is the word for the COVERAGE WDGY's
50,000 watts give you in MINNEAPOLIS-ST. PAUL

... and WDGY has an almost perfect
circle signal daytime. Watch what happens
to radio listening when Mid-Continent pro-
gramming, ideas, music and news fill the
Twin Cities air. Call WDGY General Man-
ger Stephen Labunski or Avery-Knodel.

WDGY
MINNEAPOLIS-ST. PAUL
50,000 WATTS 1130 KC.
METROPOLITAN POP. 1,200,000 TOTAL POP (0.1 MV) 2,653,897

WDGY, Minneapolis-St. Paul
Represented by Avery-Knodel

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.

KOWH, Omaha
Represented by H-R Reps, Inc.
YES...WBRE-TV does have a 17 County Coverage

2,000,000 POPULATION...a Mecca for the TV merchandiser. For example, the Wilkes-Barre-Scranton market alone accounts for $872,000,000 in buying income out of an estimated $2,000,000,000 for the 17 counties. These two metropolitan areas are equivalent to the nation's 29th market. All this plus a million watts of power...finest engineering...higher program ratings...more audience...more set count...more, well, why not call us or the Headley-Reed representative for all the facts that make Channel 28 in Wilkes-Barre N.E. Pennsylvania's best TV buy.

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

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
                  SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
                  WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
                  SNYDER MONTOUR CARBON

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE". But we've checked with good authority and it has happened.
LOOK AT THE NEW RATINGS IN IOWA

ARB and PULSE AGREE:

KRNT-TV

NOW DOMINATES In Des Moines

TO MENTION A FEW OF THE CHANNEL 8 LEADS IN ARB NOVEMBER SCOREBOARD:

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

KATZ HAS ALL THE FACTS ON
KRNT & KRNT-TV.... Cowles Operations
KRLD-TV's maximum-power Channel 4 signal is now beamed from atop Texas' tallest tower... 1,685 feet above average terrain... vastly increasing its coverage area.

PUNCH... December, 1955, for the Dallas Metropolitan Area, showed KRLD-TV, in this 4-station market, with 15 out of the 16 top once-a-week programs... that KRLD-TV dominates, with more viewers, morning, afternoon and night, Monday through Friday.

No other medium sells the Top O' Texas Market like...

The BIGGEST buy in the BIGGEST market in the BIGGEST State

PUNCH PLUS

REACH...
AUDED AUDIENCES • “Guaranteed circulation”—long wanted from radio-tv by some agency executives [BT, Jan. 23] —may make its entry this week. Mutual plans to unveil new sales concept that its officials describe as "revolutionary." They’re mum on details, but it’s good bet that some form of circulation guarantee will be involved.

IEA of guaranteeing radio “circulation” was tried once before at network level. In November 1951 NBC Radio came out with “Guaranteed Advertising Attention Plan” involving three programs which were guaranteed to deliver—with A. C. Nielsen Co. retained as “auditor”—total 5.3 million advertising messages per week at $2.75 per thousand [BT, Nov. 19, 26, 1951]. At that time there were no takers and plan was quietly dropped.

WIDER PLEASE • While Hollywood film vaults are opening wider to tv for pre-1948 features, closed door meetings between producers and various guilds are becoming more frequent as all groups eye extra income possible in selling post-1948 films to tv too. Talks with guilds concern extra pay formulas. Producers and guilds alike are concerned over impact on new production, but don’t want to be left out if someone else makes break.

DESPIE NARTB frown at free movie plugs on tv [BTB, Feb. 6], United Artists has booked 66 stations to carry no-pay short promoting Frank Sinatra’s forthcoming feature, “Johnny Concho.” UA reports 20 outlets promise multiple night showings. Short was produced specifically for tv.

SERIES PITCH • Indications that NBC will make strong bid for multi-million dollar tv rights to World Series and All-Star Game (see story page 109) is pointed up in unannounced appointment of Paul Jonas to NBC’s sports staff. Mr. Jonas, during long tenure at MBS, played major role in negotiating series rights for that network. Ford Frick, baseball commissioner, reportedly is asking for $3 million per year for rights to radio-tv package.

GAINING momentum is proposal that private broadcaster be made permanent member of Airspace Panel in Washington, on equal footing with representatives of private organizations representing air transport, pilots and other private aviation interests. Proposal was made to NARTB Tv Board at its meeting fortnight ago in Chandler, Ariz., by Ward L. Quaal, Crossley Broadcasting vice president, in light of efforts of private carriers and of military to rigidly limit heights of tv towers.

VACATION PENALTIES • Any television network advertisers thinking of taking summer hiatuses this year—and their number is dwindling annually—may find it desirable to think again. Their chances of going off for summer and being sure of getting their time periods back in fall are no better than slim. Both CBS-TV and ABC-TV have decided that, for first time, they won’t protect vacationing sponsors’ time periods. NBC-TV hasn’t set policy, may handle each case individually if problem arises. Both NBC-TV and CBS-TV had only couple of hiatus-takers last year, see chance of solid lineups this summer, while ABC-TV looks for much smaller number of vacationers than in past.

PRACTICE of having principal of program do commercials, notably in news shows, is more suspect than ever because of experience of Drew Pearson in Texas. U. S. Trust & Guaranty Co., Waco, which sponsored Pearson over Texas stations, folded, precipitating recent Texas insurance scandals. Texans reportedly blame Pearson, although wrongly, along with company officials because of his close identity through commercials. Issue expected to become increasingly lively topic (see story, page 108).

MORE TVS, SMALLER COVERAGE • There’s evidence that Senate Commerce Committee is listening more and more to intramura1 arguments favoring philosophy of multiple, competitive, local tv services as against concept of stations serving wide areas. Essence of argument is that more stations mean more competition, while big, powerful-wide-ranging stations mean monopoly. Answer to those concerned with implications this hearing may have for farmer and other rural folk is summed up in these words by one source close to committee: Farmer has to pay premium for telephone and power services. Why must television allocations be tailored to bring tv to him at any less expense? Let him build tall receiving antennas, buy more sensitive receivers; after all he has to do that for other services.

FAST-MOVING NARTB President Hal Fellows leaves Feb. 24 on two-week European trip to inspect Radio Free Europe operations headquartered in Munich. He also will take look at other radio-tv operations on continent and broadcast behind the Iron Curtain. Mr. Fellows will accompany him on what will be their first trip to continent.

ROSIER COLOR • Top executives at Motorola Inc., Chicago set manufacturer, expected to adopt more bullish attitude on color tv prospects after firm introduces its new 21-inch receiver (with RCA tube) with extensive merchandising program in June.

Production will be geared to anticipated greater demand for tinted tv sets around September. Motorola executives are reportedly feeling that while networks have done good programming job, further stimulus is vital in form of at least one hour of color every night to catch all viewers some time during week.

ENTHU SIastic response to address by Lee B. Walles, executive vice president of Storer Broadcasting Co., Jan. 5 before New York Chapter of Society of Security Analysts, has resulted in additional bookings before other chapters. Address dealt with Storer operations from investment angle (stock is on New York Stock Exchange). He addresses Detroit Chapter Wednesday with subsequent tentative dates for Los Angeles and Chicago Chapters.

MONDAY MOVIES • ABC-TV’s so pleased with audience rating reports and sponsorship progress with its two feature film “Festival” programs—Famous Film on Sunday nights and Afternoon Film on weekdays—that it’s about to come up with another. New series, planned for spring and summer, would make its debut March 12 in Monday night, 90-minute slot, replacing three shows now programmed in 9:10-30 p.m. period: Dotty Mack, Medical Horizons and Outside U. S. A.

CBS-TV is planning to put Playhouse 90 in Thursday, 9:30-11 p.m. period next fall and will offer current advertisers participation in that time. Bristol Myers and Singer Sewing Machine as alternate-week sponsors of former Star Playhouse, General Foods with Johnny Carson, and American Home Products with Quiz Kids represent current Thursday night lineup in this period.

DONKEY & DISNEY • Norman, Craig & Kummel, New York, newly-appointed agency for Democratic National Committee, has taken option on last five minutes of Disneyland on ABC-tv for Democratic sponsorship.

RAB is working in harness with Lever Bros. on research project designed to show radio’s role in creating “awareness” of advertised products. With Lever blessings and active cooperation, bureau has earmarked $8-10,000 for research on remembrance of Lever’s current Pepsodent (“You’ll wonder where the yellow went”) toothpaste jingle. Advertisers Research is conducting studies for RAB in four major markets now, will repeat next month. If results are what RAB obviously expects, studies could lead to bigger radio budgets from other Lever products as well as Pepsodent and presumably provide valuable sales tool for radio in general.
"What's the Kansas City area story?"

"Let's ask Pulse and Nielsen!"

of course!  WHB

Dominates

Its Area, Too!

Latest Kansas City Hooper gives WHB whopping first place with 47.7%. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB  10,000 watts—710 kc
R&R Realigns Top Echelon; Beirn Named Executive V.P.

F. KENNETH BEIRN, former president of Blow-Beirn-Tolgo (now Blow Co.), joins Ruthrauff & Ryan, New York, as executive vice president in charge of plans and creative services. Mr. Beirn's move prompted several major executive appointments at R & R:


Prior to joining Blow, Mr. Beirn served as head of New York office of Dancer-Fitzgerald-Samarter.

Mr. Watson joined agency in 1923 and served continually as head of western operations and vice president in charge of Chicago office. Mr. Grosh joined agency in 1939 as assistant account executive and rose to vice president. In 1954 he was a member of executive committee of board. He will continue to serve as account supervisor on number of accounts. Mr. Metzger, who joined R & R in 1934 as radio director of Chicago office, has been director since 1948.

Networks Get Together For Advertising Week Program

TV'S SALUTE to advertising, 15-minute film titled "Advertising Benefits You," is slated for showing on three tv networks as highlight of National Advertising Week, Feb. 19-25. Robert Sarnoff, NBC president and general chairman of Advertising Federation of America's planning committee for NAW, said Friday. Time slots assigned Friday include showings on CBS-TV on Feb. 19 at 1 p.m. EST; NBC-TV as far west as Rockies, same day at 2 p.m. EST, and ABC-TV's time to be announced. Film includes skits by Sid Caesar and Carl Reiner of NBC; Jackie Gleason and Audrey Meadows in "The Honeymooners" sequence, representing CBS, and ABC Vice President John Daly, who will introduce entertainers and speak on advertising's role in U. S. Producer is Hudson Faussett of NBC.

For film—parts of which were shot in "rival" studios to meet Feb. 19 deadline so that prints could be distributed for local use after network telecasts—cooperation was obtained from other members of Mr. Sarnoff's committee: J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC-TV president, and Ted Cott, general manager of DuMont's WABD (TV) New York and WTIT (TV) Washington. Also working with the group were Roger Pryor, vice president, Foote, Cone & Belding, AFA's task force agency.

Looking for Monopoly

HOUSE Antitrust Subcommittee will hold exploratory hearings Feb. 27 to April 4 on monopolistic practices in regulated industries, including radio. House group has indicated it will look into monopoly in radio-television industry itself and National Collegiate Athletic Assn. control over televised college football.

GLEASON MOVES UP

P. LORILLARD Co., sponsor of "For the Money" on CBS-TV (Sat., 9-9:30 p.m. EST), has waived commitment that its program must follow Jackie Gleason's "The Honeymooners" (8:10-9 p.m. EST), thus triggering long-sought network desire to swap Gleason show's time period with "Stage Show" which fills preceding half-hour period (BET, Feb. 6). Move effective Feb. 18, is expected by network to buttress Mr. Gleason's show which has given way in rating strength to Perry Como's program on NBC-TV (8-9 p.m. EST).

WOAI-AM-TVs Buys Stock; WNOS Sold for $62,200

REPURCHASE of 20% of its stock for $980,000 announced Friday by WOAI-AM-TV San Antonio. Stock bought by corporation from following stockholders, each owning 5%: Mrs. Jane Mayer, Mrs. Helen Rau, Mrs. Frances Russell and Mrs. Anna Stein.

Sale of WNOS High Point, N. C. (1 kw day on 1590 kc) by William H. Currie and associates to Statesville Broadcasting Co. (WSSD, Statesville, N. C.) for $6,220 also announced Friday. Charles D. Melton is WSSC general manager.

Both transactions, negotiated by Blackburn-Hamilton Co., station brokers, subject to usual FCC approval.

Screen Gems Releases List

LIST of 104 Columbia Pictures' feature films to be distributed by Screen Gems, New York, was announced Friday by Robert H. Salk, sales director, at Screen Gems' first international sales convention. Among titles: "Doctor Takes a Wife," "Pennies from Heaven," "It Had to Be You," "Saara," and "Once Upon a Time," featuring such stars as Ingrid Bergman, Brian Aherne, Ginger Rogers, Cary Grant, Bing Crosby, Humphrey Bogart, Rita Hayworth and Paul Muni.

NARTB By-Law Change Hit

SMALL STATIONS as well as medium, large and fm stations would lose their group representation on NARTB Radio Board if NARTB by-laws amendment now before membership on mail ballot is approved, according to Lester L. Gould, KFMA Davenport, Iowa, at-large director for small outlets. By-laws change would eliminate eight directors—two each for four at-large groups. Mr. Gould said next step, if amendment passes, will be move to change Radio Board to eight regional and four radio network directors, giving networks much stronger position on board.

Anderson Confirmed to FTC

NOMINATION of Sigurd Anderson, former Republican governor of South Dakota, to Federal Trade Commission was confirmed Friday by Senate.

BUSINESS BRIEFLY

NEHI CAMPAIGNING • Nehi Corp. (soft drinks), Columbus, Ga., in bid to capture larger share of what promises to be biggest soft-drink market in years, will launch intensive, long-term division of NBC-TV's minority markets across U. S. starting mid-March and running to mid-November. Agency is Compton Adv., N. Y.

RADIO BUY FOR KRAFT • Kraft Foods Co., Chicago, plans to announce within week purchase of substantial schedule of network radio time, with program format not yet decided. All radio networks have submitted presentations. Kraft currently sponsors five-minute newscasts (6:55-7 p.m., Mon.-Fri.), on MBS.

ACQUIRING • D'Arcy Adv., N. Y., which recently acquired new automotive account—Packler Clipper Div. of Studebaker-Packard—is expected to be named momentarily for large food account.

POLISHES PLACING • Two shoe polish manufacturers—Griffin (Boyle-Midway Div., American Home Products, N. Y.) and Kiwi Shoe Polish Co., Pottstown, Pa.—will be launching national radio-tv spot campaigns on flexible, indefinite basis starting early next month. While Griffin will range across U. S., Kiwi will concentrate in New England, Texas and Mountain States region. Agency for Griffin is Geyer Adv., N. Y., and for Kiwi, Street & Finney, N. Y. (Latter inherited account from Geyer which resigned it last year after appointment as Griffin's agency.)

SHOES FOR SPRING • National Shoes Inc., N. Y., will launch spring advertising campaign this week, using about 25 spot radio announcements on 20 stations in New York, New Jersey, Connecticut, Massachusetts and Maryland, and announcements on Time for Adventure show on W RCA-TV New York.

CONSIDERING • Chesbrough Mfg. Co, under consideration sponsoring State Trooper (Wed., 7:30-8 p.m.) on CBS-TV. Decision expected shortly.

MACKAE IN FOR MARTIN • Lever Bros., N. Y., will take over Monday 7:30-45 p.m. period on NBC-TV but will change show to feature vocalist Gordon MacRae instead of Tony Martin. Lever starts March 5. BBDO, N. Y., agency.

'CROSSROADS' DEAD END? • Chevrolet Dealers, which sponsors Crossroads (Fri., 8:30-9 p.m.) on ABC-TV, understood shopping for new program for that time period. Agency: Campbell-Ewald Co., N. Y.

TAKER FOR 'MIGHTY MOUSE' • General Foods (cereal division), N. Y., expected to sign momentarily for sponsorship of CBS-TV's Mighty Mouse, which will be moved up from 11 a.m. to 10:30-11 a.m. Saturdays. Benton & Bowles, N. Y., is agency.

BAPTISM • In its first plunge into network television, Sperry & Hutchinson Co. (S&H green stamps), N. Y., set to invest more than $1 million on NBC-TV's Today, Home and Tonight programs to promote purchase of cash-discount stamps. Agency: Sullivan, Stauffer, Cowell & Bales, N. Y.
However You MEASURE IT...

KPHO-TV is your BEST BUY in PHOENIX

Whatever your standard of measurement, KPHO-TV delivers the most for your advertising dollar. Arizona advertisers know this... consistently spend the larger share of their TV money on Channel 5. National advertisers find it pays to follow suit!

When you buy KPHO-TV you buy the Phoenix retail trade area. 450,000 folks offer receptive eyes and ears to your sales story.

And KPHO-TV's Multi-Spot Discount Plan offers you the finest cost-per-thousand buy!
High Court Review Asked In Petersburg Ch. 8 Case
U. S. SUPREME COURT has been asked to review Petersburg, Va., ch. 8 case. Southside Virginia Telecasting Corp. (WSSV), losing applicant for vhf facility, petitioned for writ of certiorari Friday. It claimed that appeals court decision issued last December [BGF, Jan. 2] upholding FCC grant to what is now WXEX-TV Petersburg, is inconsistent with opinions of other circuits on questions of evidence.

Also filed Friday was petition to U. S. Court of Appeals for rehearing on Sacramento ch. 10 case. Appeals court last month upheld FCC grant of that vhf facility to Sacramento Telecasters Inc. (now KBET-TV) and denial of McClatchy Broadcasting Co. application [BGF, Jan. 30]. McClatchy, asking for full court to sit on rehearing, held that three-judge panel erred in refusing to rule on alleged discrimination in issuing vhf license.

Multiple Ownership Hearing Set
NATION'S TOP COURT has scheduled argument on Storer Broadcasting Co. multiple ownership case for Feb. 28. Case (Docket No. 94) was appealed to Supreme Court by FCC when appeals court held that Commission's multiple-ownership rules were illegal [BGF, Feb. 28, 1955]. Lower court held that FCC could not deny or refuse to accept application without hearing. Storer had applied for Miami station in 1953, but because it held then maximum permissible number of tv stations (five), Commission refused to accept application. Since that time, FCC has revised its multiple-ownership rules to permit single entity to own not more than seven stations in each of broadcast bands, am, fm or tv. In tv, however, not more than five may be in vhf band.

Station, Hit by Fire, On Air as Scheduled
RADIO'S ABILITY to provide news in time of crisis was demonstrated most dramatically Friday when even fire that completely destroyed five-story building housing studios of WPAC Patchogue, L. I., did not deter station from going on the air the morning as scheduled, and providing community with on-spot description of disaster and reports on water shortage and electricity failure.

Fire broke out about 4 a.m. Friday. By 6:45 a.m., WPAC had established temporary headquarters in department store across street, began broadcasting description of fire which was still in progress. Damage to building and adjacent shops was estimated at about $2 million. Stan Allan, WPAC station manager, said he could not provide estimate of station's loss, consisting of studios and associated equipment, which was insured.

WTBF Changes Favorably
INITIAL DECISION issued Friday by Chief FCC Hearing Examiner James D. Cunningham favored facilities change for WTBF Troy. Ala., moving station from 1490 kc, 250 w unlimited to 970 kc, 5 kw day, 500 w night directional unlimited.

People
TOM DUOGAN, controversial commentator at WBKB (TV) Chicago and principal in tv slander action pending before Illinois Supreme Court, has resigned. No future plans announced. (See early story page 109.)

LAWRENCE D. BENEDICT, account executive in New York office of Dancer-Fitzgerald-Sample, N. Y., appointed a vice president.

MARGUERITE HURTER SCHUMACHER, 58, former WINS New York program director during 1920's died Thursday at Bellevue Hospital, N. Y., of stroke.

WILLIAM L. SIEBERT, Blow Co., to Whitehall Pharmaceutical Co. as assistant advertising manager effective today (Mon.), succeeding CHARLES BENSCH, who is scheduled to move to Young & Rubicam, N. Y., Feb. 20.

FRANCIS E. ALMSTEAD, former member of education commissioner's advisory committee on educational tv in New York State, appointed special consultant on educational tv for New York State Education Dept. Mr. Almstead's post calls for pay of $1,000 per month.

KENNETH W. CONNOR, district sales manager for Georgia, Florida and Alabama, radio sets and accessories division, Storer Broadcasting Inc., promoted to eastern regional sales manager with headquarters in New York.

AL RITTER, timebuyer, Compton Adv., N. Y., to sales staff, H-R Television Inc., national tv station representative, effective Feb. 27.

LARRY LESUEUR, CBS News correspondent at United Nations, awarded French Legion of Honor in New York ceremony. Mr. Lesueur, credited with being first broadcaster on Normandy beachhead in June 1944, first to report news of Paris' surrender by Germans and who was eye-witness at Rheims at official German surrender, also holds French Medal of Liberation.

RAYMOND F. GUY, director of radio frequency engineering for NBC, will be awarded Marconi Memorial Gold Medal of Achievement by Veterans Wireless Operators Assn. at anniversary banquet in New York Saturday.

Terrytoons Set for TV
CBS-TV Film Sales has acquired from CBS exclusive syndication rights to 156 Terrytoons cartoons, effective today (Mon.) and will make them available to stations on two-year library basis. Disposition of about 500 additional Terrytoons in package, obtained by CBS for about $5 million in purchase of Terrytoons Inc. [BGF, Jan. 9], not decided.

KPIC (TV) Plans Start Tuesday
KPIC (TV) Roseburg, Ore., expects to begin commercial operation tomorrow (Tuesday), the ch. 4 station announced last week. KPIC is licensed to South West Tv Inc, and is owned jointly by KVAL-TV Eugene and KBEZ-TV Medford, both Oregon. South West is headed by C. H. Fisher, president.

New Hats at DuMont
NEW ALIGNMENT of government manufacturing, engineering and sales operations of Allen B. DuMont Labs replaced Friday by Thomas T. Goldsmith Jr., vice president in charge of research, in new post of vice president and general manager of laboratories' new Government & Research Division. In another change, Irving G. Rosenberg, vice president of Labs since 1953, becomes vice president and general manager, Technical Products Div.

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the week in brief

RADIO-TV'S DAY IN COURT
Broadcasters testify to right of equal courtroom access, demonstrate their ability to do so unobtrusively, in hearing before Colorado Supreme Court

FORD'S NEW CAR TO FC&B
Kraft Confections also names Foote, Cone & Belding, bringing over $15 million in new billings to agency last week

TOO MUCH MERCHANDISING,
not enough business, WFTC Kinston, N. C., tells Cunningham & Walsh when asked to promote L & M announcements

ABC RADIO SIGNS FOUR
Advertisers are newcomers to network radio: Cameo curtains, Renuzit, Jel-Sert and Rust Craft

DODGE SPOT BLITZ
Chrysler's Dodge Div. launches intensive six-week, five-city radio-tv announcement campaign

4-STAR COMPANIES TO OFFICIAL
Four Star Productions and Four Star Television to be absorbed by Official Films; Four Star Films not part of deal

BRITISH FILMS TO FLAMINGO
Eros Films of London will make 26 new feature pictures a year to be distributed in the U. S., first to tv, then to theatres, by Flamingo Films

ALLOCATION REPLY COMMENTS
They poured in on FCC 350 strong last week. Many repeat position expressed in December comments; more vhf stations oppose any change which might curtail present or future coverage

DOES FCC DISCRIMINATE
against newspaper applicants for broadcast licenses? Representatives Bameier and Heselton tell House subcommittee that law is needed to insure fair treatment

BUTLER BACKS STANTON PLAN
to exempt stations from having to give equal time to all candidates, then proposes Democratic-Republican tv-radio debate series (in free time), with smaller parties left out

OVERCOMMERCIALIZATION
of radio is charged and condemned at hearing on Senate Commerce Committee's investigation of television

FEDERAL LAW NEEDED
to relieve stations of liability for defamatory statements broadcast by candidates they're not allowed to censor, NARTB Chief Attorney Heald tells House subcommittee

$406 MILLION
was total gross billing for tv network time last year, Publishers Information Bureau reports, up 27.1% from 1954 gross

ABC DIVIDES SALES RESEARCH
Dean Shaftner to head sales development and research department for ABC Radio, Donald W. Coyle for ABC-TV

departments

Advertisers & Agencies 32
Film 40
At Deadline 7
For the Record 111
Awards
Networks 107
Closed Circuit 5
Government 48
Colorcasting 36
In Review 15
Editorial 120
Lead Story 31
Manufacturing 109
Milestones 28
Open Mike 22
Our Respcts 26
Stations 98
Trade Assns. 91
Live or film, put your clients' minute to work on KENS-TV's high-rated, low-cost participating shows.

- Local Personality Tommy Reynolds on "Party Line" (12:12:30 PM)
- Gale Storm in "My Little Margie" (1:00-1:30 PM)
- Top notch series in "Mystery Theater" (10:50-11:20 PM)
- All Monday through Friday—offer a powerful selling combination.

Check with Free and Peters on these three participating shows. You'll find they are the best minutes your client can spend with his prospects.
TOE THE PHT ROAF Brien, All-star cast... Pat O'Brien, William Lundigan, Don DeFore, Ruth Hussey, Lynn Bari... others.

44.8 BAKERSFIELD
Voted No. 1 New Syndicated Show for '55!
beats Ed Sullivan, I Love Lucy, Disneyland, Jackie Gleason and others.

31.5 TULSA
beats Arthur Godfrey, Perry Como, Jackie Gleason, Robert Montgomery and others.

46.5 BOISE
beats Groucho Marx, Arthur Godfrey, Bob Hope and others.

42.1 JACKSONVILLE

39.3 26.6 BOSTON
OMANA
beats Jackie Gleason, Disneyland, George Gobel, Perry Como and others.

29.0 21.0 BUFFALO
CINCINNATI
beats Perry Como, Loretta Young, Jack Carson, Bob Hope and others.

55

THE HOT COME FE

I LED 3 LIVES
STARRING RICHARD CARLSON
Now 3rd Year in Production!

29.0 36.5 FT. WYTHE
CINCINNATI
beats Duncan Renaldo as "CISCO" Led Carrillo as "Pancho".

ARZ—Nov. '55 TELEPULSE—Dec. '55

"THE CISCO KID"
STARRING DUNCAN RENALDO as "CISCO" LEO CARRILLO as "PANCHO"
Now 6th Year in Production!

ARZ—Nov. Dec. '55
Champion of the people!
Here's proof:
37.6
OKLAHOMA CITY
BOSTON
beats George Gobel, Dragnet, Sid Caesar, This Is Your Life and others.

"MR. DISTRICT ATTORNEY"
STARRING DAVID BRIAN

31.5
AFB—Nov., Dec., '55

"HIGHWAY PATROL"
STARRING BRODERICK CRAWFORD

41.3
29.8
ROANOKE
Syracuse
STUART=

Award-Winning Performance by Academy-Award Winning Star!

Arkansas
beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

ARB—Nov., Dec., '55

Nothing turns on the heat like
"ZIV" PRODUCTIONS!

NEW! ZIV'S NEXT BIG RATING-GETTER!

"The Man Called X"
STARRING BARRY SULLIVAN

DAYTON
SELLING FOR BALLANTINE'S IN 32 MARKETS!
WSAZ-TV has the audience sewed up in the Huntington-Charleston television market with 25 out of 27 top night-time shows*.

1. Perry Como WSAZ-TV
2. Big Story WSAZ-TV
3. Fireside Theatre WSAZ-TV
4. Life of Reilly WSAZ-TV
5. Lassie Station B
6. Lux Video Theatre WSAZ-TV
7. Colgate Comedy Hour WSAZ-TV
8. Bob Hope WSAZ-TV
9. Saturday Night Jamboree WSAZ-TV
10. People Are Funny WSAZ-TV
11. Groucho Marx WSAZ-TV
12. Waterfront WSAZ-TV
13. Big Town WSAZ-TV
14. Big Surprise WSAZ-TV
15. Robert Montgomery WSAZ-TV
16. Grand Old Opry WSAZ-TV
17. Ford Theatre WSAZ-TV
18. Father Knows Best WSAZ-TV
19. Dragnet WSAZ-TV
20. I Love Lucy Station B
21. George Gobel WSAZ-TV
22. Producer's Showcase WSAZ-TV
23. Truth or Consequences WSAZ-TV
24. Loretta Young WSAZ-TV
25. Wild Bill Hickok WSAZ-TV
26. People's Choice WSAZ-TV
27. This Is Your Life WSAZ-TV

*and all the top cumulative daytime ratings, too, according to ARB, Nov. 1955.
The California Story

EDITOR:
I have just finished the article in the Jan. 30 issue of B&T which reviewed California’s fabulous economic development and market expansion, with emphasis on what has taken place in Los Angeles in the post-war years.

I congratulate Lawrence Christopher on “The California Story”; it is one of the best reports on growth to come to my attention. Obviously, a great amount of painstaking research went into its preparation.

B&T deserves high praise for placing this information before the radio and television industry nationwide.

Norris Poulson, Mayor
Los Angeles

EDITOR:
Congratulations on the excellent California market story which I just completed reading in your edition of Jan. 30.

The Santa Rosa Chamber of Commerce has informed me that a letter is on the way to you in appreciation of your excellent analysis of our county. Will you please send 10 additional copies to me as soon as possible.

Frank W. McLaurin, Gen Mgr.
KSRO Santa Rosa, Calif.

EDITOR:
We wish to order 200 additional copies. We would appreciate your rushing this order.

J. F. Brembeck, Prom-Pub Dir.
KABC-TV Los Angeles

[EDITOR’S NOTE: Reprints of “The California Story” are available at $15 per 100, plus shipping costs.]

Female Station Managers

EDITOR:
We, the staff members of WAPL in Appleton are curious, and we know of no better way of getting an answer to our question than through our industry’s trade journal, B&T, and its many readers throughout the United States. Can you help us?

Our question: How many female radio station general managers are there in the United States, and where are they? (We don’t mean owners or part owners with stock interest, but women who are solely in the capacity of completely managing a radio station for the owners.)

Our general manager, Miss Connie Forster, has been operating WAPL in that capacity for over two years—and if you’re secretly wondering what it’s like working with a woman manager, our unreserved answer is “it would be hard to find a happier staff or a more successful radio station” ...

To get back to our question . . . couldn’t B&T help us in getting an answer? We’d certainly appreciate it!!

The Staff Members of WAPL
Appleton, Wis.

How Free the Time?

EDITOR:
Enclosed is a mat just distributed by the Boy Scouts—another of the many groups soliciting “free” time from the radio stations. You will note that the mat, sent to our station, is in the usual vein, providing space for (Sponsor’s Name Here).” Frankly, we are getting fed up with the Marines soliciting full page advertisements in the newspapers, then expecting free recruiting publicity programs; the Boy Scouts asking for both time and spots, then directly soliciting advertising space for the newspapers.

We have been diligent in affording free access to our facilities, but it costs us out-of-pocket dollars for each sustaining fifteen minutes we give some group. This is contrasted to their adding-to-the-profit program of paying in the papers, which already enjoy postal subsidies and advertising and subscriber incomes.

Isn’t it about time that radio united and said: “Ample time for free public service . . . but in all media.” . . . The air is not free. Let’s dignify the industry and clean up the “charity money racket” of some of our older media brethren who have thrived on for so long. If it’s in the public interest, impress people of its worth—and keep it free in all media, or in none.

E. H. Munn Jr., Sta. Dir.
WTvb Coldwater, Mich.

Oops, Sorry

EDITOR:
Rep. John W. Heselson isn’t really “the Maine Republican” that your Jan. 30 editorial says he is. (Maybe he’d like the tv ads better if he were!) Can you move him back to Massachusetts? We don’t need him here.

Murray Carpenter, Pres.
WTWO (TV) Bangor, Me.

Mail Pull

EDITOR:
We at KJAN feel exceedingly grateful to you for the feature article you ran regarding our "Eat an Extra Pound of Meat" promotion. Within a week after B&T publication we sent letters to over 200 stations which had requested details of the promotion. Every one of them mentioned reading about it in B&T, though our story appeared in 17 newspapers that we knew about, so as usual B&T brought us what we needed. Thanks . . .

Robin A. Morrow, Prog. Dir.
KJAN Atlantic, Iowa

Perfect Answer

EDITOR:
B&T has been helpful to me many times in the past, but the two issues containing articles on the future of radio (B&T, Jan. 16-23) are priceless. They provide the perfect answer to an advertiser who protests that “everybody’s watching television.” Congratulations for helping to reinitiate radio . . .

Jean Shuh
WCTC New Brunswick, N.J.

[EDITOR’S NOTE: Reprints of “Radio And The Fight For Time” and “Broadcast Evolution: From Radio To Radio” taken from the Columbia U. report for NIC, Publishers for Radio, are available at $15 per 100 copies.]
Source: Nielsen
December 1985, Monday to Sunday, 6:00 pm to midnight.

Source: Nielsen
New York Report—December 1985, Monday to Sunday, 6:00 pm to midnight.

Source: Nielsen
December 1985, Monday to Sunday, 6:00 pm to midnight.
What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—farming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. Your radio or TV commercial campaign gets the best thought of the top men at Song Ads. Just incidentally, they're also top men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!

SONG AD
FILM-RADIO PRODUCTIONS
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

--- IN REVIEW ---

GOOD OLD CHARLEY FAYE

NETWORK EXECUTIVES sitting before their home TV screens last Wednesday night must have either quietly cheered or hissed the all-too-human "hero" of "Good Old Charley Faye" on the Kraft Television Theatre.

Certainly, the portrait of Charley was more contemporary art than old master: a tight-lipped, iron-clad, fanatical perfectionist of a showman who would sacrifice favorable personal publicity ("I can't afford to second-guess my audience") for his Trendex. Just as Charley's picture was graphically appealing, so were the marginal sketches: an insecure vice-president in charge of publicity who in turn would rather toss Charley to the wolves than lose network good will; a widely-read and feared TV critic—one of the wolves; a hapless ex-cabaret-villian trying for his big comeback and a stable of mild-mannered, polished yes-men.

Marred only by one tired line ("You're a petty tyrant with all the humanity of a cockroach"), David Karp's tense, acute, fast-paced and absorbing story of life behind the closed Curtain was perhaps the best of the current rash of TV plays about TV. As the protagonist, Lee Tracy was nothing short of superb; moreover, he was backed by an extremely competent cast including James Daly, Gene Raymond, Paul Hartman and Claudia Morgan.

Production costs: Approximately $30,000.
Sponsored by the Kraft Foods Co., Chicago, through J. Walter Thompson Co., N. Y.; Wed., 9-10 p.m. EST, on NBC-TV.
Writer: David Karp; producer: Maurice Holland; director: George Roy Hill.

INDICMENT

HOW FAR is the law justified to go in its job of securing evidence to use in convicting the perpetrators of a crime? Specifically, is the D.A.'s office justified in bringing to the witness chair a woman, not herself guilty of any crime except her refusal to testify, when this may result in her death by putting too much pressure on a weak heart?

Such questions as these, posed and resolved, if not completely answered by the opening installment of Indictment, started out this new Sunday afternoon series on CBS Radio with a novel twist to its cops-and-robbers genre, without losing any of the excitement of the chase in the process. Credit for the innovation goes to attorney-mystery writer Eleazar Lipsky, former assistant district attorney of New York County, whose own experiences form the basis for the series, presented in documentary-dramatic form.

Writer Robert Corcoran turned out a workmanlike script, which was well handled by producer Nathan Kroll and director Walter Gorman. Nat Polen got the most out of his role as assistant district attorney Ed McCormick, and Jack Arthur was an excellent straight man for the hero in the role of detective Tom Russo. Acting honors of the first program of the new series, however, were stolen by Harold Huber as the bustling strong-arm man, Julius Burkhardt.

Production costs: Approximately $1,500.
Broadcast on CBS Radio, Sun., 5:05-5:30 p.m. EST, sustaining.

EYE ON NEW YORK

THE EYE was that on New York Jan. 29 scanned some intriguing subject matter which unfortunately was not, in considerable measure, looking its best at the time.

A feature on CBS-owned WCBS-TV.
Telenews—the undisputed leader in newsfilm services for television since 1948—has embarked on a major expansion program in facilities and personnel to provide even better and faster newsfilm coverage for its growing number of prestige clients.

First step in this “moving ahead” program was the inauguration on February 12th of Sunday night processing and shipping to clients.

This is being followed by the addition of processing and shipping from Chicago and Los Angeles of the daily newsfilm service.

To our TV clients from coast-to-coast and abroad this means faster delivery of Telenews’ famous newsfilm services, which are already without peer for scope and speed and quality.

And to television generally, this is a reminder that the superior Telenews newsfilm services, produced by Hearst Metrotone News, Inc., are still the best buy by far in the TV news field.

THE TELENEWS FILM SERVICES FOR TELEVISION

TELENEWS DAILY NEWSFILM—Superb daily coverage of world events. Twelve to fifteen minutes per day, available from one to five days per week. Multiple shipments to meet newscast schedules.


INTERNATIONAL NEWS SERVICE

Exclusive distributors of Telenews Newsfilm Services

Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.
...He Says You Should

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798
THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up his package.

The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

These Plans are neither difficult to achieve nor expensive to buy, and it costs absolutely nothing to find out how they work. Your Free & Peters Colonel would like to drop his hat in your office and show them to you.

Representing VHF Television Stations:

EAST — SOUTHEAST

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<th>Channel</th>
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MIDWEST — SOUTHWEST

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<td>ABC</td>
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WEST

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<td>Honolulu</td>
<td>9</td>
<td>CBS</td>
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<tr>
<td>KMAU-KHBC-TV</td>
<td>Honolulu</td>
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<tr>
<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
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York for a year before it went network a fortnight ago. *Eye on New York*, featuring CBS newswoman Bill Leonard, prowls around Manhattan and comes up with live and film reports on people, places and activities that range from the stock exchange to the games that children play in streets, vacant lots, and alleyways. Its fan 29 subjects were (1) how slum area residents are relocated while their substandard housing is being replaced, (2) the diver who stopped the flooding of the third Lincoln Tunnel tube under the Hudson river four days earlier and (3) a New York City Youth Board project in the prediction of juvenile delinquency.

Like most of those Mr. Leonard chooses, these are not provisory subjects of interest to New Yorkers alone. Only in the case of the juvenile delinquency project, however, did this program seem to get really good mileage from its possibilities. The diver and the principals in the housing project, although obviously experts, were stiff and to a great extent inarticulate, and Mr. Leonard, able reporter and adroit questioner though he is, just couldn’t quite pull their stories out of them.

Production costs: Approximately $5,000. Broadcast sustaining on CBS-TV, Sun., 11-11:30 a.m. EST.

Producer-interviewer: Bill Leonard; assistant producer: Lee Hanna; director: Lewis Freedman; production supervision under WCBS-TV New York Public Affairs Dept., Clarence Worden, director.

THE BOB HOPE SHOW

BOB HOPE is no family entertainer. (That is, children might profitably be put to bed before a Hope show.) But entertainer he most assuredly is. While in London he gathered a few elements that New Worlders don’t often see and spliced them into a creditable film spectacle for Chevrolet Feb. 7. The elements: British and Continental glamour girls, a few ooh-la-la fashions, Ted Heath’s band and the evening’s co-star, beloved comic Fernando, all of them bowing in and out in a sort of 1956 vaudeville program. Fernando and Hope kicked over language barriers and with their colleagues provided a show of old-fashioned variety on a grand international scale.

Production Costs: Approximately $200,000. Sponsored by Chevrolet Motors Div., General Motors Corp., through Campbell-Ewald Co., on NBC-TV, Tues., Feb. 7, 8-9 p.m. EST.

Producer: Jack Hope; writers: Les White, John Rapp, Mort Lehman, Bill Larkin and Charles Lee; consultant: Norman Sullivan.

CBS RADIO WORKSHOP

FOR THOSE who remember the departures from conventional radio fare taken by *CBS Radio Workshop* during the late 50’s and early 40’s, the return to the air of this off-beat experimental series is very good news, even though the choice of “Brave New World” as the opening vehicle was more indicative of courage than of judgment. For Aldous Huxley’s novel of a “negative Utopia” is something to digest slowly; its details of life as it may be 600 years hence are far more interesting than its somewhat melodramatic plot.

Director-producer-adaptor William Froug deserves full marks for his use of a guided laboratory tour to introduce his characters and a lot of information as dramatically as possible, with extra credit for getting author Huxley to act as narrator for the two-part program, but the best thing the broadcasts can do is to send listeners to their bookshelves to read the book.

Production costs: Approximately $1,700. Sustaining on CBS Radio, Fri., 8:30-9 p.m. EST.

Producer-director: William Froug; writer: William Froug, who adapted the Aldous Huxley novel, with advice from author; sound effects: Bill James, Tom Hanley, Ray Kemper; music: composed and conducted by Bernard Herrmann; narrator: Aldous Huxley.

CAST: Joseph Kearns, Bill Idelson, Gloria Henry, Charlotte Lawrence, Byron Kane, Sam Edwards, Jack Kruschen, Bill Conrad, Vic Perrin, Luene Tuttle.

BOOKS


A HILARIOUS preview of the 1960 political campaign is presented in *The Golden Kazoo*, which foresees it not as a battle between two candidates nor two parties but as one in which the real opposing forces are two advertising agencies, each trying to sell his candidate, renamed The Product, to the voting public. Advertising, called on to aid the politicians in 1952, had by 1960 taken over and was running the show according to the rules of Madison Avenue, with speeches on foreign policy replaced by the candidate’s hit parts in spectatio TV shows and his wife’s recipes in the newspapers.

“Soap opera was 1952’s greatest and, I should judge, most lasting contribution to political TV,” muses R&B’s radio-TV vice president, during a Thinktime session in planning the 1960 campaign. “Who can forget that offstage cocker spaniel which starred in the first soap?”

Trying to top that, Blaude Reade comes up with Baby; his opponents at DS&J counter with the 10-Cent Loaf, he comes back with the Monster Giveaway and so it goes hammer-and-tongs right up to Election Eve, when the electronic computer explodes under the strain.

Any resemblance to real advertising—and probably to real politics, too—is strictly coincidental, but the book will insure an evening of chuckles and guffaws for anyone with any acquaintance with either field of endeavor. The author, whose first novel it is, was once an agency man himself.


HOW and why a tv receiver operates are explained in this book, written for the service technician, tv student or anyone who is interested in the workings of tv. Simply written and including scores of photographs and diagrams, this book can be read by anyone with a rudimentary working knowledge of electricity and radio circuits.


FOR six years Science in Action has been telecast live in San Francisco under the sponsorship of the American Trust Co. Now it is recorded on film and nationally syndicated as well. A steady demand for copies of the scripts from students, teachers and school libraries has led to the creation of Science in Action TV Library. The first volume contains the scripts of six programs—Beet Behavior, Feather for Feather, Coral, Glacier, Oxygen, Sharks—together with many photographs and diagrams. Mr. Draper, editor of the book and executive producer of the tv series, also includes a chapter on the program’s production. Volume II is to be issued April 15.
CHICAGO CALLING...

With Henry Cooke on the Wire

It's Chicago's all-around morning show... keeping your customers in mid-America on a humming party line. Every morning from 5:30 to 8:45, Chicagoans enjoy 195 minutes of news, music and service information... the kind of WMAQ programming activity that guarantees attention for your sales message.

WMAQ's mobile unit delivers Chicago news directly while it's happening, with all the freshness and excitement of the eye-witness report. "Beeper" phone contacts with the U.S. Weather Bureau place the listener nearest the men who know the weather. Then CHICAGO CALLING follows up with phone calls to the traffic nerve centers of the city for "beeper" reports on driving and street conditions. Time checks, newscasts every half hour, tips on top food buys, school information, good music... all are part of the kaleidoscope of fun and fact that is CHICAGO CALLING.

Attentive listeners make attentive prospects. Call your WMAQ or NBC Spot Sales representative for full details on how CHICAGO CALLING can sell your product in America's second-largest market.

WMAQ NBC Radio in Chicago

represented by NBC Spot Sales
1,521 feet above ground
(1685 feet above average terrain)

Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties) 2,272,600
Urban . . . . . . 1,603,900
Rural . . . . . . 668,700

Effective Buying Income . . $3,477,072,000
Retail Sales . . $2,582,192,000
(Source: Sales Management Survey of Buying Power, May 10, 1955)
SET COUNT . . . . 552,740

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station

DALLAS 51 Ft. Taller than the EMPIRE STATE BLDG.
Los Angeles Radio
Saturation Builds World's Biggest Buick Agency

In business three years—today the biggest Buick dealer in the world.

First month in business, 57 new car sales—today, monthly average 10 times that.

That's the short but stirring saga of Ed James and his 11-acre "Jamestown" in downtown Los Angeles.

There's one constant element in James' success story: He saturates Los Angeles area car-buyers by saturating independent radio.

Ed James' sparkling jingles are on KBIG every day... have been for the past three years, telling listeners why volume sales, volume savings make "Jamestown-Buicktown best place to buy your Buick."

Huge, sprawling, rich Southern California can be reached 'best by radio... KBIG plus other stations if, like Ed James, you want 100% dominance; KBIG alone, if you want the greatest coverage at lowest cost-per-thousand listeners.

Any KBIG sales representative will be glad to give you the complete published story of Ed James' radio success.

TELEVISION SUCCESS doesn't come easy in a seven-station market.

Each station must work just that much harder to win its share of viewers. In Los Angeles, these viewers are the millions who also listen to the radio, go to the movies, beach or mountains whenever their sophisticated entertainment appetites are not fully titillated by the rich variety of program fare offered on TV through many hours of the day and night.

This is the kind of challenge faced daily by a television executive like Jim Aubrey, general manager of CBS-owned KNXT (TV) Los Angeles and the CBS Television Pacific Network, embracing 37 affiliates. His business associates believe he has met the challenge well. KNXT business has quadrupled in less than four years under his youthful but veteran hand while numerous civic and national awards attest the public acceptance of his bold program policies.

"I believe in spending just as much money and time in developing good public service programs as any good commercial show," Mr. Aubrey says. "Not that I'm being hypocritical, just because it pays off in the long run. But as a network outlet, every local show we put on the air must match the production quality of the network programs."

"Another way of looking at it, since available local time is not as great as on an independent operation, we have to make the very best of each program period that we can," he explains. "This is why we feel it is good management to develop and create stars even in our educational type shows, people like Dr. Frank Baxter, whose college credit courses about Shakespeare on television have won national recognition."

Mr. Aubrey is credited with making CTPN a working entity, patterned after the older Columbia Pacific Radio Network. Key shows which he sparked and which KNXT originates are the Thursday 10-10:30 p.m. "Harry Owens Show" sponsored by Regal Beer and the Monday-through-Friday 7-9 a.m. "Panorama Pacific" participating, a West Coast pioneer in early morning TV.

Jamestown-Exeter High School in New Hampshire when his parents moved to New York for a period. In 1941 he received his B.A. cum laude in English literature from Princeton U. But he was not typical bookworm. Always an all-sports letterman in high school, he played both football and basketball at Princeton.

Enrolled in ROTC at college, he was commissioned a second lieutenant in the Army field artillery and called to active duty upon his graduation. Shortly after Pearl Harbor he signed for pilot training in the Air Force and took bombardment training on the West Coast. In 1943 he was sent to Alaska with a cold weather test detachment and later was assigned as test pilot at Wright Field in Ohio and Eglin Field in Florida. "I guess I flew just about everything with wings," he says.

In early 1945, still anxious for more action, he transferred to Mitchell Field, New York, where a fighter squadron was being trained for the Pacific, but the war ended before it was finished. Sent back to Santa Ana, Calif., for reassignment, he was released on points. But his "freedom" was short lived. He married M-G-M actress Phyllis Thaxter, who had just finished "30 Seconds Over Tokyo" and who decided to end her film career to devote fulltime to being Mrs. Aubrey. It had been a difficult courtship begun while he was in Alaska. He saw her only briefly when he occasionally flew south to pick up new equipment for the Far North experiments.

Mr. Aubrey and his bride returned to Chicago in the fall of 1945 where he became account executive for Street & Smith Publications. Two years later he transferred to the firm's newly opened Los Angeles office and in 1948 switched to Conde Nast Publications. But he soon became conscious of radio's dominant position in providing economic coverage of the scattered Southern California communities which newspapers or magazines could not match.

The decision was simple. In the fall of 1948 he joined CBS-owned KNX Los Angeles as account executive. Quite unlike space selling, he quickly learned that radio is basically a creative sales job, involving quality of programming to suit an advertiser's need as much as mere selling of time. It was experience which prepared him for TV.

In 1950 Mr. Aubrey changed to KTSL (TV) there, newly acquired by CBS, and later the same year moved to independent KTTV (TV), which formerly had been the CBS-TV affiliate in Los Angeles. But the next year he was called back to KTSL (now renamed KNXT) as general sales manager. In 1952 he was promoted to general manager of KNXT and CTPN.

The Aubreys have their own home in suburban Brentwood. They have two children, Susan, 10, and James Watson, 3. The family's favorite spot is the barbeque pit and patio, but father doesn't profess to be much of a chef.
TELEVISION HELPS STATION SET RECORD

"We could never have done it without a transmitter," says station executive.

IN A REFRESHING burst of candor, modesty and good spirits, the general manager of a television station gave credit to his equipment while acknowledging that there doesn't seem anywhere else to go, now that the ratings are here.

"How do you expect me to feel after such a clean sweep?" he asked a B&T reporter. "When all of the top 15 once-a-week shows are on your station, and all the top 10 multi-weekly shows are on your station, and you attract more viewers in a 25-county area than all other stations combined, what do you want me to do? Go out and shoot myself an Alexander because there aren't any more worlds to conquer?"

"Shut," the B&T reporter interrupted, "up a moment, I want to catch this show on WMT-TV."

Monkey's Uncle

"Impossible," said a certain skeptic, when told that one station could monopolize a market to the extent that it could consistently attract more viewers than all other stations in its area combined. "I'll be a monkey's uncle if you can show me a survey proving it."

Then he was shown WMT-TV's latest TelePulse. The rest is history.

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LATEST RATINGS

PULSE

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<th>Top 15 Once a Week TV Shows</th>
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<td>$64,000 Question (CBS)</td>
<td>WMT 49.0</td>
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<tr>
<td>I Love Lucy (CBS)</td>
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<td>Ed Sullivan (CBS)</td>
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<td>Meet Millic (CBS)</td>
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WMT-TV's primary service area includes three of the six largest cities in the state—Iowa, and Dubuque.

The new TelePulse (like the one last year) gives WMT-TV all of the top fifteen once-a-week shows, and all of the top ten multi-weekly shows.

Any questions? Ask the Katz Agency man.

WMT-TV

Mail Address: Cedar Rapids

CBS National Representatives: The Katz Agency

February 13, 1956
Ask the listener. He'll say: good listening.
Ask the advertiser. He'll say: results.
The radio station that provides good listening and resultful advertising has achieved the hallmark of greatness by the standards of America's system of radio broadcasting.
On WFAA, the great radio station of North Texas, results mean a tremendous volume of sales, year after year. Advertisers use WFAA to sell successfully everything from bacon to automobiles...flour to shaving cream.
That's because more people in 111 counties listen to WFAA than to any other radio station.* They like old favorites like the Early Birds. They like WFAA's fresh new ideas in programming so they keep listening... and buying.

See your Petry man.

*Source: 1955 When Study — A. C. Nielsen N. S. I.

THE EARLY BIRDS

Now completing its 20th consecutive year. Oldest live talent breakfast hour show in the U. S.

GUSTAV FLEXNER (I), executive vice president, secretary and a founder of the Greater Louisville First Federal Savings & Loan Assn., receives an executive radio and pen set from George W. Norton Jr., president, WAVE Inc., commemorating his firm's 30th anniversary as an advertiser in the broadcast media. In special programs on WAVE-AM-TV Louisville, Mr. Flexner also was presented a scroll for radio advertising since 1925 and on tv since 1948, the year WAVE-TV went on the air.

MILESTONES

- WEJL, Scranton, Pa., Times News Roundup marked its 33rd anniversary last month.
- ULMER TURNER, newscaster, WBKB (TV) Chicago, is beginning his 30th year in broadcasting in that city.
- EVERETT MITCHELL, m.c. of NBC Radio's National Farm & Home Hour, celebrated his 30th year in broadcasting and 25th year with NBC Feb. 1.
- WEAV Plattsburg, N. Y., marked its 21st anniversary Feb. 3.
- EARL GODWIN, news commentator, WRC Washington, D. C., marked his 20th anniversary in broadcasting last month.
- WEFM (FM) Chicago is beginning its 17th year on the air.
- CBS Radio's House Party celebrated its 11th anniversary last month.
- JOSEPH GALLICCHIE, music director at NBC Central Div., celebrated his 10th anniversary in that post Jan. 25.
- ABC Radio's The Greatest Story Ever Told (5:30-6 p.m. EST) celebrated its ninth anniversary last month.
- CBS-TV's What's My Line? (Sun., 10:30-11 p.m. EST) began its seventh consecutive year on the air Feb. 5.
- WFIL-TV Philadelphia University of the Air observed its sixth anniversary Jan. 30.
- NBC-TV's Today (7-9 a.m. EST, Mon.-Fri.) celebrated its fifth anniversary Jan. 14.
- CBS-TV's Private Secretary starring Ann Sothern, and alternating on the network with The Jack Benny Program began its fourth year Feb. 5.
SOCONY MOBIL OIL COMPANY, INC.
LEADER IN LUBRICATION FOR NEARLY A CENTURY
Affiliates: General Petroleum Corporation and Magnolia Petroleum Company
KWKH really beats the bushes to bring you this area’s best daytime audience. And does it, too—reaching thousands of farms, hundreds of towns and settlements like Forest (La.) in our 80-county SAMS area.

But all these “trees” don’t keep us from seeing the main stem. Latest Hoopers for Metropolitan Shreveport show KWKH preferred over the second station morning, noon and night—up to 104%!

In listeners-per-dollar, KWKH tops the second-best station by 89.4%. Get all the facts from The Branham Company.

KWKH
A Shreveport Times Station
TEXAS

SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)
DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

Broadcasting association officials, NARTB legal advisor Judge Justin Miller, and working station newsroom present industry's case to Colorado Supreme Court Judge O. Otto Moore. Unobtrusive coverage, live and filmed, illustrates contention that radio-TV can cover forthcoming sabotage trial without turning it into 'circus.'

BROADCASTERS hid their audio and visual equipment in a Denver courtroom last week, proving their ability to report what goes on before the bench without disturbing legal procedure.

Having shown Judge O. Otto Moore of the Colorado Supreme Court, in a two-day hearing of the radio-TV arguments on behalf of the right to cover trials, that cameras and microphones can work silently out-of-sight and without bright lights, broadcasters concluded their historic presentation with a plea for an overhauling of the American Bar Assn.'s Canon 35.

This canon stigmatizes radio and TV as courtroom nuisances and barriers to justice. A joint presentation of oral arguments and a demonstration of modern electronic gear was opened Monday morning, second week of the Colorado court's Canon 35 hearing, by Judge Justin Miller, NARTB legal advisor and ex-board chairman (see excerpts from his testimony, page 94).

The argument closed Tuesday afternoon after six members of the court had spent 11/2 hours watching a closed-circuit monitor that showed what was going on in their courtroom. NARTB, the Denver Area Radio & TV Assn., and Colorado Broadcasters & Telecasters Assn., were flanked by broadcasters from other states. The visiting witnesses described how court trials are successfully covered by radio and TV almost as a matter of course.

Judge Moore said at the conclusion of testimony that he will issue his opinion within a fortnight. This opinion will be reviewed by the full court which then will hand down the court's decision. Prior to last week's testimony the court had heard witnesses representing newspaper groups who asked for still camera and newsreel rights [Feb. 6].

The media and legal worlds watched with interest as Canon 35 was laid bare by Judge Miller and other witnesses as an antiquated device protected by jurists who fail to recognize progress of the electronic arts and their ability to serve as reportorial devices for the public.

This unprecedented trial was put on the court's docket after Hugh B. Terry, KLZ-AM-TV Denver president, broadcast a strong editorial protesting a court ban against reporting assignment of the defendant in the alleged sabotage of a United Airlines plane [Feb. 19, 1955]. Mr. Terry had protested the radio-TV discrimination as a violation of guarantees of free speech.

Judge Moore observed last week that he had tuned in the editorial and had then decided the whole question of court coverage and Canon 35 should be reviewed.

In his opening testimony for radio-TV, Judge Miller reviewed the history of ABA's stand and inquiries into its impact. He tied the canon's history to constitutional law and basic freedoms and answered point-by-point some of the arguments against any change in the language.

Finally he proposed an amendment which would give the court discretion to permit broadcasting and to control any possible annoyance to the court.

After Judge Miller had been questioned at length, Judge Moore thanked him for his presentation and commented favorably about the way the issues had been presented.

Others appearing for radio-TV included Rex Howell, KPXT-AM-TV Grand Junction, Colo.; P. A. (Buddy) Sugg, WKY-TV Oklahoma City, where radio-TV pickups are now routine; Bill Stimson, news director of KWTX-TV Waco, Tex.; Joseph Harold, KBTV (TV) Denver, and Richard Schmidt, attorney for Denver area stations.

The six judges who watched the demonstrations of the way radio and TV operate were given filmed and taped as well as live closed-circuit video coverage. A TV monitor with audio turned down was placed at one end of the bench. KLZ-TV and KBTB each supplied a live TV camera. The live and film cameras were located in a cloakroom, with two slits at the top of a door panel giving courtroom occupants a barely discernible glimpse of their existence (see photo). One Auricon Pro film camera and two Auricon CineVoice models supplied recorded video-audio coverage. Tiny RCA microphones were concealed in the courtroom.

When a microphone attached to a lamp in front of the bench was shown Judge Moore, he was unable to see it until given more directions. Film recordings taken in the morning were shown to the court in the afternoon and permis-(Continues on page 92)

ON TRIAL: RADIO-TELEVISION V. CANON 35

WHILE FIVE Colorado Supreme Court judges watched, Denver area broadcasters showed them how they could telecast a court trial with no apparent distraction to the court or participants. Presiding Judge O. Otto Moore invited his fellow judges to watch the demonstration during the Denver hearing on the merits of the pre-TV Canon 35 of American Bar Assn.

Closed-circuit pickup was watched by judges on monitor (I) beside P. A. (Buddy) Sugg, WKY-TV Oklahoma City, who was testifying on his station's experience in pioneering court coverage. Judges are (1 to r.): Francis Knauss, E. V. Holland, Judge Moore, Henry Lindsay and George Bradfield. Like all other still, film and live pickups, photography was done with normal courtroom lighting. Chief Justice Wilbur M. After watched from the rear of the courtroom.
FORD MOTOR PARKS ITS NEW CAR AT FC&B; FIVE OTHER ACCOUNTS IN AGENCY SHIFTS

Another active moving week along agency row finds Jacob Ruppert Brewery, L&M's, Tetley Tea, MM&M's Scotch Brand Tape and Kraft's confectionary line winding up in new shops.

Six choice advertising plums were plucked by agencies last week, capped by the acquisition of Ford's forthcoming new car account by Foote, Cone & Belding. In the other five placements:

- Dancer-Fitzgerald-Sample was named for Liggett & Myers' L&M cigarette brand.
- Warwick & Legler was selected for Jacob Ruppert Brewery.
- J. Walter Thompson Co. was appointed to handle Standard Brand's Tetley Tea.
- McManus, John & Adams received the Minnesota Mining & Mfg. Co.'s Scotch Tape Div. account.
- Foote, Cone & Belding scored a second in getting the confectionary line of Kraft Foods.

The Chicago office of Foote, Cone & Belding in dipping into the automotive and confection lines last week came up with a billing potential of over $15 million for the two new accounts. FC&B emerged victorious in the bid for $15 million in new Ford business after a protracted review of agency presentations which had narrowed down to Leo Burnett Co. and itself (Closed Circuit, Feb. 6). The appointment of Foote, Cone & Belding by Ford is being acknowledged impact on buyers and, of course, depending on competitive conditions and other factors sometime during the second half of 1957.

It was understood that the new Ford account will be handled at FC&B in Chicago, headquarters for servicing, by Charles S. Winston Jr., vice president, who has been handling the Johnson Wax account, and that the agency would utilize the services of its New York and other major offices.

In Ford's own special products division, the top executives are and will be Mr. Doyle and Robert F. G. Copeland, newly-appointed assistant general sales manager in charge of advertising, sales promotion and training.

Mr. Copeland formerly was office manager of BBDO and Kodner Inc. and, previous to his recent Ford appointment, director of product advertising and sales promotion for Ford Motor Co. overall.

Mr. Doyle did not indicate when the appointment is effective, but with 1957 as the kickoff year for the "Car E" project and the model still on the drawing boards, this appeared premature, save in terms of 1956 billings. It was learned that "detailed arrangements" were being worked out among Ford and agency executives last week and would continue at a series of meetings through all this week.

Taking part in negotiations were Fairfax Cone, FC&B president, and Mr. Doyle, along with legal representatives.

When it materializes, the new automobile will compete with General Motors' Buick, Oldsmobile and Pontiac models and with Chrysler's DeSoto and Dodge cars. Spokesmen said it would not be introduced before mid-1957, apparently tagging it for fall showing as a 1958 model.

The Doyle announcement also noted that selection of Foote, Cone & Belding "culminated a four-month study of over 20 national firms not presently handling automotive accounts." Twenty-four agencies were invited to submit presentations and 12 others were not asked also placed bids, it was understood. A good many of them withdrew on the well-precultivated belief they could not service the account. J. Walter Thompson Co., which services the parent Ford Motor Co. business, employs hundreds of employees on that account.

Mr. Winston, of FC&B in Chicago, has had previous automotive associations before taking that agency. A realignment of the agency's top-level working media executives is foreseen in the wake of the Ford announcement.

The Kraft Acquisition

The appointment capped a banner week for Foote, Cone & Belding, which also inherited the Kraft confectionary account from J. Walter Thompson Co.

While not known primarily as a candy-maker, the Chicago-based Kraft Foods Co. maintains a respectable advertising budget (reportedly about $1.5 million) for its confectionary line of marshmallows, caramels, malted milk and other products, some of them in the planning stage.

FC&B was in the Kraft picture months ago when the food company planned to introduce a new dog food, but the product never got on the market and the agency was relinquished.

J. Walter Thompson Co. handles the bulk of Kraft products, mostly in cheese and variations, and Needham, Louis & Brody Inc. services Parkay margarine, Kraft oil, mustards and related products.

Toward week's end, there was an indication that Foote, Cone & Belding had landed still another product yet to be introduced—one by General Foods.

Liggett & Myers Tobacco Co., New York, sought its L&M cigarette brand, with an approximate $5 million advertising budget, to Dancer-Fitzgerald-Sample Inc., effective immediately. The brand had been serviced by Cunningham & Walsh, New York, since the French was introduced eight years ago. The latter agency will continue to handle Chesterfield cigarettes, L&M's institutional advertising and its other tobacco products.

Cunningham & Walsh has been the agency for Liggett & Myers for more than 35 years. (Also see related story, opposite page.)

The tobacco firm had been listening to presentations from several agencies for the past few weeks (At Deadline, Jan. 30). This marks the second major agency switch for a tobacco firm within the past 10 days, with Philip Morris naming N. W. Ayer & Son after a long-term association with The Bow Co. (BW, Feb. 6).

L&M cigarettes is currently a participating sponsor of "Dragnet" on NBC-TV, "Gunsmoke" on CBS-TV and "Warner Brothers Presents" on ABC-TV, as well as regional sports programs on radio and television.

The Ruppert Brewery named Warwick & Legler, New York, as its agency, effective March 1. Firm had been serviced by Blow-Beirn-Toigo, New York (now The Biow Co.), which resigned to take over the Schlitz account. B-B-T shortly afterwards dropped Schlitz (BW, Jan. 30).

The Ruppert Brewery, whose advertising budget is approximately $1.2 million, had been screening agencies for the past six weeks. The appointment of Warwick & Legler came as no surprise.

W&L had handled the Fable Blue Ribbon account for more than two decades before it left for Leo Burnett & Co.

Standard Brands (Tender Leaf Tea), New York, named J. Walter Thompson, New York, to handle its advertising budget of approximately $1 million, effective May 1. The account has been with Compton Adv., New York, for over eight years. Four other Standard Brands, however, will continue with Compton for its regular and instant coffee.

Minnesota Mining & Mfg. Co., St. Paul, in naming McManus, John & Adams, New York, to handle its advertising for the Scotch Tape Div., switches the account from BBDO, New York. The advertising budget for Scotch Tape is approximately $300,000. Scotch Tape is a participating sponsor on "Mickey Mouse Club" on ABC-TV and runs a spot campaign.

Seth Moves to MJ&A

BILL SETH, vice president in charge of radio and television, Lewin, Williams & Saylor, New York, has been appointed tv account executive at McManus, John & Adams, New York, on Minnesota Mining & Mfg. Co. and Dow Chemical Co. James M. Ellers, account executive, Lewin, Williams & Saylor, succeeds Mr. Seth temporarily.

B&B Resigns Cigar Institute

BENTON & BOWLES Inc., New York, will re-sign the Cigar Institute of America account effective Wednesday, the agency announced "with regret" last week. Presentations by other agencies began Thursday, it was understood.
ABC RADIO BRINGS FOUR INTO NETWORK

ENTRY OF FOUR new advertisers into network radio highlights new business on ABC Radio reported by George Comtois, national sales manager.

The advertisers: Cameo Curtains Inc., New York, which the network said previously confined its major advertising to tv; Renuzit Home Products Co. (dry cleaner and spot remover), Philadelphia; JeSert Co. (Aunt Wick's instant mixes and Fla-Vor-Aid), Chicago, and Rust Craft Publishers (greeting cards), Boston. Other purchases also were reported by ABC Radio, with most of the new buys—including the four new to network radio—involving Breakfast Club, which ABC Radio programs Mon.-Fri. at 9-10 a.m. EST.

Cameo, through Friend-Reiss Adv., New York, will sponsor three-five minute segments per week of the program, beginning March 26; Renuzit, through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will take two segments weekly, starting at various dates this month and in March; JeSert, through L. W. Ramsey Co., Chicago, will sponsor a segment weekly starting May 25, and Rust Craft, via Chambers & Wiswell, Boston, has signed for a five minute segment weekly, starting March 15, with an additional weekly segment starting May 24.

Also buying in Breakfast Club: Park & Tilford of New York Inc., for Tintex.

GEORGE COMTOIS, ABC Radio national sales manager (l), and Bernard Rosen- berg, president of Cameo Curtains, close deal for Cameo's sponsorship of the Breakfast Club, now in its second year. Looking on are Lee Friend, principal of Friend, Reiss Adv., agency for Cameo (second, l) and Leslie Harris, ABC Radio account executive on Cameo account.

Mon., 9:15-9:20 a.m., beginning March 5 and Wed, 9:20-9:25 a.m., beginning March 28, through Emil Mogul Co., New York. (P&T is also buying into Whispering Streets, Tues, 10:50-10:55 a.m., beginning April 3; My True Story, Thurs, 10:15-10:20 a.m., starting March 8, and When a Girl Marries, Fri., 10:40-10:45 a.m., effective March 23.) Sleep-Eez Co., East Anaheim, Calif., this Thursday will be adding that day's 9:10-9:15 a.m. segment to its already sponsored Tues, 9:15-9:20 a.m. slot, through M. B. Scott Co., W. Hollywood, and the Dracket Co., Cincinnati, will renew its sponsorship of the Thurs, 9:35-9:40 a.m. segment, through Ralph H. Jones Co., Cincinnati.

Effective Feb. 2, the Foster-Milburn Co. (Doan's Pills), Buffalo, began a 52-week sponsorship of several unspeciedications in When a Girl Marries and Whispering Streets, through Street & Finney, New York.

STATION BALKS AT L&M MERCHANDISING OUTLINE

WFTC Kinston, N. C., tells Cunningham & Walsh that promotional suggestions for cigarette puts unfair work-load on station. Agency decides not to 'dignify' letter with an answer.

HOW much merchandising should an agency expect from a broadcast station?

Sometimes they want too much, in the opinion of J. Harold Vester, general manager of WFTC Kinston, N. C., and he raises a loud protest to promotion devices suggested by Cunningham & Walsh in its current campaign on behalf of L&M filter cigarettes.

Writing to Jerome Feniger, of Cunningham & Walsh, Mr. Vester said, "Your letter of Jan. 20, 1956, has reached me, but for the life of me, I can't quite figure it out. You bought a schedule of announcements on our station and now, it seems, you're asking us to give all the remuneration back to you in the form of merchandising."

Neither Cunningham & Walsh nor Liggett & Myers Tobacco Co., contacted by B&T, would comment officially on the WFTC letter. It was understood they decided, after a Wednesday conference, not to 'dignify' the letter with an answer.

Seventy-five Stations Agree

B&T learned that 75 of the 200 stations contacted by the agency have answered the merchandising letter and offered cooperation. The agency, it was understood, felt its proposal suggested nothing standard practice in merchandising and promotion.

Mr. Vester's letter to C&W continued, "All you need do to get positive results on this station is run your spot commercials as directed and actually that's all you're entitled to at the price you are paying. However, if you want all of this done, we'll be glad to do it for you on an actual cost basis, plus $3 per hour for our merchandising manager while calling on your dealers."

"Unless things have changed considerably, Liggett & Myers used to have merchandising men in the field with a panel truck constantly calling on the company's dealers. Is the company now expecting radio station personnel to take over this phase of the business and expense for placing advertising on radio stations?"

The C&W merchandising letter, explaining the station has been given a 1-week schedule, asks cooperation in "a plan that we believe will enable you to deliver positive results for us in the sale of L&M filters."

The letter covers the commercial copy tags and transcriptions for use by station personalities; L&M displays featuring personalities and stations, with request for number of displays desired; letter to dealers; other promotion, including letter to dealers (sample attached), proposed news story for local newspaper (sample attached), tie-in newspaper advertising with grocery and drug outlets with which station has co-op arrangements, paid or trade space in newspapers.

These items are listed in order of importance, the letter explains. Stations are asked to submit a complete report on merchandising activities by the end of March. C&W representatives will be on tour during the promotion, it is explained.

A sample publicity story, according to the appendix, opens this way, "WXXX announced an important new sponsor today. Liggett & Myers Tobacco Co. has purchased multi-weekly announcements for L&M filters, the company's popular filter-tipped brand, one of the top-selling cigarettes today. . . ." A note at the bottom adds, "You or one of your staff can call one of your friends at the newspaper and ask him to run your version of this story on the business or radio page."

Brand Names Week Dinner Will Feature Nixon Address

MORE THAN 1,700 business executives are expected to hear Vice President Richard M. Nixon address the annual Brand Names Week dinner April 18 at the Waldorf-Astoria Hotel, New York, Palmer Hoyt, publisher of The Denver Post and chairman, planning committee, Brand Names Week, said last week.

The dinner will highlight a week (April 15-21) planned to promote brand names nationally under auspices of the Brand Names Foundation Inc. Manufacturers, media, retailers, advertising clubs, trade associations and Chambers of Commerce will work with the foundation to focus attention on the benefits of brands and brand advertising. The foundation's eighth annual Brand Name Retailer of the Year awards will be presented at the dinner.

Plough, Owner of Two Ams, Plans Merger With Two Firms

A MERGER of Plough Inc. (owner of WJJD Chicago and WMPS Memphis, Tenn.), the Mustoce, and the R. W. Rose Co., all patent medicine producers, was approved by the boards of directors of the three firms and will be submitted for stockholder approval within the next two months, Plough Inc., which will be the surviving company, has announced.

Plough, which markets Penetro cold products, St. Joseph aspirin, Nujol mineral oil, Mistol nose drops and mist, and a variety of other medical and beauty products, advertises in all major media, but a figure on its advertising budget was not available. Total Plough Inc. sales in 1955 were $21 million. The company estimates with its new lines it will increase sales by about $2 million per year.

Of its $575,000 1955 ad budget Musterine limned $220,000 in radio and $192,- 000 in television. E. W. Rose Co., producer of Zeno liquid and salve for skin ailments, spent $10,000 of its $250,000 1955 advertising outlay in radio. It did not advertise in tv. The combination of the three companies will represent total assets, exclusive of trade marks, brand names and good will, in excess of $14 million, Plough said.

Sinclair Sets Spot Campaign

SINCLAIR REFINING Co., New York, is launching a 36-state safe driving radio spot campaign, following a four-month test run in the New York area. The promotion, consisting of four 12-word messages ("Driving Today? Remember to drive with care and buy Sinclair Power-X Gasoline.") is being placed through Morey, Humm & Johnstone Inc., New York, on a 52-week basis in markets served by Sinclair.

Manischewitz Expands Spots

MONARCH WINE Co. (Manischewitz wines), Brooklyn, has expanded its spot announcement schedules on about 200 radio and 125 television stations as part of its pre-holiday campaign for Kosher wines. Agency: Emil Mogul Co., N. Y.
These brother engaged things smoke cigarettes, you What do you crete. implications of the hydrogen bomb the implications of the atom bomb...precisely unique. You have never experienced it. It is so dreadful a thought—and I mean dreadful in its kindest sense—because it means that I am doing something that is precisely unique. You have never experienced this; you will never experience a like phenomenon again. We have had two great climaxes in our lives ... the atom bomb and television. These are precise points, neither is measurable. We do not know the implications of the atom bomb ... we do not know the implications of the hydrogen bomb ... we do not know our fantastic capacity to destroy ourselves. But television is concrete. It is there. It is in your living room. The screen stares at you to the same degree that you stare at it. And stare at it you do. So, it is ridiculous. It sits there and you look at it an unconscionable number of hours every day. Idiots that you are you do it ... and so do I and so does our country.

Now, staring at it you become our pigeon ... our device. What do you do as people? You bathe, I hope often. You wash your hair, you brush your teeth, you buy clothing, you smoke cigarettes, you put on shoes, you do all of the mundane things that are necessary to keep you pleasurably alive. And it is my job to have you brush your teeth with my product, smoke my cigarette, wear my shoes, put on my hat, think my thoughts, if necessary. And how dangerous a position I have. It is terribly dangerous because if we were evil I could use the same device for non-constructive ends.

So you say to me, "How can you be such a louse?" and I say, "It's easy," because the basic position of the advertising man is: does my product do the job better than another product? I am engaged in doing commercials. Why? I believe in those commercials. You say to me, "Do you smoke Old Golds?" Oh, yes. Do I use Bromo Seltzer? Oh, yes. Do I wash my hair with Lustre Cream Shampoo? Oh, yes.

Now you say, "Now come on, Harrell, this is the guy that's paying you the freight. Is it a good product?" And I have to think whether it is a good product or not and this is where the will to tell the delightful lie takes hold. You say, "I don't know whether it is better than any other product, but I do know its virtues." And you cling to those.

What is it that makes a Gillette Blade better than Pal or Gem or another blade? Maxon does. Why is this a better blade? Because they think in positive terms about a positive thing, and the positive thing is this single razor blade. You do not lie about it. You say that it is superior. You say that it is sharpened in such a way. You say that it will last so long, that the price is so attractive. This is what every advertising man does.

I've been engaged for the last two years in merchandising, on television, the merits of a beer. I happen to think that this beer is a very good one, and one month ago they told us that they thought that we didn't tell their story too well and they deserted us. Now, whether or not we lied I think can be answered in the simple fact that we are interested only in telling the truth about a product. And, this is the kind of intellectual gymnastics that an advertising man does. You concentrate on the virtues of your product. Sure, you can do all sorts of philosophical thinking about other products and eventual aims, what it may be. But we are practitioners ... we are professionals ... and we are hired and paid to merchandise the merits, the merits of a product. And I think this is rather good. I don't think it is bad because it is through such activity that we do make progress—whatever that may mean—but we do make progress in the accepted sense in the improvement of the ease of living.

**EVOLUTION OF A SMOKER**

I think I can demonstrate it in rather commonplace ways. No one ever heard of a filter cigarette 20 years ago. We all smoke cigarettes. I remember as a boy I used to smoke 111's. I'd steal them from the drug store in Murick, Mo. Then finally when I got caught I used to go around and borrow dimes to buy a 111 cigarette. This was its name. And, I can remember it now with the Indian head on it. I don't think it was good that I should smoke at 7 but it was that I started to smoke. I don't think it's particularly good that a person smokes at all, but smoke we do.

So, as the years progressed and I went to high school, I learned all at once that there were other tobaccos with greater virtues. There were Lucky Strike, Camels, Chesterfields, and I switched over to a particular brand. Lucky Strike it was at the time. This is the cigarette I remember particularly because I learned to inhale with that one. It was considered a big thing if you could inhale before you were a sophomore in high school. And I did. There were other things that were considered important, too, but I can't discuss them now.

So I learned to smoke a Lucky Strike. Then I switched to Camels, and I smoked Camels for a number of years. Then I switched to Old Golds, which is a product I represent now.
FLANNEL COUCH

I switched actually before I went to work for them, by accident.

We are not concerned as advertising men with the basic values, and I mean this in the real sense, the basic values of human endeavor. But, we are concerned with the basic values of the products which we represent. Where the degree begins and ends I don't know. But there it is and we are confronted with the realities that I have smoked seven different brands of cigarettes since the time I started smoking and I am now engaged in telling you about the merits of one particular brand. Smoke I probably shouldn't but smoke I do. And since I do and the product is there, it must be sold if it is to be manufactured and since it is being manufactured it is my job to sell it ... and it is just that simple.

Now, where do you draw the line? Do you draw the line at moral values, political values, social values? Not at all. I happen to be by political persuasion a left-wing New Deal Democrat. And I have made a great amount of money from the National Assn. of Manufacturers and I did all of the broadcasts of Dewey for President—and contributed the money to the radio fund for FDR.

Does it mean that I don’t do my job well? Not at all. I think I sold Tom Dewey better than he sold himself at the time that I did the broadcasts. Was I a liar? Not at all. I did a helluva job with him. Did I agree with him? Not at all. Now, I could never bring myself to vote for anyone who is not a Democrat. This is my personal political persuasion. But I am open to take over the Eisenhower campaign should he accede to run. And I think I could do a helluva job for him, better than the other hucksters have done.

I am a professional salesman. And this is the thing you must remember is the guts of television as it now stands today. Sure, the programs stink. There are some of them that are dreadful and there are some of them that are devilishly delightful. But there they are solely as instruments of salesmanship. I will reject the job only when the product is evil. And, being a left-wing New Deal Democrat, the product of Dewey for President is not evil in my opinion.

So, this is where you draw the line of compromise. And, this is where you say, “I am a pro. I will sell the virtues of my product and I will avoid mentioning the more distinguished shortcomings of the product.” This is what we do. It is a very complicated persuasive thing that we do to ourselves. It’s rewarding in money, except that all of us who make so much money are continuously in debt. But, it is rewarding in its kind of excitement.

A television program’s basic premise is simple. It is to create an atmosphere in which you will look at what we have to sell. This is foolish in many instances and foolishly exhibited by advertisers. It is like trying to sell a cigarette in a church. You don’t do it. It’s the wrong area. So, first of all there must be the marriage of program and product. One of the happiest marriages of program and product I know is the Gillette product and the fights that appeal to men, the capturing the audience for a particular product.

I can give you a brilliant example of the $64,000 Question. Most popular program on the air today selling Futurama. And this lovely Barbara Britton says, “Ah, Futurama.” I still don’t know what Futurama is. I think it has something to do with a cream or whatever it is, but I don’t see the marriage of program and product here. Now you say, “Well, if you’re so smart why are they emptying the stores?” And this is what they’re doing. But in the long run . . . the long haul . . . my professional opinion will have to stand up there.

Now, this comes down to very basic things. Children’s programs sell products that children want to have purchased or will purchase. Programs that appeal to women should sell products that women do purchase. In the beer business, for example, we know that 60% of all the beer in the U. S. is bought by women. We know that only 25% of the total beer business comes across a bar—that it comes out of the grocery store. We know that the male, however, determines the brand. He says, “Gertrude, buy me a case of . . .” and names the brand.

What do you do? The woman buys the product, but you sell the male. You have to.

Now, these are all fundamental rules that every beer company knows. It isn’t confined to any one, all the research is the same, it tells the same story up and down the line, but still they will find beer companies buying programs that drop off large areas of their audience because they’re entranced with the conception of the program, personally pleased with the method in which it will be done, they obviate everything that has been done.

THE AIRY FAIRY PITCH

This our basic problem, that having bought the program, having sold the program to the client, how now do we sell the product? How often have you been on television a realistic, tight-knit, really blatantly efficiently realistic show come on with a fantastic airy fairy kind of commercial that didn't mean a thing . . . it had no relationship to the program at all. All it wanted to do was say, “Oh, you liked it. Now you’re going to buy our product.” It was ridiculous. It happens all the time. I’m particularly amused by one product that has bought a program that appeals only to men then sells the program to women. I’ve seen this happen before. I’ve seen a program involving a nail polish, not Revlon, which bought the fights locally in Providence. Why, I don't know. But here’s a guy beating the daylights out of a guy on his nose, you know, and you see him down and the guy is saying, “nine . . . ten” and you fade ... you go to black and you come up on a guy, “Girls have you ever seen what can happen to a lady” . . . you know. This is ridiculous, but it does happen.

The advertising business is fantastically large. It involves not millions of dollars, it involves billions. The errors are colossal. The meat-heads are innumerable . . . I am one of them. I am only trying to be less of a meat-head than my employers and this is a part of my job.
FIVE-CITY BLITZ STARTED BY DODGE

AS PART of its "heaviest" advertising campaign ever undertaken in five metropolitan areas, the Dodge Div., Chrysler Corp., last Saturday launched an extensive six-week radio-television spot announcement effort in New York, Philadelphia, Baltimore, Washington and Chicago. The agency is Grant Adv., New York.

Details of the campaign were outlined in New York last Wednesday by J. W. Minor, Dodge sales manager, who also is in charge of advertising merchandising. Called the "Sell-A-Thon," the promotion also will utilize newspapers and direct mail in an effort to double the normal volume of Dodge car sales for the six-week period.

Though Mr. Minor said he could not pin-point the total cost of the campaign nor provide a breakdown of radio and television participation, he said that some 25 stations would be used in the New York area in support of dealers in New York City, northern New Jersey, Long Island and southern Connecticut.

The television participation, he said, will be in the form of local cut-ins on three Dodge sponsored shows: "ABC-TV—Lawrence Welk Show, Make Room for Daddy, and Break the Bank." Heavy schedules of radio spot announcements also will be used in the four other markets, Mr. Minor said.

The company has set a "Sell-A-Thon" celebration to be held at Madison Square Garden on March 26, which will be attended by Bert Parks, quizmaster of "Break the Bank;" Dorothy Thomas of "Make Room For Daddy," and Mr. Welk. Similar events are being planned for the Philadelphia and Chicago areas, according to Mr. Minor. Tickets for the "Sell-A-Thon" show are available through Dodge dealers.

Mr. Minor said that if the six-week advertising and sales campaign proves successful, Dodge plans to repeat the effort shortly thereafter.

Kelly Advertising Manager
Of Philco Radio, TV Divs.

JOHN E. KELLY has been named advertising manager of the Radio and Television Divs. of the Philco Corp., it was announced last week by Raymond B. George, Philco vice president in charge of merchandising.

Mr. Kelly, with Philco for seven years, was advertising and sales promotion manager for Philco Distributors Inc. in Los Angeles prior to his new appointment.

‘We Goofed,’ Tyler Explains
In ‘Clooney’ Promotion Hints

USE of the term "minimum acceptable" merchandising support by Guild, Bascom & Bonfigli, San Francisco agency, in a station letter covering the Foremost Dairies Rosemary Clooney Show, was an example of "misleading," according to a Feb. 3 letter sent stations by Richard F. Tyler, media director.

"We goofed," Mr. Tyler wrote. "Somehow in the business of sending you our Jan. 27 letter about the Rosemary Clooney show, we managed to suggest that there would be ‘minimum acceptable’ merchandising support expected from the stations.

"Not so. We are, of course, anxious to have the fullest merchandising cooperation of the stations airing our client’s show. The check list was prepared with the cooperation of a number of stations now carrying our programs, and we didn’t mean that it was necessary to offer service on all 10 items on the check list.

"Our thought was that we’d be best able to work with the promotion if we knew what types of merchandising each station would provide. Our intention was not to suggest, as a couple of our friends pointed out, that merchandising would ‘determine’ station selection. We all know the value of the time spot is the most important thing.

"We’ve been gratified at the large number of stations which have responded quickly with fine promotion plans. We hope that you’ll all forgive our little goof and that you’ll let us have your response as soon as possible, if you haven’t done so already.”

Census Bureau Reports
Retail Sales Summary

A SUMMARY of 1954 retail sales for the United States, broken down by states and regions, has been published by the U. S. Census Bureau in its monthly preliminary reports which have been coming out since last autumn, giving data by major retail lines.

The bureau has completed similar reports covering wholesale trade for two-thirds of the states, counties and cities. A new series of state-county-city breakdowns covering selected services has started to flow from the bureau, with three states already covered. Starting this week, these releases will come out at the rate of four to six a week.

In mid-March the bureau will start releasing final reports covering retail, wholesale and selected services for states and counties as well as cities with over 2,500 population. State-county-city breakdowns will show sales in 80 types of retail business, 120 types of wholesale merchandising and 100 kinds of services. These series will be concluded in July or August.

A few reports from the separate 1954 manufacturers’ census have been released, including a summary of the cigarette industry. These figures are preliminary. The manufacturing data will appear in the May census reports—industry-wide figures and state-county-city area breakdowns.

Census reports are available at the bureau’s 33 field offices and at the Bureau of Census headquarters, Washington 25, D. C.

Shaler Plans Network TV

SHALER Co., Waupun, Wis., has announced plans for a $1 million advertising campaign, including use of network television, to promote the sale of Ralston (oil alloy). No estimate on expenditures from broadcast and printed media were available, but Shaler will become a participating sponsor of Steve Allen’s Tonight on NBC-TV starting Feb. 23. Account is handled by Walker B. Sherrill Inc., Chicago.

Gemex Campaign on ‘Tonight’

GEMEX CORP. (watchbands), Union, N. J., announced last week that it will use NBC-TV’s Tonight to launch the company’s “most ambitious promotion in two years—industrywide history. Through Fairfax Inc., New York, Gemex will invest about $90,000 gross for 13 participations on Tonight on a once-a-week basis, starting in late February.

Advance Schedule

Of Network Color Shows

(All times EST)

CBS-TV

Feb. 16 (8:30-9:30 p.m.) Shower of Stars, “Golden Records,” Chrysler Corp. through McCann-Erickson.

Feb. 18 (7-7:30 p.m.) Gene Autry Show, American Tobacco Co. through Guthrie & Ryan (also Feb. 25, March 3, 10, 17, 24, 31).

Feb. 21 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Needham, Louis & Brovary, and Pet Milk Co. through Gardner Adv. on alternate weeks.

NBC-TV

Feb. 13-17 (3-4 p.m.) Matinee, participating sponsors (also Feb. 23-24, 27-March 2, 5-9, 12-16).

Feb. 13-17 (5:30-6 p.m.) Howdy Doody, participating sponsors (also Feb. 20-24, 27-March 2, 5-9, 12-16).

Feb. 19 (3:30-4 p.m.) Zoo Parade, American Chicle Co. through Ted Bates.

Feb. 21 (8-9 p.m.) Milton Berle Show, Sunbeam Corp. through Perrin-Paul, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) Armstrong Circle Theatre, “Terror at My Heels,” Armstrong Cork Co. through BBDO.

Feb. 26 (4-5 p.m.) “The Third World,” sustaining.

Feb. 26 (7:30-9 p.m.) Sunday Spectacular, “Panorama” participating sponsors.

Mar. 5 (8-9:30 p.m.) Producers Showcase, “Caesar and Cleopatra,” Ford Motor Co. through Kenyon & Eckhardt and RCA and Whirlpool Corp. through Kenyon & Eckhardt, A. Paul Leffon and Grey.

Mar. 11 (2-3:30 p.m. EST and PST) “Richard the Third”—General Motors divisions as participating sponsors.

Mar. 13 (8-9 p.m.) Milton Berle Show, Sunbeam Corp. through Perrin-Paul, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B-T]
In the rich market of
RICHMOND
Petersburg and Central Virginia
WXEX-TV has

1. Basic NBC-TV Network

2. Maximum power—316 K.W.

3. Maximum tower height—1049 ft. above sea level
   943 ft. above average terrain...more than 100 ft.
   higher than any station in this market.

4. 415,835 TV families in coverage area

5. Channel 8

Ask your Forjoe man for full details about
WXEX-TV

Tom Tinsley, President
Irvin G. Abeloff, Vice President
We knew we had listeners
but we had no idea that PRACTICALLY EVERYONE IN W.GTO-LAND LISTENS TO...

W.GTO — 10,000 WATTS — 540 KILOCYCLES
Once an hour — on the hour — six days a week — W.GTO listeners hear a name announced — their name or perhaps a friend or a neighbor! That lucky person has 60 minutes to call W.GTO — RECALL a tune and WIN!

The response stands at a staggering 78% — incredible when we realize that only one name out of the approximately one and a half million names in the area is called out every hour, and that person has only 60 minutes to answer the call!

Typical comment made by a recent winner, "I've had trouble calling you back since you announced my name because people kept calling me telling me my name had been called out!" Listener penetration? YOU BET! And participations on this wildfire once-an-hour feature are available.

1½ BILLION $ MARKET
Floridians – PLUS – 5,000,000 winter vacationers with places to go and money to spend! Do they spend? A billion and a half dollars a year!

W.GTO
Haines City, Florida
Phone 6-2621
Owned and operated by KWK, St. Louis, Missouri
Represented by Weed & Company

BROADCASTING • TELECASTING
Firm Established in New York To Aid Out-of-City Agencies

FORMATION of Agency Representatives Inc., New York, to supervise New York broadcast of TV commercials for accounts represented by out-of-town advertising agencies, was announced last week.

Signing of Clinton E. Frank Inc., Chicago, as its first agency account was reported. The new firm said it will supervise for Frank the commercials on the Arthur Godfrey Talent Scouts and Friends shows, the Perry Como and Gary Moore shows and Valiant Lady.

Agency Representatives was formed by Lee Jarrow, partner of ABC. Jack Miller of Keeshan-Miller enterprises and Marvin Josephson, formerly of CBS' legal staff and now head of Broadcast Management Inc. The company, with offices at 113 W. 37th St., New York, will supervise and check the broadcasting of filmed commercials as well as perform "on the spot" representation of agencies for live commercials, and will coordinate production activities on client commercials filmed in New York.

Fielden Added to Name Of Miami Adv. Agency

BISHOPRIC/GREEN & Assoc., Miami advertising agency, changed its name to Bishopric/Green/Fielden Inc., effective Feb. 2, according to President Karl Bishopric. The new principal, W. Arthur Fielden, has been with the agency since 1952 and is a vice president-director.

Originally known as Houck & Co. of Florida Inc., the agency has served clients in Miami since 1946. The firm has clients in 16 Florida cities.

Grant Adv. Names Cather V. P.

APPOINTMENT of Myers B. Cather as vice president of Grant Adv. Inc. was announced Wednesday by Lawrence R. McIntosh, executive president and manager of the agency's Detroit office. Mr. Cather, formerly vice president and co-owner of McHugh-Cather Adv. Agency Inc., Los Angeles, will be account executive in Detroit.

SPOT NEW BUSINESS

Studebaker-Packard, through Ruthrauff & Ryan, N. Y., adding about 10 markets for five-week radio spot announcement campaign appealing to male audience.

Casco Product Corp. (Perfection heating pads). Bridgeport, Conn., through Dowd, Redfield & Johnston, N. Y., buying television spot announcement campaign for one week only in about 30 markets. Effective date not yet specified but probably will be this month.


The Merchants' Assn. at Princeton Shopping Center, Princeton, N. J., is tapping weekly show, Princeton Kaffee Klatch, for rebroadcast on WTTM Trenton, N. J., and WCTC New Brunswick, N. J. An audio network of exchange spots, takes place at Sun Ray Drug Store of center. Fulweiler & Slaughter, N. Y., is agency for center.

NETWORK BUSINESS

Mary Ellen's Distributors (jams, jellies) renewing contract with CBS Radio covering 11 Western states for Harry Rabbit program.

Furker Brothers Inc. (games), Salem, Mass., has launched a two-month spot schedule on NBC-TV's Today and CBS-TV's Morning Show for new parlor "Game of Politics." Campaign, scheduled to end last week in March, ties in with 1956 election interest. Agency: Badger, Brown & Parcian Inc., Boston.

The Borden Co., N. Y., has renewed NBC-TV's Date With Life (Mon.-Fri., 4 p.m. EST) effective April 2, and NBC-TV's The People's Choice (Thurs., 9-9:30 p.m. EST) starring Jackie Cooper, starting April 5. Agency is Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

General Ice Cream Corp. (Sealtest ice cream, dairy products), N. Y., to Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., effective March 1.

Zion Industries Inc. (fg bars, cookies), Zion, Ill., appoints Olian & Bronner Inc., Chicago. Tv will be used in selected markets.

Milko Candy Co., Chicago, names Boselli & Jacobs Inc., that city, for new Caramatis candy-coated popcorn.

Kiebhauser Corp. (outboard motors), Fond du Lac, Wis., appoints McCann-Erickson Inc., Chicago office, advertising and public relations counsel.

Forstmann Woolen Co., Passaic, N. J., appoints BBDO, N. Y., for women's wear fabrics, and men's and women's knitwear effective Feb. 15. Agency also will handle men's wear fabrics effective April 1.

Revin Inc., pharmaceutical division (medicated Silicare lotion), N. Y., appoints Dowd, Redfield & Johnston, N. Y., effective Feb. 8. Agency also will handle two new products to be marketed shortly.

Bulova Watch Co. of Canada, Toronto, Ont., placing its tv advertising through McCann-Erickson, that city, effective April 27. MacLaren Adv. Co., Toronto, which has had account for past quarter-century, continues to handle radio and other Bulova advertising. Bulova Show Time, half-hour film program, starts on Canadian television stations late in March.

Alchison Labs (proprietaries), Philadelphia, appoints Roy S. Durstine Inc., N. Y.

S&W Fine Foods, S. F., names Honig-Cooper Co., that city, effective May 1.

Milko Candy Co., Chicago, appoints Boselli & Jacobs Inc., same city.

Chicago Chevrolet Dealers Assn. appoints Clinton E. Frank Inc., Chicago, for combined dealer group advertising.

Comstock Foods Inc. (pie mixes, apple sauce), Newark, N. J., appoints Bryan Houston Inc., N. Y., effective immediately. Account was formerly served by Leo Burnett Inc., Chicago.

Simoniz Co. Commercial Div. (cleaners, polishes), Chicago, appoints The Buchen Co., same city.

Lombardo Wine Co., Chicago, names Walker B. Sheriff Inc., Chicago.

LATEST RATINGS

NIELSEN

Top Radio Programs Two Weeks Ending Jan. 7, 1956

Nielsen-Totals in-Home Audience

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dragnet (NBC)</td>
<td>1,722</td>
</tr>
<tr>
<td>2.</td>
<td>Your Show of Shows (NBC)</td>
<td>1,485</td>
</tr>
<tr>
<td>3.</td>
<td>Abbott &amp; Costello (NBC)</td>
<td>1,404</td>
</tr>
<tr>
<td>4.</td>
<td>Perry Como (CBS)</td>
<td>1,443</td>
</tr>
<tr>
<td>5.</td>
<td>Our Miss Brooks (CBS)</td>
<td>1,257</td>
</tr>
<tr>
<td>6.</td>
<td>The Arlen-Bergen-CBS Omnibus (CBS)</td>
<td>1,200</td>
</tr>
<tr>
<td>7.</td>
<td>Two for the Money (CBS)</td>
<td>1,200</td>
</tr>
<tr>
<td>8.</td>
<td>The Jack Benny Show (CBS)</td>
<td>1,125</td>
</tr>
<tr>
<td>9.</td>
<td>News &amp; Gene Autry (CBS)</td>
<td>1,130</td>
</tr>
<tr>
<td>10.</td>
<td>Edgar Bergen-P. Morris (CBS)</td>
<td>1,217</td>
</tr>
</tbody>
</table>

Evening, Multi-Weekly (Average for all Programs)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>News of the World (NBC)</td>
<td>1,971</td>
</tr>
<tr>
<td>2.</td>
<td>One Man's Family (NBC)</td>
<td>1,791</td>
</tr>
<tr>
<td>3.</td>
<td>Lowell Thomas (CBS)</td>
<td>1,644</td>
</tr>
</tbody>
</table>

Weekday (Average for all Programs)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rose Bowl Football Games (NBC)</td>
<td>2,463</td>
</tr>
<tr>
<td>2.</td>
<td>A. Godfrey-Minn. Min.-Tues. (CBS)</td>
<td>2,740</td>
</tr>
<tr>
<td>3.</td>
<td>Pro Football Champ. Game (NBC)</td>
<td>2,246</td>
</tr>
<tr>
<td>4.</td>
<td>Arthur Godfrey-Kaligoes (CBS)</td>
<td>2,212</td>
</tr>
<tr>
<td>5.</td>
<td>A. Godfrey-Staley-1100 (CBS)</td>
<td>2,030</td>
</tr>
<tr>
<td>6.</td>
<td>Young Dr. Moloney, Thurs. (CBS)</td>
<td>2,030</td>
</tr>
<tr>
<td>7.</td>
<td>A. Godfrey-Minn. Min.-Tues. (CBS)</td>
<td>2,012</td>
</tr>
<tr>
<td>8.</td>
<td>This Is Your Dr. K. Myers (CBS)</td>
<td>2,012</td>
</tr>
<tr>
<td>9.</td>
<td>Guiding Light (CBS)</td>
<td>2,012</td>
</tr>
<tr>
<td>10.</td>
<td>A. Godfrey-L. Howe-1000 (CBS)</td>
<td>1,966</td>
</tr>
</tbody>
</table>

Day, Sunday (Average for all Programs)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Woolworth Hour (CBS)</td>
<td>983</td>
</tr>
<tr>
<td>2.</td>
<td>Gallen Drake-Sun. 6:30 (CBS)</td>
<td>982</td>
</tr>
<tr>
<td>3.</td>
<td>Robert Trout-News-10:00 (CBS)</td>
<td>966</td>
</tr>
<tr>
<td>4.</td>
<td>Dragnet (NBC) 1,732</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Our Miss Brooks (CBS)</td>
<td>1,357</td>
</tr>
<tr>
<td>6.</td>
<td>City News (CBS)</td>
<td>1,310</td>
</tr>
<tr>
<td>7.</td>
<td>Glow Parade (CBS)</td>
<td>1,301</td>
</tr>
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Calif. Long White Potato Advisory Board, L. A., reappoints The McCarty Co., that city, for 1956 advertising and sales promotion. McCarty has had account since board's inception two years ago. Program for 1956 has been expanded to national scope and plans include radio.

Michigan Bank, Detroit, names Zimmer, Keller & Calvert Inc., Detroit.


Gold Bell Gift Stamps Cooperative Inc. (trading stamps), Detroit, names Simons-Michelson Co., Detroit.

AAA PEOPLE

Jack C. Byrum, assistant account supervisor in charge of national advertising, Biow-Beirn-Toigo, N. Y., (now Biow Co.) to Kenyon & Eckhardt, N. Y., as vice president and senior account executive for field operations.

Edgar R. Emery, copy chief, John C. Dowd Inc., Boston agency, appointed vice president and account executive in food and beverage division. Gerald D. Roseo also appointed vice president.


February 13, 1956  Page 39
OFFICIAL ABSORBS TWO 4-STAR COMPANIES

Four Star Productions and Four Star Television Inc. acquired under contract. Four Star Films Inc., production company, is not involved in negotiations.


The move was accomplished by the transfer of the stock of the two Hollywood companies for $950,000 shares of Official Films stock, worth about $1.5 million on the market. It was stressed that Official does not acquire Four Star Films Inc., a company that produces Four Star Playhouse, Du Pont Cavalcade Theatre and Stage 7.

Under the contract terms, Official acquires 192 television films consisting of 129 Four Star Playhouse programs, 39 The Star and The Story programs, 24 Stage 7 programs and a 25% profit participation in Shanna, Queen of the Jungle, which is not produced by Four Star Films Inc., but by Don Sharpe and the Nassour Bros. and is distributed by ABC Film Syndication.

Official also obtains all national and films, syndication sales rights on Du Pont’s Cavalcade Theatre, and all tv rights to the W. Somerset Maugham literary properties.

The trio of Four Star companies is owned by Dick Powell, Charles Boyer, David Niven and Ida Lupino, Four Star Productions Inc. and Four Star Television Inc. are predecessor companies to Four Star Films Inc., which was established earlier this year as a tv film production company. Official, therefore, does not acquire an operating production company out of the transaction, as Four Star Films Inc. will remain intact and produce such filmed series as Four Star Playhouse, Du Pont Cavalcade Theatre and Stage 7. The theat company will continue to operate independently.

Television Programs of America, which owns 50% of Stage 7, retains distribution rights to part of that series.

The transaction is subject to the approval of Official stockholders, who will consider the proposal in early March.

Public Service Division Established by Guild Films

ESTABLISHMENT by Guild Films Co., New York, of a public service division to handle the distribution of its tv film program series for private, non-television screening was announced last week by Reub Kaufman, Guild Films president.

The new department, which will be headed by Curtis Kaufman, director of client relations, initially will make available for private showings such Guild films as Confidential File, Florian ZaBach and It’s Fun to Reduce. It is planned to add other programs to the list at a later date. Guild Films will remove all commercials and commercial lead-ins. Mr. Kaufman said, and the only charge to groups will be for handling expenses.

The department was established, Mr. Kaufman said, because of “a flood of unsolicited requests” from organizations for episodes of Confidential File. He added that requests also have been received from schools for Florian ZaBach.
Pioneer of television in the Carolinas, Top-Power WBTV has reached new heights in serving an ever-growing coverage area of more than 500,000 families.

Jefferson Standard vision recently saw completion of a $1 1/2 Million facility. Operating from these kingsize facilities, WBTV originated a "local live" program in full color on New Year's Eve, becoming the first station in the Southeast to be completely equipped for color telecasting.

Years of leadership has projected this vision into programming, engineering, promotion, merchandising, and research. The vast Carolina television market has been cultivated by such vision resulting in more sales for advertisers!

Advertisers with vision rate WBTV the finest in the Carolinas for "cost per thousand" and immediate sales results. The whole story of "Vision in the Carolinas" can be yours by calling: CBS Television Spot Sales or WBTV.
WELCOME PHILADELPHIA! WELCOME BUFFALO!

The family of NBC Owned Stations now includes WRCV-TV, Channel 3 (formerly WPTZ), and WRCV, 1060 kc. (formerly KYW), in Philadelphia and WBUF-TV, Channel 17, in Buffalo.

NBC's parent company, the Radio Corporation of America, has been closely associated with the Philadelphia-Camden area for over a quarter of a century. We are happy to have this new opportunity to be of neighborly service to our friends in this market, with the finest Radio and Television entertainment on WRCV and WRCV-TV. These new call letters stand for RCA Victor.
Welcome to the family!

In Buffalo, NBC will place its full resources behind WBUF-TV to make it one of the nation's great stations. WBUF-TV will carry the finest in local programming and, next August, the full roster of great NBC Television Network shows. Only on Channel 17 will Buffalo-Niagara Frontier area families see the trail-blazing NBC Spectaculars and the NBC Opera Theatre, the top sports events, the brightest drama, the funniest comedy.

NBC proudly welcomes WRCV, WRCV-TV and WBUF-TV to the family.

NBC OWNED STATIONS represented by NBC Spot Sales
FLAMINGO ACQUIRES
EROS FILM RIGHTS

Large British company to pro-
vide 26 new features a year
for Flamingo for initial distri-
bution to tv and subsequently
for theatre use.

COOPERATIVE arrangement completed last
week by Flamingo Films, New York, and Eros
Films, London, is designed to provide U. S.
television stations with a continuous supply of
26 new feature films a year, it was reported
last week by Sy Weintraub, executive vice
president of Flamingo.

Under terms of a contract signed last Mon-
day by Joseph Harris, Flamingo president, and
Michael Hyams, representing Eros Films, the
companies will establish a $4 million fund for
the production of feature films at the rate of
26 a year for distribution initially to tv and
subsequently to theatres. Flamingo also ac-
quires distribution rights for television and
theatres in the Western Hemisphere to all up-
coming Eros feature films.

More immediately, according to Mr. Wein-
traub, Flamingo will obtain more than 100
feature films made by Eros within the past two
years for syndication to stations and advertisers.
One sale device to be used by Flamingo, Mr.
Weintraub said, is to offer stations buying the
package of more than 100 films the first refusal
rights on the upcoming feature films.

The new films will feature American talent and
will utilize the services of American writers,
producers and directors. Mr. Weintraub said.
He voiced the belief that this move by Flamingo
is the first one to make available to stations
a continuous flow of new feature film product.

Mr. Weintraub pointed out that the new film
will be "exposed" initially on tv in the U. S.
and released theatrically abroad. Flamingo
will set up a theatrical distribution unit to
service the U. S. and the rest of the Western
Hemisphere. He estimated that 18 new feature
films will be ready by the end of this year.

Eros Film is considered one of the larger
British film production companies. Co-owners
are Sidney and Philip Hornick. The package of
more than 100 films Flamingo has acquired contains many British
suspense films, featuring such personalities as
Michael Wilding, Michael Redgrave, Valerie
Hobson, James Mason, John Mills, and Mar-
egaret Rutherford.

Harris Directs TPA Adv.

APPOINTMENT of Elihu E. Harris as director of
advertising for Television Programs of Amer-
ica, New York, was announced last week by
Milton A. Gordon, TPA president. Mr. Gordon
said that Peter Wanphir Adv., New York, will
continue to serve as TPA's advertising agency.
Mr. Harris served most recently as director of
advertising and promotion for Screen Gems Inc.
He had been head of promotion and public
relations for the savings bond division of the
U. S. Treasury for seven years.

MCA-TV Opens in Milwaukee

MCA-TV LTD., announced Thursday the open-
ing in Milwaukee of its 31st office in the U. S.
Buck Long has been named to head the new
office, reporting directly to John Rohrs, vice
president in charge of the midwest region.

UPA Gross Passes $1 Million,
Larger N. Y. Quarters Planned

UPA PICTURES Inc., Burbank, Calif., re-
ported gross production totaling $1,137,113.39
during 1955. A total $15.46 per share, net, was
earned and a $1 dividend per share on out-
standing common stock was declared, with
President Stephen Bosustow predicting 1956
gross production for UPA at more than $2
million. All company officers were reelected for
another term.

UPA's New York studio will move to larger
quarters at 60 E. 56th St. in early March, in line
with plans for that branch to produce 50-60% of
the firm's tv commercial announcements.

Levitt to Screen Gems Sales

APPOINTMENT of Robert D. Levitt as di-
rector of national sales of Screen Gems Inc.,
New York, was announced last week by John H.
Mitchell, vice presi-
dent in charge of sales.

Hews comes to Screen Gems after five years with The
American Weekly and Puck The Comic Weekly, first as asso-
ciate publisher and later as publisher. From 1946 to 1951,
Mr. Levitt was di-
rector of Hearst Pro-
motion Enterprises, where he coordi-
nated the promotion activities of the magazines,
newspapers, syndicates and other units in the
Hearst organization. During this period, he
played an active role in putting INS into the
 television newsreel business.

Atlas Films Names Anderson

APPOINTMENT of James Anderson as tele-
vision director of Atlas Film Corp., Chicago
and Oak Park (III.) tv production firm, was
announced last Monday. He succeeds Norman
Lindquist, who resigned to join Wilding Picture
Mr. Anderson has been with Anderson &
Anderson Inc., tv production company, for
the past three years and has been identified with
television production and advertising for 30
years.

Airways Offers Tv Film

PAN AMERICAN World Airways, N. Y., has
produced a 27-minute film, "Wings to Austria," which is being made available for television
through any of Pan American sales offices. Pro-
duced in full color and sound, the film includes
scenes from a tiny Alpine village, close-ups of
Viennese cafes and a visit to the Lake Country.

It's Raymond Nelson at NTA

RAYMOND E. NELSON was erroneously re-
ferred to as James E. Nelson in a BT article
Feb. 6, which reported his appointment to the
staff of National Television Assoc., New York.
Mr. Nelson, formerly with Television Bureau
of Advertising, has been named to a top-level
position with NTA, reporting directly to Ely
Landau, president, and Oliver A. Unger, execu-
tive vice president.

Page 44 • February 13, 1956
Mass Production...

SOUTHERN STYLE!

Names such as Drexel, Kent Coffey, Heritage-Henredon, Tomlinson, Globe Parlor and many others make the Prosperous Piedmont section of North Carolina and southwest Virginia the world's largest producer of wood furniture. Here in North Carolina alone there are more than 350 plants producing every conceivable type of furniture for homes and offices around the world.

Furniture production in combination with other booming industries and diversified agriculture make the 46 counties of the Prosperous Piedmont one of the top TV markets in the nation. And the only way to get complete coverage of this $2.3 billion market is with WFMY-TV.

With basic CBS programming and full 100,000 watts power, WFMY-TV completely dominates the buying habits of the 2 million customers in the area.

To get "mass production" sales here for your product, call your H-R-P man today.

WFMY-TV
Channel 2
GREENSBORO, N. C.

Now in Our Seventh Year

February 13, 1956 • Page 45
TV'S FILMED COMMERCIALS SEEN AS BIG CAREER FIELD

GUILD FILMS' DAVID SAVAGE, addressing opening session of forum series in New York, says $18 million was spent last year in production, which ranks up among the top U.S. industries.

DURING 1955 "some $60 million was spent for the production of tv filmed programs and [some] $18 million on the production of tv filmed commercials," Mr. Savage, assistant to the president of Guild Films, reported Feb. 3 at the opening session of a series of forums on Careers in Radio & Television at New York U., New York, which the major talk was given by Charles Harrell of Lennen & Newell. (See text page 41.) Mr. Savage, who is also a member of the NYU faculty, concluded his talk with Wally Gould, co-director of Guild Films commercial division.

"RANKING up among the top U.S. industries, the tv filmed commercial field is a field of tremendous potential for career development," Mr. Savage stated. The first forum was devoted to "Filmed Commercials." Other sessions of the series will deal with sales, programming, technology, production and sales promotion.

Whereas radio programs are traditionally written and directed and produced right in the agency, "as television came along this thing got a great deal more complicated," Paul De Fier, vice president in charge of television at Maxon Inc., told the forum. "The agencies couldn't afford to sustain the tremendous staff necessary to produce programs. So program production passed into the hands of the networks and independent packagers...and agencies have gotten now to the point where one of their principal functions is the production of commercials."

"If the commercials are not good, no matter how good the program is, your account is in jeopardy," he declared, stressing the need for dealing with a dependable film producer to handle program work.

The complexities of a commercial film director's job were outlined by Mr. Gould. "You've got to be a combination diplomat, salesman and theatrical technician," with the ability to satisfy the agency and its clients, "and besides, we have our own company producers, the people who control budgets and expect us to bring in these commercials at a profit...we work with union crews and...with very expensive equipment...and the net result is a film which is exactly one minute of time [whose making] involves at least 60 people from start to finish."

Mr. Gould introduced Hank Aldrich, scenic designer under contract to Guild, who described some of the problems of creating sets for commercials, using the "red letter day" series for L&M as an example.

L. A. COURT DECISION FAILS TO SETTLE 'TARZAN' DISPUTE

ALTHOUGH Los Angeles Superior Court Judge William J. Palmer refused to dissolve a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions & Artists Inc., the dispute over who owns television rights to Tarzan continues to rage.

Walter W. Neff, president of Commodore, said that the court's memorandum of judgment denied all declaratory relief sought by Burroughs in its suit filed last August [B&T, Aug. 29, 1955] and ruled that the 1950 agreement between Commodore and Burroughs still is in full effect. The pact gave exclusive radio rights on Tarzan to Commodore and first refusal to exclusive rights in television.

Meanwhile, Mr. Neff, vice president of Sol Lesser Productions, said that the court found the contract valid, the ruling "does not change our position as it concerns Tarzan on television." Lesser made the movie version on the jungle character and is planning a tv series.

"While that contract gives Commodore Productions certain radio rights to Tarzan, the only television productions concern a right of first refusal, which Commodore failed to exercise," Mr. Freeman said, "thereby giving Edgar Rice Burroughs Inc. the right to make a contract with Sol Lesser Productions for the television series. Such a contract has been entered into." Mr. White parried Mr. Freeman's statement that Commodore failed to exercise its first refusal right, saying, "there's a skeleton in the closet somewhere." Mr. White said his firm lawfully exercised the tv option last July and plans tv production as soon as litigation ends.

FILM SALES

CBS-TV Film Sales Inc., N. Y., announces sales of three properties to two Australian firms, which will be operating commercial tv stations beginning late this year. Film series sold to The Herald & Weekly Times Ltd., Melbourne, and Australian Consolidated Press Ltd., Sydney, are "Annie Oakley, San Francisco Beat and Life With Father."

INS-Telegenews, N. Y., has sold Daily Newsreel to KTVK (TV) Phoenix, KFSD-TV San Diego, and WTGT (TV) Washington. Other sales were Weekly News Review to KID-TV Boise and This Week in Sports to WAPA-TV San Juan, P. R.

Ziv Television Programs, N. Y., reports sales of Man Called X film series now total 117, with latest sales to 11 regional and local advertisers and stations. Advertiser pur chased to include Ariz. Brewing Co., for Tucson and Phoenix; Birnbaum Furniture, for New Britain, Conn.; Marine Bank & Trust Co. and Elkes Pontiac for Tampa-St. Petersburg and Safeway Stores and Feld Chevrolet for Kansas City.

FILM PRODUCTION

Steve Cochran and Harry Ackerman, L. A., have started production of The Trailblazer, based on life of John Fremont, aiming at fall debut on CBS-TV network.

Inter-Tv Films Ltd., Montreal, announces it has signed Errol Flynn to three-year contract to host and appear in new half-hour tv film series, Errol Flynn Theatrical Production. It will begin in March in England with first 26 episodes expected to be available for distribution in fall.

East Coast Television Inc., N. Y., new tv film commercial production firm, has completed three color-tv spots for RCA Victor television sets, two black-and-white spots for American Tobacco Co. (Pall Mall cigarettes) and eight black-and-white spots for Molson's beer and ale.

UPA Pictures Inc., has begun production in its N. Y. studio on new series of 20-, 30- and 60-second commercials for Piel's beer, said to be the largest campaign for one client that UPA has scheduled at one time for animated production. Company could not specify number of announcements to be produced. Agency is Young & Rubicam, N. Y.

ALBERT C. GANNWAY PRODUCTIONS, L. A., says production starts Feb. 27 for series of 39 Jungle Girl tv films. Series, to be shot in Acapulco, Mexico, is being made in association with Talent Management Syndicate which owns comic books from which story is taken.

FILM RANDOM SHOTS

UM&M TV Corp., N. Y., which recently acquired world distribution rights to 1,600 short subjects from Paramount Pictures Corp. for estimated $3 million, appoints Robert W. Orr & Assoc., N. Y., as advertising agency.

National Assn. of Tv Film Directors has mailed first issue of organization "Newsletter" to all U. S. stations. Additional copies go to agency film departments.

Jack Gross and Phillip Krasne of California Studios, Hollywood, have purchased interest of Roland Reed in Test Pilot, new half-hour film series starring Preston Foster.

Ziv Television Programs, N. Y., is launching public service campaign for new tv film series, The Man Called X, explaining it as security operations and intelligence services. Booklets and folders tied to general theme of security will be made available by advertisers to civic organizations, patriotic societies, schools and other community groups.

Associated Artists Productions, N. Y., announces "Abraham Lincoln," one of 11 classic features being distributed by AAP, has been selected by N. Y. Historical Society for special screening in its series "Great Film Classics on the American Scene."

Cellomatic Corp., N. Y., announces development of new carbon arc projector, designed to "permit greater use" of rear screen animated scenes in production of tv programs and commercials.

Paul Coates, L. A., columnist who stars in Confidential File film series, and Guild Films, N. Y., have arranged to lend program films to Baltimore civic groups. Guild reports more than 250 requests from civic organizations in markets where series is seen.

FILM PEOPLE

Bosh Pritchard, Tel Ra Productions, Philadelphia, promoted to head firm's syndication sales department.

Edward W. Rinker, sales representative, Sarra Inc., Chicago, tv production firm, to Kling Film Productions Inc., same city, in similar capacity.

Murray Benson, account executive and former public relations director, Kagran Corp., N. Y., to Stone Assoc., N. Y., production-merchandising firm, as merchandising executive.


Norman Alperin, formerly with sales staff of Charles Basch Productions, N. Y., appointed account executive in New York office of Guild Films Co.

Charles Whipple, sales staff of MCA-TV Ltd., Chicago, to Screen Gems Inc., same city, in similar capacity.

BROADCASTING • TELEVISING
CHAMP WINS AGAIN by 5 to 1 margin

WHEN IT COMES TO SALES PUNCH in the important Baton Rouge area, WAFB-TV has proved its supremacy by a country mile!

In the latest Telepulse (Nov. 1955), WAFB-TV was first in 347 quarter hours per week, compared to 78 quarter hours on station B... giving WAFB-TV a leadership of nearly five to one.

ALL THIS AND MERCHANDISING TOO! Take overwhelming viewer preference, as demonstrated by this survey, and add a merchandising record that's second to none; (1) First place winner in recent "Lucy Show" competition with a double first prize for special merchandising job, (2) First place in Screen Gems, Inc. contest on program promotion, (3) Among top four in "Frank Leahy and His Football Forecasts" The result is a sales potential that can't be beat. Wouldn't you like to put "The Champ" to work for you?

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**Special Alternate-Week Seasonal Broadcast a Does Not Broadcast Complete Period. Share Unadjusted.

Call, write or wire:
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.

WAFB-TV
CBS—ABC 200,000 WATTS
affiliated with WAFB-AM-FM
GOVERNMENT

350 REPLY COMMENTS FILED ON TV ALLOCATIONS PROBLEM

Most filings reiterate stand taken in December with a larger proportion of vhf stations objecting to actions which might decrease present or future coverage. Three uhf stations submit plan to reduce vhf power maximums to one-tenth that presently authorized.

A MAJOR PLAN—cutting back the power maximums of vhf television stations to one-tenth existing maximums—was among the almost 350 reply comments filed last week with the FCC in its current tv allocations proceedings.

The radical proposal was submitted by former FCC Commissioner Robert F. Jones in behalf of uhf stations WHIZ-TV Zanesville, Ohio; WTAP (TV) Parkersburg, W. Va., and WICA-TV Ashtabula, Ohio. It called on the Commission to restrict ch. 2-6 stations to 10 kw, ch. 7-13 to 31.6 kw maximum power.

The bulk of the reply comments followed in general the positions taken by pleaders in their comments filed last December. A larger proportion of vhf stations, however, entered objections to any moves that would imperil their present or prospective coverage.

Uhf outlets again heavily favored revisions of television allocation principles to "protect" them from the effects of vhf competition. This followed the pattern of asking for deintermixtures and/or additional uhf outlets.

Fm stations made their opposition known to suggestions that additional vhf channels be secured from varying portions of the fm band. Educators continued to stand opposed to any move to delete the educational reservations.

Comments by ABC, CBS, RCA-NBC, Hometown Television Inc., A. Earl Cullum Jr., and Zenith Radio Corp. were restatements of prior declarations.

Running throughout many comments by major entities was the attitude that Comdr. T. A. M. Craver's proposals establishing television assignment areas based on economics as well as engineering should be seriously considered. However, some considered this too long-range to meet immediate uhf needs.

The voluminous pleading will now come under intensive study by the Commission's Rules & Standards Div. Broadcast Bureau.

This group of five men will be augmented by other Commission personnel, and the results of their deliberations will be submitted to the FCC. Whether an oral hearing will be required is unknown at this time. However, before any major changes in tv allocations fundamentals can take place, it is presumed the FCC will issue another rule-making order—which will permit further discussion by stations and others.

Reply comments filed last week are reported below in digested form:

A strong plea that vhf stations be limited in power to 10 kw for chs. 2-6 and 31.6 kw for chs. 7-13, with antennas at 1,000 ft., was proposed by ch. 18 WHIZ-TV Zanesville, Ohio; ch. 15 WTAP (TV) Parkersburg, W. Va., and ch. 15 WICA-TV Ashtabula, Ohio.

This would permit additional 24 vhf channels to be allocated to the Ohio-Indiana-Western Pennsylvania area, the uhf stations said, and would permit a substantial addition of vhf stations throughout the country.

The reply comments, submitted by former FCC Commissioner Robert F. Jones, who was one of the two dissenters to the Sixth Report,

onward & upward IN PUBLIC SERVICE

Cy N. Bahakel Stations

LEADERS IN SEVEN MARKETS

coverage All Bahakel Stations are regional outlets, with 6 of them offering 5000 watt coverage, and utilizing the newest technical equipment throughout from transmitter plant to studio equipment.

acceptance Overwhelming Acceptance by Local Advertisers in every retail category, Year after Year tells a success story which comes only from a job well done.

programming that pleases With an eye on the needs and interests of each Community, local popularity of program service has won a wide and continuously loyal audience in every locality served by a Cy N. Bahakel Station.

Executive Offices—Roanoke, Va.—P. O. Box 1050

SERVING MILLIONS IN THE SOUTHEAST

WRIS 5,000 WATTS ROANOKE, VA.
WGIN 5,000 WATTS KINGSPORT, TENN.
WABG 1,000 WATTS GREENWOOD, MISS.
WKOS 5,000 WATTS KOSCIUSKO, MISS.
WPLH 5,000 WATTS HUNTINGTON, W. VA.
WWOD 5,000 WATTS LYNCHBURG, VA.
WLBJ 5,000 WATTS BOWLING GREEN, KY.

Timetable

TRYING to determine when the FCC will complete the current allocations proceeding, Sen. Magnuson polled all FCC commissioners on their estimates at Senate Commerce Committee hearing last week. Each commissioner qualified his prediction in one form or another, but the net result was as follows (Comrs. Doerfer and Mack did not hazard specific guesses):

Chairman McConnaughey—April-May is his hope, not longer than July in any event.
Comr. Hyde—July, if Commission decides just to make some adjustments in present allocations; "years" if it decides to reexamine entire fundamentals of tv allocations.
Comr. Webster—November.
Comr. Lee—March.
Comr. Barry—June 1.

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OVER HALF OF THE FARM INCOME OF INDIANA

comes into
farms served
by WFBM-TV

Farm income state-wide: $1,236,903,125
Farm income WFBM-TV-wide: $791,618,000

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-AM, WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul
KYW
RADIO 1100

KYW TV

LOOK WHO HAS A CRUSH ON CLEVELAND!
IT'S WBC'S
BIG NEW SIGHT AND
...SOUND!

No wonder there's excitement in the air in Cleveland—and half of Ohio! Now, two members of the big WBC family have come to town. Now station KYW at 1100 on the dial replaces Station WTAM. And KYW-TV, Channel 3, replaces WNBK-TV.

This means great things to Cleveland, and you. It means that Cleveland becomes one of the major WBC markets, serving one-sixth of the population of the United States. It means that now Clevelanders can enjoy the topnotch entertainment, top news coverage and technical perfection typical of every Westinghouse Broadcasting Company station.

Outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything they want to see and hear on KYW-radio, and KYW-TV. Plus public-spirited programming that echoes the WBC creed—"Broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve."

To you, this means audience action in America's seventh market. Put Cleveland's entertaining new pair on your sales staff. A call to WBC does the trick. Call MUrray Hill 7-0808, New York. Ask for Eldon Campbell, WBC National Sales Manager.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WESTINGHOUSE BROADCASTING COMPANY, INC.

Support the Advertising Council Campaigns.
That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy

WEMP

5000 Watts at 1250

1935-1955... 20 years of service in Milwaukee - Represented nationally by Headley-Redd

included an extensive "critique" of the Commission's Sixth Report and Order and the results of these principles after three years of experience.

Mr. Jones, who acted as Republican television counsel for the Senate Commerce Committee 1954-55, made a number of critical comments in his review. Among them were the following:

1. That the 108 pre-freeze TV stations forced the Commission to permit wider co-channel separations than necessary; (2) that the belief that the 12 vhf channels will not provide a nationwide competitive television service is an unintended but unfortunate canard founded only upon inefficient utilization of the vhf spectrum;

2. that the increase in powers and heights established to permit reception of vhf signals without receiving antennas or [with] inexpensive simple installations in the worst locations in the largest cities, when combined with excessive separations ... resulted in the literal shrinkage of the vhf spectrum through its great inefficiency, and eliminated an equitable distribution of Grade A service to all parts of the United States including substantial rural areas and populations.

The Commission, Mr. Jones wrote, "persists to this day in an archaic city-to-city concept of vhf assignments long after the characteristics of the vhf channels changed to 'area' characteristics." He referred to certain moves by vhf stations to locate transmitters so that the station covers two or more contiguous markets as "market-bagging."

The problem, he said, is not one of uhf or vhf. It is that of "small market stations versus large market wide area (more efficient) vhf stations."

Deintermixture will not work, Mr. Jones stated. For not only are uhf stations actually small-market stations at the mercy of big-city, wide-area stations, but they are the stations "with the built-in disadvantages." Uhf is inferior to vhf, due to propagation characteristics, cost of equipment and power to attempt to match vhf coverage, lack of all-channel receivers and low-cost converters, he said. Networks seek wide area coverage and thus bypass uhf outlets, he said.

"... asking uhf to compete against vhf is like asking it to fog an elephant with a whiskbroom," the former commissioner and former congressman (R-Ohio) said.

With this atitude, Mr. Jones opposed such recommended palliatives as deintermixture, addition of more vhf channels, addition of extra vhf assignments in the top 100 markets to ensure three equal outlets for network programs, squeeze ins (Mullaney plan).

He favored Hometown Television Inc.'s plea for the creation of local outlets. He found Comdr. Craven's plan "worthy of very serious consideration by the Commission."

In discussing the plan to reduce vhf powers by one-tenth, the joint reply submitted that the following would be accomplished:

1. Existing vhf channels would more nearly cover normal trading areas.
2. Integrity of small-market stations would be improved.
3. More equitable distribution of Grade A service is obtained.
4. Requirements of the Communications Act for equitable distribution of facilities are fully met.

The engineering exhibit was prepared by the Washington consulting engineering firm of Vandiver, Cohen & Wearn.

ABC called on the Commission for "vigorous and decisive" action immediately to relieve the "economy of scarcity" in competitive
WTOV-TV has six one-half hour religious shows weekly featuring six different religions revolving around 20 different churches. We offer sponsorship of all these programs for $425.00 per week, or $270.00 weekly for three of these programs. We guarantee the results of this sponsorship to be better than any network show in Norfolk or we will refund your money. Prefer appliance, food or home type of advertising.

**Rates First in Many Ways**

1. WTOV-TV sells more locally sponsored time than any other two TV stations in Virginia.
2. WTOV-TV has the largest local account in the State of Virginia.
3. WTOV-TV has more local live programming than any other station in Virginia.
4. WTOV-TV has more people living within eight miles of its transmitter than any other station in Virginia. Approximately 700,000 people in Norfolk, Portsmouth, South Norfolk, Newport News and others—all within five miles.
5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $130,000,000 since January 1st, this year.

See Smiling Joe McGillvra’s Boys

or call

Tim Bright
Export 3-2871
facilities in major markets. It claimed, as recited in CBS's comments, that the 100 top markets can support 398 competitive stations—but pointed out that there are only 263 competitive stations assigned to those markets.

"Thus the public is now being deprived of the services of over 130 competitive stations for which there is now unquestionably adequate economic support," ABC said.

The network asked that first consideration be given to the objective of multiple services in as many communities as possible. This can be accomplished by (1) deintermixture, (2) assignment of additional vhf channels on reduced mileage separation, (3) release of unused educational channels, and (4) moving, in some instances, vhf channels from one market to another.

It listed almost 30 cities which it suggested be deintermixed, one way or the other. Among the cities specified were Miami (all uhf), Hartford-Providence (all uhf), Syracuse, N. Y. (all vhf), Duluth-Superior (all vhf), Albany-Schenectady-Troy, N. Y. (all uhf or all vhf).

Opposition was expressed to the Mullaney-Welch, Mott & Morgan, CBS, Zenith-Skiatron, and other proposals. It referred to the GE proposal to move all TV to uhf as having "theoretical merit" but impracticable due to dislocation and also as having no possibilities for immediate results.

It also termed Comdr. Craven's proposal as having "considerable merit," but said they provided no immediate solution. The Joint Committee on Educational TV comments, ABC said, seeking to maintain educational reservations, were short-sighted.

CBS declared that some of the proposals would have a seriously detrimental effect on tv. It opposed abandonment of the table of assignments and the suggested adoption of case by case consideration of applications; reduction of service areas, moving all TV to uhf, and continuance of intermixture where uhf stations strive to compete with a single vhf station.

It also termed "extraneous" such issues as subscription TV.

Reduction in separations should be permitted, CBS said, only in individual cases where such moves are urgently required. Reduction in service areas, the network declared, would not only mean an "inevitable loss of service to the public" but also a degradation in technical signal quality.

As an example, CBS said that if it were permitted to limit New York's TV signals to the New York trading area (as proposed by hometown television Inc.), the residents of Bridgeport, Conn., would be deprived of seven program choices in favor of perhaps one or two local services.

"The price is too high," the network stated, "not to the networks, not to some of the large market stations, not necessarily to many other stations, but certainly to millions of viewers who would be deprived of television service."

CBS plumped again for its basic premise: at least three network services in the top 100 markets.

In an analysis of proposals that vhf stations have their powers cut down to constrict coverage areas, CBS economist Sidney S. Alexander estimated that from 3 million to 5.3 million families would lose service.

RCA and NBC, in reply, declared that the comments, taken as a whole, "reflect a broad awareness of the important public reasons for preserving the 70 uhf channels, as well as the 12 vhf." This is a "long range and statesmanlike view," it said. It follows, RCA-NBC stated, that an allocation plan based on 12 or 15 channels, with or without lowered standards, is of doubtful utility as a long-range policy of allocation.

Expressing doubt that the proposals for drop-ins, specified contours, or other means of confining a TV station's signal to its market can be accepted since this would leave rural and small town residents without service or with a degraded service, RCA-NBC added:

"This is one of the major policy questions for resolution by the Commission and cannot be dismissed... by characterization of rural services as 'fringe.'" The Commission's proposals for boosters and 5 megawatt power for uhf stations are desirable objectives, RCA-NBC said.

The Storer Stand

Storer Broadcasting Co., advocating selective deintermixture, claimed allies in its approach in RCA-NBC, ABC and Comdr. T. A. M. Craven. Even CBS, Storer pointed out, required 39 uhf stations in 22 of the top 100 markets in order to achieve all three outlets per top market objective under its Plan I. Warning that uhf band is established on a "sound economic basis" in a substantial number of markets, existing uhf stations were privileged.

Opposing such "unrealistic" proposals as "squeeze-ins," lower power, and other drop-in techniques, Storer termed them "milk stop stations" which would derogate the service of existing vhf stations.

Storer also revealed that its ch. 23 WGBS-TV Miami showed its first operating profits in November and December 1955 after months of losses. There is an 85% conversion of tv receivers for uhf reception in the Miami area, Storer said.

Storer thought technical advances, such as the recently proposed "translator" stations, would help overcome shadow area effects in irregular terrain, a problem which has plagued uhf stations in rough, hilly and mountainous country.

It called the suggestions that additional vhf channels might be secured from other services "highly problematical and speculative." It opposed all proposals suggesting the use of chs. 72-78 mc and 2 mc from fm to establish a vhf channel, which would also require shifting chs. 5 and 6 upward. It also opposed ABC's suggestion that mileage separations be reduced; called the Mullaney-Welch, Mott & Morgan proposal "completely unworkable and unrealistic." It also objected to any suggestion seeking to dissolve the table of assignments.

In discussing proposals to drop-in vhf channels through the use of low power, low tower stations with limited service areas, Storer declared:

"It is incredible that the Commission will give serious consideration to proposals which continue a back-trucking to the conditions that existed in 1945 to 1948 and lead to the 'freeze.'" Submitted again was Storer's detailed recommendations for national selective deintermixture.

Hometown Television Inc., a group of small city tv stations mostly in the New England area and predominantly uhf, stressed again that the top priority for the FCC should be to provide each community with at least one tv station.

"The time is at hand," Hometown said, "when the Commission must take a forthright, forthright and effective action to preserve and foster uhf and hometown television and to rid the industry of the monopolistic albatross which the networks have fastened around the industry's neck and which in these proceedings they seek to engraft even more securely."

To accomplish this, Hometown urged that
"tower for two!"

Two RCA Superturnstile high-power high-gain antennas, Candelabra-mounted on Ideco Tower soar 1521 feet into the sky to serve two Dallas stations—WFAA-TV and KRLD-TV.

(SEE NEXT PAGE)
World's most unique TV antenna installation!

PROVIDES SAVINGS UPWARDS OF $500,000
This unique antenna installation was developed by RCA and Ideco to meet the special needs of Stations WFAA-TV and KRLD-TV which have relocated transmitter sites and increased power in order to deliver greater coverage to the rich Dallas-Fort Worth, North Texas market area.

MULTIPLE ADVANTAGES
The RCA "Candelabra" represents a radical approach to TV antenna design. It promises broadcasters who desire the same antenna location such advantages as equal height and simplified transmission line installation combined with the economies of a common tower and single-site erection and construction costs. Through it, maximum height allowable under aeronautical regulation may be achieved for both antennas.

$250,000 SAVINGS PER STATION
The cost of the complete Hill Tower installation, including tower, antennas, transmission lines and erection was close to one million dollars. Actual saving to each station is estimated at $250,000—a total of a half million for the two. The tower was purchased and is operated by Hill Tower Corporation, which is owned jointly by the two stations.

WORLD'S SECOND TALLEST MAN-MADE STRUCTURE
The height of the tower from base to top of antenna is 1521 feet. This two-in-one antenna installation is the second tallest man-made structure in the world.

Atop the tower is mounted the antenna platform, 80 feet across and 12 feet high. It is triangular in shape to fit the tower's cross-section pattern. The RCA antennas occupy two of the corners . . . with a counterweight on the third corner.

ASK YOUR RCA BROADCAST SALES REPRESENTATIVE . . .
Your Broadcast Sales Representative will be glad to answer your questions about television antennas and show you how RCA can provide you with the kind you need.
In Canada, write RCA VICTOR Company, Ltd., Montreal.

OTHER INTERESTING FACTS ABOUT "HILL TOWER"

WFAA-TV ANTENNA. RCA Type TF-12AH for effective radiated power of 316 kw. Height 82' 9". Channel 8.
KRLD-TV ANTENNA. RCA Type TF-6BM for effective radiated power of 100 kw. Height 82' 9". Channel 4.
Both antennas are designed to withstand winds anticipated at high altitudes.

ELEVATOR for carrying personnel up the tower to the 1435-foot level. Operated by new electronic control system.
CATWALKS run out from elevator landing in center of platform to three corners of platform, for necessary maintenance.
LINE-OF-SIGHT DISTANCE, tower top to horizon, approximately 60 miles.

In Canada, write RCA VICTOR Company, Ltd., Montreal.
the signal coverage of each station be con-
formed to the retail trading area of its com-
munity, with the exception of areas com-
promised. The FCC concluded that this area. It also advocated deintermixture to
establish uhf islands.

Hometown opposed proposals to permit max-
imum power for uhf stations in Zone 1 where
antennas are higher than 1,000 feet, and uhf
stations to radiate more than 1 million watts.
The use of satellites to extend a big city's
coverage was stopped, Hometown said.

Zenith Radio Corp. stated that all comments
either fall into "destructive or futile" category,
or propose remedies that are insufficient to
the national "crisis." This is basically "the econ-
omy of the industry," with said.
The Chicago radio-manufacturer again called
on the FCC to authorize subscription television.
Calling on the FCC to decide the question of
pay tv immediately, Zenith said: "Procrastina-
tion or the resultant economic crisis can only
lead to the loss of one of subscription
Television's greatest potential contributions,
namely, economic aid to those broadcasters
now facing bankruptcy."

Joint Committee on Toll TV opposes Zenith's
comments regarding use of subscription tv.
Subscription tv is a separate proceeding, JCTT
said, and does not belong in the allocations
proceeding.

KFIZ-TV Fort Worth, Tex. (ch. 11), favors
subscription tv.

A. Earl Cullum Jr., Dallas (consulting
genius), who represents a number of uhf channels
from fm band; greater channel utilization
through higher antennas, high gain receiving
antennas, cross polarization; opposes deinter-
mixture.

Group of 11 vhf stations, represented by
Washington attorneys Dow, Lohnes & Alber-
ton. filed a joint reply comment which opposed
any proposal which would limit tv to the exist-
ing 12 vhf channels; degrade existing services
through reduced separations or the employment
of various engineering techniques to accomplish
closer spacing.

Terminating these proposals "stop-gap" and
"short range," the group said acceptance would
"sentence television perhaps forever to a very
limited number of channels without any signifi-
cant promise of growth and expansion; . . . fail to
provide immediately an improved nationwide
 televisive service, nor do they offer any future
expectation of the fulfillment of such an ob-
jective." These proposals are unsound techni-
cally, the group said, and offer "insignificant
compensation for the resulting degradation of
existing tv service.

Supporting Comdr. T. A. M. Craven's plan to
establish tv assignment areas, the vhf group also
paid tribute to the potential effectiveness of the
FCC's Sixth Report and Order. "The trem-
endous growth and development of the televi-
sion industry, encompassed within approxi-
mately one decade, attest to the basic sound-
ness of the Commission's regulatory policies
and the general excellence of the service rendered
thereunder," the document stated.

Uhf has had less than four years of trial, these
stations pointed out. Because of some uhf
operators' problems, "exaggerated and captious
criticism" of the basic allocations principles
have resulted, they said.

Stations signing this document were: WSUB-
TV, Graysville, Tenn.; WSVF-TV Sylacauga,
N. Y., ch. 3; KOLN-TV Lincoln, Neb., ch. 6;
WKZO-TV Kalamazoo, Mich., ch. 3; WFMJ-
TV Greensboro, N. C., ch. 2; WGAN-TV Port-
land, Ore., ch. 13; WHIO-TV Dayton, Ohio,
ch. 7; KOKI-TV Portland, Ore., ch. 6; WJAR-
TV Providence, R. I., ch. 10; WSCC-TV Charleston,
S. C., ch. 5; and WIS-TV Columbus, S.
C., ch. 10.

One group of 15 stations, represented by
Louches, Zias, Young & Jansky, said the FCC
in considering the initial stage of its proceeding
did not encourage proposals limited to action in
only individual communities or a limited area,
leaving to a later stage comments on specific
channel assignments in individual communities.
The vhf stations said that until the FCC has
determined the general nature of any revisions
to the present allocation scheme which it would
be desirable to adopt," they unable to de-
termine their interest in the proceeding, but
said they may or may not file comments later,
depending on their interest. They were: WNEW
New Orleans; WFCA-TV Dallas (ch. 8); WABI-
TV Bangor, Me. (ch. 3); WDBC Escanaba,
Mich. (ch. 7); WITV (TV) Elmira, N. Y. (ch. 24);
KENS-TV San Antonio (ch. 5); WHTN-TV
Huntington, W. Va. (ch. 13); KFWA-TV
Sacramento, Calif. (ch. 3); KWCTX-TV Waco,
Texas (ch. 10); WENE Binghamton, N. Y.;
KTSM-TV El Paso, Tex. (ch. 9); WARM-TV
Scranton, Pa. (ch. 16); WBKN-TV Youngstown,
Ohio (ch. 27); KROC-TV Rochester, Minn.
(ch. 10), and KVAL-TV Eugene, Ore. (ch. 13).

Group of uhf stations, represented by Wash-
ington attorneys Kirkland, Fleming, Green,
Martin & Ellis, reserved the right to participate
in any future proceeding considering specific
changes in tv standards or allocations. Opposes
any recommendations that would result in
abridgment of service areas of existing stations,
or encroach upon future service potential of
vhf stations using high power and antennas to
provide service to rural areas. Also opposes
such plans as reducing separations, drop-ins, di-
rectional antennas, reduced power, etc. Calls on
FCC to encourage development of uhf. States
belief that present difficulties are result of
economic pressures not of permanent character.

Stations in this group are: WGN-TV Chicago,
ch. 9; WJTZ-TV (TV) Jackson, Miss., ch. 12;
WBTV (TV) Charlotte, N. C., ch. 3; WBTW
(TV) Florence, S. C., ch. 8; WDAY-TV New
York City, ch. 4; WSM-TV Nashville, Tenn., ch.
4; KALB-TV Alexandria, La., ch. 5; KVEC-TV
San Luis Obispo, Calif., ch. 6; WALB-TV
Albany, Ga., ch. 10.

VHF COMMENTS

WVTW-TV Rochester, N. Y. (ch. 10), opposes
drop-ins, deintermixture, or other arrangements
which would tend to curtail existing tv services.

WTVV (TV) Durham, N. C. (ch. 11), opposes
variations of proposals advocating drop-ins, de-
intermixture, or arrangements to curtail existing
services.

KSTP-TV St. Paul-Minneapolis, Minn. (ch.
5), opposes drop-ins, deintermixture, or other ar-
rangements to curtail existing services.

KATV (TV) Pine Bluff, Ark. (ch. 7) opposes
drop-ins, deintermixture, or other arrangements
to curtail existing services.

WBEN-TV Buffalo, N. Y. (ch. 4), opposes
drop-ins, deintermixture or other arrangements
which would curtail existing services.

KARK-TV Little Rock, Ark. (ch. 4), opposes
drop-ins, deintermixture, or other proposals
which would curtail existing services.

KTEN (TV) Ada, Okla. (ch. 10), opposes
drop-ins, deintermixture, and other proposals
which would tend to curtail existing tv services.

WREC-TV Memphis, Tenn. (ch. 3), opposes
drop-ins, deintermixture, and other arrange-
ments which would curtail existing services.

WCIA (TV) Champaign, Ill. (ch. 3), opposes
mixture of uhf and vhf, and advocates main-
tenance of status quo in regard to mileage separa-
tions.

THE GOVERNMENT section continues on page 57
ALL THE EGGS IN KANSAS AREN'T IN ONE BASKET!

CHANGING $ IN KANSAS*

1946

Major Income Sources

1954

9.3 Manufacturing 16.6
24.9 Farm 11.9
17.1 Government Pay 6.6
23.3 Trade and Service 14.9
25.4 All Others, such as: Mining, Construction, Transportation, Property, Public Utilities, etc. 50

Total Income $2,012,000,000

Total Income $3,417,000,000

* U. S. Dept. of Commerce Survey of Current Business.

Changes in Kansas farm income are constantly replaced and supplemented by progressively increasing income from diversified sources. For the Kansas Dollar, advertise on KTVH.

KTVH

240,000

WATTS

CBS BASIC

CHANNEL 12

Represents Nationally by M-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studio in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

Page 58 • February 13, 1956
To deliver top coverage of the great Memphis and Mid-South market

**Top Shows!**

No wonder in Memphis they say "There's more to see on Channel 3." To a full basic affiliation with CBS, WREC-TV adds top local programming, and delivers the finest picture to a greater audience. Yes, Channel 3 is "tailored" to do the best selling job for you!

**Highest Antenna!**

(1349 feet above mean sea level)

**Full Power!**

Represented Nationally by The Katz Agency
appear and participate further in any decisions affecting it.

Queen City Broadcasting Co., Seattle (ch. 7), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.


WTWO (TV) Bangor, Me. (ch. 2), suggests that any drop-ins be made on a case-by-case basis; that no such assignments will be made if the interference to an existing station would exceed the maximum (to be fixed by the Commission), and that assignments involving a lesser degree of interference be made only upon a showing that the public need for the proposed service outweighs the service which would be lost by an existing station.

KREM-TV Spokane, Wash. (ch. 2), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.

WWJ-TV Detroit (ch. 4), opposes all proposals for reduction of minimum mileage separations; reduction in maximum permissible effective radiated power and antenna heights; and agrees with WTWO (TV) proposal regarding authorization of any drop-ins.

WOI-TV Ames, Iowa (ch. 5), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), which would permit stations in small communities to identify themselves with nearby larger communities.

WGAZ-TV Huntington, W. Va. (ch. 3), favors modification of Sections 316-4(b) pertaining to maximum power and antenna heights in Zone 1; opposes any allocations plan which would destroy interference-free service.

KOB-TV Albuquerque, N. M. (ch. 13) said it was against any action modifying any present authorization for the station or causing deterioration or curtailment of its TV service, and that parties proposing a change of the present authorization plan be required to show data on any adverse effect on existing stations.

KOTV (TV) Tulsa, Okla. (ch. 6), opposes the Mullaney plan for establishing "secondary" stations which could limit the coverage areas of existing stations, and also opposes the petition of WABD and WTTG from ch. 5 to ch. 6. So, T. A. M. Craven and the coverage limitations suggested by Committee for Home-town Television, and favors the CBS plan for making available three vhf stations in the 100 major population centers of the country.

KBBF-TV Sacramento, Cal. (ch. 10) opposes the proposal of KCCC-TV Sacramento (ch. 40), that any vhf channel allocated for non-commercial educational use but not in use by an educational station be made available for commercial use.

WABD (TV) New York (ch. 5) and WTTG (TV) Washington (ch. 5), oppose the proposal of WIP Philadelphia for a new channel, 6A, to be taken from the fm band and allocated to Philadelphia by changing the assignment of WFL-TV Philadelphia from ch. 6 to ch. 5 and moving other stations including WABD and WTTG from ch. 5 to ch. 6. Also WASH (FM) Washington.

WFBM-TV Indianapolis, Ind. (ch. 6), opposes any change which would diminish its service and also opposes the petition of WNT (TV) Waterloo, Ind. (ch. 15), for modification of identification and location rules to permit stations assigned to smaller communities to move their main studios into larger adjoining cities.

WISN-TV Milwaukee, Wis. (ch. 12), opposes any action which would deteriorate or curtail its service. Also WBAL-TV Baltimore, Md. (ch. 11).

WTVR (TV) Richmond, Va. (ch. 6), objects to Mullaney plan for all vhf, proposals for reduced mileage separations between vhf stations, maximum power with antenna heights over 1,000 ft. in Zone 1, Colby proposal to displace chs. 5 and 6 upward by two mc to accommodate intermediate channel and Pennsylvania Broadcasting Co. plan to remove 88-94 mc segment of fm band, which would result in substitution of Richmond of ch. 6A for ch. 6.

WDSU-TV New Orleans, La. (ch. 6), opposes any proposals to reduce permissible antenna heights and effective radiated powers, any reduction of minimum co-channel or adjacent channel mileage separations, and any drop-in vhf assignments in communities located at distances less than the presently authorized minimum mileage separations. Also KOB-TV Albuquerque, N. M. (ch. 4) and KLZ-TV Denver, Col. (ch. 7).

KTLA (TV) Los Angeles (ch. 5) opposes any change detrimental to the station's existing or proposed service.

WGAL-TV Lancaster, Pa. (ch. 8), opposes any change which would bring about restrictions on existing coverage, whether from reduction of present separation requirements, reduction of standard of maximum permissible effective radiated power and height, or any other means.

WTTM-TV Milwaukee, Wis. (ch. 4), opposes any change in allocations accomplished by methods in derogation of existing services. WTTX-TV Fort Worth, Tex. (ch. 11), opposes any action which would reduce mileage separations, powers and antenna heights of existing services, or in any way limit existing service areas.
CELEBRATING OUR 15TH ANNIVERSARY

PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE, MECHANICAL OR SYNCHRONIZATION RIGHTS IN "THE BEST MUSIC IN AMERICA" TO THE ENTIRE ENTERTAINMENT INDUSTRY, RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES, THEATRES, CONCERT HALLS, HOTELS, ETC.

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A REPERTORY OF DISTINCTION
The television audience surveys of the South Bend Market all tell about the same story. WSBT-TV DOMINATES the market. The latest survey, made by the American Research Bureau (Nov., 1955) gives further proof. It reveals that in the South Bend-Elkhart market . . .

- The top 26 network TV programs in this area are CBS shows — carried by WSBT-TV exclusively!
- The 31 most popular TV programs, both local and network—(37 of the top 40, and 42 of the top-rated 50) are carried by WSBT-TV.
- During the prime evening viewing hours (6:00 to 10:30) almost 3 times as many people watch WSBT-TV as any other single station—the WSBT-TV audience is greater than the combined total of all other stations which can be seen in this area.
- When the same program was carried by all three local stations at the same time (President Eisenhower, Nov. 11), WSBT-TV enjoyed a viewing audience 14 times greater than the next closest station.

Get all the facts on WSBT-TV and its prosperous 14-county coverage area. Learn more about this remarkable market where 95% of the TV homes are UHF equipped to receive WSBT-TV. Write for free market data book.

**FIVE TOP-RATED SHOWS OF EACH OF THE SOUTH BEND-ELKHART STATIONS—AND THE RATINGS OF EACH SHOW**

<table>
<thead>
<tr>
<th>WSBT-TV</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>Rating</td>
<td>Program</td>
</tr>
<tr>
<td>1. 664,000 Question 57.0</td>
<td>Lux Theatre 54.3</td>
<td>Pro Football 51.4</td>
</tr>
<tr>
<td>2. I Love Lucy 56.6</td>
<td>Hi-Pondola 52.3</td>
<td>Disney Island 19.6</td>
</tr>
<tr>
<td>3. Ed Sullivan 51.8</td>
<td>Perry Como 20.5</td>
<td>Lawrence Welk 23.6</td>
</tr>
<tr>
<td>4. I've Got A Secret 48.1</td>
<td>Ray Reger 18.1</td>
<td>Ray Tyler 15.7</td>
</tr>
<tr>
<td>5. Climax 47.9</td>
<td>George Gobel 18.0</td>
<td>Dollar A Second 10.0</td>
</tr>
</tbody>
</table>

**ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES**

**GOVERNMENT**

KPRC-TV Houston, Texas (ch. 2), opposes any lessening of mileage separations or reduction of tower heights which would degrade present tv service and substitute multiple urban service for rural service in many areas. Also WHAS-TV Louisville, Ky. (ch. 11).

WTTV (TV) Bloomington, Ind. (ch. 10), asks that ch. 4 be assigned to Indianapolis-Bloomington or, if possible, to Indianapolis, as contemplated in CBS Plan I, which WTTV supports. WTTV recommends that higher antenna heights be permitted for vhf stations in Zone I and opposes any reduction in separation between stations which it believes would result in a loss of service in rural areas.

WGAN-TV Portland, Me. (ch. 13) objected to comments by WTAO-TV Cambridge, Mass. (ch. 36), proposing to move ch. 13 to Cambridge.

WFIL-TV Philadelphia (ch. 6) and WNBFE-TV Binghamton, N. Y. (ch. 12) (Triangle Publications), opposed a proposal by WIP Philadelphia to "create a new tv ch. 6A and the reallocation of chs. 5 and 6 in more than eight cities, including Boston, New York, Schenectady, Philadelphia and Richmond." Triangle reasserted its opposition to increase of antenna heights and maximum powers in Zone I.

KFBC-TV Cheyenne, Wyo. (ch. 5) also permitted of KSTP (TV) Scottbluff, Neb., on ch. 10), said only vhf is feasible in its Rocky Mountain area and opposed any deintermixture or vhf drop-ins. It approved satellite stations as a "first service" in an area and asked FCC consideration of applications for private intercity relays.

KCSI-TV Pueblo, Colo. (ch. 5), said only vhf service is feasible in its Rocky Mountain area and that it opposes any reduction of vhf service, both in allocations and quality. The station would support use of satellite stations, but only in areas not now receiving service from any regular tv station.

KTTVS-TV Springfield, Mo. (ch. 10), said it opposed disturbance of any existing service and that anyone proposing a change in the allocations plan should be required to submit data showing how the proposed plan affects existing service.

WPOR-TV Providence, R. I. (ch. 12), adopts Dow, Lohnes & Albertson group filing opposing proposals for "Limited and Degraded Channel Utilization" (see above).

WKY-TV Oklahoma City (ch. 4) and WSFA-TV Montgomery, Ala. (ch. 12), oppose all proposals which would reduce the maximum permissible antenna height and effective radiated power, minimum separation requirements or changes which would permit drop-in assignments at less than the minimum mileage separation in their zones. Also WCAU-TV Philadelphia (ch. 10); WDEF-TV Chattanooga, Tenn. (ch. 12); KTIV (TV) Salt Lake City (ch. 4).

WMAL-TV Washington, D. C. (ch. 7), opposes all suggestions "which would have the present capacity or future potentiality of bringing about restrictions on existing areas of coverage provided for by present rules." Also WBAL-TV (Baltimore, Ala., (ch. 13); WTIQ (TV) Munford, Ala., (ch. 7); WAIQ (TV) Anadusia, Ala., (ch. 3); WRTV (TV) Utica, N. Y., (ch. 13); KEYT (TV) Santa Barbara, Calif., (ch. 3); KFGR-Baismarck, N. D., (ch. 5); WMAR-TV Baltimore, Md., (ch. 2); KMOT-TV Minot, N. D., (ch. 10); WOAI-TV San Antonio, Tex., (ch. 4); KGLL-TV Billings, Mont., (ch. 8); WBAY-TV Green Bay, Wis., (ch. 2); WDMJ-TV Marquette, Mich., (ch. 6); WIBW-TV Topeka, Kan., (ch. 13).

WMUR-TV Manchester, N. H. (ch. 9), declares that the Commission should not take any
Listeners and advertisers alike

STAY ALL DAY with WWJ

Hour after hour, Detroit home and auto radio dials stay put on 950. All day long, this popular kilocycle highway carries the messages of leading national and local advertisers. The reason is simple.

Only WWJ in Detroit features such an imposing array of microphone personalities, such outstanding newscasters, disk jockeys, sportscasters and woman commentators.

Only WWJ in Detroit presents NBC'S “Weekday” and “Monitor”, bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

“Stay all day with WWJ.” That's good advice for listeners, sound business for advertisers.

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS

Broadcasting • Telecasting

February 13, 1956 • Page 63
action which would result in reduction of mileage separations, powers and antenna heights of existing services, or in any manner limit or reduce existing service areas. Also KTIV (TV) Sioux City, Iowa, (ch. 4); WTVY (TV) Dothan, Ala., (ch. 9).

KRCG (TV) Jefferson City, Mo. (ch. 13), opposes reduction in mileage separation between TV stations and objects to GE proposal to move all TV to uhf. Also KOMO-TV Seattle, Wash. (ch. 4); Mountain City TV Inc., Chattanooga, Tenn. (ch. 3); KOTA-TV Rapid City, S. D. (ch. 3); WATE-TV Knoxville, Tenn. (ch. 6); KOOK-TV Billings, Mont. (ch. 2); WRVA-TV Richmond, Va. (ch. 12).

KOMA-TV Pittsburgh, Kan. (ch. 7), says that until the FCC has "more quantitative information as to the present service that is available and determines what channels are to be used for television service, it will be dangerous, indeed, to adopt any of the basic changes which have so far been submitted." Also KFVS-TV Cape Girardeau, Mo., (ch. 12); KRDO-TV Colorado Springs, Colo., (ch. 13); WAFL-TV Hazleton, Pa., (ch. 63); WDBJ-TV Roanoke, Va., (ch. 7); WBDO-TV Orlando, Fla., (ch. 6); WPBG-TV Altoona, Pa., (ch. 10).

WKRC-TV (ch. 12) and WTVN-TV (ch. 6), both Cincinnati, declare that "rule making should not be adopted which will permanently limit television to the vhf band. This means that the CBS plan and similar proposals should be rejected." WJAC-TV Johnstown, Pa. (ch. 6), and WBNS-TV Columbus, Ohio (ch. 10), oppose recommendations filed which either directly propose or would by their effectuation result in limited television channel utilization to exactly or substantially the presently allocated 12 vhf channels; radical "adjustments" in the allocation of the 12 vhf channels, i.e., the carving out of multiple additional vhf assignments degrading existing service.

VHF APPLICANTS

Maumee Valley Broadcasting Co. (applicant for ch. 11 in Toledo) asked dismissal of comments by WKNX-TV Saginaw, Mich. (ch. 57), that the FCC withhold final action on awarding ch. 11 in Toledo. Maumee deprecated an expressed fear by WKNX-TV that ch. 11 might be moved to Midland by reducing mileage separations and thus serve Saginaw. Maumee said that applicants for ch. 11 in Toledo have proposed sites on the other side of the city away from Saginaw and Midland, but that if the permittee proposed moving toward the Michigan cities the proposal could be taken by the FCC on its own merits.

WVIS Owensboro, Ky. (applicant for ch. 9 at nearby Hatfield, Ind.), asked dismissal of comments by three firms asking that a uhf channel be substituted at Hatfield for the purpose of deintermixing Evansville, Ind., and Louisville, Ky., and to add one uhf channel at Bowling Green, Ky. WVIS said ch. 9 had been assigned at Hatfield at WVIS' request, after lengthy hearings, and that the public interest and rights of the ch. 9 applicants require the channel be unchanged.

WIBC Indianapolis, applicant for ch. 13 there (for which an examiner has favored Mid-West TV Corp., Indianapolis), objected to a proposal by WKLO-TV Louisville, Ky. (ch. 21), to move co-channel 13 at Bowling Green, Ky. (for which no application is pending), to Louisville.

WPTF Raleigh, N. C. (applicant for ch. 5 there) opposed a request (made before the present proceeding) by WNAO-TV Raleigh (ch. 5) that vhf ch. 5 be deleted from Raleigh and an unspecified uhf channel substituted.

WXJ Jacksonvile, Fla., applicant for ch. 12 there, opposed comments by WOBS-TV Jacksonville (permittee for ch. 30 there) asking deintermixture insofar as affects the ungranted ch. 12 there.

WCAE Pittsburgh, applicant for ch. 4 Irwin, Pa., opposes any change which would result in deterioration of curtailment of service and asks that if any substitution of a new vhf channel for ch. 4 is made WCAE be given an opportunity to amend its present application without losing any rights with regard to ch. 4.

WIRL Peoria, Ill., applicant for ch. 8, opposes deintermixture proposals and CBS plan for substitution of supplemental vhf chs. 6-A, 6-B and 6-C for present allocations in Peoria.

WMBD Peoria, Ill., applicant for ch. 8, opposes deintermixture, generally and selectively, particularly with reference to Peoria; result of deintermixture would be to contract market size to immediate community served by uhf stations and would be "unwarranted interference with economic structure of this country.

Triad TV Corp., applicant for ch. 10 at Parma-Onondaga, Mich., objects to proposal of ch. 57 WKNX-TV Saginaw, Mich., that FCC withhold final action on applications for ch. 10 Parma-Onondaga pending determination of rule making proceedings on overall allocations; asks early decision by FCC.

KPAC Port Arthur, Tex., applicant for ch. 4, opposes comments by Storer Broadcasting Co., Southern Radio & Equipment Co., GE and others which seek deletion of ch. 4 from Beaumont-Port Arthur; KPAC says area is already served by outside vhf's so predominant uhf operation is unworkable.

Allen B. DuMont Labs, applicant for ch. 5 Boston, opposes the request of WNET (TV)
You Might Cycle Coast to Coast in \(14\frac{1}{2}\) Days* —

BUT . . . YOU NEED WKZO-TV TO PEDDLE GOODS IN WESTERN MICHIGAN!

The American Research Bureau Report, left, proves that WKZO-TV is the overwhelming favorite—morning, afternoon and night—not only in Kalamazoo and Grand Rapids, but in Muskegon and Battle Creek, as well!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasting with 100,000 watts from a 1000' tower, WKZO-TV delivers its excellent picture to over 590,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

\[\begin{array}{c|c|c}
\text{MONDAY THRU FRIDAY} & \text{WKZO-TV} & \text{Station B} \\
7 \text{ a.m.} - 5 \text{ p.m.} & 144 & 50 \\
5 \text{ p.m.} - 11 \text{ p.m.} & 83 & 37 \\
\text{SATURDAY & SUNDAY} & 80 & 24 \\
10 \text{ a.m.} - 11 \text{ p.m.} & & \\
\end{array}\]

NOTE: Survey based on sampling in the following proportions—Grand Rapids (40%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

AMERICAN RESEARCH BUREAU
FEBRUARY, 1955, REPORT
GRAND RAPIDS-KALAMAZOO

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

*Donald Mainland did it (Santa Monica to New York) in May, 1953.

Avery-Knodel, Inc., Exclusive National Representatives

WKZO-TV
Kalamazoo-Grand Rapids
and Greater Western Michigan

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February 13, 1956 • Page 65
opposes drop proposals which would poses Corp. residents mixture or those existing services and pending deintermixture, or those existing services soon to be intermixed.

Jacksonville Broadcasting Corp. (applicant for ch. 12, Jacksonville, Fla.), opposes any suggestion to make Jacksonville all uhf, as a Baton Rouge group has proposed.

WMAY-TV Springfield, Ill. (applicant for ch. 2), opposes proposals of Plans Television Corp., Prairie Television Co. and Signal Hill Telecasting Corp. to delete ch. 2 from Springfield.

San Francisco-Oakland TV Inc., Oakland, Calif. (applicant for ch. 2), opposes any and all proposals for the lowering of present allocation standards for Zone 3.

Sangamon Valley Television Corp., applicant for ch. 4, said it was against disturbance of the service area of existing services and pending deintermixture, or those existing services soon to be intermixed. Also WTVO (TV) Rockford, Ill. (ch. 39).

WWL (TV) Adams, Mass. (ch. 19); WWLW (TV) Springfield, Mass. (ch. 20); WPGM (TV) Springfield, Mass.; Whitman, Mass.; WMBY (TV) York, Pa. (ch. 49); WCBM-TV Harrisburg, Pa. (ch. 27), and WICC-TV Bridgeport, Conn. (ch. 43), oppose relaxation of existing power-antenna height requirements.

WNOV (TV) (ch. 49), WSBA (TV) (ch. 43), both York, WCMC-TV (ch. 27), WHIP-TV (ch. 55), and WTPA (TV) (ch. 71), Harrisburg, all Pennsylvania, favor deintermixture of south-central highway without deleting ch. 8 (WGAL-TV Lancaster).

WIMA-TV Lima, Ohio (ch. 35), opposes any FCC action to amend allocations or degrade tv engineering standards without first issuing further notice of proposed rule making, giving full details. Also KLPC-TV Lake Charles, La. (ch. 7); WMTV-Cedar Rapids, Iowa (ch. 2); WSHA-TV Harrisburg, Va. (ch. 3). WNOV-TV Columbus, S. C. (ch. 67), urges the FCC to declare that all the various allocation proposals that have been made and then issue a tentative proposal of its own, giving the industry opportunity to comment specifically on the proposal. Also WGBH-TV, non-commercial educational station Boston (ch. 2); WMFR-TV Jacksonville, Fla. (ch. 4).

WLEX-TV Lexington, Ky. (ch. 18), does not advocate change in allocation table which would put vhf channel in nearby Richmond, Ky., but wants first vhf channel if it is authorized by the Commission.

KBC-TV Los Angeles, Calif. (ch. 22), calls for legislation to force production of all-channel television receivers; or deintermixture in Los Angeles so that city will have 10 vhf channels; or, if above are not acceptable, permission for tv stations to broadcast subscription television. WGLV (TV) Easton, Pa. (ch. 57), supports CBS proposal to allocate a vhf channel in the East-Area on condition of its abandonment.

WANE-TV Fort Wayne, Ind. (ch. 69), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), to move to Fort Wayne.

WKRC-Akron, Ohio (ch. 49), opposes plans to make all three uhf television stations; urges that if another vhf channel can be allocated to east Ohio it be given to WAKR-TV.

WKOW-TV and WMTV (TV) Madison, Wis. (ch. 27) protest proposal of permitting the introduction of a vhf station into Madison; urge deintermixture for the market.

WTOH Toledo, Ohio (ch. 79), and WBIID DeVille, Mich. (ch. 50), resubmit proposal for channe changes which would deintermixture both cities, making all commercial tv stations in Detroit vhf and in Toledo uhf.

WHUM-TV Reading, Pa. (ch. 61), opposes any proposal of advancing new vhf channel of the Commission without consideration of the proposal suggested by WHUM-TV's existing service.

KTVI (TV) St. Louis, Mo. (ch. 36), requests the Commission deny all comments and proposals that would directly or indirectly preclude the above for which this station is license'd; that ch. 2 be immediately reallocated from Springfield, Ill., to St. Louis, Mo., or to St. Louis and Terre Haute, Ind., and that pursuant to amended Section 309(c) of the Communications Act, that ch. 2 be assigned to Signal Hill Telecasting Corp. [petition of KTVI (TV)].

KEDD (TV) Wichita, Kan. (ch. 16), reiterated a prior petition (denied) looking toward the assignment of vhf ch. 8 to Hutchinson, Kan. The proposal suggested a method of overcoming the vhf-uhf intermix problem in the Wichita-Hutchinson area.

WLEV-TV Bethlehem, Pa. (ch. 51), submitted an affidavit by an engineer which says the station's proposed channel in the 410 area..."in general, have failed to produce engineering data which would assure consideration on the basis of up-to-date technical information."

KTVL-C_PENDING (TV) Portland, Ore. (ch. 72), opposes any proposal that is detrimental to it; asserts its right to full evidentiary hearing under Section 316 of the Communications Act of 1934.

WJKV-TV Ft. Lauderdale, Fla. (ch. 3), opposes proposal made by WNTV (TV) Waterboro, Ind. (ch. 15), permitting a station licensed to a community of under 50,000 to be identified as located in an adjacent larger community.

KTVN (TV) Oregon (ch. 25), favors treating each problem on a case-to-case basis and in markets where additional vhf channels must be allocated, existing uhf permittees and licensees should be assigned the new channels.

WBGR (AM) Jessup, Ga., favors proposal submitted by WOBS-BS-TVS Jacksonville, Fla. (ch. 30), recommending reallocation of tv channels in southeast Georgia and northeast Florida.

WCCU-TV Brattleboro, Vt., opposes any proposal to increase power of uhf stations to 5 megawatts. Also WWLP-TV Springfield, Mass. (ch. 22).

KYOD-TV Corpus Christi, Tex. (ch. 22), opposes Mullaney and CBS plans and all others which would curtail uhf.

WJHP-TV Jacksonville, Fla. (ch. 46), said it was against any modification or curtailment of existing service. As a uhf station, it wants three fully competitive tv channels in Jacksonville and for no new vhf channels which would require conversion.

WITU-TV South Bend, Ind. (ch. 46), said it was against any modification of the present authorization for the station or that deteriorates or curtailment of its service be caused. It asked that if the South Bend-Elkhardt and Ft. Wayne-Pawlet markets, cited by CBS, that there be no intermix between new and old vhf channels and that only existing uhf stations be allowed to compete for them. WJBC-TV Muncie, Ind. (ch. 49), opposes proposal for new vhf channel which will greatly maximize power for vhf stations in Zone I.

KCCC-TV Sacramento, Calif. (ch. 40), suggests application by commercial interests of educational vhf reservations not in use, shifting education outlets to uhf, and asking by CBS, that there be no intermix between new and old vhf channels and that only existing uhf stations be allowed to compete for them.

WELP-TV Lexington, Ky. (ch. 27), asks reconsideration of its proposal to amend FCC rules to include northern Kentucky in Zone I and assign ch. 4 to Lexington.

WSBT-TV South Bend, Ind. (ch. 34), calling itself typical of uhf stations operating in so-called "island" situation, asks that it be protected in its present operations or afforded adequate relief in event of changes in the allocation practices under which it was brought into being; and asks permission for vhf stations to extend power by means of booster antennas.

WTVK (TV) Knoxville, Tenn. (ch. 26), asked for assignment of a third commercial vhf channel in Knoxville or in the alternative to make assignment for a third uhf channel. The applicant for ch. 10 there (awarded to WBIR-Knoxville Jan. 13) educational, substituting for it educational ch. 20, thus giving Knoxville one vhf and two uhf commercial outlets and one educational v.

WHTV-Cleveland, Ohio (ch. 19), asked the FCC to provide at least one uhf channel in Cleveland in addition to the three uhf assignments already made there.

FM COMMENTS

WHOM-FM New York City claims that any shift in frequency is "bound to cause great con-
leadership...

...for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

outstanding examples

GPL 35mm. Telecast Projector
Gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

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Provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

GPL 16mm. Telecast Projector
Provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

GPL-Watson Vari-Focal Lens
Gives high definition equal to that of fixed-focus cameras. 3" to 30" focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Simply operated from camera or control room.

GPL Vidicon Film Chain
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GPL Video Recording System
Is used in over 90% of all video-recording-equipped studios in the country. It is a thoroughly integrated system providing finest picture resolution and grey scale with high quality recorded sound. Does not require exact synchronization between local power frequency and incoming video, so permits recording of signals from remote locations.

Write, wire or phone for detailed information.

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1956 METROPOLITAN AREA

Surveyed Jan. 10 thru Feb. 5 and to be issued February 20, 1956

... presenting reception and tune-in preference data for 225 key TV-served markets

Now, for the second year, ARB makes available to the broadcast industry the results of comprehensive and significant research into coverage and viewing habits in TV's problem areas. This new 1956 study is an enlargement of ARB's now well-known "Abilene to Zanesville" survey released early in 1955. The first "A-to-Z" report proved to be one of the most widely accepted and valuable broadcast measurement studies ever produced, and the bigger 1956 study will be even more useful to broadcast buyers and sellers.

Many key markets reported in the 1956 study are served only by TV stations located outside their own area, providing an excellent cross-reference to station coverage and viewer acceptance.

For each of the 225 markets (see list), these facts will be reported: 1) Percent homes having TV (including UHF saturation); 2) Stations operating in the area with percent of TV homes able to receive; 3) Stations viewed most (with 1st and 2nd preference) for daytime and evening.
Phone, wire or write for further information . . . and act NOW to earn the pre-publication discount

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poses suggestions regarding reduced mileage separations, or "fms be used. Evanston, allocated to fms band"

EDUCATIONAL COMMENTS

National Association of Educational Broadcasters (NAEB) opposes any allocation of the fm band that would cause "non-commercial educational stations to undergo great expense and hardship in changing frequencies."

KQED (TV) San Francisco, Calif. (ch. 9), opposes comments of KSAN-TV San Francisco proposing, in alternative, that educational channels be used commercially, except for three or four hours a day.

WIPR-TV San Juan, P. R. (ch. 6), opposes any proposal detrimental to WIPR-TV or educational tv in general.

MISCELLANEOUS

WVOK Birmingham, Ala. (am station), opposes suggestions regarding reduced mileage separations, drop-ins. Recommends tall towers. Also WBAM Montgomery, Ala., and William E. Benn Jr., Washington consulting engineer.

Barrow's Committee Makes Second Round

FCC's network investigating committee and special staff visited ABC, Mutual and station representatives last week, plans stops at AAAA and JWT today (Monday) and a talent agency tomorrow.

FCC's network investigating committee and its special staff late last week launched its second round of information-gathering visits in New York, which this time was to include station representatives and advertising and talent agencies as well as networks.

FCC Chairman George C. McConnaughhey, Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, and Dean Roscoe Barrow of the U. of Cincinnati Law School, head of the special investigating staff, headed the delegation as it opened a five-day schedule with sessions with ABC President Robert E. Kintner and other ABC officials on Thursday. They held similar sessions with CBS and NBC early in January (BT, Jan. 9).

The group moved to Mutual on Friday and was slated to meet with station representatives convened by Station Representatives Assn. Saturday. Its agenda for the rest of the visit included a meeting Monday with officials of a group of advertising agencies, arranged through American Assn. of Advertising Agencies, and conferences with talent agency executives on Tuesday.

The meeting with advertising agencies is scheduled to start at the AAAA headquarters and includes a tour of the offices of J. Walter Thompson Co. The talent agency meeting, to be held at FCC quarters at 90 Church St., is expected to include representatives of William Morris Agency, MCA, and others. Dean Barrow has made it plain that the group does not intend to confine its talks to either the New York area or the larger firms and organizations. It also plans to meet subsequently with smaller agencies, network affiliates and independent stations, and with film producers and distributors. A meeting with film people had been sought as part of the current visit but had to be deferred for lack of time.

Purpose of the sessions, like those with CBS and NBC last month, are primarily to acquaint the committee and its staff with the fundamentals of radio and television operations. In the ABC meeting Thursday, the group also heard a reiteration of that network's views on the need for additional tv stations in important markets in order that ABC-TV may operate on a more equal competitive footing with the other tv networks.

ABC participants in the session, in addition to President Kintner, included Harold L. Morgan Jr., vice president and controller; Ernest Lee Jahncke Jr., vice president and assistant to the president; Frank Marx, vice president for engineering and general services; Robert Lewine, vice president for television programming and talent; John Daly, vice president for news, special events, sports and public affairs; Slocum Chapin, vice president for tv network sales; Mrs. Geraldine B. Zorbaugh, secretary.

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Telecasting

A HAIL of MAIL from As Far As 120 MILES AWAY!

Talk about COVERAGE! WKHM has it! Our recent mail poll proved beyond the least shadow of doubt that WKHM not only covers Jackson thoroughly, but reaches a tremendous audience in cities and towns as much as 120 miles from here. Our mail bag is always full because we've got the power to reach untold thousands of homes for many miles around . . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

Represented by HEADLEY-REED
No matter how you figure it...

Famous Film Festival is TV's best participation buy!

Marshal the facts... study the figures... total the costs. You'll agree that ABC-TV's Sunday-night Famous Film Festival is the finest participation buy of all.

What TV show consistently gives you top stars like Deborah Kerr, James Mason, Jean Simmons, Stewart Granger? Which show always offers smash films like The Lavender Hill Mob, Odd Man Out, The Red Shoes?

What participation show outrates* all others? What participation show has a cost per thousand viewers per commercial minute of $1.25? What participation show owns the prime Sunday-night time slot 7:30 to 9 EST?

The answer to all these questions is ABC-TV's Famous Film Festival. Very likely, it's just the answer you're looking for.


ABC Television Network
and general counsel, and Gene Acus, director of sales development and research, who was making one of his last official appearances for ABC before moving to Television Bureau of Advertising this week [B&T, Jan. 23].

The Mutual group will be headed by Executives Chairman B. B. Poor and is expected to include George Ruppel, vice president and treasurer; Harry Trenner, vice president in charge of sales; Robert A. Schmid, vice president in charge of advertising and public relations; Robert Monroe, vice president in charge of programs; Richard Puff, director of research and planning; and Robert Carpenter, director of station relations and co-op programming.

In addition to an appraisal of industry operations from the station representative's viewpoint, the SRA meeting Saturday—to be held at the Ambassador Hotel—was expected to encompass questions as to the right of networks to represent affiliates for the sale of spot advertising. Representatives have traditionally opposed network operation in this field and SRA's predecessor organization carried the battle before the FCC in the late 1940's in a proceeding that was never finally decided.

The representatives' group at the session with FCC Chairman Wayne Coy will be SRA President John B. Poelker and is expected to include William A. Young, of the radio and tv representation firms bearing his name, and Larry Webb, SRA managing director. Other scheduled participants include Lewis H. Avery, Avery-Knodel; Frank M. Headley and Frank Pelegrino, F.R. representatives; Ed Fitzsimmons, Weed & Co.; Eugene Katz and Dan Denenholtz, Katz Agency; Robert Meeker, Robert Meeker Assocs.; John Blair, John Blair & Co.; William H. Weldon, Blair-TV; Lloyd Griffin and George Castlemene, Free & Peters, and John Pearson and Russ Walker, John E. Pearson Co.

The meeting at AAAA will be divided into two sessions, one in the morning for a media evaluation and timebuying, one in the afternoon on programming and administration, and one in late afternoon on management. President Frederic R. Gamble will head the AAAA delegation.

Participants at the media meeting are slated to include Kenneth Godfrey, AAAA vice president and secretary to the committee on broadcast media; Frank Silvernall, BBDO, chairman of the AAAA committee on broadcast media; Ned Midgeley, Ted Bates & Co.; Sidney W. Dean Jr., McCann-Erickson, and Leonard Matthews, Leo Burnett Co., Chicago.

At the programming and administration session, Charles Schechter, AAA vice president and secretary to the committee on tv and radio administration; John F. Devine, J. Walter Thompson Co., chairman of the AAAA tv and radio administration committee; Rodney W. Erickson, Young & Rubicam; Lewis Titterton, Compton Adv., and T. J. McDermott, Benton & Bowles.

The list of participants for the management session had not been completed last Friday, but was expected to include William B. Lewis, president of Kenyon & Eckhardt, and Clifford L. Fitzgerald, president of Dancer-Fitzgerald-Sample, among others. AAAA staff executive will be Richard Turnbull, vice president and secretary to the committee on agency administration.

**Miller Resignation Accepted**

**PRESIDENT Eisenhower accepted Thursday the resignation of Miller—a member of the U. S. Advisory Commission on Information. Judge Miller is NARTB legal consultant and ex-board chairman.**

**REPS. BEAMER, HESELTON FIRE ON FCC**

"We were a little too trusting," Beamer, author of bill regarding 'discrimination' against newspaper applicants for radio-tv facilities, says of FCC actions. Heselton charges FCC comments are 'evasive' and ambiguous.

TWO congressmen last week were on the receiving end of a House subcommittee's questions—after being on the giving end the week before—concerning a bill which would prohibit "discrimination" against a radio or tv license applicant who already holds interests in newspapers or other media "primarily engaged in the gathering and dissemination of information."

Rep. John V. Beamer (R-Ind.), author of one of two identical anti-discrimination bills (HR 6968, HR 6977), was the first to testify before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.).

He was followed by Rep. John W. Heselton (R-Mass.). Both are members of the parent committee, but not of the subcommittee.

Rep. Beamer told fellow congressmen he thought "we were a little too trusting" in accepting the FCC's word that it would not discriminate against newspapers in granting radio and tv licenses in comparison proceedings. He referred to a Senate-House conference committee's deletion of substantially the same provisions as now proposed from the McFarland Act, which amended the Communications Act in 1952.

Rep. Heselton called the FCC's comments, adopted on the twin bills last Nov. 9, "one of the most evasive and ambiguous that I have ever read." The FCC comments opposed the two bills.

Referring to the FCC's denial of licenses to two newspaper groups in Ft. Wayne, Ind., Rep. Beamer said the losing newspaper applicants felt they were discriminated against. One, the Journal-Gazette, has its case in the U. S. Court of Appeals, he said.

The other, the News-Sentinel, did not appeal because the newspaper thought an appeal was useless on account of the FCC's attitude toward newspaper applicants, he said.

A third applicant, the Biter interests (WBOA), was denied a tv channel at Evansville, Ind., because of multiple ownership of other radio-tv facilities (WPBM-AM-TV Indianapolis, WPFD Flint, Mich., WOOD-AM-TV Grand Rapids, Mich.), he said. He said Biter also was denied tv at Flint, and because of these denials he sued in the U.S. District Court.

Referring to a B&T article dated Nov. 1, 1954, on FCC's diversification practices and policies, Rep. Beamer said this "piece prompted me more or less to take action" by introducing the anti-discrimination bill.

He said the FCC has made grants to non-newspaper applicants in 10 of 12 cases processed since the lifting of the freeze. He quoted a statement by former FCC Chairman Wayne Coy in the Hearst Radio case that the FCC should prefer the non-newspaper applicant unless there are "overriding considerations."

Rep. Harris said the Senate had passed the McFarland Act with an anti-discrimination amendment in 1952, but that the House version included it. He said it was thought at the time that if the amendment was included, the FCC would be mandated to prefer the new applicant.

Mr. Beamer submitted a brief on the 12 cases where newspaper interests have competed with non-newspaper interests. He said he felt Congress had indicated sufficiently in 1952 its intent that newspapers should not be discriminated against. The same applies to multiple ownership applicants, he said.

Asked by Rep. Walter Rogers (D-Tex.) if he thought an applicant's ownership of newspapers or other media should not be considered "for any purpose" by the FCC in making a grant, Rep. Beamer said he did except as it affects the public interest. He told Rep. James E. Silvio, (R-Iowa) that the factor entirely—only when it has been a "detriment" where newspapers or other media have tried to get tv channels.

He said in the two cases of the 12 in which the FCC had found in favor of newspaper groups, there was "very little competition."

Rep. Carl Hinshaw (R-Calif.) said he felt the FCC diversification policy has been "spotty," California's San Francisco Valley, where Mr. McClosky, San Francisco Valley, where, he said, the McClatchy interests have "practically a monopoly" of newspapers and tv.

Rep. Hinshaw said that although the late Mr. McClosky's will recorded him as favoring public ownership in production of electric power, there are no other media spokesmen except the McClatchy properties in the San Joaquin Valley.

Rep. Beamer asked if this did not speak for "spelling out" legislation against monopolistic conditions.

Rep. Hinshaw said it depended on the size of the community. Complete control of newspapers would not be the same in cities like Los Angeles, Chicago and New York, as ownership of a newspaper in a community so small it could be a newspaper but not a "detriment" where newspapers or other media have tried to get tv channels.

He said Mr. Beamer had made in "the public interest."

Rep. Harris said FCC has promulgated no rules on diversification.


Joseph P. O'Hara (R-Minn.) expressed concern over ownership by one interest of the newspapers, a radio station and a tv station in one community.

Mr. Beamer said the FCC claims newspaper ownership is not the sole factor it considers in making a competitive grant, but he thought a study would indicate this factor is the "primary one if not the only one."

Rep. Heselton, in his statement, said he is not interested in any applicant. He said
Stop press!
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Clooney sings, Clooney charms, Clooney woos and wows viewers (and sells!) like nobody else in show business!
- CO-STAR WITH BING CROSBY in Paramount's all-time-high-gross "White Christmas"
- 12,000,000 Clooney Columbia records including sensational "Come On-A My House" and "Tenderly"
- JUKE BOX QUEEN year after year . . . TV-RADIO NETWORK STAR

NOW — ROSEMARY CLOONEY sings and sells for you! Nelson Riddle and his orchestra . . . the "Hi-Los" and outstanding top-of-the-top guest star talent each week . . . 39 stunning half hours featuring current hit songs in every show!

ALREADY SOLD to FOREMOST DAIRIES, Inc. IN 57 CITIES PRIOR TO RELEASE

This series will not wait — call MCA today!

Watch for spectacular second and third releases later this year from MCA TV!
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A spellbinding series of metropolitan mystery and adventure starring the inimitable Rod Cameron. In its fourth year of successful selling... City Detective's popularity continues unabated in market after market.

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MAYOR OF THE TOWN


39 half hours

FAMOUS PLAYHOUSE

Syndication's most popular anthology of comedy, mystery, drama and adventure. Studded with famous Hollywood stars. New films added continually. "Famous Playhouse" is highly rated wherever shown!

Over 250 half hours

ALAN HALE, JR. RANDY STUART

BIFF BAKER, U.S.A.

Suspenseful, intriguing dramas filmed in the romantic cities of the world. Alan Hale, Jr. and Randy Stuart play a typical American couple who run the gauntlet of thrills and danger.

26 half hours

PLAYHOUSE "15"

Unique quarter-hour dramas running the gamut of adventure, mystery, comedy. Surprise endings with a terrific wallop. Perfect for strip scheduling! Filmed by the renowned Bernard Pockter, it spells "hard sell."

78 quarter hours
stern Features Starring

NE AUTRY

A program category on the air — lowest cost per thousand homes! Top-budget Republic features Corporation features starring Gene Autry and a cast of top supporting players.

78 hour-long features

THE

Y MILLAND

SHOW

Winner Ray Milland at his best as a witty, girl-bedevilled sordor of dramatics. Situation that tickled millions for two years on the CBS network. General Electric sponsoring.

78 half hours

LOUIS HAYWARD

LONE WOLF

Hayward stars as the world's famous adventurer, fighting and intrigue. No expense has spared in this pulse-quickening filmed round-the-world.

67 hour-long features

T OF THE CITY

If the most popular newspaper to hit TV! Captures all the acclaim drama behind the head-Pat McVeey, Jane Nigh star. known as "City Assignment."!

39 half hours

PAUL HARTMAN

DE OF THE FAMILY

Riveting comedy series to amuse your family. Stars Paul Hart-the incomparable zany loved llions. Try an audition, and your head off!

39 half hours

WATERFRONT

Year's greatest syndicated film hit. #1 rating in myriad markets. Preston Foster turns in his greatest performance in these dockside dramas with a family background. Realistically filmed in picturesque Los Angeles harbor.

78 half hours

CHARLES BICKFORD

MAN BEHIND THE BADGE

As host and narrator, Charles Bickford takes viewers on true-life cases with courageous law-enforcement officers. Taut first-run dramas filmed expressly for syndication following a tremendous network stint.

39 half hours

Western Features Starring

ROY ROGERS

Hottest program category on the air — lowest cost per thousand homes! Top-budget Republic Pictures Corporation features starring Roy Rogers and a cast of top supporting players.

67 hour-long features

CURTAIN CALL

Big stars win big ratings in this prestige anthology of great dramas. Lew Ayres, Joan Bennett, Miriam Hopkins, Thomas Mitchell, Gloria Swanson, Ann Sheridan, Claude Dauphin, Laraine Day, many others.

39 half hours

ROCKY JONES

SPACE RANGEER

For the kids! — breathtaking rocket-ship adventures with Rocky and his young "Space Ranger" pal, Bobby. The first and foremost of all space shows. Ask your MCA TV salesman to show you its full success story!

39 half hours
MCA TV offers every advertiser award-winning* promotions to build bigger audiences for your commercials...

- Action-packed ads in mat form... ready for immediate release to newspapers and TV magazines
- "Star material"... biographies, glossy photos, column items, action and portrait shots
- Story synopses, newspaper and magazine articles, pre-opening, opening and follow-up releases
- Personal appearances by your star in the markets of your choice
- Prestige-building show coverage by syndicated columnists
- Powerful on-the-air promotion... announcements, trailers, slides, telops
- Crowd-stoppers galore... posters, window streamers, counter cards, throwaways, stickers, envelope stuffers, etc... at less than cost
- Personalized commercials — delivered by the star of your show

FIRST PRIZE for audience promotion won by MCA TV Film Syndication Division in The Billboard's Annual Poll
FEDERAL MEN
Thrill-packed dramas based on actual cases from the files of the U.S. Treasury Department. First-run off-the-network after a sensational 5-year national sponsorship by The Borden Company and Chevrolet. Now it can sell for you!
39 half hours

GUY LOMBARDO
and his ROYAL CANADIANS
America's No. 1 Musical Favorite hits the TV top! Each film features a famous girl vocalist, guest stars, and the entire Lombardo aggregation with "the sweetest music this side of heaven."
78 half hours

JOHN HOWARD
DR. HUDSON'S SECRET JOURNAL
The first TV dramatic series taken from the inspired writings of Lloyd C. Douglas, best-selling author of The Robe. John Howard an immediate hit as the courageous doctor endowed with a strange power.
39 half hours

BILL WILLIAMS
ADVENTURES OF KIT CARSON
The #1 Western of all Westerns! Sponsored nationally by Coca-Cola for four years, it stars Bill Williams as the famous frontiersman. 52 of these true-to-history films are first run in all but 12 markets.
104 half hours

MARK STEVENS
HEADLINE
Mark Stevens portrays crusading editor, Steve Wilson, in this series that played the network as "Big Town." High-budget, documentary style shows filmed on location at the Los Angeles Times.
39 half hours
only MCA TV FILM SYNDICATION has a show for every product, every market, every budget!
now for 1956...

THIS IS
MCA TV
FILM SYNDICATION

america's no. 1 distributor of television film programs

serving you with...30 offices...
BUTLER ASKS EQUAL TIME EXEMPTIONS, BIPARTISAN SUPPORT OF STANTON PLAN

Democratic chairman, testifying before Harris subcommittee, endorses proposal for 'Lincoln-Douglas' debates with minor amendments to guarantee equal time to candidates of major parties and to make allowances for candidates of other parties that develop following.

DELECTOMATIC National Chairman Paul M. Butler told a congressional subcommittee last week he is in favor of CBS President Frank Stanton's proposal to exempt stations and networks from the "equal time" provisions of the Communications Act for certain programs in which political candidates appear.

The following day (Wednesday) he wrote Republican National Chairman Leonard Hall asking the latter's support in pushing for bipartisan support of the proposal (HR 6810 in the House, S 2306 in the Senate), and asked Mr. Hall to join him in a request to the networks for "several" hours simulcast time, if the bill is enacted.

Mr. Hall declined to take any immediate action on Mr. Butler's proposals, saying that the GOP Convention is six months away and "I would not presume to speak for or commit the candidate of that convention on such a matter." He said Mr. Butler's letter apparently reached news media before it reached GOP headquarters.

In testimony Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), the Democratic national chairman said he favored the Stanton plan with these reservations: That the bill be amended to (1) guarantee equal treatment to candidates of the major political parties and (2) provide similar treatment of the candidate of any third party that develops a significant following.

Mr. Butler submitted a prepared statement [AT DEADLINE, Feb. 6], afterward answering questions from Congressmen on the Stanton proposal to allow networks and stations to present a qualified political candidate on a news, interview, forum, debate or similar program without being required to furnish equal time to all his opponents as provided by the present law.

CBS has said the Stanton proposal will allow the network to present the leading presidential candidates on a series of "Lincoln-Douglas" debates without being required to give "equal time" to candidates of small splinter and minority parties. CBS Vice President Richard Salani, testifying before the House group [BT, Feb. 6], said networks and stations will be constrained from favoring the candidate of one party over another by the public interest mandate of the Communications Act and by public reaction to any biased treatment.

Southern members of the subcommittee asked Mr. Butler's views on what sort of treatment a third party, such as the States Rights Party in the 1948 presidential elections, might receive. Mr. Butler said this would depend on how large the party became.

He said the bill might be amended to provide that a party becomes entitled to "equal time" benefits based on its showing at the polls at last election, with Congress setting a minimum percentage of total votes to qualify a party for equal time. Or, if the party is a new movement, it might be judged by the number of names it can get on a petition. He mentioned the figure of 500,000 petitioners. These methods have been suggested by the Washington Post (WTOP-AM-TV) [BT, June 20, 1955], except that the Post mentioned a petition of 200,000-300,000 names.

Rep. Carl Hinshaw (R-Calif.) thought the difficulty and expense of circulating such a large petition list would be a drawback and might be as costly as the free time to be received. He indicated he did not believe petitions are reliable, anyway.

Rep. Peter N. Mack Jr. (R-III.) brought up the question of sale to a congressional candidate of time by some stations at national spot rates, while other stations sell time at the lower local rates.

Rep. Joseph P. O'Hara (R-Minn.) said this situation happened to him in the 1954 elections but that the "radio people" corrected the situation. He didn't know about the "tv people."

Rep. Robert Hale (R-Mass.) suggested that the proposed amendment might be amended to apply to presidential candidates only, because "there is where we feel an injustice in the present situation." He indicated that, except in primaries, elections on the stations have little trouble from a large field of candidates of varying parties. He said perhaps these groups within a state might be required to qualify for equal time by a percentage of past votes or by petition.

Rep. Walter Rogers (D-Tex.) said he didn't feel a party should be treated unequally because of being small. Mr. Butler said the bill would not affect the rights of a minority party candidate to campaign, but would only give stations and networks the right to refuse.

Asking by Rep. James J. Dolliver (R-Iowa), if he was in favor of time for political candidates at lower than commercial rates, Mr. Butler said he was, but that the broadcaster should get a "fair revenue" for his expenses.

Rep. John Bell Williams (D-Miss.) said there should be some sort of equal treatment for political issues, as well as candidates, but Mr. Butler said the Democratic National Committee is concerned only with candidates in regards to the present proposal.

In his letter to GOP National Chairman Hall, Mr. Butler asked Mr. Hall to join him, if the bill is enacted, in "urging all the networks to provide several hours during the campaign for a series of national 'town meetings' to place the presidential candidates of both parties before (THURS. 6:30-8:30, WTOP-AM-TV, WJZ-TV, WTOP-AM, WTOP-FM) - of the close of FEBRUARY 13, 1956 - Page 81
the electorate in a debate to be simulcast by all of the networks."

This would enable voters to evaluate the candidates' personalities and the parties' programs without the distractions of commercial programs and free from the "partisan fervors" of broadcast and telecast campaign rallies, he wrote.

He said he felt that with Mr. Hall's help, the networks would agree to provide the requested time. He told Mr. Hall that "we must act promptly . . . in order that . . . this great project will be passed with bipartisan support in this busy session of the Congress."

Mr. Butler's statement said the present Sec. 315 (a) is intended to provide fair and equal political discussion on the air, but if anything, it has tended to inhibit such discussion because the equal time concept "has been imposed so literally as to defeat itself."

The radio-tv industry is provided no discretion or flexibility and not only must provide equal time for members of the two major parties, but also for all other candidates, "no matter how frivolous they may be." Thus, he said, the industry finds itself in an impossible position, since it is impractical to put all the candidates on the air. The end result is to put none on, which is against the public interest, he said.

He said approval of the proposed amendment would be an incentive for most radio-tv stations to expand their election year activities. He added he felt confident most network programs would "objectively and honestly" present leading candidates and issues of the major parties.

But what of the minority, he asked—the sponsor of a network news or forum program with "an axe to grind" or a local station owner who sees in the amendment "an out" to "load" such programs with guests from one party?

Referring to Mr. Salant's testimony the previous week, citing public reaction as a safeguard to one-sided programming, Mr. Butler agreed that "such justice would eventually result."

But a campaign is short, he said, and the persons misusing the amendment would be shrewd. This one-sidedness might at first go unnoticed and public furor over such "stacking" of programs might not mount to remedial action until the campaign had ended and it was too late.

Mr. Butler said he believed that if Sec. 315 (a) is to be amended, provisions "must also be included to make certain there is no abuse, in any area, of this proposed amendment." Such safeguards also could come from the industry itself, he said, in "a strongly-worded, dedicated code," with enforcement among members and others guaranteed by such an organization as NARTB.

Or better still, he said, there might be included in the amendment a guarantee of equal time for all candidates of the major political parties. He felt sure this could be done "with reasonable protection for established minority parties and also for new parties which may emerge on the national scene." In later testimony, he offered to draft such a provision.

He suggested some such system as that proposed last summer by the Washington Post. The Paper suggested that a party might be given standing for equal time if its candidate polled 1 million votes at the last election or mustered 200,000-300,000 signatures on a petition. Mr. Butler also suggested this might be achieved by a party through a minimum percentage of the last presidential vote.

NARTB Chief Attorney Robert Heald, testifying Wednesday before the same congressional group (see page 86), said the organization is not taking a stand on the Stanton proposal because of differences among its board members.

**All Stations Not in Position To Rule on Red Ties—Heald**

NARTB last week objected to a bill (H.R. 3789) which would deny members of the Communist Party or those determined as subversives or members of subversive groups the "equal time" provided to political candidates under Sec. 315 (a) of the Communications Act.

NARTB Chief Attorney Robert L. Heald, testifying Wednesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the "average licensee," particularly the smaller station, might have to have "a lawyer and a trained investigator" to prove a person is a member of such an organization and, in addition, would be asked to assume a judicial role. If he makes an erroneous determination, he also is open to liability for defamation, he said, and if he denies time erroneously, he would have to answer to the FCC for a violation of the equal time provisions of Sec. 315 (a).

He said that broadcasters would like to keep subversives off the air, but that the burden of determining their identities could better be placed on "some body better qualified to make these findings."
UAW COURT EDICT STIRS CAPITOL HILL

DECISION of a federal court in Detroit, dismissing an indictment charging United Auto Workers with illegal spending of union funds to support Democratic candidates in Michigan's 1954 election, drew repercussions on Capitol Hill last week.

Sen. Charles E. Potter (R-Mich.) said Congress will have to rewrite the Corrupt Practices Act if the ruling is sustained on appeal. "If unions can use their dues to make political contributions there is no reason why corporations can't use their stockholders' money for the same purpose," he said. "In my judgment, neither should be permitted to use money collected from members or stockholders against the will of some of the people from whom the money came."

Sen. Barry Goldwater (R-Ariz.) told the Senate the decision "opens the door for the influencing of federal elections by special interest groups which can make the wide-open corruption developed 50 years ago by the use of corporate funds seem trifling by comparison." He called for an immediate review of the law pertaining to federal elections to protect rights of citizens and to insure that members of unions will not be compelled, as the price of holding a job, to support, through their union dues, candidates or parties which they personally would oppose.

In his Feb. 3 decision Judge Frank A. Picard ruled the union did not violate the law when it sponsored a series of tv shows urging election of Patrick McNamara to the U. S. Senate and other Democrats to the House. The union was indicted July 20 by a federal grand jury, which charged the sponsorship violated the section banning political expenditures or contributions by banks, corporations or unions. While not ruling on constitutionality of the law, Judge Picard upheld the union position that sponsorship of the broadcasts did not constitute expenditures under the law.

Judge Picard said to call the acts illegal "would jeopardize not only the right of every newspaper to print any political editorial...advocating one adversary over another...but also may make remarks or speeches of any delegate or representative to a convention or gathering (other than a political meeting) subject to this act, where the expenses of that delegate are being paid for by a union or corporation."

Hagaman, N. Y., Satellite Granted to Albany Uhf

WROW-TV Albany, N. Y., for which sale approval to Lowell Thomas and associates is still pending before the FCC, was granted a construction permit for a satellite operation on ch. 29 in Hagaman, N. Y. At the same time, the FCC authorized the ch. 41 station to increase its power from 269 kw to 513 kw.

The satellite, on a channel assigned to Gloversville, N. Y., will use 251 kw effective radiated power with an antenna 700 ft. above average terrain. WROW-TV programming will be aired in its entirety. It was estimated that construction cost and first year operating cost would total $158,000.

Both grants were made with the proviso that they not prejudice such action as the Commission might take in connection with the pending sale approval.

KTRK-TV's family tree

The happiest Kitty you e'er did see
With a dog and a mouse in her family tree

Houston's big families — buying families are making KITIRK's family of ABC shows their first choice. Not only first in Houston — but well ahead of national average! Mickey Mouse Club is up 51% and Rin Tin Tin 13% greater than national ratings.

This didn't just happen! KTRK-TV has become the family station in Houston with better shows and better showmanship for all the family. For Houston's best availabilities, Houston's best buy — call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13
P. O. Box 12, Houston, Texas — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, William E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 160 E. 43rd St., New York 17, N. Y.
SENATE QUESTIONS RADIO COMMERCIALS

Excessive commercialization and "false or fraudulent" advertising criticized in Senate Commerce Committee hearing on television. Tv inquiry to resume Feb. 20 with FCC commissioners still testifying.

RADIO ADVERTISING—its content and its length—came under fire on Capitol Hill last week.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, revealed that he had asked the Federal Trade Commission what it was doing about "false or fraudulent" radio advertising.

Sen. A. S. Mike Monroney (D-Okl.) chided radio operators for "excessive" commercialization. He said that it was his experience driving across his state that broadcasters were giving "three minutes of entertainment in every 15 minute program.

In testimony before John O. Pastore (D-R.I.), the three Democratic senators peppered FCC Chairman George C. McConnaughey with caustic remarks about alleged commercial abuses on the radio.

The subject led off the second open hearing last Tuesday in the Senate Commerce Committee's investigation of television. The two-and-a-half hour session, conducted before a standing room only audience of Washington and out-of-town broadcasting representatives, was the resumption of the public hearing phase of the committee's inquiry in the vhf-uhf problem.

The first was held three weeks ago [BT, Jan. 30].

The hearing will resume Feb. 20 with FCC commissioners still on the witness stand. It is expected to continue through Feb. 21. Sen. Magnuson said he had 40 pages of questions collected from all members of his committee and staff to ask the FCC. He said he also hoped to take up the question of political broadcasting and to discuss the equal time provisions of the Communications Act.

Political broadcasting is one of the subjects on which a subcommittee of the House Commerce Committee has been holding hearings (see story, page 51).

Last week's session was devoted to completion of the prepared testimony by Mr. McConnaughey on what the FCC is doing to ameliorate the plight of uhf.

Sen. Magnuson called on the FCC to speed up its decision in the current allocations proceedings (see separate story, page 48). He repeatedly called on the commission to "vote."

In announcing that he had asked the FTC about radio commercials, the Washington senator said he was getting a little iritated about what he hears on the radio. "Call Sterling 3-6700," he intoned, mimicking a radio announcer amidst laughter from the audience, "and get a little commercial gratis. Use it for 10 days. There is no obligation!" He then added: "I'd like to see the average person try and do it. The public is being bilked by these fantastic offers. Ollimicks, that's all they are, gimmicks."

A spokesforceman for the FCC checked it and acknowledged that it was received. Sen. Magnuson's letter. He indicated that a reply had been sent.

The FTC regularly receives from individuals, business firms and others, complaints about false advertising. The federal agency checks on the validity of such charges, and if violations are found, moves against the advertiser.

Every three months, the FTC requests from all stations transcripts of commercial continuity for a selected 24-hour period. The FTC selects this date. Network broadcasts are exempted, as are continuations for a selected eight day period once a month to the FTC. These are studied for possible violations.

Film and recorded advertising are checked by the FTC. And the list is submitted to a list of advertisers. The agency checks these groups for advertising records, legitimacy of product.

The material submitted by the broadcasting medium is checked by FTC attorneys. The agency does go into the normal practice of advertising.

Sen. Monroney's concern was more on the length of commercials. Sen. Monroney observed that he had noted advertising excesses on radio stations in the Midwest. He said radio today seems to be 50% commercial and 50% entertainment. He asked Chairman McConnaughey whether the FCC had any rule regarding the length of commercials. Mr. McConnaughey said the FCC could only judge program balance at renewal time every three years.

In answer to Sen. Monroney, Mr. McConnaughey said that he thought three minutes of commercials for every 10 minutes might be a good rule of thumb. The FCC chairman said NARTB has a code which spelled out such times.

The hearing was enlivened by Sen. Pastore's repeated statements that all he wanted was to "see through" the Rhode Island case. At one point, the Rhode Island Democrat bluntly stated: "That's right, you cooperate with us and we'll cooperate with you."

The peppy Rhode Islander urged that all locales, large and small, have at least three outlets for network programs, and one local station. He asked whether additional vhf channels could not be procured by cutting back present vhf stations' power, if too much power was "killing" some cities that mean no service in neighboring communities," he declared.

Sen. Pastore quizzed Mr. McConnaughey on tv time rates. He figuratively threw up his hands when it was observed that it was estimated that a 15-minute program on one station would cost as much as $800-$900. This forecloses the corner grocery store from advertising, he observed. At the same time, those who do spend money on radio broadcasting were not making all purpose receivers, Mr. McConnaughey said he presumed it was because of the competitive position in receiver sales. It cost about $30 additional to make an all-channel set compared with a vhf-only receiver, he explained.

The conversion process originated from a statement by Sen. Monroney that perhaps Congress ought to appropriate funds so that the FCC could develop a low cost converter. This was answered by FCC Chief Engineer Edward W. Allen. He stated he thought the idea impractical. Converter development is keyed to tube development, Mr. Allen told the Senators, and would require a major investment in development equipment.

In an interview with Sen. Monroney, he said he had no evidence that manufacturers were dragging their heels in the development of uhf.

In answer to suggestions that the FCC get tough and make decisions on pending hearing cases, Mr. McConnaughey declared that that problem would be over in another 12 months. He pointed out that the FCC had already gotten tv to more than 76% of the country. Only 400 cases were left, he said, and then the whole problem would be over. "This is all much ado about nothing," he said.

Mr. McConnaughey's comment came after Sen. Magnuson had read the panel a cautionary Commission to "act," and Sen. Monroney had attacked the Commission as "muscle-bound."

It was Congress that made the FCC muscle-bound, Mr. McConnaughey reminded the committee of the protest provisions of Sec. 309 (c) of the Communications Act, passed by Congress in 1952. This was amended last month to give the FCC greater discretion in passing on protests.

The Senators expressed surprise when Mr. McConnaughey said he did not think that one vhf outlet in a uhf market would "kill" the uhf stations.

Doerfer's Views

Strong stand was taken by Comr. John C. Doerfer in his discussion of the principles of the 1952 Sixth Report and Order which established the basis for television allocations.

The two top priorities—that there should be service to all people and that there should be multiple local services—are "anti-athetical," Mr. Doerfer stated. Today, the problem is one of economics, he said.

Basically, he said, his concern is with the problem of the perennial "close-in," he referred to the protest provisions of Sec. 309 (c). The key question, he declared, is whether the Commission must encourage local competition, or plump for wide area coverage even if it means lesser concentration in the larger cities.

Deintermixture is not the answer, the Wisconsin commissioner declared. Deintermixture will only subtract intermixed markets, give manufacturers less incentive to make all-chanel sets. "A year ago," he said, "the problem was conversions; now it's programs."

If boldness is required, Comr. Doerfer stated, then some of the vhf channels could be used by the larger cities. "Let's go all the way," he said.

Last year Comr. Doerfer proposed that the FCC deintermixture major metropolises (like New York, Chicago, Los Angeles) by making them all uhf [BT, July 25, 1955].

There was general assent when Mr. McConnaughey expressed the hope of the FCC that it will be possible to retain both vhf and uhf. At that point, other fears were raised:

• Sen. Magnuson said he expects an allocation plan from Dr. Edward Bowles and his "engineering" committee [BT, Jan. 30, Feb. 6] sometime in May. Sen. Magnuson said that he had not yet subject the "rule guide" in his own deliberations on tv allocations.

• Maybe its time to take another look at AT&T's wire charges, Sen. Magnuson observed, after Chairman McConnaughey finished dis-
"We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company... and the teamwork along the Bell System lines... assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM
Providing transmission channels for intercity television today and tomorrow
You Buy OVER 1½ BILLION BUYING DOLLARS*
When you buy
KROD-TV's EL PASO SOUTHWEST MARKET

Take El Paso (5th largest city in Texas) . . . add to it Southern New Mexico and Juarez, Mexico . . . and you have one of the nation's largest trading areas. In 1954, residents of this area had $1,619,523,000 after taxes to spend on consumer goods. AND 1955 was even greater!
These are BUYING DOLLARS . . . dollars that buy Homes, Automobiles, Clothing, Appliances, Food, Drugs — dollars that could buy your product.
You can only get your full share of this vast, rich market by using KROD-TV . . . because KROD-TV is the only El Paso television station that effectively, covers this entire market.

*Consumer Markets 1955

Owned and operated by the El Paso Times, Inc.

CBS and ABC Television Networks
Channel 4 EL PASO, TEXAS

Page 86 • February 13, 1956
Quality leadership of G-E image orthicons is assured by 3-phase research, development, and test program!

More hours of efficient tube life: this is target of effort backed by General Electric's full resources and facilities!

Image-orthicon improvement by General Electric is a threefold program. The aim: a bonus to you of better performance with every G-E camera tube you purchase!

First comes basic research at the General Electric Research Laboratory, directed toward fundamental tube advancements. Second, G-E tube engineers translate these into design improvements in the product. Third, an extensive test program, with TV stations actively participating, keeps check on G-E image-orthicon performance, and pinpoints those phases where research and development will further extend efficient tube life.

In connection with G.E.'s test program, the valuable help received from TV-station engineers in reporting how they cycle camera tubes, what target voltages and studio lighting they use, will pay dividends to broadcasters later in the form of operating recommendations from General Electric. Stations will be kept posted on ways to achieve top image quality and realize maximum efficient camera-tube life.

With G-E image orthicons, you benefit from a continuously better product . . . . you profit from expert guidance on how to use tubes for greatest efficiency and economy. Phone your G-E tube distributor! Tube Department, General Electric Company, Schenectady 5, New York.

Progress Is Our Most Important Product

GENERAL ELECTRIC

General Electric Research Laboratory, Schenectady, N. Y., constantly studies new concepts, methods, and materials that will mean better image orthicons and longer efficient tube life.
that the present law causes the licensee to take an "additional" interest in the subject. He said he believes this helps safeguard the public interest to a great degree.

Mr. Heald conceded that this might be true, but that a station must exercise every care to maintain its goodwill in the community. He said it is possible for a candidate, who loses all sense of restraint, to "practically ruin" a station.

At Mr. Harris' request, Mr. Heald agreed to furnish congressmen with a schedule of rates for station assurance against defamatory statements broadcast on a station.

Contempt Finding on FCC Denied by Appeals Court

The FCC is not going to be cited for contempt of court.

The appeals court in Washington last week turned down a request by WSAY Rochester, N. Y. (Gordon P. Brown), that the federal agency be found in contempt because it had not furnished the complainant with its sharetime stations WHEC-TV and WVET-TV Rochester off the air following a court decision in favor of a protest by WSAY.

Under the then provisions of Sec. 309 (c), when contested the go-ahead order had to be stayed. This would have meant taking off the air the two sharetime stations which have been operating for more than two years. Last month, Congress passed and the President signed the legislation giving the FCC greater discretion in such matters.

In asking for the contempt citation, WSAY claimed that the FCC wilfully "lost" the appeals court's mandate, so that it did not act in compliance with the order. The Commission denied that it had purposely "mislaid" the document, said that it normally has a reasonable length of time to comply. Since a change in the law was pending, if the Commission said, it had every right to hold up immediate action pending the outcome of Congressional legislation.

Tampa Ch. 13 Grant Affirmed by U. S. Court

FOR the third straight decision in a comparative television appeal, the U. S. Court of Appeals in Washington upheld the FCC. Last week a three-judge appellate court affirmed the FCC's choice of Tampa Television Co. for ch. 13 in that Florida city.

The appeal had been brought by Tampa Times Co. (WDAE-AM-TV-Tampa Times) and Orange Television Broadcasting Co., unsuccessful applicants for the ch. 13 facility. Basic attack was on the past broadcast record of W. Walter Tison, one time owner of WALT Tampa, which the Commission regarded as "weak". The Commission denied that it had purposely "mislaid" the document, said that it normally has a reasonable length of time to comply. Since a change in the law was pending, if the Commission said, it had every right to hold up immediate action pending the outcome of Congressional legislation.

Chattanooga / Grant Goes to Mountain City

PAST BROADCAST RECORD carried just enough weight to tip the scales in favor of Mountain City TV Inc., of two competing bids for ch. 3 at Chattanooga, Tenn., the FCC ruled last week. The Commission, by a 4 to 2 vote (Comr. Doerfer abstaining), in effect supported two initial decisions favoring the Mountain City applicant for the VHF channel over the applicant, WDOD Chattanooga. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee dissented, with Mr. Lee issuing a statement.

The two protest applications, ch. 3 contest, were filed by FCC Hearing Examiner J. D. Bond. In 1954, Mr. Bond recommended Mountain City for the grant, basing his preference on program proposals. About a year later, Raymond G. Patterson, 50% owner of Mountain City, sold 80% of his 100% interest in WAPO-AM-FM Chattanooga. A condition of the sale was that Mr. Patterson would be retained as WAPO manager. The hearing examiner's order would not be dismissed until final determination of the Mountain City tv case.

On petition by WDOD, the FCC ordered the record reopened to determine, as WDOD contended, whether pursuant to the pledge to extend hearing had produced no evidence to alter his original conclusion [BTW, Nov. 14, 1955].

The two applicants were found by the FCC to be substantially equal in all respects, including program proposals which were held to be comparable. But the Commission found that WAPO's past broadcast record was superior to WDOD's and gave more promise that the tv proposals would be effectuated. Neither applicant's broadcast record was denied. This found that both had gone astray from representations made in previous renewal applications.

Multiple Station Sales Filed for FCC Approval

APPLICATIONS for FCC approval of ownership changes in a group of Rocky Mountain radio and tv stations involved are the Frank C. Carman-Grant W. Wharthall-O. and Sharon Lee Powers interests in KUTA and KUTV (TV) Salt Lake City; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho and KOPR Butte, Mont.

KUTV, ch. 2, ABC, now owned 50% by the Salt Lake Tribune and 50% by the Carman-Wharthall-Powers group, is being sold for $1,033,333 to KUTV Inc. KUTV Inc. will be managed by the Salt Lake Tribune. Standard-Examiner (A. L. Glasman), 35% by the Salt Lake Tribune, and 15% by Mr. and Mrs. George C. Hatch. Mrs. Hatch is the daughter of Mr. and Mrs. Ethel (F. R.) Glasman of Ogden, Utah. The sale price of $350,000 of the over $1 million purchase price is allocated to the Salt Lake Tribune, which will end up owning 35% of the new licensee instead of the 50% ownership it now holds.

KLIX-AM-TV Twin Falls, Idaho, now 50% owned by the J. G. Fiege-Brady group and 50% by the Carman-Wharthall-Powers group, is being sold for $95,598 to KLIX Corp. KLIX Corp. will be owned 100% by the Glasman family. KLIX-TV operates on ch. 11 and is affiliated with all three tv networks.

The 75% ownership of KGEM Boise, Idaho, now owned by Carman-Wharthall-Powers group, is being sold for $64,436 to Gem State Broad-casting Corp., owned 100% by KLO Ogden, Utah (Glasm). Two-thirds interest in KOPR Butte, Mont., now owned by the Carman-Wharthall-Powers interests, is being transferred for $40,000 to the Salt Lake City Broadcasting Co., licensee of KALL the former KALL is now owned by Mr. and Mrs. Hatch. Ed Cooney, KOPR manager, will own one-third.

KUTA to be called KLUB when assignments are approved will be 100% owned by Mr. Carman, who is buying out his associates.

In addition to KLO, the Glasmans interests also own KIMN Denver and 40% of KMON Great Falls, Mont.

In announcing the filing of the applications Mr. Hatch reported that no staff changes are contemplated in the acquisitions. Brent Kirk remains as manager of KUTV; Frank C. Mc- Intyre, KLIX; Merrill L. Skinner, KGEM, and Ed Cooney, KOPR.

Also involved in these transactions are the Carman-Wharthall-Powers holdings in KWIC Pocatello and KIFI Idaho Falls, both Idaho. At present, KWIK is 25% owned by the J. Robb Brady group and 25% owned by the Carman-Wharthall-Powers interests. KIFI is now owned 50% by the Carman-Wharthall-Powers group and 50% by the Carman-Wharthall-Powers group. The Brady group is buying out the Carman-Wharthall-Powers interests in both instances. Applications are due to be filed soon.

Redding Tv Bid Withdrawn By Sacramento Broadcasters

A REQUEST to withdraw as an applicant for ch. 9 Redding, Calif., was filed with the FCC last week. Sacramento Broadcasters, owner of KXOA-AM-FM Sacramento, If Sacramento's withdrawal is approved by the Commission, Shasta Telecasters Inc. will remain in the sole applicant for the Redding vhf channel.

The Shasta and Sacramento applications had been designated for a consolidated hearing which was scheduled to get underway the 24th of this month.

In asking to have its application dismissed, Sacramento said because of the size of the market the applicant did not deem it economically prudent to engage in a long, expensive hearing. Its withdrawal will pave the way to an earlier start for Redding's first tv station. Sacramento pointed out. In withdrawing, no con-siderations were received or expected, Sacramento stated. Sacramento Broadcasters is 100%-owned by Lincoln Dollar, 25% owner of KJR Seattle.

Mo., Okla. Applicants Get Grants for New Am Outlets

CONSTRUCTION PERMITS for new am stations in Lexington, Mo., and Henryetta, Okla., were approved by the FCC last week.

Lexington Broadcasting Co. will operate on 1570 kc with 250 w daytime only. The grant was made subject to acceptance of an interference that may result from grants to W. W. Broadcast-ing Co. or Marshall Transmitter Inc. applicants for the same frequency in Marysville, Kan. Rafael E. Meador (50.3%) is a Gates Radio Co. engineer. An application by Jerrell A. Shepherd to operate on 1430 kc, 500 w daytime in Lexington is still pending.

The Henryetta permittee is the Henryetta Radio Co. which is to operate on 1590 kc, 500 c w daytime. Principals include General Manager J. Leland Courley (48%), president-publisher-
That's right... even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power... up in antenna height... UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet... you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated... when it comes to towers, you'll do well to come to Dresser-Ideco. Write us... or contact your nearest RCA Broadcast Equipment representative.

Unique candelabra TV tower, 1521 feet tall, completed by Dresser-Ideco for WFAB-TV and KRLD-TV, Dallas. Eighty-foot wide top platform supports twin antennas.

IDECO

DRESSER-IDECO COMPANY
Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short... for TV, Microwave, AM, FM... IDECO Tower "Know-How" keeps you on the air
The Road

Or what paved the way for sixty-one million cars?

When you drive anywhere in America today it isn't an adventure.

You no longer jolt down unmarked and uncharted roads in uncertain cars. Roads that are bottomless mudholes or rock-ribbed ruts.

But your father did. For a mere forty years ago there were hardly 4,000 miles of paved roads in this country, and not quite 2,500,000 automobiles to go anywhere on them.

What changed the picture so quickly to 300,000 miles of smooth highways and over 61,000,000 vehicles? For one thing, the simple need for American business to make a profit.

Example: the automobile manufacturers. Trying to sell more cars and make a profit, they made constantly better cars. The better the cars became, the more people bought them. The more people bought cars, the greater the need for safe roads. And we built them.

Example: the oil companies. We had to make a profit, too. So after we refined the gasoline we scraped the bottom of the barrel of crude oil and made asphalt. At first it was a primitive blacktop that was poured right on the road. But to sell it in competition with costlier materials, we kept improving it.

Result: today heavy-duty asphalt covers eight out of every ten miles of American roads. Today, too, our expanding economy calls for a third more miles of new, wider and safer highways.

Your taxes will pay for these new roads, so we hope they're built of asphalt. It does everything any costlier material does. It can save you as much as $78,848 per mile. It's proved itself in paving the way for sixty-one million cars.

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
TREYZ REMINDS ANPA

TVb president in speech before Philadelphia advertising club says newspapers won't be allowed to forget their 'highly respected but now repressed' research several years ago.

The American Newspaper Publishers Assn.'s Bureau of Advertising, which a fortnight ago laid out plans for a 'frontal attack' on TV (B&T, Jan. 30), last week confronted with some of its own—but earlier—words.

Speaking before the Television and Radio Advertising Club of Philadelphia last Thursday, President Oliver Treyz of the Television Bureau of Advertisers, said that "Television's anti-television campaign of the newspapers' bureau is magnificently hoist on the petard of its own research.

"In the pre-television era, when the newspapers' Bureau of Advertising sold constructively, it published a booklet called 'More Power in Newspaper Ads.' The first paragraph said: 'To help advertisers make their advertising more profitable, the newspaper industry in 1939 made the down payment on a far-reaching investment in objective research."

"TVb won't let the newspapers forget their own highly respected but now outside of research—that not before the coming of television the newspapers' bureau itself said 'an ad can't sell the woman who doesn't read it' and then acknowledged that 'millions of lines of space are invested in ads...with close to rock-bottom readership ratings.'"

"This 'forgetting' is particularly interesting when you note that it started when tv first began to hurt...and it's particularly unfortunate when you recall that the newspapers' Bureau of Advertising itself financed this study conducted by the Advertising Research Foundation."

Mr. Treyz said this earlier newspaper study had been "resurrected" with the cooperation of ARF and that a limited number of copies are now available through TVb to its members.

He reiterated TVb's policy of avoiding negative attacks on newspapers and of selling tv on its own merits. "Does not mean that TVb will ignore misstatements of fact and misrepresentations about television. For example, TVb rejects the newspaper bureau's new practice of comparing the outside dimensions of newspaper and television."

Mr. Treyz said that "Columns" of the Audit Bureau of Circulations, with the inside dimensions of television viewing as reflected by ratings.

"We do not intend to let them get away with

Newspaper Customer

The te-needling Bureau of Advertising of the American Newspaper Publishers Assn. may find itself jabbing a few of its good customers. According to the bureau's own figures last week in New York "radio and television stations used newspapers to a 14.8% greater extent in 1955 than in 1954." Linage bought in 228 newspapers in 110 cities last year by radio-stations was 21,132,856 lines compared to 1954's 18,425,108 lines. In 1955 newspaper linage purchased by radio-stations was about twice that of magazines and 20 times that of newspapers.


Lamb Asks Speedy End

To WICU (TV) Renewal Case

ORAL ARGUMENT on license renewal proceedings involving its WICU (TV) Erie, Pa., would only drag out already "unnecessarily protracted" proceedings, broadcaster-publisher Edward Lamb informed the FCC last week.

Mr. Lamb said he was foregiving an oral argument request in order to hasten the conclusion of the case. The Broadcast Bureau already has issued a written oral argument unless Mr. Lamb requested it (B&T, Jan. 30).

Mr. Lamb's sentiments were contained in a reply to Bail Broadcast Bureau exceptions to the WICU initial decision handed down by Hearing Examiner Herbert Shafman. Mr. Shafman recommended license renewal for the Erie station and rejected Broadcast Bureau allegations that Mr. Lamb lied when he told the FCC that he had never committed treason.

The reply said that Mr. Lamb and station licensees in which he holds interests, whose license renewals have been held up pending a final decision by the FCC case, have suffered and continue to suffer, economic harm beyond calculation. "The economic and social harm done Mr. Lamb can never be repaired," the reply said, and "a favorable decision by the Commission, if rendered immediately, can do partial justice only."

Tower Buys WDYK for $60,000

TOWER REALTY Co., licensee of WYUM-AM-FM-Cumberland, Md., filed an application with the FCC last week seeking approval for the purchase of WDKY Cumberland for $60,000.

WDYK, operating on 1230 kc with 250 w unlimited hours, is presently owned by the Western Maryland Broadcasting Co. WYUM is on 1490 kc with 250 w unlimited. Tower plans to exchange frequencies with WDKY and thereafter to relinquish WYUM's present facility.

Copyright Committee to Meet

MEETING of NARTB's Copyright Committee will be held tomorrow (Tuesday) at NARTB headquarters, Washington. Chairman is Joseph McDonald, NBC. Other members are Cy Brakel, WKOZ Kosciusko, Miss. J. J. Bernard, WGR-TV Buffalo; Cy Capes, WBRZ Ponca City, Okla.; Leonard H. Higgins, KTVN-TV Tacoma, Wash.; Martin L. Leich, WGBF Evansville, Ind.; C. Wallace Martin, WSMC Columbus, S. C.; James E. Moss, WSLS Roanoke, Va.; A. J. Mosby, KGVO Mistoala, Mont., and Karl O. Wyler, KTSN-TV El Paso, Texas.

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DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

(Continues from page 31)

sion was given for clips to be telecast by Den-
ver stations. Mr. Herold, a co-chairman of the Denver station group, described equipment.
KLZ-TV technicians were directed by Mar-
shall Faber, KBTV operations manager, and Gene Jenkins, KLZ-TV chief engineer. Robert Mott, KVOV Denver news director, dem-
onstrated a walking radio station consisting of two small boxes in his coat pockets and an antenna in his trouser leg. He was assisted by Grady Franklin Maples, KGMC Englewood, Colo., co-chairman with Mr. Herold. This signal was picked up in another room, tape,
and brought to the court.

A "cough-box" cutoff switch was placed in a drawer on the bench within reach of Judge Moore in case he desired to cut out electronic pickups at any point.

Mr. Sugg showed films depicting court coverage in Oklahoma City. He introduced film interviews with several Oklahoma judges, all of whom endorsed telecasting of trials. Questioned by Mr. Schmidt, he said he did not believe tv encouraged trial participants to show off. "Tv doesn't make hams," he observed, "and frequently it will show up a ham for what he is.

Mr. Howell said modern techniques do not restrict the witness nor is the essential dignity of the court affected. As to charges that tv lends a "circus atmosphere," he said the tv camera only sees what any member of the public at-
tending the trial will see and a microphone only hears what is said in the courtroom. Trials are public in nature, he said, "to satisfy one of the basic precepts of our democracy, which is that the people may know."

He recalled that the history of electronic journalism has been a constant fight by broad-
casters to preserve their fundamental rights under the Constitution. "We fought for many years to establish our rights to express editorial opinion," he said, a right that is now "indis-putably established."

Many communities have no other daily news source besides radio, he explained, adding: "Radio and tv have earned their position of esteem in the loyalties of the people through service—service that is supported alone from advertising revenues, and hence, is free to the public. The people have naturally come to expect service of the highest degree of which this modern age is capable. To completely ban the use of our modern facilities and techniques on the basis of an edict of two decades ago is to place the Colorado courts in an indefensible position before the citizens of our state."

Mr. Stinson showed films of the murder trial coverage by KWTX-TV, a historic point in ra-
dio-tv history [B&T, Dec. 12, 1955]. A filmed interview with the defendant, who was con-
victed, described how the station asked him for permission to make the telecast. The de-
fendant praised the tv coverage. "I think it was done very systematically," he said, adding that he felt coverage of other trials "would be a good thing" and be helpful to law schools.

Judge D. W. Bartlett, who presided at the trial, spoke favorably: "I think it had a wholeso-
me effect on the trial," he said. Possibly because of tv, he said, the lawyers didn't give him "any horseplay." He said he had received com-
ments from all over the world, with 95% in fa-
vor of his decision to allow electronic coverage.

Sheldon Peterson, secretary of the Denver station group and news director of KLZ-AM:
TV, assured Judge Moore broadcasters will co-
operate in maintaining dignity and decorum of the court if cameras and microphones are ad-
mitted. He explained Denver radio-tv stations have agreed to pool facilities and coverage.

This would mean that one person would contact the court in each instance for permi-
sion to cover a trial, with pooled coverage em-
ploying minimum equipment that would feed all stations. Where necessary, booths will be built to house cameras and these will blend into the courtroom decor. No hot, bright lights will be used and technical personnel would be out of sight.

After citing the his-
tory of Canon 35, Mr. Sugg quoted Judge John A. Brett, Crimi-
nal Court of Appeals, after a courtroom tele-
cast: "I take off my hat to P. A. Sugg, who watched this produc-
tion with the greatest sensibility. He demon-
strated rare and un-
usual integrity and courage in demanding that only the truth be presented to the viewing public. The result was tremendous. No estimate can be made as to the great service that was rendered by the dramatic reproduction of the case from start to finish. In such cases there is no end of the good that can be wrought through the power of visual education." Trial Judge A. P. Van Meter, of Oklahoma, also was quoted at length by Mr. Schmidt.

Mr. Schmidt argued that the general public is filled with misconceptions of court proceed-
ings and the true functions of the courts. He said: "These misconceptions have come about, not by photography, radio or television, but by lack of understanding and knowledge of court proceedings. The average person has never witnessed a court trial. With radio and television coverage of courts, these misconceptions will be erased, not created.

For the first time, the general public will hear and see the activity and the functioning of their courts, the very courts that derive their power from the people."

"Has anyone dared to suggest that news-
paper reporters be banned from attending trials because they do not report everything that happens during the course of the trial, but only parts of it?" he asked. "It is clear that radio and television stand today in the position of being the most accurate forms of public information media. Although young in number of years, both of these media have grown to the point of exceeding all other forms of public information facilities in this country in scope and coverage.

"Because of the relatively short time that radio and, more particularly, television, have been operating as public coverage media, there seems to have arisen in the minds of a few the concept that they are to be feared and that they are mechanical monsters beyond control. From what has been shown to this court, in the form of actual demonstrations of radio and television coverage of trials, the fallacy of this type of thinking has been conclusively proven."

Mr. Schmidt pointed out that the public ad-
dress system microphone in Denver County Court is a large, chrome-plated type perma-
nently attached to the witness box whereas the type used in the current proceeding can be concealed easily.

Wasilewski Sums Up

Vincent Wasilewski, NARTB government re-
lations manager, summed up the industry case. He pointed to the prime importance of radio-tv and emphasized that media had clearly demonstrated they can do the job un-
obtrusively. "Amendment of Canon 35 is clearly indicated," he said.

Mr. Sugg answered a query on whether court coverage might be called pure entertainment: "That is a matter of opinion. We can say en-
tertainment for tv far cheaper than covering trials. We considered it one type of actual
news coverage."

The trial of John Gilbert Graham, accused of bombing the United plane, will begin March 5. It will attract national interest and the fate of radio-tv in the trial awaits the Colorado Supreme Court's decision. District Judge Joseph M. McDonald will preside. He has not indicated what policy he will follow if the Supreme Court leaves the matter to his dis-
cretion.

A. T. Burch, associate editor of the Chicago Daily News, supplemented the newspaper case on behalf of photo coverage, as witness for the American Society of Newspaper Editors. He said the court's ruling will have a profound influence as a precedent. He con-
tended the tension of a witness results more from difficulties of the situation than from fear of a photo. Need of testifying before an audience is a cause of embarrassment, he added.

[Text of Judge Miller's presentation follows on pages 94, 95 and 96]
Who Says Trucks Aren't Regulated?

What you hear or read might lead you to believe that the railroads are the only regulated transport—that other forms of transportation operate high, wide and handsome while the railroads are handcuffed by regulation.

Nothing is further from the truth! All forms of public transportation are regulated—either by the Interstate Commerce Commission, other regulatory bodies, or both. As for trucks—in addition to federal regulations on operating authority, rights of way, safety features, etc., they come in for strict state limitations on size and weight, pay numerous licenses and registration fees.

Such regulation is designed primarily to protect you—in the price you pay for everything you eat, wear or use—in the availability to you of the kind of transportation service you need—when and where you need it.

In this free country nobody really likes regulation—especially those regulated. But present national transportation regulation is fair, impartial and effective. Only the railroads want it changed. Why?

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!
THE CASE FOR EQUAL ACCESS

BROADCASTING'S STAND on the inequities of Canon 35 was put before the Colorado Supreme Court last week by Judge Justin Miller, NARTB advisory counsel and ex-board chairman. His able exposition brought praise from the presiding jurist, Judge O. Otto Moore, who paid tribute to his "careful delineation of Canon 35's history and the role radio and television play in modern life."

The following is a condensed transcript of Judge Miller's presentation.

In 1935, a "Special Committee on Publicity in Criminal Trials" was set up by the American Bar Assn. under the chairmanship of Judge Oscar Hallam, a member of the Supreme Court of Minnesota. I was at that time Chairman of the Section of Criminal Law of the ABA and followed, very closely, the investigations of the Hallam Committee, which were concerned, primarily, with the publicity attending the trial of Bruno Richard Hauptman, the kidnapper of Colonel Lindbergh's baby.

The report of the Committee—an exhaustive one—was never published, because it was thought that to do so would inject the ABA into serious political controversies which arose in connection with the Hauptman case, centering around the action of the Governor of New Jersey and the Court of Pardons of that state.

In January, 1936, the ABA created a new "Special Committee on Cooperation Between the Press, Radio & Bar Against Publicity Interfering with Fair Trial in Judicial and Quasi-Judicial Proceedings." Invitations were extended to the American Society of Newspaper Editors and the American Newspaper Publishers Assn., each of which designated similar committees. Whatever significance may properly be attributed to the fact, no invitation was extended to the broadcasters. This should be noted particularly because the name of the special committee included, not only the press and the bar, but radio as well.

The report of the committee is highly biased against broadcasting. This was a not unexpected result, in view of the fact that the broadcasters had not been invited to participate in the deliberations of the joint committee and, consequently, lost part in the preparation of the report. It was also not unexpected in view of the fact that some representatives of the press in the 1930's were highly critical of broadcasting; regarded it as a preposterous upstart; were fearful of its potential impact upon the newspapers as an advertising medium; and also because of the fact that at that time, broadcasting was still in its infancy, technically speaking.

In spite of this negative attitude toward broadcasting, however, the joint committee was not ready to condemn the use of "photographic appliances" and "sound registering devices" in the courtroom. On the contrary, it stated:

"It may be that the future will provide some method by which a faithful sound record of the proceedings of the court can be used to extend the trial beyond the limits of the audience possible in the courtroom itself."

At the end of its report, the joint committee stated:

"We recommend that local bar associations appoint continuing committees on press relations to function with corresponding committees representing the press and other means of publicity."

Unfortunately, this wise advice was not followed. Instead, the ABA, at its next meeting, severely restricted the Special Committee in its functions; the Committee on Professional Ethics & Grievances secured "exclusion of Canon 35; and the diplomatic relations, which had been so carefully established with the two newspaper associations, was summarily and ruthlessly destroyed.

Although the original action of the ABA, in setting up its Special Committee, clearly revealed an intention that broadcasters should be consulted, and although Canon 35 as adopted primarily was expected against broadcasters, nevertheless they were not invited to the conference table. The resentment of the newspaper people at the summary treatment which they received was more than justified, in the case of the broadcasters, by the even more flagrant brush-off administered to them.

Thereafter, the Special Committee made reports at subsequent meetings of the association, indicating the disillusionment of the newspaper representatives on the joint committee; stating, again, that representatives of broadcasting had not yet been invited to participate; and suggesting that in spite of Canon 35, the subject be kept open for further consideration.

To all these representations the association turned a deaf ear. In 1941 the Special Committee reported that its further tenure was useless and, upon its own recommendation, it went out of existence.

In 1952, Canon 35 was amended to include the word "television," apparently in the belief that television had not been included in the original language of the Canon.

One further point remains to be noted in connection with the amendment of Canon 35 in 1952, i.e., the sentence which is attached to the second paragraph of the Canon: "Provided that this restriction shall not apply to the broadcasting or televising, under the supervision of the court, of such portions of naturalization proceedings (other than the interrogation of applicants) as are designed and carried out exclusively as a ceremony for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization."

The confusion in the minds of the draftsmen must have been great when—after accepting an amendment permitting the televising of naturalization proceedings—they allowed to stand, in the first part of the Canon the statement—apparently to be accepted as a matter of judicial notice—that "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted." Just why broadcasting or televising of court proceedings should be calculated to detract from the essential dignity of the proceedings and create misconceptions with respect thereto in the mind of the public, while at the same time broadcasting or televising of naturalization proceedings can be used "for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization" is a little hard to understand. If one, why not the other?

The most kindly way to describe the history of Canon 35 is that it was a comedy of errors. A harsher way would be to say that Canon 35 was an amateurish piece of legislation and an unfortunate job of public relations.
Any proposal to outlaw broadcasting, as presently performed—as a usable medium of information concerning the public, operations of government—because of the inadequacies of broadcasting 20 years ago, would be as unreasonable as to contend that airplanes today are not capable of offensive warfare because of the limitations of the fragile little craft which the Wright brothers flew at Kitty Hawk.

In 1936 there were 616 licensed am stations; on Jan. 1, 1956, there were 2,824 am and 663 fm radio stations.

In 1936 there were 30,519,000 radio sets in use; in 1956 over 132,000,000 sets.

In 1936 there were no tv stations except 31 which had been authorized for experimental purposes. By Jan. 1, 1956, there were 458 tv stations, including 15 operating educational (non-commercial) stations. In 1956 there were only a few experimental television sets. On Jan. 1, 1956, there were 37,100,000 tv sets.

Under date of Nov. 10, 1955, the FCC announced that over 90% of the people of the United States were able to receive service from at least one tv station; approximately 75% could receive service from two or more stations. The Commission further that "almost 275 communities have at least one, and 112 of these have two or more local television facilities in operation. The number of television sets in the hands of the public has increased to 35 million."

The tremendous expansion of public use of television is indicated by the fact that from November, 1955, to January, 1956, the increase of sets in the "hands of the public" amounted to approximately 2,000,000 sets.

Ever more important than these impressive, comparative numbers of stations and sets in use has been the advance in electronics and related sciences and their application to broadcasting, since the initial concept of the vacuum tube by Thomas Edison early in his career.

Of equal importance has been the development of skilled personnel and of a professional attitude upon the part of those who control the operation of broadcasting facilities.

The broadcasters have adopted their own canons of ethics for both radio and television, and are as much concerned with enforcement thereof as are we lawyers and judges.

I am proud to assure you that in broadcasting today there are many men of professional training—lawyers, engineers, journalists, and others. These men, and others who come from non-professional walks of life, have just as understandable an appreciation of the responsibilities which this great new medium of communication owes to the American people as do the members of the older professions in the areas which they represent.

Perhaps in no respect has there been more marked improvement—growth and maturity—than in the handling of news of public events.

One has only to mention inaugurations, coronations, national conven-
sions, joint sessions of the two Houses of Congress, Cabinet meetings, Presidential news conferences, to remind us of the great new vistas of information and enlightenment which have been opened to us and which, after only a few short years, are now taken for granted in the wide-
spread homes of our American people.

The real question for us is, first, how to secure dignified proceedings in courthouses and, second, how to insure the dignified portrayal thereof by the television camera. In answer to this question, it is well to con-
sider the potentialities of television which have been revealed in recent years, not only by the broadcasting of such events as those mentioned above, or of church services and similar sacred occasions, but also by the fact that television is being used in the schools of many com-
munities throughout the country at the present time. Hundreds of broad-
casting stations are cooperating with schools, colleges, and universities in the production and broadcasting of educational programs; all this in addition to the work which is being done by "educational television sta-
tions" themselves.

In 1954 Hon. Arthur F. Ledele, Chief Judge of the U. S. District Court for the Eastern District of Michigan—being then chairman of the Section of Judicial Administration of the ABA—set up a panel for discussion of Canon 35 in the light of the recently adopted amendments. Judge Lederle invited me to participate as a member of the panel (which met the following August).

I suggested that the Canon might be amended by making the first sentence thereof read, "When the taking of photographs in the courtroom or the broadcasting by radio or television of court proceedings are cal-
culated to detract from the dignity thereof, distract the witness in giving his testimony, or degrade the court, they should not be permitted until satisfactory corrections have been made in the methods of taking photog-
graphs or of broadcasting and approved by the presiding judge." I sug-
gested this not by any means as a definitive solution of the problem, but merely as a basis for discussion.

President Wright picked up a suggestion for a renewal of diplomatic

relations with representatives of the several media; appointed a new special committee of the association for that purpose; and directed in-
vitations to the presidents of the several media associations, asking that

they join in deliberations concerning Canon 35. Such deliberations have been under way since that time.

In the meantime, the Board of Governors of the ABA had been giving consideration to the revision of the Canons of Professional and Judicial Ethics.

Let us consider first those arguments which are based upon the

major premise stated in the first sentence of Canon 35. As stated, com-
pliance with the Canon would require a court to assume, as a con-
clusion, the essential dignity of the proceedings. In other words, that, in all cases, under all circumstances, "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court to the extent with which they resort thereto in the mind of the public." If that statement were correct, the various arguments which are based upon it might be contended for with reasonable assurance.

On the other hand, as the statement is not correct, such argu-
ments necessarily fail.

Observing the validity of this maxim, permission was secured from the House of Delegates of the ABA to give a demonstration of television at the Annual Meeting of the Association in Philadelphia in August, 1955. This consisted of a closed circuit broadcast of the first day's pro-
ceedings of the House of Delegates. The demonstration was an un-
doubted success [1
d, Aug. 29, 1955]; I thought it so convincing as to leave no doubt as to the error of the Canon's statement.

At the same meeting, one of the sessions of the Section of Judicial Administration was televised and broadcast by the Philadelphia television stations. In this instance, again, the demonstration was a complete success.

Courtrooms can be readily equipped to make just such broadcasting possible. In recent instances, in Oklahoma and in Texas, for example, where trials have been televised, the judges, as well as other participants in the court proceedings, have testified that there was no interference with the essential dignity of the proceedings, no distraction of witnesses and that the public was given a much better understanding and appreciation of the essential dignity and serious nature of the court's work.

It would seem entirely possible to specify in a revised Canon 35 the minimum requirements for the broadcasting of court proceedings, stated in general terms, as a guide for the trial judge.

This brings us to another argument, usually made orally, but which seems to be one of the most persuasive in the minds of lawyers and judges as to the desirability of Canon 35, i.e., that trial judges—hungry for publicity—will permit the use of their courtrooms for the purpose of aggrandizing themselves.

ARBITRARY BAN NO SOLUTION

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the broadcasting of court proceedings. And this brings us to the area of legal and quasi-legal arguments which are made in support of Canon 35.

Most important of these arguments is, of course, the one which con-

tends that broadcasting does not come within the scope of the First Amendment. The Supreme Court of the United States has definitely an-
swered this question, however, in a series of cases which have come up for decision during the last two decades, in which they have held that the First Amendment applies to any method of communication, in-
cluding the banners carried by striking workers, sound trucks, loud-
speakers, broadcasting, and, most recently, motion pictures.

A closely related argument is the contention that broadcasting should not enjoy the protection of the First Amendment because it is alleged to be an "entertainment" medium rather than one of information. The Supreme Court of the United States has, on several occasions recently, declared that no such line can be drawn between entertainment and information, and that any classification which does not fall under the ban of obscenity, profanity, or indecency to seduction, etc., enjoys the same privilege under the First Amendment as does the most serious literature.

Another closely related contention is that the effort to secure wider public for courtroom proceedings is merely to satisfy "idle curiosity" for entertainment purposes; it is highly to complain of the ignorance and apathy of voters and then to close the windows of information through which they might observe and learn.

The press and broadcasting can bring to our people, in their homes, at convenient hours, this vital news of courts in action and provide some guide for their intelligent action. Television broadcasts are particularly

suited for use in schoolrooms. How many parents, harassed by present-
day environmental conditions which make child-training so difficult,
would welcome an opportunity for them to see and hear the solemn proceedings of a courtroom, demonstrating that "crime does not pay," or the way in which the problems of life are settled in courts of civil jurisdiction.

One of the most important functions of the newspapers, the magazines, radio and television is the bringing of information to the people concerning the products of industry. Those who most disparage advertising and "commercials" may be the ones who depend most heavily upon the taxes which are levied upon those who maintain the high level of industrial production and consumption in this country. National defense, education, and other features of American life would not be possible without such industrial enterprise, stimulated and developed by advertising which industry conducts through the several media. Surely those media can be useful, also, in teaching our people concerning the operations of government.

Another argument in support of Canon 35 is based upon the assumed violation of the "right of privacy" of the participants in the trial. My careful search of the authorities has failed to reveal a single case in which such a right of privacy has been upheld concerning the participation of a person in a public trial.

The important consideration, in all cases, is that the right of the people to know what goes on in the public places of government is superior to any right of the individual to be "let alone." His or her embarrassment is no greater in such cases than in many other life experiences where such embarrassment is taken for granted in the interest of all.

Another argument sometimes urged in favor of Canon 35 is that in civil cases there should be no right of publicity because, it is said, the controversy is solely one of private interest, between private individuals, concerning their private affairs. This is another disturbing revelation of failure to comprehend the nature of our government.

Another favorite argument in support of Canon 35 is that, because the right of a defendant in a criminal case to a public trial is guaranteed by the Sixth Amendment, the right has no existence otherwise; that it is a right exclusively of the defendant and not of the public; that it may be waived by the defendant, in which case the public can be excluded from the trial; that, if the defendant elects to have a public trial, the judge may control the admission or exclusion of persons from the courtroom in his discretion.

The due process concept of the Fourteenth Amendment and of the Fifth Amendment concerned not merely the right of an accused to a public trial, but of the public as well. The right of the public to a public trial had been recognized by the common law since the demise of Star Chamber courts.

One of the arguments against broadcasting court proceedings is that the whole case would not be broadcast and that it would not be "fair" to the people who would not have the opportunity of following the proceedings. But, in view of the fact that no other form of reporting court proceedings, except the official transcript, purports to be complete—but let us assume that the argument is presented sincerely and consider it on its merits. It is significant that much of a trial record never goes to an appellate court. Much of such a trial record is eliminated when the record on appeal is prepared.

The tradition of free communication, as guaranteed by our Constitution, forbids the interposition of censorship or official selection between the sources of news and its use by the media of communication. How can we best secure wise selection and intelligent distribution of news, while recognizing that censorship cannot be used?

Consider the reporting done by the press. Here we get more or less skilled observers, usually working against deadlines, in and out of the courtroom, frequently missing the significance of particular evidence, or, even more probably, failing to understand the rulings of the court. Where court proceedings are photographed—unless for television or newsreels—they are nothing more than single shots of particular participants or of the courtroom surroundings.

When a case is "covered" by specialists, looking for "human interest" as is true of the so-called "sob sister" approach, the result cannot fail to be a distorted, over-emphasized presentation which usually misses completely the merits of the case. Why then, should anyone contend that broadcasting should present every moment and every phase of a trial?

Consider, next, the question whether it would be "unfair" to broadcast only portions of a trial. To the extent that any broadcasting takes place, it will be an imperfect presentation of what goes on in the courtroom. To the extent that any part of a trial is televised the picturization will be in proper perspective; it will show, to the outside public, exactly what each participant looks like; how he acts; his changing expressions; the reactions of the jury, of the witnesses; the sincerity or falsity of advocacy.

The portrayal of a trial by radio or television broadcasting is an exact reproduction of what occurs; by way of action or speech. This brings us back to the fundamental considerations underlying our belief in the wisdom of permitting a maximum of freedom of communication. So long as we are committed to that fundamental consideration, there can be only one answer; i.e., it is better that our people know what goes on in our governmental processes, than that those processes should be shrouded in secrecy. Therein lies the remedy for abuse, for wrongdoing and for misuse. If the people know, they can correct. If they are not allowed to correct, then the government ceases to be one of the people, by the people, for the people, and becomes a government of the people by those who think they are better qualified to govern the people in a manner which they think is best for the people.

The only proper limitation upon the foregoing concept is the requirement of due process, that the trial must be a fair one, with the particular specification that a fair trial requires an orderly procedure. The canons or rules which guide the trial judge, in this important task, should make plain the way for him to follow, in exercising his discretion in each case.

I do not intend to suggest any preference for one medium of communication over another. Each is entitled to all possible benefits of the principle enunciated in the First Amendment. Each is subject to the limitations imposed by the due process clause of the Fifth and Fourteenth Amendments.

To the extent that either offers—by obtrusive equipment or disturbing personnel—to that extent it is proper to limit or exclude it from the courtroom. This is the sort of limitation which should, properly, be written into an amended Canon 35. In that way, we could have a much better opportunity to see and know what is going on in our courts. Some of the most respected members of our profession have warned us that in the United States it may happen, as it did in England, that the people will grow more and more impatient with professional unwillingness to revise our concepts of judicial disposition, and through legislative action, even more drastically emasculate our present procedures.

Now that television has come to be as much a household institution as the bathtub and the refrigerator, now that the people are privileged to enjoy coronations, inaugurations, Presidential news conferences, cabinet meetings, national political conventions, great symphonic performances, religious services in the churches and cathedrals of the nation, the people are wondering just what there is so sacrosanct about a courtroom. If the magnificent isolation prescribed by Canon 35 is to be maintained we will need a better reason for maintaining it than the canons presently contains.
Don't Scatter Ads, Bunch Them—Frankel

Vice president and technical director of Alfred Politz Research Inc. tells RTES timebuying seminar that scientists have secured evidence pointing to greater effectiveness of fixed number of commercials in short time period rather than spreading them out.

EVIDENCE is developing that an advertiser who uses a fixed number of ads should bunch them instead of spreading them out over a long period. Reasons for this were explained in a rather complex and technical talk by an expert in motivation and research—Lester R. Frankel, vice president and technical director, Alfred Politz Research Inc.

Speaking before last Tuesday's Timebuying and Selling Seminar, held in New York under the aegis of the Radio & Television Executives Society, Mr. Frankel said the Politz firm has been working with the creation of "a mathematical model for learning" and already has come up with certain results on the "timing of advertising messages." As an example, Mr. Frankel presented charts and a psychology lesson on the process of learning, to show how Politz arrived at its results in the "Timing of Advertising Messages." 

Mr. Frankel, however, admitted that "motivation research has not been used too widely in the broadcast field." He asserted that in spite of this, its impact will be felt in the industry as its procedures gain greater acceptance, particularly in advertising and marketing research.

To illustrate his point of "timing" in commercial messages (described by him as actually a teaching job for advertising media), Mr. Frankel mentioned how Politz has been able to work with hypothetical—or actual—cases involving a fixed piece of advertising copy that is used within a given medium. As expressed by Mr. Frankel, Politz has been working with the creation of "a mathematical model for learning"; using charts and a blackboard to reduce the learning process to graphs and mathematical formulae.

All of the consumer motives have been discovered, Mr. Frankel told his audience, these are not enough to increase the advertiser's sales for his products. It still is necessary he said, to teach the consumer "that in order to satisfy his motives, he should purchase the advertiser's brand."

Mr. Frankel's treatment of motivation research in broadcast media "thinking was the midpoint in this 'seminar.' Four more sessions remain for the season. Network program trends in radio will be explored at tomorrow's (Tuesday) luncheon meeting. Speakers are Arthur Hull Hayes, CBS Radio president, and Charles T. Ayer, vice president in charge of NBC Radio, who will outline new program trends such as NBC's Monitor and CBS "segmentation" concept.

PCC Comr. Robert E. Lee is slated to talk Feb. 21, Teleprompter presentation of its "network" is scheduled to follow on Feb. 28, and a discussion of two basic concepts—all media buying compared to the timebuying specialist—will complete the series March 6. William E. Matthews of Young & Rubicam Inc., and Arthur Pardell of Foote, Cone & Belding, are set to discuss the buying concepts.

Chicago Engineering Plans For NARTB to Be Discussed

PROGRAM plans for the NARTB Broadcast Engineering Conference to be held April 16-19 during the NARTB convention in Chicago will be discussed Wednesday at a Washington meeting of the special agenda committee headed by Willard J. Purcell, WGY Schenectady. A joint management-engineering convention session is planned April 17.

Other committee members are Raymond F. Guy, NBC; Phil Hedrick, WSIS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; A. D. Smith Jr., WABD (TV) New York; Orrin W. Towner, WHAS Louisville, and Ewell K. Jett, WMAR-TV Baltimore (liaison).

The NARTB, which is not a trade association, provides a forum for the exchange of ideas among radio engineers and executives, and is a vital source of technical information. The NARTB is a sister society to NAB, the National Association of Broadcasters, with whom it maintains regular contacts.

NARTB Boards Approve Two By-Law Amendments

Two amendments to the NARTB's by-laws, approved by the joint board of directors at the Feb. 3 meeting in Chandler, Ariz., have been submitted to the radio membership for ratification. They provide for election of board members and remove the at-large directors from the Radio Board at the 1957 annual convention.

The amendment covering ballooning procedure would amend Art. IV, Sec. 3D to provide that a candidate for nomination to the Radio Board who receives a majority of his district votes will be declared elected. If no candidate gets a majority, the nominee with the highest and second highest number of nominating votes will be candidates on an election ballot. Sec. 3D also would be amended to provide that terms of four directors-at-large commencing this spring will be for one year, with the at-large classification disappearing after the 1957 convention.

At the Arizona meeting, the joint board voted to make NARTB's publication subscription service available to schools and colleges not having broadcast stations at $53.5 a year; those having broadcast facilities on a non-commercial, educational basis can subscribe at the same fee or become active NARTB members.

First convention of the new Assn. of Professional Broadcasting Education will be held during the NARTB Chicago convention April 15-19, the joint board was informed by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee. APBE membership includes 17 colleges and universities, with 10 applications pending.

42 State Associations Plan To Attend D. C. Conference

FORTY-TWO state broadcasters associations will take part in a Feb. 20-22 conference with NARTB President Harold E. Fellows, to be held at Washington headquarters of the association. Howard H. Bell, assistant to the president and state association coordinator, is handling arrangements.

Broadcasters attending the conference will take part in an open house Feb. 20. FCC Chairman George C. McConnaughey will address the Feb. 21 luncheon and delegates will attend the Voice of Democracy awards luncheon Feb. 22. President Fellows termed the response to the invitation for this first state association conference "further indication of the growing unity within our industry."

Weathermen, NARTB to Meet

WAYS of obtaining better cooperation between broadcasters and weather observers will be discussed March 3-4 at a joint meeting of American Meteorological Society, Connecticut Valley Branch, and NARTB. Sessions will be held at the Statler Hotel, Hartford. Speakers will include Frederick H. Garrigus, NARTB organizational services manager and F. W. Reichelderfer, chief, U. S. Weather Bureau. Dr. Thomas F. Malone, director of the WTCI Hartford weather bureau, is program chairman.
NBC, WBC OUTLETS CHANGE CALLS TODAY

Celebrations, simulcasts and special promotions mark move of call letters from Philadelphia to Cleveland and switch of Philadelphia designations to WRCV-AM-TV. Changes are result of station swap.

FIREWORKS, balloons, a wide-scale advertising campaign, heavy on-the-air promotion and special simulcast ceremonies are slated to mark the official installation of Westinghouse Broadcasting Co.'s 34-year-old KYW call letters in Cleveland today (Monday).

WTTM and WNBK (TV) Cleveland stations, which WBC received along with $3 million from NBC in exchange for KYW and WPTZ (TV) Philadelphia, change their call letters to KYW-AM-TV at noon today. In Philadelphia, meanwhile, NBC changes the KYW-WPTZ calls to WRCV-AM-TV after simulcast ceremonies at 7:50 this morning. There, too, a widespread promotion campaign is in progress to herald the new call letters.

Slated to participate in the five-minute changeover ceremonies on the new KYW-AM-TV are Donald H. McGannon, WBC president; Rolland V. Tooko, WBC Cleveland vice president and general manager of KYW-TV; KYW General Manager Gordon Davis, and Cleveland Mayor Anthony J. Celebrezze. The ceremonies will be preceded by a 10-minute radio-TV program tracing the history of KYW, which Westinghouse identifies as the ninth oldest call letters in the nation. Westinghouse launched the call letters in Chicago in 1921 and moved them to Philadelphia in 1934.

New KYW-AM-TV Fete

Approximately 1,000 Cleveland civic and business leaders, agency personnel, advertisers, newspaper editors and columnists will be guests of the new KYW-AM-TV at a buffet dinner tonight, and afterward the stations will stage a fireworks display. Coincident with the changeover, 10,000 balloons carrying the new call letters will be released, some of them carrying three-dollar and eleven-dollar certificates (redeemable from the number of stations) totals up the new KYW. Remains in 1100 kc and KYW-TV on ch. 3. Recorded and filmed salutes from Ohio and Cleveland dignitaries will be broadcast throughout the week.

The KYW studies and offices have been re-modeled and refurnished, and both stations plan to initiate programming changes this week, KYW launching 13 new programs.

NBC's programming plans for the changeover in Philadelphia include a three-day salute to (and two days of originations from) the Quaker City by NBC-TV's Today: full-page ads in local dailies and several weeklies in the area; extensive on-the-air promotion with films and tapes by NBC stars; a parade; skywriting, and salutes to WRCV-AM-TV by six local business firms.

The ceremony marking the call letter change is slated at 7:50 a.m., with NBC's Frank Blair, on Today, introducing NBC President Robert W. Sarnoff, Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richard Dilworth at the old KYW building, which has been renamed the NBC Building. Mr. Yoder will take down the KYW call letters for shipment to WBC in Cleveland and put finishing touches on the new WRCV-AM-TV calls.

WBC EXPANDS RESEARCH, APPOINTS GOLDBERG HEAD

New director will act in that capacity for each of Westinghouse's radio and tv stations. Research program expanded to follow 'constantly changing' audience tastes. A MAJOR research program for its tv and radio stations is being announced today (Monday) by Westinghouse Broadcasting Co., coincident with the naming of Melvin A. Goldberg as WBC's director of research.

Donald H. McGannon, WBC president, said Mr. Goldberg will act as research advisor for each of the company's tv and radio stations. The emphasis on "sound" research, he said, "can be a tremendous asset in programming." A lecturer on radio and tv research at City College of New York, Mr. Goldberg for the past two years has advised a number of companies on research, communications and management problems. He was director of research at DuMont Television Network at one time and has been with the government's U. S. Information Agency as deputy director of its office of research and evaluation.

Mr. McGannon, noting that "audience tastes, both in radio and television, are constantly changing," said, however, that a change in one city did not necessarily mean that viewing and listening habits of people in other cities would follow a similar trend. "Nor is it true," he continued, "that the so-called national audience, in either radio or television, holds a universal preference for the same kind of entertainment. It will be the objective of the WBC research program to assist the stations to determine the preferences of each of its audiences."

Mr. McGannon said that the research program would strengthen as well as stimulate the "creative juices of programmers and producers by furnishing them with a kind of analytical material and studies which can aid them in both their immediate and long-range problems."

The "basic product" in broadcasting, he said, is programming, which when "imaginative and creative... [and] backed by the findings of first-rate research, means a better product."
Speidel-Fisher Co. Appoints Mitchell, Whitaker to Posts

TWO KEY APPOINTMENTS were announced last week by the Speidel-Fisher Broadcasting Co., owner of WQOK Greenville, S. C., and whose purchase of WQOK recently was approved by the FCC.

Don Mitchell, former commercial manager of WGST Atlanta, has been named commercial manager of the Speidel-Fisher properties, and Jim Whitaker, formerly an account executive at WWVA Wheeling, W. Va., has been appointed manager of WQOK.

KCMO-AM-TV Kansas City Makes Three Appointments

NEW APPOINTMENTS at KCMO-AM-TV Kansas City, Mo., were announced last week by General Manager E. K. Hartenbower.

W. E. Danford has been made local sales manager for KCMO-AM; Lee Marts, local sales manager for KCMO-TV, and Steve Mills, production director for KCMO-TV.

Mr. Danford, with KCMO since 1948, previously was sales supervisor of the Michigan Network, Lansing, Mich. Mr. Marts joined the KCMO organization in 1953 and has been in the sales department since that time. Mr. Mills came to KCMO as tv director in 1953 and previously filled that same capacity at WBNS-TV Columbus, Ohio.

KEYT-TV Appoints Chace As Regional Sales Manager

THOMAS C. CHACE, account executive with KEYT-TV Santa Barbara, Calif., has been appointed regional sales manager of the station, it was announced by Colin M. Selph, KEYT-TV president-general manager.

Other staff promotions at the station include: The promotion of Joe Costantino from sales promotion and advertising manager to program production manager.

Mary Ann Casey, formerly program supervisor, who has been put in charge of program operations with supervision over program scheduling and planning, traffic and program analyses, and Rick Barrett, who has been advanced from staff duties to sales promotion and advertising manager.

WJWG Conway, N. H., on Air

WJWG Conway, N. H., has gone on the air as a 1 kw, daytime operation. The new station is owned by John W. Guider, president of WMou Berlin, N. H. Bill Potter, formerly with WMou, is WJWG manager; Lou Arnold is announcer, and Armond J. St. Louis is chief engineer.

From where I sit by Joe Marsh

Parking Meters Get "Tagged"

Strangers in town last Wednesday must have thought we were crazy—with all the streamers and banners and people milling about.

The occasion was the retirement of Tiny Fields—our oldest, biggest and most genial cop. He's patrolled Main Street since the early 20's. Most of the school kids he once helped cross the highway now have children of their own for him to watch over.

When he set out for his last day in uniform, every one of our 40 parking meters had a gift for him tied to it—some of them too big to wrap, like the TV set.

From where I sit, we're all mighty grateful to Tiny for the job he's done. Not that there aren't others around here who deserve recognition, too. We all have our part to play. Our ways of working differ, just as our ways of relaxing do. But whether you're a town worker who likes his coffee breaks, or a farmer who'd rather "ease up" over, say, a cold glass of beer—you're important to your community and your country.

Joe Marsh

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BRANDBORG NAMED KVOO-AM MANAGER

APPOINTMENT of Gustav K. Brandborg as general manager and director of sales of KVOO Tulsa, to succeed William B. Way, who retired Feb. 7, was announced last week by Harold C. Stuart, executive vice president of KVOO-AM-TV.

Mr. Brandborg, who has been with KVOO since 1932, has been assistant manager and director of sales. His new status corresponds with that of C. B. Akers, who directs KVOO-TV.

Mr. Way, one of radio's pioneer figures, will continue as consultant to KVOO-AM. A longtime associate of W. G. Skelly, president of Skelly Oil Co. and KVOO-AM-TV, Mr. Way also is vice president and manager of the Inter-

national Oil Exposition. He joined KVOO in May 1932 and was its directing head until his retirement last week.

Mr. Stuart, who took over executive direction of both the radio and tv properties last fall, is former Assistant Secretary of Air Force. He divides his time between Tulsa and Washington, where he is senior partner in a law firm specializing in administrative practice.

Storer Promotion Men Hold Meetings in N. Y.

A THREE-DAY SESSION of Storer Broadcasting Co. promotion managers was held in New York last week. The meeting, an annual event, explored station advertising, promotion, merchandising and publicity.

Talks by Tom Harker, vice president and national sales director, SBC; Jerry Pennninger, Cunningham & Walsh; Jim Storer, new merchandising manager for Storer stations; presentations by various rating services, The Katz Agency, NBC Spot Sales and others were included in the sessions.

Art Schofield, director of advertising and sales promotion for Storer, directed the meetings, attended by: Howard Meagle, WWVA Wheeling, W. Va.; Al McLaughlin, KPTV (TV) Portland, Ore.; Bill Smith, WJJB-AM-FM-TV Detroit; Bob Nashick, WGBS-TV Miami; Charles Trinier, WAGA-TV Atlanta; Ralph Runyon, WBRC-TV Birmingham, and Liz Wagner, WSPD-TV Toledo.

Twelve Film Series Bought by WTTG (TV)

WTTG (TV) WASHINGTON last week announced 12 major film purchases. The station is reprogramming its 7-8 p.m. hour to the extent of $9,750,000, according to Ted Cott, vice president-general manager of DuMont Broadcasting Corp., and Station Manager Leslie Arries Jr. The figure represents actual production costs of the shows.


Religious Radio-Tv Workshop Co-sponsored by WICS (TV)

WICS (TV) Springfield, Ill., has announced plans for the National Assn. of Christian Broadcasters' first annual radio-7v workshop-clinic, which it will co-sponsor with the Lincoln Bible Institute of Lincoln, Ill., Feb. 16-17.

Over 50 religious broadcasters are expected to attend the sessions in Springfield, according to G. B. Gordon, assistant program director-anouncer at WICS, vice president of NACB and head of the Institute's radio-speech department. He said the workshop-clinic will cover various phases of radio-tv production and religious broadcasting techniques, with Springfield radio-tv executives giving lectures and demonstrations.

KOOL-TV Boosts Power

KOOL-TV Phoenix has increased its power from 32 kw to 316 kw. Signals for the ch. 10 CBS outlet emanate from a tower 1,725 ft. above average terrain.

Air Trails Network Names Spencer, Kennedy Managers

APPOINTMENT of William H. Spencer as manager of WKLO Louisville, Ky., was announced last week by John Pattison Williams, executive vice president of Air Trails Network, station licensee.

Mr. Spencer formerly was manager of WCOL Columbus, Ohio, also owned by Air Trails. He will be succeeded at WCOL by Charles E. Kennedy.

Mr. Kennedy has been with WANE Fort Wayne, Ind., for the past five and one-half years as vice president and manager.

MR. SPENCER

MR. KENNEDY

WGTH-TV Hosts H-R Staff

WGTH-TV Hartford played host Feb. 4 to the sales, research and promotion staffs of H-R Television Inc., its station representative, to acquaint H-R with the market area and the station's facilities.

A full-day program included talks, tours and several films, one of which described the city of Hartford, and another introduced WGTH's talent to the representatives. Acting in behalf of the station were Station Manager John Downey, Sales Manager George Morris, Film Manager Dan German, Production Manager Jack Bell and Sales Service Manager Walter Stewart. Among those attending for H-R Television were Frank E. Pellegrin, Don Soffness, Avery Gibson, Joe Rosenmuller, Jerry Mollese, Art Beria, Cal Caso, Bob Kochenthal, Herb Claassen and Bob Mandeville.

Lathen Joins H-R Sales

REM LATHEN, vice president of KIOA Des Moines and with the Town & Farm Stations, has resigned to become the Chicago sales staff of H-R Representatives Inc. and H-R Television Inc., station representatives. He assumed his new duties effective Feb. 1. Mr. Lathen was with the Don Searle organization for 15 years and became associated with KIOA in November 1953. Town & Farm Stations are KMJJ Grand Junction, Neb., and KXXX Colby, Kan.

KFSD Local Sales Doubled

KFSD San Diego, Calif., increased its local sales 102% during December 1955 in comparison with the same month of 1954, according to Tom Boise, station manager.

Both KFSD and its sister station, KFSD-TV, have completed their first year under the management of KFSD Inc., which took over operation of the stations from the Fox, Wells Co., Stamford, Conn. The new firm has spent more than $250,000 on additional facilities, and the tv outlet has boosted its power to 316 kw. Local tv sales have jumped 58.8% during the year, and national business has risen 34%, said Mr. Boise.
WHEN-TV Changes Antenna To Prevent Storm Damage

WHEN-TV Syracuse, N. Y., has completed a change in the station's transmitting apparatus from one 12-bay antenna to a pair of coordinat-ed six-bay antennas. The installation, which cost $28,000, will enable the station's audience to regain its picture almost immediately following any loss due to lightning or storm damage, according to Paul Adanti, vice president of Meredith Syracuse Television Corp., operator of WHEN-TV.

Mr. Adanti explained that unless both six-bay antennas were incapacitated simultaneously, the new apparatus could be used to get the picture and sound back on the air in "the shortest possible time at both sufficient height and power with little weakness, even in fringe areas." He also said that a switching panel has been installed in the transmitter building to make substitution of facilities possible on the ground instead of atop the 550 ft. tower.

Ohio State U.'s TV Station Begins Telecasts Next Week

WOSU-TV, Ohio State U.'s new television station, expects to begin regular telecasting next week, according to Howard L. Bevis, the university's president. The FCC on Feb. 6 granted permission for the ch. 34 station to begin program service.

Initial programs will consist of educational films, with live educational programs being telecast as rapidly as they can be developed, said Dr. Bevis.

WCUE Shows 18.3% Increase

GROSS BILLINGS of WCUE Akron, Ohio, were up 18.3% in 1955, making the third successive year the independent has shown an increase over the previous year. According to Tim Elliot, WCUE president, local billings increased 12.71%, regional 34.16% and national 35.38%. The station's January billings were up 38.89% over the same month of 1954.

Record Year for WPAT

LOCAL and regional sales at WPAT Paterson, N. J., during 1955 rose 28.4% over 1954 and national business increased by more than 35% during the same period, Dick J. Wright, president and general manager, has announced. These increases were termed "the most substantial gains in advertising revenue in the station's 15-year history."

KRON-TV Starts Loan Library

KRON-TV San Francisco has established a film loan library to serve the instructional need of educational, religious, government, civic and other groups which do not charge admission to showings. Three of the six films the library now contains—more to be added—already have been loaned to interested groups. They are all 16mm sound films.

GENE CAGLE (seated), president of the Texas State Network, signs the contract making his group the first purchaser of National Telefilm Assoc.'s TNT group, comprising 30 feature films never before released for television. Others present are (l to r) Stan Wilson, assistant general manager, TSN; Edward M. Groy, NTA vice president of west coast sales; and Harold Goldman, NTA vice president in charge of sales. Last week in New York, NTA reported that it had set a June 30 goal of $4 million in sales of the new package and 11 David O. Selznick films recently acquired by NTA, Jan. 9.

'Sneak' Colorcast Begins Local Color for KOMO-TV

RECOMMING the first local live color station in the Pacific Northwest, KOMO-TV Seattle, Wash., launched its color telecasting Feb. 1 when it "sneaked" five minutes of live color on the air without an announcement or even the knowledge of the staff, except for executives and engineers. Later the same day a major portion of the 30-minute newscast Deadline was devoted to color, with Gov. Arthur B. Langlie congratulating the station on its color plans.

The first program in full color will be telecast Feb. 13 with a regular schedule of color planned to follow, according to W. W. Warren, vice president-general manager.

KOWL Reports Record Year

KOWL Los Angeles marked up the biggest gross billings in its entire history during 1955, with an 18% increase in billings over 1954 and over 100% increases in national and regional accounts, according to George A. Barson, vice president and general manager.

WLNA Opens Nyack Studio

WLNA Peekskill, N. Y., has opened a new studio in Nyack, N. Y., with a fulltime newsman broadcasting local news events twice daily. The 1 kw daytime on 1420 kc also is broadcasting from a new 360 ft. tower.

Welcome Guests in 490,000 Homes in Western New York State

*Plus a bonus of 485,000 Canadian Homes

MAGNIFY YOUR SALES
IN THIS STABLE
$140,000,000.00

MARKET

Missoula
Montana

167 Mountainous Miles from Spokane

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$53,752,000
Building Supplies—$53,752,000
The Builders—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.

WHWL
WISL
1 KW—Shamokin, Pa.
1 KW—Nanticoke, Pa.

Welcome Guests
in 490,000 Homes
in Western New York State

NAT. REPS. FREE & PETERS

February 13, 1956 • Page 101
Reginald H. Rollinson
Dies of Heart Attack

FUNERAL SERVICES were held Tuesday at
Funeral Church in New York for Reginald H. Rollinson, 48, sales manager of Quality Radio Group, who died suddenly of a heart attack Feb. 4 at his home in Manhattan.

Before joining Quality last year, Mr. Rollinson served as general manager for the Crusade for Spot Radio that was sponsored by 300 radio stations via Station Representatives Assn. He had wide experience in various phases of advertising, including the John A. Cairns Adv. Agency, predecessor to Anderson & Cairns, where Mr. Rollinson was an account executive. He also had a nine-year association with the Metropolitan Group, newspaper representatives.

Mr. Rollinson attended Yale U. He is survived by his wife, Lucy Mackey Rollinson; his mother, Mrs. William H. Rollinson, a brother and a sister.

Court Backs WGMS Charge

WGMS Washington last week was awarded a preliminary injunction in U. S. District Court, Washington, against Robert Bodholdt, Falls Church, Va., charged by the station with making and selling "pirated phonograph records taken from a broadcast of a National Symphony concert." WGMS asked no financial recovery but acted to protect rights of musicians who took part in the broadcast, its counsel stated.

Sales Up at WSGN

WSGN Birmingham, Ala., had a 22% increase in sales during December 1955 over November, and January showed a 6% increase over December, Henry Sullivan, sales manager, reported. The Winston-Salem Broadcasting Co. took over management of the station Nov. 9, 1955 [B&T, Nov. 14, 1955].

STATION SHORTS

WMAK Nashville, Tenn., is now on independent operation 18 hours daily emphasizing music and news. Station terminated MBS affiliation in fall.

WPGC Morningside, Md., moved main offices and studios to 4421 Southern Ave. S.E., Washington.

WTMJ-AM-TV Milwaukee have built-in "beep" signal equipment for stations' Radio City to warn staff of crew changes, switches, etc. Signal, heard three minutes before end of each quarterly-hour period, is derived from audio oscillator-amplifier and timed to feed into hidden loudspeakers. Mechanism runs 24 hours a day.

WGN-TV Chicago televised 1956 Chicago National Boat Show exclusively and directly to Radio City to install color studio cameras for local, live color origina-

de.

KJEO-TV Fresno, Calif., is producing afternoon Del Gore Show (2:30 p.m., Mon.-Fri.), in color three times weekly. Station claims to be first station in San Joaquin Valley to install color studio cameras for local, live color origina-

de.

REPRESENTATIVE PEOPLE

Jack Masla, vice president of Burke-Stuart Co., N. Y., national station representative, elected executive vice president of firm. He has been with Burke - Stuart since 1953.

Robert Anderson, NBC Spot Sales, Chicago, and Kenneth Johnson to NBC Spot Sales in San Francisco and L. A., respectively.


REPRESENTATIVE APPOINTMENTS

KMO Tacoma, Wash., appoints Avery-Koedel Inc., N. Y., national representative. Q. Cox, Portland, and Hugh Felts & Assoc., Seattle, continue to represent KMO for Oregon and Washington respectively.

STATION PEOPLE

Samuel T. Johnson, general sales manager, WTVN Columbus, Ohio, appointed acting general manager, succeeding Byron Taggart, resigned.


Roger Dufront, formerly executive secretary, Plattsburg Chamber of Commerce, N. Y., appointed sales manager, WEAU Plattsburg.

Carl Bailey, Avalon program supervisor, KBIG Santa Catalina-Avalon, Calif., named Island manager, replacing Don Callen, resigned. Harvey Haas, KBIG transmitter supervisor, promoted to supervisor of engineering and maintenance at Avalon plant. Glynn Cowington, technical staff, KOLON Long Beach, Calif., to KBIG Avalon engineering staff, succeeding William Sweet, resigned.

Herbert Pollock, formerly account executive, KTAC Tacoma, Wash., to KMO Tacoma as account executive. Harry Sedgwick to KMO as account executive. Edward Purcell, formerly news director, KWSC Pullman, Wash., to KMO as newsman-announcer. Loni Smith to KMO in production and continuity department.

Ed Hawkins, merchandising manager, KTTV (TV) Los Angeles, appointed account executive. Sam Sebby, floor manager, KTTV, promoted to staff director.

Merrill Pietila, announcer, KEX Portland, Ore., appointed account executive. Russ Conrad, KEX announcer, and Bob Adkins Aberdeen, Wash., both to KEX disc jockey staff.

Donald K. Ross to KGFI Hollywood as program director. Larry Grannis to KGFI sales department.

S. Lee Varker, promotion-advertising manager, WMUR-TV Manchester, N. H., appointed to new post of merchandising manager.

William C. Kersey, production manager, WISN Milwaukee, named acting program manager. Donald Froehlich, announcer, WAXU Waukesha, Wis., to WISN announcing staff.

Jack Brooks, news director, WCCO Hartford, Conn., appointed program director. Arthur Kevin, WAVZ New Haven, Conn., to WCCC as announcer.
WIVES of staff members will take over at KJAN Atlantic, Iowa, tomorrow (Tuesday) during that station’s "Sweetheart Day," operating the station from sign-on to sign-off. Included in the event: 45 merchants who will run a package of spot announcements and feature a "Sweetheart Day" special in their stores; special luncheons at two local restaurants; a corsage presented to a "Sweetheart Listener" at every station break, and a dinner dance for sponsors and staff with their "sweethearts."

The KJAN disstaffers (l to r): seated, Mrs. Ruth G. Marker, Mrs. Robin Morrow; standing, Mrs. Bob Einhaus, Mrs. "Skeet" Preston, Mrs. Red Faust, Mrs. Frank Miller, Miss de Loshmull. Not pictured: Mrs. Wes Haines and Mrs. Jack Maher.


Don Clark, chief announcer, KMHT Marshall, Tex., promoted to program director.

Don Blair, announcer-disc jockey, WPTR Albany, N. Y., appointed program director.

H. Jeff Forbes, president, Forbes & Assoc., Richmond, Va., tv-motion picture consultant, to WNAC-TV Boston as supervisor of special film projects.

Peter Hollander, manager, N. Y. office Kinesis Inc., documentary-educational film distributor, named film director-cameraman for WGBH-TV Boston, non-commercial educational tv station.


John Friend to WTVN-TV Columbus, Ohio, in photography department.

Gene Romance to WLOG-AM-FM Logan, W. Va., as announcer.

Annette May, vocalist, and pianist Jack White, Washington, D. C., to WTOP-TV Washington, on Mark Evans Show.

Joe Augella, WJLB Detroit, to WOHO Toledo, Ohio, as announcer.

Eddie Hubbard, Chicago disc jockey, signed by WBKB (TV) Chicago for new Dance Party show each Saturday afternoon. He also appears on WIND Chicago.

Earl (Fatha) Hines, pianist-band leader, to KCBS San Francisco for weekly Saturday show.

Virginia Renaud, director of education, WBBM-AM-TV Chicago, to faculty of Lincoln College, Lincoln, Ill., as guest lecturer on radio-tv broadcasting. She continues duties at Chicago stations.

Mary Clark promoted from staff to program director at WFMF (FM) Chicago.

Aline Mosby, UP Hollywood columnist, has begun news series on KABC-TV Los Angeles.

Beulah Bestor to WSTC-AM-FM Stamford, Conn., for multi-weekly show.

Bill Evans, formerly early morning disc jockey at WGN Chicago, to WIND same city in same capacity starting Feb. 27.

Carol Fairall to WOAI-TV, San Antonio, Tex., as junior tv artist.

James Babb has joined WBTB (TV) Charlotte, N. C., as publicity director. Larry Brodersen to WBTI (TV) as promotion artist. Charles Seward to WBTI (TV) as sales representative for tv sales.

"Like we say over KRIZ Phoenix— even a man can operate it."

February 13, 1956 • Page 103
NEBRASKA Gov. Victor E. Anderson cuts the ribbon at opening ceremonies which put KHAS-TV Hastings, Neb., on the air. The ch. 5, 100 kw NBC-TV affiliate is owned by the Nebraska Television Corp. Present for the ribbon cutting are (l to r) W. L. Murray, operations manager; Duane Allison, chief engineer; Gov. Anderson; Duane L. Watts, general manager; Lloyd Kissing, secretary, Nebraska Television Corp., and Bob Schnuelle, production manager.

Ann Connolly to WHTN-TV Huntington, W. Va., as hostess of new Feminine Touch program; Mrs. Bernice Hall, Cabell County home demonstration agent, and Willa Ramsey, caterer, are show's cooking specialists.

Paul Loebig to film department KHAS-TV Hastings, Neb.; Kenneth Waligorski to WINS-TV Milwaukee as floor manager; Christine Chadwell to publicity department, WRC Washington; Carlton Cremer to KTHV-TV Little Rock, Ark., as director; Jack Curtis to KOOL-TV Phoenix, Ariz., as floorman; Jack Hurbut to WKOW Madison, Wis., as floor manager; Clarence McIntosh to WTTW-TV Chicago as assistant to facilities supervisor; Duane Kramar to WBTY-TV Green Bay, Wis., as floorman; Eassa Shabeen Jr. to WHIZ-TV Zanesville, Ohio, as director-cameraaman; Gerard Parnell to WFRV-TV Neenah, Wis., in audio-control; Tom Colvis to KPAM Portland, Ore., as announcer. All are Northwest Radio & Television School graduates.


Sumbo Mathieson, U. S. mailman, star of new weekly show on WBSC Bennettsville, S. C.

Jay B. Neely, former program director, WRAY Princeton, Ind., named director-announcer, KSBK Naha, Okinawa.

William Brown, floor manager, KTTV (TV) Los Angeles, promoted to director.


Bill Rapp, production director, KHI-TV Los Angeles, named president of newly established Hollywood chapter of Civic International, service organization dedicated to building better citizens by assisting underprivileged children.

Robert E. Tripp, news director, WFAA Dallas, elected president of Dallas professional chapter of Sigma Delta Chi, journalistic fraternity.


William Fay, president, Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV Rochester, N. Y.), named president, Automobile Club of Rochester.

George C. Biggar, president and manager, WLBK De Kalb, Ill., elected to board of directors of DeKalb Chamber of Commerce.

Pel Schmidt, local sales manager, WAAM (TV) Baltimore, elected president, Baltimore Kiwanis Club.


Howard S. Keeve, station manager, WWLP (TV) Springfield, Mass., elected vice president in charge of public safety education of Safety Council of Western Massachusetts.

Simon Goldman, president and general manager, WJTN Jamestown, N. Y., appointed to head special gifts division of Red Cross 1956 membership enrollment drive.

Tom Donahue, announcer, WIBG Philadelphia, appointed deputy athletic commissioner in Pa.

Clint Yuille, NBC weather forecaster and conductor of The Weatherman program at WNBQ (TV) Chicago, will address National Conference and Workshop on Radio and Television Presentation of Weather at Statler Hotel in Hartford, Conn., March 3-4.

Marion Granger, WBUX Doylestown, Pa., half of station's farm broadcasting team Mr. and Mrs. R. P. D., served as Pennsylvania chairman for annual "January Egg Month" promotion of state's poultry industry.


Nat M. Abranson, director of WOR New York's artist bureau, elected president of Entertainment Manager's Assn. for 20th consecutive year. EMA is composed of 300 producers of packaged shows for club and hotel engagements, in which radio-tv and stage personalities appear.

Edgar Kobak, owner, WTWA Thomson, Ga., and business consultant, scheduled to address members of Assn. of Advertising Men & Women Feb. 26, N. Y., on "Media Selling Techniques," fourth of series of six lectures on advertising sales.

Walter B. Wagenhurst, senior director, WFIL Philadelphia, to teach television advertising and programming course at Charles Morris Price School of the Poor Richard Club.

Ted B. Sawyer, program director, WKNE Kenee, N. H., elected president, Keene Chamber of Commerce.

Fulton Williams, assistant general sales manager, KNX Los Angeles and Columbia Pacific Radio Network, father of boy Feb. 2.

Arthur Lake, announcer-disc jockey, WJAR Providence, R. I., father of boy, Christopher Edward.

Norm Prescott, WBZ-WBZA Boston-Springfield disc jockey, father of boy, Michael Robert, Feb. 3.

WJS-TV South Bend-Elkhart, Ind., announces Ed Lasko, program director, father of girl; Forrest Boyd, farm director, father of girl, Linda Carol, and Vivee Doyle, sports director, father of girl, Irene; John Alves, account executive, father of boy, John Patrick; R. Morgan Lumph, acting sales promotion director, father of boy, Robert Christian; Darwin Monesmith, engineer, father of boy, Michael J.

Sam K. Hazlett, 69, account executive, WDFD Flint, Mich., for 23 years, died Feb. 8 in Flint after several months' illness.

DAILY Frederick and Nelson Concert Hour is being broadcast on KXA Seattle under terms of a two-year contract being signed here by (l to r): John Croghan, KXA account executive; Jack Utz, sales promotion manager for Frederick & Nelson (department store) and Hugh A. Smith, KXA vice president-general manager.
Bulldozers churn through the million-ton coal pile at one of the gigantic plants in this record-breaking electric power project.

Electric Companies build largest power project ever

Here's dramatic evidence that no job is too big for America's independent electric light and power companies!

The plant above is part of a huge new electric power project on the Ohio River—new plants, new power lines, new facilities. A group of independent electric light and power companies, working together, is finishing this project at a cost of nearly $400,000,000. The largest ever built at one time, it is producing more electricity than is used by the entire city of New York. All of the power from the project serves the Atomic Energy Commission's plant at Portsmouth, Ohio.

The ability of America's independent electric light and power companies to tackle any job, no matter how large, is your assurance of plenty of power for your own future electric living. To meet tomorrow's needs for power, these companies are today building power plants and lines at a rate of 2 billion dollars a year. By 1965, the supply of electricity will be double what it is now.

Farsighted planning like this is one of the important reasons why you can always expect the best and the most electric service from America's Independent Electric Light and Power Companies*.

*Names on request from this magazine
'55 NETWORK TIME COST $406 MILLION

Total is $86.5 million above 1954 figure according to Publishers Information Bureau. December, with over $39 million in billings, was highest single month.

NETWORK TV gross time charges totaled more than $406 million last year, a rise of more than $96.5 million above the 1954 total, according to computations based on Publishers Information Bureau reports.

Gross billing of $39,398,617 for December set off that month as the highest of the year. The next highest months for the TV networks last year were November and October, in that order.

Both CBS-TV and NBC-TV hit record gross billings in December. NBC-TV that month continued to narrow the monthly gross billing gap between it and CBS-TV, a development which started last October. As of December, NBC-TV was a little more than $1 million off CBS-TV's mark for the month in contrast to the $1.4 million to a near $3 million monthly noted earlier in the year.

While NBC-TV showed its billing sines in the fall season, CBS-TV last year actually widened the gap between it and NBC-TV on the January-December basis. In 1955, CBS-TV picked up more than $5 million in gross billings over the $20 million lead it had held.

Each of the three TV networks increased their yearly figures, ABC-TV chalking up more than $16.6 million above its previous year; CBS-TV, some $42.7 million, and NBC-TV, a whopping $47.3 million, a figure only about $4 million less than ABC-TV's total gross billing for the year.

The complete PIB table follows:

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<td><strong>ABC</strong></td>
<td>$ 6,301,578</td>
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<td>$ 13,722,695</td>
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<td><strong>CBS</strong></td>
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<td><strong>TOTAL</strong></td>
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**NOTES:**

- *Revised as of 2/8/56*
- *Effective Sept. 15; DuMont Television network changed from a national network to a local operation*

**Election Year Series Opener Set March 6 by NBC News**

NBC NEWS' newly-established special election year feature unit has scheduled its first effort of March 6. The initial assignment area of a series to be called Politics and Primaries, will be heard at irregular dates in the time slot currently filled by NBC Radio's Biographies In Sound, Tuesdays, 9:05-10 p.m. EST.

Supervising the new unit will be NBC News Manager Joseph O. Meyers, with Reuven Frank designated as executive producer. Other staff members include Arthur Wakelee, Jack Sughrose, Eliot Frankel, William Hill, Pat Tress and Herb Kaplow, with additional help being provided by NBC's affiliated stations. Politics and Primaries programs scheduled a week before state primaries include New Hampshire, March 6; Minnesota, March 13; Illinois, April 3; Pennsylvania, April 17; Florida and Ohio, May 1; Oregon, May 15, and California, May 29.

**NBC-TV, Lutheran Churches Plan Religious Programs**

SIX DRAMAS, live and in color, will be presented on NBC Matinee Theatre (Mon.-Fri., 3-4 p.m. EST) in a joint tv effort of NBC-TV and four Lutheran Church organizations. The first is scheduled April 2, the others following on May 7, June 4, Sept. 3, Oct. 1 and Nov. 5.

The Lutheran groups, representing more than 4.5 million members and working through Lutheran Television Assoc., will underwrite costs of the scripts, editing, casting and promotion as well as cooperating with program editors in selecting scripts. The Lutheran churches involved include the United, the Augustana, the Evangelical and the American.

Dr. E. O. Hove, chairman of Lutheran Television Assoc., said the program would pioneer in a "new approach to religious television ... by NBC's professional skills and dramatic programming standards with the Lutheran Church's basic concern for Man's spiritual growth."
ABC REALIGNS ITS SALES RESEARCH

Dean Shaffner and Donald W. Coyle to head separate departments for radio and television, respectively. Network president says split is designed for maximum effectiveness.

DIVISION of the Sales Development and Research Dept. of ABC into separate departments for radio and television to be headed respectively by Dean Shaffner and Donald W. Coyle, is being announced today (Monday) by ABC President Robert E. Kintner.

Mr. Coyle, who has been director of research for ABC, will report to John H. Mitchell, vice president in charge of the tv network. Mr. Shaffner, who has been director of sales development, also for both radio and tv, will report to Don Dargin, vice president in charge of the radio network.

Mr. Kintner explained that the separation was designed to provide maximum effectiveness for both radio and tv activities of ABC. He noted that the naming of Messrs. Coyle and Shaffner as directors of the separated departments is in line with a policy of promotion from within the company.

Bert Briller, manager of sales development for ABC-TV, and Julius Barnathan, ABC-TV manager of research, will report to Mr. Coyle. Henry Foster, ABC Radio's manager of sales development and a radio research manager yet to be selected will report to Mr. Shaffner. Personnel of the formerly united department will be divided among the two new departments except for those in coverage, marketing and media, and art and drafting services, which will give integrated assistance to both departments.

The unified Sales Development and Research Dept., serving both radio and tv networks, had been operated under the direction of Gene Accas, who resigned a short time ago to join Television Bureau of Advertising today (Monday) as director of operations [BWT, Jan. 23].

Mr. Coyle joined ABC in 1950 as a tv sales development writer, became manager of the Research Dept., was named director of network tv research in October 1953 and director of research in September 1954. Mr. Shaffner, formerly with C. E. Hooper Inc., Crossley Inc., and Bow Co., moved to ABC in 1949 as a sales presentation writer. He served successively as manager of tv sales development, assistant director of research and sales development for radio and tv, and director of network radio research before being named director of radio network sales development and market research counsel in July 1954 and director of sales development for radio and television in September 1954.

CBS Grants Two Requests
To Answer Farm Appraisal

REQUESTS for time to reply, and time to reply to the reply—not an infrequent phenomenon in election years—resulted last week in CBS-TV scheduling two programs stemming from its See It Now appraisal of the national farm problem Jan. 21.

Agriculture Sec. Ezra Taft Benson, who appeared on the Edward R. Murrow-Fred Friendly program and said afterward he would ask for time to clear up certain impressions he considered "distorted" [BWT, Jan. 30], did so and was granted the 10:30-11 p.m. period Feb. 23.

In the meantime, Sens. Clinton P. Anderson (D.-N. M.), former Secretary of Agriculture, and Hubert H. Humphrey (D.-Minn.), asked CBS for time to reply to Mr. Benson in the event he was granted time to answer the See It Now broadcast. They were given the same slot March 1.

The broadcast will pre-empt Quiz Kids, sponsored by American Home Products.

CBS Inc. President Frank Stanton, answering Sec. Benson's request in a letter date Feb. 4, noted that the farm issues are "many and complex and the views concerning their solution are conflicting and strongly held." He said the offer of time to reply was made "in view of your request and in view of the broad public importance of the farm issues." He also noted that Sens. Anderson and Humphrey had asked for time to answer Mr. Benson and that CBS was granting their request.

The Feb. 23 and March 1 dates for the respective replies represented a rescheduling which CBS-TV said was made "for Mr. Benson's convenience."

As outlined in Dr. Stanton's reply, Mr. Benson was first offered the same hour Feb. 9 and Sens. Anderson and Humphrey Feb. 16.
TV NEWS: JOURNALISM OR SHOW BUSINESS?

It's the former, certainly, but there's a lot of the latter in today's function of the medium. So said John Day, director of news for CBS, when he addressed last week's short course in radio-TV news at the U. of Minnesota School of Journalism. Mr. Day had much to say on the subject: two points in particular are brought out in the excerpt below—the wide disparity in salaries for tv newsmen and the growing pressure to make newsmen pitchmen as well.

IS TELEVISION NEWS going to destroy itself in commercialism before its gets out of its swaddling clothes?

Television as it exists today is show business. For that reason at least one branch of journalism is trying to adapt itself to a strange new world. In so doing it has taken on some of the elements of show business. (Not all of these elements are new, of course, for tv news is in part an extension of radio news, and radio too is in show business. But television is show business with a capital S.)

Television news has tried to fit into this glittering show world by a series of compromises which affect both the persons working in tv news and the product they put on the screen.

Journalism has never known such a disparity in pay as exists at the network level in radio and television. The office boy, the news writer and the news editor make more than the average for their jobs on metropolitan newspapers. Enough more to make recruiting from newspapers practical, but surely not enough more to make the jobs utopian. The reporter who works with a camera team and develops pictorial stories requires new skills, and his job cannot be compared exactly with a particular newspaper job. But his pay is comparable to what a news writer or editor makes.

It is when a person becomes a performer, a director or a producer that things get wild. Here it's what a man can command and what the traffic will bear. It's what he and his union and his agent can get.

To one who worked in newspapers so long it seems strange to have a news correspondent's agent making formal calls upon him to discuss better assignments and fatter contracts. But that's part of the element of show business, and that's the way the system works.

I should explain here that correspondents (men who are reporters but who also appear on mike and camera), as well as directors and producers, have basic contracts calling for staff salaries that are not in the high brackets. Thus persons who do not earn commercial fees are paid well but not fabulously. However, on top of the basic contract there is an elaborate fee system which makes it possible for some to soar into the upper five and even six-figure annual pay brackets.

To state it mildly, this is not always fair. Too much depends on luck, agencies and the whim of the public instead of the competence and depth of the newsmen. With certain reservations—such as the fact that unions set some of the fees—it is indeed a free enterprise. But the system sometimes results in a man making three or four times as much as another who is as good or better and who works just as hard in the same field. It results in some men making many times more than the persons to whom they are responsible. This doesn't make for the best in responsibility, loyalty and morale. There has been talk, of course, of abolishing the fee system or of pooling fees, but nothing has come of it. And I am not hopeful that anything will.

The wide-ranging pay, the fact a newsmen may belong to the American Federation of Radio & Television Artists (note the word artists); the fact he may have one or more business agents; that he may even have a publicity agent; that he may get fan mail of the type no newspaper or magazine writer would get—all these are elements that identify television newsmen with show business.

Another element is the fact that television newsmen (and, to be sure, radio newsmen as well) are called upon to deliver commercials. Ever since it has had a news service, CBS, thank heavens, has tried to keep the news and the advertising separate by having persons other than the reporters deliver the commercials. We are not simon pure in this respect. The pressures from advertising agencies, and sometimes from persons within the company, are strong and unrelenting. In the matter of "lead-ins"—introductions to commercials that may in themselves endorse the product—a couple of sponsors have gotten a foot in the door by pressing our newsmen into reading them.

CBS News strives with continuing vigilance to protect its newsmen from the chore of doing commercials. On the other hand, most newsmen on other networks and on individual stations do deliver all or parts of commercials.

Please understand, I have nothing against advertising. I am in fact one of its strongest advocates, because I believe its effect has been immeasurably great in the expanding economy of this country. But in this field I believe in segregation. Let someone not associated with the news deliver the sales pitch. It is worse than unfair to ask a man to try to deliver an explanation of some world crisis in one breath and an appeal to his listeners to buy a certain remedy for aches and pains in the next.

Now that I have pointed out some elements of commercialism as they affect individuals in television and radio news, I think it is important that I make this observation: Big as is the money that floats around in electronic journalism, I personally know of not one single case where a newsmen has deliberately slanted a story, omitted a story or added a story because his sponsor asked for it. I have no doubt, there have been such cases. But they must be few, for talk of things like that travels fast. I'm happy to say that although electronic newsmen may become prima donnas, they don't become crooks.

I have asked whether television news was going to allow commercialism to destroy it before it really gets out of its swaddling clothes. I have pointed out some of the dangers that make such a fate possible, but I am optimistic that the pitfalls will be circumvented and that television news will, in the not too distant future, achieve the stature of the good newspaper and the good radio program.
AB-PT Named Co-defendant In Libel Suit Against Duggan

AMERICAN BROADCASTING - Paramount Theatres Inc. is named as co-defendant in a $100,000 libel suit filed by a night club enter-
tainer against Tom Duggan, commentator at WBKB (TV) Chicago, which ABC owns and operates.

The suit was filed in local Superior Court Feb. 3 on behalf of Philip S. Tucker, ascribing "defamatory" statements to Mr. Duggan (Thomas Duggan goes to press) on some of his late-
evening broadcasts. Mr. Tucker claims he was forced to quit his job at the Silver Cloud be-
cause of "willfully and maliciously" made state-
ments concerning an alleged female imperson-
ation act.

A contempt citation against Mr. Duggan, arising from remarks he allegedly made in con-
nection with a child custody case, will be re-
viewed by the Illinois Supreme Court [B*F, Jan. 25; Dec. 19, 1955].

Frck Starts Negotiations For Sale of Baseball Rights

BASEBALL COMMISSIONER Ford Frick was reported last week to have begun preliminary nego-
tiations for sale of radio and television rights to the All-Star Game and the World Series, effective in the 1956 season. Though no details were available from the Commissioner's office, it was learned by B*F that he has had discussions on the subject with at least four busi-
ness organizations, including CBS and NBC.

Mutual has held the rights to the All-Star Game and the World Series since 1949, with its privilege to negotiate the series games this year.

For the past three years, Mutual has paid $1.25 million per year for the package and has assigned the tv rights to NBC-TV. It is reported that Mr. Frick is seeking about $3 million for the annual rights because of the growth of tele-
vision in the past several years.

Mr. Frick indicated at a baseball writers' dinner in New York Feb. 5 that he may have an announcement on the radio-television package after the All-Star Game this July. He stressed that his office alone is empowered to negotiate the sale of the rights, but said he would keep the baseball players' representatives informed on progress of the transaction.

Perry Mason Mysteries To Be Filmed for CBS-TV

A NEW ONE-HOUR film series will start on CBS-TV next fall centered on the fictitious lawyer, Perry Mason, created by author Erle Stanley Gardner, Hubbell Robinson Jr., vice president in charge of network programs, said last week.

Mr. Robinson, in a joint announcement with Mr. Gardner, Cornwell Jackson, a vice presi-
dent of J. Walter Thompson, Hollywood, and Mr. Jackson's wife, actress Gall Patrick, said Mr. Gardner's catalog of 272 titles had been acquired. Mr. and Mrs. Jackson and Mr. Gar-
dner are officers of Paisano Productions, a West Coast operation which will film the series in co-
operation with CBS.

The sale of Mr. Gardner's books has reached the 100 million mark, CBS-TV estimated. The first property to be filmed—the catalog also includes stories based on 11 other characters created by Mr. Gardner in mystery novels and short stories—will be the Perry Mason stories. Production team, writers and cast are expected to be announced after conferences in Holly-
wood this week with Mr. Gardner and the Jacksons.

WNEM-TV Joins ABC-TV

WNEM-TV (ch. 5) Bay City-Saginaw, Mich., has joined ABC-TV as a basic affiliate, Alfred Beckman, ABC-TV station relations director, announced last week. The station is owned and operated by the Northeastern Michigan Corp., Bay City.

WNEM-TV Sets All-Color Show of Antarctica Films

The first full-length, all-color tv program devoted to exclusive films shot by NBC News' William B. Hartigan in the U. S. Navy's "Operation Deepfreeze" at the South Pole will be telecast Feb. 26, 4-5 p.m. EST, under the title of "Antarctica: Third World."

Davidson Taylor, NBC vice president in charge of public affairs, said this is the first of a series of NBC-TV pro-
grams reporting on the International Geophysical Year, 1957-58, the largest international scientific undertaking in the history of mankind. Mr. Hartigan's films have already appeared at irregular intervals on News Caravan and other NBC-TV news programs.

The program will be narrated by Chet Huntley who was to have started this month a new tv news program, Outlook. The latter has been shelved temporarily [B*F, Jan. 30]. Production will be handled by Joseph O. Meyers, manager of NBC News, and Reven Frank, NBC producer.

NBC scored an international scoop in flying out the first exclusive films and tape recordings of the current American expedition into the Antarctic. The 13,300 feet of film shot by Mr. Hartigan includes coverage of every phase of the adventure from the "jumping off" point in New Zealand through the ice-breaking work of the U. S. S. Glacier, a rescue of expedition members whose plane crashed, and a dramatic flight over the geographical South Pole.

On the trip over the Pole, Mr. Hartigan encountered some of the worst climatic conditions ever endured by a cameraman. Eventually the severely low temperature concealed the oil of his camera motors and brought his picture-taking to an end, temporarily.

The filmed rescue operations with the ice breaker, S. S. Glacier, in the background.

Ampex Tv Tape System In Experimental Stage

G. I. LONG, president, Ampex Corp., Redwood City, Calif., in a letter last week told the firm's stockholders that Ampex has constructed a laboratory version of what is believed to be a practical system for the recording and reproduc-
tion of pictures on magnetic tape.

"However," Mr. Long cautioned, "the con-
version of this laboratory prototype into a com-
ercially acceptable unit will still require a considerable amount of additional time and effort. We do not consider publicly descriptive publication of this laboratory model. We cannot pre-
dict when we will be in a position to demon-
strate a unit more suitable for commercial use."

Two 'Antenaplex' Systems Nearing Completion by RCA

Two MAJOR community television "Antena-
plex" installations, which will introduce city-
wide multi-channel television reception A and B, are planned for communities in Texas, the two towns of Victoria and Paris, are in process of completion by RCA, it was announced last week.

J. F. O'Brien, manager of the RCA theatre and sound products department, said the installations are being made by RCA for Mid-
West Video Corp., Little Rock, Ark., which will operate the community tv systems on a sub-
scription basis through subsidiaries set up in each locality.

RCA completed a similar installation for Mid-West last year at Greenville, Miss. The "Antenaplex" system in Victoria, already providing television in some areas of the city, will enable subscribers to receive the signals of five stations, up to 128 miles away, officials reported. The one in Paris, currently providing signals to tv set dealers in the central business district and slated for completion within three months, will bring in six stations, up to 118 miles away.

Both installations feature high towers, one

 RAW TEXT END

 PALEY: CBS INC.
 SET RECORD IN '55

PRELIMINARY estimates indicating that CBS Inc. achieved record-setting sales and profits during 1955 were reported to the boards of direc-
tors last week by Chairman William S. Paley.

He told the board at a meeting Wednesday that net earnings for the year were tentatively estimated at $13,397,000, or 17.4% over the $11,415,000 earned during the preceding year. Per-share earnings for 1955 were placed at $1.83, a gain of 21 cents over the $1.62 per share earned in 1954. These amounts are after adjustment of the number of shares outstanding to reflect the three-for-one stock split-up made in April 1955.

At the meeting the board declared a cash divi-
dend of 20 cents a share on class A and class B stock, to be payable March 9 to stock-
holders of record at the close of business on Feb. 24.

The 1955 preliminary financial report con-
tained no breakdowns. In a year-end review se-
veral weeks ago, however, it was estimated that CBS-TV's billings for 1955 would exceed by about 30% its 1954 total of approximately $146 million, while CBS Radio's billings for 1955 have been estimated unofficially at about $49 million, a drop of around 15%. Other divisions of CBS Inc. are CBS-Columbia, CBS Interna-
tional, CBS Labs, Columbia Records and CBS-Hytron.
Picture Tube Record

FACTORY sales of tv picture tubes in 1955 set an alltime record, totaling 10,874,234 units compared to 9,913,504 in 1954, according to Radio-Electronics-Tv Mfrs. Assn. December sales totaled 881,463 tubes compared to 1,086,998 in November and 1,009,398 in December 1954. Factory sales of receiving-type tubes totaled 479.8 million in 1955 compared to 385 million in 1954.

Magnavox Offers Service On Its Purchased Sets

WHAT is reported to be the tv industry’s first free service contract for tv set owners was announced Tuesday in New York by Frank M. Freimann, president of the Magnavox Co. The contract will make available to the public a new Gold Seal Program offering a three month’s guarantee on overall operation and a one-year guarantee on tubes and parts.

Applying to all Magnavox tv sets from $249.50 and up, the new warranty program was inaugurated, Mr. Freimann said, only after it was proven conclusively to the firm’s engineering staff that the newest Magnavox chassis minimized service requirements.

In explaining in detail the various facets of the Gold Seal Program, Mr. Freimann said that “in the public eye, tv servicing has become a major scandal. Close to 5% of a set’s small tubes fall within the first 90 days in about 90% of tv sets sold, which has meant a very high cost to the consumer. We at Magnavox feel that the industry has matured sufficiently at this time so that we can safely do away with antiquated servicing contracts. We owe this much to the consumer.”

He added that the Gold Seal Program, “by eliminating extra service costs... and letting Magnavox pay the initial repair bills, will be reflected to us in the form of additional confidence upon the part of the tv buying public.”

$650 Color Set by Magnavox

MAGNAVox Co., Ft. Wayne, Ind., manufacturer of radio-television receivers and high-fidelity phonographs, expects to break the “high-cost barrier of color television within the reasonably near future,” by introducing a color set price-ranged in the $650-$700 area.

President Frank M. Freimann said that although he does not expect to “see the general price of color tv come down very fast,” his firm will introduce what he claimed to be the industry’s lowest-priced model in April or May. Later, he added that he meant “within the reasonably near future.” Mr. Freimann said that to give additional details at this time would not be appropriate.

Sylvania Buys Stock to Keep Baseball Franchise in Buffalo

A $5000 CHECK for stock in the Buffalo, N.Y., Bison baseball team—one of the biggest yet in a citywide campaign to keep the Bisons in Buffalo through community ownership—was turned over to the team last week by Sylvania Electric Products’ Radio and Television Div.

Arthur L. Chapman, vice president of the division, which has its headquarters at Buffalo, said that Sylvania sponsored the stock purchase and was joined by Cladio Electronics Inc., which distributes the company’s radio and tv sets in the region, and Sylvania dealers in the area.

MAGNIFICENT SHORTS

Allen B. DuMont Labs., Clifton, N.J., reports shipments this month of a color multi-scanner to WVRA-TV Richmond, Va.


MANUFACTURING PEOPLE

Harry R. Clark, vice president-general sales manager, LEL Inc. (transistorized products) Copiague, N.Y., elected to firm presidency in addition to other duties.


Merle K. Kremer, special assistant to general manager of Parts Div., Sylvania Electric Products Inc., Warren, Pa., appointed assistant general manager of division.

Peter J. Grant, Cincinnati district sales manager, Sylvania Electric Products Corp., N. Y., appointed manager of sales management development, with headquarters in Buffalo.


C. Cornell Ramsen Jr., assistant director of International Telephone & Telegraph Corp.’s patent contract department, named director, succeeding A. Goodwin Cooke, resigned to join executive staff of International Standard Electric Corp., IT&T subsidiary.

John G. Copeland, vice president and comptroller, Federal Telecommunications Labs, research division of IT&T, elected vice president, comptroller and director of International Standard Electric Corp., another IT&T subsidiary.

Edgar A. Post, former superintendent of navigational aids, United Air Lines, appointed manager of radio systems lab, Stanford Research Institute, Menlo Park, Calif.
Headliner Deadline March 1

MARCH 1 is the deadline for entries in the 22d annual Headliner Awards, given by the National Headliners Club of Atlantic City for outstanding news coverage and public service by radio and tv stations and networks, as well as for news stories and photographs in newspapers and magazines and newsmagazines. Entries for achievements during the calendar year 1955 should be sent to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City, N. J.

The 1955 winners will be announced March 22 and awards presented April 7 at the Headliners' meeting in Atlantic City.

NAB Honors Dr. Horwich

DR. FRANCES HORWICH, conductor of Ding, Dong School, last week was placed on the National Audience Board's Honor Roll, representing NAB's first achievement award. A silver statuette was awarded to Dr. Horwich "for maintaining high standards on the air as supervisor of children's program ..." Civil and education groups make up NAB membership.

Earlier Dr. Horwich and Arlene Francis of the NBC-TV Home Show were cited by the National Assn. of Home Builders for "outstanding services to education and housing progress."

AWARD SHORTS

Worth Kramer, vice-president-general manager, WJR Detroit, received first annual plaque award from Detroit Commission on Community Relations for "distinguished public service in the field of human relations." Mayor Albert E. Cobo of Detroit and Leonard Simons, president, Simons-Michelson advertising agency, made presentation.


WOW-TV Omaha, received award from Columbus, Neb., Junior Chamber of Commerce for cooperation in civic projects.

Honor to KOMO-TV

KOMO-TV Seattle received the 1955 Seattle Chamber of Commerce's Paul Bunyan Award for its origination of the NBC Home show from Seattle last June. KOMO-TV becomes the first tv station to win the award since it was established 12 years ago.

The award—presented annually by decision of judges from other communities—goes to the individual, firm or organization which has done the most in the previous year to attract favorable national attention to Seattle.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

February 2 through February 8

Includes data on new stations, changes in existing stations, ownership changes, hearing rules and standards changes and routine roundup.

Abbreviations:

Am—am station; Fm—fm station; Cp—construction permit; DA—directional antenna; DBF—effective radiated power; MHz—megacycles; kHz—kilocycles; BCA—sustaining communications authorizations; BBA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 8

| Applic. | On Air |Licensed Cps | Pending | FCC

| Am | Fm | Fm |
|---|---|---|---|---|
| 2,822 | 3,231 | 212 | 349 | 156 |

FCC Commercial Station Authorizations

As of January 31, 1956

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<th>Am</th>
<th>Fm</th>
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<td>Cps on air</td>
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<td>253</td>
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<td>New station bids in hearing</td>
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<td>Facilities change requests</td>
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TV Summary Through Feb. 8

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<td>Commercial</td>
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<tr>
<td>Noncom. Educ.</td>
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Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

- Am and Fm Summary, next column.

FCC ANNOUNCEMENTS

Existing TV Stations

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks mod. of cp to change ERP to 354 kw aur. and make equipment changes. Ant. height above average terrain 3,653 ft. Filed Feb. 5.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp to change ERP to 28.0 kw vhf, 21.6 kw aur. Install DA system and make other equipment changes. Ant. height above average terrain 3,711 ft. Filed Feb. 5.

KHKO-TV Las Vegas, Nev.—Seeks mod. of cp to change ERP to 576 w vhf, 398 w aur. Install antenna system and make other equipment changes. Ant. height above average terrain 139.6 ft. Filed Feb. 8.

APPLICATIONS AMENDED

WRBC-TV Cinelhast, Ohio.—Filed amendment to also cover facilities specified in BPTC-2060 granted Nov. 17, 1955. Amended Feb. 2.

WGBI-TV Scranton, Pa.—Filed amendment to make further antenna changes. Ant. height above average terrain 1,580 ft. Amended Feb. 2.

WOLA-TV Mayaguez, P. R.—Filed amendment to change ERP to 26.94 kw vhf, 17.78 kw aur., description of of tv station to include additional monte del Estado, Monte del Estado, P. R. (not a move) and to make equipment changes. Filed Feb. 8.

CALL LETTERS ASSIGNED

WCKY-TV Miami, Fla.—Biscayne Television Corp., ch. 7.

WCMH-TV Columbus, Ohio—Westinghouse Broadcasting Co., ch. 4. Changed from WNJEK (TV) effective today, Monday.

WCGV-TV Philadelphia, Pa.—WBC, ch. 3. Changed from WPTZ (TV) effective today, Monday.

New Am Stations

ACTIONS BY FCC

Thomasville, Ala.—J. Dige Bishop granted 630
Radio Station and Newspaper Appraisals

Radio and television stations and newspapers are appraised for their value as assets in the broadcasting and newspaper industries. The appraisal process involves evaluating various factors such as size, location, audience demographics, and market trends.

Negotiations • Financing • Appraisals

BLACKHAM - HAMILTON COMPANY

WASHINGTON, D. C.

Clifford Marshall, President Sterling 3-4312

CHICAGO

Radiant

Tribune Tower

San Francisco

Western Columbia

W. R. Twining

Exibreel 2-5871-2

For the Record

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<tr>
<th>Name</th>
<th>Position</th>
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<td>Frank H. McIntosh &amp; Assoc.</td>
<td>Consulting Engineers</td>
<td>1216 Wyatt Blvd. W, D. C. Metropolitan 8-6477</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
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<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G St., N.W. EX 3-8073 WASHINGTON 6, D. C.</td>
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<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>851 Market Street San Francisco 3, California SUTTER 1-7545</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
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<td>VIR N. JAMES</td>
<td>SPECIALTY</td>
<td>Directional Antenna Proofs Mountain and Plain Terrain 1316 S. Kearney Skyline 6-5113 Denver 22, Colorado</td>
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<tr>
<td>J. G. ROUNTREE, JR.</td>
<td>Consulting Radio Engineer</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
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<td>A. D. RING &amp; ASSOCIATES</td>
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<td>30 Years’ Experience in Radio Engineering Pennsylvania Bldg. Republic 7-2347 WASHINGTON 4, D. C. Member AFCCE</td>
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<td>RUSSELL P. MAY</td>
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<td>711 14th St., N.W. Sheraton Bldg. Washington 5, D. C. Republic 7-3984 Member AFCCE</td>
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<td>GUY C. HUTCHESON</td>
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<td>GEO. P. ADAIR ENG. CO.</td>
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<td>Radio-Television Communications-Electronics 1610 Eye St., N.W., Washington 4, D. C. Executive 3-1230 Executive 3-5801 Member AFCCE</td>
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<td>G. ROUNTREE &amp; Co.</td>
<td>Consulting Radio Engineers</td>
<td>1735 De Sales St., N. W. MO. 8-3411 Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. Adams 2-2414 Member AFCCE</td>
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<td>—Established 1926—</td>
<td>Consulting Radio Engineers</td>
<td>PAUL GODLEY CO. Upper Montclair, N. J. MO. 3-3000 Laboratories Great Notch, N. J. Member AFCCE</td>
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<td>PAGE, CREUTZ</td>
<td>Consulting Radio Engineers</td>
<td>2738 Kennebou St., N. W., Wash., D. C. Phone Emerson 2-8071 Box 268, Birmingham, Ala. Phone 6-9294 Member AFCCE</td>
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<td>ROBERT M. SILLIMAN</td>
<td>Consulting Radio Engineer</td>
<td>1405 G St., N. W. Republic 7-6646 Washington 5, D. C. Member AFCCE</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3156 Kennebou St., N. W., Wash., D. C. Phone Emerson 2-8071 Box 268, Birmingham, Ala. Phone 6-9294 Member AFCCE</td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>4900 Euclid Avenue Cleveland 3, Ohio HENDerson 3-3177 Member AFCCE</td>
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<tr>
<td>RALPH J. BITZER</td>
<td>Consulting Engineer</td>
<td>Suite 290, Arcade Bldg., St. Louis 1, Mo. Garfield 1-4954 &quot;For Results in Broadcast Engineering&quot; AM-FM-TV</td>
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<tr>
<td>A. E. TOWNE ASSOC., INC.</td>
<td>Consulting Radio Engineers</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR. 3-3100</td>
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**SERVICE DIRECTORY**

**MONITORING COMPANY**

- **PRECISION FREQUENCY MEASUREMENTS**
  - **A FULL TIME SERVICE FOR AM-FM-TV COMMERCIAL RADIO**
  - **P. O. Box 7037** Kansas City, Mo. Phone Jackson 3-3302

**CAPITOL RADIO ENGINEERING INSTITUTE**

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  - **Practical Broadcast, TV, Electronic engineering home study and residence courses. Write for Free Catalog, specify course.**

**SPOT YOUR FIRM’S NAME HERE, To Be Seen by 75,556* Readers**

- **among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.**
- **1953 ARB Projected Readership Survey**

* Member AFCCE **February 13, 1956 • Page 113**
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Minimum: Sent 260¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word—$2.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTING TELECASTING, 1735 North Dearborn St., Chicago 10, Chicago 6, D. C.

Advertisements: If publishing or bulk packages submitted, $1.00 charge for mailing (forward reimbursement separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner's risk. Banker's or TelegraphicUnion • Telegrams expressly assume any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station • work board plus duties. Must have experience in programming or sales. Married with car. Good starting pay • wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B.T.

Hire day time kilowatt needs commercial manager. Fine rural market. Will consider successful sales manager ready to work immediately. Tell us your background including experience and earnings expected. Will return photos and tapes. Box 221B, B.T.

Wanted: Experienced manager and engineer for 250 watt radio station to build in thriving lower Michigan city. Write giving experience.

Wanted: Experienced radio salesman for B.T. Excellent opportunity for energetic salesman. Must have good voice and must know music and must be able to build and handle accounts. Must be able to sell. Excellent pay. Send tape and resume. Box 412F, B.T.

Situations Wanted

Immediate opening for sales-announcing position. Send resume to Box 1180F, B.T.

Immediate opening for sales-announcing position. Complete one thousand word and program for remote studio in town of 15,000. $200.00 per week. Write for details. Box 224F, B.T.

WANTED: Excellent opportunity for energetic and effective salesman. Progressive station. Reasonable hours. Send resume to Box 220F, B.T.

Southeastern thousand watt daytimer needs salesman with reporting experience. Fine opportunity for man who can produce. Box 220F, B.T.

1000 watt Wisconsin radio station needs genius in sales department. Live wires apply. Box 226F, B.T.

Salesman—Expanding advertising company needs an experienced salesman. High earnings are guaranteed. Draw all details first. Box 413F, B.T.

 Experienced radio salesman for five kilowatt CBS affiliate. Draw against liberal commission. Will consider liberal commission. Write giving background, previous employment and photograph to KLJ, Sioux City, Iowa.

Excellent opening for sales-announcing combination position. Complete five thousand word and program for remote city. Write for details. Box 211F, B.T.

Valuable FRANCHE FOR EXECUTIVE SALESemen.

Well respected concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Must be of high caliber, educated, nice appearance, and experienced in controlling top management. Requirements: 65% renewal year after year. We pay bonus off sales letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is a sales opportunity, not recruiting and selling. Relations in its most palatable form. We are now setting up restricted territory. Our plan is much better than a draw. If you can meet the requirements above and have a proven ability to work for two years, your renewals will be enough to retire on. We pay you immediately although we still customers monthly.

Write RANDALL, Suite 100, BUSINESS DIGEST, 1724 20th St., N. W., Washington 9, D. C.

VALUABLE FRANCHE FOR EXECUTIVE SALESemen.

Well respected concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Must be of high caliber, educated, nice appearance, and experienced in controlling top management. Requirements: 65% renewal year after year. We pay bonus off sales letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is a sales opportunity, not recruiting and selling. Relations in its most palatable form. We are now setting up restricted territory. Our plan is much better than a draw. If you can meet the requirements above and have a proven ability to work for two years, your renewals will be enough to retire on. We pay you immediately although we still customers monthly.

Write RANDALL, Suite 100, BUSINESS DIGEST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Experienced time salesman, willing to work out of new station on day time daytime spot program. Good potential for right man. Send all personal data in first letter. Write, Sydney E. Byrnes, WAPL, Ansonia, Conn.

Above average opening for above average sales representative. Must be young, personable, experienced. Executive future with one of New York State's leading radio stations. Write applicant.

An announcement of new top class engineer with local fame. Must have most modern and up-to-date equipment. Must have 10 years experience in electrical work and have a good voice. Write for details. Box 227F, B.T.

WANTED: Top notch disc jockey or show business personality for top station in New England. Metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B.T.

Annoncer-program director position available in midwest. Must have 2-1/2 kw in South Carolina... tell all. Box 217F, B.T.

Colorado kw wants announcer with first class ticket. Send tape and resume. Box 301F, B.T.

Progressive, top rated upper midwest 5 kw needs an announcer with experience. The man we want must know music and must be able to build and handle accounts. Must be able to sell. Excellent pay. Send tape and resume. Box 424F, B.T.

Wanted: Really fine versatile announcer, someone experienced who likes air work and has a first class license. Base pay $110.00 a week with additional 15% sales commission which should vary. We'll turn you into a top salesman with selling or writing talent. This is a lifetime position. No previous experience necessary. Prefer University graduate. Box 224F, B.T.

Annoncer-salesman, $90.00 salary plus bonus. Accounts to start. Box 412F, B.T.

Wanted between now and March 15th. Top announcer. Key staff man for station in small, pleasant city. Experience. Versatility. Animation. State previous earnings and length of employment; present earnings and previous radio experience with approximate dates. Send brief complete and descriptive tape. All replies confidential. No letters answered until tape received. All tapes returned. Address Manager, RATK, Albert Lea, Minnesota. No phone or wire pitches.

Authoritative newscaster, pleasant disc jockey, experienced. Send tape with application. KTPJ, Twin Falls, Idaho. 3 kw. No grant.

Combo-first phone, 250 watt, swell climate, good pay. No grunts. KTWC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercial, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send details along with a letter telling us all about your experience, marital status, salary requirements and a list of references. Send box replies to Paul Kavanagh. Chief Announcer, KVOG, Great Bend, Kansas.

NEWSPAPER

Help Wanted—(Cont'd)


Terrific future with fast-growing greater Boston radio. Announcer-first phone, pronounce classical names. Must have pronounced, with pronunciations, to WCRB. Boston 54, Mass.

1000 watt WAFR, Farrell, Pa., wants DJ. Send tapes, please.

Announcer with some training and experience. Good salary and working conditions. WPNF, Brevard, North Carolina.

Announcer-salesman. Man to announce in the afternoon and sell in the day off every week. Experience preferred. Write Dan McCullough, WVTN, Tracy, Mass.

New construction WPVL, Painesville, Ohio, to begin operation early April. Will have most modern and attractive facilities in Ohio. Three experienced announcers and one coauthor needed. Mail complete resume, experience and education, salary required, and photo. Announcer and tape audition. WIVS, P. O. Box 220, Coshocton, Ohio.

Radio engineer, Canada. Send full details to station. Address WJEI, Winnipeg, Manitoba.

TECHNICAL

Engineer of good character, high technical qualifications for south Texas station. Box 215F, B.T.

Wanted: Combination chief engineer-bookkeeper for Florida station. Must be a graduate. Top rate. Box 220F, B.T.

Chief engineer with good announcing voice for Florida resort town. Send picture and tape. Box 304F, B.T.

Studio technical personnel for radio and television operation in midwestern metropolitan city. Must have experience on radio network. Very best of equipment, and excellent employee benefits. State experience, education, draft classification, and send a recent snapshot. Reply Box 306F, B.T.


WANTED: Chief Engineer, combo announcer, $100.00 a week. Rush resume. WKNN, Muskegon, Mich.

Engineer-announcer. Heavy engineering; capable announcing for am-dm outlet. Phone Waynesboro 58383 or Chambersburg, Pa., Colony 4-615.

PROGRAMMING-PRODUCTION, OTHERS

Newswoman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 212F, B.T.

Program director-announcer for successful small daytime station. Send full details of yourself... Tape returned. Box 211F, B.T.

We are looking for a radio program director, who has been affiliated with or program director for, an independent operation. We also operate tv and would offer the opportunity of tv exposure. Send tape, experience, salary requirements, ratings, to Box 230F, B.T.

Interested in working for a progressive radio station with an opportunity to get your feet wet in tv. If so, we have just the job for an alert, energetic announcer. Good market. Excellent working conditions. Send complete information along with tape to Box 230F, B.T.

Northern Illinois community station near Chicago. Seeking top commercial copywriter, and copy samples, references and salary requirements. Send box replies to Box 218F, B.T.

1100 watt week. To be converted. Commercial, traffic, some announ. Send all details to this eastern seaboard independent. Box 414F, B.T.

News-program director, must have good voice, experience, nose for news, ability to become station personality. Prefer experience, typewriter, address, and telephone details. audition, photo. KSBH, Creston, Iowa.

Copywriter wanted immediately. Must have experience, run continuity department, write resell, rewrite copy. Send resume to Box 310, P. O. Battle Ground, Wash.

Cigi Friday needed at WWOC, Manhattan, W. Scheduling, traffic, and air work opportunity. Contact Ed Allen, Manager.
RADIO

Situations Wanted—(Cont’d)

Manager

Salesman with eleven years experience wants management position in sports business. Formerly with northern Minnesota, Wisconsin or Michigan. Presently with major league team. References. Box 394F, B-T.

Radio-telephones manager, coordinator, sales manager. Available soon. 35 years outstanding record. Professional experience in every capacity. Presently located in west. Box 315F, B-T.

Proven salesman now ready for manager or sales position. Six years experience, present salary $5,000. Prefer investing to $5,000 with stock option. Box 386F, B-T.


Manager twenty years . . . also direct sales. Dependable . . . efficient . . . aggressive . . . references . . . Box 411F, B-T.

You can use—averaged over $50,000.00 yearly in personal sales for past 3 years, outstanding sports play-play. Want manager, commercial manager or sports director position. Box 423F, B-T.

Not recommended by Duncan Hines but by na- tionally known sales executives for: (1) His hard-working, solid personal showmanship; (2) His dynamic, inspirational public speaking on sales techniques and broadcast management problems; (3) His ability to motivate and train time salesmen and air-salesmen (announcers), to mo- tivate and train listeners-viewers, respec- tively; (4) His 24 years experience planning, con- structing and changing radio and tv-radio and tv-radio video story on short notice. Happy in present position and will consider other positions re- quire locating and working in middle Atlantic states. Wishing to improve salary and exploring what you need in managerial sales or consulting work with local sales manager. More important than imme- diate remuneration. Willing to advise present management and area by trouble-shooting diffi- cult sales, programming, and other broadcast maintenance problems. Present salary, full-time, part-time, occasional, correspondence, or other mutually agreeable basis. Box 427F, B-T.

SALARIES

Salesman


Announcers

Sports announcer—nine years experience base- ball-play-play—AA. Same regional sponsor four years. Presently employed. Best references. Box 307F, B-T.

You looking . . . me too. 8 years radio—2 years tv-play-play—strong play-play—baseball—basketball—football. Desires relocate for permanent full-time secondary location to opportunity. Box 324F, B-T.

Attention: Fla., Ga., and Dixie, veritable an- nouncer. DJ. Sports, experienced. Box 347F, B-T.

Staff announcer—7 years experience—family man—married, several years experience in north central plains region only. Good salary re- quired. State your offer in first letter. Box 350F, B-T.

Sports announcer experienced desires play-play baseball position for ’56 season. Box 369F, B-T.

Top-rated morning DJ over two years in major midwest market—good selling personality, five years’ experience, married, one child, no drifter, want future. Box 371F, B-T.

Announcer, writer, local news, copy, operate board, good sports, DJ, news. Seeking additional experience. Box 381F, B-T.

North Carolinian—experienced announcer. Raleigh-Durham-Greensboro area only. Box 376F, B-T.


Look—experienced announcer-salesman, training for 1st, all phases, go-getter salesman. Very serious. Looking for home for my family. Box 382F, B-T.


Wanted. Progressive station featuring music, news, sports. Experienced all phases, prefer DJ. Presently employed. Box 393F, B-T.

RADIO

Situations Wanted—(Cont’d)

Attention East Coast stations. Young, ambitious DJ, presently employed in highly competitive market, desires position with progressive sta-

tion. Box 394F, B-T.

Recent SRT graduate with personality, good au-

thenticity, desires permanent staff position. An

nouncer with reputable station, preferably in

northeastern area. Sells! Tape, photo and resume available. Box 396F, B-T.

Announcer-DJ. Young, willing, able intelligent, will travel. Box 397F, B-T.

Wanted: sun and greenery. Top DJ in two-mil-

lion-plus mart wants to remove galaxies—perma-

nently! Radio—on the air or off, this guy sells! Box 398F, B-T.

Announcer—15 months experience, control board operation. Desires opportunity in East. Box 401F, B-T.

Recently broadcasting school graduate. Good DJ, news, sports, board, tape. Box 405F, B-T.

Sportsman . . . five years experience, wants heavy sports. Some staff okay. Available im-

mediately. Box 409F, B-T.

Staff announcer. Married, veteran. Recent broad-

casting school graduate. 3rd ticket. Box 410F, B-T.

Deep resonant voice announcer with working knowledge of the business. Prefer news, com-

mercials, DJ, available immediately. Box 424F, B-T.

Canadian sportscaster—hockey-play-play-special-

list—DJ. Canadian sports commentator, American citizen, desire presently employed lead-

ing Canadian station 5 years. Box 430F, B-T.

Good announcer with experience looking for commensurate situation. Box 431F, B-T.

We hate to lose him, he's done a great job for us, but his wife's health makes it necessary for him to move his family to a dry climate. He's one of our very best on the air salesman. His style is warm and sincere, but forceful. He's versatile—does everything from news to housewife participa-

tion shows. We recommend him without re-

servation. For further details, contact Program Director, Radio Station WIP, 30 South 9th Street Philadelphia, Pa. Walnut 2-6800.

2 years experience. All phases. Desires permanency in northeast. Charlie Doll, 967 Clinton Street, Hoboken, N.J. 1st notch. Box 380F, B-T.


Staff announcer. 1 year experience. 23, vet, good references. Box 384F, B-T.

RADIO

Situation Wanted—(Cont’d)


Top-notch negro rhythm and blues-spiritual DJ wants job anywhere. Will travel. Tape, photo and references available. Box 413F, Divisadero Street, San Francisco, California. West 1-8436.

Hilbilly personality DJ, 10 years experience with four top stations. Single. Can travel . . . $100.00 weekly. Box 377F, Wilkerson, 2806 Lubbock Avenue, Fort Worth, Texas.

Do you need an all night radio man. Contact "Lou Warren" Wirebrauer, 789 McCaulley, Cuza-


Announcer, experienced traffic, continuity, newscasting, office management, board operation, college degree. Wyman, 75th 11th Street, N.W., Washington, D. C.

TELEVISION

Help Wanted

Technical

Florida vhf maximum power station needs first class engineers. Box 375F, B-T.

If you are aggressive, experienced and ready for management, we have two openings: assistant director of engineering—one in charge of transmit-

ter—one in charge of studio. Iowa. Excellent compensation for right man to advance and secure training under very qualified director of engi-

neering. Box 413F, B-T.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 346F, B-T.

Wanted: Executive program manager to com-

pletely re-build program department. Must be creative manager of personnel and have complete knowledge of all phases of programming and pro-

duction. This is top vhf network affiliate in large western market. Replies confidential. Give complete background, photo and salary desired. Wire Box 346F, B-T.

Fine opportunity for newsmen with strong mid-

west-vhf-radio outlet. Want man who can report and write local news for both television and radio air work. Send full information, tape, avail-

ability, salary, photo, experience to Box 384F, B-T.

Farmer director needed for midwest 5000 watt ra-

dio and vhf 316,000 watt station. Rich agricul-

tural area. Exceptional opportunity for the right man. Send tape, picture, salary requirements, ex-

perience to Box 385F, B-T.

NEWS DIRECTOR

Radio-TV operation seeking experienced, dependable news director. Network affili-

ates in major metropolitan market. Good salary. Replies confidential.

Box 426F, B-T.
TELEVISION
Help Wanted—(Cont'd)
Producer-director—experienced. Must be able to own "switching" and live programs. Write: Hall, Commercial Wharf, New York, N. Y. 21TH.

Manager

16 years broadcasting experience, 6 years television and 10 years radio, available to station as programmer, manager, or sales manager. Thorough knowledge operations, promotion, programming, merchandising, market statistics. Excellent relationship with top media directors, time buyers and network's station relations departments in New York. Box 346F, B-T.

Situations Wanted

Program Executive

10 years broadcasting experience, well known in all phases of television. Call Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

TELEVISION
Situations Wanted—(Cont'd)

Technical

Tv engineer, 4 years, qualified any phases. Family man. Seeking studio supervision. References. Available two weeks. Box 400F, B-T.

Engineer, 18 months experience with large midwest vhf, first phone, own ear. Will relocate, Box 406F, B-T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently general manager or related medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality bowman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B-T.

Program director. Presently efficient, meticulous producer-director with creative ideas at full power midwest vhf. Thorough knowledge all phases production, programming. Box 412F, B-T.

FOR SALE

Stations

Southwest, 250 watt independent ideal for owner-operator, town of 30,000, rich industrial-farm area. Price $75,000. Terms to qualified operator. B-T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicago-lands 6.5 million people. Write Was Corvina, 2107 North Drake, Chicago 7, Illinois.

Florida second market, $15,000 cash will handle, balance of $25,000 payable over 5 years. Paul H. Chapman, 84 Peachtree, Atlanta.

Located in one of "New South's" industrial cities, this station has substantial history of gross earnings. The asking price on sale of assets is below cost figure. It requires party in position to make cash payment in six figures. Another interest, television is the owner's reason for sale. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Owner going into larger market. Mid- Gulf States secondary market, relatively new and well equipped. Priced at costs: $40,000. Paul H. Chapman, 84 Peachtree, Atlanta.


Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1730 Connecticut Ave., N.W., Washington, D. C.

Equipment

Motorola 150mc mobile transmitters $6500; receivers $6200. Also GE MC-301 mobile unit complete with accessories. $1600. Each above equipment, 6 volt. Box 402F, B-T.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, dog knock, door closing, laughing, water splash, footsteps, squeaky door, car starting, motor idling, car crash, etc. $70 sound effects which belong to you for $25, and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or lib.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, dog knock, door closing, laughing, water splash, footsteps, squeaky door, car starting, motor idling, car crash, etc. $70 sound effects which belong to you for $25, and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or lib.

 Вашему вниманию предлагаются книги и работы, которые могут быть полезны в текущей работе.

PHONE US COLLECT

FAST RESULTS, TOP TV PEOPLE

We now have a few highly-trained, adaptable people for all phases of TV production available in YOUR area. These people are thoroughly trained in basic TV production work with emphasis on their individual abilities... yet they are eagerly adaptable to your way of doing things.

Call Northwest FIRST

Write, wire, or call collect, John Birrel,
Employment Counselor...

HOLLYWOOD TV PRODUCTION CLASS

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7322
CHICAGO, ILLINOIS 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. 1627 K Street N. W.
RE 7-0543

Page 116 • February 13, 1956
FOR SALE

Equipment

For Sale—1 RCA 3000 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA TWC'S. Two new, one used but in good condition. One is a Rex-O-Rut F-34R. Two new CIDN portable case and Fairchild arms, equalizers. Make offer. R. Edwin Kennedy, WLLM, Wilminton, Delaware.

2—RCA TK-20-D 3iscscope film camera complete with camera pedestals, control chassis, beam mount, power and sync power units, case, tripod, zoom system, front and back light projectors, inter-connecting cables, and TP-9C motors. With 2 available RCA slide-projector pedestals. Equipment is less power supplies and finisher unit. Like new condition. Will sell 1 or both. Make an offer. WRKN-TV, Youngstown, Ohio. Sterling 2-1146.

For sale—one tapak tape recorder in good condition. Make offer. Contact Ken Kunze, WTVT, Port Huron, Michigan.

For Sale: Raytheon 1000 watt am transmitter, excellent condition. Jack Shea, WVIM, Vicksburg, Mississippi.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, astin banners, ties, etc. All books on broadcasting and telecasting! Listia free. Box 341, Decatur, Alabama.

Booth Leasing Corporation—A national leasing service—which includes everything from store and bank fixtures to executive aircraft—permits you to choose the equipment you need—new or used—on flexible terms from your supplier, places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases date from your purchase.—American Radio Leasing Co., 400 W. 40th Street, New York 18, N. Y.

Booth leasing chairman. Excellent references. 269F, 439F.

WANTED TO BUY

Stations

Wish to make moderate investment in new or existing radio station, chief engineer with 5 years experience. Prefer midwest. Box 317F, B-T.

Interested in medium sized station midwest or west. Enclose complete data in reply. Box 369F, B-T.

Will known radio executive with interests in two radio stations, will consider purchase of all or part of radio station in eastern U. S. Will make full offer to correct lowest asking prices. Box 366F, B-T.

Good businessman wants to invest in Florida, California or Chicago location—experienced in sales, programming and production. Earl Shamber, 1700 Toughey Avenue, Chicago 25, Illinois.

Sales and independent appraisals. Texas, Colorado. For further information, contact Ed Ralph J. Erwin, Broker, 1463 South Trenton, Tulsa.


Equipment

Equipment—RCA remote truck or equivalent with 2 Spyder link micro links also. Must be in top condition. Box 196F, B-T.

Used TV microwave equipment preferably RCA, RCA T-3A or T-3A 24 b.p.s. fm transmitter, and 500 watt high band transmitter. Box 709F, B-T.

256 or 1kw fm transmitter, fm monitor, fm antenna, 44ABX microphone any condition. Box 727F, B-T.

Wanted: One thousand watt transmitter, turntables, microphones, control console, in good used condition. Box 708F, B-T.

MISCELLANEOUS

Your station can do more business and make more money by using proven ideas and techniques. For more information, contact Ed Harris, 81 Church Street, Ware, Mass. Telephone 421-M.

FOR SALE

Equipment


FCC first class phone. After ten years successfully training men for their first class radiotelephone or one operation license, this course is now available to you at home. Write the Don Martin, School, Est. Div. 1493 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, engineers. Evenings, Sat.—Monty Kettler, 743 Hindrix Street, Brooklyn 7, N. Y.

LET'S GROW TOGETHER

Wonderful opportunity to join fast growing, aggressive radio chain. Looking for competent assistant manager; Salesmen, announcers, program and program directors. Send complete background to Charles Holt, Dixie Broadcasting System, Post Office Box 1008, Hattiesburg, Mississippi.

RADIO

HELP WANTED

WANTED

Salesmen

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-traveling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to Box 316F, B-T.

FOR SALE

Program Director

Wanted

Salary in Five Figures

Leading Eastern network affiliated station in one of the country's top ten markets is looking for experienced Program Director. Prefer aggressive, young, energetic, enthusiastic man who can handle talent and all phases of programming. All replies confidential. Send full details to Box 429F, B-T.
City below; Secy. George M. McMullan principal in above station sale; and Vice Pres. Cecil Heffel, manager-director KLO. Filed Feb. 8.

KLXK-AM-TV Twin Falls, Idaho.—Seeks transfer of control (86%) to KLIX Corp. for $95,998. KLXK is equally owned by Alhambra Corp. (real estate) and Parniak Corp. Principal includes A. L. Giolamino and George M. McMullan (see KGEM Boise, Idaho; KUTV (TV) Salt Lake City, and KOBY Butte, Mont., sales). Filed Feb. 8.

WJOI, Joliet, Illinois.—Application of license of control to WJOL Inc. Corporate change only; no change in control. Filed Feb. 2.

WDYK Cumberland, Md.—Seeks transfer of control to Tower Realty Co., licensee of WCMU-AM-FM Cumberland for $60,000. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency (1460). Filed Feb. 8.

KLWT Lebanon, Mo.—Seeks transfer of control to Mildred Ashenhurst as fulfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Filed Feb. 6.

KOBY Butte, Mont.—Seeks transfer of control (97%) to Salt Lake City Betsig. Co. for $66,689. Principals include Pres George C. Match (50%), principal in KUTV (TV) Salt Lake City sale below; Vice Pres. Wally Gene Hatch (50%), also KUTV (TV) principal; Secy. George W. McMullan, principal in KGEM Boise, Idaho; KLXK-AM-TV Twin Falls, Idaho; and KUTV (TV) sales, and Tres. E. W. Campbell, treat-director of KALL Salt Lake City. Filed Feb. 9.

WMUR Manchester, N. H.—Seeks assignment of license to The Voice of New Hampshire Inc., for $105,000. License is in present ownership of WIBF-AM-FM -TV Newbury, N. H. (WIBF’s control only). Sale would eliminate all stockholders’ interests. Filed Feb. 5.

WQCY (TV) Mansfield, Ohio.—Seeks transfer of ownership (95%) from John W. Samuels for $5,000. License is in present ownership of WBFR-AM-FM -TV Mansfield, Ohio. Filed Feb. 10.

Hearing Cases...

KMYC Marysville, Calif.—Grant increase of power from 1 kw to 5 kw on operating at 1150 meters. Filed Feb. 8.

WYOB Postoria, Ohio.—Order hearing examiner Herbert Sharfman issued initial decision calling for grant of license to operator of station. Filed Feb. 9.


On other applications:

KLAS Las Vegas, Nev.—Granting application of Las Vegas Broadcasters Inc. insofar as it requests consideration of the filing April 27, 1958, application dismissing application for op to change facilities from 890 m. to 910 m.; 5 kw un. to 10 kw. Filed Feb. 10.

INSTRUCTION

FCC application for phone licenses to 6 weeks.

William H. Ogden—10th Year.

150 W. Olive Ave.

Reservations Necessary—All Classes Over 1700 Successful Students.

FOR THE RECORD

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FORCAST

Soldier of yesteryear, a海拔 feet or more.

Self’s application for extension of time filed in bankruptcy proceeding. Filed Feb. 8.

WJOL-AM-TV Hickory Hills, Ill.—Application of control to WJOL Inc. for $150,000. Filed Feb. 8.

WQCY (TV) Mansfield, Ohio.—Seeks transfer of control to Mildred Ashenhurst as fulfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Filed Feb. 6.

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February 3 Applications

ACCEPTED FOR FILING

WABA Aquilla, P. R.—License to cover cp which authorized increased power, changed freq., and changed station location.

Remote Control

WDAY Fargo, N. D.—Renewal of License

KVOR Colorado Springs, Colo.

February 6 Applications

ACCEPTED FOR FILING

License to Cover Cp Resubmitted

WFIR Pgh, Pa.—Resubmission application for license to cover cp which authorized new station.

License to Cover Cp

KMYR Denver, Colo.—Seeks license to cover cp which authorized increased power, changed trans. location, and station location.

WTRY Tyrone, Pa.—Seeks license to cover cp which was granted increased power from 250 kw to 1 kw.

WCPM Gainesville, Ga.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

Modification of License

KTVF (TV) Denver, Colo.—Seeks mod. of license to change corporate name to KTVF Inc.


Modification of Cp

WWBO Cumberland, Md.—Seeks mod. of cp (which authorized changed frequency, increased power, installation of DA-2 and change in ant. trans. location) for extension of completion date.

KWD1-TU Tucson, Ariz.—Seeks mod. of cp (which authorized new station) for extension of completion date to June 7.

KO-3 TV Denver, Colo.—Seeks mod. of cp for extension of completion date to Aug. 1.

WII-C-TV Bridgeport, Conn.—Seeks mod. of cp for extension of completion date to Sept. 21.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp for extension of completion date to Aug. 29.

WCMB-TV Harrington, Pa.—Seeks mod. of cp for extension of completion date to Aug. 29.

WKBW Buffalo, N. Y.—Seeks mod. of cp (which authorized new station) to change station location.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new station) to extend completion date.

WWTO (TV) Columbus, Ohio—Seeks mod. of cp (which authorized new station) to extend completion date to June 30.

February 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 3

Following were granted extensions of completion dates:

KTVF-2 TV Scranton, Pa., to 8-11-56; WICO-TV Bridgeport, Conn., to 2-2-56; WCMC-TV Harrisburg, Pa., to 2-3-56; KO-3 TV Denver, Colo.; WFTV-TV Winter Haven, Fla.; KORH-TV Fairbanks, Alaska, to 8-29-56; WAUI-FM Wabash, Ind., to 4-28-56; WISN-TV Milwaukee, Wis., to 4-5-56; WMYR Fort Myers, Fla., to 1-1-56.

Following were granted authority to operate tv by remote control: WDAY Fargo, N. D.; KFPO Lisbon, N. Y.

Acts of Feb. 2

KVFC Cortez, Colo.—Granted license covering increased power, changed trans. location.

WTCB Fitchmont, Al.—Granted license for am station.

WCMC Brunswick, Me.—Granted license for am station.

KWCI Winsfeld, Ia.—Granted license for am station.

WFRE Fremont, Mich.—Granted license covering increased in power.

WABC Newark, N. J.—Granted license for am station.

WABC Central Islip, Long Is.—Granted license for am station.

KWIL St. Louis, Mo.—Granted license covering changes in operation from 1 kw, 5 kw-LS, DA-N, to 500 w, 9 kw-LS.

February 8 Applications

Accepted for Filing

Modification of Cp

WBOP Pensacola, Fla.—Seeks mod. of cp (as mod. which authorized new station) for extension of completion date.

WLAF Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting of tv ant. on top of existing am tower) for extension of completion date.

License to Cover Cp

KCPM (FM) St. Louis, Mo.—Seeks license to cover cp which replaced expired permit which authorized new fm station.

KDFC (FM) Claremont, Calif.—Seeks license to cover cp which authorized new non-commercial fm station.

WLAF Fayetteville, N. C.—Seeks license to cover cp which authorized mounting of tv ant. on top of existing am tower.

License to Cover Cp Amended

WAAB Worcester, Mass.—Application for license to cover cp which replaced expired permit which authorized new fm station.

February 9 Applications

Granted extensions of completion dates to:

KBMS (FM) Los Angeles, Calif.—Granted extension of completion date for cp (Feb. 27) to expire by its own terms on 4-30-56; deletion of call letters.

WPSB Milwaukee, Wis.—Granted authority to operate tv by remote control, while using non-DA.

February 9 Applications

Accepted for filing

WBOP Pensacola, Fla.—Seeks mod. of cp (as mod. which authorized new station) for extension of completion date.

WLAF Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting of tv ant. on top of existing am tower) for extension of completion date.
The Merchandising Mixup

IT ISN'T easy to do business in a competitive market without occasionally inserting enough concessions between preamble and dotted line to soak up all the profits.

This situation keeps appearing in various forms as advertisers and agencies search for the best time. But, as agents solicit their business, Agencies are inclined—understandably—to ask for all the merchandising and promotion aids they can get. After all, there's no harm in asking. And, after all, there's no law that forces a station to supply all that is asked.

A regional outlet, WFTC in Kinston, N. C., has finally broken the situation wide open by standing up on its hind legs and saying to a powerful agency, "It seems you're asking us to give all the remuneration back to you in the form of advertising." The words were spoken by J. Harold Vester, general manager, who voiced confusion at suggested merchandising aids submitted by Cunningham & Walsh for its L&M cigarette business.

Mr. Vester added, "All you need do to get positive results on this station is run your spot commercials as directed." He offered, however, to do all the proposed merchandising on an actual cost basis plus pay for the merchandising manager while calling on dealers.

Not all managers are going to agree with Mr. Vester's demand that the agency pay for merchandising. Dealer calls and letters, display pieces and other aids are offered by many of the best operators in the broadcast business as a normal service to the sponsor—a sincere attempt to support the advertiser's campaign. Presumably, however, the expenses of such services are considered by the stations in fixing their rates.

It is when merchandising aids are used as indirect means of rate-cutting that they do an injustice to radio and tv.

This might be an appropriate time to recall the observation made last fall by Worth Kramer, WJR Detroit, in a speech to the NARTB regional meeting at Colorado Springs when he recalled a Harlem song, "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

Passing Scene, Circa 1956


And so it goes. Television and radio are in the news (though surprisingly little of it gets on the air). The politicians know that a sure-fire way to get a headline is to pot-shot at the commercials (they seldom emote over the commercials in newspapers or magazines). Privately, however, most of them will tell you that without radio and tv campaigning they would be lost. In an election year, it seems to be good political strategy to play up those pursuits closest to the heart of American public. Everybody listens and almost everybody views. So our legislators hold hearings on special privilege bills and then sound off on wholly unrelated aspects dealing with programs and commercials. All members of the FCC and key members of its staff shuttle from one committee room to another, while important work downtown goes undone.

It has been said before but it needs saying again. The Communications Act of 1934 isn't bad law. It has served the people well in providing this country with the best broadcast service extant—so good that even the staid British have adopted it.

Certainly there have been mistakes. Certainly there are inequities in existing regulations. There will continue to be.

The real marvel is that after more than 35 years of broadcasting, there has been so little scandal or corruption associated with radio and tv, aside from the zany antics of some performers. It is all the more remarkable because no other pursuit is more sensitive to public reaction or closer to the public. How long this record can be maintained we don't know. No other major art or industry has been able to do it. Bigness attracts the charlatans and the fakers.

Radio and tv haven't been immune but they have been able to root them out before they became malignant.

So the record, despite the anguished wails of the politicians, is pretty good. The law, basically, has stood the test of time. Conditions in a regulatory way have been good or bad, depending upon the men who were running the show at the FCC. The law, then, is as good as or bad as the men who administer it. The current FCC, while showing some tendencies to dip into the forbidden area of censorship, nevertheless stacks up well in contrast to some of those we've had since regulation began in 1927. In our government of checks and balances, it is standard operating procedure for our elected representatives to pop off whenever so minded. The trouble is that in election years there seems to be no substance or direction in these tirades.

The Big Remote

IN a fashion, Radio Free Europe constitutes the mid-European branch of American radio. It began operations in 1950 under private auspices to get the truth to the Soviet-enslaved people—70 million of them—in the satellite countries of Central and Eastern Europe.

How well has RFE done its job? The best answer is given by the Kremlin bosses in their blistering attacks upon the Munich-based operation, in the demands of Khrushchev and Molotov that RFE be closed down and in the unrelenting efforts to jam all of RFE's 29 transmitters.

In so doing, the Kremlin has given to RFE its most potent reason for being. It gives RFE its best pitch for its campaign, beginning this month, to raise about $10 million through radio and television and other media to continue and intensify its inspired work in hitting the Commies hard in the five captive Iron Curtain countries.

The Voice of America speaks officially for the U. S. It must observe diplomatic amenities. It has been doing an increasingly effective job under the directorship of ex-broadcaster Theodore C. Streibert, as witness its increased appropriations by Congress with only cursory opposition. In pre-Streibert days, it was the most belabored of government agencies.

RFE, on the other hand, is a private operation, manned largely by men with experience in private American broadcasting. It is not hemmed in by diplomatic protocol or subject to official restraint. It hits as hard and as often against the Communist foe as it can.

Broadcasters and their advertisers have given unstintingly of their time and substance in supporting the freedom cause. Now, with the Kremlin fat cats making purring sounds about peaceful coexistence, is the time to beef up the RFE job with private American broadcast time to appeal for those private American tax-deductible dollars.
History-making event in Seattle television

COLOR

"LOCAL LIVE"

KOMO-TV

FIRST LOCAL LIVE COLOR PROGRAM TELECAST FEBRUARY 1st, 1956

1st IN OUR AREA...18th IN THE UNITED STATES

The only television station in the big Northwest corner of the nation, fully equipped for color-casting. Now for the first time, Seattle and Western Washington viewers will see full color programming — LOCAL LIVE, network, film or slide.

With installation of our new RCA live color camera chain, KOMO-TV expresses unbounded confidence in the rapid growth of color television, and in the expanded service such a great new medium will render this important section of the country.

For black and white or compatible color...all the way

KOMO TV

channel

See NBC SPOT SALES FOR SEATTLE & WESTERN WASHINGTON
in KANSAS CITY

DAYTIME is

Big Time

on

KMBC-TV

Nielsen Rates KMBC-TV First

in 18 Quarter Hours During Daytime Segment!

Station B—First in 10 Quarter Hours... Station C—First in 8 Quarter Hours

The latest Kansas City Nielsen Survey (covering the period from Oct. 9—Dec. 10) shows KMBC-TV out-rates all other Kansas City channels during 18 quarter hours from 9:30 a.m. to 6:30 p.m. on the average broadcast day.

What makes these Nielsen figures even more impressive is the fact that the survey was begun less than two weeks after KMBC-TV initiated its new daytime format! The KMBC-TV peak hasn't yet been reached!

Anyway you look at it, KMBC-TV "Big-Time" Daytime—with its fresh, new concepts in programming presented by the finest television talent in the Heart of America—is the No. 1 TV buy in the Kansas City market! Compare ratings, compare cost per thousand, compare complete versatility of commercial handling with any other competitive daytime offer—and you'll see why KMBC-TV is the best place to put your television advertising dollars!

Your Free & Peters Colonel has the facts that prove the figures on Kansas City's best television buy. See him for choice availabilities!

the Swing is to

"Big-Time" DAYTIME

on KMBC-TV

Kansas City's Most Powerful TV Station

...and in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas

Here are some samples of first-rated "Big-Time" Daytime Programming!

WHIZZO'S WONDERLAND

a wonderful children's hour


NOON—a full-hour variety show featuring piano-playing piano-playing genius Rex Mullin, music by the famed Texas Rangers and Harry Jenks. Singer Norma Sinclair, news by Claude Dorsey. Live studio audience. "Big-Time" Daytime!

MY LITTLE MARGIE—Nighttime television in the daytime!

MY LITTLE MARGIE—a five-times-weekly half-hour strip that's one of the hottest properties in town. We might be able to clear a spot for you. Better consult your F & P Colonel. "Big-Time" Daytime!

MICKEY MOUSE CLUB—You know what this one's done nationally—and Kansas City is no exception. Sold out at present—but an occasional adjacency might be nailed down if you act fast! Ask your F & P Colonel about it. "Big-Time" Daytime!

Don Davis, First V.P. & Commercial Mgr.
John Schilling, Vice Pres. & Gen. Mgr.
George Higgitts, Vice Pres. & Sales Mgr.
Mark Greiner, Director of Television
Dick Smith, Director of Radio

FREE & PETERS INC

Entire Normal Representation