTB Regional Meetings To Be Continued in 1956

NARTB regional meeting format will be continued in 1956, with autumn sessions cut from three to two days, under plan approved Friday by NBC-TVB combined boards at Chandler, Ariz. (early stories pages 42, 46, 47). Meetings will be held between Sept. 17 and Oct. 23.

C. E. Arney Jr., secretary-treasurer for over 16 years, retires July 1 with Everett Reverbom, his assistant up to 1950 and since with National Assn. of Home Builders, taking his place.

Plan to drop eight at-large radio directors (see early stories) was approved by joint board and goes to referendum vote. Small, fm, medium and large station directorships, two for each, will be dropped. Total combined boards after 1957, if approved by membership, will allow 22 radio and 18 tv directors (14 tv directors now on board).

Joint board adopted policy statement on importance of access to public proceedings if radio-tv are to be more than mere entertainment media. Robert D. Swezy, WDSU-TV New Orleans, reported as chairman of Freedom of Information Committee. Judge Justin Miller told directors he will be first radio-tv witness today (Monday) at second week of Colorado Supreme Court hearing on media access (early story page 76). Resolution adopted praising Colorado broadcasters for aggressive role in proceedings.

Group insurance plan for station personnel adopted, effective when underwriter is selected. Howard Bell, assistant to president, reported 37 of 47 state associations have accepted invitation to Feb. 21 meeting in Washington.

Next meetings of board will be June 20-22 in Washington and Feb. 6-8, 1957, at Hollywood Beach, Fla. William Fay, WHAM-TV Rochester, named representative to Canadian Assn. of Broadcasters meeting.

Schedule of regional meetings now stands this way: Region 5, Sept. 17-18, Minneapolis; 7, Sept. 20-21, Salt Lake City; 8, Sept. 24-25, West Coast; 6, Sept. 27-28, 9, Minneapolis; 2, Oct. 11-12, Washington, D. C.; 1, Northeast, Oct. 15-16, not selected; 4, Midwest, Oct. 18-19, not selected; 3, Oct. 22-23, probably Birmingham.

BOOMERANG

ARIZONA GOV. Ernest W. McFarland greeted NARTB board members at their Friday luncheon in Chandler, Ariz., with a happy thought. After being introduced by President Harold E. Fellows as former Senate Majority Leader, ex-Chairman of the Senate Interstate & Foreign Commerce Committee, and author of the McFarland Bill, Gov. McFarland, who is principal owner of KTVK (TV) Phoenix, observed, "I, too, have received a McFarland letter from the FCC."

BUTLER TO SUPPORT 'EQUAL TIME' PLAN

PAUL BUTLER, chairman of National Democratic Committee, is expected to support reservations Stanton plan to amend Sec. 315 (a) "equal time" provisions of Communications Act in testimony tomorrow (Tues.) before House subcommittee headed by Rep. Oren Harris (D-Ark.) (story page 54).

Although Mr. Butler had not framed testimony late Friday, he was known to be in sympathy with objectives of bill (HR 6810) which would permit stations and networks to decide on political candidates who could appear on news, interview and forum-type programs, without being subject to "equal time" demands from opponents.

Ideally, Mr. Butler thinks intent of amendment as stated by proponents—to present candidates of two major political parties—"is wonderful," but is concerned about what he feels are few stations which might abuse provision by backing one candidate advantage over another. He does not feel networks are likely to show bias in presidential campaigns.

Mr. Butler thinks there might be possibility of industry-imposed control over stations to keep them from leaning too far to one side, especially in congressional and local elections.

He also favors some provision to give parties with substantial followings same advantages as two major parties, by some system as percentage of votes smaller party's candidate received in last election, or by petition, both suggested last summer by Washington (D. C.) Post.

CBS Vice President Richard Salant, during questioning following his statement Friday before House group, said if amendment is enacted stations and licensees still will be required to balance programming under public interest mandate of Communications Act. If licensee favors one candidate, he said, FCC can revoke license and will not have to wait until license renewal time (e.g., after election) to remedy abuse. He told congressmen CBS programming must comply with FCC rules, since rules are enforced through affiliates and network's own stations.

Asked about preferential time charge to candidates, he said this goes toward question of free time; that broadcasters shouldn't have to give away free "what everybody else gets paid for."

Congressmen seemed skeptical that broadcasters could "resist human temptation" and not favor one candidate. Some expressed keen interest in how third party would fare in presidential campaign.

Mr. Salant said no network can ignore significant political trend because of voter reaction and other factors, including public interest.

He told Rep. Harris that situation might be helped if Congress would give FCC some "guidance" and power to "relax" Sec. 315 (a). He didn't believe it could be solved entirely by FCC in merely amending its own rules.

Mr. Salant was asked for copy of CBS criteria on network affiliation policies and agreed to furnish it, but balked at giving financial information on comparison of CBS owned and affiliated and other stations, saying FCC keeps this information confidential.

Rep. Peter F. Mack Jr. (R-N.J.) asked whether congressional candidate could buy time at station's national spot instead of local rates and was told it probably would depend on size of his district.
Everybody loves KCMO-Radio

KCMO
Kansas City's CBS Radio Affiliate
on 810 kc. with 50,000 watt coverage

KANSAS CITY
KCMO
RADIO
810 kc.
CBS

SYRACUSE
WHEN
RADIO
620 kc.
ABC

PHOENIX
KPHO
RADIO
910 kc.
ABC

OMAHA
WWOW
RADIO
590 kc.
CBS

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

Edward Nickley, head of Chicago office of Radio-TV Representatives Inc., station representation firm, named vice president. Frank J. Hansoki, Dun & Bradstreet sales representative, formerly in radio in Coral Gables, Fla., joins New York office of Radio-TV Representatives as sales executive, effective today (Mon.).

E. James McEnaney Jr., formerly account executive, Bo Bernstein & Co., Providence, R. I., to WPFW Pawtucket, R. I., as executive vice president. He will be in charge of station's sales and programming.

John M. Forney Jr., Robert Luckie & Co. agency, Birmingham, Ala., appointed vice president and director of radio and tv.


Phil Mergener, Chicago sales representative for Official Films Inc., to sales staff of Ziv Tv Programs Inc., same city.

David Klinger, executive in CBS-TV business affairs department since joining in April 1950, named budget control manager of department.

Tatum Joins Disney

Donn B. Tatum, director of tv for ABC Western Div., named production-business manager, Walt Disney Studios, effective immediately. One time Don Lee-Mutual vice president, Mr. Tatum has also served as west coast counsel for RCA, NBC and ABC.

Comings, Goings at WLS

Bruce Davies, Chicago radio-tv market reporter at Chicago Livestock Exchange, will join WLS Chicago as farm director effective Feb. 14, replacing Dix Harper, who leaves after six years with Prairie Farmer station, it was revealed Friday. Mr. Harper joins Finlay, Marley & Hodgson Inc., Chicago agency, as account executive for radio-tv on International Harvester account.

In another change, Norman Sye, member of WLS news department, joins WBBS Chicago's news staff this month. Announcement expected this week on further realignment at WLS.

Patent Suit Called Off

Haffa Donates $100,000

Patent Infringement suit against Webster-Chicago Corp., maker of tape recorders and related products, has been abandoned by Illinois Institute of Technology on heels of $100,000 donation to institute by Titus Haffa, president and majority owner of Webcor. Dismissal order was entered in U. S. District Court after attorneys reached agreement on settlement, on Dec. 1, 1955. About $40,000 in back royalties covering 14 IIT patents will be paid in settlement, according to John Rettalia, institute president.

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At Deadline

Appeals Court Denies Stay In 3 Deintermixture Cases

STAY against FCC's final grants of vhf stations in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind., denied Friday by U. S. Court of Appeals in Washington. Ruling came three weeks after arguments before three-judge court [BWT Jan. 16].

Rulings were two to one, with Circuit Judges John A. Danaber and George T. Washington voting to deny stays, Judge David L. Bazelon dissenting. Announcement Friday said opinions would be issued later.

Appeals were made by uhf stations in cities in which strong moves had developed among uhf operators for deintermixture by deleting single vhf channel to make communities all uhf. Involved were following:

Corpus Christi's ch. 31 grant to KRIS, appealed by ch. 22 KVDO-TV same city; Madison ch. 3 grant to WISC, appealed by ch. 37 WMTV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTV (TV) Rockford, III. Other reply comment came from Evansville TV Inc., appealed by ch. 62 WFIE (TV) that city; ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville, Ky.

Appeals were made by uhf stations and others interested in deintermixing these three cities. In point of issue was FCC's November 1955 action denying all deintermixture petitions, refusal to hold up final decisions on pending vhf cases. Still pending are 10 final deintermixture decisions, many of them involving so-called deintermixture cities.

Court's action refusing to stay grants implies that FCC is free to resume acting on these vhf situations. For past few weeks, Commission has delayed action awaiting word from court. At same time, appeal of uhf operators against FCC grants remains on court docket for argument and decision on merits.

KFRE Holds Out New Angle In Plugging for Intermixture

UNIQUE ARGUMENT in favor of continuing intermixture (combination vhf and uhf television channels in same city) has been filed with FCC. In reply comments submitted by KFRE Fresno, winner of ch. 12 contest in that city, point is made that if intermixture is not continued demand for uhf receivers will fall off. This would jeopardize continuance of uhf band for tv, KFRE said, necessary for full-scale nationwide tv system.

KFRE also implied deintermixture advocates mixed up in delaying competition as in overall betterment of tv allocations, since most markets which are object of deintermixture petitions already are uhf converted. Thus, Fresno grantee said, if uhf falls in such areas, failure will be due to competitive factors, not because one v is operating with u competitors.

Other reply comment filed Friday (see early story page 58) was from Ajax Enterprises (Herbert Mayer), grantee of chs. 23 WPMD (TV) Philadelphia and ch. 38 WHMB (TV) Boston. Advocate of deintermixture, Ajax declared result would be aid to surrounding communities like Atlantic City, Trenton and Bridgeton, N. J., and Worcester, Cambridge, Brockton, Lawrence and Lowell, Mass.

New Receiving Antenna Claims Sensitive Channel Separation

ANNOUNCEMENT of new tv receiving antenna, due to be made this week by Holloway Electronics Corp., Fort Lauderdale, Fla., will contain startling claim: that it will permit vhf co-channel tv stations to be placed as close as 50 miles; adjacent channel stations as close as 10-12 miles. Presence spacing is 170 miles in Zone I, 190 miles in Zone II, 220 miles in Zone III.

Implications in current allocations proceeding is obvious but FCC and Washington commission engineers warn there are limiting factors that make dubious all-embracing worth of development.

Antenna system is dubbed I.R.I.S. (Infinite Reflection Interference System). It comprises two rotatable antennas. One is pointed toward desired signal, other at undesired signal. Both signals must come from different directions. Undesired signal is "phased out" by one antenna, so receiver is fed nothing but desired signal. Device is being marketed at $6 to $61 list price, depending on gain needed. Developer is John Holloway, former Raytheon television transmitter engineering executive.

Moviemen Out To Reduce AFM Cut on TV-Released Films

FOUR-MAN task force of moving picture industry huddled with American Federation of Musicians in New York last week. Aim: to reduce current 5% slice union gets on movies released to tv. Current contract runs through 1958.

In charge of negotiations with AFM are B. B. Kahane, Columbia Pictures; Edwin L. de Patie, Warner Bros.; Fred Meyer, 20th Century-Fox, and Charles Boren, industrial relations vice president, Motion Picture Producers Assn. Industry men maintain union cut is oppressive, is impeding negotiations with tv.

WMUR Manchester Sale Filed

APPLICATION filed Friday asking FCC approval to sale of WMUR Manchester, N. H., from Radio Voice of New Hampshire Inc. to Northeast Broadcasting Corp. for $150,000. Station is solely-owned by Madeleine M. Girolimon (insurance interests). Application made clear that tv affiliate, ch. 9 WMUR-TV, is not involved in transaction nor are WMUR call letters being assigned. One of Northeast directors, Warren H. Journay, is former manager of WBKB-AM-FM Manchester. WMUR is on 610 kc, operates with power of 5 kw day, 1 kw night, and is affiliated with ABC and Yankee networks.

Kragen Takes on NBC Film

OPERATIONS of NBC Film Div. have been transferred to NBC's wholly-owned subsidiary, Kragen Corp., NBC President Robert Sarnoff is announcing today (Mon.). NBC film syndication activities continue to be directed by Carl M. Stanton, NBC vice president, who also has been elected vice president of Kragen.
the week in brief

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*Reg. U. S. Patent Office

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WNHC-TV serves audiences throughout the state of Connecticut, Western Massachusetts, Eastern New York State and all of Suffolk, Long Island. This area, conservatively recorded as 15 counties, represents a potential of 3½ million viewers. As further proof of audience, 91 newspapers and magazines carry WNHC-TV daily program listings, and you know free space is hard to get! Altogether it makes good sense to buy the one station which delivers the entire southern New England market!

COVERS CONNECTICUT COMPLETELY
316,000 WATTS MAXIMUM POWER
Pop. Served 3,564,150 - TV Homes 948,702
represented by the katz agency, inc.

Channel 8 • Television
YEARS of research preceded it, yet the actual discovery of processed rubber came to Charles Goodyear in a flash of inspiration. Perhaps in just 60 seconds.

Today, to discover new prospects for your products—swim caps in the South, ski caps in the North—to move merchandise most anywhere—60 seconds is all it takes on Spot Radio—and …

It costs less to reach more of your potential customers … whoever they are … wherever they might be … at the precise time and place of your choice.

60 seconds—or less—is all it takes to sell them with the right, bright buy—Spot Radio.

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*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY
ORIGINAL STATION
NEW YORK   CHICAGO   ATLANTA
INSIDE BEVERLY HILLS

IF Mr. and Mrs. America want to see how the movie stars live, they will have to buy the 50-cent map and look for themselves, regardless of what Art Linkletter promised in opening NBC-TV's Inside Beverly Hills spectacular. Other than some excellent dancing (partly filmed down Wilshire Blvd.), a couple of Tony Martin songs in good mood settings and a dash of Marx Brothers' humor, the show almost didn't get inside.

Occasioned by Beverly Hills' 50th anniversary, the NBC-TV program spoofed the famous little city more than lightly. A big share of its illustrious residents clucked coffee cups in a make-believe restaurant in NBC's color studios at Burbank and watched film inserts of visits with their equally illustrious neighbors. The film clips gave the intent viewer only a fleeting glimpse of this ultimate in suburbia. Often they were awkward front-lawn interviews showing lineups of children and parents instead of homes, although the camera tour of Harold Lloyd's fabulous estate (“16 or 20 acres,” he couldn't recall exactly) sparked imagination of what was not seen elsewhere.

An entertainment highlight was the cartoon drama used by U. S. Rubber to impress the safety features of its same tires.

Production costs: $150,000.
Sponsored by U. S. Rubber, Mabeline, Tums, Kraft Food Co. on NBC-TV as Jan. 29 Sunday Spectacular, in color and black-and-white, every fourth Sunday, 7:30 p.m. EST. Producer: John Gueld; associate producer: Harry Spears; director: Dick McDonough; associate director: Roy Montgomery; writers: Glenn Wheaton, Manne Minheim; unit production manager: Gina Weinberg, musical director: Gordon Jenkins; art director: Jay Krause; choreography: Earl Barton.
Stars: Art Linkletter, Groucho Marx, Tony Martin, Peter Lawford, Sheldon Leonard, Chico Marx, Helen O'Connell, plus the movie greats whose homes were visited or who appeared as special guests.

POLITICS, U.S.A.

THE WISDOM of keeping recordings of old radio programs was never proved better than on Jan. 29, when America's Town Meeting of the Air dug into its grabbag and pulled out "Politics, U.S.A."on its hour-long documentary made up chiefly of the highlights of political debates on various Town Hall broadcasts over the past 70 years.

Here were Republican Presidential candidates Robert A. Taft, Wendell L. Willkie, Thomas E. Dewey and finally the successful one, Dwight D. Eisenhower. Here were Presidents Franklin D. Roosevelt and Harry S. Truman, the latter delightfully caught in the exuberance of the morning-after-election day of 1948, gleefully imitating H. V. Kaltenborn's reading of vote returns the previous midnight. Here were many more familiar (or at least once familiar) names and voices debating the Third Term, the Fourth Term, government versus business, civil rights and many other burning political issues.

Will Rogers Jr., narrator, had little to do except identify the speakers and it was not his fault that frequently and annoyingly the identifications followed the speeches instead of preceding them. Aside from that minor flaw producer-editor William H. Traum and editorial supervisor Harriet C. Halbord deserve plaudits for selecting from what must have been a terrifying mass of material just the right bits to make up a dramatic picture of Politics, U.S.A.

Production costs: Approximately $300-$500. Broadcast Jan. 29 as a special documentary item of America's Town Meeting of the Air, ABC Radio, Sun., 8-9 p.m. EST.

Narrator: Will Rogers Jr.

FESTIVAL OF MUSIC

IT WAS ALMOST a surfeit of good music that NBC served up Jan. 30 on the Producers' Showcase "Festival of Music" colorcast. Certainly it was a rare treat to hear Sol Hurok's dozen or so performers who represent the cream of the country's artists. The performers don't live a lifetime in an hour and a half. Nor did all the performers seem quite happy with this recital format. There just wasn't time to relax. Still it was an exciting evening. Television technique did a lot for the opera favorites that predominated in the program. A camera capsule of the story can make a song, sung in a foreign language, more meaningful than it would ordinarily be. But artful lighting accomplished a stylized effect as beautiful as the dressed-up opera settings. Ensemble production, plus color, made "Festival of Music" the feast it set out to be, with only the chronic complaint after a big meal. The partaker is grateful, but next time let's savor the treats more slowly.

Production costs: $200,000.
Sponsored by RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y., on NBC-TV Jan. 30.

SEEN & HEARD

BITING THE HAND THAT FEEDS YOU DEPT.

LATEST ENTRY: "The Starlet," a drama about Hollywood life, on The Goodyear Playhouse, Jan. 29 (NBC-TV, Sun., 9-10 p.m. EST), which featured the following bit of dialogue:

TALENT AGENT: "Well, there's always tv . . ."

INGENUÉ: "Do you think I'm that bad?"

"No, dear, you're not, but the play was.

BOOKS


This textbook, whose author is professor and chairman of the department of electrical engineering at Syracuse U., presents a detailed discussion of the numerous electronic circuits important in such diverse fields as television, radar, electronic control and instrumentation circuits. With reference to the medium of time, Radio Electronics, this book is a revision and enlargement of the author's Electron Tube Circuits, although both books are independent self-contained texts.

IN REVIEW

Sell the Nation's 14th Largest Market!
...use WGR's Salesmen of the Air

MUSICAL CLOCK
Sterling John Loscilles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

Helen Neville Show
1:00 - 1:15 PM Mon. - Fri.
Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

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WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

NBC Basic Affiliate

Representatives:
FREE and PETERS

Page 14 • February 6, 1956
COME to HARTFORD

SEE

Media Buyers
Account Executives
Sales Managers...

...why almost everyone in the Hartford-New Britain Market (third richest in the U.S.A.) considers WKNB-TV its very own station.

...why WKNB-TV packs such a powerful advertising wallop... 375,000 sets... 91% saturation in Hartford County.

WKNB-TV
Basic NBC
channel 30

STUDIO AND OFFICES
WEST HARTFORD, CONN. — Represented by The Bolling Company, Inc
Radio's SRO in Muncie

EDITOR:

WHO SAYS RADIO IS DEAD AS ADVERTISING MEDIA? SPECIAL EFFORTS BY SALES STAFF AT WLBC DURING LAST TWO WEEKS OF JANUARY RESULTED IN MUNCE, STATION BEING SOLD OUT COMPLETELY FOR MONTH OF FEBRUARY FROM SIGN OFF TO SIGN ON ALL SEVEN DAYS OF THE WEEK. P.S. ORDERS WILL BE ACCEPTED FOR MARCH.

Bill Craig, Comm. Mgr.
WLBC Muncie, Ind.

ADmonition

EDITOR:
The CBS Television affiliate in Norfolk is W TAR-TV. Although WTOV-TV may at times carry CBS Television programs under what we call a per-program agreement, W TOV-TV is not a CBS Television affiliate and I wrote that station on Jan. 30, 1956, asking that it discontinue referring to itself as such.

Edward P. Shurick
National Director of Station Relations
CBS Television, New York

[EDITOR'S NOTE: Mr. Shurick's statement followed the appearance of an advertisement for WTOV-TV in B-T for Jan. 30, in which the station called itself a CBS affiliate.]

The Pacific Northwest

EDITOR:
Thank you very much for the reprints from B-T's Jan. 9 issue with its most interesting section on the Pacific Northwest by J. Frank Beatty.

The reprints which I requested I passed on to my friends in the utility industry in that area, particularly to Mr. Paul McKee, president of Pacific Power & Light Co., who is mentioned extensively in the power section, and Mr. Kinsey Robinson, president of the Washington Water Power Co. of Spokane.

Stephen M. Walter
National Assn. of Electric Companies
Washington, D. C.

EDITOR:
...I found the contents of your article most interesting.

Russell V. Mack (R-Wash.)
House of Representatives
Washington, D. C.

EDITOR:
...We would appreciate your sending us three reprints of this article if they are available.

Frank Norton
Mgr. Commercial Research
Bethlehem Pacific Coast Steel Corp.
San Francisco, Calif.

Legislative Telecasts

EDITOR:
A story on page 68 of the Jan. 16 issue of B-T, reporting remote telecasting of a West Virginia legislative session by WSAS-TV Huntington, ends with this paragraph: "The event was described by WSAS as probably the first live telecast in the nation of an elective legislative body in law-making procedures."

On January 9, 1951, WKY-TV. Oklahoma City, telecast live remote the address of incoming Governor Johnston Murray to a joint session of the Oklahoma House of Representatives and the Senate. WKY-TV since has telecast numerous sessions, another Governor's address to a joint session (January 1955), a well as committee hearings on pending legislation.

There has been and is no question that WKY-TV was the first to telecast such legislative sessions live. We are happy to see WSAS-TV has been able to perform the same type of public service. It is our hope that such live telecasts will be come a routine activity for all radio and tv stations.

P. A. Sugg, Mgr.
WKY-TV Oklahoma City

Blue Book Comment

EDITOR:
This is a comment on your editorial in the Jan. 16 issue, entitled "It Should Stay Out of Print." It refers to the Blue Book, a book which I did not like nor the idea behind it. But, down underneath, it served a purpose which was healthy for the business....

I do not want to see another Blue Book, but I think that you should continue to point out to the broadcasters that there are a lot of programming and commercial activities and advertisements on the air that need attention—or there will be trouble.

Edgar Kobak, Pres.
WTWA-THOMSON, Ga.

Mexican TV

EDITOR:
In your story on expansion by Sylvania in Mexico [B-T, Jan. 16], it is reported that Mexico has three tv stations operating.

Mexico has eight tv stations operating, two of them satellites carrying programs from the national capital into eight of the provinces. The six other tv outlets consist of three in Mexico City, one in Tijuana, one in Cuidad Juarez, and one in Monterrey.

The Monterrey outlet is the newest of the Mexican tv stations, having gone on the air late in January. Marvin Alisky, Prof., Radio-TV & Journalism
Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: The shortage of Mexican TV stations was made by Sylvania, copied by a B-T reporter who reprehensibly neglected to check the 1955-56 TELECASTING YEARBOOK.]

Future for Radio

EDITOR:
Please send 100 copies of "Fight For Time" [B-T, Jan. 16], and also 100 copies of the second part of the story [B-T, Jan. 23]. I have many surveys, facts and figures, etc., etc., but this series is one of the finest things I have yet seen. You have done the industry a big fat favor by running it. It should be required reading for every announcer, writer, salesman, engineer, station manager and owner, etc. Congratulations for your efforts on behalf of radio.

Joe Milso, Mgr.
WCPA Clearfield, Pa.

[EDITOR'S NOTE: Joint reprints of "Radio And The Fight For Time" and "Broadcast Evolution: From Radio To Telecast," from the Wisconsin U. Report for NBC, Future for Radio, are now available at $1.50 per 100 copies.]

Mixed Nets

EDITOR:
By now you are of course very much aware that there was a typographical error on page 68 of your Jan. 23 book, but for the record may we say that KFBM-TV, ch. 8, is basic CBS and affiliated with ABC and KFSD-TV is basic NBC and they do carry some ABC shows.

Dan Bellas, Prom. Dir.
KFBM-TV San Diego, Calif.

[EDITOR'S NOTE: B-T regrets the mistake in copying which resulted in a mix-up of San Diego tv stations' network affiliations.]

Page 16 • February 6, 1956
Picture of a man with something on his mind...

He's concentrating on one objective: the finest possible representation for a limited number of television stations. This state of mind—unhampered by allegiance to any other medium—is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.
television — the only medium we serve

WROW-TV Albany WAAM Baltimore WBEN-TV Buffalo WJRT Flint
WFMY-TV Greensboro WTPA Harrisburg WDAF-TV Kansas City WHAS-TV Louisville
WTMJ-TV Milwaukee WMTW Mt. Washington WRVA-TV Richmond WSYR-TV Syracuse

February 6, 1956 • Page 17
Fastest-moving film in television!
They don't sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field... the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales the biggest year of its life in 1955.

Whatever your program choice may be—adventure, comedy, drama, Westerns or news—here you'll find the big-name, top-quality productions... every one a time-tested audience-winner.

And there's more to come, because expansion is the word for '56. Nearly a dozen major new properties are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There's expansion and excitement everywhere you turn, from story conference to shipping room!

And there's a show for your needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

**CBS Television Film Sales, Inc.**

"And I Say, the Record Shows That KCRA-TV Really Rates in the Sacramento TV Market!"

The Senator

MORE "FIRSTS" THAN ANY OTHER SACRAMENTO TV STATION!

During its Total Weekly Telecasting Period, KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento television station—77% more "firsts" than the next Sacramento station!*

*Source:
American Research Bureau, Inc.
A Special Report on the Sacramento Television Audience
November 7-13, 1955

LOOK AT THE RECORD,
CALL PETRY AND BUY KCRA-TV

KCRA-TV
SACRAMENTO, CALIFORNIA
CHANNEL 3
100,000 Watts Maximum Power
BASIC NETWORK AFFILIATE
Represented by Edward Petry & Co.

our respects

to HENRY RAWLE GEYELIN

As Manager of advertising service for the Metropolitan Life Insurance Co., New York, Henry R. Geyelin oversees an operation that places almost one-half of an annual $3.5 million advertising budget into local radio, predominantly as a public service effort to policyholders and the general public.

Mr. Geyelin is probably more broadcast-conscious than most advertising executives of financial-commercial institutions (who have been nurtured on the printed media), because he spent five years with the Allen B. DuMont Labs, serving in both the manufacturing and the broadcasting phases of operation. But his devotion to radio rests strongly on reasons other than sentimental. He has learned in his three years with Metropolitan Life that local radio, like an insurance policy, can pay off handsome dividends in time of need.

Henry Rawle Geyelin was born Aug. 18, 1918, on New York's upper East Side area, where he still maintains a home. He attended school in Switzerland for one year, and studied at the Avon School, Avon Old Farms, Conn., and Yale U., from which he received a B.A. degree in history and art in 1939.

Tall and huskily-built Mr. Geyelin acknowledges a long-time interest in advertising, although his early employment history reflects his life-long interest in art. Following his graduation from Yale, he worked as assistant to the art director and production manager of Saks Fifth Avenue in New York for one year, and as a salesman at Gimbel's for two months, handling the William Randolph Hearst art collection, which was offered to the public through Gimbel's in 1940.

His business career was interrupted in 1940 by an extended tour of duty with the U.S. Navy—six years. He entered service as an apprentice seaman and was released in 1946 as a lieutenant commander. One striking phase of his naval career concerned a six-month tour of duty in Miami at anti-submarine warfare school, where he served as instructor to French, Brazilian and Chilean naval students. His knowledge of French and Spanish stood him in good stead at that time.

Upon his release from the Navy in 1946, Mr. Geyelin decided on advertising as his life's work, and accepted the post of assistant account executive with Abbott Kimball Co., New York. He remained with the advertising agency until 1948, rising to account executive on such accounts as Black, Starr & Gorham, Hansen gloves, Del Grande shoes, among others.

With television in its formative years in 1948, Mr. Geyelin recognized the opportunities opening in the field, and joined the Allen B. DuMont Labs, Receiver Div., as advertising and sales promotion manager. From 1948 to 1951 he served DuMont in this capacity, supervising an advertising and sales promotion budget amounting to about $4 million. Mr. Geyelin is credited with establishing one of the first tv cooperative advertising plans and "fixed rate" payment plan, which drew considerable praise from the industry as a whole.

In 1951, Mr. Geyelin's area of responsibility at DuMont was enlarged and he assumed the post of corporation advertising manager and director of creative activities. He also was delegated the task of determining basic corporation institutional advertising policy, setting up the advertising budget and controlling advertising and sales promotion activities.

Though the pace at Metropolitan Life is "not quite so hectic" as at DuMont, Mr. Geyelin points out that the challenge is there: he must meet the task of creating good will for a company that has written more than $60 billion in business and must accomplish this objective with a relatively modest budget.

Mr. Geyelin feels that local radio is pre-eminently qualified to tell the Metropolitan Life story to policyholders and the general public. Since 1946, the present public service advertising effort, Good Hints for Good Health (information on diseases that are leading causes of death, safety problems and general health subjects) has been running on stations throughout the U.S. Metropolitan Life, until recently, had sponsored Allen Jackson and the News on CBS Radio, as well as local programs, but decided to cancel the network offering and expand its sponsorship on a local spot basis. The company currently sponsors 40 news programs a week in 35 markets.

The reasons that Metropolitan Life finds radio a good medium, Mr. Geyelin said, are that it covers the large cities in which the greater percentage of policyholders are concentrated; gives more health messages at more hours to more audiences; is geared to local emergencies, whereby a schedule of special announcements in a certain area can be instituted if, for instance, a disaster such as a flood or tornado develops there; has value because of local announcers' following, and makes possible cooperation with local health agencies.

Mr. Geyelin married the former Frances Healy of New York in 1948. They live with their child, Antooinette (Tonii), 6, in a home on East 95th St.

Since becoming a home-owner, Mr. Geyelin has become a pronounced do-it-yourself hobbyist. He retains a love for painting, though he confesses he finds little time to pursue this pastime. In the summer, he enjoys sailing in the waters around Mount Desert Island off north-east Maine.

Mr. Geyelin, active in various civic enterprises in New York, currently is vice chairman of the Red Cross Home Service Committee.

Broadcasting • Telecasting
"A bad explosion...

...we'll keep you informed."

Case History No. 17

It was a quiet news night in the AP bureau at Pittsburgh until News Editor Fred Quinn called from WMGW at Meadville, Pa.

"Hear there's been a bad explosion at Andover, Ohio. That's all we know now. We'll keep you informed."

Confirmation of the blast at Andover came through quickly from the AP's Cleveland bureau, which reported that newsmen and photographers were starting for the small northeastern Ohio town.

But Meadville, just across the state line, was closer. Program Director Jim Strickler and Engineer Jack Harvey at WMGW started for the scene.

Communication lines had been knocked out by an electrical storm shortly before the explosion. It was impossible to get through by telephone. Strickler found the roads to Andover jammed with emergency vehicles and drivers crowding in to see what it was all about. But somehow, Strickler got through to be one of the first newsmen on the scene.

After a quick survey of the damage and rescue operations, he drove several miles back to the closest "live" telephone. He relayed the first details out of the area that the explosion had wrecked a restaurant, and the death toll would be high.

Through him, WMGW—and The AP—had the details first, and accurately.

Strickler and Quinn kept on the story throughout the night. They came through with the casualty list and background available at the time. As WMGW listeners had the account first-hand, so did all AP members.

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.
Muriel Bullis

on all accounts

THERE is glamour in timebuying. And Muriel Bullis of Foote, Cone & Belding, Los Angeles, personally proves the point. She left the top glamour occupation of show business to buy radio and television time for Rheingold Brewing Co. and other major accounts. In her opinion, the business side of the industry has interest and excitement, too.

Now in charge of all radio and television purchases for Rheingold placed through the FC&B Los Angeles office, which concentrates principally on Southern California, Miss Bullis also assists the agency's head timebuyer there, Lydia Hatton, in selecting the best stations and times for such other accounts as Purex Corp., Sun-kist Growers, Breast of Chicken Tuna Inc. and the Stauffer System (reducing).

"There is nothing as satisfying as selecting a good list of stations to boost a sales campaign and then watch the success stories come in," Miss Bullis said, describing it as something like the thrill of the extra curtain call.

Miss Bullis was born in Vallejo, Calif., on July 30 "not too many years ago," she said, exercising her feminine prerogative. Since her mother was a singer and her father a rancher in different parts of the West and Midwest, she acquired an early liking for music and travel. Although planning a musical career while attending Los Angeles City Junior College, she joined the Waves in 1944 and learned basic office procedure as a secretary at the Navy's supply depot at Oakland.

Her first advertising experience came after release from service in 1946. She joined the Dan B. Miner Co., Los Angeles, as assistant to the media director for newspapers and magazines. Two years later, bitten by the show business bug, Miss Bullis joined the road company of "Oklahoma!" and in the summer of 1949 switched to vaudeville in New York with Eddie Lambert. That fall she opened on Broadway with "Texas' Little Darling" and the following year hit the road again with the original touring company of "South Pacific."

"After another year I'd had enough glamour for a while, so I took a long vacation and then decided to go back to my first love, advertising," Miss Bullis recalled. She joined the advertising department of Sunkist Growers at Los Angeles in early 1952 and soon was recommended to the Sunkist agency, Foote, Cone & Belding.

A sports car enthusiast ("I bought an MG before I learned to drive"), Miss Bullis has an apartment-with-pool in the Wilshire Blvd. district of South Normandie Ave. of Los Angeles.
Styled after Monitor and Weekday... that's "DIAL 970"—

Exclusive in Louisville with WAVE!

NIGHT BEAT
"The Pulse of Louisville After Dark"
(9:15—12 midnight)

Night Beat is DIAL 970's most unusual program—"the pulse of Louisville after dark". It's headed up by Bob Kay who keeps a running commentary on events as they happen—often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover sports, with half-time and final scores on all high school and college games in the Louisville area reported immediately.

In addition, Night Beat features local news, human-interest items, fire and police calls—all framed in popular music. It's on-the-spot radio at its best—dynamic, flexible, up-to-the-minute.

Other Coordinated DIAL 970 Programs Complementing MONITOR and WEEKDAY—
ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.
WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.
the truth about...

ETA-50G-50 KW AMPLIPHASE—New "Ampliphase" design greatly reduce number of tubes and power costs, assure lowest operating cost of any 50 kw AM transmitter... half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-foo trenches, reduces installation costs.

STA-250M-250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Single control tuning. Distortion-free "bilevel" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package.

STA-1M/500M (shown with left-wing phasing cabinet)—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA’s famous "bilevel" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

STA-1M/500M—Designed for high-fidelity operation. Transmitters STA-1M (1 kw) and BTA-500M (500 watts) offer single-control tuning desirable "bilevel" modulation for power consumption, fewer tubes and fewer tube types. Minimum floor space required... approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac, control an emergency transmitter, control controls switching, power supply control and reset manually. Fewer breakers, fewer trip devices. Control point, regardless of transmitter design or power.

BTA-5N/10M-5 and 10 KW BI-LEVEL—Features "bilevel" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space conserving design.

STA-250M—250-WATT BI-LEVEL—Uses the quiet operation desirable for control room installation. Single control tuning. Distortion-free "bilevel" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package.

BTA-1M/500M—Designed for high-fidelity operation. Transmitters STA-1M (1 kw) and BTA-500M (500 watts) offer single-control tuning desirable "bilevel" modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required. Approximately 6 square feet.

STA-300G—50 KW AMPLIPHASE—New "Ampliphase" design greatly reduce number of tubes and power costs, assure lowest operating cost of any 50 kw AM transmitter... half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-foo trenches, reduces installation costs.
FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as the best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford not to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two facts:

1. **RCA transmitters are generally less expensive to operate.** This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. **RCA transmitters almost always have higher resale value.** This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest AM Specialist (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such facts at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!
More North Carolinians listen to WPTF than to Any Other Station

50,000 watts  680 KC

WPTF

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

R. H. MASON, General Manager   GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

Page 26  •  February 6, 1956
AGENCY COMMISSION SYSTEM KILLED BY CONSENT DECREE

Unrestricted fee negotiations will be the rule on Madison Ave. as American Assn. of Advertising Agencies settles antitrust suit. AAAA agrees to quit; (1) insisting on 15% commission; (2) opposing fee-splitting, rebates, house agencies and speculative presentations, and (3) trying to persuade media to deal with "recognized" agencies.

WIDE OPEN business negotiations are going to be the rule on Madison Avenue. That is the import of the consent decree entered into last week between the American Assn. of Advertising Agencies (AAAA) and the Dept. of Justice. The AAAA agreed to cease insisting that agencies charge a 15% commission on expenditures for advertising. It also assented to stop its fight against fee-splitting and rebates, house agencies (where the agency is owned in part or entirely by the advertiser) and speculative presentations.

And, AAAA agreed, it would cease trying to persuade media to deal with "recognized" agencies.

The consent decree is effective in 60 days. That is, the AAAA must bring its policies into line with the consent judgment by that time.


Best judgment among advertising men is that the AAAA consent judgment may spark a reevaluation by advertising agencies of the present fee system. It is believed in some quarters that a change in method of agency compensation—which has been slowly underway over the past few years—can certainly be expected to accelerate in light of the government victory.

By turning the spotlight on commissions, the decree may lead both advertisers and agencies to reappraise the rates at which they are paying, or being paid, under current contracts. Conceivably, it is conceded, there may be attempts by agencies to get a larger commission in the future—or by advertisers to set a lower one. Or, it is presumed, to evolve new methods of compensation.

Industry members emphasized that this is speculative, and that, in any event, the rate of compensation must be worked out in future agreements between advertiser and agency.

One point where the judgment may have an early effect is in the portion relating to "house" agencies. There was speculation that some advertisers would now attempt to get media to pay commissions to their house agencies—and that some media "that are gasping for business" might then be prepared to give in. On the other hand, it was noted, the number of house agencies is declining.

The AAAA emphasized that the judgment indicated that it had denied the allegations of conspiracy and antitrust violations. The decree removes any possibility that some agencies can file treble damage antitrust suits against AAAA or advertisers.

The judgment specified that nothing in its terms could be interpreted to prevent individual agencies' taking actions denied the AAAA.

The decree stated that the advertising organization could continue to perform various trade association functions not in conflict with the terms of the judgment.

There was wide speculation that the other defendants would accede to the government's action and file consent decrees. ANPA President Richard W. Slocum virtually conceded that the publishers were seeking such a settlement in his statement issued immediately after the AAAA decree was announced (see separate story below).

The Dept. of Justice, in its antitrust suit, charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The gist of last week's decree was contained in the following sections:

"(1) Fixing, establishing or stabilizing agency commissions, or attempting so to do;"

"(2) Requiring, urging or advising any advertising agency to refrain from rebating or splitting agency commission due;"

"(3) Designed, in whole or part, to deny or limit credit or agency commission due or available to any advertising agency;"

"(4) Establishing or formulating, or attempting to establish or formulate, any standards of conduct or other qualifications to be used by any media or any association of media to determine whether media should or should not do business with, recognize or approve any advertising agency;"

"(5) Designed to cause any media not to

GAMBLE, SLOCUM COMMENT ON DECREE

"As the judgment states, we have denied the offenses charged and asserted our innocence of any violation of law...."

Mr. Slocum was more vigorous in his comment. The agreement between AAAA and the Justice Dept. has nothing to do with ANPA's position, he said.

"The members of the ANPA," he added, "do much more than operate commercial enterprises. They are newspaper publishers with the responsibility for conducting the nation's news press. Their organizations are constantly ferreting the news especially in Washington where there is still too much tendency to deny news to the public. Reporters and publishers are constantly breaking news which some government officials would like kept in the closet. They don't like it and some like to think in terms of retaliation against the press."

"A consent decree is a polite term for a continuing injunction and the parties controlled by it are subject to contempt proceedings at the will of the Justice Dept. That is not the kind of spot-news publisher can afford to put themselves into nor should any Administration seek such power of continuing threat against the press."

"ANPA will continue its efforts declared 18 months ago and unfortunately, rebuffed by the Justice department's avidity to get ANPA into court. That is, to reach a settlement of the litigation which places foremost the vital public interest of an unthreatened press."
do business with, not to recognize or not to approve any advertising agency;

(6) Fixing, establishing or determining advertising rates to be charged advertisers not employing an advertising agency, or attempting so to do;

(7) Designed to have media adhere to published advertising rates or rate cards;

(8) Requiring, urging or advising any advertising agency to refrain from submitting advertising copy, art work, illustrations, detailed plans, market surveys or similar material to any national advertiser in the solicitation of a new account.

(B) Consenting defendant is enjoined and restrained from requiring, urging or advising any of its members to engage in, or assisting any of its members to engage in, any activities covered by Paragraphs (1) through (8) of subsection (A) of this Section IV; provided that nothing in this subsection (B) shall be construed to prevent consenting defendant on the written request of any of its members, not solicited by consenting defendant and not on its face showing to be contrary to any paragraph of subsection (A) hereof, from supplying in writing any statistical or other factual material or research study without comment thereon.

(C) Nothing contained in this Final Judgment shall be construed to prohibit the members of consenting defendant from severally taking any action denied to consenting defendant by virtue of this Final Judgment; nor shall this Final Judgment be construed to prohibit consenting defendant from:

(1) Circulating among advertising agencies or media information and views relating to their obligations to fulfill all lawful contractual commitments by means of writings or by means of speeches reduced to writing after delivery thereof;

(2) Truthfully and fairly acquainting the public, advertisers, advertising agencies or media by means of writings or speeches designed and available for general consumption in the trade, with the nature, background, services and functions of members of consenting defendant and with the advantages of their employment;

(3) Where necessary or appropriate in proceedings conducted by Federal, State or local Government in such proceedings and responding in any manner to inquiries upon any subject, including specifically, inquiries concerning ethics and commercial practices among members of consenting defendant.

The AAAA announced that there will be no change necessary in the organization's constitution or by-laws. Documents that are being revised, it said, to bring them into conformity with the decree, are:

Agency Service Standards, Standards of Practice, Qualifications for Membership, Form for Application for Membership, and the AAAA Copyright Standard Form of Order Blank for Publications.

AAAA said it would still require agencies seeking membership to be bona fide independent agencies, free from control by an advertiser or medium owner. It said it would still require each member to "fulfill its lawful contractual commitments" with media.

The agency association issued an eight-page statement summarizing in question and answer form the antitrust suit and the meaning of the consent decree. These are available at AAAA headquarters, 420 Lexington Ave., New York 17, N. Y.

SUIT SKIPS RADIO-TV

RADIO-TV was not involved in the antitrust suit filed by the Dept. of Justice against the AAAA and various printed media organizations. There were several reasons for this.

First and foremost, there is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

Also, newspapers allow commission on national advertising; do not on local advertising. Broadcasters, on the other hand, treat as commissionable, all time, plus in many cases, talent and production charges.

Most broadcasters use their own credit departments to check new agencies seeking to place business. What these agencies do with their 15% commission is of no concern to the media, most broadcasters believe.

ADVERTISERS & AGENCIES

B-B-T SUFFERS FOURTH MAJOR SETBACK: PHILIP MORRIS SWITCHES TO N. W. AYER

Changeover slated for May 1 when agency will handle all media for cigarette advertiser. Biow-Bein-Toigo billings now reduced to about $12 million.

Biow announces it will revert to former name, The Biow Co.

MARKING the first time in 25 years that it will be servicing all media for a cigarette account, N. W. Ayer & Son, New York and Philadelphia, has contracted to take over the Philip Morris cigarette billing from Biow-Bein-Toigo. Departure of the approximately $6 million account from the latter agency will end a quarter-century relationship between Mr. Biow and the client.

From 1947 to 1949 Ayer handled the television portion of the Lucky Strike business, but its last all-media representation of a cigarette account dates back to 1931. From 1910 until that date, the agency handled Cansels for R. J. Reynolds Tobacco Co., with Sigurd Larmour, now president of Young & Rubicam, functioning as a service representative on the account for three years from 1925 to 1928.

Facing the post contract bidding head-on—

the fourth major account to leave the agency in the past two months—Milton Biow, chairman of the board of Biow-Bein-Toigo met with 50 top executives and creative department members to tell them that he had set aside $1 million to meet "whatever costs may be necessary" to maintain the agency's standards, and to notify them that the agency will resume its original name, Biow.

John Toigo, executive vice president of B-B-T, contrary to reports, will not accompany the Philip Morris account to Ayer, nor will he join J. Walter Thompson Co., which recently acquired the Schlitz Brewing Co. account. It was known that McCann-Erickson had offered him a post. He told Biow that his future plans will be announced soon.

Philip Morris, which spends two million of its six million in spot radio and television, shifts to N. W. Ayer & Son on May 1. The tobacco company's other brands, Parliament and Marlboro cigarettes, will remain with the present agencies. Parliament is serviced by Benton & Bowles; Marlboro by Leo Burnett Co.

Philip Morris Inc. first joined The Biow Co. in 1931. In April 1933 the company sponsored its first radio network show on NBC, three quarters hours weekly, featuring Ferde Groce's orchestra with Phil Dewey as the vocalist. It was on this program that the agency introduced for the client the slogan, "Call for Philip Morris!"

Philip Morris has been a heavy radio and television user. The firm sponsored I Love Lucy on CBS-TV for several years, but dropped the program last year to put the budget into spot announcements and newspapers.

The three other major accounts which have left Biow-Bein-Toigo within the past eight weeks are: Pepsi-Cola, to Kenyon & Eckhardt; White-Head Pharmaco Co., to Ted Bates & Co., and Schlitz' Beer, which has not yet named its new agency. Ironically, the latter account left the shop because of a product conflict when the agency acquired the Schlitz account—which Mr. Biow resigned almost immediately.

Ten days ago, Schlitz announced the appointment of J. Walter Thompson Co. as its agency (B&T, Jan. 30).

At his staff meeting last week, Mr. Biow outlined his plans for the agency's future and promised that "All that The Biow Co. stood for, it will stand again."

He announced that in addition to his present position as chairman of the board, he will resume the post of president, personally taking all responsibility for operations.

"This agency," he told his assembled personnel, "is going straight ahead—with only three objectives: growth, strength and service. The advertising agency business has been the greatest adventure of my life. I intend to find new adventure and success with it. I love it for all it represents—as an art, a science and as a business."

"Notwithstanding anything that lies ahead, I am determined that the The Biow Co. shall continue to make vital contributions to American advertising."

The Biow Co., which advanced from an agency billing about $18 million in 1946 to $50 million in 1949, was the second largest New York advertising agency. As a holdover from the "Big Two" era, Biow had handled Marlboros, never had Parliament account.
million by 1953, is now back to about $12 million.

The accounts still remaining with the agency are: Armstrong Rubber Co., Bemis & Watch Co., Bond Stores, Langendorf United Bakersies, Procter & Gamble (Spic & Span, Fluffo), See- man Bros. (White Rose Tea), Julius Will & Sons (wine and liqueurs), and Chico Hudson Pulp & Paper Co. Last named account is looking over a half-dozen other agencies and will make a decision about the end of February [BT, Jan. 30].

New Manoff Agency Takes Over Welch's

RICHARD K. MANOFF, vice president, account supervisor and member of the review board of Kenyon & Eckhardt, New York, is resigning to establish his own agency, Richard K. Manoff Inc., effective March 1.

The new agency will be located at 40 East 49th St., New York. The firm will handle the nearly $2 million Welch's Grape Juice account, including Welch's Grape Juice (bottled and frozen), Chirpy Jelly, Grapeland, Fruit of the Vine, and Welch's Tomato Juice, as well as Welch's Refreshment Wine. The advertiser had announced its resignation from Kenyon & Eckhardt earlier this year because of client conflict when K & E took over the Pepsi-Cola account from The Biow Co.

At that time, it was reported that Mr. Manoff would supervise the Pepsi-Cola account at K & E.

Welch's currently sponsors a portion of the Mickey Mouse Club on ABC-TV, and has a heavy television spot announcement campaign running.

Mr. Manoff has been with Kenyon & Eckhardt for the past two and a half years, as vice president and account supervisor on the Welch's account as well as chairman of the marketing plant board and member of the review board. Before that, he was director of advertising and sales promotion in the food business as well as general manager of a chain store. He also served as assistant to Anna Rosenberg on the War Manpower Commission.

The newly-formed agency expects to announce its personnel and additional accounts shortly.

Thompson Prepares Plans To Service Schlitz Account

TEAM of three vice presidents has been named by J. Walter Thompson Co., to "coordinate" recognition on the newly-acquired Schlitz beer account sometime after March 1.

The team will comprise Dan Seymour, vice president in JWT's New York radio-television department; Cornell Jackson, vice president in charge of the agency's tv operations in Hollywood, and Peter A. Cavallo Jr., vice president in charge of radio-television in Chicago, which will service the $9 million account [BT, Jan. 30]. They will continue in their respective offices.

The Thompson agency will be credited with the account after March 1, although a good part of the advertising schedule already has been placed through Lenen & Newell for 1956. The Schlitz Playhouse of Stars on CBS-TV has been negotiated through next June with an option to November, it was understood.

J. Walter Thompson Co. is expected to make a formal product presentation to the Jos. Schlitz Brewing Co. in the ensuing weeks. Meanwhile, preparations for a complete Schlitz account team are underway in the agency's Chicago office under George Reeves, vice-president and Chicago manager.

Erwin, Wasey Changes Carnival Staff Setup

NEW APPOINTMENTS and reorganization of agency executives handling product accounts for the Carnation Co. were announced Thursday by Emmett C. McCaughhey, executive vice president of Erwin, Wasey & Co., Los Angeles.

James T. Vanderveen was appointed senior account executive coordinating account activities on Carnation and Gold Cross evaporated milks and Topic milk. Fenton Taylor Jr. is senior account executive responsible for the agency's radio-television activities on Carnation evaporated milk and he also will handle all account work on Gold Cross and Topic; it was announced.

Gene Stokes, with Erwin, Wasey's media department since 1954, has been named assistant account executive on Carnation evaporated milk. Norman F. Best, senior agency vice president, has administrative supervision of Carnation Evaporated Milk Div., Carnation Fresh Milk and Ice Cream Div. and Friskies dog and cat foods.

LATEST RATINGS

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Wolff Will Leave Y&R

NAT WOLFF, vice president in charge of creative radio-television programming, Young & Rubicam Inc., New York, has announced his resignation effective April 1. Though no future plans were made known, Mr. Wolff said that he will not continue in the advertising field. Robert P. Mountain, Y&R vice president in charge of radio-television, who succeeded Mr. Wolff last year when he resigned that post in order to concentrate on creative programming, said that no successor has yet been designated.

Barbasol Buys Into 'Monitor'

IN A TRANSACTION representing about $250,000 in gross billings, Barbasol Co., Indianapolis, has purchased alternate week sponsorship of 14 "Miss Monitor" weather reports on NBC Radio's Monitor weekend service for 52 weeks, effective Feb. 11. The agency is Erwin, Wasey & Co., New York.
TV NETWORK BUYS AND BUYERS

SOAP, AUTO MAKERS LEAD LIST OF NOVEMBER'S TOP SPENDERS

Procter & Gamble and two auto makers—General Motors and Chrysler—led the blue chip parade of heaviest network TV advertisers in November, according to figures based on Publishers Information Bureau reports.

P & G repeated its feat of November 1954 by spending more than $3 million in network TV—its total last November was only about $4,000 below the sum spent in the same month of the previous year. GM, however, upped its November spending more than $600,000 to take second place among the leaders. Chrysler was more than $400,000 ahead of its November 1954 expenditure, winning itself the third-place notch.

The makeup of the top 10 last November indicated a pattern. The same national advertisers appeared among the November leaders in 1955 and in 1954, excepting Lever Bros. which was replaced by General Mills. Whereas an expenditure on the more than $700,000 level earned the national advertiser an entry in the Big Ten in November 1954, the same advertiser had to ante up an additional $100,000 last November to make the grade that month.

Network TV's attraction to the nation's top advertisers continued last November with few major product groups showing a decline in the November comparisons. Most categories, in fact, displayed gains—notably in food and food products, automotive and auto accessories, drugs and remedies, household equipment and supplies, soaps and cleansers, toiletries and toilet goods. Sporting goods and toys showed unusual strength, coming up from $47,720 in November 1954 to $280,617 last month.

The 11-month totals showed these groups to have amassed unusual gains: automotive, up nearly $16 million; drugs, up almost $7 million; food, increased more than $14 million; household equipment, over $5 million; soaps, up more than $10 million, and toiletries more than $23 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JANUARY-NOVEMBER 1955, COMPARED WITH 1954

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<tr>
<td>Agriculture &amp; Farming</td>
<td>$3,659,000</td>
<td>$1,027,000</td>
<td>$690,000</td>
<td>$210,000</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>346,000</td>
<td>2,792,000</td>
<td>323,000</td>
<td>2,951,000</td>
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<td>Automotive, Auto. &amp; Equip.</td>
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<td>4,160,000</td>
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<td>Aviation, Aviation Access.</td>
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<td>Beer, Wine &amp; Liquor</td>
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<td>Blg. Materials, Equip. &amp; Fixtures</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Food &amp; Food Products</td>
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Source: Publishers Information Bureau
WHAT DO AGENCIES WANT STATIONS TO TELL THEM?

They want a lot of things they're not getting—and a lot less of things they are. This is what WFMY-TV Greensboro, N. C., found when 72 agencies answered its queries on the subject. The station man in doubt about the value of his promotion will find a wealth of valuable information in the results obtained.

AGENCIES and broadcasters are doing business without thoroughly understanding their common needs.

This conclusion is presented in a survey of agency opinion conducted by WFMY-TV Greensboro, N. C.

The study shows that broadcasters often don't supply agencies with the type of data they want, in the way they want it.

And many agencies haven't made clear to broadcasters what sort of information they desire in placing their radio-tele campaigns.

"We have long felt that a closer understanding of mutual problems was needed in the broadcast advertising business," Gaines Kelley, WFMY-TV general manager, told BTV in explaining results produced by this sounding of the collective agency mind.

The station sent a questionnaire to leading agencies, obtaining 72 replies that included the bulk of top-flight buyers of television and radio time as well as a representative list of smaller agencies.

Answers were obtained to these four questions:

1. What market data is of value? How should market data be presented? What information concerning station is of value? Is information about merchandising aids helpful?

Just what market information is desired by agencies? Overwhelming demand is shown for the two principal market items—population, asked by 82%; number of families, 86%; The fact that some agencies do not want these figures; that station is believed due to their availability in government and private reference material. The same reasoning is applied to some of the other categories of information.

Well over a majority of agencies (61%) want farm population data; urban population (62%); population by counties (67%); type of industries located in area (62%); rank of market in national figures (59%). A bare majority (56%) said they wanted retail sales by food, drug and other categories.

Not quite half of the responding agencies (48%) want effective buying income; income per family (43%), and information showing comparison of market with other markets (39%).

About a third of agencies (34%) said they wanted per capita income; urban income (28%); farm income (31%); number of people employed by various industries (28%). Only 14% said they want figures showing payrolls of industries.

Some of the comments volunteered on the market data questions were interesting. One major agency asked for more complete data on the subject. Another is interested in the time people get up, go to work and return home plus details on how hours are spent (in offices, factories and other information on daily activities of the populace).

Obviously market data should be kept current, it was pointed out. One of the largest agencies asked for county-by-county breakdowns of tv homes covered, excluding counties covered by stations with the same network affiliation. In other words, it asked for "effective coverage area rather than physical contour patterns." Similarly another agency asked for data permitting comparison with competitive markets.

Several agencies said they must have uniform market data and like to use standard reference sources to get it.

One major advertiser buying a heavy amount of radio-time said it didn't want market data in presentation pieces as new figures become available nor did it want competitive market facts. This sponsor obviously leaves this work to its agencies.

How should market data be presented? Three out of five agencies (61%) want total figures for the entire coverage area, and 67% desire county breakdowns. Furthermore, figures should be kept up-to-date, 67% insist, and should be offered in consolidated form. Only 44% want new data submitted in the form of presentation pieces, with a number observing that they want "concise" information.

Quite a list of agencies deal with the way market figures are submitted. Here are samples:

"If too lengthy it goes to the wastebasket; we'll ask for minute details when we are ready to buy." "For God's sake keep it brief; voluminous stuff is baskets but concise stuff is reviewed." "Send program logs monthly." "Visual aids and maps are good."

One of the top agencies said its files aren't big enough to hold promotional material from 500 tv and 300 radio stations, adding, "Please submit detailed information on request only, and limit mailing pieces to items of outstanding interest." Another wants logs and program profiles.

Coverage maps prove helpful, it was observed, especially when they have county figures. "This is the most important part of the entire questionnaire," one buyer said. Another asked for Grade B coverage contour maps, favoring a photostat of the one filed with the FCC.

What information concerning the station is of value?

The agencies indicated their desire for nine types of information in this way:

Network affiliation wanted by 88%. Length of time on the air, 65%. Number and size of studios, 22%. Type, amount of studio equipment, 28%. Mail count, 39%. Tv set count, 88%; by counties, 85%. Personnel data, 28%. Sales success stories, 57%. Facts on specific programs available for sale, 65%.

According to one national agency with branches in many cities, live facilities are of no interest since most commercial spots are filmed. Mail count is emphasized by another.

As to specific programs for sale, one comment went this way: "When we want to buy we would call your representative anyway."

Need of a list of national advertisers on the station is emphasized by a responding agency which also wants a breakdown of total and unduplicated coverage. It was pointed out that

WHAT MOST AGENCIES WANT:

- Total coverage area data
- Population and family figures, by counties
- Farm and urban population breakdowns
- Comparative rank in U. S. markets
- Information on types of industry in station area
- Network affiliations
- Set count by counties
- Specific programs for sale
- Length of time station has been on the air
- Merchandising aids

somE WANT, SOME DON'T:

- Effective buying income
- Income per family
- Per capita income
- Retail sales by categories
- Employment and payrolls (by industries)
- Comparison of data with other markets
- Mail count
- Success stories

often leaves them cold:

- Payrolls of individual industries; number employed
- Farm and urban income
- Number and size of studios
- Type, amount of equipment
- Personnel data

They're at odds on:

- Importance of merchandising aids in timebuying decisions

They'd especially like:

- Concise data, kept up-to-date
- Standardized data (they like uniform reference sources)
- Information on coverage overlap; coverage maps submitted to FCC; data on maps

What gripes them:

- Bulky and over-elaborate presentations

And please:

- Don't over-crowd commercials

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AN AGENCY SPELLS OUT ITS PROMOTIONAL DESIRES

GUILD, BASCOM & BONFIGLI, San Francisco agency placing a 57-station tv series for Foremost Dairies, has sent station a list of "minimum acceptable" promotional aids that it said would be "an important consideration" in placing the campaign.

The sponsor plans a half-hour tv film program in its nationwide marketing area. A questionnaire listing 10 types of promotional assistance that might be offered during the proposed series was sent to tv stations by the agency. It covers a broad range of promotions, including newspaper and magazine advertising.

With indications that some stations were unhappy about this blunt approach to the placement of a major campaign by the agency, Richard F. Tyler, media director, told B&T the wording was unfortunate and felt the promotion list should have been labeled "suggested promotion aids" instead of "minimum" aids. The questionnaire was sent to tv stations with this letter over Mr. Tyler's signature: "We are anxious to have, at the same time as we are considering time periods on your station for the new Rosemary Clooney show for our client Foremost Dairies Inc., information on services you are able to offer in promoting the show. The merchandising you can provide will be an important consideration in placing the show.

"Each station carrying the program will be provided with a complete merchandising kit containing newspaper mats, film, publicity releases, etc. In addition, we will, of course, prepare various types of point-of-sale material for distribution at retail level.

"Attached is a check list which we would like to have filled out and returned to us as soon as possible. Please remember that the name Foremost Dairies Inc., or some other phrase we may designate, such as the 'Foremost Family of Fine Dairy Foods', should be included in all promotional efforts."

The promotion list asked stations to check:

1. On-the-air tv promotion: Number of spots for first two weeks (minimum acceptable, 10 weekly); number of spots thereafter (minimum acceptable, 5 weekly).

2. On-the-air radio promotion if associated with a radio station (same as first question).

3. Newspaper ads: Number of insertions on kickoff (2 x10, one prior to opening, one at opening); number of insertions on continuing basis (monthly, 2x6 or representative period of your regular ads; size of insertions).

4. Tv guide books: Number of insertions (monthly, first ad one page, half-page thereafter); size of insertions.

5. Distribution of point-of-sale material: Number of placements and quantity needed each piece (same as offered for other major sponsor).

6. Individual letters to the trade: Number per mailing, frequency of mailings (Foremost complete mailing list).

7. Personal calls on the trade: Number of calls and frequency of calls (as called upon by Foremost manager).

8. Other forms of advertising which we would like to have you use in the event you are unable to offer radio promotion: Car cards; 24-sheet posters; other.

9. In-store promotion: Store displays; other (same as offered for any other major sponsor).

Mr. Tyler said that the list is "more or less a suggested guide." He said stations are free to fill in any of the questions they desire, noting many stations obviously do not provide all 10 types of promotion. "We wanted a standard promotion form as a guide but it does not mean that a station would be required to provide all the services," he said. "We wanted to know how much promotion would be provided. It is an indication of what we would like stations to do, a reasonable requirement for a good promotion job."

"The primary consideration in placing the campaign is the ability of stations to clear a good piece of time. We will not turn down good time because a station is not a good merchandiser. Stations selected for the campaign to merchandise to the best of their ability." Guild, Bascom & Bonfigli acquired the Foremost account recently. The Rosemary Clooney show will be the first major local promotion.

channel number, power and height of tower should be included in station information.

Is information about merchandising assistance helpful?

Eighty-four percent of replying agencies want types of merchandising aids spelled out, with 59% preferring that the specific amount of such help be indicated. On the other hand, a bare majority (55%) of those adding specific comments do not base station buying decisions on merchandising.

Effective merchandising is appreciated, many insisted, but comment was made that a lot of merchandising "is of no value."

Other typical merchandising comments:

- "It should be tailored to the client." "It's desirable but we are mainly interested in coverage and show advertisement, plus adjacent ads," said one.

- "Suitable to type of message." "To me it's the clincher, showing the station is anxious for sales of the product," said another.

- "A lot of other things would come first." "A valuable plus, but we buy on the basis of audience, cost, etc.," commented another.

- "Considerable bearing where there is more than one tv station in area."

Clients are now becoming more aware of merchandising aids and are requesting them, it was noted.

Some of the top-ranked agencies took this type of position on merchandising:

- "Helps the station as much as the client." "This is secondary to coverage, time and audience, but may sway final decision." "We regard as a plus, not a first consideration."

- "Other factors being equal, the station that offers merchandising help gets the preference, particularly on long-term schedules." "Secondary to well run operation and non-commercialization so that message will become more important." "Not a factor, but an extra that we appreciate."

In a space for "other comments," these points were emphasized:

- Ratings such as ARB or Nielsen are a big help; the questionnaire covered all main points; more information on local shows, available for sale or not, trailers, with definition of how coverage area is estimated; frequent ratings to reflect program and time changes; station helps in promoting distribution.

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\textbf{RESPONDENTS}

Here are a few of the 72 agencies that submitted detailed replies to the questionnaire: Compton Adv.; Marschalk & Pratt; Cunningham & Walsh; Biow-Bern-Toigo; Raymond Spector Co.; Maxon Inc.; Dancer-Fitzgerald-Sample; Kenyon & Eckhardt; Ogilvy, Benson & Mather; Harvey-Massengale Co.; Simon & Gwynn; Ruthrauff & Ryan; Rozell & Jacobs; N. W. Ayer & Son; William Esty Co.; Chas. W. Hoyt Co.; McCann-Erickson; Leo Burnett Co.; Paris & Peart; Foote, Cone & Belding; Edward Kletter Assoc.; Erwin, Wasey & Co., Henry J. Kaufman & Assoc.; Foster & Davies, and Lambert & Peastey.

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\textbf{Drive Against Deceptive Ads Gets Underway in Chicago}

CAMPAIGN to stamp out "false and deceptive" automobile, tv set and refrigerator dealer advertising in broadcast and printed media was announced in Chicago Thursday by States Atty. John Gutknecht. He called on all media to cooperate in the drive. He threatened grand jury action if certain "practices do not desist."

The Chicago Better Business Bureau has uncovered some examples of "bait and switch" advertising and has effected remedial measures, one of its executives reported last week.

The division is headed by Carl Dalke, who has started a weekly public service series over WMAQ Chicago on dealer practices. Most of the "abusers" lie in the areas of price, finance terms, so-called "extras" and trade-in allowance claims, according to Mr. Dalke.

Mr. Dalke reported Thursday there is no doubt that "service has been hurt and impaired by abuses in the automotive trade." He said at least 15 dealers on tv and a "legion" on radio had been called by the BBB to answer for questionable claims in programs and spot announcements. BBB has been monitoring radio-tv recordings and scripts, he added, and as a result of the probe, at least nine dealers have made copy revisions since the first week in December. Broadcast and printed media have refused the questionable advertising of at least two Chicago dealers at BBB request.

Mr. Dalke's radio series on WMAQ includes tips for prospective car buyers, case histories from BBB files and an explanation of "shady" sales of some dealers.

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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
New Station KPAR-TV Joins KDUB's Golden Fleet

KPAR-TV adds Sweetwater-Abilene, Texas to the K-DUB station's TREASURE ISLAND COMBINATION — with KDUB-TV's Lubbock market, a double target of over 175,000 sets! Total population is greater than the COMBINED metropolitan areas of Ft. Worth, Cedar Rapids, Huntington and Omaha! Here is BIG market coverage in Texas' oil and cotton empire — a treasure chest you unlock only with the "Treasure Island Combination".

National Reys.
The Branhmam Company
Nielsen Names Rahmel Audience Survey Head

APPOINTMENT of Henry A. Rahmel as executive vice president in charge of all Nielsen radio-television measurement operations was announced Monday by A. C. Nielsen, president of the marketing research organization bearing his name.

Mr. Rahmel, a veteran of Nielsen's radio-television division for 11 years and currently vice president in charge of field operations, will administer the Nielsen Radio Index—Nielsen Television Index, national reports and local area service, Nielsen Station Index, and Nielsen's new Service (which shortly will launches its second nationwide survey of station-network audiences and set ownership).

At the same time, Mr. Nielsen reported the election of Mr. Rahmel and Chariton G. Shaw, executive vice president, to the company's board of directors. Mr. Shaw will continue to direct sales and service activities of Nielsen's national Radio-Television Index as he has for the past five years.

In announcing the appointments, Mr. Nielsen ascribed them to "the ever-increasing scope of our services to the broadcasting and advertising industries." He said they reflect "our growing volume of new business and the strong need to provide maximum service for our large number of clients."

Stevenson Group Establishes Radio-Television Department

ESTABLISHMENT of a radio-television department for the Adflai Stevenson for President Committee (New York State) was announced last week by Richard A. Brown, publicity director of the committee.

Elvin Helitzer, director of public relations, Ideal Toy Corp., New York, was named director of the radio-television department and Jane Kalmus was designated associate director. The department shortly will announce the formation of an advisory radio-television committee to be composed of personalities in the radio-television and entertainment fields.

Mr. Helitzer was formerly a staff member of the Syracuse (N. Y.) Herald-Journal and the Glens Falls (N. Y.) Times. During World War II, he served on the public relations staff of the U. S. Military Government in Europe and Africa.

Mrs. Kalmus formerly was a producer for NBC, working on such shows as the Herb Sheldon Program, A Letter From Home and Where Have You Been. She also has served with the CBS public affairs staff.

Ransom Dunnell to NC&K

Ransom DUNNELL, supervisor for Standard Oil of Indiana's radio-television account at D'Arcy Adv., New York, has moved to Norman, Craig & Kummel, N. Y., as executive assistant to Walter Craig, in charge of production for the television-radio department [CLOSED CIRCULAR, Dec. 12, 1955]. Mr. Dunnell also has been with Cunningham & Walsh, where he supervised radio and tv for the Chesterfield account.

Recommended Standards Set for Auto Dealers

IF A RECOMMENDED set of standards for advertising and selling automobiles is followed it will restore public confidence in dealers and media alike, delegates to the Washington convention of National Automobile Dealers Assn. were told last week. The standards were developed in cooperation with the Assn. of Better Business Bureaus.

NADA members spent $235 million in local advertising last year plus $200 million in factory dealer co-op advertising.

In urging dealers to raise the level of their advertising, Frank H. Yarnall, NADA president, said he was "amazed that we have not had more help than we have from media and the motor car manufacturers." He continued, "If the public gets to believe that newspapers, radio and television will permit automobile advertising that is misleading or false, then they have every reason to believe that other advertising is equally misleading or false. When this occurs then the value of advertising diminishes, and the dollars that media now is gaining may be very few in relation to what they will lose in the future. I believe that media have an obligation to police their advertisers to make sure that they do not accept misleading or false advertising. I believe that the automobile manufacturers also have an obligation to see that their products are not advertised deceptively."

Birkett L. Williams, NADA director in Cleveland, and head of NADA's advertising committee, reminded dealers that radio stations and newspapers are involved "because they realize that if the printed and spoken words used in advertising are not translated into deeds, the public will lose faith in advertising as such. At that point advertising ceases to have value and the business of newspapers and radio stations falls off."

Sen. Mike Monroney (D-Okl.), chairman of the Senate Auto Marketing Practices Subcommittee, said the subcommittee plans to investigate dealer advertising, referring to "the strident screaming phonies run at such high cost in the daily press."

He blamed dealers for this "gimmick" advertising.

BBDO Elects Elliott, McKee

BBDO has elected John (Jock) Elliott Jr., account executive, New York, and John McKee, account executive, Detroit, vice presidents.

Mr. Elliott, with the agency since 1945, has recently taken over the direction of DuPont Cavalcade Theatre. He has been an account supervisor on DuPont, Thomas Nelson & Sons, the Republican National Committee and American Institute of Mining. Mr. McKee, with the agency since 1948, has been account executive for the DeSoto Div., Chrysler Corp. He formerly was an account executive at Brooks, Smith, French & Dorrance, Detroit.

M-E Schedules L. A. Move

THE Los Angeles office of McCann-Erickson has leased the entire top floor of an office building nearing completion at 3325 Wilshire Blvd., according to Burt Cochran, vice president-Southern California manager for the agency. The new quarters, to be ready in April, will provide 16,000 sq. ft., more than double the space the agency now occupies.
THE UP-TO-DATE ON SPOT

CURRENT STATUS of spot broadcast advertising, both radio and tv, was detailed for last Tuesday's Timebuying and Selling Seminar of the Radio-Television Executives Society by Roger Bumstead (f), media director of David J. Mahoney Inc. Mr. Bumstead based his remarks on a survey his agency made of 60 "key radio and tv rep and station executives." Of those, more than 60% responded to a series of questions about the two broadcast media. These are the answers.

RADIO TRENDS

1. Programming: Have you noticed a decided trend toward any specific type of radio program to stay on radio for longer periods, despite a definite leaning away from talk and entertainment shows on radio toward music and news—if so, is it "pop" music or light classical music?

Consensus: Very definitely "yes" to "pop" music, news, and personal services. More emphasis on "station personality" and "personalities." Not all stations are playing the "top ten" over and over again—lots of variety needed for success from "rock and roll" to Jerome Kern. One answered that stations should have more courage to experiment and mentioned specifically KLZ Denver's well publicized Denver at Night. One respondent said that the networks and radio show programming shows with name personalities which the independent stations couldn't afford.

2. Rate chisels: In the past six months have your stations taken any positive action toward stabilizing rates? (i.e., more realistic pricing, rate card packages, equalized nighttime rates.)

Consensus: Very definitely "yes"—many stations have adopted "one-rate policies"—put saturation packages on their cards at a set weekly price. Others reported that they had turned down "chisels." Radio men are coming to the point where they realize you can't improve the product by cutting the selling price.

3. Buying patterns: Has there been a very evident trend toward "super-saturation" radio schedules of short duration vs. the traditional 5x a week for 26 or 52 weeks approach?

Consensus: Very definitely "yes"—a small but growing trend for "saturation" advertisers to stay on radio for longer periods, depending on client's problems. One "rep" reported that 30% of its advertisers using radio are also using the sister tv station.

4. Network vs. spot: Have the innovations in network radio (e.g. "Monitor," "Weekdays," CBS' segmented plan) adversely affected spot radio purchases by national advertisers?

Consensus: Some, but not much. "Spot delivers more listeners"—said many. Others felt that they had "reglamorized" radio.

5. Controversy: In your opinion what is the most controversial issue in radio today? Do you see any solution?

Response: (a) Rate-cutting—when will it stop?

(b) Network vs. Spot.

(c) Will the networks survive in radio?

(d) Rating Services—and lack of proper broadcast research.

(e) Is radio a basic advertising medium or a supplementary one?

6. Radio vs. what: Do you feel that the radio industry as a whole is cooperating in its battle for dollars against other ad media?

Response: 50-50—Some with an emphatic "yes"—that RAD is on the right track. Others were even stronger in saying "no"—mentioning rate cuts, intercine warfare among stations; radio advocates must get direct to the advertiser.

RADIO TRENDS

1. In 1956, is it possible for an advertiser with an adequate budget to secure "AA" evenlag adjacencies in tv (e.g. is it harder or easier than a year or two ago?)

Consensus: Overwhelmingly more difficult than in the past—but it can be done if an agency recommends the move to spot tv during certain times of the year, with advance notice and strong timebuyers.

2. Buying patterns: Into what hours of the tv day do you feel (or know) new tv money is going?

Consensus: Mostly daytime with the emphasis on the afternoon. Other new money going into kids shows and late evening times.

3. Small advertisers: What time periods are being sought by small or medium sized advertisers (in the $500,000 to $1,250,000 class)?

Consensus: It depends on the advertiser's program—definitely not into prime evening times—mostly either daytime or late evening.

4. Network vs. spot: Have NBC-TV's "Today," "Tonight" and "Home" had any appreciable effect on the amount of dollars going into spot tv?

Response: About 50-50 yes and no—one individual replied that these shows had provided desirable "break" adjacencies. Another replied that "Today," etc. had introduced new advertisers to the wonders of television. Six answered in a strong "no!"

5. Tv's opportunity: Where do you feel television has done the least to capitalize on potential opportunities for more audience and bigger dollar gains?

Response: Varied answers. Many said daytime tv needed a bigger push and better shows. Two were in agreement that television had for too long neglected news and national analysis programs. One frank expert said a tv station should program exactly opposite its competitors to appeal to contrary tastes and backgrounds. Another suggested more emphasis on the power of children's shows especially to advertisers not necessarily having an exclusive kid's appeal product.

6. Tv vs. what: Do you feel that the tv industry is effectively competing against other media for the advertiser's dollar?

Consensus: Very much a "yes"—TVB is of considerable value and aid—but some said tv should be more militant in its crusade for a larger share of the advertiser's budget and that stations and networks should work more closely together in positively selling spot tv's effectiveness.

7. Tv trends: What do you (or your organization) feel is the most significant trend or development in tv today?

Response: Varied; many replied it was the increased importance and better programming during the day (mentioned specifically were CBS's daytime lineup, NBC's "Frelas" and the new afternoon "Film Festival" on ABC-TV). Also considered significant was the move to "spectaculars" on the networks—making possible thorough and more complete treatment of worthwhile subjects. Also mentioned was color. One courageous respondent ventured that the trend was to "conservatism"—a "let's play it safe" attitude (i.e., let's not all follow the trend!)

[The following question and its answer were the same in both radio and tv questionnaires.]

Constructive suggestions: From your own experience, do you have any opinions on why some agencies have more effective timebuying units (or less effective) than others? What do you feel timebuyers should be more familiar with? List any specific complaints or gripes?

Response:

(a) Most answered that they had no specific gripes, but that:

(b) timebuyers should be more familiar with networks, take the same interest in sales promotion and distribution that most space buyers do!

(c) agencies should have personnel policies requiring better trained people for timebuying jobs and giving them the confidence of their account executives and agency management.

(d) [radio or tv] campaigns should be planned way in advance of the starting dates—the 11th hour buy is never the best of what might have been had.

(e) buyers should be in a position to depend more on their judgment and experience than on an imperfect formula and yardsticks.
12 National Sponsors To Back Mrs. America

TWELVE national advertisers will spend a total in excess of $3 million between now and May when Mrs. America for 1956 is chosen at Daytona Beach, Fla., it was announced in New York Thursday by Mrs. America Inc., parent organization of the nationwide contest.

The 18-year-old contest, at first a beauty competition, now strictly devoted to choosing the most typical American homemaker," is being backed for the third consecutive year by the American Gas Assn., representing 90 gas utilities who alone will spend $1 million in local media. Allied with AGA's efforts (through Lennen & Newell, New York) are those of Colgate-Palmolive Co., which plans to spend $500,000-600 to promote AD detergent, also through L&N.

Other advertisers and their agencies who were listed as planning to allocate segments of their 1956 budgets to radio-tye-ins with the Mrs. America contest: DeSoto Div. of Chrysler Corp. for the Chrysler DeSoto, with personnel of BBDO, New York; John Wood Co. (gas heaters), Conshohocken, Pa.; Robertshaw-Fulton Controls Co., Greensburg, Pa., and Gas Appliance Mfg. Assn., through Foote, Cone & Belding, New York; Procter Electric Co. (toasters & irons), Philadelphia, through Weiss & Geller, New York; Servel Inc. (refrigerators), Evansville, Ind., through Hicks & Greist, New York; Aluminum Cooking Utensils Co., New Kensington, Pa., through Fuller & Smith & Ross, New York, and American Kitchens Div., Avco Mfg. Co. (kitchen sinks), through Ruthrauff & Ryan, Chicago.

Though most advertising representatives present at the pre-campaign meeting in New York declined to go into details of their radio-tye-in campaigns, a spokesman for Mrs. America Inc. told B.T. that "in most cases," radio spots would be used, specifically geared to tie-in with the local efforts of their dealers and distributors, viz., supermarkets, appliance stores and construction firms, rather than on an "institutional plane." In addition, local gas utilities, car and appliance dealers (who will urge housewives to enter the contest) have bought time for a special 30-minute tv film, "The Story of Mrs. America," which will be backed by an intensive "in-store" merchandising campaign.

Agency Teamwork Stressed In Address by Valenstein

THE IMPORTANCE of teamwork within agencies was stressed by Lawrence Valenstein, chairman, Grey Adv., New York, in a speech to members of the League of Advertising Agencies at their annual banquet in New York on Jan. 21.

Speaking on "How a Small Advertising Agency May Grow," Mr. Valenstein said that "...just as the factory must create a variety of instruments to serve a variety of functions, the advertising agency to grow and succeed must cultivate and develop a variety of people with a variety of talents and skills. Growth of the agency depends on the ability of management to discover these skills and talents in people and develop them to the utmost."

Mr. Valenstein recently assumed the chairmanship of Grey, the first chairman in the agency's 39-year history, in part of a move that saw the top echelon of the agency revamped [B&T, Jan. 23].

AAA Will Sponsor International Meeting

THE American Assn. of Advertising Agencies, which will sponsor a two-week international meeting of advertising agency leaders April 23-May 4, reported last week that more than 100 agency people representing 38 foreign countries have made reservations to attend.

AAA spokesmen said the sessions will familiarize worldwide advertising leaders with the U. S. communications industry, and plans have been drawn up for a series of visits to New York agencies, publishers, broadcasters and media representatives.

Following the opening sessions, the association will host the group at AAAA's 38th annual meeting, at the Greenbrier Hotel, White Sulphur Springs, W. Va., April 26-28. From there, the foreign advertising executives will go to Washington, D. C., where they are expected to be greeted by President Eisenhower. Delegates also will attend the 44th annual meeting of the U. S. Chamber of Commerce in Washington.

During the second week, AAAA guests will attend special functions in New York held by the International Advertising Assn., the Advertising Council and the Advertising Research Foundation.

Since all sessions will be in English, arrangements have been made to provide simultaneous translation facilities wherever possible, the AAAA said.

Yankee, Giant Sponsors Set

P. BALLANTINE & SONS (beer), Newark, N. J., and J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., last week signed to co-sponsor the 1956 New York Yankee home baseball schedule on WPIX (TV) New York. WPIX also will telecast all home games of the New York Giants (sponsorship not announced), marking the fifth consecutive year for both teams on the station and Ballantine's ninth season there.

Bankers Trust Co., New York, will bracket the Ballantine-Camel Yankee coverage by sponsoring both the 15-minute pre-game warmups and 10-minute post-game programs. Agency for both Ballantine and Reynolds Tobacco Co. is William Esty Co., New York, while Rose-Mart Inc., New York, is agency for Bankers Trust.

NL&B Billings Hit $29.8 Million in '55

TOTAL ADVERTISING billings of Needham, Louis & Brody, Inc., Chartered General agency, increased from $28,933,000 to $29,805,000 — or $872,000 — and resulted in a net profit of $83,200 during 1955, according to the annual report to employees by Maurice H. Needham, president.

Mr. Needham and John J. Louis, senior vice president, station owner and head of the agency's principals group, were among executives reviewing their activities as directors. Others were Melvin Broby, senior vice president, and Otto R. Stadelman, Max D. Anwyll, W. Raymond Fowler and Paul C. Harper Jr.

The past year was described as one of "consolidation" by Mr. Needham, with an emphasis of new accounts and "increased activity" in the agency's New York and Canadian branches. Radio-tv billings rose $100,000 over 1954, account for about 49% of $29.8 million in overall advertising. NL&B recently moved to the Prudential Bldg., new Chicago sky scraper.

The year also included references to NL&B's "profit-sharing trust for participating employees and "substantial additions to the net cash worth" of the agency. Over half of the NL&B employees own stock in the agency.

Sheriff Agency Names Five To Bolster Departments

WALKER B. SHERIFF Inc., Chicago advertising agency, has announced the addition of five new executives to its staff.

New personnel, announced Wednesday, are Lee R. Brooks, formerly with Jones Frankel Co., as account executive; George Leary, former agency creative consultant, as copy chief; Lois Scheuber, formerly with Aubrey, Finlay, Marley & Hodgson, as media director replacing Dora Ferguson, resigned; Harry J. Straw, formerly with Andrews Agency Inc., Milwaukee, as copywriter, and Patricia Supernaw, formerly with Henry Hemstead Co., as production assistant.

The Sheriff Agency handles such radio and/or tv accounts as Shaler Co. (Risole oil alloy), Ben-Hur Mfg. (freezers and refrigerators), Hallicrafters Co. (electronic-communications equipment) and Parker House sausages.

Wynn Oil Switches Agencies

WYNN OIL Co., Aruba, Calif., maker of auto engine friction proofing compounds, has named Kenneth, Walker & Wooten, Los Angeles, to handle its national advertising effective immediately, it was announced Thursday by Carl E. Wynn, president. K&W will prepare radio and tv spots for local use by the firm's 50 national distributors. Four major product promotions are planned in addition to general national and local advertising. Account formerly was handled by BBDO Los Angeles.

Dr. Pepper Sales Up 5.5%
CAPSULES containing native gold mined within the "A" contours of WAGA-TV Atlanta were distributed to agency timebuyers in New York last week at luncheons and cocktail parties held by the Storer Broadcasting Co. station to dramatize new coverage added by its shift to its new tower, described as "the Southeast's tallest." WAGA-TV General Sales Manager Jack Collins, National Sales Manager Peter Storer, Promotion Manager Charlie Trainor, and Storer Broadcasting's National Sales Manager Bob Wood were hosts to more than 250 agency people. Discussing the presentation (1 to r): Edmund Semel, Compton Adv.; Messrs. Collins and Storer; George Detilll, Ted Bates & Co.; Tom Carson, Compton.

George Belsey Jr. Transfers To FC&B's Office in Chicago

GEORGE BELSEY Jr., vice president of Foote, Cone & Belding, has been transferred from the Los Angeles office to the Chicago office of the agency, it was announced Thursday by Roy Campbell, executive vice president of the western division.

Belsey will assume account management duties on a portion of the General Foods account. During his twelve years with FC&B he has worked on advertising for various major grocery products. Daniel Layman, also a vice president of FC&B at Los Angeles, will succeed Mr. Belsey as account group manager on the Firestone Tire & Rubber Co. and Purex Corp. account.

Pettersen to New Norge Post

CREATION of a new merchandising post, with Jack S. Pettersen as director, was announced Thursday by Norge Div. of Borg-Warner Corp. Mr. Pettersen, who has handled Norge's merchandising activities, will head its home appliance advertising, sales promotion, dealer programs, sales training and other functions, with an advertising budget estimated at $4 million, according to R. C. Connel, Norge sales vice president. As director of dealer development and later in merchandising, he was credited with helping lift Norge sales from $43 million to $128 million in less than two years.

Leach, BBDO Executive, Dies

FUNERAL SERVICES were held Saturday in Manchester, Mass., for Lawrence Roberts Leach, 45, BBDO account executive, who died Jan. 29 of a heart attack in his home at Old Greenwich, Conn.

Mr. Leach, who was responsible for the agency's marketing planning on the Campbell Soup Co. account, moved to BBDO in 1954 from Benton & Bowles, New York, which he joined in 1950 following a long-term association with Lever Bros., New York.

Surviving are his wife, two sons, a sister and a brother.

Frank Block Assoc. Names Five New Vice Presidents

FIVE EXECUTIVES of Frank Block Assc., St. Louis, Mo., agency, have been appointed vice presidents, it was announced last week.

They are Robert D. Firestone, industrial and consumer promotion account executive; Vernon E. Koby, production manager; Robert L. Mahon, copy director; Jack Raf scale, consumer and fashion promotion account executive, and Maurice A. Seligsohn, art director.

BUSINESS

Swift & Co., Chicago, starts alternate week sponsorship of Uncle Johnny Coons (Sat., 10:30-11 a.m. CST) on NBC-TV Feb. 25 for 52 weeks. Agency is McCann-Erickson, Chicago office.

VCA Labs, L. A., for Rybutol, vitamin capsules, has signed with CBS Radio Spot Sales for 14-station spot schedule, running through March. Contract was placed through BBDO, L. A.

Chock Full O' Nuts Corp. (coffee), N. Y., to expand radio-tv spot campaign in Albany-Schenectady-Troy market and 13 upper N. Y. state counties. Campaign starts Feb. 20 and runs 52 weeks. Company also expects to expand Pennsylvania coverage shortly. Agency: Grey Adv., N. Y.

Miller Brewing Co., Milwaukee, and Clark Oil Co., that city, will sponsor 1956 games of Milwaukee Braves, both through Mathisson & Assoc., Milwaukee. Sponsors plan coverage throughout Wisconsin, with supplementary coverage in Upper Peninsula of Michigan, Eastern Minnesota and Northeastern Iowa. Broadcasts, originating over WEMP Milwaukee, also will be carried by WMJ Milwaukee.

AGENCY APPOINTMENTS

Renuzit Home Products Co., Philadelphia, names Arndt, Preston, Chapin, Lamb & Keen Inc., that city, for all products, effective immediately. At same time agency announces Renuzit purchase of twice-weekly, five-minute segment of Don McNeil Breakfast Club on ABC Radio network, beginning Feb. 13.

Tetley Tea Co., N. Y., with annual billing of $500,000, appoints Ogilvy, Benson & Mather, N. Y. Account had been handled by Geyer Adv., N. Y.


A&A PEOPLE


Paul Foley, vice president and chairman of Detroit plans board, McCann - Erickson, N. Y., appointed manager of Detroit office. Robert F. Gibbons, associate creative director in charge of radio and tv copy of McCann-Erickson, Cleveland, appointed assistant to general manager of Cleveland office in charge of agency's radio-tv department.

Reginald E. Gilbert, advertising and sales promotion manager, General Bronze Corp., Garden City, N. Y., to McCann-Erickson, N. Y., as sales promotion supervisor, Owens-Corning Fiberglas group.

Edward A. Cashin, account executive and director, BBDO, N. Y., elected executive vice president and member of executive committee. With agency since 1939, he will be in charge of client relations, concentrating on package products.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co., Chicago office, promoted to vice president and general manager of that branch. He has been with firm since 1943.

Raymond M. Neyhart, with MacManus, John & Adams Inc. since October, appointed manager of agency's Chicago office. Jack H. Holmes, manager of L. A. office, also will head new San Francisco branch.
Television commercials represent creative energy expended during countless man-hours of hard work. To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars. That is why WBEN-TV "guides your commercials" from copy checking to control-room shading... from film room to studio floor. And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when "you're on the air." You buy "QUALITY" when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider—first—WBEN-TV.

Your TV dollars count for more on CHANNEL 4.

WBEN-TV DELIVERS
Western New York is the second richest market in America’s richest State. And—WBEN-TV delivers this market as does no other television station.

WBEN-TV CBS NETWORK BUFFALO, N.Y.

Broadcasting • Telecasting

February 6, 1956 • Page 39
for AUDIENCE IMPACT...SALESMAHSHIP...
and TOP PRODUCT IDENTIFICATION
you can't beat...

MOLLY

starring GERTRUDE BERG
and the famous GOLDBERG FAMILY

39 NEW half-hour shows

NEW STORY LINE ... warmer and more entertaining than ever before.
NEW SETTINGS ... Molly's new home in the heart of Suburban America.
NEW SITUATIONS ... with Molly making friends with all her new small town neighbors.

EVERYBODY LOVES MOLLY
...and now that same warm affection can be carried over to your product when you sponsor this great family show. The simple and endearing personality that is MOLLY surrounds your sales messages with the kind of sincere impact that can't be duplicated by any other program... of any type. Now, after twenty-five years of national sponsorship, the show has a brand-new title and a bright new format. It's ready to go to work for your product immediately in just the markets you choose... but you'll have to act fast, before the cities you want are gone! Write, wire or phone today for audition reel and prices.

GUILD FILMS
COMPANY, INC.

460 PARK AVENUE • NEW YORK 22, NEW YORK • MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD.
CHECK THESE SKYROCKETING NEW YORK A. R. B. RATINGS:

“QUITE A SALES GIRL, THIS MOLLY…”

... Says Peak Advertising Agency, speaking for its client, Old Dutch Coffee, which reports enthusiastic reaction from all its dealers since it began sponsoring this program last October. Incidentally, ratings for MOLLY's time-slot, which were 1.5 before the show's debut, have now climbed to 11.7... bringing the show's cost-per-thousand down to only $2.67 per commercial minute.

4 MORE GUILD BEST-SELLERS

I SPY

Distinguished actor, RAYMOND MASSEY, presents true and exciting stories behind history's most famous spies. 39 half-hour... mystery, intrigue, adventure. Sponsored in over 60 markets.

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America... with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 1.5-hour show all America is talking about... winning fabulous ratings in over 100 markets.

15 minutes with FRANKIE LAINE

and Connie Haines

All the 'star' entertainment quality of a 3-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 3-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!
TRADE ASSNS.

NARTB WANTS MORE TESTS OF TV SET COUNT METHODS

Association board, meeting in Chandler, Ariz., also orders changes in the Television Code, increases budget and indorses a new series of tests covering interview techniques, among other actions.

A NEW series of field tests designed to complete development of a valid and acceptable national audit of tv circulation on a continuing basis was ordered Wednesday by the NARTB Tv Board, meeting at Chandler, Ariz.

In a series of actions covering a wide range of industry activity the Tv Board ordered changes in the NARTB Television Code. Principal change adds a bait-and-switch clause to the section covering acceptability of advertisers and products.

The new section reads: "Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable."

In accepting the report of its Television & Implementation Circulation Committee, the board endorsed a new series of tests covering interview techniques. It asked its Research Committee to submit a proposed budget within 30 days.

An overall association budget for the 1956 fiscal year of $833,000, about $50,000 in excess of the current year, was recommended by the finance committee, headed by William D. Pabst, KFRC San Francisco, at its Tuesday meeting for ratification by the respective television and radio boards. About half of the increase was attributable to salary increases. Added to the pension plan were six employees who had reached 35, and had been with the association at least five years.

At the tv board session Wednesday other actions included designation of Sept. 23-29 as National Television Week, with the cooperation of manufacturers and dealers; provision whereby film producers can be drawn within the code's purview, under ground rules to be drawn by a special committee; approval of plans to publish a quarterly for public consumption under the auspices of the television information committee, with this and other work entailing an $8,000 budget, and an increase of about 20% in the code board budget to provide for stepped-up monitoring.

The Tv Board heard progress reports on the legislative and regulatory situation in Washington, along with the status of negotiations with AT&T on transmission tariffs and intercity video relays. The status of pay-tv, translator stations and community antennas also were covered, with authorization that studies be continued.

Committee Name Changed

In bringing the three-year-old tv research project to its last hurdle, the board changed the name of the committee to Audit Television Circulation Committee. Clair R. McCollough, WGAL-TV Lancaster, Pa., Television Board chairman, said the name has been changed 'because we are much closer now to the actuality of a continuing nationwide survey and we feel that the scope of the committee's activity, originally confined to studying the possibilities, now should be broadened to anticipate the probability of a pilot study.'

It is indicated that about $40,000 will be required for the new series of tests. But it was emphasized that every possible aspect had been explored to avoid the pitfalls of other

Robert Kintner Selected as NARTB Keynoter

TRIBUTE to Robert E. Kintner, president of ABC radio and tv networks, will be paid by NARTB at its April 15-19 convention in Chicago. Mr. Kintner was selected Friday by the NARTB board to receive the association's fourth keynoter award.

The keynoter honor was established by NARTB in 1953 when Brig. Gen. David Sarnoff, RCA chairman, was selected for the award. Following Gen. Sarnoff were William S. Paley, CBS Inc. chairman, and Mark Ebrudge, vice president of WHAS-AM-TV Louisville and publisher of the Louisville Courier-Journal.

Mr. Kintner joined ABC in 1944 at the invitation of Edward J. Noble, board chairman, and soon became a vice president. He rose to executive vice president and was elected president in 1950.

The NARTB combined boards announced selection of Mr. Kintner at the concluding session of the three-day series of meetings held at Chandler, Ariz. He will deliver the opening address at the April convention.
There's no ill-wind in Texas: Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot pole. If the chain and block are blown parallel to the ground, it's too windy to work. No need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Like most Texans, citizens of Amarillo have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, our farm editor, says it disrobed a young lady crossing Polk at Sixth. She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of red and green calico. Cotton John's got a piece of sand to prove it. He also has a passel of surveys which prove he and we have a loyal following throughout the Amarillo trading area (an area which has made Amarillo the nation's leader in retail sales per household for three years running).

KGNC - AM & TV
Amarillo

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency
Famous on the local scene...
yet known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase,

"for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

WGBS • WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director
118 E. 57th St., New York 22, Murray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

BOB WOOD, National Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., Sutter 1-8689
TRADE ASSNS.

proposed projects, under private or trade auspices.

Robert D. Sweezy, WDSU-TV New Orleans, chairman of the implementation committee, and Hugh M. Bevill, director of research and

planning, NBC, presented the report, the latter as chairman of the NBC subcommittee. This committee has supervised the field tests which relate results of interviewing techniques with set owners to the tape records from mechanical recorders connected to sets in the same homes. The results of these tests, conducted by Albert Politz Research Inc., in two unidentified multi-station markets, according to Mr. Bevill's report, indicated the following:

1. They employed in the test proved to be satisfactory for purposes of gaining set ownership information, the first element in circulation measurement.

2. That the results from interviewing methods, when compared to the results obtained by the mechanical recorder, indicated the acceptability of the interviewing methods provided that further work is done in refining the interviewing procedure.

3. That a new series of tests is required to refine the method of interviewing, with particular emphasis upon the kind of questions to be asked of set owners in order to produce a high degree of accuracy in regard to station viewing data.

Mr. Sweezy emphasized that his committee, in seeking funds and time for further study, was faced with a heavy responsibility implicit in the project: The consummation of an all-industry, uniform, continuing study which would become the final authority for television circulation measurement.

He has been working on this project for three years," he said, "and I know that there has been some impatience for quicker action. However, the committee realizes that it is necessary to establish an association project which is the industry itself and in which the results must be unchallengeable.

Until the committee and the board, and particularly our professional research advisors who are among the best in television broadcasting, can be satisfied that we have a validated technique that will stand up to any reasonable scientific examination, we cannot ask for the pilot study which will precede the actual nationwide measurement." Field Test Plans

The methodology tests conducted by Politz will be underway in a year or two. Meters developed under auspices of NARTB, were placed in carefully selected homes. Both telephone and personal interviews with the occupants of these homes were checked against the meter readings over a period of time. The effort to develop an acceptable interview technique has been undertaken to obviate the installation of meters in homes in every county of the nation, a prohibitive financial proposition.

The field test plans originally were submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology tests proposed were reasonable.

When the new tests are completed, the ATC committee will have in hand the first phase of the pilot study. Other members of the research committee are Donald W. Coyle, director of research, ABC, and Oscar Katz, director of research, CBS-TV. Richard M. Allerton, president of research, NARTB, is an ex-officio member.

The board, in approving the new study, commended the implementation (ATC) committee and the research subcommittee on their "substantial progress to date." Other members of the ATC committee are CampbellArnoux, WTVAR-TV Norfolk, Va.; Richard A. Boll, station manager, WJW, Cleveland; Kenneth S. F. W. L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Warl L. Quaal, WLWT (TV) Cincinnati; Paul Rain- bourn, KTLA (TV) Los Angeles; J. Leonard Reishein, WSIV-TV Atlanta; Donald W. Thor-

burgh, WCAU-TV, Philadelphia and Lee J. Walles, Storer Broadcasting Co., Miami Beach.

Retiring members of the tv board were honored for their services. The position of Chairman was offered to Mr. McCollough at a reception given by Vice President and Mrs. Arnoux following the meeting Wednesday. The presentation was made by Judge Justin Miller, former president and consulting counsel to NARTB.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the television code review board reported results of the board's meeting in Carmel Calif. (Bet. Jan. 27). A resolution was adopted directing the board to explore with producers and distributors of TV films a plan for voluntary association with and subscription to the code. The code at present limits its subscribers to those engaged in actual station or network operations.

Code subscribers, Mr. Shafto said, are being asked to adopt "more reasonable policies consistent with good advertising" in so-called "trade-out telecasting". He defined "trade-out" as promotional copy about the current release of theatrical and motion picture producers, which sometimes appears on live programs featuring star talent, and at other times in film or kinescope clips of actual scenes from such releases.

In the case of trade-out, he said, such promotion was reasonable as well as entertaining and served to encourage the appearance on television of performers from allied fields. Now, however, he said, competition has created a condition where "doctors" of copy and ex-

cept have taken on the dimension of straight advertising and should be measured against the advertising time limitations suggested in the code.

Under the section dealing with dramatized appeals advertising, a reference to "doctors" was changed to "physicians" and in the section dealing with premiums of offers, a reference to "listeners" was changed to "viewers".

In approving the recommendations of Tele-

vision Information Committee for publication of a quarterly magazine, the board also au-

thorized the establishment of and work in connec-

tion with it. Dealing with the social, educa-

tional, economic and technological contribu-

tions of television, the book will be distributed by NARTB to national groups and civic leaders and made available to stations for further local distribution.

Also endorsed was the publication of an illustrated booklet to provide guidance for chil-
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NARTB Board Brows On Free Movie Plugs

TV STATIONS were urged by the NARTB Television Code Review Board at its final ses-

sion Jan. 27 to adopt "more reasonable policies consistent with good advertising" in so-called "trade-out telecasting". He defined "trade-out" as promotional copy about the current release of theatrical and motion picture producers, which sometimes appears on live programs featuring star talent, and at other times in film or kinescope clips of actual scenes from such releases.

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dren and parents on how to get the most out of television and to make the television message more educational, meaningful and related work.

"However, competition in the field has cre-

ated a condition in which so-called promotional copy and excerpts have taken on the dimension of straight advertising—in length, frequency and content. Reasonable appraisal and review of many of these programs indicates that much of this type of so-called promotion actually should be measured against the subjective advertising time limitation contained in the code.

"The board is advising all subscribers to re-

view promotional films carefully with particular reference to those portions which extol the vir-
tue of specific releases and urge the public to see them at their theatre. This is advertising copy, not promotion, and thus subject to the code's time standards provisions. It should be charged against the commercial time allocation of the sponsor."
NARTB APPROVES RADIO CODE SYMBOL

States have a plan submitted by June 1, 1957, under the Standards of Practice henceforth will be able to use air-identification announcements and visual symbols to show they observe the code.

The NARTB Radio Board, meeting Thursday at Chandler, Ariz., unanimously adopted a plan submitted by its Standards Committee headed by Walter E. Wagstaff, KIDO Boise, Idaho, bringing about a counterpart of the television code symbol. Besides air announcements, subscribing stations can use visual symbols on stationery and published material.

This resolution, submitted by Mr. Wagstaff, was adopted.

"We believe radio broadcasters of the United States have voluntarily observed self-appointed standards of practice since the early days of the art, and we believe responsible broadcasters desire to be provided with symbols by which they may proclaim their conscientious observance of the Standards of Practice, and "Whereas reputable advertisers are increasing in litigation by reason of the failure of those who have won the confidence of their listeners through observance of the Standards of Practice and are eager for means of readily identifying such broadcasters."

"Therefore be it resolved that it is the recommendation of the Committee on Implementation of the Standards of Practice that there be made available to any broadcaster plying adherence to the standards certain visual and audio symbols of his intent and practice."

FCC Should Clarify Its Position

Confusion over new FCC concepts regarding commercial practices in radio and so-called "program imbalance" as evidenced by recent citations on license renewals was voiced by radio station owners who testified that clarification of FCC's position will be sought although no formal action was taken.

The week of May 13-19 was selected for observation of a separate National Radio Week. National Television Week is to be observed Sept. 23-29. Manufacturers and dealers will participate in both events and Radio Advertising Bureau will build its summer promotions around the radio event.

A proposed horizontal increase in power for all stations to four times the present levels was rejected unanimously on the grounds it would be too expensive for many stations and would involve NARBA complications.

FCC's recent order requiring FM stations entering dual service such as musical function and stereocasting to multiplex such service by July 1 was considered. FM board members asked NARTB to urge FCC to drop the "must" requirement for multiplexing and to allow simple operation. Transmitter changes costing $4,000-$15,000 and receiver costs of $90-$180 per unit were cited as objections to multiplexing. These costs were declared beyond the means of many stations, with 35 stations immediately affected. The board deferred action until next meeting.

A membership drive to be conducted prior to the April convention was authorized. Total membership is now 1,986 (1,249 am, four radio networks, 324 fm stations, 279 tv stations, three tv networks, 127 associates) compared to 1,867 in 1955.

NARTB President Harold E. Fellows was directed to name a Radio Research Committee to study radio data and report to the June board meeting. Existing radio data short-change the medium by failure to show accurately the out-of-home circulation, it was reported. The plan would take advantage of new tv research techniques.

Prose Walker, NARTB engineering manager, reported the association will file with FCC by Feb. 15 a petition to extend remote control privileges to all stations. Present remote gear is confined to nondirectional stations of 10 kw and under. More than 700 stations would benefit from such an order.

The board voted 15-9 to eliminate the eight-at-large seatships—two each for large, medium, small, and fm stations. The action was subject to ratification by the full board and the membership, and would become effective in 1957. The Radio Board would be reduced from 25 to 21 members from 14 directors, though 18 are authorized. The four radio and three tv networks each appoint a member to the respective boards.

A resolution supporting Radio Board Chairman Henry B. Clay, KWKH Shreveport, La.; Vice Chairman E. K. Hartenbauer, KCMO Kansas City, and E. R. Vadeboncœur, WSVY Syracuse, for their services. Terms of the three expire this year, and they are ineligible under the two-term limit to run for re-election.

Attending the Radio Board meeting besides Messrs. Cox, Clay, Hartenbauer, Wagstaff and Vadeboncœur were Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Alex Keese, WFFA Dallas; W. D. Pabst, KFRC San Francisco; Calvin J. Smith, KFAC Los Angeles; George L. Jaffe, WJBK Detroit; R. M. Brown, WCKO San Antonio; A. B. Dancer, WSAQ Chicago; and F. M. Watcher, WRKJ San Francisco.

Mr. McConnaughey repeated what he had said before: It won't be in tomorrow's headlines.

Mr. McConnaughey said watching sports events on tv was the next best thing to being there in the first row on a free pass.

NCAA Television Committee Hears Suggestions for Fall

THE National Collegiate Athletic Assn. Television Committee held a three-day hearing in New York last week, at which representatives of networks, advertising agencies and members of the Associated Press presented suggestions for inclusion in the NCAA's television program for 1956. The 12-man tv committee will hold a meeting in Chicago Feb. 13-14-15 to discuss the proposals heard by the group last week.

A spokesman in New York said it is not known whether the Chicago meeting will produce a plan to be submitted to the membership for approval, but said the committee was "hopeful that one would be forthcoming by the end of July."

The 50th annual convention of the NCAA last month [BT, Jan. 16] voted for a plan that would be restrictive in nature, as has been in effect for the past several years, but assigned to the tv committee the task of working out specific details.

Radio's Greater Circulation Cited by Eastman at Seminar

SPOT RADIO has more circulation today than it had 10 years ago, Robert Eastman, executive vice president, John Blair & Co., said Tuesday in a talk on spot usage and advantages before the Radio & Television Executives Club in New York.

Also on the program was Roger C. Bumstead, media director of David J. Mahoney Inc. (see page 36)

Mr. Eastman detailed radio's attraction to advertisers. He highpointed as saturation, immediacy, as a re-enforcement of a long media campaign and as a complimentary medium to a tv campaign. He said radio can be used—and that more advertisers are discovering it—on a continuous basis. Summing up radio, Mr. Eastman said, “it adds cement to the advertiser's campaign.”

Huntington Takes Tvb Post

APPOINTMENT of George C. Huntington, project director in charge of media research for Dancer - Fitzgerald - Sample, New York, as director of sales development for Television Bureau of Advertising, was announced last week by Oliver Treyz, Tvb president.

Mr. Treyz observed that Mr. Huntington's research and presentation background "will give impetus to the bureau's in-the-field selling activities."

Trachtenberg Joins Rab

IRVING TRACHTENBERG, account executive, General Outdoor Advertising Inc., New York, today (Monday) joins the national sales department of Radio Advertising Bureau as sales executive on Rab's beer and transportation accounts. Before his association with GOA, Mr. Trachtenberg was with the New York Daily News and the Oklahoma City Times.
the
summit

Another
top Radio
Independent

— KFMJ, in
Tulsa, Oklahoma,
takes top audience
in the market's 7-day
average. See Nov.-Dec.
Hooper. Call John E. Pearson
Company (JEPCO) in New

FILM

WARNER MAY SELL
OLD FILM PACKAGE

WARNER BROS Inc. last week reported that
it is "studying" the possibility of selling its back-
ning of old motion pictures for television use,
but said it could make no definite announce-
ment at this time. This disclosure came from
Robert W. Perkins, Warner's vice president and
general counsel, at the company's annual meet-
ing in Wilmington, Del.

When asked if Warner was negotiating for
the sale of 1,000 feature films to American
Broadcasting-Paramount Theatres for a re-
paid $20 million, Mr. Perkins said: "We are
studying the situation but can announce nothing
at present . . . twenty million is a good price.
I'm glad to hear it."

Mr. Perkins said he could not definitely say
whether AB-PT was the only company with
which Warner is negotiating. Robert E. Kint-
ner, president of ABC, a division of AB-PT,
confirmed that negotiations with Warner have
been in progress [BPT, Jan. 30], but a Canada
venture a guess as to whether an agreement will
materialize. The $20 million price mentioned
in unofficial speculation is regarded as con-
siderably higher than the figure actually under
discussion in the negotiations.

NTA: TELEFILM EXPANDS
TO PRODUCTION OF FILM

Tvb's Nelson joins firm. Gresh-
ler appointed to coordinate
film development.

EXPANSION of National Telefilm Assoc. from
program distribution field to tv film production
activities was announced last week by Ely
Landau, NTA president, who said a budget of
"a minimum of $250,000" has been set for the
next 90-120 days on new program work. Mr.
Landau also announced last week that James
E. Nelson, formerly of Television Bureau of
Advertising, had joined NTA.

Mr. Landau said that a new program develop-
ment department has been set up within NTA,
with Abner J. Greshler, former president of
York Pictures Corp., as coordinator. Under

terms of his agreement with NTA, Mr. Greshler
remains free to continue other activities in the
talent field.

NTA will produce pilots for six films planned
for network and national sales, according to Mr.
Landau. One pilot film already set is The
Sheriff of Cochise, which will be produced at
the Motion Picture Center Studios on the West
Coast later this month.

Mr. Nelson, director ox national spot sales
at Tvb, joins NTA in a top-level executive
position, according to Mr. Landau.

Mr. Nelson has been active in both adver-
tising and production phases of radio-tv. Before
moving to Tb in 1955 after nine years as head
of his own advertising agency, Keystone Adv.,
he was vice president in charge of radio-tv
with Strom & Klein, and prior to that was with
MBS, NBC and his own package radio firm.

Mr. Nelson will report to Mr. Landau and
Oliver A. Unger, NTA executive vice president.

Walter Tibbals Named V. P.
At Four Star Films Inc.

APPOINTMENT of Walter A. Tibbals as vice
president of Four Star Films Inc., Culver City,
Calif., was announced last week by William
Cruikshank, president of Four Star.

Mr. Tibbals, who recently resigned his posi-
tion as vice president in charge of television
and radio for BBDO, New York, after a 13-year
tenure, joins the Four Star organization to
serve as a creative executive in the formulation
of new properties and to function as special
liaison with associated talent, agencies, and
clients. His appointment is effective Feb. 15.

A native of New Jersey, Mr. Tibbals entered
broadcasting in 1934 when he joined WNEW
New York. In 1942 he began his association
with BBDO as producer-director, agency repre-
sentative, and since 1952, as vice president of
that firm's Hollywood office. In 1952 he accom-
panied the Eisenhowcr presidential campaign
tour, in charge of all radio and television
addresses.

Screen Gems Inc. to Hold
International Sales Meet

SCREEN GEMS Inc. will hold its first inter-
ationals sales convention in New York for four
days this week, beginning Thursday, during
which 29 sales representatives from 10 branch
offices in the U. S. and Canada will attend
sessions covering various business phases of
the company's operations.

John H. Mitchell, vice president in charge
of sales, and Robert Salk, director of sales, will
direct the business sessions. Ralph M. Cohn,
vice president and general manager, will dis-
cuss studio and production operations as they
relate to both East and West Coasts. Depart-
ment heads in sales, research, merchandising,
promotion, legal, publicity, traffic and com-
mercials will describe their activities.

Screen Gems currently has seven series in
syndication and is considering the production
of 10 other series during 1956-57. During the
convention, each syndicated series will be re-
viewed, selling philosophy and techniques of
first run sales will be discussed, and sales plans
for feature films will be analyzed.

Syndicated Tv Films Seen
Big Help in 'Marginal' Time

SYNDICATED television films of quality have
turned "marginal" time slots into "marvelous
availabilities," it was reported last week by
M. J. Rifkin, vice president in charge of sales
for Ziv Television Programs, New York.

A study completed by Ziv's research depart-
ment showed that in the larger eastern tv
markets the formerly "hard-to-sell" 6-7:30 p.m.
period has become "a plum for spot advertisers
using syndicated films," according to Mr. Rif-
kin. He cited ARB figures for December cover-
ing New York and Chicago which, he said,
showed that syndicated films in this time period
in the 10-11 p.m. slot ranked among the
top ten. Mr. Rifkin also expressed the view
that tv films will prove successful in daytime
slots, which, he said, are considered "marginal"
today.

Ziv's research department, Mr. Rifkin added,
has undertaken another project whereby pro-
ducers of in-production Ziv series will be pro-
vided with a special monthly report analyzing
fan mail reaction to company programs. He
said these digests will serve as a guide in plan-
ing future episodes in a series.

FILM SALES

NBC Film Division, N. Y., announces sale of
Crunch and Des tv film series to Stroh Brewery
Co., Detroit, for 17 markets in Michigan, Ohio
and Indiana. Sale, negotiated through Mr. Keller
& Calvert, Detroit, raises total number of
markets on series to 85. Other regional sales
completed recently by division were to L.G.A.
Stores in Missouri; Regal Beer in Southeast;

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“Advertising Age stimulates my thinking and aids our planning”

says NATE N. PERLSTEIN
Director of Advertising
Pabst Brewing Company

“Each week I look forward to reading ADVERTISING AGE. It stimulates my thinking, enables me to keep abreast of what is going on in the field of advertising and definitely aids in planning our advertising campaigns. Not only does our entire Advertising Department read each issue, but it also gets studied by members of our sales and merchandising departments.”

Advertising Age is "must" reading for most executives who have a stake in advertising, marketing and media decisions. Every week, its dynamic presentation of advertising news, trends and developments attracts intensive readership—not only by those who place broadcast advertising contracts—but by those whose ideas and convictions influence the position of broadcast media on important advertising schedules.

Pabst Brewing Company, for example, has consistently ranked among the foremost broadcast advertisers. Broadcast has served not only to build Pabst's Wednesday Night Fights into one of the most important and successful programs on the air, but is helping to introduce Pabst's new soft drink lines. Though exact figures are not yet available, Pabst's network TV advertising alone was $1,087,696 for the first half of 1955, and its network radio for the same period, $80,500. Spot broadcast, also, is used extensively on Pabst's various products.

As director of advertising for Pabst Brewing Company, Mr. Perlstein is responsible for advertising, including radio and television programs covering Pabst Blue Ribbon Beer, Hoffman Beverages and Eastside Old Tap Lager Beer. He started his advertising career with Meyer Both Advertising Co., later joining the Matteson, Fogarty & Jordan agency. During the Chicago World's Fair in 1933 and 1934 he was in charge of publicity and promotion for the Pabst pavilion. Later, he became producer of the Ben Bernie show. In 1938 Mr. Perlstein joined Pabst as merchandising manager and later became advertising manager. In 1948 he assumed his present title, which extends to Pabst subsidiaries, Hoffman Beverage Co. and Los Angeles Brewing Co.

In addition to Mr. Perlstein's copy, 12 more subscription copies of Advertising Age are read and circulated each week among advertising, sales and merchandising executives in Pabst and its subsidiaries. Further, every week 464 subscription copies of AA reach the agencies placing Pabst's advertising. J. Walter Thompson, Leo Burnett and Grey Advertising Agency.

Add to this AA's weekly paid circulation of 8,448 among advertising agencies, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000, based on 32,000 paid subscriptions, and you'll recognize in Advertising Age, a most influential medium for swinging broadcast media decisions your way in 1956.
GOVERNMENT

NO 'DISCRIMINATION' AGAINST PAPERS, FCC COUNSEL BAKER TELLS HOUSE GROUP

Commission’s chief legal officer testifies that newspaper filings for radio and tv permits, in comparative proceedings, get same consideration as other applicants. Newspaper interest in 30% of tv outlets cited as statistic to back up testimony.

FCC General Counsel Warren Baker last week told a House subcommittee the FCC does not “discriminate” against applicants seeking radio and tv licenses in comparative proceedings.

Testifying Wednesday before the House Commerce Committee’s Transportation & Communications Subcommittee, Mr. Baker said the FCC considered newspaper ownership as a factor in making decisions, but that this factor often is not the determining one in awarding broadcast licenses.

FCC Chairman George C. McConnaughey had read a statement to the subcommittee the previous day also denying that the FCC discriminated against newspaper applicants in other media, a &rquot;insisting on one &rquot;and &rquot;other factors &rquot;in making decisions.

Mr. Baker said the FCC does not feel it has discriminated against newspapers in the past, although the FCC tends to have received a heavier load of newspaper applications than other media &rquo;primarily because of the public interest,&rquo; the FCC is said to have been &rquo;true to in all but diversification.&rquo; Mr. Baker is the &rquo;or a &rquo;newspaper group;&rquo; he said.

Reps. Heselton asked for details of the FCC opinion on the proposed amendment. He also asked &rquot;for assurance that the FCC will apply the laws to newspaper applicants before and after the enactment of the McFarland Act in 1952.&rquo;

Questioned on the FCC decision against the McClatchy newspaper interests in the Sacramento ch. 10 case, Mr. Baker said the examiner found McClatchy superior in all other factors except diversification of media. The FCC reversed the examiner’s decision favoring McClatchy, however, and awarded the channel to Sacramento Telecasters.

Rep. Heselton asked what recourse McClatchy has in view of the U. S. Appeals Court’s decision upholding the FCC decision when the examiner found &rquo;that the newspaper superior in all but diversification.&rquo; Mr. Baker said the FCC found (contrary to the examiner’s findings) that Sacramento Telecasters was superior to McClatchy in several other respects.

Rep. Heselton asked for FCC briefs covering

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION:

[10]

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 26; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Smokey, Neb., ch. 1; Peoria, Ill., ch. 6; Seattle, Wash., ch. 7; Springfield, Ill., ch. 30; Scranton, Pa., ch. 5; York, Pa., ch. 6; Wheeling, W. Va., ch. 4; Youngstown, Ohio, ch. 4; Redding, Calif., ch. 5; San Francisco-Oakland, Calif., ch. 2.

AWAITING ORAL ARGUMENT:

[11]

Bostock, Tenn., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 6; 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.

AWAITING INITIAL DECISION:

[3]

Hatfield, Ind. (Wesmere, Ky.), ch. 5; McBS, Pittsburgh, Pa., ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING:

[11]

Beaverton-Port Arthur, Tex., ch. 4; Billings, Mont., ch. 13; Casper, W. Y., ch. 11; Cheyenne, Wyo., ch. 4; Clovis, N. Mex., ch. 10; College Park, Md., ch. 4; Galt, Calif., ch. 11; Hawaii, Oahu, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.
NORTHEASTERN PENNSYLVANIA'S TOP RATED STATIONS

WGBI
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REPRESENTATIVES, INC.

AS NATIONAL REPRESENTATIVES

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SERVING SCRANTON
WILKES-BARRE AND
HAZLETON AREA
(1,500,000 PEOPLE)

WGBI - AM - FM
SERVING
SCRANTON AND
WILKES-BARRE
METROPOLITAN AREA

CBS FOR NORTHEASTERN PENNSYLVANIA
what he said were ten cases where newspapers have been denied TV licenses (except the Tampa and Miami cases) since April 1952. Mr. Baker told the Massachusetts Republican there are about 30 cases pending which involve newspaper applicants.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, asked that the FCC report whether it ever had tried to adopt rules which would act as a bar to newspaper applicants for broadcast facilities prior to 1951, when the American Newspaper Publishers Assn. submitted a proposed anti-discrimination amendment to the McFarland Act.

Mr. Baker said implementation of the FCC's diversification policy has another purpose than preventing control of several of the media of mass communications. It is a guard to keep from growing toward monopolistic conditions, he said.

Answering a hypothetical question from Rep. Walter Rogers (D-Tex.), he said that in the case of a non-newspaper applicant with no other media interests and a newspaper applicant being perfectly balanced in all qualifications except diversification, the FCC would favor the non-newspaper applicant.

He said the FCC has never denied a newspaper applicant a license in non-comparative proceedings except once in the Mansfield (Ohio) Journal case, where the FCC alleged the newspaper was engaging in antitrust practices. A court later found such violations, vindicating the FCC, he said.

Rep. Harris said Rep. Francis Walter (D-Pa.) has written a letter to the FCC on its decisions in the Allentown-Easton (Pa.) case which has been in litigation several years.

Mr. Baker said the Supreme Court has remanded the case to the U. S. Court of Appeals, sustaining the FCC's decision. He said there now is pending a request for stay of the Supreme Court mandate, so Allentown can decide whether it wishes to try to take the case back to Supreme Court.

In Mr. McConnaughey's statement, he said the FCC always has recognized the relative benefits to be derived from diversification of mass media, such as encouragement of competition between AM and FM radio, avoidance of concentration of control over the avenues of communicating fact and opinion to the public and making available to the public a more varied approach to questions of interest.

This policy of encouraging diversification has been specifically approved by the courts, he said.

Diversification, however, is only one of the numerous factors the FCC must evaluate in any comparative proceeding, he said, and diversification is not necessarily the controlling factor. It may or may not be depending on the facts of the particular case, he said, adding that a preference for diversification may be slight or substantial.

He said a newspaper may prevail despite this factor because of its superiority in program plans, integration of ownership and management, local ownership or past broadcast experience. He cited the newspaper grants in Tampa and Miami to show that "such applicants, because of superiority in other factors, can win out over non-newspaper opponents."

He said newspaper ownership may prove an asset in that the applicant may be able to demonstrate its ability to perform outstanding public service in that community and respond to the community's particular needs.

He said enactment of the proposed legislation may keep the FCC from considering local newspaper ownership as one of the "many factors" to be evaluated.

He said it is difficult to determine what the legislation would or would not do because some of its terms are ambiguous. The term "discrimination" isn't defined, he said, and the FCC is unable to tell the precise meaning of the clause prohibiting denial of application "solely" because of an applicant's interest in "any medium primarily engaged in the gathering and dissemination of information."

He questioned whether the legislation would prevent use of the diversification factor against newspaper applicants but permit its use against those controlling other mass media.

If it is meant to preclude consideration of all other mass media interests, it would mean the FCC could not even take into consideration the number of other radio or TV interests an applicant might have, he said.

Three New Am Grants Made by Commission

THREE GRANTS for new am stations were made by the FCC last week. These were:

Thomasville, Ala.—J. Dige Bishop, 630 kc, 3 kw day. Mr. Bishop owns 20% of WCFA-AM-FM Andalusia, Ala., and 40% of WDOB Canton, Miss.

Fort Lupton, Colo.—Harry Lawrence Hill, 500 kc, 500 w day. Mr. Hill is a dairy farmer and orchestra leader.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw day. Mr. Cassel has interests in WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVF (TV) Elmira, N. Y., WOND Pleasantville, N. J., and WDIE Delray Beach, Fla.
5 Reasons Why the RCA-5820 Image Orthicon is Preferred by TV Station Men

Cameramen like the picture they get with an RCA-5820 Image Orthicon. RCA-5820's are stable, have excellent color response.

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Chief Engineers appreciate the technical advantages of RCA Image Orthicons. The tubes enable them to train operators quickly, produce quality pictures over a wide range of light levels.

Technical Directors make good use of the capabilities of RCA Image Orthicons. They get the depth of focus they need... they are sure of high picture uniformity between cameras... they can produce a wide variety of lighting effects.

With a record of performance as well-known to telecasters as station call letters, the RCA-5820 Image Orthicon has been serving TV stations faithfully since 1949. No finer black-and-white camera tube is built.

PICK-UP TUBES for TELECASTING
RADIO CORPORATION OF AMERICA
AMENDED EQUAL TIME PROVISION BACKED
BY SALANT, OPPOSED BY FCC MAJORITY

CBS vice president tells House subcommittee that Communications Act section requiring political candidates to be allowed equal air time "stifles and suppresses public information and knowledge. . . ." Commission chairman rejects "vague standard of fairness."

THE pros and cons of a proposal to amend the "equal political time" provisions of the Communications Act were argued before a congressional subcommittee last week.

The proposed amendment, HR 6810 (and S 2306, an identical bill in the Senate), would allow a radio-television broadcaster or a network to present a political candidate on news, interview, forum, and debate programs without being required to make "equal time" available to the candidate's opponents, as now required under Sec. 315 (a).

CBS Vice President Richard Salant, before the House Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), urged adoption of the amendment—originally proposed last summer by CBS President Frank Stanton.

FCC Chairman George C. McConnaughey on Tuesday testified against the proposal in behalf of the FCC majority. Comr. John C. Doerfer, also Tuesday, said he was in favor of the proposal, but indicated his stand was not a "full blossom" one.

The proposal has been espoused by CBS and others as a solution to the problem broadcasters face under the equal time provisions. Under the present law when a qualified political candidate speaks on a broadcast facility, the station or network is required to furnish his opponent equal time, no matter how small the party he represents, under the same conditions.

This has left the broadcaster open to demands by candidates of splinter and minority parties.

Mr. Salant told the House group Friday that if Congress amends Sec. 315 (a), CBS will offer free time on its radio and television networks for a modern-day electronic version of the Lincoln-Douglas debates between the major 1956 presidential candidates.

"Put bluntly," he said, "Sec. 315 (a) stifles and suppresses public information and knowledge; its consequence is to inhibit radio and television from fulfilling the full potential their role in informing the electorate." He said HR 6810 is designed to reach these defects by providing an effective remedy while at the same time preserving the basic principles which "we believe the Congress sought to achieve in enacting Sec. 315 (a)."

He said HR 6810 will not permit favoritism among candidates, but only permits broadcasters to exercise their news and journalistic functions by informing the public.

Today, he said, TV can make it possible for 115 million people to see the presidential candidates debate, and radio makes it possible for 140 million to hear them. During the Lincoln-Douglas debates in 1858 only about 73,000 people saw and heard Lincoln and Douglas, he said.

Sec. 315 (a) would bar CBS from broadcasting the debates if they could be arranged next fall, he said, the practical result of "dropping an iron curtain between voters and candidates." He said if debates could have been arranged between Gen. Eisenhower and Gov. Stevenson in 1952 and CBS had presented them free, the networks also would have been required to give time to each of the 16 other candidates.

The law also tends to "dilute broadcasters' efforts . . . to present significant campaign issues."

Describing the spate of candidates of various parties, Mr. Salant said if CBS were to give time to the two major candidates for President the network would be likely to be confronted with requests for time from all the minor parties and would have to give the same amount of time to all of them.

He cited difficulties also in the network's forum-type programs based in that all incumbent congressmen and senators were considered as "candidates" within the meaning of the Act, so that almost all were barred from the programs. Newspapers, he said, are under no such requirements.

Mr. Salant said the assumption that a broadcaster can't be trusted to exercise fairness is a dangerous premise on which to base legislation. If a broadcaster is not considered qualified to make his own journalistic decisions, then "it can only be asked by what standard did the FCC give him a license in the first place," he said.

He said there are other and far more powerful safeguards against the dangers of fair play than a rule of "enforced mathematical equality in these types of programs." One of these, he said, is listener and viewer reaction. If a broadcaster were so flagrantly unfair as to favor one candidate over another, he said, both the public and political parties would be quick to react. He called public reaction the "surest safeguard" against these dangers.

Another, he said, are the basic ground rules of the Communications Act, which require a broadcaster to operate in the public interest, including the airing of all significant viewpoints on any important controversial issue.

He said if the bill is enacted, CBS not only will invite major candidates to appear on its programs but will give greater news coverage to leading candidates and will give free evening time for the major presidential candidates to debate the main issues. "We believe," Mr. Salant said, "that this would provide a significant contribution to our democracy." Mr. Salant presented several editorials and articles from newspapers endorsing the network proposal.

In his testimony before the subcommittee, Chairman McConnaughey concluded that any "limited benefits" from the proposed legislation would be "more than outweighed by the dangers of discrimination to candidates and by the administrative difficulties in enforcement."

Comr. Doerfer, in dissenting to the FCC majority opinion, said he was in favor of entrusting to the broadcaster the responsibility for application of the "rule of reason (fairness) in presenting candidates. He added that there is more to the problem than "meets the eye."

Chairman McConnaughey noted that broadcasters have been subject to "equal time" requirements since creation of the old Federal Radio Commission in 1927, despite "numerous

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attempts to amend or eliminate them."

If the bill were enacted, he said, then broadcasters would have to meet only "a vague standard of overall 'fairness' in handling the exempt types of programs"—a fairness imposed by the FCC in the public interest.

"But the question inevitably arises: What sort of treatment short of equal treatment is nevertheless 'fair'?" How big would a third party have to be before becoming entitled to free time? He said if the bill was enacted the FCC would receive an "avalanche" of such questions, with many difficult or impossible to decide.

The FCC now can require a station to comply immediately with equal time provisions, but questions of "fairness" in a station's overall programming come up only at license renewal time, Chairman McConnaughey said, which would give a candidate little comfort after an election had been decided. The FCC chairman also entered in the hearing record comments adopted by the FCC majority Nov. 2, 1955, making essentially the same points as Mr. McConnaughey's statement.

Subcommittee members questioned the FCC chairman on the present system of handling broadcasts by candidates, Rep. Harris remarking that public service or forum programs featuring candidates "virtually have to be taken off the air" in the periods before elections.

Rep. Robert Hale (R-Me.) noted that while many congressmen have their own news broadcasts during their congressional terms, home district stations take these off the air three months before primary elections. Mr. McConnaughey said he believed this is in the public interest.

Answering a question from Rep. Harris, the FCC chairman said he believed most forum type programs benefit both the candidate and the public and that he wished there was a way to keep "some of those fine programs" on the air. But he said he did not favor giving broadcasters leeway to select candidates, despite their acknowledged high ethical standards. He said it places them (the broadcasters) in a difficult or almost impossible position.

Mr. McConnaughey declined to take a position on whether he would favor the bill if it applied only to candidates for President.

To Rep. Hale's question of whether "equal time" provisions should be applied to a broadcast talk by the incumbent President on a subject concerning the national interest, Mr. McConnaughey said this would "depend on what he's saying." He admitted there are "some weaknesses" in this respect.

He said treatment should not be different between the "ins" and "outs," since many groups should have the right to be heard. "We should be careful not to tamper with something sound," he said in a reference to the present law.

Both Mr. McConnaughey and later Mr. Doerfer said they believed equal time demands by Communist Party candidates could be denied by stations, under Sec. 3 of the Communist Control Act of 1954.

FCC General Counsel Warren Baker, answering a request by Rep. John V. Beamer (R-Ind.) for a definition of when an aspirant officially becomes a candidate, said this is determined by the laws of each state on primary and general elections. He told Rep. Beamer that the law does not affect spokesmen for candidates, but only the candidates themselves. Rep. Beamer said he felt the FCC would be called on "some time" to resolve the question of spokesmen.

Answering a question from Rep. Walter Rogers (D-Tex.), Mr. McConnaughey said that if a candidate appears on a commercially sponsored program, at no cost to himself, his opponent is entitled to equal time, also at no cost to himself, from the station or network. Mr. McConnaughey read this statement from a 1954 public notice by the FCC.

(FCC General Counsel Warren Baker later told BrT that stations and networks, aware of this requirement, usually forewarn the sponsor and secure a promise from the sponsor that time also will be furnished to opponents who demand equal time. Involved is the question of whether the sponsor would be making an indirect contribution to a candidate's campaign if equal time were not furnished opponents.)

Conr. Doerfer, in his statement, said he felt the "door should be kept open to broadcasters to program without being scared" by Sec. 313 (a). He said he was "not so sure" that Sec. 313 (a) would be sustained by the courts. He said the public understands the attempts by a candidate to "aggrandize himself on radio or tv," but that the benefits of his talks to the public are better than "no contact at all."

The growing number of stations makes possible the presentation of diverse political views, he said, urging, "Let's bring to the people the so-called Lincoln-Douglas debates. I would trust broadcasters rather than deny the people the right to hear the candidates."

Mr. Doerfer said a broadcaster would be restrained from presenting one-sided political views because he would lose his audience in such a case. He said he was "not so sure" that a broadcaster should not "shut off" the "fourth or fifth" major candidates and indicated his belief that the country is better off under the "two

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Flint is Michigan's 2nd biggest market with peak employment (150,600) top earnings (average $112 weekly), greater buying, building and banking! Those who know Flint best are local advertisers and they just naturally flock to WKMF for results on radio. And no wonder . . . WKMF is Flint's FIRST exclusive "Disc Jockey" Station . . . FLINT'S ONLY 24 hour station . . . FLINT'S FOREMOST news station with newscasts every hour on the hour . . FLINT'S OUTSTANDING station for leading sports events. Get on WKMF and get the proof!

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WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

February 6, 1956 • Page 55
party system " than with a large number of parties as in some European countries. He said he thought radio-TV stations should have the same discretion as newspapers in presenting political questions.

Rep. John Bell Williams (D-Miss.) at this point criticized the radio-TV treatment of the question of racial segregation in the South. "It's impossible to turn on the radio without hearing someone campaigning against the southern way of life," he said, adding that this is "most unfair."

Mr. Doerfer replied that a broadcaster is required to "balance" programming and that he saw no conflict in the FCC's policy, stressing a broadcaster to balance his program after a trend (to one viewpoint) has been shown.

Rep. Williams said he thought the FCC "might look into it and perhaps revoke some licenses."

When Mr. Doerfer said that the broadcaster must not be other than fair because the political picture may change, Rep. Rogers noted that an unfair broadcast itself may help fix the political picture.

Rep. John W. Heselton (R-Mass.), referring to Mr. Doerfer's statement that he trusted broadcasters to be fair, said he didn't think the recent CBS-TV Ed Mcrow program on agriculture was fair. The program has been criticized by the GOP as unfair to the administration.

Mr. Doerfer replied that the program was not "policed" by either the network or the FCC, but that if a program is unfair, the broadcaster must present the other side. Asked how, he said, "by complaint" to the FCC from "anybody."

The House group's present schedule calls for testimony tomorrow (Tuesday) by Robert L. Heald, chief attorney, NARTB, on the association's proposed "equal time" amendment and other bills. Edward deGrazia of Kirkland, Fleming, Green, Martin & Ellis, Washington communications law firm, also may testify Tuesday. Mr. deGrazia was not decided last Thursday whether he could appear, but said if he did, he would give his law firm's views on all the bills affecting commercial broadcasting.

It also was understood that Chairmen Paul B. Favors (R-all) of the House Merchant National Committee and Leonard Hall of the Republican National Committee have been asked to appear this week on the proposed "equal time" amendment.

Mr. Favors also heard FCC statements last week on other proposed amendments to the Communications Act (see stories, this section).

New Bill Increases Ceiling On Campaign Expenditures

A BILL to raise the ceiling on political campaign expenditures—but aimed against political spending by labor unions—was introduced last week by Sen. Carl T. Curtis (R-Nebr.) on behalf of himself and Sen. Barry Goldwater (R-Ariz.).

Sen. Curtis, who is a member of a Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.), said his bill prohibits "the use of any party's force to workers to contribute to a political party in order to hold their jobs."

Republicans have complained that the national labor unions compel workers to pay dues, part of which are used to support Democrectic candidates. The GOP senators have objected to a bill (S 636) introduced by Sen. Hennings, which also would raise the ceiling on political expenditures, on grounds it does not prohibit political contributions or receipts by labor unions or affiliated organizations.

The Curtis bill (S 3074) and S 636 both authorize an increase in the amount of political expenditures by a national political committee from the present $3 million to $12.3 million for an election campaign.

S 636 was favorably reported from the Senate Subcommittee and the parent Senate Judiciary Committee last year, but Republican membership opposition has it passed over several times on the Senate calendar during both the first and second sessions of the 84th Congress. Extensive hearings were held on S 636 last year.

The Curtis and Hennings measures also would authorize a candidate for senator to spend $50,000 to $250,000 (presently $10,000 to $25,000) and for representative $12,500 to $25,000 (presently $2,500 to $5,000).

Court Edicts Urged In Equal Time Cases

THE FCC last week asked Congress to consider legislation to give jurisdiction to federal district courts in determining the rights of political candidates who have been denied "equal time" on broadcast facilities under Sec. 315 (a) of the Communications Act.

The suggestion was made by the FCC in commenting on a case which would deny the equal time privileges under Sec. 315 (a) to a political candidate who has been convicted of treasonable or subversive activities, who is a member of the Communist Party or a successor organization or who belongs to a group determined to be a Communist-affiliated organization under the Subversive Activities Control Act of 1950. A companion bill (S 771) is in the Senate.

FCC Chairman George C. McConnaughey, speaking Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the FCC does not wish to express an opinion on the "advisability or necessity" of such legislation.

He said the FCC believes such a bill would be constitutional, but determination of whether a person belongs to a subversive group would be "difficult to accomplish" (for the FCC) and delay will be "inevitable." In deciding these matters when an election is taking place, time "is of the essence," he said.

He said the FCC believes all determinations made under Sec. 315 (a) are made by a federal district court, which he said is the "most appropriate forum for securing the necessary prompt and effective review of these questions."

Mr. McConnaughey entered in the hearing record comments adopted by the FCC March 9, 1955, and supporting the FCC chairman's statement. The FCC added suggested legislation to give federal district courts jurisdiction in cases where a candidate seeks equal time under Sec. 315 after being denied by a broadcaster.

House Votes Probe Money

THE HOUSE last week approved a resolution (H Res 352) providing $275,000 to the House Un-American Activities Committee for investigations. The committee has been holding hearings on allegations of Communist infiltration of radio and other entertainment media. The committee, in its annual report for 1955 [B&T, Jan. 21], said active Communists are members of the New York chapter of American Federation of TV & Radio Artists and that radio-TV networks are using the talents of Communists (see story page 63).

FCC Asks Congress To Enact Liability Bill

CONGRESS was asked last week by the FCC to enact a bill (HR 4814) which would relieve broadcasters of liability for defamatory statements made on their facilities by political candidates.

Testifying Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), FCC Chairman George C. McConnaughey said Sec. 315 of the Communications Act prohibits any broadcaster censorship of a candidate's talk.

He said the FCC has taken the view that because of the prohibition against censorship, licensees are immune from liability for defamatory statements broadcast by candidates, but that there has never been any final interpretation by the Supreme Court on this point.

The bill would except from immunity a broadcaster or anyone who participates in a broadcast "knowingly, and with willful intent" to defame.

Chairman McConnaughey said that although approximately 33 states have passed libel protection laws, these laws are not consistent and there remain several states with no laws at all. Inconsistency in state laws are unfortunate where a station's programs are heard in several states, he said.

He said Comr. John C. Doerfer would require that a broadcaster or his employee exercise "at least the slight degree of care to warn candidates in advance concerning the consequences of uttering statements that are clearly libelous or slanderous."

Initial Decision Reversed, FCC Grants KVCM Increase

BENEFIT of additional daytime primary service to 38,963 people under a proposed 1 kw operation for KVCM Colorado City, Tex. (1320 kc, 500 w), outweighs the small amount of service to be lost to KWOE Clinton, Okla., from co-channel interference, the FCC ruled last week. In granting KVCM a construction permit to double its power, the Commission reversed Hearing Examiner J. D. Bond, who in December 1954 recommended that KVCM's application be denied.

The FCC found that KWOE (1320 kc, 1 kw) would suffer interference from the proposed operation in the amount of 2,476 people or 1.63% of the population within its normally protected 0.5 mv/m contour, but that these people are already receiving service from other stations.

Although parts of the area which will gain service from KVCM's proposed operation are already served by other stations, no station provides coverage to the entire area, the FCC pointed out.

Examiner Favors Clovis Tv Bid

FOLLOWING FCC sanction of the withdrawal of Vido's independent application competing for ch. 12 at Clovis, N.M., the lone contender for the grant, KICA Clovis, last week received an FCC hearing examiner's recommendation for the grant. Examiner Hugh B. Hutchison said the unopposed applicant was in all ways qualified to build and operate the proposed station. He found that Video's withdrawal, which was aided by partial reimbursement for its expenses by KICA [B&T, Jan. 23], was not induced by improper considerations.

Page 56  February 6, 1956
THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: “SCOTCH” Brand Cellophane Tape or “SCOTCH” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY
ST. PAUL 6, MINNESOTA
REPLIES TRICKLE IN ON ALLOCATIONS, FLOOD SCHEDULED TO HIT FCC WEDNESDAY

More than 50 counter comments have been filed on Commission’s overall review of tv alignment; 200 comments were filed originally. FCC presumably will get down to action after this round of opinions from industry. Replies follow three basic lines.

FIRST GROUP of reply comments in the FCC’s overall review of television allocations principles have begun to come into the Commission.

Deadline for counter comments in the Commission’s Docket 11532 is Wednesday (Feb. 8). In the more than 50 counter comments already filed with the FCC, three basic positions are taken: (1) vhf stations object to suggestions for reduced separations, other restrictions on present vhf stations; (2) uhf stations urge deintermixture or revision of technical factors to permit squeeze-in of extra uhf channels, and (3) educational organizations “cry havoc” at the proposals that educational reservations be deleted.

The Commission has on hand more than 200 comments from all segments of broadcasters on the subject of tv allocations principles and assignments of channels. After Feb. 8, when all replies are in, the Commission presumably will buckle down to study and assess the various proposals.

Whether an oral hearing will be required is not known at this time. That will depend, it is presumed on the results of the Commission staff’s study of the various recommendations submitted in the proceeding.

Following reply filings have been submitted to the FCC since the Dec. 15, 1955, deadline for submission of original comments:

THE V’S SPEAK

KNTV (TV) San Jose, Calif. (ch. 11), opposes KSAN-TV San Francisco proposal to shift ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco. Inappropriate.

WCNY-TV Carthage, N. Y. (ch. 7), reply to T.A.M. Craven. Objects to Craven suggestion that another ch. be assigned to Carthage and implication that Carthage-Watertown (Jefferson County) has any relationship to Oneida County (Utica-Rome).

KOMU-TV Columbia, Mo. (U. of Mo.) (ch. 8), opposes any reduction in separations; would infringe on station’s coverage, particularly rural.

WOAY-TV Oak Hill, W. Va. (ch. 4), and WTRF-TV Wheeling, W. Va. (ch. 7), oppose requests that antenna height limitation in Zone I be raised to 1,250 ft. or anything over 1,000 ft. If WSAZ-TV Huntington, W. Va., which petitioned for increases, goes up to 1,250 ft, with full power it would cut into WOAY-TV’s area, station reports.

KJLT-TV Kearney, Neb. (ch. 13), and KHPL-TV Hayes Center, Neb. (ch. 6), oppose Hometown TV Inc. references to dangers of satellite. Hays Center satellite was desire of local residents who raised $140,000 to help build station.

KTVO (TV) Kirksville, Mo. (ch. 3), opposes CBS, Mullany, and other plan suggesting reduced separations; also CBS proposal to move KTVO from Kirksville to Quincy, Ill., and GE proposal to move all tv to uhf.

KDRG-TV Sedalia, Mo. (ch. 6), opposes CBS, Mullany, and other proposals which would reduce separations; infringe on station’s coverage, mainly rural. Also opposes GE plan to move all tv to uhf; situation would be chaotic; economic waste, etc.; opposes Crosley idea of moving chs. 5 and 6 two mc.

WRDW-TV Augusta, Ga. (ch. 12), same as KDRG-TV Sedalia, Mo.

KCENT-TV Temple, Tex. (ch. 6), same as KDRG-TV Sedalia, Mo.

KTV (TV) Springfield, Mo. (ch. 3), same as KDRG-TV Sedalia, Mo.

THE V’S SPEAK

KBAK-TV Bakersfield, Calif. (ch. 29), opposes KSAN-TV San Francisco proposal (ch. 32) proposing re ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco.

WGVL (TV) Greenville, S. C. (ch. 23), seeks deintermixture by removing ch. 7 from Spartanburg, S. C.

WWOR-TV Worcester, Mass. (ch. 14), began Nov. 16, 1953; suspended Sept. 9, 1955. Worcester receives signals from vhf stations in Boston, Providence, R. I., and Manchester, N. H. Cost was $525,000; cumulative loss put at $500,000 (losing $14,000 per month just before suspension). Seeks move to ch. 11 from Manchester (where it is reserved) to Worcester and to move WWOR-TV from ch. 14 to ch. 11.

KMBT (TV) Beaumont, Tex. (ch. 31), cost $350,000 to build. Loss since May 1, 1954: $150,000. Supports CBS and deintermixture. CBS suggested assignment of ch. 12 to Beaumont in place of ch. 31. Beaumont has a station on ch. 6; ch. 4 is in hearing (or upcoming).

WEEK-TV and WTVH (TV) Peoria, Ill. (chs. 43 and 19, respectively), reaffirm position that Operators of Mullany plan re giving up uhf, also CBS Plan II giving up uhf, substituting chs. 6-A, B, and C in Peoria. Stations feel plans are as incompatible as intermixture: “merely trading one kind of incompatibility for another.”

WARD-TV Johnstown, Pa. (ch. 56), cites conversion problems; operating loss of more than $75,000. Wants deintermixture—assign two more vhf’s to Johnstown (WJAC-TV began in 1949 on ch. 6). Poor uhf town because of terrain. Opposes CBS, and other plans which see Altoona-Johnstown as one market. Asks to be able to convert to an existing vhf channel, using reduced separations, directional antennas, etc., for “home town tv.”

OTHERS

Loyoia U., New Orleans (WWL), applicant for ch. 4 (ch. 10), New Orleans (initial decision recommends denial, favors Times Picayune), opposes WPFA-TV Pensacola, Fla., and KTAG-TV Lake Charles, La., which propose deleting ch. 4 in New Orleans or adding uhf channels on reduced separation to Pensacola and Lake Charles. If necessary, prefers second alternative.

KORN Mitchell, S. D. (am station), opposes CBS proposal that ch. 5 be moved from Mitchell to Sioux City, Iowa.

Nick Fillips, Pittsburgh, Pa., urges deintermixture, especially for State of Pennsylvania.

Wisconsin State Radio Council opposes any use of fm frequencies for tv.

Favoring subscription television were the following: WHEF-TV Brockton, Mass. (ch. 62); and am stations WDIA Memphis, Tenn.; KWRN Reno, Nev. WBVP Beaver Falls, Pa.; WONE Dayton, Ohio; WPEN Philadelphia, Pa.; KROS Clinton, Iowa; WBBB Burlington, N. C., and WMIT (FM) Mt. Mitchell, N. C.

Central Committee on Radio Facilities of the American Petroleum Institute and Special Industry Radio Service Assn., against any use of 152-156 mc band; also 72-76 mc band. If it is desired to use portion of 88-108 mc band (fm) for tv, asks that whole fm band be open for reallocation. They want part of it.

Objecting to any change in the educational reservation plan were the following: Central Calif. Educational TV Corp.; National Catholic Educational Assn.; Hillsborough County Board of Public Instruction, Tampa, Fla.; Educational Television of Missouri, St. Louis, Mo.; U. of Utah; Miss. State College; Twin City Area Educational TV Corp., Minneapolis-St. Paul, Minn.; N. H. Commission on Educational TV; U. of Florida; Oregon State System of Higher Education; Duluth (Minnesota State Schools; U. of New Mexico; Florida State U.; U. of Maine; Calif. State Dept. of Education.

Tv Allocations Memo Expected in Fortnight

THAT “detailed memorandum” on a tv allocations—provisions—premiums list—a list of 12-man engineering committee (BET, Jan. 30)—ought to be received in about two weeks.

And in about the same time, the up to now relatively quiescent engineering brain trust established last summer by Sen. Warren G. Magnuson (D-Wash.) to recommend an answer to the television allocations dilemma will be augmented by an economist—or at least a market specialist, a communications legal expert, and possibly others representing educational television, fm, and other factions of video broadcasting.

This new look will mean, according to an informed source, that the ad hoc committee is “graduating” from a purely engineering committee.

The committee was asked two weeks ago by the Senate Commerce Committee to set up a nationwide allocations plan which would overcome the disabilities of the present vhf-uhf system established in 1952. It is understood that the plan, when it is brought into being, will be submitted first to the Senate Commerce Committee. The Senate committee, after making such revisions as it may feel needed, is expected to offer it to the FCC as a “suggestion.”

Dr. Bowles told BET last week that the purpose of his committee’s working up an allocations plan was to pin down on paper “something to shoot at.” He emphasized that the plan would only be a starter to which members of the ad hoc committee, and Senators, could

Broadcasting  Telecasting
add, subtract or revise. In this way, he said, it could serve to focus attention on the whole problem confronting the television industry.

It is understood that Dr. Bowles, following the first meeting of the ad hoc group last June, had paid personal visits to members, conferred with FCC and broadcast officials, and had boned up on background through reading transcripts of the 1954 Potter hearings, the Jones and Plotkin reports, and other documents.

It is hoped that the Senate group's final recommendations will not conflict with the FCC's proceeding now underway on the same subject.

Basically, the Bowles' committee will seek to establish a backbone TV system which will permit the sight and sound broadcast medium to grow, it was learned. Inherent in such an approach, it was understood, are questions of economic support, network and local operations, large city vs. small city outlets, educational television, among other factors.

The order to Dr. Bowles to go ahead with the drawing up of a national television allocations system is understood to be the result of impatience on the part of senators with the lack of FCC progress in resolving the problem.

Dr. Bowles is a consulting professor on industrial management at the Massachusetts Institute of Technology and a general consultant to the president of Raytheon Mfg. Co.

**Senate Subcommittee Planned To Study Daylight Problems**

THE SENATE Small Business Committee last week will name a five-man special subcommittee "in a week or so" to look into the problems of daylight broadcasters.

A spokesman said "four or five" members of the Senate group have been contacted relative to the difficulties besetting daytime stations and the subcommittee and staff will make a study to determine if and when public hearings will be scheduled.

He said the daytime broadcasters want to extend their operations or obtain more uniform hours.

Daytime broadcasting is one of 20 subjects which members of the Senate group, meeting Wednesday in closed session, agreed to study. Sen. John J. Sparkman (D-Ala.) is chairman.

**Barrow, Staff to Meet ABC, MBS, SRA People**

DEAN Roscoe L. Barrow, his network study staff, and some members of the FCC are to meet with ABC officials on Thursday, Mutual officials on Friday, and Station Representatives Assn. officials and members on Saturday. The two network meetings, like those with CBS and NBC during the first week in January, will be designed to acquaint the FCC delegation with the workings and problems of networks. They will be held at ABC and Mutual headquarters, respectively, in New York.

Makeup of the network delegations has not been finally set, but the ABC group is expected to include President Robert E. Kintner and Vice President and Controller Harold Morgan, plus department heads. At Mutual, Executive Vice President John B. Poor and department heads are expected to be among those leading the indoctrination session.

The SRA meeting, arranged through Managing Director Larry Webb at the FCC group's request, will be held at the Ambassador Hotel. SRA was asked to present factual information regarding the size of the industry, its importance, etc., and a committee of representatives has been designated to prepare a presentation for the FCC. Presumably the SRA group will be headed by Adam J. Young Jr., of Adam Young Inc. and Young Television, president of SRA, and Mr. Webb as managing director.

No doubt, observers feel, one question that will be canvassed by the FCC committee during the SRA session is that of the right of networks to represent affiliates in the sale of national spot advertising—a right that station representatives challenged vigorously before the FCC in the late 1940s.

The FCC group also was reported to have sought a meeting with film company officials.

**S.C. Bill Would Penalize Interracial Program Sponsors**

THE South Carolina General Assembly last week received a bill that would prohibit state government transactions with companies sponsoring interracial programs on television, radio or other media. The bill was introduced by Rep. John C. Hart of Union, S. C., and Rep. Hart: "Our state is under no obligation, either moral or legal, to do business with concerns that donate money to, or propaganda for, groups . . ." working to end race segregation.

"Interracial programs," he added, are "sabotaging the efforts we're making in the segregation battle."

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over 1,000,000 pairs of eyes

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* POLLS, INC. SURVEY, SEPTEMBER, 1956
LEE FAVORS 'ANTENNA FARM' CONCEPT

Commissioner, testifying before House Commerce Committee's Transportation & Communications Subcommittee, says he will press for rule-making to require area radio-tv towers over 300 feet to be grouped in one place.

FCC Comr. Robert E. Lee last week told a House group he will push rule-making at the FCC to require "antenna farms" where all radio and tv towers over 500 feet would be grouped together. He said he would ask for rule-making to require that the antennas of stations in some areas be placed on a single tower.

Thus, he said, airplane pilots could be oriented to avoid such a single air hazard instead of several.

Testifying on two identical measures to prohibit towers of more than 1,000 feet, Comr. Lee said the FCC has authority to order a tower altered or removed, where military or commercial aviation installations make this essential.

Transmitter Change

FOR KGUL-TV UPHOLD

OVERRIDING dissents by FCC Chairman George W. McQuade and Comr. Robert E. Lee, the FCC last week upheld its September 1954 grant of a transmitter site change for ch. 11 KGUL-TV Galveston, Tex., and denied a protest against the grant by ch. 13 KTRK (TV) Houston, Tex. Comr. Edward M. Webster did not participate.

KGUL-TV has been operating since March 1953 from a transmitter 22 miles northwest of Galveston and 28.5 miles southeast of Houston, the third of the five sites for a different transmitter location. The last change request, which was granted by the FCC without hearing, evoked objections by ch. 13 KTRK (TV) there.

Among other things, KTRK charged that KGUL-TV was, by opening a Houston studio and through its site-changing proposals, attempting to operate as a Houston outlet. In October 1954, the FCC set the protest for hearing. The following June, FCC Hearing Examiner John B. Poindexter issued an initial decision proposing affirmation of the FCC grant and denial of KTRK's protest.

As to KTRK's charge that KGUL-TV's Houston studio was actually the station's "main studio," the FCC said KTRK failed to produce sufficient evidence to back its claim. When station opens a second studio, the presumption is that its first studio is the main studio unless convincing evidence can be presented to the contrary, the FCC said. KGUL-TV's pro-

VOA Adopts Sarnoff ID Plan

SUGGESTION by RCA Board Chairman David Sarnoff that the Voice of America use the station's identification phrase, "Freedom and Peace," for some of its broadcasts, has been adopted by the VOA, U. S. Information Agency Director Theodore Streibert has announced. The identification will be used on English and some foreign language broadcasts.
**How BIG must the show be?**

When a facetious critic asked, "How long should a man's legs be?" Abraham Lincoln replied, "Long enough to reach the ground!"

The 1956 Radio Engineering Show is big only because it must be big to be truly representative of a gigantic industry. 704 exhibitors, 1 out of every 5 firms manufacturing for the industry, will be present.

But these 704 firms represent over 80% of the industry's production. A smaller Show would give only an inadequate picture of the year's progress and new developments.

**Being BIG pays off!** This truly great event brings out the best...in people, effort and products!

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- You see what is new in radio-electronic products and engineering!
- You meet the men who make these products!
- You save time...seeing in days a whole year's productive effort!
- You hear the best technical papers in subjects of your own specialty!
- You meet old friends and make new ones, enjoy association and social events!

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Waldorf Astoria Hotel, New York City
and RADIO ENGINEERING SHOW
Kingsbridge Armory & Palace, New York City

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**What you get out of it!**

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**MARCH 19 - 22**
GREAT LAKES TV FAVORED BY IRION

Corporation wins initial decision by FCC hearing examiner for ch. 7 at Buffalo-Niagara Falls over WKBW and Greater Erie Broadcasting Co.

PROGRAM PROPOSALS and studio location were the deciding factors moving FCC Hearing Examiner H. Gifford Irion to recommend last week that ch. 7 at Buffalo-Niagara Falls, N. Y., the last vhf channel allocated to that area, be awarded to Great Lakes TV Inc. Mr. Irion's initial decision proposed denial of two other local applicants for the same facility, WKBW and Greater Erie Broadcasting Co. (WWOL-AM-FM).

Great Lakes TV Inc. is one-third owned by the Buffalo Courier-Express (WEBR); 16.3% by the Laux-Berkman interests (the "Friendly Stations": WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, WIBS and WFPG Atlantic City, N. J.); 16.3% by Cataraet Theatre Corp. (Niagara Falls moving picture theatres), and 33.3% by Copper City Broadcasting Co. (WKAL Rome and WKTV [TV] Utica, both N.Y.).

Although, everything considered, all three applicants emerged from the hearing on relatively equal terms, Mr. Irion found that plans for studios in both Buffalo and Niagara Falls as proposed by Great Lakes and Greater Erie gave those applicants a preference over WKBW. On the other hand, Mr. Irion concluded that the programming plans of Great Lakes and WKBW gave more promise of effective service to the public interest, convenience, and necessity than did those proposed by Greater Erie. Great Lakes, which alone was accorded preference in both studio plans and program proposals, was therefore to be favored for the grant, Mr. Irion ruled.

Neglects Niagara

WKBW, which had proposed a studio at Buffalo only, displayed a "striking neglect" of Niagara Falls which, with a population of over 90,000 people, is larger than any city to be served except Buffalo, Mr. Irion said. The examiner pointed out that ch. 7 was allocated to both Buffalo and Niagara Falls as a hyphenated community, and he stressed the "paramount importance" of locally originated service to Niagara Falls. Since all other tv stations serving the area have located their studios solely in Buffalo, a failure to serve both cities by the last available vhf facility virtually would freeze out Niagara Falls from locally originated tv service, Mr. Irion declared.

In comparing Great Lakes and WKBW, Mr. Irion said that if WKBW's greater integration of ownership and management, and the former's superior studio location plans were "to be equated in a qualitative sense," WKBW's preferences in areas of local ownership and diversification of mass media would "tilt the scales" in its favor. Also, had WKBW directed a "reasonable" amount of programming either coming from or directed to Niagara Falls, the Great Lakes preference might have been overcome, the examiner speculated.

Although he conceded that a grant to either Greater Erie or WK BW would better serve to diversify communications media, Mr. Irion watered down this preference by saying: "In one sense a grant to Great Lakes would tend to diversify ownership of mass media in the Buffalo area since the competing newspaper, the Buffalo Evening News, is already licensee of a tv station as well as am and fm stations [WBEN-AM-FM-TV]. Thus the awarding of a construction permit to Great Lakes, in which the Courier-Express has an interest, might be expected to strengthen that newspaper's competitive position in the community. . . ."

As between Great Lakes and Greater Erie, Mr. Irion found that the former's proposal for all-english programming would better serve the public interest than a heavily-laden foreign language schedule as planned by the latter, even though the community to be served contained a large foreign population.

Mr. Irion characterized as an "enigma" the failure of the Courier-Express to carry the program logs of WWOL. But "... it must be conceded that newspapers have a margin of editorial discretion just as broadcast licensees have discretion with regard to their programming . . ." the examiner said.

Mr. Irion criticized Leon Wyszatrycki, Greater Erie principal, for being "derelict" in conforming to FCC regulations in the operation of WWOL; his maintenance of the station indicated an "apparent indifference," the examiner said. Referring to allegations that Mr. Wyszatrycki editorialized in his speeches during Buffalo mayorality campaign, Mr. Irion said: "Although the speeches were apparently sponsored, it must be said that they came perilously near being editorial expressions from the licensee." While none of these "derelictions," by itself, would rule out Greater Erie, the accumulation of them works in its disfavor, the examiner concluded.

FCC Becomes Official Member Of Air Coordinating Group

THE FCC has been officially made a standing member of the Air Coordinating Committee. President Eisenhower signed an executive order to that effect last week.

Although the Commission has always sat with the top-drawer ACC—established in 1946 to advise the President on aviation problems and developments—it has never enjoyed formal status. The FCC has been, however, a regular member of the ACC's Technical Div., which handles among other things requests for aeronautical approval of tall broadcast towers (Airspace Panel).

As a full-fledged member of ACC, the Commission will sit as an equal with the following other members of that board: Air Force, Army, Navy, Treasury Dept., Dept. of Commerce, Post Office Dept., State Dept., Office of Defense Mobilization and the Bureau of the Budget (non-voting). Comm. Robert E. Lee has been named as the FCC's representative on ACC matters, the most significant of which was its sponsorship of a study concerning tv antennas more than 1,000 ft. above ground. This resulted in recommendations regarding marking abandoned towers, urging the establishing of antenna farms (so all tall towers are located in a single location), and the assumption by the FCC of authority over receiving antennas. These are being studied by the FCC at this time.

McClatchy's Second Appeal In Sacramento Grant Heard

U. S. COURT OF Appeals in Washington heard argument last week on the appeal of McClatchy Broadcasting Co., against FCC's 1955 revocation for Sacramento Telecasters Inc. (KBET-TV Sacramento, Calif.) to move its transmitter and studio from the location prescribed in the original grant.

McClatchy, which owns KFBK Sacramento and was the unsuccessful applicant for ch. 10...
there, claimed that the reasons for the FCC's
grant to Sacramento Telecasters was made ques-
tionable by the move. In spite of McClatchy's
objections, the Commission approved the move.
McClatchy appealed.

The arguments last week were heard by Cir-
cuit Judges Wilbur K. Miller, David L. Bazelon
and Charles Fahy. Arguing for McClatchy was
Thomas H. Wall; for Sacramento Telecasters,
J. Roger Wollenberg; for FCC, Henry Geller.

McClatchy's main appeal was against the ch. 10
grant in Sacramento to Sacramento Telecasters
was turned down unanimously by the same
court two weeks ago. The court held that the
Commission had the right to determine whom
to choose for a tv grant provided the decision
was not arbitrary or capricious [B&T, Jan. 30].

MIAMI, FRESNO TV GRANTS
ATTACKED IN APPEALS COURT

FCC actions in granting new tv stations in
Miami, Fla., and Fresno, Calif., were attacked
in the U. S. Court of Appeals in Washington
last week. Both appeals asked that stay orders be
issued against the tv grants.

WITV (TV) Fort Lauderdale (ch. 17), which
has been fighting to prevent the issuance of
final decisions in the two Miami vhf cases,
appealed last month's FCC grant of Miami ch.
7 to Biscayne Tv Corp. [B&T, Jan. 23].

And KARM Fresno, Calif., unsuccessful appli-
cant for that city's ch. 12, appealed against
the Commission's grant of that vhf facility to
KFRE Fresno [B&T, Jan. 16].

WITV claimed that it had been denied its
rights because the FCC refused to permit it to
intervene in the Miami ch. 7 case or to stay
issuing the final decision.

KARM charged among other things that two
commissioners illegally voted in the final
decision without having participated in oral
argument.

HOUSE GROUP QUESTIONS
COLLINGWOOD COMMENT

Committee invites CBS news-
man Collingwood to give evi-
dence concerning existence of
alleged blacklist of Com-
munists.

THE HOUSE Committee on Un-American Ac-
Tivities last week took issue with Charles Col-
ingwood, president of the New York local of
the American Federation of Television & Radio
Artists, who labeled as untrue a committee re-
port that active Communists were within the lo-
cal's ranks [B&T, Jan. 30, 23].

Mr. Collingwood had said that AFTRA's cons-
ungition bans such membership and ques-
tioned why, to the best of his knowledge, the
committee had made no attempt to elicit infor-
mation on the matter from officers or paid ex-
necutives of the New York local.

The committee's letter of last week charged
Mr. Collingwood's reply indicated "a far-reaching
unfamiliarity with the committee hearings
in New York last August, and with the essential
problem of infiltration in the radio and
television industry." Hearings have estab-
lished "beyond any doubt" the scope and nature
of concerted Communist activity in the enter-
tainment field and within professional unions,
according to the committee.

Mr. Collingwood's assertion that a blacklist
was used by radio and tv stations to root out
Communist sympathizers was challenged by the
committee. "Many of the witnesses in our
hearings, despite — and subsequent to — their
identification as Communists, were continuing
to find employment," the committee said, charg-
ing that if such a blacklist existed it seems in-
conceivable that these individuals would con-
tinue to be employed.

The committee invited Mr. Collingwood to
submit probative evidence of such a blacklist.
The House group also declared it is significant
that the election of the so-called anti-blacklist
candidates in the recent AFTRA election has
been greeted enthusiastically by the Communist
press.

A spokesman for Mr. Collingwood told B&T
last Thursday that the CBS news commentator
had not as yet received the committee's letter.
He said that when the note is received, Mr.
Collingwood plans to consult with the AFTRA
New York board before taking further action.

WGR-TV DROPS PROTEST

PROTEST by WGR-TV Buffalo, N. Y., against
the $312,000 purchase of ch. 17 WBUF-TV
Buffalo by NBC was withdrawn last week [B&T,
Jan. 23]. The move was authorized by the
executive committee of the WGR board.

George F. Goodyear, president of WGR-TV,
said that the ch. 3, NBC-affiliated station,
had instituted the protest "in all good faith be-
cause we believe, and still believe, that purchase
of WBUF by NBC or any other network is not
in the public interest."

Continuance of the protest hearing—which
began its preliminary phases early in January—
was no longer justified, Mr. Goodyear said,
when the FCC refused to stay its approval of
the purchase.
### COMPARATIVE NETWORK AM SHOWSHEET

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#### Credits

© 1955 by Broadcasting Publications Inc.
## Broadcasting Telecasting

### FOR FEBRUARY 1956

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Methodist Church to Release 'The Way' Video Film Series

THE Methodist Church's Radio & Film Commission, in cooperation with the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., will launch on Feb. 15 what is called "its biggest tv film venture to date" by releasing a series of 13 teleplays titled 'The Way.'

The series, filmed on an initial budget of $290,000, already has been booked on 15 stations, and a spokesman for the Methodist commission Tuesday said that "at least 22-25 more have expressed a desire to run them." He added that by the end of 1956 the church expects to boost this number to 175-250 outlets.

Speaking in New York recently coincident with the advance showing of 'The Way,' Bishop Donald Harvey Tippett, in charge of the Methodist Church's San Francisco area, said that the church, agreeing with its founder John Wesley that "the world is my parish," felt duty bound to enter TV.

A pre-release campaign for the series got under way last week with the distribution to 40,000 Methodist churches of a 33-page "pastor's workbook," containing promotional ideas, posters, mailing cards and audience-building leaflets. Also announced: plans to expand the church's tv activities by asking the NCCC for a $1 million budget over the next four years.

Gurvitz Takes Radio-Tv Post On New York Stock Exchange

ROBERT GURVITZ joined the staff of the New York Stock Exchange last week in the newly-created post of manager of radio and television public relations [CLOSED CIRCUIT, Jan. 30]. Mr. Gurvitz served most recently with the radio-tv public relations staff of Grant Adv., New York, and previously had been with Cecil & Presbrey, New York.

He will be responsible for servicing requests from radio and tv stations and networks for information on the exchange. The decision to establish the new post followed a mounting number of requests from radio-tv outlets for stock brokerage data.

468 Stations to Participate In World's Local Radio Drive

WORLD Broadcasting System will launch "Radio's Big Little Man" promotion, a campaign designed to focus advertiser and audience attention on local level radio through a series of contests and merchandising drives, on 468 stations Feb. 15, it was announced last week by Pierre Weis, general manager of World.

Mr. Weis said that during the past few weeks, stations have ordered promotional material from World, including 16,400 metal figures of the husky little giant that symbolizes the promotion, 1 1/2 million color stamps, 78,000 posters, 47,000 streamers and 314,000 pennants.

Coda 'New Music' Service Indexes All New Records

CODA PUBLICATIONS, Studio City, Calif., has instituted a new record index service for radio stations. Called "New Music," it furnishes 3 by 5 card index cards on each new record release by all studios, giving rights, publisher, time, artists, composers, speed tempo, flip and program notes for disc jockeys.

The cards come in different colors, each color designating a certain speed. Each "New Music" client also will receive a monthly bulletin listing all recordings made the past five months.

--- PROGRAM SERVICES ---

CALL YOUR TRAVEL AGENT

Page 66 • February 6, 1956
B.T. TELESTATUS

FEBRUARY 1956
Total U. S. Stations on Air: 461
(Commercial: 443; Educational: 18)
Total Cities With TV Stations: 294
Total TV Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING
Each station or group is listed in the city where licensed.
Triangle (†): station on air with regular programing. Date of grant is shown for permittees, followed by planned starting date.
Channel number is in parentheses, followed by national network affiliations and/or representative stations that broadcast in coverage area and station’s highest one-time hourly rate.
Set figures are provided by stations. Queries on set figures should be directed to stations.
Asterisk (*): non-commercial outlet. Dagger (#): not interconnected.

PINE BLUFF—
NKTV (7) CBS, ABC; Avery-Kindnel; 118,694; $750

TEXARKANA—
KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA
BAKERSFIELD—
KBAK-KVTV (10) ABC; Weed: 99,900; $275
KERO-TV (10) NBC, CBS, Holleringly; 186,000; $4,000

BERKELEY (SAN FRANCISCO)—
KQED (9)

CHICO—
KCHS-LV (12) CBS, ABC, NBC; Avery-Kindnel; 65,255; $250

CORONIT—
KCOA (52) 9/16/53-Unknown

EUREKA—
KOLO (3) CBS, ABC, NBC; Holleringly; 32,900; $100

FRESNO—
KJEO (7) CBS, ABC; Brannah; 173,000; N; $500
KMJ (4) CBC; Raymer; 176,000; N, LF, $500
KARM (18) Bolling; Initial Decision 8/3/54
KBID-TV (14) See footnote

LOS ANGELES—
KABC-TV (7) ABC; Petry; 2,132,676; $1,750
KCBS (13) ABC; Reed: 1,918,625; $1,500
KKLH (6) Du; E-R; 2,132,676; $1,200
KMPX (3) CBS, NBC Spot Sl.; 2,194,605; N, LF, LL; $2,500
KXCA (4) NBC; NBC Spot Sl.; 2,132,676; N, LF, LL; $1,500
KTLA (5) Raymer; 2,132,676; N, LF, LL; $1,000
KTTV (11) Blair; 2,132,676; $1,750
KBCD-TV (22) 10/15/54-Unknown

MODESTO—
KTRB-TV (14) 10/11/54-Unknown

SACRAMENTO—
KXET-TV (10) CBS; H-R: 391,824; N, LF, $500
KXCE-VO (10) ABC, NBC; Weed: 165,000; $400
KTRA (3) NBC; Petry: 351,600; N, LF, $500

SAN DIEGO—
KXFL (8) CBS, ABC; Petry; 467,092; N; $500
KSWD-TV (10) NBC, ABC, Kast; 479,650; N; $500

SAN FRANCISCO—
KGO-TV (7) ABC; Petry; 1,171,690; $1,250
KPIX (5) NBC; Petry: 1,171,690; N, LF, $1,000
KRON-TV (4) NBC; Free & Peters; 1,171,690; N, LF, LL; $1,500
KRONAN (22) ABC; NBC National; 325,000; $225
KMBV (10) 11/15/53-Unknown (granted STA 9/15/64)

SAN JOSE—
KOMT (11) Bolling: 546,159; $500

SAN LUIS OBISPO—
KXVC-TV (6) ABC, CBS; Grant: 99,664; $200

SANTA BARBARA—
KSBY (3) CBS, NBC, Holleringly: $275

STOCKTON—
KOVU (13) Du; Blair; 1,164,660; $700

TULARE (FRESNO)—
KXV (27) 150,000; $250

VISALIA—
KAKI (4) 10/6/54-Unknown

COLORADO
COLORADO SPRINGS—
KBTV (13) ABC, ABC; Bolling: 161,701; $200
KRDO-TV (12) NBC, Pearson: 64,000; $125

DENVER—
KTV (9) ABC; Free & Peters; 334,101; $600
KLX-L (7) CBS; Kast: 324,101; N; $250
KOAA-TV (4) NBC; NBC Spot Sl.; 364,101; N; $500
KTVU (3) Du; Holl-Blair: 321,401; N; $500

KRMA-TV (6) 11/2/53-Feb. '54

SAVE this monthly TELESTATUS section which is performed for your convenience. Additional copies are available. Write Readers Service Dept., Broadcasting • Telecasting, 1735 DeSales St., N. W., Washington 6, D. C.

GRAND JUNCTION—
KEXI-TV (3) NBC, CBS, ABC; Holman; 16,420; $120

PUERTO RICO—
KCSJ-TV (5) NBC; Pearson; $3,450; $150

CONNECTICUT
BRIDGEPORT—
WCFI (14) ABC, Du; Young; 72,340; $200

HARTFORD—
WYCT (18) CBS; H-R: 351,000; $500

STAMFORD—
WCTV (27) 5/27/53-Unknown

WASHINGTON—
WBBR (55) Du; Brant; 700,000; $900

WTOC (26) Du; Raymer; 1,400,000; $750

DELAWARE
WILMINGTON—
WIP (5) NBC, Du; Moeker; 2,051,000; N, LS, LF; $1,900

DISTRICT OF COLUMBIA
WASHINGT—
WMAA-TV (4) ABC; Kast: 600,000; $750

WRC-TV (4) NBC; NBC Spot Sl.: 754,000; N; $1,350

WTTG (9) CBS; Du; Spot Sl.: 700,100; N; $1,500

WAREHAM—
WAPI (56) Du; Barnier; 700,000; $900

WNB (25) Du; Wrotan; Du; 1,400,000; $750

CLEARWATER—
WCEV (22) 3/12/53-Unknown

DAYTONA BEACH—
WSET-T (2) McGilvra: 7/8/44-4/56

FORT LAUDERDALE—
WDTV (17) ABC, Du; Forgee; 288,000; (also Miami); $900

WFOR—
WINK-TV (11) CBS, ABC; McGilvra 11,710,000; $550

FORT PIERCE—
WPTV (8) 4/25/54-Unknown

JACKSONVILLE—
WTVJ (36) ABC, NBC, Perry; 98,900; N; $350

WFTV (28) Du; ABC; NBC Spot Sl.: 284,050; N; $700

WBB-F (30) Stars National; 8/12/53-Unknown

Jacksonville Broadcast Corp. (13) Initial Decision 4/2/55

MIAMI—
WWTV (23) NBC, CBS, Kast: 257,820; N; $500

WTVT (9) 2/29/56-Unknown

ORLANDO—
WDBO (6) 8/8/53-Unknown

WASHINGTON—
WWRL (18) 9/21/55-Unknown

PENSACOLA—
WFLA (7) Du; Brant; 289,180; N, LF, LS; $500

WTV (19) Du; Avery-Kindnel; 201,900; N, LF, LS; $200

WEST PALM BEACH—
WPEA-TV (12) H-R; 301,975; $200

WPTV (21) Du; 1,500,000; $400

WJNO (5) ABC, CBS, Du; Venard; 901,975; $200

BROADCASTING • TELECASTING

A monthly situation report on present and planned TV stations and television network shows

February 6, 1956 • Page 67
1. "Non, species of cabbage," said Fifi, "Who thinks of nuptials, alors, till you trap her ze minks?"

2. But Christophe committed a formidable lapse that cost him his gal, when he picked out his traps.

3. For no gal acts charmante when given a garment ineptly concocted of freshly-caught varmint!

4. MORAL: It's always open season for the sales you want—when you use the right approach. Here it's Dayton's first and favorite WHIO-TV.

To get what you go fur in Dayton,

THE SHOW MUST GO ON whio-tv

You won't find many great area markets with a higher set-to-population ratio—86.1% by yesterday's count. You won't find many combination urban-rural markets with a higher standard of living. And it would be hard to find any market—anywhere—more thoroughly sold by one dominant station, morning, afternoon and night. Ask our National Tracker and Trapper George P. Hollingbery for the facts behind the story: *December 1955 ARB gives WHIO-TV ALL TEN of the first ten programs in the area.*

CHANNEL 7 DAYTON, OHIO

whio-tv One of America's great area stations
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another
BLAW-KNOX tower
for WJAR-TV

. . . specially designed for combinations of graduated and variable wind loads

This 786 foot guyed, pivoted base, type TG television tower was designed and fabricated by Blaw-Knox . . . to special specifications drawn up by the structural consultant of WJAR, Providence, Rhode Island.

WJAR's new tower has nine permanent prestressed guys, spaced at 40° intervals, at each of two levels. Of unusually rugged construction, it is designed to withstand combinations of graduated and variable wind loads.

The 786 foot guyed tower provides the additional height desired for greater extended coverage by WJAR-TV. . . as compared with the 450 foot self-supporting Blaw-Knox type H40 tower formerly used by WJAR. This self-supporting tower, incidentally, has stood firm against all hurricanes since it was erected in 1947.

The advanced design and fabrication of WJAR's new tower typifies the kind of design and fabrication service which Blaw-Knox offers you . . . to meet your specific requirements.

To get complete information on all types of Blaw-Knox Antenna Towers, write 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

ANTENNA TOWERS

Guyed and self-supporting— for AM • FM • TV • radar • microwave • communications
RADIO-TV TO HAVE SAY IN COLORADO

Broadcast testimony begins today before Colorado Supreme Court in effort to lift ban on mikes and cameras. Media witnesses, led by Judge Miller, follow week of testimony by newspaper photographers.

TELEVISION AND RADIO begin testimony today (Monday) before the Colorado Supreme Court in Denver on behalf of the right of TV cameras and audio gear in the courtroom. Judge Justin Miller will be chief witness for the broadcast media.

The state’s highest court enters the second week of a hearing that is expected to point the way toward the right of electronic media to share reporting privileges with the newsmen who record current legal history with a pencil.

Judge Miller, NARTB legal consultant and ex-boxer who never had a camera, and a number of other witnesses will testify this week that both the case involving an airplane that exploded in mid-air was found by the court to be “getting bad publicity.”

The first days of the trial, which opened last Monday, dealt with the right of newspaper photographers. Testimony was offered by National Press Photographers Assn. witnesses, including several Colorado judges. Judge O. Otto Moore, of the Supreme Court, is presiding and will be on the full court.

Denver broadcasters face Judge Moore today prepared to demonstrate that TV and audio coverage can be unobstrusive. Live TV coverage will be provided on a closed circuit, since Judge Moore specified at the start of the trial that visual and aural coverage for public consumption would not be allowed. Sound-on-film coverage by Auricon cameras of morning sessions will be exhibited in the afternoons. Cameras will operate from a booth and minature microphones will be used.

The radio-TV team includes attorney Richard Schmidt, counsel for Denver area stations; Judge Miller; Vincent Wasley, NARTB general manager; Robert Howell, KFXJ Grand Junction, for Colorado Broadcasters Assn.; P. A. Sugg, WKY-AM-TV Oklahoma City; Ken Wayman, KTIV (TV) Sioux City, Iowa; Walter dates, KVTX (TV) Waco, Tex.; Marshall Faber, KBTV (TV) Denver, technical consultant to the Denver group, and Sheldon Peterson, KLZ-AM-TV Denver, secretary of the group.

Testimony on behalf of radio-TV will take about 2½ days, it was estimated.

Electronic media came into last week’s news photograpy testimony during cross-examination of NPPA witnesses. On several occasions Judge Moore questioned witnesses, including fellow members of the state courts, on the role of radio- and television at court. At one point he observed that his grandchildren retained information learned on radio-TV better than what they were taught by other means. He wondered if live televising of sentencing of a criminal, for example, might not serve as a deterrant to juvenile delinquency.

Judge James Noland, testifying for NPPA, said courtrooms are public forums, with the public entitled to know what goes on in them. He contended the American judicial system depends on public access to the courtroom. Noting that newspaper reporters are allowed to cover trials, he asked what is the difference between a court reporter and a television or radio photographer using his camera. If the photographer is a disturbing influence, he added, the judge has power to maintain order.

A brief argument by Judge Moore for NPPA took a few swings at radio-TV. It said, “The requirements and techniques of radio broadcasting and television demand cumbersome technical equipment, engineers, technicians, mechanics, announcers, air traffic controllers, sound engineers, and a photographer using his camera. If the photographer is a disturbing influence, the judge has power to maintain order.

Contrariwise, none of these factors apply in the case of the news photographer. He operates alone. He is not surrounded by any assistants whatever and requires none. He does not require, and does not use, any equipment other than a small, unobtrusive camera.

Photographers were allowed to take pictures at last week’s sessions but were not permitted to publish them.

Former Judge R. L. Sauter, Sterling, Colo., was questioning the testimony was Judge Moore on the privacy of the courtroom. He said, “There’s no privacy in a courtroom that holds several hundred people.

Others opposing Canon 35 included District Judge Edward F. Daynes, J. Arthur Phelps, Pueblo, a former district judge. J. Nelson Truitt, Denver attorney, testified in favor of Canon 35 on the ground the courtroom is being reduced to the carnival level. Answering a question by Judge Moore, he said he did not favor removal of press tables in courtrooms. Judge Moore observed, “We are having some trouble in finding a constitutional difference between picture coverage and written coverage.”

Fred Mazzula, Denver lawyer, said in out- lining the NPPA case that banning of a photographer “is tantamount to a denial of his constitutional rights.” Joseph Costa, NPPA board chairman, said, “The American people are just as much entitled to seeing a story as reading it.”

A statement from James C. Hagerty, radio-press secretary of the White House, observed that photographers “are a valuable right as other newsmen in news coverage of the President.” His statement was read by Milton Freier, Washington photographer for United Press.

A brief was submitted by Elisha Hanson, counsel for American Newspaper Publishers Assn. Noting the public demands picture because they convey information, he said, “Just as the art of photographers has been greatly developed, so, and with an equally fast stride, have come these two new forms of communication—radio and television. Just as photograph equipment has been improved over the years, do we have witnessed the improvement of means of transmission of words and of pictures by radio and television to such an extent that both can be used today to report court proceedings without impairing in any way the essential dignity and decorum of the courtroom.”

He argued the courts are under an obligation not to impose arbitrary or capricious restraints upon the reporting of their proceedings. Again citing radio and television, he said:

“The American people, through their press, their radio and their television, receive each day more information of interest to them than any other people in the world.

While we are enjoying our newspapers, our radio, our television, our screen, our theatre, our freedom, the peoples of other nations are daily being deprived of such privileges.

“Yet the last four decades have observed individual liberties disappearing at a rapid rate in countries where formerly they were cherished as much as we do to this day. . . . It is this difference between the doctrine of restraint imposed by so many other nations and the American doctrine of freedom from restraint by government that makes it possible for the American people to be better informed than the citizens of any other country in the world today.”

Mr. Hanson recommended the court submit the record in the case to the joint committee of the American Bar Assn., American Society of Newspaper Editors, NARTB and ANPA.

Crosley Names Three, Will Move Sales Office

PROMOTIONS and additions on the executive staff of Crosley Broadcasting Corp., Cincinnati, were announced last week by Crosley President R. E. Dunville.

Harry Mason Smith, vice president and general sales manager for Crosley stations, has been appointed vice president in charge of radio. H. D. Leon, vice president and manager of WLWD (TV), Crosley station in Dayton, Ohio, has been named vice president in charge of sales.

Thomas (Al) Bland, program manager of WBBM Chicago, will join Crosley Feb. 27 as general program manager and John Babcock, director of Crosley’s Town & Country Div., has been made assistant program director for the company.

Mr. Leon will move to Dayton at the same time announced that Crosley’s general sales offices soon will be moved to New York City and that the present New York office will continue to handle Eastern Div. sales under the management of Scott McLean. Mr. Dunville also announced the appointment of Bomar Lawrence & Assoc., Atlanta, as the company’s sales representative for the South.

Page 76  •  February 6, 1956
Sill, Samuels Purchases Of Radio Stations Told

TWO former broadcasting-advertising executives have bought radio stations, it was learned last week.

Jerry Sill, former executive vice president of WHUM-AM-TV Reading, Pa., and a veteran advertising executive, has completed negotiations to buy WHOO-AM-FM Orlando, Fla., from Edward Lamb for $225,000, it was understood.

Hartley Samuels, former general manager of WABC New York, has bought WDBL-AM-FM Marshfield, Wis., from Lloyd L. Felker and associates for $150,000. Negotiations were handled by Allen Kander, station broker. WDBL operates with 250 w on 1450 kc.

The Sill purchase, which is conditioned on Mr. Lamb's securing a favorable final decision in his controversy with the FCC's Broadcast Bureau over Communist association charges, is the second Mr. Lamb has transacted for those stations. More than a year ago, Mr. Lamb arranged to sell the Orlando stations to Maury Lowe and associates for $295,000, but this was cancelled late last year. Mr. Lamb bought the Orlando stations in 1952 for $200,000.

WHOO operates on 10 kw day, 5 kw night, on 990 kc, with ABC affiliation. It is represented by Folley & Co. Inc.

Also pending FCC approval is the purchase of the Lamb-owned WTOD and WTBT (FM) Toledo by Booth Radio & Television Stations Inc. for $122,500.

Other sales reported last week:

WOKO Albany, N. Y., was bought by Carl Lindberg, president-general manager of WPJX Alexandria, Va. (Washington), and associates from James T. Healey and group for $75,000. WOKO operates with 5 kw on 1460 kc. Allen Kander also handled this sale.

WDEH Sweetwater, Tenn., has been bought by Marvin I. Thompson, commercial manager of WXXV Knoxville, Tenn., and associates from F. L. Crowder, for $52,500. Sale was negotiated by Blackburn-Hamilton Co., station broker. WDEH operates on 800 kc with 500 w, nighttime. Mr. Crowder continues to own WHBT Harriman, Tenn.

Among the sales approved by the FCC last week was the $37,760 purchase by Earl M. Johnson, former MBS executive, of WCAY Charleston, W. Va. Mr. Johnson bought control of the station from William D. Stone and associates.

Two Promotions Announced By Storer Broadcasting Co.

PROMOTION of James P. Storer to merchandising manager and Clemens X. Castle to director of engineering for Storer Broadcasting Co. was announced last week by Stanton P. Kettler, vice president in charge of operations.

Mr. Storer has been merchandising manager of WGBS, Storer station in Miami. He started in broadcasting in 1950 in the program department of WGBS, becoming merchandising manager three years later. He will headquarters in the company's New York office.

Mr. Castle joined Storer as a staff engineer in February 1951. Prior to that he was chief engineer at WJIM-AM-TV Lansing, Mich., and a senior engineer with the consulting firm of Raymond M. Wilmore. He will continue to report to Glenn Boundy, vice president in charge of engineering.

TWO GREAT CALIFORNIA MARKETS

ONLY KNTV Delivers BOTH

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KNTV

CHANNEL 11 San Jose

Represented Nationally by The Bolling Company.
JOHN Q. PUBLIC
DOES THE REPORTING

UNDER WARL'S EYEWITNESS NEWS COVERAGE SYSTEM

Two robberies have been solved by listeners phoning in tips to police after hearing "lookouts" broadcast over WARL. The news program has scored scoops in reporting the shooting of a policeman in an alley and the subsequent death of his attacker; the kidnapping of a youngster in a child custody case, and the robbery of a filling station.

The News That's Live at 55 also has been sprinkled with amusing incidents, such as the one that occurred when a housewife was called foul manager of an automobile accident in her neighborhood. The woman excitedly related how a "head was cut off in the accident." Pressed for further details, she reported that the head belonged to the "only horse in this area."

In checking on a New Year's Day fire, the station got an obviously intoxicated man on the telephone, who up to a point was loquacious. He stopped short when asked what he was doing at the time the fire broke out. "Oh, I couldn't give you a description of that," he exclaimed.

Then there was the time a stuttering woman tried valiantly to tell the station about a fire going on next door to her home. "The firemen got the h-h-h. The firemen got the ho-ho-ho." Finally she made it: "Well, they got the tube up at the window."

The WARL operation has proved so successful that one sister station in the Country Music Network, WCMS Norfolk, began the same technique last month, and another sister station, WROV Roanoke, plans to follow suit soon.

Transcontinent Organized
To Obtain Media Properties

A NEW ORGANIZATION—Transcontinent Television Corp.—has been formed to buy and build radio and television stations "in the United States and in other countries whenever economically attractive opportunities present themselves," it was announced last week by the firm's chairman of the board, Paul A. Schoellkopf Jr.

Other officers of the Buffalo, N. Y.-based corporation are Vice President Seymour H. Knox III and Secy-Treas. Felix Piech. Members of the board of directors, besides the board chairman, are: Mr. Knox, David Channing Moore, George F. Goodyear, and Mr. Piech, all directors, and J. Fred Schoellkopf, chairman of the executive committee. Transcontinent officials hold a substantial amount of stock in WGR-AM-TV Buffalo.

Paul A. Schoellkopf, a director of several companies, said: "We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

Headquarters of the new company are expected to be moved to New York City.

Staff Promotions, Additions Announced by WSJV (TV)

W. FORREST MORROW, photography director of WSJV (TV) South Bend-Elkhart, Ind., has been named the station's production manager.

Other WSJV (TV) appointments announced last week include: R. Morgan Lumph, announcer-director for the station, named acting sales promotion director; John J. Alves, production manager, made account executive; Phil Haines, station news reporter, named news editor.

Lou Hemmers, formerly with the Armed Forces Radio Service, joined the station as announcement; Vince Doyle, former commercial manager of WIVA South Bend, appointed sports director; Ken Lee, formerly with WFTV Eau Claire, Ind., named cameraman, and Charles Roe, formerly with Elkhart Truth, made news reporter.

WBSC’s Jan. Sales Up 38.5%

WBSC Benningville, S. C., marked up a 38.5% increase in January business over the same month of last year, it was announced last week by Neil Terrell, general manager. Eighty-six per cent of the increase is composed of national and regional spot, and 14% by local advertising.
KHFM (FM) Signs 21 Accounts For Commercial Multiplexing

KHFM (FM) Albuquerque, N. M., after less than a month of operation with commercial multiplexing, reports 21 accounts already have been signed for that type service. Station began commercial multiplexing Jan. 9 as the first such outlet in the country, according to KHFM.

KHFM ordered its first multiplex equipment from Harkins & Hershfeld last July, following a final FCC decision regarding the fm station's use of the service [B&T, July 4, 1955]. The first shipment of receivers was delivered in December and the transmitting equipment early last month. Schafer Custom Engineering Co., Burbank, Calif., made the complete installation.

KHFM signed its first multiplex account to begin Jan. 9 with five more clients added during the ensuing week. At the present time, KHFM has one sub-carrier on 67 kc, supplying background music 16 hours a day, with a second sub-carrier operation on 49 kc slated to begin operating this week.

The FCC ruling last summer said that functional music programs could be continued after July 1 provided they are aired via the multiplex.

CHARLES J. REED (r), KHFM (FM) chief engineer, and Frank C. Listle, studio engineer, check the station's new sub-carrier generator transmission. Fm stations were given a grace period of one year to comply with the ruling, provided 36 hours weekly be devoted to regular programs using the then simplex system.

John D. Hopperton is president of KHFM, which operates on 96.3 mc with an effective radiated power of 1.4 kw.

Two Additions, Promotions Announced by KTBC-AM-TV

Two additions to the administrative-sales staff of KTBC-AM-TV Austin, Tex., and two promotions from within the staff were announced last week by J. C. Killiam, general manager.

Ben L. Slack, formerly with the Arizona Broadcasting Co. for 14 years, has been named assistant general manager, and Charles L. Howell, formerly in radio sales and tv sales and management in Austin and Waco, Tex., has been appointed local sales manager for television.

O. P. (Bob) Bobbitt has been promoted to general sales manager and Robert W. Meacham to local sales manager for radio.

Execution Coverage Denied

A REQUEST by KUDL Kansas City, Mo., to broadcast the execution of Arthur Ross Brown, convicted of killing Mrs. Wilma Allen in that community, was denied Jan. 26 by Missouri Gov. Phil M. Donnelly.

Los Angeles Times

Sat. Jan. 28, 1956

Radio Wins Over TV in NAB Survey

By Walter Ames

A recent survey taken by the National Audience Board headed by Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education brought out the startling fact that a number of women whose opinions were sought stated they would rather lose their TV sets than their radios.

It seems a majority of the women questioned confessed they generally listened to their radios during the day, instead of turning on their video sets.

The group interviewed leaned sharply toward the informative and family types of entertainment and named as tops the Father Knows Best show. They said there was a definite place and need for travelogues such as KTTV's Open Road, Golden Voyage, Adventures, etc. They believe more travel shorts as seen in theatres should be made available to TV. The group was enthusiastic about educational TV shows such as the Dr. Fopper Spotlight on Opera, Dr. Baxter Shakespeare series and the You Are There, Person to Person and This is Your Life shows.

Being a church group the women feel the need for more religious subjects is urgent. However, they point out that some of the religious shows are a little "namby pamby" and do not appeal to a large audience. They suggested the need for more "virile" programs to attract nonchurchgoers is a No. 1 item.
Station Greets Competitor

AN UNUSUAL burst of friendliness greeted the formal acquisition of WTAM Cleveland by the Westinghouse Broadcasting Co. on Jan. 22 when rival WGAR there inserted a paid advertisement in three daily newspapers in the city welcoming the Westinghouse radio outlet and expressing wish for "success to the management and staff of WTAM." Rolland V. Tooko, vice president of WBC in Cleveland, wrote a "thank you" note to Carl George, manager of WGAR, and voiced the belief that the stations would be "friendly competitors" because both believe "in the same thing . . . the power and importance of radio." Westinghouse had obtained WTAM as well as WNBK (TV) Cleveland from NBC in exchange for WBC's outlets in Philadelphia, KYW and WPTZ (TV).

KLIF Answers Attack On Station Editorials

ATTACK by a Dallas Herald columnist on the first editorial efforts of KLIF Dallas "is the prelude to a coming flight throughout the nation between newspapers and radio for news supremacy," according to Gordon McLendon, KLIF managing director.

KLIF's first venture into editorializing dealt with the state's insurance commission, suggesting it would be a good place to start "a gigantic cleaning job" in parts of the state government. The broadcast drew a suggestion from the Herald's radio-tv column that the station had overstated the limitations of good broadcasting practices, according to Mr. McLendon.

KHOL-TV's McPhillamy Dies

A. B. McPhillamy, sales manager of KHOL-TV Kearney, Neb., died suddenly Jan. 29, nine days after celebrating his 50th birthday. Mr. McPhillamy was named KHOL-TV sales manager in December 1954 prior to which he had been vice president in charge of sales for the Plenty Products Co., Talkeetna, Alaska. He is survived by his wife, Ilda, and a 17-year-old son, Bruce.

WDSU-TV to Build New Tower

INSTALLATION of a new 975-ft. transmitting tower and construction of a building to house all necessary engineering equipment will be completed by early June at WDSU-TV New Orleans, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp.

WNBQ (TV) Signs 'Kukla'

LOOKING toward complete conversion to all-color operation sometime in April, WNBQ (TV) Chicago has signed Burr Tillstrom's "Kukla, Fran & Ollie" for a series of weekly colorcasts under sponsorship of Whirlpool Corp. (washing machines), St. Joseph, Mich. Contract was handled by Kenyon & Eckhardt Inc., Chicago.

REPRESENTATIVE APPOINTMENTS

WPOR Portland, Me., names Kettel-Carter, Boston, New England representative.

WSGN Birmingham names Venard, Rintoul & McConnell, N. Y., national representative except in the Southeast, where James S. Ayers Co., Atlanta, will represent the station.

REPRESENTATIVE PEOPLE

Art Beria, chief radio-tv spot buyer, BBDO, N. Y., to sales staff of H-R Television Inc., station representative.

John McWeeny, formerly liaison representative on outdoor and other media, J. Walter Thompson Co., Chicago, to sales staff of Venard, Rintoul & McConnell Inc., same city.

E. David Rosen, Donald M. Roberts and C. Graham Tebhe Jr., all juniors at Yale U., appointed general manager, business manager, and sales director, respectively, for the Ivey Network, New Haven, Conn., national sales representative for seven college radio stations.
STATION PEOPLE

Collins A. Young, formerly sales manager, WCMJ Ashland, Ky.-Huntington, W. Va., to WIZE Springfield, Ohio, as station manager.

Charles Harley, formerly salesman with Philco Corp. and Colgate-Palmolive Co., appointed merchandising director, WBBM Chicago succeeding Dan Martin, promoted to WBBM sales representative.

Bob Brannun, KSFO San Francisco, to KGDM Stockton, Calif., as program director.

M. Dale Larsen, formerly in promotion department of Minneapolis Star and Tribune, to KTVH (TV) Hutchinson, Kan., as promotion manager.


Travis Brown, formerly sales manager, KVSM San Mateo, Calif., to KBFJ Fresno, Calif., as sales staff.

Paul Martin, director of sales promotion and publicity, WIP Philadelphia, to Philadelphia Daily News as promotion manager.

Eddie Barker, newscaster, KRDL Dallas, appointed news director.

Dick Keys, formerly staff announcer, WSTV St. Augustine, Ohio, to WHIZ Zanesville, Ohio, as sports director. Bob Bannfield appointed program director at WHZ, replacing Bob Wagner who has moved to WCHS Charleston, W. Va., as sports director.

John Schulz, formerly station manager of WFRV-TV Green Bay, Wis., returns to WBBM Chicago sales staff. He was associated with WFRV-TV from April to December last year and previously was sales representative at NBC Spot TV Sales, Chicago.

Jack Tompkins, farm service director, KCMC-AM-FM-TV Texarkana, Tex., to KTWV (TV) and KOMA Oklahoma City as assistant farm director.

Gleea Bortz and Eric Bose to sales staff of WSAI Cincinnati, Ohio. Miss Bortz was assistant to general sales manager, Crosley Bestg. Corp., Cincinnati, and Mr. Bose was account executive, WTHI-TV Terre Haute, Ind.

Alden R. Richards, in charge of production service department, KSL-TV Salt Lake City, Utah, appointed executive producer.

Dick Cheverton, formerly news director, WMT-AM-TV Cedar Rapids, Iowa, to WOOD-AM-TV Grand Rapid, Mich., as news director.

Betty Thomas, formerly advertising and sales manager, Bert Levy Brokerage Co., L. A., manufacturers representative, to KFWB Hollywood, as merchandising director. She succeeds Real Belford, to KOOC Salem, Ore., where he has bought interest.

Rush Evans, formerly sports director, KSEK Pittsburgh, Kan., to KRBC-TV Abilene, Texas, as chief announcer.

Doug Mitchell, former news and sportscaster, WNAC-TV Boston, to KALL Salt Lake City and Intermountain Network as news director.

Larry Cooper, producer-director, KWK-TV St. Louis, promoted to education and public service director.

Robert Hanger, news director, WKEY Richmond, Ky., to WPON Pontiac, Mich., as news director.


James Sullivan, discharged from U. S. Army, to announcing staff of WLPQ LaSalle, Ill.

Michael Couzi, stage manager, KNXT (TV) Los Angeles, promoted to director.

Jeanie Porter, CBS network personality, to WTIC Hartford, Conn., as hostess for Family Living program.

Ralph D. Herbert, public service director, KBET-TV Sacramento, Calif., elected to Board of Directors of Sacramento Adv. and Sales Club.

Hugh Woolsey, formerly with engineering department, KFRV (TV) St. Louis, to staff of KWK-TV same city as director.

William Allan Trowbridge, WIRO Ironon, Ohio, to sales department, WHTN-TV Huntington, W. Va. Also to WHTN-TV sales staff: David Sable, vice president of Travel Inc., Huntington, and Saber Tweet.

James Russell to sales staff, WBAI Baltimore.

Martin Barsky, WDEL Wilmington, Del., to sales staff, WGLV (TV) Easton, Pa.

James A. Lebenthal, formerly Life Magazine movie correspondent in Hollywood, to KFSD-TV San Diego, Calif., as staff producer-director.

E. Saxton Wyatt, formerly morning staffer, WVCX Chester, Pa., to WPFF-TV Wilmingot, Del., as TV projectionist.

Harold Kuwahara, former newspaper reporter, to KGMB-TV Honolulu, Hawaii, as newscaster in Japanese language.

Norman Van Brocklin, quarterback for Los Angeles Rams professional football team, to KABC-TV Los Angeles as sportscaster.

Ted Harley to WPLY Plymouth, Wis., as announcer.

Robert L. Areb, formerly announcer, WTIC-FM Hartford, Conn., returning to WTIC after serving two years with U. S. Army.

Jim Love, composer and recording artist, to WCBS New York with a Monday-Friday program.

Alvin Herskowitz, recently discharged from U. S. Army, named to copy department, WICC Bridgeport, Conn., replacing Peter Schacht, resigned. Anthony M. Brunton, formerly with news staff, WSTC Stamford, Conn., to news staff of WICC Bridgeport, Conn.

Roi Otlely, author and columnist, signed by WGN Chicago for new interview-story series.

Jay Neely, recently discharged from U. S. Army, named director-announcer at KSBD Shuri, Okinawa, English-language commercial outlet.

Sylvia Scott, wife of Edward Roi Ottley, recently discharged from U. S. Army, named director-announcer at KSBD Shuri, Okinawa, English-language commercial outlet.

W. A. Shuri, Okinawa, English-language commercial outlet and near WGN Chicago for new interview-story series.

Robert M. Cawley, formerly production coordinator, KTKV (TV) Phoenix, Ariz., to KRCA (TV) Hollywood as film director.
Sid Davis appointed news director, WKBN Youngstown, Ohio, succeeding Gene Starn, resigned to enter private business in Denver.

Roger Corryell to KGMB-AM-TV Honolulu, Hawaii, as newscaster and announcer.

Bev Barton, formerly announcer, WHTN Huntington, W. Va., to WHTN-AM as announcer.

John B. Totten, staff announcer, WNDU-TV South Bend, Ind., to WNDS-TV Columbus, Ohio, in similar capacity. Eldo Winters, formerly with Ohio Fuel Gas Co., to WNDU-TV as home economics coordinator.

Bob Drews, Chicago disc jockey, signed for six weekly, three-hour morning series on WRT Milwaukee.

Bob Stight, disc-jockey, KOWH Omaha, Neb., to WTIX New Orleans as disc jockey.

Mrs. Alice Mott Huggins to host WMUR-TV Manchester, N. H., "Romper Room," children's show. Cindy Lord, Boston singing personality, hosting own show on WMUR-TV.

Constance G. Gordon, art teacher and author, to enceee Conni Gordon Show, WTVI (TV) Miami, Fla., art instruction program.

Edna Lee Crouch to KFI Los Angeles as music librarian.

Dave Hollis, producer, CKLW Windsor-Detroit, resigned to go into business with Bob Sauber, WTVI Titusville, Pa.

Joe Phillips, teacher at U. of Maryland Department of Journalism, to WWDC Washington, D. C., as night news editor.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected to board of directors, Horticultural Society of New York.

Roger Baker, sportscaster, WGR-AM-TV Buffalo, N. Y., elected president of Western N. Y. Sportscasters Assn.

Maurine Eckhoff, traffic manager and woman's director, KHOL-TV Kearney-Holdrege, Neb., mother of boy, Warren Nathan, Jan. 16.

Gerrit J. De Vlieg, engineer at WMAQ Chicago since 1931 and for NBC Radio's "National Farm & Home Hour," died in his home Jan. 29.

John J. Hurley, general manager, WNEB Worcester, Mass., father of girl, Jan. 25. Mrs. Hurley (Eugenia Columbus) was formerly with NBC Washington.

Richard Monahan, commercial manager, WAVZ New Haven, Conn., father of boy.

**NATIONAL EFFECTS SEEN IN NABET DENVER STRIKE**

AFL-CIO newspaper says that strike was brought on by KOA-AM-TV's "thinely disguised union-busting effort," charges story in BT aided strike by not reporting 25% wage cut.

LONG STRIKE of NABET technicians at KOA-AM-TV Denver has "potential nationwide ramifications," according to the NABET edition of the A-F-C-I-O News, which described the strike as the first in radio-tv since the recent AFL-CIO merger.

The publication said the 42 NABET employees struck Dec. 19 "in a wage dispute after management, in a thinly disguised union-busting effort, demanded the employees take a 25% wage cut. The struggle is being watched closely nationally by union and management people alike. If the KOA employer succeeds, stations all over the country will attempt the same tactics against NABET elsewhere and all other unions in the industry.

According to the News, the strike "has received a big assist from the pro-management trade magazine, BROADCASTING • TELECASTING, which in its Jan. 9 issue did not report the fact that the union was being asked to take a 25% wage cut.

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said at the start of the strike: "In proposing a new contract to the union, the management of KOA proceeded from two basic premises: One, in no case will existing salaries or wages be reduced; and two, KOA will match, and in most cases better, the wages and working conditions provided by competitors [BT, Jan. 9]."

(Efforts by BT to contact Clifford F. Rothery, NABET international president, at the time its Jan. 9 article was written were unsuccessful, since he did not acknowledge or return telephone calls at his San Francisco address.)

The AFL-CIO News article mentioned that Bob Hope was 39.7% KOA voting stockholder, with associates controlling 48.7%. The union plans to picket the comedian when he returns to this country from England, it was stated.

Picket lines at KOA-AM-TV have been honored by all AFL-CIO unions but the AFTRA local, according to the News, and the strikers have received "an indistinct but valuable assist from the Denver Post which gave factual coverage to NABET's side of the story."

A list of station sponsors was sent to 25,000 union members in the state, it was stated, and "approximately a fifth of the 75 sponsors had removed their business from KOA voluntarily, and the rest being asked to do likewise. Sponsors, however, were being battered up by the KOA management. Stockholders own directly or indirectly through family or other associations more than half the sponsoring firms on KOA."

The News added that Garland Dutton, president of the NABET local, reported "a management effort aimed at keeping sponsors on the station by giving them commercial time for little if any charge."

**NABET Out to Organize All of Broadcast Industry**

TOTAL union organization of the broadcasting industry is the goal of the NABET International Executive Council, according to the NABET edition of the AFL-CIO News. In an article on NABET's plans, Clifford F. Rothery, international president, said the council decided to conduct a vigorous drive "to complete the unionization of radio and tv."

Mr. Rothery said future strike efforts before we have experienced such brazen misuse of the laws and abuse of the functions of government agencies against the union rights of radio and tv workers. "Never before have we encountered so much virulent anti-unionism on the part of the employees in this industry."

Radio-tv, he continued, "is being rapidly and radically transformed by entry into the industry of hundreds of new station licensees and thousands of new workers, thereby engulfing us in a sea of 'open-shopism' if the tides are not stemmed by the strong dike of organization."

FCC was charged by Mr. Rothery with responding to "the call of the employers to snatch the fruits of our victory in the KFV (TV) San Francisco case by suspending licenses of several technicians after investigating sabotage charges. He claimed the National Labor Relations Board has "arbitrarily refused to provide its services to workers in the smaller radio and tv stations."

Discussing radio-tv automation, Mr. Rothery said NABET will not hinder legitimate technical developments but will insist that savings of automation be shared with workers. NABET also will fight for a 30-hour week without pay reduction, he said, as well as pension plans and similar benefits.

He warned FCC that it must "stay out of labor disputes" and said, "Strike-breaking under the guise of regulation is not the law of our land."

**AFTRA Post to Conaway**

APPOINTMENT of Donald F. Conaway as national executive secretary of the American Federation of Television & Radio Artists has been announced by the union. He replaces Alex McKee, who had been serving temporarily in that capacity pending selection of a successor to the late George Heller.

Mr. Conaway is an attorney and for the past seven years has been associated with Henslee, Monken & Murray, Chicago, general and regional counsel for the Brotherhood of Railroad Trainmen.

$565,639 to Guild Members

SCREEN ACTORS GUILD reports that $565,639 was distributed during 1955 to Guild members in residual payments on television entertainment films. The union added that $140,159 was distributed to members for television rights in theatrical pictures.

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**PERSONNEL RELATIONS**
WEITMAN RESIGNS, LEWINE MOVES UP

ABC-TV vice president, who joined network in AB-PT merger as head of programming and talent, leaves in a surprise move. His successor, Robert F. Lewine, receives second promotion in a fortnight.

ROBERT M. WEITMAN, in a surprise move, resigned last week as vice president in charge of programming and talent for ABC-TV and as vice president of American Broadcasting-Paramount Theatres, ABC's parent organization. Robert F. Lewine, vice president and director of the ABC-TV network program department, was named to succeed him.

AB-PT President Leonard H. Goldenson, in announcing Mr. Weitman's resignation, said it was accepted "with great reluctance" and that Mr. Weitman would announce his future plans at an early date. This marks the second resignation of a top-level executive who moved to ABC from United Paramount Theatres when ABC and UPT merged into AB-PT in February 1953. Robert H. O'Brien, who became ABC executive vice president at the time of the merger, returned to his duties as financial vice president and secretary of the parent company more than a year ago.

Other key operating executives whose ABC associations came through the UPT organization are John H. Mitchell, who has risen from station manager to his present post of vice president in charge of the ABC-TV network, and Earl H. Hudson, vice president in charge of the ABC West Coast Div.

Mr. Lewine will report to Mr. Mitchell. The promotion, announced by ABC President Robert E. Kintner, is his second in a fortnight. Director of the ABC-TV network program department since September 1954, he added a vice presidency to this title last month [Bet, Jan. 23].

Before joining ABC in February 1953 as eastern program director, Mr. Lewine was radio-tv director of the Hirshon-Garfield agency in New York. Before that he organized the television and film departments of Rockhill Productions, served as an independent motion picture producer and television consultant and, in 1945-47, held various executive posts with Cine-Television Studios.

Mr. Weitman, in his role of programming and talent vice president for ABC, has been credited with key roles in signing a number of name stars for the network, including Danny Thomas, Ray Bolger and George Jessel.

In announcing Mr. Weitman's resignation, Mr. Goldenson said: "His leaving brings to a close a long and very pleasant relationship with our company. I am sure he will be missed by his many friends and associates here."

CBS, Fighting Como Rating, Eases Gleason's Feelings

CBS-TV was still trying last week to strengthen its Saturday night line-up but had produced no clear-cut results except, apparently, a smoothing of comic Jackie Gleason's ruffled feelings.

Concerned about the NBC-TV Perry Como Show's higher ratings in the Saturday 8-9 p.m. spot, CBS-TV officials were considering the possibility of moving the Gleason Honeymoons show back from 8:30 p.m. to 8 p.m. Mr. Gleason let out a blast, including a threat to sue. CBS-TV authorities reported, however, that apparently Mr. Gleason had got the mistaken impression that the network was thinking of dropping Stage Show, a Jackie Gleason Enterprises production now appearing in the 8 p.m. period. They said he appeared satisfied when assured that this was not the plan.

A complicating factor in CBS-TV's efforts to juggle the lineup is that Two for the Money must, under existing commitments, follow Mr. Gleason. It's now seen at 9 p.m.

Rines Joins NBC Committee

WILLIAM H. RINES, general manager of WCHS Portland, Me., has been elected to the nine-man NBC Radio Affiliates Committee. He fills the committee vacancy created by the resignation of Chris Witling following the latter's elevation from president of Westinghouse Broadcasting Co. to the consumer products vice presidency of WBC's parent company, Westinghouse Electric Corp. [Bet, Nov. 14, 1955]. A successor to Mr. Witling as vice chairman of the committee will be named at a meeting in the "near future," authorities reported. The committee is headed by James M. Gaines of WOAI San Antonio.

Shriner Signs CBS-TV Pact

COMEDIAN HERB SHRINER, star of CBS-TV's Two for the Money (Sat. 9-9:30 p.m. EST) has signed a five-year contract with the network, Hubbell Robinson Jr., CBS-TV vice president in charge of programs, announced Jan. 31. Mr. Shriner, whose contract with Goodson-Todman Inc., packagers of the program, ends simultaneously with the sponsor-ship commitment of P. Lorillard Co. and W. A. Sheaffer Pen Co., will be featured in his own 60-minute program this fall, Mr. Robinson said.
Weaver Suggests Help Of Tv Films in Drives

TV FILM producers should cooperate with The Advertising Council and share in the responsibility for informing the public on the Heart Fund and other public service campaigns, NBC Board Chairman Sylvester L. (Pat) Weaver Jr. suggested last week.

In an address kicking off the 1956 Chicago Heart Fund drive, Mr. Weaver, chairman of the national drive, credited mass media, particularly radio-tv, with fostering the growth of the American Heart Assn. and alerting public recognition of heart disease problems. He also lauded radio-tv-theatre artists for supporting the heart crusade.

Noting that many do not support The Advertising Council or American Heart Assn., Mr. Weaver asserted that "a vigilant leadership in American business" must not delegate policy decisions on public service participation. He added:

"And to those who are relatively new to American communications, like the producers of film shows for television, let me remind them that they have entered the big time now, and their attitude toward public service, such as leaving time in filmed series for Advertising Council messages...cannot be fulfilled by arguments about technical difficulties or policy complications or any cross-breeding of such exurbanite double-talk. These shows must carry public service messages as part of the information system of the country."

The NBC board chairman said the American Heart Assn. "owes a very special debt to broadcast"ing for launching the heart program in 1949 through Ralph Edwards "walking man" contest on Truth or Consequences. He claimed that Medici and other documentary programs afford evidence that "health education pays off" in viewer-listener interest as well as in public service.

CBS Radio Appoints Martin

APPOINTMENT of Jack Martin as manager of network sales service for CBS Radio is being announced today (Monday) by William D. Shaw, the radio network's sales manager. Mr. Martin succeeds Eric Salline, who has been appointed manager of station relations for CBS Radio [BET, Jan. 30; also see layout above].

Mr. Martin has been in the network sales service department since March 1953. He joined CBS Radio in 1952.

KARD-TV to Join NBC-TV

AFFILIATION of KARD-TV Wichita, Kans., with NBC-TV, effective May 1, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William J. Moyer, vice president and general manager of KARD-TV. The station, on ch. 3 with 100 kw, is owned and operated by the Wichita Television Corp. and is equipped to carry network-originated color programming.

Stone in New CBS-TV Post

LOUIS T. STONE, business manager of CBS-TV's program department, has been named director of CBS-TV talent commitments, effective immediately, it was announced last week by W. Spencer Harrison, network vice president in charge of legal and business affairs. In his new post, Mr. Stone will assist in the handling of major talent negotiations and contract relations.

Prior to joining CBS-TV in 1951, he was executive assistant to David O. Selznick and an executive with ASCAP.

Littell Gets Cavalcade Post

BLAINE LITTELL, WCBS-TV New York news bureau manager who was anchor man of CBS News' Campaign '54 pre-election news series, has been named assignment chief of CBS News Campaign Cavalcade [BET, Jan. 23]. CBS news director John F. Day announced Friday.

The Cavalcade unit, comprised of a 12-man radio-tv reporting team, swings into operation the end of this month when its members go "into the field," supplying all CBS-TV and CBS Radio news programs with approximately 25 stories a week, both live and recorded, in addition to standing by to deliver last minute "live cut-ins" for regular teletasts.

Conversion Converted

ABC-TV is planning "the largest single tv studio in New York" at its west side headquarters. The network, which three years ago converted a large stable into three tv studios, then reconverted them into two studios, is now clearing up a last remaining wall to make it a vast arena once more, measuring 176 by 73 ft. and providing 11,700 sq. ft. of floorspace. Engineers are replacing the wall with a 15-ton single-sheet steel partition that can be raised or lowered by electricity, should two studios be needed simultaneously. First program to originate from the new studio will be the hour-long "Springtime U. S. A." musical extravaganza on Voice of Firestone March 19.

Mr. Schwin, Mr. Morby, Mr. Salline

EFFECTIVE TODAY (Monday) are the appointments of Newell T. Schwin as television sales manager for Terrytoons, newly acquired division of CBS Television Film Sales; Ole Morby to succeed Mr. Schwin as manager of sales development for CBS Radio Spot Sales, and Eric Salline, to take Mr. Morby's place as manager of CBS Radio station relations [AT DEADLINE, Jan. 30]. Before assuming his Spot Sales post Mr. Schwin was executive assistant to H. Leslie Atlass, vice president of CBS-AM-TV, and prior to that was director of advertising for the Household Finance Corp. Mr. Morby joined CBS in 1942 after eight years with McConn-Erickson; he served as CBS Radio Western Div. manager of station relations before becoming network manager of station relations in 1954. Mr. Salline, manager of network sales service for CBS Radio, joined the network in 1944.

WISN Basic ABC Affiliate

WISN Milwaukee became a basic, primary affiliate of ABC Radio last Wednesday, it was announced by Edward DeGray, national director of station relations for the radio network. WISN, which is owned by Hearst Inc., had been a secondary ABC Radio affiliate since last May. The station operates on 1150 kc with 5 kw.

WCYB Joins ABC

WCYB Bristol, Va., operating on 690 kc with 10 kw, owned and operated by the Appalachian Broadcasting Corp., has joined ABC Radio as an affiliate, Edward J. DeGray, ABC Radio national director of station relations, announced last week.

Four Stations Join Keystone

ADDITION of four new affiliates was announced last week by Keystone Broadcasting System through Blanche Stein, station relations director. Stations are WDZ Decatur, III.; WDBF Delray Beach, Fla.; KTLQ Mountain Home, Ark., and WPID Piedmont, Ala. Keystone now claims 872 station subscribers for its transmitted programs.

Bob Burns Dies

BOB BURNS, 64, hillbilly comic of the '30s, died in Hollywood Thursday of cancer. He had been in a coma six days. His physician said he was the victim of a kidney cancer, which spread after surgery. He had been inactive since 1954. During the last decade he had amassed a fortune in San Fernando Valley real estate. At the peak of his radio career he combined Arkansas hillbilly lore with tunes performed on a home-made item he called a boozooka.

NETWORK PEOPLE


Page 84 • February 6, 1956
COLOR TV’S DAYS AS A MONEY-MAKER Aren’t so Very Far Off, RCA Predicts

Manufacturer says the greatest percentage of its tv set dollar volume will be in color in 1957, and that color sets will be a profit item by the end of this year. Bottom price will drop below $695 by Christmas, newsmen are told at tour of Bloomington, Ind., facilities.

RCA, which publicly revealed its color tv mass production line at its Bloomington, Ind., plant last week, predicted through top spokesmen that:

- The greater percentage of RCA’s tv set dollar volume in 1957 will be furnished by color receiver sales.
- By this Christmas, the “rock bottom” price of RCA’s color sets will drop below the current $695 level. (It was indicated that the first cheaper-priced RCA color receiver would make its appearance in the fall line, which the company will be pricing in June with the price tag expected to be around $500.)
- RCA will start operating in color at a profit this year, and, before the year is out there may be an industry shortage of color tubes.
- RCA, which now is producing about 80 black-and-white sets an hour at peak on the assembly line, said its color assembly line at Bloomington is geared to operate at a peak capacity of some 60 color sets an hour—one color receiver assembled and ready for shipment every minute.

At a news conference in Bloomington, Robert A. Seidel, executive vice president of RCA Consumer Products, optimistically reported that in 1957 “Color tv will be the ball game.” He said that both volume and profits from color tv would be “noted” by the end of this year.

As shown to newsmen, the Bloomington plant has five tv set assembly lines—including assembling, testing, checking, and packaging. One of these lines now is producing color tv receivers only. The other four lines are worked on two, eight-hour daily shifts; the color line currently is on one shift, eight-hour daily basis. Another color line—not shown last week—was said by RCA to be turning out color sets at the Indianapolis plant.

Mr. Seidel, emphasizing that RCA during this year expects to make and sell more than 200,000 color tv receivers, said the company has spent more than $3 million to convert all of its facilities at Bloomington to color. “This means that, at any time we desire, every production line here can be switched to the making of big color receivers. We have simplified the manufacturing process to such a degree that most of our present employees now engaged in the production of black-and-white sets can be transferred immediately to color work,” he said.

He stressed that RCA can now make color tv sets at a pace to keep up with the demand—when the demand warrants it, RCA will up its Bloomington color operation. At the same time, however, it was noted that RCA’s color tube production—located mainly at its Lancaster, Pa., plant—is not filling the demand for the product. RCA color tubes are used by RCA and other companies.

W. Walter Watts, executive vice president, RCA Electronic Components, noted that “some progress was being made by other tube producers. He said the tube shortage is in the color type tube: among them, Thomas Electronics of Passaic, N. J., which will start within a month or 45 days; Sylvania and Tung-Sol. These companies will produce the tube on a “limited” or “sampling” basis.

While not officially disclosed, BVT was informed that RCA’s color tv production now is running at about 20,000 per month. RCA’s goal is 30,000 per month this fall, although Mr. Watts told the newsmen he was optimistic the figure would be higher.

Although the Bloomington news tour was devoted principally to color tv manufacturing, a network program session with Richard A. R. Pinkham, NBC vice president in charge of tv network programs—assured newsmen that the cost of color shows to advertisers “will decrease as color programming progresses.”

Mr. Pinkham estimated that color now adds between 10-25% cost to the advertiser. He said the national political conventions this year definitely will not be programmed in color.

He said that NBC’s continued expansion of color programming calls for a doubling of its current color programming (from a current 40 hours of network color programs a month to 80) by this fall with many NBC-TV’s “principal” evening programs, in addition to spectaculars, presented in color.

Mr. Pinkham said it was possible that with NBC and CBS color shows on the air, this fall may see “important color shows on the air each night of the week with several color shows “on key evenings like Saturday and Sunday.”

In the tour of Bloomington plant facilities, newsmen were shown actual assembly of RCA color sets, both consoles and consoleettes. Starting with the punching and soldering of the chassis, the assembly progresses through the various stages of adding circuitry, placement of components, until completion of the chassis. The final phase is the combining of chassis, picture tube, cabinet, knobs and dials.

Although no figures were disclosed, computation shows that perhaps something in the vicinity of 10,000 color tv sets would be turned out per month at the Bloomington plant. This figure, however, is merely a guidepost and far from accurate—depending on speed-ups and conversely, slow-downs of the line. This, of course, does not include the Indianapolis operation.

RCA officials would not comment directly on current development under way on color tv receivers but the impression was left that the firm is now designing a set that will be priced lower than the current bottom price of $695 for the RCA 12-inch color set.

RCA officials pointed up that the “important roadblock to color progress” has been “spatzy” among dealers who have been employing “business caution” in handling color tv receivers. Dealers “must feel they can sell in volume and at profit,” it was said.

Also revealed: RCA now has invested “in excess” of $70 million in color; the firm would be “happy” to help out any tv manufacturer having color problems; RCA has placed orders for color tubes from manufacturer competitors; color sets will not progress downward in price at the same progression rate as was the drop in black-and-white some years back; an estimated 20% of RCA’s color sales is made up of sets bearing $695 price tags, and about a “half dozen” competitors are in production. BVT also received a quick estimate from RCA that the firm now has 900 tv sets on order for “10,000 to 50,000” (depending on how firm orders are now) color tubes from major tv set manufacturers.

Mr. Seidel said that a little more than a year ago, RCA was able to produce 10 color sets an hour compared to the 60 per hour of today. He said RCA has broken ground for new $3 million plant facilities both at Bloomington and Indianapolis to take care of color-sparked expansion. “Assuredly,” he said, “the price of color sets will be adjusted downward as production increases and we are able to take advantage of the economies of mass production.

RCA’s color tv receivers now are near $700 or $695. Mr. Seidel said that RCA expects to sell color sets at these prices.
even after RCA makes available lower-priced color receivers.

Mr. Watts said RCA is adhering to the round, metal aperture mask type of color tube. He said new equipment installed by RCA is designed to handle this tube only because "in our opinion, no other proposed color tube is near the mass production stage."

In the manufacture of RCA color tubes, Mr. Watts said the firm has completed an $8.5 million, two-year program, adding about 220,000 sq. ft. of floor space to its Lancaster facility with employment expected to increase at least 50% during the year.

The modern Bloomingdale plant, occupying 427,000 sq. ft. on an 81-acre tract, employs about 3,800 people. The production lines are each nearly a half-mile long.

Also present were Charles P. Baxter, vice president and general manager of RCA Victor television division, and George Leinenweber, manager of the Bloomingdale plant. Mr. Baxter outlined RCA's plans for merchandising color sets, noting the decrease in service costs now in effect ($99.95 for a year including installation and unlimited service, a reduction of $40 from the previous price) and touching upon the use of all media to advertise color sets and thus bolster color tv sales plans.

Mr. Pinkham detailed previously-announced plans for increasing color facilities at NBC in New York and in Burbank, Calif., plus the planned conversion by April of NBC's Chicago station (WNBC TV) to all color programming. He said other NBC-owned stations would follow suit "step by step."

He said more than 100 NBC stations now can transmit network programs in color with a coverage area of some 93% of all existing tv homes. Mr. Pinkham also said that more than 30 NBC affiliated stations are equipped to originate color films with about a dozen "in the biggest markets" also equipped with their own live color cameras "and are regularly scheduling their own color shows."

More Than 20,000 Color Sets Planned by Emerson in 1956

ALTHOUGH Emerson Radio & Phonograph Corp., Jersey City, loses about $100 on each color set sold, the company plans to produce between 20,000 and 25,000 color tv receivers in 1956, Benjamin Abrams, president, told stockholders at the annual meeting in New York Wednesday.

The Emerson console model sells for $794 and the full console for $894. Mr. Abrams added that color receivers soon would become a profitable item for Emerson. He repeated an earlier forecast that company sales for the fiscal year ending Oct. 31, 1956, would top 1955 levels, but declined to forecast profits.

Capital expenditures for 1955, Mr. Abrams said, totaled about $1 million more than "normal expenditures." He placed 1956 capital spending at about 50% of the amount spent in 1955.

NEW L. A. FACILITIES DEDICATED BY RCA

NEW PROCESSING and warehouse facilities to meet increasing western demand for tubes were dedicated in Los Angeles Wednesday by RCA Victor Western Div. at 6355 Washington Blvd. H. R. Maag, vice president of RCA in charge of the Western Div., and George Anderson, newly-appointed warehouse manager, were host to leaders of associated industries at an open house.

D. Y. Smith, vice president and general manager of RCA's Tube Div. at Harrison, N.J., headed a group of eastern officials present for the ceremony. Mr. Maag and Mr. Smith said the West's unprecedented growth made the added distribution facilities necessary.

The new building has a capacity of two million radio and tv receiving, power and cathode ray tubes at a time and will serve California, Nevada, Utah, Arizona and New Mexico. The tubes are tested, labeled and packaged here after being shipped from the East in bulk.

Magnavox Takes Over Sparton Line of Radio and Video Sets

ACQUISITION by the Magnavox Co., Ft. Wayne, Ind., of the radio-television business of the Sparks-Withington Co. (Sparton radio, television and phonograph sets), Jackson, Mich., was announced last week by Frank Freimann, Magnavox president. Terms of the purchase were not disclosed.

Under the agreement, Magnavox obtains "certain movable assets associated with the manufacture and conduct of the Sparton radio and television line," but does not acquire any of the manufacturing facilities of Sparks-Withington, according to Mr. Freimann. A line of radio-tv sets will be manufactured by Magnavox in its own plants and will be sold under the brand name of Sparton, Mr. Freimann said.

He pointed out that up to now, Magnavox has sold to dealers in largely metropolitan markets but that the Sparton acquisition will give the company access to rural markets, where Sparks-Withington has concentrated its distribution.

Mr. Freimann estimated that the Sparton business will add $15-20 million in radio-phonograph-tv sales to Magnavox's annual volume. He listed the company's volume for the last six months of 1955 at $35 million.

Remote Control Equipment To Be Exhibited in Chicago

FIRST public presentation and demonstration of new printed electronic communication and control devices, including a unit with application in remote control of radio transmitters, will be conducted by Bell & Gossett Co., Morton Grove, Ill., in Chicago Feb. 21 at the Chicago Athletic Club, it was announced last week.

Four new products slated for exhibition include a digital remote control selective calling system with triggering system for controlling multiple circuits in planes, ships and guided missiles. The triggering system also can be applied in remote control of radio transmitters, it was explained.

With new-type aircraft, there is need for more highly developed automatic position reporting equipment, according to R. E. Moore, executive vice president of Bell & Gossett. "No equipment capable of performing such tasks has been available heretofore, taking into consideration the limited availability of radio frequencies," he added.

Bell & Gossett engineers have been experimenting with printed telecommunication devices for several years, with outside consultation of electronic and communication specialists. It has pioneered in the development of heating and air cooling systems.
‘55 WAS BOOM YEAR FOR RADIO, TV SETS

Tv production placed at 7,756,521, surpassing former record of 7,463,800 manufactured in 1950. Radio sets reached 14,894,695, highest total since the 16.5 million produced in 1948.

THE YEAR 1955 was a record one for television set manufacturers, with radio having its best year since 1948.

Tv set production set an all-time record—7,756,521 receivers compared to 7,346,713 in 1954. Previous record for tv sets was established in 1950 when 7,463,800 were produced.

Production of radios, 14,894,695 sets, reached the highest point since 1948. This is 4.5 million sets above the 1954 output.

In announcing the 12-month figures, Radio-Electronics-Television Mfrs. Assn. said the previous high in radio production was 1948 when 16.5 million sets were produced. That total still reflected the post-war demand following several non-productive years.

Production of 1,786,330 radios in December, a five-week work month, approached the monthly record set in April 1948 when just under 2 million sets were produced, according to RETMA. Production in December totaled 1,261,775 radios.

December output of tv sets dropped to 604,626 from 631,654 in four-week November and below the 833,423 turned out in December 1954.

RETMA reported that 89,606 of the December tv sets were equipped with uhf tuning facilities at the factory, for a total of 1,161,788 uhf sets were produced in 1955. Of the December radios, 40,305 had fm tuners, for a total of 256,356 fm radios for the year. Another 1,609 tv receivers having tuners for the fm band were produced in December, with 22,772 for the entire year.

Following are radio and tv set production by months during the year 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radios</th>
<th>Television</th>
<th>Home Radios</th>
<th>Portable Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>654,582</td>
<td>280,121</td>
<td>47,203</td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>702,314</td>
<td>322,821</td>
<td>109,120</td>
<td></td>
</tr>
<tr>
<td>Mar.</td>
<td>831,156</td>
<td>300,840</td>
<td>233,465</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>585,174</td>
<td>193,451</td>
<td>265,866</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>567,204</td>
<td>161,357</td>
<td>228,701</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>599,073</td>
<td>181,920</td>
<td>255,832</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>344,395</td>
<td>141,117</td>
<td>79,410</td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>647,903</td>
<td>300,213</td>
<td>106,197</td>
<td></td>
</tr>
<tr>
<td>Sept.</td>
<td>930,517</td>
<td>417,802</td>
<td>139,164</td>
<td></td>
</tr>
<tr>
<td>Oct.</td>
<td>759,725</td>
<td>398,087</td>
<td>168,709</td>
<td></td>
</tr>
<tr>
<td>Nov.</td>
<td>631,654</td>
<td>389,316</td>
<td>181,573</td>
<td></td>
</tr>
<tr>
<td>Dec.</td>
<td>604,026</td>
<td>396,350</td>
<td>182,204</td>
<td></td>
</tr>
</tbody>
</table>

Total: 7,756,521 | 3,593,882 | 2,037,545 |

DuMont Named Asst. Mgr.

ALLEN B. DUMONT Jr., son of Dr. Allen B. DuMont, chairman of the board and founder of Allen B. DuMont Labs, has been named assistant to the manager, television receiver division, F. P. Price, division manager, announced last week. Mr. DuMont, with the labs since 1953, started as a trainee and was district manager for D u M o n t in New York State before being named to his present post.

Flynn Joins Federal Co.

THOMAS C. FLYNN has been appointed public relations representative for the Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone and Telegraph Corp., Mr. Flynn formerly did public relations work for Allen B. DuMont Labs, David O. Alber Assoc., public relations counselors, WOR New York and CBS. He has also been a member of the editorial staff of 'The New Yorker' magazine.

GE Appointments Announced

JAMES W. NELSON Jr., manager of electronic tube research of General Electric Co.'s Micro- wave Lab at Stanford Industrial Park, Palo Alto, Calif., has been named manager of the labora-

tory, succeeding H. R. Oldfield Jr., who has been appointed general manager of GE's newly-established industrial computer section at Electronics Park, Syracuse, N. Y. Dr. William A. Edison, acting professor of electrical engineering at Stanford U., has been appointed to the new position of consulting engineer of GE's microwave lab.

Westinghouse Ups Larson

APPOINTMENT of Gilbert C. Larson as assistant general manager of the television-radio division, Westinghouse Electric Corp., Metuchen, N. J., was announced last week by E. J. Kelly, general manager. He joined Westinghouse in 1947 and later was advanced to manager of engineering for the television-radio division.

R. C. C R I S L E R & COMPANY, INC.

BUSINESS BROKERS SPECIALIZING IN RADIÓ AND TELEVISION STATIONS

We are pleased to announce that MR. PAUL E. WAGNER is now associated with our firm, and will make his headquarters in our Cincinnati office.

Fifth-Third Bank Bldg., Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St., New York, N. Y.
Mur. Hill 7-8437

February 6, 1956 

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IN THE PUBLIC INTEREST

POLIO FUND DRIVE GETS HEAVY SUPPORT

Cincinnati, Ohio, stations WCP0-AM-TV, WTVW, WSAL, WCIN, WCKY, WLW and WZIP, all of which plugged the appearance of the Starliner, train carrying radio and tv performers, and broadcast the train's arrival to the city. Sherwood R. Gordon, president-general manager of WSAL, is this year's chairman of Cincinnati's March of Dimes.

WTVJ (TV) Miami, in a special telecast, made it possible for 13,000 Miami mothers to receive last minute instructions from Joseph F. O'Connor, national fund-raising director of the March of Dimes, prior to Miami's "Mother's March."

WABF Baton Rouge, La., auctioned off the "original and authentic Danguree Doll" to raise money for the campaign.

WTMJ-TV Milwaukee, presented a special March of Dimes colocelebrating in person appearances of RCA Victor recording artists. WISN-AM-TV Milwaukee staged an 18-hour "Poliothon," raising $103,000 in cash and pledges.

WAPL Appleton, Wis., moved broadcast facilities into an H. C. Prange Department Store window to stimulate interest in the drive. KOTV (TV) Tulsa, Oklahoma, said that Tulsa County's first March of Dimes telethon in 1950 and conductor of the event in succeeding years, was joined this year by KVVO-TV Tulsa and KTVX (TV) Muskogee in sponsorship of the program.

WOW-TV, Omaha, Neb., had its director of special events, Ray Clark, spend seven hours in an iron lung to publicize the polio campaign. KTXTV-LF Lufkin, Tex., joined KPRC-TV Houston, Tex., for a regional, two-day telethon.

KRBC-TV Abilene Tex., raised $13,000 in a "Poliothon."

KLIX-TV Twin Falls, Idaho, listeners contributed $35,416 as a result of its weekend telethon.

KNTV (TV) San Jose, Calif., showed a film on polio, "Victory in View," to launch that city's campaign.

KJDI Holbrook, Ariz., staged a "Slave Auction," raising $525.

NAVY PRAISES INDUSTRY FOR RECRUITING CAMPAIGN

PRAISE for the cooperation of all segments of the radio-tv industry in preparing materials for a forthcoming national campaign in behalf of Navy air recruiting was expressed by Vice Admiral Austin K. Doyle, chief of Naval Air Training, before the Hollywood Advertising Club. The campaign has been in preparation for two years.

A series of integrated radio-tv commercials produced by Song Ad Productions there under the direction of Robert Sande was announced, representing a $75,000 project contributed by all aspects of the industry.

All talent and musician unions cooperated in the venture while CBS provided studio facilities and a 17-piece orchestra. Capitol Records and Ryder Sound Service also provided recording facilities while Canyon Films aided in location filming. Consolidated Film Labs processed the tv material. Both Capitol Records and Allied Records have pressed the radio transcriptions.

The complete series now ready includes a five-minute tv film and one-minute, 20-second and 10-second radio and tv spots. There are six separate spots for radio, seven for tv.

EDUCATION

Educators Change Name, Will Use Commercial Tv

CHANGE IN NAME of the Committee on Educational Television of the National Social Welfare Assembly to the Committee on Education by Television was announced last week by the assembly coincident with disclosure of plans to expand its activities to commercial television.

The committee, composed of representatives of 36 national voluntary and federal welfare and health organizations, will enlarge the scope of its work to become a central source within the social welfare field for the gathering and exchange of information by television on both commercial and non-commercial outlets. Until recently, the committee had confined its activities primarily to non-commercial tv.

Mrs. Frances Stem, chairman of the Travelers Aid Assn., is chairman of the Committee on Education by Television. Other officers are Martin Seiffer, Community Chest and Council of America, vice chairman; Natalie Flotow, Girl Scouts of America, and Gloria Bley, National Child Labor Committee, co-secretaries. Members of the Committee's steering group are Luella Hoskins, Assn. of Junior Leagues of America; Samuel Klein, National Tuberculosis & Health Association; Louis Stein, Council of Jewish Federations & Welfare Funds, and David Dubois, National Recreation Assn.

Wayne U. Courses on Tv

WTVS (TV) Detroit, educational station, was to air for academic credit, beginning today (Monday), three courses offered by Wayne U., Detroit. This is the first time Wayne has participated in such a program the school reported. The ch. 56 station will carry courses in parliametary law, conversational French and anthropology. Ordinary class procedure will be followed except that students registered in the tv sections must come to the campus to take examinations required for completion of the course.

Teacher Workshop Scheduled

SESSIONS on the planning and writing of radio-tv programs will be held for high school and college faculty members during the annual summer workshop conducted by the U. of Notre Dame June 18-July 6, it has been announced by Prof. Thomas J. Stritch, head of the university's journalism department. Faculty members who produce radio-tv programs and attend the workshop may apply one-and-a-half credits toward advanced degrees, he said.

EDUCATION SHORTS

U. of Miami, Fla., has offered $2,600 scholarship to WTVJ (TV) Miami for prize in essay competition sponsored by Jim Dooley Fishing Club on station.

Rutgers U. Radio Center, New Brunswick, N. J., has released first of series of 26 transcribed classroom discussions on Communism under title of Seminar-U.S.S.R. to eight New Jersey stations: WOND Pleasantville, WVNN Newark, WCTC New Brunswick, WBUD Trenton, the WBZ-Bethlehem, WVSNJ Bridgeton, WCMC Wildwood and WLDX Atlantic City.

EDUCATION PEOPLE


Sale Total Not Peanuts

SUCCESS in the bag has been claimed by Basil O'Connor, president of the National Foundation for Infantile Paralysis, for the "Shell Out for Polio" campaign benefiting the March of Dimes. Mr. O'Connor said last week that teenagers sold more than 6 million bags of peanuts, and congratulated Jack Carson, CBS Radio star, who directed operations of the peanut campaign as the national chairman of operation "Shell Out." Youngsters throughout the country sold the peanuts from door to door.

In the Public Interest

Polio Fund Drive Gets Heavy Support

Stations across the nation lend all-out aid during campaign just completed.

Special promotions by radio and television stations throughout the nation again have been a major factor in the success of another March of Dimes campaign. The 1956 drive ended last week.

Stations reporting to B&T on their efforts during the annual campaign include:

WTIC Hartford, Conn., which with the Hartford newspaper, The Courant, staged for the 16th year a Mile O'Dimes promotion with special daily broadcasts scheduled throughout the campaign. The goal actually is five miles of dimes, but invariably more than twice that amount is raised, and this year proved no exception.

WACE Springfield, Mass., sought March of Dimes pledges on certain programs throughout January and played request numbers for contributors of a dollar or more. For the past nine years, the station has averaged at least $5,000 for its campaign.

WKNE Keene, N. H., put on a Polio Auction with merchandise contributed by local merchants which raised $1,415. An additional $470 was put in the city jail or taken out of jail certain WKNE staff members and Keene's chief of police (who actually spent the night in the pokey).

WHEN-AM-TV Syracuse, N. Y., Tuesday reported collection of over $6,000 following its Jan. 29 March of Dimes "Tune Auction." More than 300 local personalities took part in the special program which climaxed Onondaga County's 1956 March of Dimes fund-raising.

WNB-F-TV Binghamton, N. Y., scheduled Feb. 4 to originate its first remote telecast in the station's history—a special 12-hour March of Dimes telethon from the JBM Field House. Goal: $30,000.

WGR-AM-TV Buffalo, N. Y., sportscaster Frank Dill was presented a "Tonight I'm a Mother" button and marched with approximately 15,000 women in a Mothers March on Polio.

WTVD (TV) Durham, N. C., produced "Polo Now," a special-hour-long telecast based on the fight against polio.

WAPI, WAFM-AM, and WRTV (TV), all Birmingham, Ala., provided their facilities for a fifteen-hour appeal, involving an all-night auction of materials, goods and services. Result: A record-breaking $15,000 in contributions.

WBBM Chicago, turned over time on all of its local programs, with the exception of news and sports, to a "wide-open" campaign for the polio drive, with local dignitaries participating in broadcasts.
INTERNATIONAL

CBC GIVES REASONS FOR DROPPING BBM

Government-owned stations say measurement bureau’s service is no longer adequate, survey methods are out of date, TV set count not necessary and asks for re-examination of financial structure.

IN A MOVE which has the entire Canadian broadcasting and advertising industries wondering, the Canadian Broadcasting Corp. has resigned from the Bureau of Broadcast Measurement and has asked the bureau to postpone its 1956 national survey, planned to go in the mails Jan. 24. CBC has been a member of BBM since BBM’s inception in 1944 and supplied approximately 22% of its finances, which in 1955 amounted to about $18,260 of the $83,000 total.

CBC’s general manager, J. A. Ouimet, sent a copy of his letter of resignation and its reasons to all BBM members in mid-January, following a meeting Nov. 24, 1955, with BBM directors in Ottawa at which the reasons dealt with in Ouimet’s letter were discussed in detail.

On January 18, BBM President Vint wrote to CBC that the 1956 national survey could not be delayed. “To delay or cancel it now would necessitate agreement amongst all BBM members. We feel that any arbitrary action on our part which would delay it would not be acceptable to the majority of our members,” he stated in his letter.

BBM plans to answer in detail all the questions raised by CBC. These questions, which BBM directors felt had been adequately answered at the November meeting, dealt with BBM methods of operations, need for a different type of national survey in view of the inroads of television and BBM finances.

CBC paid dues for 19 radio stations as BBM members. In its statement of resignation it pointed out another survey this year will not reveal much new information about coverage or circulation and may produce information of misleading character in TV areas. CBC suggested setting up a committee of research specialists from advertising agencies, market research organizations, Dominion Bureau of Statistics, BBM and CBC to plan with broadcasters and advertising agencies the type of information which would be most helpful in working out program schedules and in buying time. BBM, having a large surplus, should finance a pilot study on recommendations of this committee for both TV and radio, the CBC suggested.

CBC also feels that there should be a re-examination of BBM’s organizational and financial structure, “to meet the realities of the present situation in broadcasting which is vastly different from that which existed 12 years ago when the organization was established.” CBC feels that BBM data is no longer adequate to meet the information requirements of the broadcasting industry, and that its survey methods are out of date. It is the opinion that a TV set count is not necessary, but could be left to the Dominion Bureau of Statistics, Ottawa, which will take a census this year.

Regarding finances, the CBC letter asks whether the high fees charged by BBM are necessary in view of a surplus of $43,736 estimated for 1956 and of $33,888 estimated for next year. Since BBM is a cooperative non-profit organization, CBC asks what use it will be ready for distribution. If you’re not already a broadcast subscriber, or if your subscription does not include the Broadcasting Yearbook-Marketing, please check and mail this order form.

WABD (TV) Telethon Pledges Top $351,000 OVER $351,000 in pledges was received by WABD (TV) New York following its 1954-hour telethon for the Arthritis & Rheumatism Foundation. The programs featured Bert Parks and Virginia Graham as co-hosts, and well-known entertainers and industrialists. The telethon’s proceeds will be used to carry on the foundation’s medical program.

Government Releases Two New Spots TWO public service TV spot announcements of 20 seconds and one minute, dramatizing the government policy against racial or religious discrimination in employment on work done under government contract, have been released to U. S. TV stations. The films, accompanied by a letter from Vice President Richard Nixon, chairman of the President’s Committee on Government Contracts, are narrated by actor-producer Robert Montgomery.

WIP Charity Drive Gets $20,000 ALL-OUT fund-raising campaign by WIP Philadelphia for a man who lost his wife, three children and all his possessions in a fire brought contributions totaling over $20,000. Immediately after the fire, the station went on the air with newscast spots and later straight programs. Over 7,000 pieces of mail were received and hundreds of persons came in during the campaign to contribute.
BBM will make of the surplus. (BBM officials told BWT that the 1956 survey preparation and mailing alone cost $30,000, which could not have been financed without a planned surplus for this purpose.)

At the November meeting BBM was represented by President Charles R. Vint, Colgate-Palmolive Co., Toronto; Horace Starling, A. N. Stovin & Co., Toronto; Bob Campbell, J. Walter Thompson Co. Ltd., Toronto; Bill Hawkins, CFOS Owen Sound, Ont., and Clyde McDonald, BBM executive director. CBC was represented by Michael G. Thompson, assistant general manager; Walter Powell, commercial manager; E. A. Weir, former commercial manager; Neil Morrison, audience research director, and Maurice Valiquette, legal department.

Seven Canadian Radios, Tvs Announce New Rate Setups

NEW RATE CARDS have been issued by seven radio and television stations in Canada, most of which have already gone into effect. CHRC Quebec City; CHMR Hamilton, Ont.; CHW Ottawa; CHWQ Windsor, Ont.; CJBC Quebec; CJIBQ Belleville, Ont. and CFAC Calgary, Alta., have issued new rate cards.

The CBC television network has issued a new rate card now listing 33 stations across Canada, both English and French. Total Class A one-hour time on all stations is $10,130.

Canada's Independent Tvs Will Pay More Fees in '56

CANADA'S 28 privately-owned television stations will pay $111,600 in 1956 fees to the Composers, Authors & Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Stations will pay $60,000 instead of $55,000 to CAPAC in 1956 and annual fees will range from $1,000 for new stations to $6,000 for older stations. BMI Canada Ltd. will collect $21,600 from 33 radio stations, with annual fees ranging from $150 to $1,839.

New fees were sanctioned by the Canadian Copyright Appeal Board at Ottawa, Ont., early in January. Fees payable by privately-owned radio stations to CAPAC will be at the rate of 1½% of the station's gross revenue on a monthly basis, with fees being charged for the second previous month for which the license is issued. BMI Canada Ltd. will charge radio stations a total of $98,296 this year as against $55,346 collected in 1955.

Ontario Radio, Tv Stations May Carry Beer, Liquor Ads

EARLY POSSIBILITY of institutional beer and liquor advertising on Ontario radio and television stations looms with report that Canadian Breweries Ltd., interests at Toronto, Ont., have bought television rights for the Canadian Big Four football games next fall for about $900,000. The governors of the Big Four group meeting at Winnipeg, Manitoba, last in January are understood to have accepted a bid for $900,000 for three years from the interests, represented by the Royal Trust Co., Montreal, Que., and the purchaser was reported to be acceptable to the Canadian Broadcasting Corp. for sponsorship of the telecasts.

Regulations in Ontario to allow advertising of beer, wine and liquor are now under review by a special commission, and will be studied by the Ontario provincial government soon. Following the decision of the Ontario government, the Ontario Liquor Control Board will be informed on the policy, and then decision will be up to the CBC whether to allow such institutional sponsorship on radio and television, as is now permitted Quebec province.

Canada Expects to Reduce Its Expenditures for CBC

THE CANADIAN GOVERNMENT expects to spend almost $1 million less on the Canadian Broadcasting Corp. in the coming fiscal year than in the current fiscal year ending March 31, according to estimates tabled in the House of Commons at Ottawa, Ont., Jan. 26. For the 1955-56 fiscal year, expenditures by the Canadian government in Canada and provincial governments in the Quebec province, were $26,114,470, whereas for the year starting April 1 estimated expenditures are $25,167,825.

The drop in expenditures takes into account the gradual phase out of radio and television programs and services, and the drop in the number of television and radio receivers on which a 15% excise tax is placed at the manufacturers' level. This excise tax goes in its entirety to the CBC for its radio and television operations. The government will still pay a $6,250,000 grant to the CBC and will remit transmitter license fees from private radio and television stations (paid to the Dept. of Transport) to the CBC. The annual grant and the transmitter license fees are included in the total.

B&B Opens Toronto Office

BENTON & BOWLES has opened a Toronto office at 1407 Yonge St., with William E. Barfoot as manager. Ralph Starr Butler Jr. from the New York office has been appointed radio and television director of the Canadian office. William O. Morrison was named as an account executive at the new office, which will handle advertising of Studebaker-Packard of Canada Ltd., Florida Citrus Commission and Procter & Gamble Co. of Canada Ltd.

INTERNATIONAL PEOPLE

Bob Hunter, sales manager, CKBB Barrie, Ont., appointed manager.

David G. Hill, assistant manager, CKDA Victoria, B.C., to manager, and Allan Klenman, sales manager of CKNW New Westminster, B.C., for past six years to local sales manager of CKDA.

John L. Sayers, commercial manager of CKWX Vancouver, B.C., to general sales manager. Clare G. Copeland, formerly of All-Canada Radio Facilities Ltd., Toronto and Montreal and retail sales manager of CKWX to national sales manager, Douglas S. Greig, account executive of CKWX, to retail sales manager.

Fred Ursher, production manager, CJVI Victoria, B.C., appointed local sales manager, and Dick Bates, news, sports and special events director, to production manager.

Phil Stone, sports and promotion director of CHUM Toronto, Ontario, to program director.

Dorwin Baird, editorial director, CJOR Vancouver, B.C., elected alderman in Vancouver civic elections.

WBKB (TV) CLEARS FOR POLITICS

WBKB (TV) CHICAGO is pitching at the politics to buy spot time, using an idea conceived by ABC Vice President Sterling C. Quinlan. To ease the traditional political time problem, effective March 12, two 30-minute segments each Monday evening to accommodate announcements purchased by aspirants for the Chicago election primaries April 10. Each program's format will be devoted to musical entertainment.

MOTOROLA 'PIXIE PAC'

A COMBINATION gift box and counter display unit, the "Pixie-Pac," has been introduced by Motorola Inc., Chicago set manufacturer, as a point-of-sale device to promote its pocket-size portable radios. The unit contains a Pixie portable radio, a camera-type carrying case, a personalized listening device and set of two batteries. Suggested list price is $43.35.

BEGIN EDUCATION SERIES

NEW YORK UNIVERSITY office of radio-tv in cooperation with WCBS-TV New York has launched a new series of 26 weekly educational programs Saturdays, 2-2:30 p.m. EST. Titled "Yesterday's World, the series examines the culture and society of ancient man, in association with New York's Metropolitan Museum of Art. Partially financed by the Ford Foundation, programs will be kinescoped and made available to educational stations on a national basis.

Tvf for the Deaf

WCCO-TV Minneapolis is offering Moments With God for its estimated 3,000 deaf viewers. The program, begun last December, was the idea of the Rev. George Kraus, a Lutheran missionary serving the deaf people of the world.

Rev. Kraus gives the sign language interpretation on Moments while another minister gives the audio message. Station officials have been surprised with the large number of letters from the "hearing" audience who were fascinated with the sign language.

Besides his television work, Rev. Kraus is minister of the Calvary Lutheran Church for the Deaf, St. Paul, Minn.
LOCAL COLORCASTS ON KTLA (TV)

KTLA (TV)'s Hollywood launched a program of weekly colorcasts Jan. 27 with the claim that it thus becomes the country's first independent operation to inaugurate a regular color schedule. Selected for colorcasting was Western Varieties because of its town square setting and costumes.

CLAIMS ANTARCTIC FIRST

REPORTEDLY the first films and tape recordings of Adm. Byrd's 1956 Antarctic expedition aired on radio-television were featured last fortnight on NBC-TV's Today show and NBC Radio's News of the World with Morgan Beatty. Both 30-minutes worth of tape and 13,300 ft. of both color and black-and-white film were recorded and taped by NBC News' William Hartigan, the only news cameraman with the expedition. The reports, which arrived at New York's Idlewild International airport Jan. 23, via New Zealand, were delayed overnight when customs officials "held" the film for screening.

SAYS FINE ARTS PAY

Is a mass television audience interested in "fine arts" programming? WOR-TV New York is convinced that it is, pointing to a cumulative 51.0 Pulse rating achieved by its week-long presentation of "Tales of Hoffman" on Its Million Dollar Movie series, starting Jan. 16. On Jan 21 and 22, the station carried "Hoffman" in its entirety for 21/2 hours. The success of this "exposure" has led WOR-TV to schedule another "fine arts" motion picture, "The Great Gilbert and Sullivan," starting midnight period, making a 90-minute spread of live shows with addition of Richard's Open Door.

FIFTH LEGION SHOW ON NBC-TV

THE FIFTH annual "For God and Country" observance, under auspices of the American Legion, was slated to be carried by NBC-TV yesterday (Sunday, 2:30-3 p.m. EST). The program was to feature personal messages from prominent Americans—including Brig. Gen. David Sarnoff, board chairman, RCA—on the role of religion in daily life, devotional songs by Perry Como and the 140-voice choir of the U. S. Military Academy. In addition to Gen. Sarnoff, participants were to include Gov. Frank Clement of Tennessee; Howard Pyle, former Arizona governor and now administrative assistant to President Eisenhower, and various top legion officials. The program was to be at the Century Theatre, New York.

USIA PICKS 'NEW SOUNDS'

ABC radio's "New Sounds For You" listening concept, inaugurated last fall and currently heard each weeknight, 7:30-10 p.m. EST, now is being rebroadcast behind the Iron Curtain by the U. S. Information Agency. USA selected "New Sounds" as a "typical" U. S. radio show, ABC reports.

IN CASE OF FIRE

WILLIAM GOLDSMITH Co., Greenville, S. C., security and insurance broker, hit the jackpot Monday with its unusual "in case of fire" contract on WFBC. Under its standing order for broadcast of any fire within reach of WFBC's remote equipment, the sponsor covered the metropolitan area three downtown stores and a restaurant. WFBC summoned off-duty firemen to the scene and stayed with the blaze until it was finally brought under control.

'MARYLAND'S BEST'

GIVEN the title "Maryland's best room operator" by the American Billiard News, Jim Meyers gives credit for his winning the honor to a series of spots on WDON Wheaton, Md. Mr. Meyers Silver Spring room has been given a vote of approval by the Mother's Club, chief of police and the juvenile court.

"The announcements have . . . made my room known as a cleanly run operation which is suitable for having any member of a family patronize it," he said. Mr. Meyers also has a weekly 15-minute local sports show on WDON and WASH-FM Washington.

NEW NEGRO SHOW ON WBKB (TV)

AN ALL-NEGRO live production beamed at the Negro viewing audience has been launched by WBKB (TV) Chicago, with a claim it is the first of its kind on tv in that city. The program, Richard's Open Door, consists of interviews, music and news, with Richard Stamz as m.c., and emphasizing Negroes in sports, politics, entertainment and fashion. Producers are Sander Rodkin and Sid Sherman, Sander Rodkin Adv. Agency, for the sponsoring Martin Clothing Co. WBKB has slotted the show at the Saturday 11:30-midnight period, making a 90-minute spread of live shows with addition of Richard's Open Door.

WBZ PENETRATES IRON CURTAIN

WBZ-WBZA BOSTON carried a trans-Atlantic interview with Dr. William Damashek, Boston hematologist, who is visiting Moscow, on Jan. 17. Dr. Damashek was interviewed by Rod MacLeith, the station's news director, who elicited information from the physician on current medical developments in the Soviet Union, as well as his impressions on life in the country and a variety of subjects.

SOUND DEPTH ON WOI-FM-TV

WOI-FM and WOI-TV Ames, Iowa, stations of Iowa State College of Agriculture and Mechanic Arts, combined facilities recently for a one-time-only experiment in stereophonic sound. The weekly tv program, Ask Us Another, went out over two microphones, one carrying fm station audio, the other the tv audio. The audience, advance-educated to the idea, has asked for more sound in depth with its tv, say the stations.

FLYING BROADCAST ON KOSI

TO COVER the Denver Naval Air Station's airborne commission of a new squadron KOSI Denver went a mile above the Mile-High City. Following the proceedings aloft, KOSI sent program manager Lonnie Licata aboard one of the planes and borrowed a trailer-mounted portable transmitter and receiver from the Naval Air Station. KOSI says it was the only area station to carry the ceremony from air to ground.

SHOW GOES NETWORK

WCBS-TV's Eye on New York, one year old local public affairs program moderated by Bill Leonard, is now on CBS-TV Network. Now available to affiliates, show is supervised by Clarence Worden's WCBS-TV public affairs staff.

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EMPHASIZES AUTO RADIOS

IMPORTANCE of the automobile as "information center" during enemy attack, with stress on radio and the Conrad emergency broadcasting system, is explained in a four-page leaflet, Four Wheels to Survival, distributed to state and local Civil Defense offices in the country. The booklet notes that radio, tuned to either 640 kc or 1240 kc, will provide "the principal source of official information" in the event of any enemy attack.

'CONFIDENTIAL' FROM KSUM

"CONFIDENTIAL—Now It Can Be Told! The Facts about Our Sponsors' Wives." So says the cover of a new promotion piece from KSUM Fairmont, Minn. On inside pages are listed statistics to the effect that 96% of your wives listened to radio this past week; 75% listened to radio during the past 24 hours... and 43% are exposed to radio just before they shop." KSUM adds its own program and coverage data and appends under "and now a word from our sponsor," a page full of success quotes.

ANSWERS WMCA ALLEGATION

LAWRENCE E. GEROSA, comptroller of the City of New York, Jan. 19, engaged a radio "editorial" broadcast by WMCA New York President Nathan Straus who alleged a proposed sale of park department land "for private real estate exploitation" was sanctioned by Mr. Gerosa. Mr. Gerosa was granted 15 minutes on WMCA in accordance with the station's policy of providing equal time to "qualified opponents." In his recorded talk, the official denied the earlier allegation.

FOR THE RECORD

Station Authorizations, Applications (As Compiled by B·T)

January 26 through February 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—Directional antenna.

Am and Fm Summary Through Feb. 1

| FCC Commercial Station Authorizations As of December 31, 1952* |
|-------------|-------------|-------------|
| On Air      | Licensed    | In Pending  |
| Am          | Fm          | Am          |
| Cps on air  | Cps not on  | Cps not on  |
| Total on air| Total off   | Applications |
| Fm          | Fm          | in hearing  |
| Applications in hearing | 152 | 19 | 186 |
| New station requests | 97 | 0 | 112 |
| New station in being hearing | 57 | 33 | 24 |
| Licenses issued in Dec. | 750 | 0 | 0 |
| Cps deleted in Dec. | 2 | 0 | 0 |

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational FM and TV stations.

FCC ANNOUNCEMENTS

New Fm Stations . . .

APPLICATIONS AMENDED

Montrose, Colo.—Western Slope Beet Co. amends application for new fm to change ERP to 205 w on vhf, 101 w aur. and make equipment changes. Ant. height above average terrain 73 ft. Amended Jan. 27.

Roanoke, Ind.—Sarkes Tarzian Inc. application amended to substitute portions of sec. III and IV and sec. V-C and V-G and to change call sign from WLO to WHR. Station to be in studio and trans. location on Butler St., 44 miles east of intersection with Illinois Rd., near Fort Wayne, Ind., and to make ant. changes. Ant. height above average terrain 780 ft. Amended Jan. 27.

Laurel, Miss.—Laurel Television Co. amends application for new fm to change ERP to 97.7 w vhf, 82.29 kw aur. and make equipment changes. Ant. height above average terrain 754 ft. Amended Jan. 27.

Existing Fm Stations . . .

APPLICATIONS

WKST-TV New Castle, Pa.—Returned to applicant by letter of Jan. 23, pursuant to report of order adopted April 20, 1950, and Jan. 11, 1956, for rule-making proceedings to assign ch. 65 to Youngstown, Ohio. Petition denied. Announced Jan. 27.

APPLICATIONS

KBBW-TV Salinas, Calif.—Seeks mod. of ch. to change ERP to 93.5 w vhf, 163.8 kw aur. and studio location to 1260 John St., Salinas. Applications for change of ownership and license status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

New Fm Stations . . .

APPLICATIONS

KSMB-TV Monmouth, Ill.—Seeks ch. to change ERP to 27.2 w vhf, 17.6 kw aur. and make equipment changes. Ant. height above average terrain 1500 ft. Filed Feb. 1.

APPLICATION AMENDED

KYSO-TV Ardmore, Okla.—Filed amendment to reflect new financial, programming and engineering data and to delete reference to proposed studio move as well as to specify studio location as 112 N. Washington in lieu of 114 N. Washington. Ardmore (not move). Amended Jan. 30.

CALL LETTERS ASSIGNED

KFRK-FM Fresno, Calif.—California Inland Beet Co. ch. 12.

WATL-TV Atlanta, Ga.—Robert W. Roumaville, ch. 38. Changed from WQX-TV.

KLSE (TV) Monroe, La.—State Dept. of Education, State of Louisiana, Ch. 13.

WBHJ-TV Knoxville, Tenn.—Radio Station WBHH Inc., ch. 10.

New Am Stations . . .

APPLICATIONS


Overburg, Tenn.—Hamlin Parkers application for cp to operate on 1330 kc, 500 w D returned; not noted. Returned Jan. 30.

APPLICATIONS

Biloxi, Lake Tahoe, Calif.—Robert Burdette, 1400 kc, 250 w unil. Fm post office address 106 N. McC—
make equipment changes. Filed Jan. 31.

WFBP Guam, Gu.—Seeks to change from 1310 kc to 670 kc to 1 kw and make equipment changes. Filed Jan. 31.

WFMN Punta Gorda, Fla.—Seeks to increase power from 250 kw to 1 kw and make equipment changes. Filed Jan. 31.

WGMN Hollywood, Fla.—Seeks to increase power from 500 kw to 1 kw.Filed Jan. 26.

WFSP Guilford, Ga.—Seeks to change from 1270 kc to 550 kc to 1 kw and make equipment changes. Filed Jan. 21.

WGBR Myrtle Beach, S.C.—Seeks to change from 800 kc to 610 kc and decrease power from 1 kw to 50 kw. Filed Jan. 21.

WORC Worcester, Mass.—Seeks to increase D power from 1 kw to 5 kw; install new DA system and make other equipment changes. Filed Jan. 26.

WPMP Pascoag, R.I.—Seeks to increase power from 350 kw to 1 kw and make equipment changes. Filed Jan. 31.

KODY N. Platte, Neb.—Seeks to change from 1290 kc to 1240 kc to change from 250 kw to 500 w to N, 1 kw D; install DA-2, change ant.-trans. and studio locations and make other equipment changes. Filed Jan. 26.

WIRE Martinsville, Va.—Seeks to increase D power from 500 kw to 1 kw. Filed Jan. 17.

WNVA Norton, Va.—Seeks mod. of cp to change ant.-trans. location to south of Wise, Va.; just inside city limits on U. S. 23. Wise. Filed Jan. 27.

WSFM Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 26.

CALL LETTERS ASSIGNED

WXLI Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 1 kw. Filed Jan. 31.


KEOK Fort Dodge, Iowa.—Fort Dodge Broad- casts, Inc., 1280 kc, 5 kw. ALPHA. Filed Jan. 31.


KMMX Muleshoe, Tex.—David W. Hattif. —1380 kc, 5 kw. Filed Jan. 31.

KDWA Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w. D. Filed Jan. 31.

WFBK Fishing, W. Va.—Richard field Lewis Jr., 890 kc, 500 w. D. Filed Jan. 31.

KSME Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 26.

New FM Stations

APPLICATION

Seneca, C. S.—Blue Ridge Broadcast Co., 98.1 mc, 5 kw, 420 ft. &K to Seneca. Not new construction; first year operating cost $25,000. Blue Ridge is licencse of WNW Seneca and WBAW Barnew. both C. S. Filed Jan. 30.

Existing FM Stations

APPLICATION

KCMO (FM) Manhattan Springs, Colo.—Seeks mod. of cp to increase frequency from 102.3 mc to 102.6 mc to 10 kw and make equipment changes. Filed Jan. 26.

WMBL-FM Jacksonville, Fla.—Seeks to change ERP to 5 kw; trans location to 6645 S. Hampton, Jacksonville, height above average terrain to 580 ft. and make ant. system changes. Filed Feb. 1.

CALL LETTERS ASSIGNED

KAID-FM Honolulu, T. H.—Christian Bost, Amin., 95.5 mc, 5 kw. Filed Jan. 5.

Ownership Changes

APPLICATIONS

KIVA (TV) Yuma, Ariz.—Granted relinquishment of control of permitted corporation by G. Park Kaufman指定 transfer ownership of all of his stock. Accredited agreement already instituted. No consideration. Granted Feb. 1.


KWN Kankakee, Ill.—Granted relinquishment of control of licensee C. Small for $34,356. Small, 50.16%, stockholder, will lose 54.46% while Mr. Small's two sons, other parties to transaction, will retain 16% of his interest in station to his wife. No change in control. Granted Jan. 23; announced Jan. 31.

WCPM Cumberland, Ky.—Granted assignment of license to Trinity Betc. Co. for $10,000. Stockholder Edward F. Shadburn is manager of WCPM. Granted Feb. 1.


WABY Albany, N. Y.—Granted acquisition of control by David A. Kyle who will control 54% of outstanding stock because of retirement of 39.9% of outstanding stock held by other parties. No consideration and no new stockholders are involved. Granted Jan. 26; announced Jan. 31.

WNWE New York, N. Y.—Granted assignment of license to WNEW Betc. Inc. wholly-owned subsidiary of the former WNWE Betc. Co. No change in control. Granted Jan. 26; announced Jan. 31.

WBBY "Cottage Grove, Ore.—Granted assign- ment to Radio Station KOMH. Corporate change only; no change in control. Granted Jan. 26; announced Jan. 31.


WOKX Portland, Ore.—Granted transfer of control by J. A. Gillin for $30,000. Mr. Gillin is presently 50% owner of stock and will be sole owner. Granted Jan 24; announced Jan. 31.

WDXN Clarksvllle, Tenn.—Granted assignment of license to Clarksville Betc. Corp. Corporate change only; no change in control. Granted Jan. 24; announced Jan. 31.

WIKV-W Children's Hosp., Tenn.—Thomas W. V. Yell, Granted transfer of control to Peter Johnson Betc. Corp. for $35,000 plus $17,200 in miscellaneous expenses. Sole owner Earl Johnson is transferred to 54.6% owner of WMID Atlantic City, N. J. and former vice pres. of MDS. Granted Feb. 1.

KASL Newcastle, Wyo.—Granted assignment of license to Northeast Wyoming Betc. Inc. for $20,000. Principals are: Pres. Floyd L. Sparks (45%); gen. manager—minority stockholder of KASL; Vice Pres. Dolts L. Sparks (3%), no oc- cupation listed in application; Secy-Treas. W. W. Taylor, Mr. Sparks brother-in-law; Stella B. Parson (30%), feed and grain business. Granted Feb. 1.

APPLICATIONS

KAMO Rogers, Ark.—Resubmits application for assignment of license to KAMO Inc. Corporate change only; no change in control. Reconsidered Feb. 1.

KTVK (TV) Denver Colo.—Seeks transfer of negative control (50%) to Webb & Knapf Inc. for $450,600. WKB is 26.5% owned by William Zee-
California Independent

$125,000.00

Relatively new station operating fulltime with all new equipment. Effective service on excellent frequency to 3500 population. Area is noted for agriculture, military bases, tourists, fishing, and golf. Some financing available.

Negotiations • Financing • Appraisals
BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
3548 Pennsylvania Ave., N. W.
Washington Bldg. Sterling 3-4311

CHICAGO
Ray V. Hamilton
5 W. Jackson Blvd., Suite 1001

SAN FRANCISCO
William T. Stubbfield
111 Sutter St.

Tribune Tower
Delaware 1-2755-3

KXKBO 2-5671-2

FOR THE RECORD

January 30 Applications
Accepted for Filing
KRFK Rocky Points, Miami—Seeks license to cover cp which authorized new station.

K adrenal, While Carson—Seeks license to cover cp which authorized new station.

WBBN-St Louis, Mo.—Seeks license to cover cp which authorized new station.

WBKN-TV Youngstown, Ohio—Seeks license to cover cp which authorized new station.

Remote Control

WMMQ Iron Mountain, Mich.; WNNY Watertown, N. Y.; WGNW West Palm Beach, Fla.

Renewal of License

KBOL Boulder, Colo.; KXBB Colorado Springs, Colo.; KGER New Market, Ark.; KNUV New Ulm, Minn.; KBKK Brookings, S. D.

January 31 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WKNX-TV Saginaw, Mich.; WVTW (TV) Cadill.

(Continues on page 100)

BROADCASTING • TELECASTING
<table>
<thead>
<tr>
<th>Name</th>
<th>Service</th>
<th>Address</th>
<th>City, State, Zip</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices</td>
<td>1725 De Sales St., N.W., M.E. 8-5411</td>
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<td>Telephone Laboratory</td>
<td>1339 Wisconsin Ave., N.W. Washington, D.C. 20005</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. D. C.</td>
<td>Telephone District 7-1205</td>
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<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1052 Warner Bldg., National 8-7757</td>
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<td>Washington 4, D.C.</td>
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<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years' Experience in Radio Engineering</td>
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<td>WELDON &amp; CARR</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>Washington 6, D.C.</td>
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<td>1001 Conn. Ave. 4212 S. Buckner Blvd.</td>
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<td>GUY C. HUTCHESON</td>
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<td>AR. 4-8721</td>
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<td>AM-TV BROADCAST ALLOCATION</td>
<td>FCC &amp; FIELD ENGINEERING</td>
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<td>1 Riverside Road—Riverside 7-2183</td>
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<td>Riverside, Ill. (A Chicago suburb)</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3738 Konawha St., N.W. Wash., D.C.</td>
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<td>CARLE E. SMITH</td>
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<td>4900 Federal Avenue</td>
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<td>CRANE &amp; CO.</td>
<td>1010 15th St., N.W. Wash., D.C.</td>
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<td>CONSULTING RADIO ENGINEER</td>
<td>831 MARKET STREET</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
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<td>Denver 22, Colorado</td>
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<td>JOHN H. MULANEY</td>
<td>Consulting Radio Engineers</td>
<td>2000 P St., N.W.</td>
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**COMMERCIAL RADIO MONITORING COMPANY**

**PRECISION FREQUENCY MEASUREMENTS**

A FULL TIME SERVICE FOR AM-FM-TV

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**CAPITOL RADIO ENGINEERING INSTITUTE**

Serves the radio & TV industry on aeronautical problems created by massive towers

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TELEVISION AND RADIO ENGINEERING CONSULTANTS

420 Taylor St., San Francisco 2, Calif.

**SPOT YOUR FIRM'S NAME HERE!**

To be seen by 75,356 Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for fm, tv and facsimile facilities.

*1953 ARB Projected Readership Survey*
Do You Know?

There are three roads that lead to state management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, you will not get acquired. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know the selling and the techniques of successful radio or TV ad selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

Are We Always Seeking Well Qualified Placement Clients of Good Character for All Executive and Staff Positions with TV and Radio Stations.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington, D. C.
**UNUSUAL OPPORTUNITY**

for Technical Director and Chief Engineer. Due to illness, our Technical Director must give up responsibility of operating two radio stations and two VHF television stations in top Midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements, availability and references first letter.

Box 337F, B.T.

---

**RAADIO**

**Help Wanted—(Cont’d)**

Engineer–announcer. Combination position open. Contact Gene Ackerley, KCCW Radio, Alliance, Nebraska.


Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume, WICN, Muskegon, Mich.

Combination engineer–announcer wanted immediately. Good pay. Large metrop. Excellent town to live in, 100 miles from the Gulf. Radio Station WMPC, Monroeville, Alabama.

Man or woman with first phone license. Must be anxious to advance in radio. Desire person with sales and/or announcing experience. Send photo, resume, etc. Box 1947, Orlando, Florida.

Engineer–announcer. Heavy engineering; capable announcing for station WYmoreno, 53813 or Chambersburg, Va., Colony 4-6151.

**Programming–Production, Others**

Newman–Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B.T.

Program director–announcer for successful southeastern daytimer... tell all about yourself... Tape returned. Box 216F, B.T.

Sound, 15 years old Ohio network station needs female announcer. Previous chief in Pension increases, insurance plan, paid vacations, good future. Box 215F, B.T. Send full information Box 311F, B.T.

**Situations Wanted**

**Managerial**


Metropolitan area account executive earning $10,000 ready for $15,000 bracket as manager or salesman. Ten years in sales, sales promotion, programming, merchandising, announcing, conti nual growth. Box 350F, B.T. Excellent references. Box 279F, B.T.

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south. Prefer WYmoreno, Florida. Excellent references. Box 286F, B.T.

Manager, commercial manager: Twenty-two years experience, independent and network. Nine years station manager; seven years commercial man ager. Age 42. Consider nominal salary with arrangement purchase interest from profit sharing. Box 306F, B.T.

Manager and sales director. Available immediately. Twenty years experience. References. Box 305F, B.T.

Radio television manager, coordinator, sales manager; 30 years outstanding record. Personal interview will convince you. Presently located in west. Box 316F, B.T.

Attention Florida station owners... presently southern station manager, part owner, looking for location in Florida... Fourteen years experience. Construction and management present station successfully for 10 years... thoroughly experienced in all phases... no reason to leave other than like your state, desire better climate. Dependable. References. Box 306F, B.T. Commercial manager or top sales position... Not a desk operator. Can organize and train personnel. Twenty years selling experience. Proven record in radio and tv sales. Prefer midwest or west. Available soon. Box 307F, B.T.

---

**RAADIO**

**Situation Wanted—(Cont’d)**

Announcers

Attention Florida... ten years sports veteran in large metropolitan market. Football, basketball, roadway, color, play-by-play. Family man, college graduate. Outstanding on sport, news, commercials, and ad-button. Currently sponsored on 48 sportscasts per year. Ten years. Best references. Box 163F, B.T.

Congenial, trained, experienced announcer, desires permanent placement. Small town north east. Box 217F, B.T.

Family man wishes to relocate, experienced. Top DJ. Programming ability. Top mike salesmanship. First ticket. Box 240F, B.T.

Experienced announcer–disc jockey, 35, veteran, single, 3rd ticket, pleasing personality, broad knowledge of records and artists, photo, tape, resume. Box 257F, B.T.

Sports caster—heavy experience major sports, top staff, news, newspaper sports writing. Seek any deal, Class B baseball or above, winter sports. Air–check tapes, references. Box 277F, B.T.

Recent broadcasting school graduate. Good DJ, news, sports, board tape. Box 306F, B.T.

Described by leading magazine as outstanding decal in his area. 5 years experience—including large competitive market, whether reading-‘em straight–or ability–or 50,000 success in both sponsors and public, Seeking permanent position with good station in large city. Married, age 21–stage background.

Want position as announcer or combo. Married, 35, college, first–phone, three years experience. Presently interested in entertainment–radio–radio manufacturing concern. Box 300F, B.T.

Californa here I come! Arrive about middle March. 3 years top show in medium market. Want arrange personal interviews. Box 304F, B.T.

Top announcer, salesman. Nine years experience. First class license. Currently sales manager. All offers considered. Box 305F, B.T.


Early morning man or straight announcer. Married, children, reliable, references. Box 317F, B.T.

National star staff announcer; family interested relocating permanent position. Prefer southeast or Florida. Size of town and station important. Box 325F, B.T.

Gasp over the lowest in radio... hear my tape audit. Don’t settle for a good announcer with mediocre voice. Desire a good announcer with an exceptional voice. Sure, I’m a man with nine years experience, yet, I’m sure you’re responding. 31, 15 years experience, presently employed. Box 326F, B.T. But, if above all you’re looking for a sound 50kw sell announcer with an exceptional voice... hear me on tape or in person. Box 332F, B.T.

You looking... me too, 8 years radio–2 years tv news, sports, commercial–strong play–by–play baseball–basketball–football. Desire relocate before baseball. Location secondary to opportunity. Box 334F, B.T.

---

**RAADIO**

**Situations Wanted—(Cont’d)**

Announcers–3 years in radio. Authoritative delivery, strong on commercials. I believe in quality broadcasting. Sober, reliable, married; presently employed. Box 327F, B.T.


Proven, experienced as announcer, program director and assistant manager. Desires seeking better opportunity. Young family man, hard-working, ambitious and aggressive. College graduate. Eastern location preferred but will consider any location for right position. Box 306F, B.T.

Top graduate broadcasting school seeks start in radio. Veteran in news, commercials and play–by–play. Excellent appearance, eager, alert and energetic. Location unimportant. Box 342F, B.T.

Attention, Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B.T.

Experienced staff announcer desires permanent position in eastern market. Prefers east, will accept offer. Immediate availability. Strong news, commercials. No hotshot DJ. Box 346F, B.T.

Staff announcer. Recent broadcasting school grad. 3rd ticket. Knowledge all phases. Box 347F, B.T.

Young man, aggressive, 3 years experience, radio and tv presently employed in middle eastern market. Will consider all offers. Prefer California. Box 351F, B.T.

Decoy–hard worker, congenial, good voice, 3 years radio. Excellent references. Prefer Penna., Ohio or Florida. Box 355F, B.T.

2 years experience. Dependable, Desire permanent position in large eastern market. box 366f, B.T.


DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. L., N. Y. Floral Park 2-4536.

News–DJ and sports color-3 years experience; all station equipment. Act 24, some show–biz; desires permanent staff position with opportunity for advancement. Write or call Ted Frost, 2060 Rieing Sun Ave., Philadelphia, Pa. 5-5165.

(Continued on next page)
RECOMMENDED!

TOPS FOR TV

MORGAN GOODWIN

ROCHELLE MUDD

ROGER WAGNER

ROBERTA SPRAGUE

These graduates all have had extensive individual instruction in our Washington or Chicago studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire or phone COLLECT, John Birrel, Employment Counselor.

NW SCHOOL

Page 98 • February 6, 1956

Broadcasting • Telecasting
**TELEVISION**

**FOR SALE—(Cont'd)**

**Equipment**

Fairchild model 100, 15 inch per second. Full track, two color professional tape machine. New cost $2,750. Surplus from leading recording studio. Used but in excellent operating condition. Sale $1,200. Box 311F, B-T.

3kw fm transmitter. A/A condition. All associated transmitter equipment. 600 feet 1 1/2" coax. First good cash offer F.O.B. Temple, Texas. Contact Dale Thores, KTEM.

Equipment for sale—Gray teplo 12B and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A mechanical enlarger $1,000. All in excellent condition. Contact W. E. Nett, WFMY-TV, Greensboro, N. C.

Gates MO-2700 31-B antenna tuning unit. 2 Gates Model CH-10, transcription turntables adapted for 15 p.m. Harrington, Chief Engineer, WCAT, New Hartford, N. Y.

For Sale—1 RCA 700 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.


2—RCA TK-20-A in scope film camera complete with camera pedestal, control chassis, beam metering panels, DC power units, skyline projectors, interconnecting cables, and TP-AC multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master control. New condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. Sterling 2-1145.

For sale Console 5 positions. Western Electric. Sacrifice $2,500. Box 354D, B.T.

Console, studio control, meets am-broadcast specifications. Write for Literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 8, D. C.


WANTED TO BUY—(Cont'd)

**Stations**

Successful station manager interested in buying part ownership of radio station in Alabama or Georgia. Have considerable amount of cash available to invest immediately. All replies confidential. Box 368F, B-T.

Metropolitan radio station. Have $50,000,000. Mortages. Surrender, 210 East Roosevelt, Phoenix, Arizona.


**Equipment**

Used GE studio chair. State approximate hours used and price. Box 168F, B-T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 253F, B-T.

Wanted: Field strength measuring meter—am. RCA or equivalent preferred. Box 234F, B-T.

Wanted: Rear screen projector, with screen if available, 8 x 12 pattern. Contact Jim Tumey, KROD-TV El Paso, Texas.

Wanted: Type 5541 transmitting tube in good condition. Contact Chief Engineer, WDNC, Durham, N. C.

**INSTRUCTION**

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC first class license in 3 months. For details write Grantham School, Dept. 1-7, 821 19th Street, N. W., Washington 6, D. C.


FCC first class phone. After ten years successfully answering men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Est. Div., 1633 North Cherokee, Holly wood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Kof ter, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

**MISCELLANEOUS**

Back Seat Driver's License . . . terrific program and promotion peg! Colorful, funny, harmless. And cheap to use. Write for free samples and low quantity prices. Bob Menzel, Box 205, DeLeon, Texas.

FLORIDA CALLING

**NEED AT ONCE**

Four combo announcer-control operators. No first ticket needed. Must be all-around commercial-news-DJ's. Also two traffic-steno-Gal Friday's.

This is a major AM-TV network operation in Number One Southeast market. Will accept qualified beginner, graduates college and AM-TV schools. Airmail resume-photo-tapes immediately. Tapes will be returned.

Must be single and willing to work all departments.

Reply Box 359F, B-T
FOR SALE

Unit 1
RCA TK-1B Synchronizing Generator consisting of:
1-MI 26100 Sync. Gen. poleformer.panel
1-MI 26110 Sync. Gen. pulse shaper
1-MI 26270 Filter panel
1-580D Regulated power supply
1-Steel equipment rack assembly with two doors

Unit 2
1-TK-1B Monocope camera
1-580D Regulated power supply
1-Ta1A Distribution amplifier
1-50D Regulated power supply
1-Steel equipment rack assembly with one door

Box 335F, B-T

CARTRIDGES

RCA MI-11874-4 1.0 MIL fine groove;
RCA MI-11875-4 2.0 MIL strand transcription.
$35.00 each. Also pickering D-1405 microgroove. $25.50 each.
In excellent condition. Several of each available;
by order quantity and part number.

Shipments C.O.D. Sale due to equipment
changeover by professional
record

Box 335F, B-T

25 KW LOW BAND
TV TRANSMITTER

Available for immediate delivery, one
25 KW Federal Communications
Laboratories TV Transmitter complete.
Used about one year on Channel 2.
Factor condition. No reasonable offer
refused. Terms to responsible party.

KRFK-TV
4103 South Regal Street
Spokane, Washington

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates
of the Paulin-Newhouse School of
Announcing are interested in acquiring
experience. Complete information includ-
ing sample tape requested. Let us
help you find the right man for your
staff. There is no charge for this service.

Write to:

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd.
Detroit, Mich.
crowning erection of new ant. (decrease in height and move ant. approximately 15 ft.).

WMT-VT Cedar Rapids, Iowa.—Granted license covering changes in facilities, installation of DA system.
WIZ-TV Boston, Mass.—Granted license covering changes in facilities, installation of DA system.
WMT-CD Cedar Rapids, Iowa.—Granted license covering changes in facilities, installation of DA system.
WMT-CD Cedar Rapids, Iowa.—Granted license covering changes in facilities, installation of DA system.
WMT-VT Cedar Rapids, Iowa.—Granted license covering changes in facilities, installation of DA system.
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It Isn't True Love

UNTIL quite recently, the movie industry and television spent a lot of their time snarling at each other. To be more precise, the movie industry spent a lot of its time snarling at television and complaining that tv was killing movies. Sometimes television snarled back. More often, however, it made cooing noises in the direction of Hollywood and yearned aloud to embrace some of the better products and personalities that were being held in seclusion by film interests.

The cooing, supported by such tangible tokens of affection as million-dollar contracts, has taken effect. Romance is blooming. Hollywood and tv are, as the columnists say, an item.

But why this sudden change of heart? Like many marriages which are reported in the gossip columns, this one is bound to go pfiff.

Because so far it is a one-way romance.

Television is doing all the courting.

Television keeps rushing in with bundles of money which Hollywood takes with the calculated charm of a chorus girl fleeing a rich stage-door-Johnny from the sticks. Hollywood has discovered that television is harmless and not particularly demanding. The most television wants in return for a mink is a moment of footsy-footsy beneath a ringside table at El Morocco.

What has Hollywood given television in return for the millions of dollars in cash and free promotion that television has thrown at Hollywood's feet?

A few very good television programs including such series as Disneyland.

A great many formularized television shows which are either slick but meaningless adaptations of movies or mere trailers which advertise movies that you must go to a theatre to see.

To summarize—let alone enumerate—the gifts which television has bestowed in order to get so meager a return would take pages and pages. It is enough to say that Hollywood would have gone broke if it had been obliged to buy the pro-movie propaganda which television has been providing for nothing or indeed providing in addition to the tremendous talent and production fees it has paid to Hollywood.

On Sunday, Jan. 29, for example, in the prime time of 7:30 to 9 p.m., television produced an hour and a half of solid promotion for Hollywood. Inside Beverly Hills was presumably designed as a sort of dressed-up documentary which would show the living habits of residents of that posh community. As an effort in journalism, the program was on a level no higher than that of the average article in a movie fan magazine.

The production costs of Inside Beverly Hills ran $150,000. A fan magazine might pay 500 bucks top for a piece of that kind.

Toward the end of Inside Beverly Hills James Stewart and his family were shown leaving their home en route to attend the cinema. In an obviously rehearsed plug, Mr. Stewart said: "Movies are your best entertainment."

It was hard to disagree with him at that moment.

A Plan for New Orleans (and the U.S.A.)

IN ITS reappraisal of television allocations, the FCC should give particular attention to the possibility of releasing some, if not all, of the channels now reserved for non-commercial, educational use.

In a number of communities the release of these reservations would be of significant help in expanding television service. We shall use New Orleans as an example, but first we would like to explore other facets of the educational problem dispassionately and, we hope, realistically.

It should now be crystal clear that education never will fully utilize the channels allotted under the unique "reservation" plan made part of the Sixth and Final allocations report. There isn't enough money or program product to do the job. And there just isn't enough public interest in this.

So why not let these channels go for commercial use, rather than allow them to lie fallow? When the educational people in a given community find themselves ready, let them re-acquire part of the station's time (and use the station's facilities) under agreements that could be devised in advance. Actually, the FCC is floating the Communications Act of 1934 by allowing educational channels to go unused after nearly four years.

The New Orleans example has its counterpart in dozens of communities where educational assignments have not been activated or are being used only part-time. Three vhf channels (4, 6 and *8) are allocated to that city. Only one—ch. 6—is being used. Ch. 4 was sought by three applicants, and a final choice of the winner is yet to be made. Ch. *8, as noted above, has an asterisk, the Commission's mark for an educational reservation.

Four uhf channels are allocated to New Orleans. One is occupied by an operating station. Another has been granted, but there is no indication as to when or if it will go on the air. The others are unclaimed.

It is now nearly four years since the FCC lifted the tv freeze, and New Orleans is still without really competitive tv service.

What about ch. *8? For more than three years it was being begged. Finally, last July, the Greater New Orleans Educational Television Foundation Assn. applied for it. The association claims support and pledges of support from numerous sources, including the Ford Foundation, and proposes to spend $328,000 to build a station.

Sounds good, so far. Now how does the foundation propose to put its $328,000 station to use? Well, it promises to provide five hours of programming a day Monday through Friday. Weekends it will stay dark.

Is that a fair shake for the people of New Orleans? Is that enough programming to justify a franchise on a facility which, in business hands, would add a full program service to a community that is in desperate need of one? [Multiply that by 86, the number of vhf's reserved for education, and you get a notion of the kind of additional service the public really wants that could be supplied throughout the country, and without battling for new spectrum space and without converting sets.]

As a start, we suggest that the FCC, on its own motion, propose the erasure of the asterisk before ch. 8. This will benefit the New Orleans public, the city's television business and the advertisers. It will also benefit the educational foundation, which can arrange to use that $328,000 to build educational programs, rather than a wholly inadequate station with promised operation of 25 hours a week. And those programs could be placed on the ch. 8 station (and on other commercial stations throughout the state where extension education is really needed) by agreement.

We feel confident that most, if not all, of the 13 vhf non-commercial education stations now on the air, and struggling for money, programs and public acceptance, would quickly realize that this method would be the answer to their vexing problems. It can work, if only someone would take the initiative. And that someone should be the FCC.
KSTP is there when it happens...

... and within minutes, the entire Northwest knows the whole story! By their expert use of five 2-way-radio news cars, a news plane, tape and telephone recorders and other facilities, KSTP reporters and news-men consistently lead all competitors in fast, accurate presentation of the news.

One of the first full-time radio newsrooms in the nation, KSTP employs 19 experienced reporters, 100 "stringer" reporters in a 5-state area whose job is to report the news quickly, completely, impartially and in good taste.

Within the last few months, KSTP again scooped all competitors—including newspapers—with an exclusive story on a kidnap-murder victim which was carried on national news service wires. This, incidentally, is the third time that KSTP has scored a news beat of national importance. Several national and local awards for news coverage and presentation also attest to the excellence of this pioneering news operation.

In addition to its superior daily news programs, KSTP offers its listeners varied entertainment 24 hours a day! The Northwest's favorite personalities offer the "best music in town," plus sports, weather news and other popular shows.

Why not put KSTP with its top personalities, balanced programming and unmatched news coverage to work for you? To sell the vital Northwest market, your best buy is KSTP...priced and programmed to serve today's radio needs!

KSTP Radio
50,000 WATTS
MINNEAPOLIS • ST. PAUL • Basic NBC Affiliate

"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES
The KMBC-KFRM half-millivolt contours cover some of the richest, most productive farm land in the United States! Much of the total money spent for goods and services in this area comes directly from farm families—and many millions more are spent by people whose incomes are derived indirectly from agriculture.

Because farming is so important to so many in the Heart of America, farm programming receives prime attention on KMBC-KFRM. Two full-time farm experts, Phil Evans and Jim Leathers, have built KMBC-KFRM rural listenership into one of the most responsive farm audience groups in the nation. Their 5:30 to 7:00 a.m. "RFSD Farm Service Program and their noontime market, livestock and farm news reports on "Dinnerbell Roundup" reach farmers during the top rural listening hours. Evidence of KMBC-KFRM pulling power was dramatically demonstrated last fall when a major fertilizer manufacturer reported the following cost-per-inquiry breakdown on a free booklet offered regionally:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Cost Per Inquiry</th>
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<tbody>
<tr>
<td>KMBC-KFRM</td>
<td>5.90</td>
</tr>
<tr>
<td>Radio Station A</td>
<td>1.12</td>
</tr>
<tr>
<td>Radio Station B</td>
<td>1.46</td>
</tr>
<tr>
<td>Radio Station C</td>
<td>3.77</td>
</tr>
<tr>
<td>Farm Paper A</td>
<td>4.13</td>
</tr>
<tr>
<td>Farm Paper B</td>
<td>5.11</td>
</tr>
<tr>
<td>Farm Paper C</td>
<td>5.41</td>
</tr>
<tr>
<td>Farm Paper D</td>
<td>7.13</td>
</tr>
<tr>
<td>Farm Paper E</td>
<td>8.82</td>
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<tr>
<td>Farm Paper F</td>
<td>12.16</td>
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PHIL EVANS, KMBC-KFRM Farm Service Director, inspector's flock of prize White Leghorns at one of the KMBC-KFRM Service Farms near Stanley, Kansas. Phil, known as the Dean of Midwestern Farm Broadcasters, is a practical farmer as well as a shrewd agricultural analyst—a happy combination which makes for authoritative reporting to his thousands of rural listeners.

JIM LEATHERS, Associate Farm Service Director, tapes an on-the-scene interview for one of his popular daily broadcasts from the Kansas City Stockyards. Jim eats, sleeps and breathes farming. His keen insight into agricultural problems gives the Midwest farm factual information heard only on KMBC-KFRM.

SURVEY-PROVED, FIRST IN FARM RADIO PREFERENCE!

Further proof of KMBC-KFRM farm market domination came during the nationally famous American Royal Livestock & Horse Show in Kansas City last October. To evaluate farm radio preferences, a special college-trained marketing unit interviewed more than 800 Royal visitors from farms in Western Missouri and the State of Kansas. The results, tabulated below, show KMBC-KFRM leads all competition in preferred farm service programming.

To what stations do you listen for Radio Farm Editors and Market Reports?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>KMBC-KFRM</th>
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<tbody>
<tr>
<td>60%</td>
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<td>2%</td>
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<td>6%</td>
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<td>All others</td>
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To what station do you listen most for news-General News?

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<thead>
<tr>
<th>Percentage</th>
<th>KMBC-KFRM</th>
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<tr>
<td>23%</td>
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<tr>
<td></td>
<td>20%</td>
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<td></td>
<td>15%</td>
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<td>All others</td>
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On what station do you depend most for Farm Information Service?

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<tr>
<th>Percentage</th>
<th>KMBC-KFRM</th>
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<tr>
<td>47%</td>
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<tr>
<td>20%</td>
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<td>17%</td>
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<td>All others</td>
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To what station do you listen for Farm Information other than Market Reports?

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<tr>
<th>Percentage</th>
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<td>28%</td>
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<td>8%</td>
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<td>All others</td>
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CONTRACT RENEWALS REFLECT SPONSOR SUCCESS

Account longevity is still another example of the effectiveness of KMBC-KFRM farm programming. Staley Milling Company has sponsored twice-daily broadcasts for 16 years—8,000 consecutive shows! Pioneer Hybrid Seed Corn has been on the air with more than 9 years of continuous broadcasts. Kansas City Livestock Interests have a five-year record of successful advertising on KMBC-KFRM. Other long-time farm advertisers could be added to this list—each one a powerful testimonial for the results farm advertisers get on KMBC-KFRM!

Remember, farm service is just one segment of the well-balanced, result-getting radio programming on KMBC-KFRM. For up-to-the-minute details on the "New Sound" of KMBC-KFRM, see your Free & Peters Colonel.

LISTEN to the New Sound of KMBC of Kansas City KFRM for the State of Kansas

...and in television, the Swing is to KMBC-TV, Kansas City's Most Powerful TV Station!