That’s maximum power in the rich market of RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height — 1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

Tom Tinsley, President
Irvin G. Abeloff, Vice-President
Represented by Forjoe & Co.
When you think of Wheeling, be sure you get the COMPLETE PICTURE! Wheeling is the hub of a market area with a radius of 30 miles. The market includes 37 cities and towns having a population of 2,500 or more. 88 per cent of the people in the Wheeling retail market live outside of the city. The Wheeling market covers a wide area, like Boston; straddles three states, like Huntington; is bisected by a river, like Minneapolis and St. Paul; is bordered by busy suburbs, like Chicago. Remember, Wheeling is NOT a Southern town—actually it is farther north than Philadelphia—farther east than Cleveland!

Diversified Industry and Skilled Manpower are on the march in this rich industrial heartland. Latest figures show 418,210 families, consisting of 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742 per household!

The Wheeling market is a BIG market, and the BIG advertising medium to reach this thriving industrial area is WTRF-TV Wheeling. By every accepted method of audience measurement, WTRF-TV is the dominant station.

JUST HOW FAST CAN A MARKET GROW?
The spectacular rise in industry and population in the Wheeling-Steubenville market has been truly amazing. During the past three years, industries have invested $325 MILLION DOLLARS in new plants and expansion in this fertile manufacturing area! For the NEXT three years, proposed expenditures for the Upper Ohio Valley total $450 MILLION DOLLARS—and these Ohio Valley Industrial Corporation estimates are considered conservative! There are planning experts who believe that the six-year total, conservatively pegged at 775 MILLION, may reach ONE BILLION DOLLARS before the end of this period!

Diversified American industries have faith in the industrial future of the “rich Ruhr Valley of America!” It is rapidly looming as one of the most important manufacturing areas in the nation!
KGUL-TV
Galveston, Texas
1st IN THE HOUSTON AREA ARB*
(January, 1956)
WITH THESE NUMBER ONE SHOWS

#1 Half-Hour Participating Program
Monday thru Friday
"My Little Margie"
6 P.M.

#1 Late Evening Participating Show
Monday thru Friday
"The Late Show"
10:30 P.M.

#1 Farm Program
Monday thru Friday
"Rural Reveille"
6:30 A.M.

#1 Night Time Feature Film
"Weekend Theatre"
Friday at 10:30 P.M.

#1 Unduplicated audience for any multi-weekly program
Monday thru Friday
"My Little Margie" 6 P.M.

These top rated shows sell for your clients: all are available on a participating basis. Plan now to include these outstanding buys in your spot programs. See your CBS-TV Spot Sales Representative today.

CHANNEL ELEVEN
SELLING GALVESTON, HOUSTON AND THE TEXAS GULF COAST MARKET

* Houston Area ARB covers Galveston, Harris, Brazoria, Chambers, Fort Bend, Liberty, Montgomery, and Waller Counties.
KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER ..........
1685 FEET ABOVE AVERAGE TERRAIN

Reaches the owners of more than 1,000,000 motor vehicles who spend each year in excess of $758,792,000 for automotive needs in the TOP 'O TEXAS MARKET

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

KRLD-TV
The BIGGEST buy in the BIGGEST market in the BIGGEST State
Channel 4, Dallas
MAXIMUM POWER

Figures from official registrations and U. S. Census of Business for 1954.

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station ... The Branham Co.,
Exclusive Representative.

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

Page 4  •  February 27, 1956
PARTY GIRL • Reggie Schuebel, president of Reggie Schuebel Inc., New York, consultant to agencies on radio and TV, will figure prominently in broadcast planning of Democratic party's presidential and congressional campaign through Norman, Craig & Kummel Inc., New York agency handling Democratic National Committee account [B+T, Jan. 30]. Miss Schuebel, one of Madison Avenue's best known buyers prior to setting up her own organization several years ago, was formerly time-buying chief of Duane Jones and Biow Co.

POSSIBLE solution to problem of feeding delayed network colorcasts to West Coast stations is seen by NBC-TV executives in new development of fast color film processing by KOMO-TV Seattle (see story page 84). New KOMO-TV system, which is simple adaptation of commercial color developing techniques, processes high-quality color film in 90 minutes.

LITERARY CRITICISM • Article by FCC Commissioner Robert E. Lee on subscription TV, to appear in Look, on newstands March 6, takes "Let's try it" approach advocated by him last week in news conferences following his speech before N. Y. Radio-Television Executives Society (see page 32). While Comr. Lee makes it clear he speaks only for himself and not FCC, there is lifting of eyebrows by toll TV opponents as to propriety of commissioner expressing his views in advance of formal consideration by quasi-judicial body. Mr. Lee, however, checked lawyers before writing piece and satisfied himself he wasn't going afield, since he had read all pleadings filed with FCC.

LOOK article, it's understood, will be given wide distribution by toll TV advocates, who reportedly were poised to launch big offensive for both congressional and FCC action in line with Comr. Lee's advocacy of test. Article carries banner head reading "Let's Give the Public a Chance at Pay TV." Subhead reads: "Besides the programs they now see free, viewers may want to pay for shows they cannot get. Then there's this bang line quoting from Lee article: "I would like to see TV audiences given the opportunity to vote for or against pay TV."

TV ECONOMIST • Best bet to be economic of Senate Commerce Committee's ad hoc "engineering" committee, scheduled to work out prospective TV allocation plan [B+T, Jan. 30], seems to be Sidney S. Alexander, CBS Inc. economic adviser since 1952. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman of ad hoc committee, has made no bones he wanted someone of Mr. Alexander's caliber. Mr. Alexander's resignation from CBS was announced last month; he will assume professorship in MIT's School of Industrial Management July 1. He is considered architect of CBS TV allocation plan which is predicated on assigning at least three comparable (vhf mainly) outlets in first 100 markets [B+T, Oct. 17, 1955].

DURING questioning of FCC commissioners by Senate Interstate & Foreign Commerce Committee last Monday, senators were trying to get description of relative positions of three major television networks. Sen. Charles E. Potter (R-Mich.) finally came up with analogy to auto industry, with which he is familiar as Michigan legislator. "Oh," he said in aside, "then ABC is sort of the Chrysler of television."

TV SPOT REPORT • Issuance of first comprehensive report on spot advertising expenditures in television now slated for April. TVb and N. C. Rorabaugh Co., co-sponsors of compilation project, had hoped to release in March but have decided on further check of all figures to insure accuracy throughout. Spending of spot TV users has been re-checked, but reviewing smaller ones will take some weeks yet. Report will show 1955 last quarter expenditures by advertiser and by product category.

TO GET action at current session of Congress on proposal to allow unrestricted appearance of political candidates on radio and TV political news and discussion programs, as proposed by CBS Inc. President Frank Stanton, some compromise might have to be evolved. Motion in informal quorums on Capitol Hill is that favorable action would be likely if amendment was confined to presidential and vice presidential candidates, rather than all candidates for public office. Then, with more time at next session, further refinements might be possible. Proposal along those lines is being drafted by Senate Majority Leader Lyndon B. Johnson (story page 7).

SMILE • Biggest boost to radio in months came last week from Lever Bros. Co. Thomas Edward Hicks, vice president of Pepsodent Division, wrote stations as follows: "Just a note to congratulate and thank you. More Pepsodent toothpaste moved on to consumers in January than any month in the past year. This is a tribute to you, our other consumer salesmen, and the product itself."

TO CLEAR up any misunderstanding on action of NARTB Committee on Radio Board Composition and Elections, chairman Richard M. Brown, KPOJ Portland, Ore., reports committee unanimously recommended to NARTB Radio Board that referendum vote be taken on proposal to eliminate at-large directors (small, medium, large and fm stations) from that board. Committee also considered but voted down proposal to reduce number of district directors (one for each of 17 districts), contrary to circulated reports, Mr. Brown avered.

LOST IN SHUFFLE? FM broadcasters, aroused again over their lot, are beginning to talk up formation of their own trade group to protect allocations from encroachment by tv or outside industries. They contend they have been rebuffed by NARTB in effort to have association plead fm case before FCC and Congress, on ground that fm is "specialized" interest in conflict with views of other segments of NARTB membership. NARTB's fm directors, Ed Wheeler, WEAH-FM, Evanston, Ill., and H Quentin Cox, KQFM (FM) Portland, Ore., are now pondering next move. They argue that when NARTB absorbed Fm Assn. in 1949, firm commitment was made to fight fm's legislative and allocations battles and to promote medium.

PROCTOR & GAMBLE said to be advertiser that has sparked discussion by CBS Television Spot Sales and stations of 30-second spot announcement proposal (see story, page 85). P & G reportedly has been sounding out stations and networks on possibility of its use in place of 20-second spot plus 10-second ID, through Biow Co., one of P & G's agencies.

MARKUP AT ABC-TV • New rate card is expected to be issued by ABC-TV soon. Network is understood to have been sounding out stations and afiliates for various rates, etc., and although details are not yet firm it's expected to be completed for issuance around March 1. With customary six-month protection to present sponsors, this would make new card effective for all advertisers in time for start of 1956 fall season.
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 programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

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

scale of miles

WDGY
50,000 watts
Minneapolis-St. Paul

Mid-Continent Broadcasting Company
President: Todd Storz
WDGY, Minneapolis-St. Paul
Represented by Avery-Knodel
KOWH, Omaha
Represented by H-R Reps, Inc.
WHB, Kansas City
Represented by John Blair & Co.
WTIX, New Orleans
Represented by Adam J. Young, Jr.
Sen. Johnson Drafting Bill To Amend 'Equal Time' Proviso

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) said on Senate floor Friday he is drafting bill which among other things would amend Sec. 315 (c) (equal political time) provision of Communications Act.

Sen. Johnson's bill would allow radio-ty licenses and networks to provide time to presidential candidates of two major political parties, or any third party which develops large following, without being required to furnish equal time to small minority parties or splinter groups. Third party, to qualify for equal time with two major parties, would have to poll substantial percentage of votes of immediate past presidential election or present petition with enough names to show it has significant following.

Johnson proposal is similar to CBS President Frank Stanton's proposal, now before Senate and House, except for these differences: John- son bill would apply to presidential candidates only while Stanton plan applies to all candidates; Johnson bill applies to all programs, while Stanton proposal applies to debate, forum, news interview and similar formats; Johnson bill guarantees equal time to presidential candidates of major parties, whereas Stanton plan leaves equal time discretion to broadcaster.

It was understood Sen. Johnson's bill, pack- age proposal, also would raise present legal ceilings on amounts that may be spent on behalf of candidates and provide certain income tax deductions for political contributions.

Stark Asks Comr. Lee Be Disqualified on Pay Tv

DEMAND that FCC Comr. Robert E. Lee be disqualified from all further participation on subject of subscription television because he allegedly has prejudged issue made Friday by Abe Stark, president of New York City Council, in telegram to FCC Chairman George C. McConnaughy. Mr. Stark, sponsor of resolution opposing pay television adopted by city council on Feb. 14 (B&T, Feb. 20), acted after Comr. Lee told meeting of Radio & Television Executives Society that he favored dispensing with public hearing on toll tv and authorizing system immediately on trial basis (see page 84).

Antell Names Venze Assoc. To Succeed Product Services

CHARLES ANTELL Inc (cosmetics), Balti- more, said Friday it has appointed Paul Venze Assoc., Baltimore, as agency, effective immedi- ately. Firm said it terminated contract with Product Services, N. Y., because of difference of opinion over establishing Baltimore office for Product Services.

Antell challenge was brought by Les Perky, president of Product Services, who told B&T client had never discussed such plans, and that agency, not client, had sought relationship be- cause of new internal management changes.

New agency will be staffed by former ABC vice president Ted Oberfelder, who becomes vice president in charge of radio-tv; Dan Rubin, for- mer WABC-Television, Greatielf Assoc., New York, as production chief; Bill Shephard, Charles Weingart, Charles Finkelstein and Bernice Frei- berg.

WILD BLUE YONDER

DISC JOCKEY feud was climaxed last Friday when WSUH Oxford, Miss., D. J. Allan English, asked CAA for permission to scatter 25,000 Confederate flags over Chicago today (Mon.) English plans his "air raid" in retaliation for fight over Jackson, Miss., sponsored by WGES Chicago Negro disc jockey Al Benson. Benson, saying he feared violence to him- self, hired two white men to shower 5,000 copies of U. S. Constitution on Jackson to emphasize Supreme Court anti-segregation ruling.

English says he will raid Chicago at midnight today. He plans to drop 7" flag paper flags over Loop, and, if his ammunition holds out, the lake front. He has assured CAA that he intends to follow every safety rule.

CBS Buy of Second Uhf, WGTH-TV Hartford, Approved

WITH single dissent, FCC Friday approved sale of ch. 18 WGTH-TV Hartford from RKO Teleradio Pictures Inc. to CBS for $650,000. FCC Comr. Robert T. Bartley dissented. Hartford purchase, CBS' second acquisition of uhf outlet (first was ch. 19 WTNX-TV Milwaukee, Wk.), has been pending since July 1955.

Comr. Bartley said he voted against approval because he feared undue concentration and restraint of competition in Hartford market; also claimed purchase circumvents purpose of "5 and 2 rule" (permitting same company to hold seven tv stations but not more than five in vhf band).

Still pending FCC approval is $600,000 pur- chase of WKNB-AM-TV New Britain, Conn., by NBC. WKNB-TV is ch. 30 outlet.

'Color Tv City' Finding To Be Released This Week

RESULTS of first "Color Tv City" survey—be- ing financed jointly by BBDO and NBC—ex- pected to be announced early this week. Study will be conducted twice yearly, it was under- stood. First study reportedly covered approxi- mately 3,500 black-and-white homes. BBDO is especially interested in effect of color com- mercials for its clients. Agency and network also will use study as guide to color use pro- gress.

Loew's Considering Sale Of M-G-M Movie Library

SPOKESMAN for Loew's Inc. told B&T Friday that company is making "careful study" of pos- sible tv use of Metro-Goldwyn-Mayer library of 1,000 feature films and 1,100 shorts, but de- clined to name any organizations with which it is negotiating for sale of old films. Subject was brought up at Loew's annual meeting of stockholders in New York last Thursday, with Arthur Loew, president, reporting that com- pany is discussing sale of films for tv use with several interested parties and believes that "earnings from this source will be substantial very soon."

BIG BLAST BY BUICK • Buick, through Kuder- nage Agency, N. Y., preparing four-day radio spot announcement campaign starting April 4 in approximately 165 markets.

P&G IN 80 • Procter & Gamble, Cincinnati, for its Spic and Span cleanser, preparing tele- vision spot announcement campaign to be run in nearly 80 markets starting March 12. Usual P&G "el over the fence" contract will be used. Bow- Co., N. Y., is agency.

COFFEE TIME • General Foods, N. Y., for its Yuban coffee, will use radio-television spot announcement campaign effective early in March in about 15 west coast markets. In ad- dition, firm will place television spot campaign in 33 markets in east during March.

RADIO AGAIN FOR KENT • Kent cigarettes, N. Y., is considering radio spot announcement campaign similar to one used last year in 10 major markets. If current plans are approved, schedule would start about March 12 in seven major markets and run through end of year.

TEMPO UP • Clapp Baby Food, N. Y., in- creasing frequency of spot activity in 18 markets where it currently carries spot announcements, effective March 12 and running 22 to 24 weeks, depending on market.

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TEMPO UP • Clapp Baby Food, N. Y., in- creasing frequency of spot activity in 18 markets where it currently carries spot announcements, effective March 12 and running 22 to 24 weeks, depending on market. Young & Rubicam, N. Y., is agency.

Three Directors Elected To NARTB Radio Board

THREE DIRECTORS were elected automatic- ally to NARTB Radio Board Friday when group of nominees made choices in case of two or more nominations, plus withdrawal of five names from balloting (early story page 50). Elected automatically were Robert B. Hanna, WGY Schenectady, Dist. 2 (Michael R. Hanna, WHCU Ithaca, N. Y., refused nomi- nation for Dist. 2 or medium at-large director); John F. Patt, WIR Detroit, re-elected at-large director for large stations (Clyde W. Rembert, KRLD Dallas, only other nominee, withdrew); Merrill Lindsay, WSSO Decatur, Ill., for regular Maxwell House, starting early in March. For its instant Maxwell House, nearly 80 tv markets have been added to 60 already lined up for saturation spot campaigns which started Feb. 27, depending on tv market, plus 10 radio markets. Benton & Bowles, N. Y., is agency.

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in 91 counties...

REGIONAL RADIO

WOW is 1st
Every Minute of the Broadcast Day!

*514,600 Radio Families!

WOW has MORE listeners in ALL 502 quarter-hours of the broadcast week than any of the other 63 stations in the 91-county area!

WOW has 100% MORE Listeners in 207 of these quarter hours!

WOW " 200% " " 118 " " " "
WOW " 300% " " 16 " " "

... and WOW beats the 2nd station by at least 50% in 150 of the remaining 161 quarter-hours!

Monday thru Friday (6 AM to 6 PM), WOW beats the 2nd station 2½ to 1

FRANK P. FOGARTY
Vice President & Gen’l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

MEREDITH Radio and Television Stations
affiliated with Better Homes and Gardens and Successful Farming magazines
FCC Orders TV Booster Off Air, Asserts Jurisdiction

COMPROMISING stand that unauthorized tv booster operation in Bridgeport, Wash., is in violation of Communications Act enacted by FCC Friday. In ordering Bridgeport community booster to cease and desist, FCC reversed examiner who held that since boosters performed public service and caused no interference, no cease and desist order should be issued [BT, Oct. 24, 1955]. Commission emphasized Communications Act was established to maintain government "control" over all channels of interstate and foreign radio transmissions, including interstate transmissions where interference resulted. Commission said Bridgeport booster caused interference there with direct reception of two Spokane vhf stations (KXXL-TV ch. 4 and KHQ-TV ch. 6). Case resulted from operation of number of unlicensed booster outlets in Washington state. Bridgeport decision presumably applies to other Pacific Northwest region of northwest. However, FCC last month issued proposed rule-making to establish new service using "translators"—low power stations which would receive big city signals, amplify them and rebroadcast them on upper uhf bands [BT, Jan. 16]. Comments on this proposal are due March 5—same day cease and desist order against Bridgeport booster becomes effective.

Hearing Set March 26 On Rochester Protest

SHARETIME Rochester, N. Y., ch. 10 tv stations WHCE-TV and WVET-TV will remain on air while hearing is held on protest by WSAY Rochester (Gordon P. Brown). FCC Friday scheduled hearing on long controverted protest for March 26. Commission granted ch. 10 sharetime outlets in 1953, denied WSAY protest which followed. Court of Appeals remanded case to FCC last December [BT, Dec. 26, 1955], said hearing should have been held. Under old Sec. 309 (c) rules FCC was required to stay grants' effectiveness; however Congress early in January revised rule to give Commission discretion. Commission declared it was in public interest to maintain service. WSAY had asked appeals court to cite Commission for contempt because it failed to take stations off air under old rules, but court dismissed motion. Among issues in hearing are diversification, whether sharetime agreement is in public interest, whether WVET-TV is financially qualified, commercial practices of sister station WVET, and rebroadcast rules.

FCC Approves WCBR Sale; WKTM Sold for $50,000

APPROVAL has been given by FCC to sale of WCBR Memphis, Tenn. (1 kw on 1480 kc) by Chickasaw Broadcasting Co. to Jules J. Paglin and Stanley W. Ray for $10,250 and assumption of $60,500 in obligations. Station will change call letters to WLOK April 1. Members Paglin and Ray already own or control WBOB, New Orleans, WXWQ Baton Rouge, La., KAOK Lake Charles, La., and KYOK Houston, Tex. Sales approval was one of nine announced Friday by FCC.

WKTM Mayfield, Ky., was purchased by Mr. and Mrs. Fred Thomas, Benton Harbor, Mich., for total consideration of $30,000, it was announced Friday. Sale subject to usual FCC approval. Station, owned by Michael R. Freeland and John M. Latham, operates on 1050 kc with 1 kw, daytime. Thomsen plan to move to Mayfield and actively operate station. Paul H. Chapman, Atlanta station broker, negotiated transaction.

Stevenson Gets Free Time On Conn. Stations, NBC-TV

FREE radio-tv time figures prominently in latest campaign activities of Adai E. Stevenson, seeker of Democratic presidential nomination. WTIC and WGTW, both Hartford, Conn., were to donate 30 minutes of free air time Saturday night to Democratic State Committee of Connecticut for pick-up of Mr. Stevenson's speech in that city. In New York, state-wide Stevenson for President Committee placed Mr. Stevenson on NBC-TV Today tomorrow (Tues.) morning for "gratuitous appearance." NBC spokesman said Friday that although grats, Mr. Stevenson's appearance would be regarded as political broadcast.

Biggest Buy for Robert Hall

IN LINE with largest expansion in history, Robert Hall Clothes reported Friday it will launch heaviest radio-tv spot announcement campaign for single month during March in 130 cities where 220 retail stores are located. Through Frank B. Sawdon agency, Robert Hall has scheduled 8,000 spot announcements per week on radio and 1,200 tv announcements weekly, calling attention to opening of 20 new stores in Los Angeles, St. Louis, Fort Worth and San Antonio and tying in expansion with new spring clothes offered by company.

CBS-TV, Screen Gems Pact

CBS-TV reported Friday that agreement has been reached with Screen Gems, under which it will produce eight 1/2 hour films for network's Playhouse 90 series to be broadcast next fall. Although complete details were not released, it is reported that each film will cost about $150,000 and financing will be arranged entirely by CBS-TV, with Screen Gems sharing in ownership. Final contract papers to be signed shortly.

UPCOMING

Feb. 27-March 1: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv network and uhf-khf problems, U. S. Capitol.

Feb. 27: House Antitrust Subcommittee exploratory hearings, on monopoly in regulated industry, 10:30 a.m., room 346, Old House Office Building.

March 2-3: Midwestern Ad. Agency Network business meeting and competitive display, Drake Hotel, Chicago.

March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.

For other Upcomings see page 133.

PEOPLE

HERBERT B. LAZARUS named general counsel of American Broadcasting-Paramount Theatres, succeeding late Walter W. Gros (Deadline, Feb. 20), Leonard H. Goldenson, AB-PT President, is announcing today (Mon.). Mr. Lazarus has been with AB-PT and previously with Paramount Pictures since 1933 in various legal capacities.

STUART M. KELLY named vice president and assistant national television manager of Paul H. Raymer Co., N. Y., station representa-
tive, board announced Friday. Mr. Kelly had been account executive with Raymer for several years and previously had been with O. L. Taylor Co., N. Y.

F. G. STROBEL, creative art director at Walker B. Sheriff Inc., Chicago, elected vice presi-
dent.

CLYDE L. CLEM, director of audience promo-
tion, NBC, to Grant Adv., Detroit, as radio-tv account executive for Dodge.

RICHARD H. CLOSE, manager of represented stations, NBC Spot Sales, named director.

RALPH ELLIS, sales manager of National Film Board of Canada, named general manager of Fremanette of Canada, Toronto, distributor of tv film series.

E. ROBERT NASHIK, advertising and promo-
tion manager, WGBS-TV Miami, named "Ad-
vertising Personality of the Year" by Advertis-
ning Club of Greater Miami.

WIRI (TV) Sale Approval Asked

APPLICATION filed Friday for FCC approval of $500,000-plus purchase of WIRI (TV) Lake Placid (Plattsburg), N. Y., by multiple radio station owner Rollins Broadcasting Inc. [BT, Feb. 20]. Ch. 5 WIRI is NBC, ABC affiliate and is associated in ownership with WIRY Plattsburg. Great Northern Tv Inc., WIRI permittee, showed total assets of $440,256 and total current liabilities of $388,909 as of Dec. 1, 1955.

FCC Denies Madison Stay

REQUEST that Commission's grant of Madi-
on, WIs., ch. 3 to WISC the board is stayed pending reconsideration appeal, submitted by ch. 39 WTVO (TV) Rockford, Ill., denied by FCC Friday. Commission said it would not be in public interest to delay bringing vhf service to Madison area, also said its deliberations on WTVO plea for reconsideration will not be affected.

New Am for Albuquerque

NEW am station in Albuquerque, N. M. (1450 kc, 250 w, with remote control) granted by FCC Friday to B&M Broadcasters (E. Boyd Whitney, KQUE Albuquerque announcer, and D. K. MacGregor, grocer). Grantees plan to spend more than $18,250 to build $42,000 operating yearly. Grant conditioned on Mr. Whitney serving connection with KQUE.

Ch. 8 Asked for Guam

PETITION was filed with FCC Friday to as-
sign ch. 8 to Agana, Guam, by KUAM that city (Harry M. Engel Jr.). Tv on Navy bas-
ion in Pacific was subject of major protest by Mr. Engel last year when it became known Defense Dept. was planning military tv on ch. 8 there. Petition indicated that when vhf channel is assigned to island, KUAM would apply for it.
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Awards 93
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Programs & Edition 124
Station 84
Corresponding 36
Media Story 90
Trade Assts. 48
Editorial 134
Manufacturing 87
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Film 44

Page 10 • February 27, 1956
IMPORTANT NEWS to this young man—and to over 250 communities who depend on WGY each morning for news of local school closings—the only area station to provide this service.

SERVICE IS IMPORTANT in this rich 33-county area—one reason listeners prefer WGY 3-to-1 over all competing stations. Service is important to our customers, too, because . . .

EXTRA SERVICE means EXTRA SALES in this EXTRA-SPECIAL MARKET

WGY a General Electric Station . . . Schenectady, N. Y.
Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco
Mr. DISTRICT ATTORNEY

Champion of the people! Here's proof!

28.1

ST. LOUIS

beats Robert Montgomery, Arthur Godfrey, Milton Berle, This is Your Life and others.

ARB—Dec. '55-Jan. '56

1 LED 3 LIVES

Starring RICHARD CARLSON

RENEWED BY CARTER'S IN 37 MARKETS!

HIGHWAY PATROL

An Award-Winning Performance by Academy Award Winning Star!

38.7

DAYTON

beats Dragnet, Jackie Gleason, Groucho Marx, $64,000 Question.

ARB—Jan. '56

THE MAN CALLED X

Starring BARRY SULLIVAN

SELLING FOR BALLANTINE'S IN 23 MARKETS!
Now 3rd Year in Production!

28.2 26.8 HOUSTON
39.3 OMAHA

RENEWED BY MILWAUKEE PHILLIPS IN 44 MARKETS!

RENEWED BY OLYMPIA BEER in
- LOS ANGELES • SAN FRANCISCO • SAN DIEGO
- PORTLAND • SEATTLE-TACOMA • SPOKANE
- and 15 other west coast markets.

Also renewed in these markets:
- BUFFALO • PHOENIX • YUMA • MILWAUKEE
- PORTLAND, MAINE • GRAND JUNCTION, COLO.
- BOSTON • NEW YORK CITY • SALT LAKE CITY • PHILADELPHIA • WASHINGTON, D.C.
- CHICAGO • ST. LOUIS • CLEVELAND • BOSTON
- SYRACUSE • CHARLOTTE • INDIANAPOLIS
- GRAND RAPIDS • GREENSBORO • ROCHESTER
- PROVIDENCE

... by these sponsors and stations:
- KNXLA • ARIZONA PUBLIC SERVICE • CENTRAL MAINE POWER CO. • WISCONSIN OIL CO. • MESA DRUG Co. • BROMO-Seltzer • KLAS-TV in LAS VEGAS • WTVJ in MIAMI • KBTV in DENVER
- KROSS-TV in COLORADO SPRINGS • KTVS-TV in SPRINGFIELD, MO. • WFAB-TV in DALLAS
- KERO-TV in BAKERSFIELD • KIDS-TV in BOISE
- KIO-TV in IDAHO FALLS • WMCT-TV in MEMPHIS
- KJAL-TV in EUGENE, ORE. • WCCO in MINNEAPOLIS • KGM-AM in ALBUQUERQUE • and others.

NEW! ZIV’S NEXT BIG RATING-GETTER!

THE HOT SHOWS COME FROM ZIV!
GOOD MORNING

"IF at first..." must be the guiding philosophy behind CBS-TV's programming of its 7-8 a.m. slot weekdays. The latest try, with Will Rogers Jr. as host, went on the air last Monday. It's still in need of some shaking down, but, with luck, just might be the one to work out.

A show would have to be casual to keep up with the Rogers style, and this one is. The cast is limited to three—Mr. Rogers, Pamela Good and newsmen Ned Calmer. You soon get the impression that nothing of importance is likely to take place during the hour, which, at that time of day, isn't such a bad idea.

Mr. Rogers is friendly, likable and warm, and all these qualities manage to come through the picture tube. His delivery has a non-professional air, as you might expect, but not studied, as you might fear. Miss Good, who does the weather and two 5-minute shows of her own at 25 and 55 minutes after the hour, is attractive, pleasant and competent. Mr. Calmer does quite well in delivering the news.

One thing about the show is downright irritating—the practice of playing records while a camera pans through Grand Central Station. As this happened repeatedly on the first three broadcasts we guess it's to be a regular feature, and we recommend against it. There's no point to the music, and certainly no novelty in looking at the same old railroad station time and again.

This go-round of CBS-TV's early morning efforts suffers primarily from the same complaint which killed its predecessors—nobody's buying. All have been first-rate productions, and they've all gone by the boards. We hope a like fate isn't in line for Rogers & Co.

Production costs: Approximately $25,000 per week.

Broadcast sustaining on CBS-TV, Mon.-Fri. 7-8 a.m. EST.

Producer: Michael Sklar; assistant producers: Robert Northshield and Harry Olesker; directors: Av Westin and Mel Ferber.

ALCOA HOUR

SO TIMELY was the lynching theme of "Tragedy in a Temporary Town" on the Feb. 19 NBC-TV Alcoa Hour that you wonder if the author didn't just dash it off after the Alabama riot. But TV productions being what they are, and the writing in this case being what it was, it isn't likely this production was quickly put together to capitalize on a news story.

So artfully done was this play of transient workers who took law into their own hands that the viewer had a glimpse of himself as one of the hungry mob. Lloyd Bridges, a fallible hero, and a cast of erring humans lived up to their forceful material. (see story in NETworks, this issue). They talked and looked like the motley collection of itinerants they represented, some characters warped, but all with their own dignity. The direction of "Tragedy in a Temporary Town" must have been a near-perfect realization of what was on paper. Camera shots of the outdoor water spigot where men gathered, and the play's final shot framed by the tree branch where the rope still dangled, are unforgettable. This play had about everything you could ask of a tragedy. Classical values were there, enhanced by the broadened scope that television makes possible.

Production costs: Approximately $30,000.

Sponsored by Alcoa through Fuller & Smith & Ross on NBC-TV, Mon. 9-10 p.m. EST. Producer: Herbert Brookin; director: Sidney Lumet; associate producer: Philip Barry Jr.; associate director: Gordon Rigby; writer: Reginald Rose.

OMNIBUS

VETERAN VIEWERS—especially those of the Army-McCarthy telemonotonies of several years ago—will attest to the fact that Joseph N. Welch, senior partner of the Boston law firm of Hale & Dorr, knows his U. S. Constitution perhaps as well as its framers. Realizing this, the radio-tv workshop of the Ford Foundation, which produces CBS-TV's Omnibus, has asked Mr. Welch back to the program—his first appearance was on last March's "American Boyhood" series—so that he might spread his vast knowledge about this remarkable document among the Great American Unwashed.

We think he is succeeding admirably. With two out of three programs completed—subtitled "One Nation" and "One Nation, Indivisible"—this charming 20th Century version of Mr. Chips and Solomon all rolled into one has explored a myriad of political, legal and personal factors that went into the creation and near-dissolution of the Constitution. (The third program, "With Liberty and Justice For All" will be aired March 4.) Through means of a dramatic technique that might have been—but wasn't—borrowed from You Are There, Mr. Welch has taken us backstage at the Philadelphia ratifying convention, at Congress during the discussions of the 1798 Alien & Sedition Acts and Monroe Embargo of 1814, to the outdoor arena where Stephen Douglas debated with Mr. Lincoln.

The American public should be indebted to both the Ford Foundation and CBS-TV for per-haps the finest group of "Omnibuses" so far, and to Mr. Welch himself, about whose performance, by the way, we have no point of order to make.

Sponsored by J. P. Stevens Co., N. Y., through Bryan Houston Inc., N. Y., Scott Litho Co., and Aluminum Ltd., both through J. Walter Thompson Co., N. Y., on CBS-TV, Sun., 5-6:30 p.m. EST.

Scripts for Feb. 5 and 19 "Constitution" series: Joseph N. Welch and Prof. Richard Hofstatter.


BOOKS


MR. DUNN, associate professor of journalism and commerce, U. of Wisconsin, has put together an excellent textbook of the place of copywriting in the overall marketing process, which also gives the student or novice copy-writer a good guide on the preparation of copy that communicates and sells. The chapters on radio and television commercials are simple, sensible and straightforward. Mr. Dunn has tried to head with profit by many copywriters who are long past the novice stage.


ALTHOUGH in general usage the terms "limiter" and "clipper" have assumed almost synonymous and interchangeable meanings, actually there are precise definitions for each of the terms. This booklet presents the definitions, distinctions and applications for the most important variations of limiter and clipper circuits and their functions of limiting signal voltage and/or modifying the signal's waveshape.
Oregon's TV Giant is now the most powerful station in the entire West!

KPTV Portland—the GIANT television station in the Pacific Northwest—has increased power to 1,000,000 watts to become the most powerful station in the West. The addition of a new tower 1,281 feet above average terrain to this giant-size power increase means MORE SALES in the big-buying Oregon market. Get the facts from NBC Spot Sales or call KPTV today.

Portland, Oregon

Represented Nationally by

SPOT SALES

KPTV NBC TELEVISION channel 27
Market!

Retail sales in two adjacent counties make Dallas-Fort Worth the nation's 12th ranking metropolitan area. The 40 additional counties in the North Texas market represent the metropolis' rich surrounding trade territory.

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)

From atop Texas' tallest structure (1,521' above ground — 1,685' above average terrain) WFAA-TV's 316,000 watt signal has put added masses with added millions to spend within easy reach of all advertisers! Television Magazine has pinpointed 42 counties under the influence of the Dallas-Fort Worth television market.

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

EDITOR:

Your editorial in the Feb. 20 issue of Broadcasting • Telecasting is a brilliant contribution to the effort for fuller coverage of 1956 political activity by the nation’s television and radio networks and stations.

I was very pleased to see you sound the call to the nation’s broadcasters to get behind some revision of Sec. 315(a) of the Communications Act. This revision is essential, as you so thoroughly emphasized, if the television and radio news coverage is to keep pace with the phenomenal growth of the other phases of the industry.

The Democratic party’s support of revision of the present restrictive sections of 315(a) is motivated by one principle, that any extension of political coverage by the communications media can result only in a better informed electorate. That means better government.

I am certain that your support of this goal will be most helpful.

Paul M. Butler, Chairman Democratic National Committee Washington

[EDITOR’S NOTE: B-T’s editorial supported a proposed amendment of Sec. 315 to permit news and discussion broadcasts of political candidates without obligating broadcasters to give equal time to other candidates.]

One Meat-head to Another

EDITOR:

We were especially interested in the article entitled “Man on a Gray Flannel Couch” in your Feb. 13 issue. If it is at all possible, we would greatly appreciate having five or six copies of this article. Our congratulations to Charles Harrell from a few other meat-heads.

William J. Plant Stromberger, LaVene, McKenzie, Advertising Los Angeles

Please Forward

EDITOR:

Please forward to me . . . two copies of the article “NBC-TV Backs Up Research Showing TV Influence in Food, Drug Sales,” and two copies of the article “Dismal Obscurity to Tons in the Field.”

Both . . . appear in your Feb. 20 issue . . .

Marvin H. Fisher W. Wallace Orr Inc. Advertising Philadelphia

Educational Reply

EDITOR:

In the Feb. 6 issue of B-T, an editorial entitled, “A Plan for New Orleans (and the U.S.A.)” attempted to appraise the current status of ETV stations throughout the country. The writer’s conclusion was that the FCC should reconsider the allocation of the 86 vhf channels reserved for educational, non-commercial use. His reason for this is that he wishes to have ETV outlets “share” time with commercial stations.

The statement that there is not “enough money or program product to do the job” has been disproved by WQED. In our 20 months on the air, two programs originated and conceived by staff members—The Children’s Corner and Parents and Dr. Spock—have been signed by NBC to do shows on a network basis. A third show—The Greeks Had a Word for It—has been appearing on a local commercial outlet. In all three cases, WQED was approached by the commercial outfit involved with an offer for the show.

The Adult School of the Air, planned to enable adults to earn their high school diploma, has met with great success. In the school year, 1954-1955, a total of 786 students enrolled in the course. The results of the first semester revealed that 71% passed the final examination and were qualified to receive the high school diploma. Eleven of the graduates were from the Western Pennsylvania Penitentiary and the Allegheny County House, men who otherwise would never have had the opportunity to graduate from high school.

The suggestion that ETV outlets share time with a commercial station would defeat the goals and purposes of each operation. What time is the commercial station going to offer the educational station? The answer is an obvious one—time that can’t be sold to a sponsor. What possible benefits could be derived if the Adult School of the Air were offered at midnight?

The situation in New Orleans at the present time has aroused your writer greatly. He stresses the fact that New Orleans has virtually no competition since only ch. 6 is on the air. Ch. 8, reserved for educational use, is being constructed. The writer, feeling that ETV has little value, urges that ch. 8 be re-allocated and he urges FCC action on this point. Why not urge action on ch. 4 which currently has three applicants? This makes as much sense, and could certainly be done with greater ease and less red tape . . .

John F. White, Gen. Mgr. WQED (TV) Pittsburgh

Too Good to Hire

EDITOR:

There was realism, but also an unfortunate negative approach in the editorial introduction to “They Tell Me I’m Too Good to Hire” [B-T, Nov. 28] and in the article itself. The spotlight was on pity.

I speak carefully, as a professional placement counselor, and as a broadcasting executive with experience in personnel recruiting. . . .

Unfortunately too mild a word to use when an experienced executive enters “operation job hunt” unprepared. And sessions during which several people in such circumstances feel sorry for themselves are of little value.

In brief, job hunting can be approached objectively as a merchandising and marketing problem. Attempts should be made to determine the attitudes of future employers. The candidate himself must evaluate and re-evaluate his own skills and selling points . . .

More on the positive side of this problem: A job hunting campaign is only as effective as your weakest attitude, and attitudes can be strengthened only by thorough research regarding your own skills, and your potential market.

Paul Baron, Placement Mgr. Palmer-De Meyer Inc., New York

Radio—Basic Service

EDITOR:

We would like to have 100 copies of the reprint of “Radio and the Fight for Time” (Jan. 10) and “Broadcast Evolution: From Radio to Radio” (Jan. 23). . . . They are both fine articles and you are to be commended for carrying them, as they display some of the most objective thinking on radio and tv we have seen.

As impossible as it may seem to many time buyers, particularly those east of the Mississippi,
Deep Concern...

is written on Jamilah's face as she examines her smallpox vaccination. The little scratch stings. But in a short time it will heal and she will be safe from the dread disease.

Jamilah is the tiny daughter of an Arabian American Oil Company employee. With thousands of other people in Saudi Arabia, grown-ups and children alike, she is benefiting from the continuous better health efforts of Aramco's Medical Department.

ARABIAN AMERICAN OIL COMPANY
Dhahran, Saudi Arabia * New York, N.Y., U.S.A.
One week ago today, between 7 and 8 am, one of America’s most genuine and appealing personalities began his new program on CBS Television...“Good Morning!” with Will Rogers, Jr. We are certain it will soon become the most popular entertainment in its time period.
In the last time we were rash enough to venture such a bold prediction was when Captain Kangaroo made its bow on CBS Television. Nielsen's latest report rates it 45% higher than its competition. A gratifying report for us, and a profitable one for its growing list of sponsors.

CBS Television
OPEN MIKE

there are many rural areas of the country where radio is still the basic service, and I rather suspect it will be for many years.

Bob Thomas, Manager
WJAG Norfolk, Neb.

[EDITOR'S NOTE: Reprints of the articles are available at $15 per 100, plus shipping costs.

Broadway to Video

EDITOR:
I understand that “Teahouse of the August Moon” is closing sometime in March. When a show of this type has more or less run out on its Broadway popularity, why wouldn’t that present an excellent opportunity for one of the TV chains to buy the show and televise it nationally—as they did “Peter Pan.”

It occurred to me that this policy might be followed more and more by some of the networks on shows that have had long runs. Imagine what it would have meant to have seen “Oklahoma,” “Carousel” or “South Pacific” on a two-hour spectacular?

John E. Shepherd
V.P. in Chg. of Research
Fletcher D. Richards Inc., New York

The California Story

EDITOR:
The report on California is most exhaustive and I am sure that it will be most helpful to those who are interested in our expanding market.

Goodwin J. Knight
Governor
Sacramento

EDITOR:
His Honor the Mayor wishes to thank you for your extremely interesting article pertaining to economic market analysis of our state, including the City of San Francisco.

Joseph J. Allen
Executive Secretary to the Mayor
San Francisco

EDITOR:
Please ship 100 more reprints of “The California Story.”

Jack Kenaston
Promotion Mgr.
KRCA (TV) Los Angeles

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

All the Facts All the Time

EDITOR:
The article “What Do Agencies Want Stations to Tell Them?” ([B&T, Feb. 6] is very interesting as a report, but it misses the main point, viz., that stations and their representatives have to be prepared to supply all types of data to agencies regardless of the relative value of such information.

Can we eliminate from our files the figures on industrial payrolls because only 14% of the agencies polled are interested in them? Of course not; as sure as shooting some buyer will ask for that information two hours after we throw it out!

No—there is only one successful way to meet agency needs and that is to have the complete picture of station and market at our fingertips at all times. . . . Would you like to know what make of grand piano WNOW York, N.Y., has in Studio A? Of course you wouldn’t. But, if somebody does, we can tell them.

Robert S. Keller, Pres.
Robert S. Keller Inc.
New York

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TO

CONSCIENTIOUS

STEWARDS

OF A CLIENT’S

BUDGET

A reminder of something you already know. The mounting costs of television time place upon you an increasingly greater responsibility. Not only does your program have to be good, and your selection of time for the program be carefully made—but, in any given market, you have got to have it on the right station. If maximum return from a client’s TV investment is to be obtained, coverage is the absolute requisite. In television today, the “bargain basement” is the most expensive place to trade.

The great AREA station of the Southeast / wsb-tv

Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.
... so I said to the boss...

"Why spend more good money on surveys; they always come out the same — KMA always tops the field!!"

... so the boss said to me...

"Just to prove a point, son! Those timebuyers want positive proof!"

... so PULSE, Inc. took another survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri.

KMA leads in 69 of the 72 1/2-hour segments

KMA reaches nearly twice as many listeners as the second station from 7 a.m. to 6 p.m.

KMA employs 55 skilled radio "pros" who program to the needs of their audience.

KMA is preferred by 39.3% of listeners in 23 counties for NEWS & WEATHER.

KMA is tuned in by 46.7% of audience for FARM PROGRAMS.

KMA is favorite spot for 17.0% for RECORD-ED MUSIC, 2nd station, 9.7%.

See your Petry salesman for more reasons why your dollar has more cents on KMA RADIO 960 Kc's 5000 WATTS SHENANDOAH, IOWA

"He's constantly brimming with ideas and information."

Thus a colleague sums up what many believe to be the key to the successful career in radio of Robert Francis Hyland Jr., who in four short years at KMOX St. Louis, Mo., has risen from account executive to general manager.

Mr. Hyland himself admits to an "insatiable" thirst for knowledge concerning the medium.

"It's too easy in this business to get opaqueley absorbed in your own little office and completely lose touch with the people you are trying to serve," the 35-year-old St. Louis will tell you. Information, he feels, is the "lifeblood of radio," and he uses every available medium as a "pulse" check on the ever changing public.

"To anticipate and know the desires of the radio masses is a must; if a station is to grow and prosper," he asserts.

Freshly armed with his sheepskin and a multitude of ideas and theories, Bob Hyland set about to conquer the radio world after being graduated from St. Louis U. He began his career in 1941 at WTAD Quincy, Ill., where "everything from the announcing end to the sweeping end" proved to be his lot.

Radio, along with everything else, had to wait while Mr. Hyland served three years in Uncle Sam's Navy as an ensign. Wasting little time after his honorable discharge with the rank of lieutenant junior grade, he returned to radio as an account executive at KXOK St. Louis in 1946 and soon was named assistant sales manager.

In 1950, he moved to CBS-owned and operated WBBM Chicago as an account executive. He was sent in 1951 by CBS to KMOX St. Louis as national sales manager. In November of last year he was appointed the station's general manager.

A quick glance at some of Bob Hyland's more notable achievements during the past several years graphically illustrates his natural flair for showmanship, innate creative ability, and his persuasive selling prowess.

Just two years ago Mr. Hyland conceived the idea of Teen O'Clock Time, a high school talent program, as part of a full afternoon's entertainment for teenagers at the Chase Club of St. Louis' Chase Hotel. He sold it to a St. Louis retailer, marking the first time a major retailer in that city had used a regular radio program. Teen O'Clock Time won national recognition through a special award from the Radio Advertising Bureau.

During 1955 Bob Hyland worked out an elaborate system of programming allowing KMOX to carry the baseball broadcasts of the St. Louis Cardinals while retaining the full CBS Network program lineup. One of the motivating forces behind the baseball idea was that this type of programming had been proved St. Louis' strongest summer attraction.

He directs programming with the self-assurance of a gambler holding four aces. Backed by research data, a thorough knowledge of trends, and touch of "old-fashioned sagacity," Mr. Hyland keeps KMOX listeners and advertisers equally enthusiastic with custom-tailored innovations. He is a strong believer in the "immediacy concept" to suit modern-day "individual" listening needs instead of scheduling programs of broad family appeal.

Perhaps the largest task undertaken by the hard-working Mr. Hyland in recent years was on a new variety show called Matinee. With television hanging over his head, and in the face of popular disc jockey programs, he lined up a glittering array of "live" talent (a 20-piece orchestra, two m.c.'s and five singers). With advertisers joining the Matinee lists rapidly, and dialers pouring in unprecedented amounts of mail, it's apparent that "Rapid Robert" has struck pay dirt once more. ("Rapid Robert" is so-called because of his fast stride—he is often seen gliding swiftly through the streets of St. Louis with a corps of huffing and puffing account executives left in his wake.)

In addition to an outstanding business record, the KMOX general manager has a remarkable list of civic achievements. Recently he was named "Outstanding St. Louis Young Man of the Year" by the Junior Chamber of Commerce of that city and was named to represent radio on the board of directors of the St. Louis Better Business Bureau.

It was in the baseball-crazy town of St. Louis that Bob Hyland learned his fast-paced, free-wheeling tactics. What better teacher could young Hyland have had than the famous Cardinal Gas House Gang with its Deans, Durocher, and Pepper Martin? His association with baseball was not a strange one, for his father, the late eminent surgeon Dr. Robert Hyland, long had performed career-saving operations on baseball luminaries.

The junior Hyland carried his love for sports over into college, and at St. Louis U. was captain of the baseball team, a member of the tennis, swimming, and golf teams, and occupied the role of sports editor of the college newspaper.

Today he keeps in practice with his two sons, Robert III, 13, and Claiborne, 11, at the family home in Tealwood, St. Louis County, with his wife (the former Martha Ann Claiborne) as a most interested spectator.
“the Continentals!” Here is absolutely everything anyone could imagine in luxury travel. Highlights include delicious meals served right at your seat, buffet snacks and a choice of cocktails, a club-like lounge. Extra-fast luggage delivery, too. Try the “Continentals” on your next trip to Los Angeles.

Leave 10 a.m.—arrive 3:45 p.m.; or leave 12 noon—arrive 5:45 p.m.
HERMINA ANNA LUKACSY

on all accounts

EXUBERANT and effervescent are the only adjectives which adequately describe the media director of M. B. Scott Inc., Hollywood. They also describe her feeling about the impact of radio and television as a sales tool. She knows from experience. Lots of it.

Hermina Anna LuKaczy is a Madison Ave. radio veteran gone “West.” Now she buys radio and tv time nationally for such M. B. Scott accounts as The Sleep-Eze Co., Long Beach sleeping tablet manufacturer. Her agency also has been appointed by Frank B. Sawdon Inc., New York and Chicago advertising agency, to handle time purchases and service the Robert Hall clothes account in the Southwest.

She buys regional radio and tv for Los Angeles Nut House Inc. (Tom Sawyer brand potato chips, peanut butter, nuts, candies), Moss Stores (women’s wear chain), Los Angeles Livestock Co., Aqua-Filter Corp. (cigarette filters) and Kevo & W.H.Y. Products Corp. (Kevettes reducing candy). And Miss LuKaczy spends a great many local radio-tv dollars for major Los Angeles auto dealers.

Miss LuKaczy learned how radio sells when radio first began to flex its big network muscles. She was in New York with Ruthrauff & Ryan’s media department in 1935. In 1938 she was at Erwin, Wasey & Co., buying time on such accounts as Lydia Pinkham, Carnation Co., Barbasol and Kremlin and two years later she was with Lord & Thomas (now Foote, Cone & Belding) assisting John Hymes. When Mr. Hymes left for the Office of War Information, she became chief timebuyer.

In 1945, Miss LuKaczy was named chief timebuyer for Biow Co., New York, handling such clients as Philip Morris, Bulova Watch Co. and Dromedary Food Products. By 1947 she was “ready for a long vacation from all the excitement of this business,” so she went to the West Coast and investigated the manufacturing field. “But after two years,” she recalls, “I couldn’t wait to get back in the frying pan. Next to advertising, everything else was so dull.”

For a year she did freelance television merchandising and in 1950 Miss LuKaczy became assistant commercial manager of KLAC-TV Los Angeles (now KCP).

She had advanced to commercial manager of the tv outlet before switching to George Irwin Agency in 1953 as media director. The next year she was assistant to Dallas Williams when he established his Los Angeles agency. She joined M. B. Scott Inc., last August.
Ship of States

That little Clipper ship on top of the JEPCO weathervane has certainly won a lot of friends. In fact, 48 states full of friends. Wherever you go in the broadcasting business, from the long established powerful independents to the equally powerful community stations, the JEPCO Clipper is as familiar as a sea gull off Fisherman’s Wharf in San Francisco.

In this anniversary year—our 17th—the Pearson Company will continue to practice the common sense type of logic. JEPCO dispenses with the fancy fanfare, pompous gladhanding and superfluous lollygagging. JEPCO people mean business and simply haven’t the time to be anything other than their plain honest-to-goodness salty selves.

The continuous record of cargoes delivered for the past 17 years speaks for itself.

There’s no doubt about it, from Maine around the Horn to California, the John E. Pearson Company is the SHIP OF STATES.

...JEPCO knows how the wind blows

John E. Pearson Company
radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco
A GUARANTEED NUMBER OF COMMERCIAL IMPRESSIONS FOR EVERY DOLLAR YOU INVEST ON THE MUTUAL NETWORK
For over two decades, Mutual has built a tradition of fine entertainment for its audiences—delivered with utmost efficiency for its advertisers.

A mature and experienced advertising medium, Mutual has reached a time-tested conclusion of fundamental importance. Namely, the speculation taken for granted in some media placement is avoidable in network radio.

With full confidence in the strength of its facilities, and faith in the future of network radio, Mutual welcomes the opportunity to underwrite your advertising investment. Replacing supposition with certainty, you need no longer depend on estimated ratings or anticipated readership of your product advertising.

Now, for the first time in the history of major media, you can advertise your products to an audience whose size is predetermined—and whose cost-per-thousand commercial impressions is guaranteed.

For the advertiser, this plan delivers network radio’s low cost mass appeal and high-frequency impact, supported by a specific minimum guarantee. For the agency, it furnishes a more businesslike basis for recommendations.

The specifics are even more attractive. In all fairness to your product, or your client’s product, call, write or wire the Mutual Sales Department at once.
Ross gets results... even among the real gone cats!

Our morning boy, Al Ross, is beaming like a Cheshire these days, and with good reason.

Recently a time salesman for a competing station (our top competitor) lost his cat. Children were distressed, naturally. So he called his station's morning man, to ask him to mention kitty on his show. At the same time, for reasons well known to time salesmen, he called Al Ross for similar help.

Help he got. All the telephone calls about kitty came to our boy, Al Ross... none at all to kitty's owner's station's morning man.

Kitty came home.

You got any problems in sales? Al Ross is your boy. Even the cats listen to Ross's "Your Timekeeper" show on WRC (Mondays–Fridays, 6:15 to 9:30 a.m.; Saturdays, 6:15 to 8:00 a.m.). Ross gets results, even among the real gone cats.

For Sales in the morning, ask WRC Radio in Washington

A service of represented by NBC Spot Sales
ARE THE AD PROTESTS FROM THE PUBLIC OR POLITICIANS?

Records indicate it's only a vociferous minority, but key government figures convey these admonitions on overcommercialization:

- McConnaughey warns state groups to clean house
- Lee tells N.Y. executives of Capitol storm warnings
- Magnunson may question monitoring of commercials
- Monroney and Heselton charge advertising abuses

THREE TIMES in recent weeks government leaders have sounded off on alleged radio station overcommercialization.

Coming after renewed FCC activity regarding "program imbalance" [BTC, Dec. 5, 1955], outspoken dissents in recent station license renewals and a bill in Congress to empower the FCC to require program-commercial time ratios (HR 5741), the drive against excessive commercialization seems to be coming to head.

How did this concern with the advertising content and length of radio commercials (for the accusing fingers have most often pointed at the aural medium) come about?

Is there a ground swell of public protest against commercialism? If there is it isn't apparent in the FCC's own official figures. In fact, quite the contrary: the number of complaints against commercial abuses has not increased materially in recent months.

To find out what has motivated government viewers-with-alarm, BTC went to the sources. This is what it found:

Item: FCC Chairman George C. McConnaughey warned state broadcast association presidents in Washington last week to clean up their houses or face the threat of government regulation.

"The Commission is very sensitive to inept advertising," the FCC chairman later told BTC, "we hear a good deal about it. People keep needing commissions. The subject is brought up time and time again. People say, 'Why don't you do something about this? It's an old story, a couple of bad eggs spoil the whole carton.' "

Item: Comr. Robert E. Lee advised radio-television salesmen and agency buyers at the Radio-Television Executives Society meeting in New York last week to raise the standards of broadcast advertising or face federal regulation.

"We've been hearing more and more about this from Capitol Hill," Mr. Lee told BTC. "For instance, just this week I received a letter from a congressman from a small town out West. He related a sad tale sent him by a local hardware merchant. This merchant was complaining about a crew of storm window salesmen who plastered the city with advertising—especially on the air. You know, they talk it up big, and then they don't produce. They saturate the market, then move on. And the local hardwareman is left holding the bag."

Item: Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, inveighed against what he called "false and fraudulent" advertising on the radio three weeks ago during the committee's hearing on television matters [BTC, Feb. 6].

"I was home sick some weeks ago," the Washington Democrat told BTC, "listening to the radio. Some of those offers . . . everything for free. You know people can't . . . it's like pulling teeth to get them to take something back once you've ordered it. A lot of people are sadly disillusioned when they take up those offers. We've got to slow up this sort of thing."

Others who have spoken up on the alleged overcommercialization had much the same answers. Letters from hometown friends. People...

It is the broadcasters themselves who must clean up their own house.

The subject won't down. In fact, Sen. Mar- nuson told BTC that he would bring up the question of monitoring commercials when the Federal Trade Commission comes up before his Senate Appropriations subcommittee on its 1957 budget. Sen. Magnuson had written the FTC regarding this complaint, and had been told what the federal agency does [BTC, Dec. 20].

This interest in so-called overcommercialization started a long time ago. In fact, without stretching things too thin, it can be fairly stated that it started back in 1946—when the FCC issued its controversial bombshell, the Blue Book (Public Service Responsibility of Broad- cast Licensees).

More recently it cropped up in two radio station license renewals—one in April last year, when Comrs. Lee, John C. Doerfer and Frieda B. Hennock dissented to the renewal, and another last September, when Comr. Doerfer dissented.

The FCC is far from unanimous on the "overcommercialism" or "imbalance" approach. Older members, who have been through the Blue Book era, are not disposed to go along with the complainers, apparently recognizing that consideration of program content treads dangerously close to censorship. The statute specifically excludes program censorship by the FCC, but permits it to take an overall look at station performance under the "public in

VOICES RAISED AGAINST AD 'ABUSES'

McConnaughey Lee Magnunson Monroney Doerfer Heselton

THese are the government officials who have been sounding the tocsin. The enemy—what they call overcommercialization, excessive commercials, false and fraudulent advertising in radio broadcasting. What do they warn—if broadcasters don't get the alleged offensi ve stations in line, government may do it for them. However, the big contradiction to all the hue and cry is the relatively small number of complaints that have been officially lodged with the FCC.

at cocktail parties. Listening while driving to work. Listening while driving across the state (Sen. A. S. Mike Monroney [D-Okla.] claimed that all he got was "three minutes of program for every 15 minutes of commercials")

One point is made by all who discuss this matter. It's the minority who cause the complaints; by and large radio and tv stations are free from such taints.

And there is another point that is made by those who have spoken out on this matter. It is that the FCC should not have, does not desire, the task of policing stations. Nor should the federal government legislate along these lines. Is the "interest" clause in considering renewals.

Comr. Lee, speaking for the three dissenters in the first case, had this to say:

"The excessive number of commercial spots presently used by this station causes me concern. In addition, inquiry should be made into the station's practice of 'bait and switch advertising.' Advertisers such as vacuum cleaning establish ments are permitted to offer a vacuum for 'the ridiculously low price of $14.95' or thereabouts, with a complete set of attachments, and a set of aluminum ware or steak knives thrown in for free if the prospective purchaser is one of the first 20 to call. The purchaser is
CROSS-EXAMINATION

FCC's contention that it has no power over excessive or fraudulent advertising on the air except through revocation, has not satisfied Sen. Magnuson. Last week he handed FCC Chairman McConnaughey some circumstantial evidence that the Commission answers be submitted as soon as possible. These were the questions:

Q. Don't you, in fact, have the power to order him [the broadcaster] to cease and desist from questionable practices under 312(b) of the Act?

Q. Don't you have responsibility for referring to United States Attorneys information as to possible violations of 18 U.S. Code 1343 (fraud by wire, radio or television)?

Q. Do you have any staff personnel charged with checking advertising and alerting you of cases requiring action in line with the statutory powers and responsibilities?"

Sen. Magnuson also asked that the FCC submit a written statement on its policies toward specialization based on questions asked at the hearing earlier this month. Mr. McConnaughey said that a reply would be supplied.

such complaints. And in January there were 18.

What are these complaints about? Here are the categories: Excessive, failing to receive merchandise or refunds on money-back guarantees, false and misleading and offensive.

So far there is no crusade to force the FCC to take over jurisdiction on commercials (except by Rep. Hefron). So far the cries against the pitchman, the bait-and-switch commercial, the repetitious spot, the frenetic sell have been mere in the nature of warnings—of pleadings to broadcasters to sweep out their own stables.

Whether it will go further is a big question mark. The groundwork—from government officials and legislators—has been started.

LEE'S 7-POINT PLAN FOR AD STANDARDS

A SEVEN-POINT program to raise the standards of radio and advertising was submitted to members of the Radio & Television Executives Society in New York last week by FCC Comr. Robert E. Lee (also see story page 84). The plan is to bring the wrath of Congress down on broadcasters—resulting in regulation—the FCC Commissioner urged that salesmen and timebuyers observe limits in their commercial messages and use of the broadcast medium.

"What I am suggesting," Mr. Lee said, "is that the number of viewers ought not to be the sole consideration. Real thought should be given to impact. If you are selling Bibles why promote to 10,000 people if you have a choice of 1,000 churchgoers?"

Mr. Lee continued: "Are we perhaps forgetting a philosophy where we are comfortably relaxed in the thought that a message delivered is a mission accomplished?"

Is that third spot really making money, or is it driving the commercial-punchy listener to throw the switch? Objectionable advertising, Mr. Lee declared, leads to loss of confidence in the medium as well as sales resistance to the product.

These "malefactors" are a small minority, Mr. Lee observed, but they threaten the "proper function of advertising as a useful agent in our economy."

Among the practices which Mr. Lee con-

demned were (1) advertising merchandise not intended to be sold, (2) belittling advertised merchandise in order to switch customers to other items, (3) limited merchandise available to meet an advertised sale, (4) advertising of "loss leaders," and (5) saturation of program with an "inordinate" number of spots "inordinately" lengthy.

In discussing the FCC's position with regard to advertising excesses, Mr. Lee said that the Commission has "leaned over backward in putting a liberal interpretation" on the station's operation in the public interest, convenience and necessity. "However, our mail appears to indicate that an aroused public may not be as tolerant," Mr. Lee said.

Here are the steps Mr. Lee suggested should be taken to meet this responsibility:

1. Establish and maintain high standards in your respective professions and encourage others to follow.

2. Refuse to exert pressure that will contribute to the lowering of good standards such as over-commercialization—triple and quadruple spotting, the wrong product at the wrong time, etc.

3. Avoid sanctioning last second complaints subject to the acceptance of undesirable programs for presentation at the wrong time or for any other legitimate reason.

4. Encourage and reward the good operator of a station whenever possible by favoring him over the sharsheeter who will accept any type of questionable business to make a fast buck.

5. Remember that continual vigilance and self-regulation are the prices we pay for the privilege of operating our business with a minimum of government regulation.

6. Work with your copy departments to suggest better ways of handling radio and television commercials. Stations must keep on their heads better ways of reaching the "right" audience at the "right" times, by altering or changing a copy theme, or length of commercials, etc. (Don't just be passive about this; take the initiative.)

7. Think sometimes (and encourage others to do so) of the quality of an audience to your commercials, rather than just the size of that audience.

McCONNAUGHEY ASKS

INDUSTRY WAR ON FALSE ADS

After commending NARTB for its radio and television war on false advertising, Mr. Lee participated in a speech at the National Association of Broadcasters Presidents conference in Washington last week. FCC Chairman George C. McConnaughey said Congress is showing "a live interest" in over-commercialism and called on NARTB's conference of state association presidents to join in a "vigorou effort to bring about closer conformity in code principles and industry practices."

He said it would be "a grave mistake if this is not acted on and copied heads better ways of reaching the "right" audience at the "right" times, by altering or changing a copy theme, or length of commercials, etc. (Don't just be passive about this; take the initiative.)

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**ADVERTISERS & AGENCIES**

**BBDO TABS TV AS NO. 1 REVENUE SOURCE**

Closed circuit used last week to unite agency branches in 10 cities for company convention. Overall 1955 billings reported at over $162 million; $170 million expected in '56.

BBDO last Friday held part of its annual intra-agency convention by television, an appropriate medium. During the closed-circuit broadcast the agency announced that television was its biggest source of revenue.

The special one-hour broadcast, arranged by Sheraton Closed Circuit TV, originated in New York at the end of a day-long meeting of principal BBDO executives. In the 4-5 p.m. closed-circuit, the agency's leaders made short addresses to BBDO employees gathered in 10 cities. It was the first use of this technique for an agency convention.

Coincidental with the convention, BBDO released a breakdown of its 1955 billings, which totaled $162,472,000, some $14 million more than in 1954. Here's the breakdown:

- **Television and radio** 38.11%
- **General magazines** 23.44%
- **Newspapers** 18.46%
- **Trade and farm papers** 7.18%
- **Mechanical production** 7.95%
- **Outdoor and car cards** 4.14%
- **Fees and miscellaneous** 7.2%

Total 100.00%

During his appearance on the closed-circuit broadcast, Fred B. Manchee, executive vice president in charge of operations and treasurer, said that television in 1955 "continued to account for the largest share of clients' billing, and received the largest dollar volume of any medium in our history." He did not say, however, what the television billings were. Only the joint radio-tv billing of $61.9 million (38.11% of the total $162 million billing) was reported.

In its annual survey of radio and television billings of leading advertising agencies Dec. 12, 1955, B&T estimated that BBDO's total business in radio and television was $60 million, of which $10.5 million was in radio and $49.5 million in tv.

Reporting on 1955 progress, Mr. Manchee said that the agency's profits in 1955 were 7% bigger than those in 1954. He said that BBDO stockholders, all employes, now number 258. The largest stockholder is Bernard C. Duffy, president, who holds 5%.

A prediction that BBDO's billings will exceed $170 million in 1956 was made by Alex F. Osborn, vice chairman of the board. To finance that volume of business, Mr. Osborn said, BBDO has $6.5 million working capital.

"Not a cent of these millions was ever borrowed," Mr. Osborn said. "Not a cent has come from any outsider."

Others who appeared on the closed-circuit broadcast, in order of appearance, were J. Davis Danforth, executive vice president in charge of advertising; Edward A. Cashin, executive vice president in charge of client relations; Charles H. Brower, executive vice president in charge of creative services; Robert Foreman, vice president in charge of radio-tv (this page); Alan M. Ward, vice president and copy chief; Mrs. Jean Wade Rindlaub, vice president and executive; Bruce Bartlett, chairman of the board, and Mr. Duffy. Dave Garroway, m.c. of NBC-TV's "Today," introduced the speakers.

**SALESMANSHIP, SHOWMANSHIP, STATESMANSHP**

**TELEVISION must now be evaluated as a mature medium.** Robert Foreman, BBDO vice president in charge of radio and tv, said last Friday in a closed-circuit talk to the annual BBDO convention. Here's a condensation of his remarks:

TV AND RADIO—but primarily the former—are here to stay. No longer can any agency man be either so naive or so frightened to become foolish enough to think that some happy day he may awaken and it has all been a bad dream—tv has disappeared.

To the contrary, if BBDO is to prosper, to hold its place as so laboriously achieved and tenaciously maintained as one of the top three agencies—tops in the quality of its product, its code of ethics, its standing in the business world and the public—then television must always be counted with.

The American community—then BBDO must increasingly reckon with television.

To achieve this there are, I believe, these vital areas to concern ourselves with. And they are, not necessarily in this order:

**First:** We must be more and more alert to the possibilities of tv as a sales medium. We must be more

and more critical of it. We must be more and more creative and careful and questioning in our approach to the medium's costs, to its commercial impact, to its program-company associations, and to its traceable benefits.

On the other side of that same coin, we must be constantly dissatisfied with its rating costs, its disipation of sponsor identity, its growing lack of program-product, its careless moral attitudes; all of which is a way of saying we can no longer be deluded by the magic of tv's newness, its capacity for making headlines, its ability to hop up dealer and other trade groups or by the fact that the wives and/or children of the presidents of companies look at it. We must now contend with it analytically as we do other media. Without passion, prejudice or tendenciness.

**Second:** We must all realize something that superficially is apart from our business. I say superficially because actually the moral and ethical standards of television affect each of us as citizens in one of the few free countries left in the world. So what we do affects not only ourselves but our country and the world today, as well as the generations to come.

We can never agree to prostitute this medium for the fast buck, to degrade it for the high Nielsen, to prevent its hard-made steps forward for the easy status-quo.

To do this would be to jeopardize more than one program or one advertising budget. Far more. We must temper our salesmanship and showmanship with statesmanship.

**AT&T HAS THE MONEY BUT CAN'T FIND TIME**

For years communications firm has been searching for tv availability to air filmed series now in production. Hopes to secure satisfactory 30 minutes 'most surely by next fall."

FOR SOME TIME this tv broadcast season, the American Telephone & Telegraph Co. has been finding it hard put to buy anything from some of its top customers—the tv networks. In fact, AT&T thus far has found the shelves empty. This peculiar situation can be traced simply to a failure to arrive at a common ground—or more accurately a generally acceptable time period—for the telecast of an experimental, half-hour dramatic film series that AT&T has planned to place on network tv for some years.

The AT&T search has been going on in earnest since recent completion of some films, with the company hoping for something in the way of an open—and acceptable—30 minutes weekly on one of three networks. Persistently enough, AT&T, which had aimed for the first of the year, now has its sights on this spring, or "most surely by next fall."

In preparation for a green light, however, AT&T now has had 10 or 12 of the films completed, and production is continuing. According to AT&T, the offers thus far made by the networks have not been acceptable to all the parties involved. Time periods have varied between 8-10:30 p.m. EST depending on what night the program could be placed.

The program is to be a weekly, half-hour dramatic series, now being filmed in Hollywood by the Hal Roach Studios. Each story, based on true incidents of historical or current interest, which point up man's "positive achievements," is presented in dramatic form. Narrator and host of the program is John Nesbitt, of moving picture and radio prominence.

In discussing some of AT&T's philosophy of tv sponsorship, Will Whitmore, AT&T's advertising manager for radio-television-exhibits, writes in the winter issue of the company's publication, Bell Telephone Magazine:

"A weekly half-hour program presented for one full year gives the sponsor just 156 minutes of commercial time. Considering the cost of television today, those are precious minutes. They must make plain, understandable, and appreciated the many mutual problems which exist and arise between the providers and the users of a service which contributes so much to our American way of life."

The series actually will be sponsored by AT&T's associated companies which make up the Bell System. The agency is N. W. Ayer & Son, New York.

The company for more than 15 years has sponsored The Telephone Hour on radio (NBC). Bell telephone companies also have sponsored each year on tv, "The Spirit of Christmas." In the first six months of last year, the associated phone companies placed more than 16,000 com-
merical messages on tv stations, promoting the use of the classified directory, additional telephone in the home, greater use of long distance and various other telephone uses and services.

Mr. Whitemore said that the network tv program "must reflect the character and personality of the [Bell] system. It should be a welcome guide to the average home owner." A search for the "right" program, "continued from almost the very beginning of television," Mr. Whitemore reported. More than 200 programs and program ideas were viewed and analyzed. At the end of last July a program was produced that seemed to meet "specifications," Contracts were signed and production started in Hollywood.

A 40-minute "film description" was shown to the "heads of the three television networks" who liked the program, Mr. Whitemore said. But, with program schedules for fall and winter already completed and with "no desirable time available," the matter stood.

In the "Hooper Index of Broadcast Advertisers," or HIBA, C. E. Hooper Inc. has a service designed to answer such questions. HIBA is a measurement of the extent to which commercials reach various segments of the audience.

Local HIBAs are made in major markets, each report giving the circulation of television commercials in a given product category in one city during one week. They are done on order, and, according to Hooper President James L. Knipe, virtually all the top agencies have ordered HIBAs at one time or another. They are done separately for radio and television. In tv there is also a separate report on network users, making it possible to compare the network HIBA with the local one of various commercials.
ground rules had to be adopted. These were evolved, Mr. Knipe explained, after discussion with "many of the best-informed agency people over a period of several months. There were many suggestions and, consequently, some "compromises."

"Most important of these compromises," Mr. Knipe asserted, "was one having to do with the grouping of commercial lengths into two groups—a 'commercial unit' and a 'one-half commercial unit'—and the assignment of a certain number of 'commercial units' to programs of varying length." This process is described in each HIBA report as follows:

"The starting point is to define a commercial unit as a commercial exposure of more than 10 seconds but usually not more than one minute in duration.

"Since this commercial unit is typically priced at twice that of a 10-second station identification (television) or a time signal (radio), these 10-second exposures are defined as one-half commercial units.

"Using an allocation pattern somewhat similar to that of the Television Code of the NARTB, commercial units are attributed to programs as follows:

- "3-minute program—1 commercial unit.
- "10-minute program—2 commercial units.
- "15-minute program—3 commercial units.
- "30-minute program—4 commercial units.
- "60-minute program—6 commercial units.

"For programs of more than 60 minutes in length, commercial units are attributed at the rate of one commercial unit for each additional 10 minutes, as in a 60-minute program...

"Mr. Knipe said that when the Hooper firm originally became interested in developing an HIBA service (first called "Monitored Commercials with Audience Ratings"), it did some experimenting with methods of finding answers to other questions.

But "it did not take us long to realize that tape was the only way to do the job," he added, pointing out that Hooper has since acquired an "inexhaustible interest—described only as a principal stock interest—in the BAR organization."

BAR was founded in November 1952 by Phil Edwards, president, and Bob Morris, executive vice president. Offices are in New York and Chicago, production facilities in Darby, Pa., and New Brunswick, N. J. The West Coast affiliate, owned by Tonie Kelley, is located in Sherman Oaks, Calif., just outside Los Angeles.

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### WHOSE COMMERCIALS ARE SEEN MOST?

**Hooper Index of Broadcast Advertisers**

*(Based on Broadcast Advertisers Reports' monitoring)*

#### THE NATIONAL (NETWORK INDEX)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Commercial Units</th>
<th>Hooper Index of Broadcast Advertisers</th>
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<tbody>
<tr>
<td>1.</td>
<td>Schlitz (Lennen &amp; Newell)</td>
<td>1 1</td>
<td>4</td>
<td>113</td>
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<td>2.</td>
<td>Budweiser (D’Arcy)</td>
<td>1 1</td>
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<td>3.</td>
<td>Pabst (Leo Burnett)</td>
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#### THE CLEVELAND INDEX (NETWORK PLUS SPOT)

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<th>Network Shows</th>
<th>Total Commercial Units</th>
<th>Hooper Index of Broadcast Advertisers</th>
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<tr>
<td>1.</td>
<td>Erin Brew (Hart-Conway)</td>
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<td>2.</td>
<td>P.O.C. (Clifford A. Kroening)</td>
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<tr>
<td>3.</td>
<td>Corlings (Lang, Fisher &amp; Stashower) (Benton &amp; Bowles)</td>
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<td>157</td>
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<tr>
<td>4.</td>
<td>Schlitz (Lennen &amp; Newell)</td>
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<td>5.</td>
<td>Stroh (Zimmer, Keller &amp; Calvert)</td>
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<td>6.</td>
<td>Pfeiffer (Maxon)</td>
<td>1 1</td>
<td>4½</td>
<td>51</td>
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<td>7.</td>
<td>Duquesne (Walker &amp; Downing)</td>
<td>1 1</td>
<td>6</td>
<td>50</td>
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<tr>
<td>8.</td>
<td>Pabst (Leo Burnett)</td>
<td>1 1</td>
<td>2 ½</td>
<td>50</td>
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<tr>
<td>9.</td>
<td>Budweiser (D’Arcy)</td>
<td>1 1</td>
<td>4</td>
<td>46</td>
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<tr>
<td>10.</td>
<td>Old Dutch</td>
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<td>11.</td>
<td>National Bohemian (W. B. Doner)</td>
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<td>1</td>
<td>21</td>
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<tr>
<td>12.</td>
<td>Iron City (Smith, Taylor &amp; Jenkins)</td>
<td>1</td>
<td>4</td>
<td>18</td>
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</tbody>
</table>

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting & Telecasting. No reproduction permitted.

*"Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

**Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.


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**Scherwin Highlights Mistakes In Tv Advertisers’ Research**

MANY tv advertisers are guilty of fundamental mistakes in approaching the field of qualitative research, particularly in the study or testing of tv commercials, Horace Schwerin, president of Schwerin Research Corp., New York, said Thursday.

At a luncheon meeting in New York of the media research group of the American Marketing Assn., Mr. Schwerin listed five errors commonly committed by these tv advertisers.

He hit at the practice of some in avoiding research which may bring up just the answers the advertisers don't want to hear. Many agencies, on the other hand, he said, encourage studies which may throw a critical spotlight on their own creative efforts, in the hope that in the long run the analysis will help.

Another error, he said, is the use of the wrong measures to find answers to salient questions. An example of this, Mr. Schwerin said, is measuring total remembrance of copy points within a commercial and pointing to these as a correlation of the commercial's effectiveness. A third, which ties in with this, is discounting the emotion or mood of the commercial and overemphasizing the importance of getting explicit copy points remembered.

Two other mistakes listed by Mr. Schwerin: Unnecessary "hammering away" at copy points—i.e. attempting to accomplish with a mailed fist what could more readily be achieved by a light touch—and not enough experimentation.

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**UPA's Mister Magoo Heads Rheingold Beer Promotion**

THE nearighted Mister Magoo, hero of UPAs film "When Magoo Flew," winner of the 1954 Academy Award Oscar as the best cartoon short subject, has been named number one salesman for Rheingold Beer in Southern California.

In a campaign created by the Fotive, Cone & Belding agency and UPAs Pictures Inc., Mister Magoo is being featured for Rheingold Beer in a series of television announcements, daily advertisements in newspapers, and a variety of point-of-purchase displays. The tie-up marks the first time Magoo has been released for commercial use; his experiences have been confined to theatrical shorts released by Columbia Pictures Corp. The campaign is confined to the Southern California region.

Arrangements for the project were negotiated by Stephen Bosutnot, UPAs president; Herbert Kost, west coast tv sales representative for UPAs; Frank Delano, FC&B vice president and Rheingold's New York account supervisor, and Byron Mayo, west coast FC&B-Rheingold account executive.
U. S. Tv Set Families Now Reported at 74%

THE PERCENTAGE of U. S. families with a tv set was 74% as of January this year, an increase of four percentage points over October 1955, according to a quarterly report by the Market Research Corp. of America [B&T, Feb. 21]. The increase reflected "the usual seasonal spurt normally associated with the holiday season" and was concentrated in small towns and rural areas.

Here is MRCA's breakdown of families with tv sets since April of last year:

PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS

<table>
<thead>
<tr>
<th>Region</th>
<th>4 Apr '55</th>
<th>5 Jul '55</th>
<th>30 Oct '55</th>
<th>31 Jan '56</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>84%</td>
<td>85%</td>
<td>85%</td>
<td>86%</td>
</tr>
<tr>
<td>South</td>
<td>50</td>
<td>54</td>
<td>56</td>
<td>51</td>
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<tr>
<td>North Central</td>
<td>70</td>
<td>70</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>Mountain &amp; Southwest</td>
<td>46</td>
<td>52</td>
<td>54</td>
<td>50</td>
</tr>
<tr>
<td>Pacific</td>
<td>65</td>
<td>66</td>
<td>70</td>
<td>74</td>
</tr>
</tbody>
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Philip Morris Executives, Staff Discuss Sales Plans

A SERIES of two-day closed door sales meetings between key executives of Philip Morris Inc. and regional sales staffs, which got under- way last Monday in Atlanta, will close tomorrow (Tuesday) in New York. Meetings also were held in San Francisco, Chicago and Dallas.

Among those attending were Roger Greene, advertising director for Philip Morris Inc., and Thomas Christiansen, assistant advertising direct- or, who unveiled latest ad campaigns, copy and media strategy for Philip Morris, Marlboro and Parliament, PM's three cigarette brands. Top executives at the meetings were O. Parker Comco, president, and Joseph F. Cullum III, executive vice president.

A major topic discussed was the new advertising campaign for Philip Morris cigarettes, which will be handled by N. W. Ayer & Son, New York, effective May 1 [B&T, Feb. 6]. Currently handling PM advertising is The Blow Co., which loses the account after 25 years. Agencies for Marlboro and Parliament are Leo Burnett, Chicago, and Benton & Bowles, New York, respectively.

Research Test Shows Tv Ads Are 'Read' More Than Print

A RESEARCH UNIT—Qualitative Research Inc., an affiliate of Trendex (tv rating service)—says it has found that tv commercials seem to have "a tremendous bulge" over print advertising in the "area of 'read most'".

The research company bases its observation on a recent test of a set of automobile commercials on network tv in a series of 15-20 cities via telephoning at random. According to Qualitative Research 67% of the tuned program audience reported they had paid attention to most of each of the commercials, 76% said they had seen some part of the commercials while 9% of those who saw some part, but did not pay attention to most of the commercials, gave the reason of having been distracted from viewing at the time.

The percentages, according to Qualitative Research, are much higher than similar information researched of magazine readers who claim they read more than half of the text of automobile advertisements. Qualitative Research screened out viewers of a program by telephone in an hour after the broadcast. A fairly complete description of each commercial was given and the respondent was asked whether he had seen any part of it, and if so, did he pay any attention to it.

Blumenthal Named Exec. V. P.

LESTER J. BLUMENTHAL, former vice presi- dent and general manager of radio and television, Norman, Craig & Kummel, New York, and before that sales exec- utive, CBS-TV, has been appointed executive vice presi- dent and general manager of Product Services Inc. (advertising agency), New York.

Coincident with the appointment, Les L. Persky, president, Product Services Inc., announced termination as of March 1 of the agency's association with Charles Antell Inc.

Hotpoint Appoints Weston

APPOINTMENT of D. Edward Weston Jr., formerly with the General Electric Supply Co., as general manager of Hotpoint Co.'s new television receiver department was announced last week by John C. Sharp, president. Mr. Weston was manager of radio-tv marketing for the General Electric Supply Co. in Bridgeport, Conn., before joining Hotpoint in Chicago. Hotpoint has announced plans to enter the tv field [B&T, Feb. 20]. Hotpoint is a GE sub- sidary.

Garland Becomes Partner

ROBERT C. GARLAND, formerly national sales manager for KOOL-AM TV Phoenix and KOPO-AM-TV Tucson, both Ariz., and newly elected vice presi- dent of Charles H. Garland & Inc., new Phoenix advertising agency, will become a partner- ner in that agency, effective March 1. Mr. Garland will serve as account executive for the two-month-old agency and additionally will direct the firm's radio and television department.

Advance Schedule

Of Network Color Shows

† All times EST

CBS-TV

Feb. 28 (9:30-10 p.m.) Red Skyton Show, S. C. Johnson & Son, through Needham, Louis & Brody, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 6, 20, 27).

Mar. 1 (8:30-9:30 p.m.) Climax, Chrys- ler Corp. through McCann-Erickson (also March 29).

Mar. 3 (7:30 p.m.) Gene Autry Show, William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 10, 17, 24, 31).

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

NBC-TV

Feb. 27-Mar. 2 (3-4 p.m.) Matinee, participating sponsors (also March 5-9, 15-19, 23-26, 30).

Feb. 27-Mar. 2 (5:30-6 p.m.) Howdy Doody, participating sponsors (also March 12-16, 19-23, 26- 30).

Mar. 3 (10:10 p.m.) George Gobel Show, Pet Milk Co. through Gardner Adv. and Armour & Co. through Foote, Cone & Belding, on alternate weeks.

Mar. 5 (8-9:30 p.m.) Producers Showcase, "Caesar and Cleopatra," Ford Motor Co. through Ken- yon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 6 (7:30-7:45 p.m.) Dinah Shore Show, Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 8, 20, 22).

Mar. 7 (10-10:30 p.m.) This Is Your Life, Hazel Bishop through Ray- mond Spector.

Mar. 11 (2:30-5:30 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- Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Mar. 18 (3:30-4 p.m.) Zoo Parade, Mu- tual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4:53-5 p.m.) Hallmark Hall of Fame, "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

Mar. 24 (9:30-10 p.m.) Jimmy Durante Show, Texas Co. through Kud- ner.
It's all pretty obvious!

WHO-TV serves 334,750 families in 42 rich central Iowa counties. 284,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership. First-on-the-farm in a state where farmers move in upper-income circles!

WHO-TV reaches this big television audience with 316,000 watts on bright Channel 13. Iowans tune in consistently and enthusiastically because they know they can depend on WHO-TV for the best in network features, plus outstanding local programs.

Ask your Free & Peters Colonel for full details.
A tempting dish for your merchandising menu is this fast-growing market with the buying power to match its big breakfast food appetite. It's Western Michigan . . . the country's 20th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.

WOOD-TV is big territory!

WOODLAND-TV
WOODLAND CENTER
GRAND RAPIDS, MICHIGAN
Tv Sets to Go Up 2.9 Million

In 1956, Says NBC's Beville

AN EXPECTED increase of 2.9 million tv sets in the U. S. by next January, compared to Jan. 1, 1956, was estimated Thursday by NBC's Hugh M. Beville Jr., vice president in charge of planning and development.

Mr. Beville estimated 36.9 million tv sets in the U. S. at the beginning of this year, and projected industry accepted figures to indicate a total of 39.8 million by next January. According to NBC researchers, nearly 71% of all homes in the country are now equipped with television. Also, by their estimates, this figure will climb to 74% by next January.

In other estimates, NBC researchers see more than 5% of all tv homes with more than one receiver: by 1957 compared to approximately 4.2% multi-set households today.

Noting that industry figures report 1955 as tv's "peak year" in tv sets sold at retail (7,421,000), Mr. Beville said that 1956 can be expected to come close to that mark. He also found an increasing proportion of new set sales purchased as replacements for sets which have been scrapped. Until January 1954, set scrapage was relatively unimportant, totaling about 800,000, or about 3% of all retail sales up to that time, he said. But during 1955, an estimated 3 million or about 40% of the 7.4 million sets sold during the year were replacements for scrapped sets. More than 6 million sets have been scrapped, it was estimated.

Mail Pouch Adds Contest Spots

MAIL POUCH TOBACCO Co. (Kentucky Club pipe tobacco), Wheeling, W. Va., will place supplementary spot campaign on NBC-TV's Tonight starting Thursday, backing its print media effort for its third annual Derby Day contest. Kentucky Club's contest, which will award a prize thoroughbred colt plus $1,000 for expenses and a pair of tickets to the Kentucky Derby, is being conducted in March by the Charles W. Hoyt Co., New York, Mail Pouch's agency, with judging by the Reuben H. Donnelly Corp., Chicago.

Tintex Increases Radio Budget

TINTEX Co. (fabric dyes), New York, will launch a campaign March 1, with a 25% increase in radio advertising over last year, using participations on five daytime radio network programs on NBC and ABC and spot announcements on about 60 stations. Agency is Emil Mogul Co., N. Y.

BUSINESS

Scripto Inc. (pens and pencils), Atlanta, starting radio and tv spot campaign of underrated length in San Francisco and Los Angeles, beginning in April. Agency: Donahue & Coe, N. Y.

National Home Study Schools (correspondence classes), N. Y., currently running 25-city radio spot campaign, using 13 stations, and expected to add 12 more stations within next 30 days. Agency: William Warren, Jackson & Delaney, N. Y.

Regal Pale Brewing Co., S. F., has renewed Harry Owen's Show on 17 stations of CBS-TV Pacific Network, marking fourth consecutive renewal of program by sponsor. Agency is Guild, Bascom & Bonfigli, Adv. S. F.

Swift & Co. (meat products), Chicago, to sponsor The Uncle Jonny Coons show on NBC-TV (Sat. 11:30 a.m.-noon), starting March 3. Program originally was regular Saturday morning show on WNBQ (TV) Chicago. Agency: McCann-Erickson, Chicago.

AGENCY APPOINTMENTS

Avco Mfg. Corp., N. Y., names Compton Adv., N. Y., effective June 1, to handle its Crosley and Bendix home appliances division advertising in addition to radio and television divisions, which Compton already handles.


Hudson Dealer Organization of Greater Metropolitan Chicago appoints Ray Freedman & Assoc., Chicago, for coming year.

A&A PEOPLE

Ted Adams, formerly sales promotion supervisor, commercial equipment department, Hotpoint Co., Chicago, appointed vice president of John B. Morrissey Co., Chicago agency.

Clarence Hatch Jr., formerly senior vice president of Kudner Agency Inc. and executive vice president of D. P. Brother & Co., elected vice president of Campbell-Ewald Co., Detroit, effective March 5.

Edward E. Rothman, formerly senior vice president, general manager and director of Campbell-Ewald Co., appointed director of product advertising and sales promotion office, sales and advertising staff, Ford Motor Co., Dearborn, Mich.

Raymond C. Stricker, vice president, Ruthrauff & Ryan Inc., Chicago, resigned. Future plans to be announced.

Russell A. MacDonnell, vice president in charge of sales and advertising, Grove Labs (pharmaceuticals), St. Louis, to Warwick & Legler, N. Y., as vice president.


Bob Pasch, creative supervisor, Ruthrauff & Ryan, N. Y., appointed vice president and associate copy director.

Alfred R. Tennyson, tv producer, Kenyon & Eckhardt, N. Y., named head of new commercial production department formed by agency. Department will be responsible for all activities related to production of tv and radio commercials.

Horace E. Curtis, vice president, BBDO, N. Y., transferred to Cleveland office as supervisor on General Electric lamp account. Michael Corcoran, Footl, Cone & Bredin, N. Y., to L. A. office of BBDO as account group supervisor.


Sinclair Jacobs, account executive, BBDO, to Ted Bates & Co., N. Y., in similar capacity.

George F. Leithner, director of media relations, Chicago office of Young & Rubicam Inc., N. Y., named associate media director of agency. He is replaced in Chicago by Robert B. Byrns.

Melvin Singer, advertising brand manager, Schenley Industries, N. Y., and Richard Most-

LATEST RATINGS

Nielsen

Top Radio Programs

Two Weeks Ending Jan. 21

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Our Miss Brooks (CBS)</td>
<td>2,206</td>
</tr>
<tr>
<td>2.</td>
<td>Dragnet (NBC)</td>
<td>2,193</td>
</tr>
<tr>
<td>3.</td>
<td>The Oldsmobile Show (CBS)</td>
<td>2,170</td>
</tr>
<tr>
<td>4.</td>
<td>Our Gang (CBS)</td>
<td>2,133</td>
</tr>
<tr>
<td>5.</td>
<td>Suspense (CBS)</td>
<td>1,979</td>
</tr>
<tr>
<td>6.</td>
<td>Our Miss Brooks (CBS)</td>
<td>1,977</td>
</tr>
<tr>
<td>7.</td>
<td>The Great Gildersleeve (NBC)</td>
<td>1,973</td>
</tr>
<tr>
<td>8.</td>
<td>The John Pemberton Show (CBS)</td>
<td>1,894</td>
</tr>
<tr>
<td>9.</td>
<td>The Big Screen (CBS)</td>
<td>1,892</td>
</tr>
<tr>
<td>10.</td>
<td>The Little Brother Show (CBS)</td>
<td>1,860</td>
</tr>
</tbody>
</table>

Daily, Sunday (average for all programs)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Lone Ranger (CBS)</td>
<td>2,726</td>
</tr>
<tr>
<td>2.</td>
<td>The Big Valley (CBS)</td>
<td>2,587</td>
</tr>
<tr>
<td>3.</td>
<td>The Untouchables (CBS)</td>
<td>2,568</td>
</tr>
<tr>
<td>4.</td>
<td>The Life of the Party (CBS)</td>
<td>2,547</td>
</tr>
<tr>
<td>5.</td>
<td>The Red Skelton Show (CBS)</td>
<td>2,509</td>
</tr>
<tr>
<td>6.</td>
<td>The Milton Berle Show (CBS)</td>
<td>2,495</td>
</tr>
<tr>
<td>7.</td>
<td>The Jack Benny Program (CBS)</td>
<td>2,466</td>
</tr>
<tr>
<td>8.</td>
<td>The Red Skelton Show (NBC)</td>
<td>2,454</td>
</tr>
<tr>
<td>9.</td>
<td>The Red Skelton Show (CBS)</td>
<td>2,424</td>
</tr>
<tr>
<td>10.</td>
<td>The Red Skelton Show (NBC)</td>
<td>2,403</td>
</tr>
</tbody>
</table>

Top 10 Regularly Scheduled One A Week Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Honeymooners (CBS)</td>
<td>36.2</td>
</tr>
<tr>
<td>2.</td>
<td>The Andy Griffith Show (CBS)</td>
<td>35.8</td>
</tr>
<tr>
<td>3.</td>
<td>The Beverly Hillbillies (CBS)</td>
<td>35.5</td>
</tr>
<tr>
<td>4.</td>
<td>The Dick Van Dyke Show (CBS)</td>
<td>35.2</td>
</tr>
<tr>
<td>5.</td>
<td>The Twilight Zone (CBS)</td>
<td>35.0</td>
</tr>
<tr>
<td>6.</td>
<td>The Outer Limits (CBS)</td>
<td>34.8</td>
</tr>
<tr>
<td>7.</td>
<td>The Mary Tyler Moore Show (CBS)</td>
<td>34.6</td>
</tr>
<tr>
<td>8.</td>
<td>The Andy Griffith Show (CBS)</td>
<td>34.4</td>
</tr>
<tr>
<td>9.</td>
<td>The Honeymooners (CBS)</td>
<td>34.2</td>
</tr>
<tr>
<td>10.</td>
<td>The Andy Griffith Show (CBS)</td>
<td>34.0</td>
</tr>
</tbody>
</table>
Sizzling Success

The heat was on for Marlowe Chemical Co., New York, manufacturer of a new aerosol fire extinguisher, just 48 hours after it had introduced the product to New Yorkers on a budget, 90% of which was allocated to tv spots. Two days after it advertised the fire Chief home extinguisher via 63 local spots on four New York tv outlets, backed by a full newspaper campaign, spokesmen for Marlowe said that the firm had to "temporarily cancel all of its expansion plans." The reason was that the demand already had far exceeded the supply.

A&A SHORTS


Charles O. Puffer Co., Chicago advertising-public relations firm, has moved to larger quarters at 75 E. Wacker Drive.

Ed. Belford Agency, Studio City, Calif., announced move to larger quarters at 12400 Ventura Blvd., Studio City.

Jerry Lichtman Co., N. Y., advertising and public relations firm, moved to 79th floor of Empire State Bldg. Agency has expanded space and personnel.

V. James De Santis Co., Glendale, Calif., in expanded quarters at 1400 E. California Ave.

WORT-TV New York will carry baseball show sponsored by True, The Man's Magazine, N. Y., marking True's first use of tv. Show, Happy Felton's Press Box, is quarter-hour film program to preclude each of 25 road games of Brooklyn Dodgers. Agency: C. L. Miller Adv., N. Y.

R. Jack Scott Inc., Chicago, is new name of former Schwimmer & Scott Inc., president Jack Scott announces. Walter Schwimmer, agency co-founder, left the firm to expand his base on marketing and merchandising is planned by Scott agency with appointment of additional merchandising directors Lou Sargent, for drug product, and Howard L. Larson, hard goods. Agency offices remain same.

Mark Schroeder Adv., Denver, has added specialized market research department and expanded offices in Zook Bldg. Helen Lonfek, formerly researcher supervisor, McCann-Erickson Inc., Chicago, heads new Schroeder unit.

Chapin-Damm, Sacramento, Calif., agency, in larger quarters in Winred Bldg., 1412 S St.

Blaylock Adv., Chicago, moved to larger quarters at present address, 30 N. LaSalle St.

Conklin Mann Co., N. Y., is successor to dissolved partnership of Conklin Mann & Son. All partners remain with corporation as directors and officers, and Henry Carleton, Earl Edgar, Henry Pendick and Nathaniel Mann elected vice presidents.


PERSONNEL RELATIONS

AFM LOCAL 47 SPLIT ON TRUST FUND

Fraction under Hollywood Vice President Read opposes policy of having trust fund receive extra music fees from movie adaptations for tv. Fight due to erupt at membership meeting today.

ALTHOUGH it was learned last week that the International Executive Board of the American Federation of Musicians has denied a plea by Hollywood Local 47 for amendment of the music performance trust funds (B&T, Jan. 30) the fight over the issue continues to rage within Local 47 and is expected to explode today (Monday) at a general membership meeting scheduled at the Hollywood Palladium.

In effect, the authority of AFM President John Petillo and the very existence of the trust fund have been challenged.

Involved in the dispute is the policy of AFM to funnel into the trust fund the extra music payments created when movies are released to television. A faction of Local 47, headed by Vice President Cecil F. Read, contends that Hollywood musicians are entitled to the extra payments just as other workers in the movie industry receive added compensation when a feature film is released to television. He contends the Hollywood musicians contribute the most to trust funds and get practically nothing in return.

Most other officers of Local 47, however, headed by President John Petillo, are opposing Mr. Read in the fight and charge him with personal political ambition. While they agreed to soliciting the International Board on the matter, they decided to abide by the ruling since this is the second time in five years that they have been overruled on this issue.

Read's Contentions

Mr. Read, who gives his official report to the membership today, personally appeared before the International Board in New York several weeks ago. He told the Board that Hollywood musicians lost $2 million in 1955 alone as a result of the payment of the extra money into the tv trust fund. He contended that 33% of all money paid into the national recording trust fund and 97% of all money paid into the tv trust fund, but it is understood his estimates, based on a study conducted by Facts Consolidated Inc., are not taken into consideration. Mr. Read contends that more than half of all money put in AFM trust funds come from Local 47.

When a film is released to television, the trust fund receives 5% of the money, and it is not $25 "re-scoring" fee for each musician who performed in the original production. The 5% formula was established in 1951. Prior to last June, the $12 re-scoring payment was given to the musicians personally, but under the new AFM policy since then this money also goes into the trust fund on the theory the payment is not wages and the musician was paid for the product once. When a film is "re-scored" for tv, the musicians do not do any actual additional work since the sound track is retained without any alterations.

The International Board's reply to the demands of Local 47 as presented by Mr. Read was released to B & T Thursday with Mr. Petillo's express permission. The letter, signed by AFM Secretary Leo Cluesmann, disclosed the
We got a little behind in our overalls

We've said it before: If you've got something to sell on WJR, just be sure you've got enough to go around. Here's why we say it again:

A man who makes overalls bought a 13-week campaign on WJR to help move his jeans.

He renewed 13 weeks later. With his new contract came two commercials asking people to please be patient about one brand he'd featured on the earlier schedule. The factory was a month behind on orders.

"This," he wrote happily, "is truly a fine testimonial to the results obtained over your station."

For, as Alfred Politz Research, Inc. discovered in a recent comprehensive survey of radio listeners in the area, there's no medium as well attended as WJR, Detroit.

Politz measured a four-state portion of the primary coverage area. He found that 41 percent of all listeners keep their dials at WJR. The rest are split between 196 other stations.

There isn't another single unit medium of any kind that can reach as many buyers in the market as WJR, and the 16,000,000 people in our coverage area buy a lot of overalls—and a lot of cars, toothpaste, razor blades and gumdrops.

Your advertising manager is really up to date on WJR if he has read the new Politz study.

THE GREAT VOICE OF THE GREAT LAKES

WJR Detroit

50,000 Watts CBS Radio Network

Don't be left out in the cold—present home fires
five specific requests made by Local 47. These included:

(1) Raises in the record industry scales, now 21%, be given to the recording musician instead of to the trust fund.

(2) Re-scoring fees, motion picture theatrical films to tv use, $25 per man per film, be paid to those recording the original sound track, and immediate action be taken to stop payment of 're-scoring' fees to the trust fund and to recover such fees as have been diverted to this fund since June 1955.

(3) Re-use fees for transcribed radio 'cut-and-dry' shows (consistent with what the advertiser can pay) be paid to the recording musician instead of to the trust fund.

(4) Enact a new policy or code for recording for tv film that would (a) lower the total music cost per film, thus making it possible to compete on an economic basis as well as a quality basis for the employment now being lost to 'imported' or 'library' sound track; (b) provide for payments for 're-runs' to be made to the musicians recording for the film then being re-run, instead of payments to the trust fund.

(5) A definite statement of Federation policy recognizing individual 'performance rights' in recorded music; efforts in line with the recommendation made in this report to establish those 'rights'; negotiating contracts and agreements requiring payment to the individual musician when his recorded services are 're-used,' 'transferred' or otherwise commercially exploited.

In its answer to these requests, the AFM letter pointed out that the figure of 21% described as a recording scale raise is erroneous. This was not negotiated as a wage scale raise but is specifically referred to in the contract as a contribution to the trust fund.

The AFM letter informed Local 47 that 'the entire matter is thoroughly discussed and it is found that various requests have for their ultimate purpose, payments to the individual musicians who did the recording, instead of to the trust fund, and diverting the money now in the fund to such musicians, thus resulting in the discontinuance of the fund.

'This would mean that many musicians throughout the country would be deprived of the little employment made possible by the fund and for which the recording industry acknowledges it owes an obligation.

'To grant the requests of Local 47 would wipe out the fund, thereby depriving musicians all over the United States of this little employment, and turn the money over to the already well-paid musicians who do the recording and produce the mechanical music.'

'Vigorous opposition' to any movement which would weaken or destroy the trust fund is contained in a resolution signed Feb. 18-19 in Bakersfield, Calif., by all delegates attending the 18th annual conference of 29 AFM locals from California, Arizona and Nevada. New Mexico locals also attended. Local 47 officials opposing Mr. Read predicted the resolution would be copied by other conferences nationally.

Freelance Tv Writers Get 20% Wage Increase

FREELANCE WRITERS for television films will operate under a new contract signed last week by the major movie studios and Writers Guild of America West, providing a 20% wage increase for about 200 Hollywood writers.

The agreement is retroactive to last Nov. 17 and runs until Jan. 15, 1960, according to Charles Boren, vice president in charge of industrial relations for the Assn. of Motion Picture Producers, and Donn Mullally, chairman...
$21 MILLION FILM SALE NEARLY SET

LARGEST sale of a motion picture library to television appeared imminent last week as Associated Artist Productions, New York, continued negotiations with Warner Bros. for the acquisition by AAP of the studio's pre-1949 library of 850 feature films and assorted cartoons and short subjects for an estimated $21 million.

Though neither Warner Bros. nor AAP would comment on the transaction, BT learned that both parties are in general agreement on terms of a proposed contract, with details still to be ironed out. An announcement of the transaction may be made this week. Eliot Hyman, AAP president, has had frequent conferences in the past few months with Warner Bros. officials, though he had tried to obtain tv rights to the feature films as far back as 1953.

Associated with Mr. Hyman in the Warner Bros. project is Lou Chiesler, a wealthy Canadian who reportedly has extensive mining interests. Lehman Bros., New York investment banking firm, has participated in discussions with Warner Bros. executives, and reportedly will arrange the financing of part of the transaction. Ben Kalmenson, executive vice president of Warner Bros., has been the chief negotiator for the studios.

If completed, the transaction would overshadow the acquisition by C & C Super Corp. of the KKO Radio Pictures backlog of 650 feature films plus cartoons and short subjects, for $15.2 million [BT, Jan. 6, 1956].

SIGNING of Rosemary Clooney to star in 39 half-hour tv films—to be sponsored in 52 key markets around the country by Foremost Dairies Inc.—took place at Miss Clooney's Beverly Hills, Calif., home. With Miss Clooney are Mickey Rockford (l), vice president of MCA; Frank Stahl, vice president of the Guild, Bascam & Bonfigli agency, San Francisco, who negotiated the sale.

ABC Film Syndication
To Back Stoloff Series

ABC Film Syndication Inc., and Hollywood producer-director Victor Stoloff last week signed an agreement whereby ABC will provide through Bankers Trust Co. of New York 50% of the financing for 23 half-hour films based on the plain clothes division of the Royal Canadian Mounted Police. The new series will be titled The Force.

Mr. Stoloff is arranging the remaining financing with S & S Films Ltd., Canadian firm which last year backed color filming of three initial programs in the series starring Lloyd Bridges. Mr. Stoloff is executive president of S & S Films. Other directors include J. K. Sims, attorney, president; W. D. Butler, member of Canadian Parliament, and Frowde Seagram, president of Dominion Life Insurance Co. of Canada. Mr. Stoloff has taken an office at General Services Studios, Hollywood, and is preparing scripts for the remaining 23 shows to be filmed in the next six months.

WOR-TV Pays $198,000
To NTA for Selznick Films

PURCHASE of 10 David Selznick productions by WOR-TV New York from National Telefilm Assoc., New York, for $198,000 was announced last week by Gordon Gray, general manager of the station, and Ely Landau, president of NTA.

Mr. Gray said the price per picture paid by WOR-TV for the Selznick films "exceeds by at least 50% previous prices paid by local stations anywhere." The station has obtained exclusive tv rights to the pictures in New York for two and one half years.

The films, which will be shown on WOR-TV's Million Dollar Movie program, are "Since You Went Away," with Jennifer Jones, Claudette Colbert, Joseph Cotten, Lionel Barrymore.
Collins Radio Company
Dogwood Road, Fountain City
Knoxville, Tennessee

Attention: John F. Stanbery

Dear John:

Now that our installation is complete, we of WSAC want to express our appreciation to Collins for the outstanding performance of our Collins equipment.

We purchased the 20V transmitter because of your excellent "hi-fi" specifications and recommendations from other Collins equipped stations, and we discovered Collins quality was beyond all expectations.

WSAC rates the Collins 20V the best 1KW transmitter available.

Sincerely,

FORT KNOX BROADCASTING CORP.

W. J. "Bill" Harris
General Manager

ANOTHER STATION SWINGS TO COLLINS 20V

Hundreds of stations have swung to Collins 20V since it was introduced, and the pleasant experience Mr. Cowan mentions in his letter is typical of their reaction to this Kilowatt.

The modern, simplified circuit designs of the 20V make this compact transmitter especially suited for unattended, remotely controlled installations such as WSAC.

And the low cost of the dependable transmitter is as pleasant news as its better-than-advertised performance. Contact your nearest Collins representative for a descriptive brochure plus complete price and delivery data.

An unusual feature of the agreement between NTA and WOR-TV is permission to show "Since You Went Away," which has a running time of 171 minutes, in two parts. Mr. Seznick will film a special introduction to the second half of the picture in order to make it a complete unit.

**JUDGE RESERVES DECISION IN CASE AGAINST HOOKER**

NEW YORK Supreme Court Justice Aron Steuer reserved decision Feb. 20 in an action brought by New York State seeking a permanent injunction against Film Network Inc. and Master Television Inc., both New York, which are charged with fraudulent representations in stock sales. The state had obtained a temporary injunction against the companies last December (B+T, Dec. 12, 1955) holding up such representations.

During the trial which opened Feb. 17, Special Deputy Attorney General David C. Crane and Assistant Attorney General Leonard E. Russack sought to prove through testimony of various witnesses that the companies, through West Hooker, their president, had violated provisions of the general business law by failing to file dealer's notice for stock sales, and also that Mr. Hooker had made "false, misleading, deceptive and fraudulent misrepresentations" to prospective stockholders.

The witnesses included Dwight Martin, vice president of RKO Teleradio Pictures, who said he had discussions with Mr. Hooker in 1952 and 1953 with respect to financial participation by his (Mr. Martin's) company (then known as General Teleradio Inc.) in Mr. Hooker's projects. Mr. Martin added there had been "no firm commitment" and no contracts had been signed, pointing out that GT's participation was contingent on Mr. Hooker's securing other financial cooperation. David Melamed, treasurer of Pathe Labs, testified that his company had agreed to finance one-third of Mr. Hooker's projected production schedule, providing two-thirds of the funds were raised from other sources. He stressed that Pathe never had signed a contract with Mr. Hooker.

Through this testimony and that of other witnesses, the state attempted to show that statements made by Mr. Hooker in literature sent to prospective stockholders were "misleading."

Under questioning of his attorney, L. Roy Glass, Mr. Hooker gave testimony calculated to show his companies were not stock brokers because they had not sold stock to the public. He contended that all funds for Film Network Inc., a distribution company, had been raised by private sale and testified that no monies had been raised for Master Television, established as a production firm.

Mr. Hooker also claimed that what the State kept referring to a "prospectus" actually was "a preliminary draft" of his proposed activities. He denied making "fraudulent representations" in his literature and insisted it was not his intention to "mislead" readers.

By common consent, the trial did not touch upon Mr. Hooker's religious and political views. He had claimed earlier that this action by the Attorney General's office stemmed from "pressure" brought against him by the Anti-Defamation League of B'nai B'rith because of his professed "anti-Jewish" convictions. The state repeatedly has contended that "we are not interested in Mr. Hooker's religious and political views. This is a stock fraud case."

**CBS Television Film Sales Plans Promotion With 'Time'**

**THOSE who view and buy, can then read, in a new promotional tie-up between CBS Television Film Sales Inc. and Time magazine, announced last week. Under the plan, sponsors of the film concern's new Under the Sun series, have an opportunity to give away free six-month subscriptions of Time to qualified customers.**

As described by Fred J. Mahlstadt, director of operations and production for CBS Television Film Sales, the sponsor announces that any customer who, for example, opens a new account, buys 10 gallons of gas or in some way indicates interest in the product, is eligible to receive the subscription. He first must fill out a Time prepared current events quiz, which he sends to the magazine in New York. If found satisfactory, Time sends a subscription to the customer. No cost will be involved for the sponsor.

Time people who worked out the arrangement with CBS Television Film Sales were Nicholas Samstag, promotion director, and Bernard Auer, circulation director.
### THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JANUARY

#### NEW YORK

<table>
<thead>
<tr>
<th>Film</th>
<th>Station</th>
<th>Time</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>Highway Patrol (Ziv)</td>
<td>WRCA-TV</td>
<td>7:00</td>
<td>16.3</td>
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<tr>
<td>Guy Lombardo (MCA-TV)</td>
<td>WRCA-TV</td>
<td>7:00</td>
<td>14.2</td>
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<td>Amos 'n' Andy (CBS Film)</td>
<td>WCBS-TV</td>
<td>2:00</td>
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<td>Great Gildersleeve (NBC Film)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Star and the Story (Official)</td>
<td>WRCA-TV</td>
<td>7:00</td>
<td>13.1</td>
</tr>
<tr>
<td>Superman (Flamengo)</td>
<td>WBAB-TV</td>
<td>6:00</td>
<td>11.8</td>
</tr>
<tr>
<td>Science Fiction Theatre (Ziv)</td>
<td>WRCA-TV</td>
<td>7:00</td>
<td>11.3</td>
</tr>
<tr>
<td>Confidential File (Guild)</td>
<td>WPIX-TV</td>
<td>9:00</td>
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<tr>
<td>Looney Tunes (Guild)</td>
<td>WRCA-TV</td>
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#### MINNEAPOLIS-ST. PAUL

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<th>Station</th>
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<tr>
<td>I Led Three Lives (Ziv)</td>
<td>KSTP-TV</td>
<td>9:30</td>
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<td>Hopalong Cassidy (NBC Film)</td>
<td>WCCO-TV</td>
<td>6:00</td>
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<td>Bill Hickock (Flamengo)</td>
<td>WCCO-TV</td>
<td>5:30</td>
<td>19.3</td>
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<tr>
<td>Badge 714 (NBC Film)</td>
<td>KSTP-TV</td>
<td>9:30</td>
<td>16.8</td>
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<td>Cisco Kid (Ziv)</td>
<td>WCCO-TV</td>
<td>4:30</td>
<td>15.6</td>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>WCCO-TV</td>
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<td>Confidential File (Guild)</td>
<td>WCCO-TV</td>
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<td>14.4</td>
</tr>
<tr>
<td>Annie Oakley (CBS Film)</td>
<td>WCCO-TV</td>
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<td>Buffalo Bill, Jr. (CBS Film)</td>
<td>WCCO-TV</td>
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<tr>
<td>Western Marshal (NBC Film)</td>
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<tr>
<td>Mr. District Attorney (Ziv)</td>
<td>KSTP-TV</td>
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#### CHICAGO

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<tr>
<td>Secret Journal (MCA)</td>
<td>WNBQ</td>
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<td>Cisco Kid (Ziv)</td>
<td>WBBK</td>
<td>5:00</td>
<td>23.9</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
<td>WNBQ</td>
<td>10:30</td>
<td>23.2</td>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>WBBK</td>
<td>9:00</td>
<td>17.4</td>
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<tr>
<td>Superman (Flamengo)</td>
<td>WBBK</td>
<td>5:00</td>
<td>17.2</td>
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<tr>
<td>Champ Bowling (Schwimmer)</td>
<td>WBBK</td>
<td>10:35</td>
<td>16.3</td>
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<tr>
<td>Little Rascals ( Interstate)</td>
<td>WBBK</td>
<td>4:00</td>
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<td>Studio 57 (MCA)</td>
<td>WBBK</td>
<td>10:00</td>
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<tr>
<td>D. Fairbanks Presents (ABC)</td>
<td>WBBK</td>
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<td>Soldiers of Fortune (MCA)</td>
<td>WBBK</td>
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#### ATLANA

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<tr>
<td>Amos 'n' Andy (CBS Film)</td>
<td>WAGA-TV</td>
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<td>Superman</td>
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<td>City Detective (MCA-TV)</td>
<td>WSB-TV</td>
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<tr>
<td>Annie Oakley (CBS Film)</td>
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<td>Kit Carson (MCA-TV)</td>
<td>WLWA</td>
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<td>Jungle Jim (Screen Gems)</td>
<td>WLWA</td>
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<td>Wild Bill Hickok (Flamengo)</td>
<td>WLWA</td>
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<td>Science Fiction Theatre (Ziv)</td>
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<td>Mr. District Attorney (Ziv)</td>
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<tr>
<td>Western Marshal (NBC Film)</td>
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<tr>
<td>Superman (Flamengo)</td>
<td>KING-TV</td>
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<tr>
<td>Sherlock Holmes (UM&amp;M)</td>
<td>KING-TV</td>
<td>7:00</td>
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<tr>
<td>Wild Bill Hickok (Flamengo)</td>
<td>KING-TV</td>
<td>7:00</td>
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<td>Amos 'n' Andy (CBS Film)</td>
<td>KING-TV</td>
<td>7:30</td>
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<td>Waterfront (MCA)</td>
<td>KING-TV</td>
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<td>Ranger of the Jungle (TPA)</td>
<td>KING-TV</td>
<td>7:00</td>
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<td>Badge 714 (NBC Film)</td>
<td>KING-TV</td>
<td>7:00</td>
<td>17.1</td>
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<tr>
<td>Buffalo Bill Jr. (CBS Film)</td>
<td>WMAL-TV</td>
<td>7:00</td>
<td>16.3</td>
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<td>Little Rascals (Interstate)</td>
<td>WMAL-TV</td>
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<tr>
<td>Jungle Jim (Screen Gems)</td>
<td>WLBN</td>
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#### CLEVELAND

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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>WOXL</td>
<td>6:30</td>
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<td>Soldiers of Fortune (MCA-TV)</td>
<td>WOBN</td>
<td>7:00</td>
<td>25.6</td>
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<tr>
<td>Range Rider (CBS Film)</td>
<td>WESN</td>
<td>7:00</td>
<td>25.6</td>
</tr>
<tr>
<td>Science Fiction Theatre (Ziv)</td>
<td>WOBL</td>
<td>7:00</td>
<td>20.7</td>
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<tr>
<td>Buffalo Bill Jr. (CBS Film)</td>
<td>WOBN</td>
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<td>Badge 714 (NBC Film)</td>
<td>WOBN</td>
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<tr>
<td>Little Rascals (Interstate)</td>
<td>WEWS</td>
<td>4:30</td>
<td>18.5</td>
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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>WBNK</td>
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<td>17.7</td>
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<tr>
<td>Secret Journal (MCA-TV)</td>
<td>WOBN</td>
<td>9:00</td>
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#### BOSTON

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<tbody>
<tr>
<td>Waterfront (MCA)</td>
<td>WNAC-TV</td>
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<td>I Led Three Lives (Ziv)</td>
<td>WNAC-TV</td>
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<tr>
<td>Man Behind the Badge (MCA)</td>
<td>WNAC-TV</td>
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<td>Superman (Flamengo)</td>
<td>WBZ-TV</td>
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<td>Wild Bill Hickok (Flamengo)</td>
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<tr>
<td>Range Rider (CBS Film)</td>
<td>WNAC-TV</td>
<td>7:00</td>
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<tr>
<td>Mr. District Attorney (Ziv)</td>
<td>WNAC-TV</td>
<td>10:30</td>
<td>23.7</td>
</tr>
<tr>
<td>Badge 714 (NBC Film)</td>
<td>WNAC-TV</td>
<td>6:30</td>
<td>21.3</td>
</tr>
<tr>
<td>Ellery Queen (TPA)</td>
<td>WNAC-TV</td>
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<tr>
<td>Western Marshal (NBC Film)</td>
<td>WNAC-TV</td>
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#### DAYTON

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<th>Film</th>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>WHIO-TV</td>
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<tr>
<td>City Detective (MCA-TV)</td>
<td>WHIO-TV</td>
<td>7:30</td>
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<tr>
<td>Man Behind the Badge (MCA-TV)</td>
<td>WHIO-TV</td>
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<td>Gene Autry (CBS Film)</td>
<td>WHIO-TV</td>
<td>7:00</td>
<td>25.9</td>
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<td>Annie Oakley (CBS Film)</td>
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<td>Stories of the Century (Hollywood)</td>
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<td>Patti Page (GAC)</td>
<td>WHIO-TV</td>
<td>6:45</td>
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</table>

FROM the monthly audience surveys of American Research Bureau, **E**ach month lists the **T**op ranked syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

Broadcasting  | Telecasting  | February 27, 1956  | Page 47
DELEGATES TO HAVE RADIO-TV CHOICE AT NARTB APRIL 15-19 CHICAGO MEET

Agenda for 34th annual convention, to be held at Chicago's Conrad Hilton Hotel, will be split to allow members to attend either radio or tv management and engineering sessions.

RADIO and tv will be cross-programmed at the April 15-19 NARTB annual convention in Chicago, giving delegates a choice of either radio or tv management and engineering sessions at the Conrad Hilton Hotel.

The specialized agenda for the 34th annual meet includes tv management programming on Wednesday, May 18, and radio management discussions the next day. Tv delegates taking in the management program Wednesday can attend tv technical sessions the following day. Radio delegates will attend technical meetings Wednesday and management discussions Thursday, final day of the convention.

Basic format for the convention was drawn up Thursday by the NARTB Convention Committee, meeting at Washington headquarters. The committee is planning a welcome banquet Wednesday, May 18, and radio management discussions the next day. Tv delegates taking in the management program Wednesday can attend tv technical sessions the following day. Radio delegates will attend technical meetings Wednesday and management discussions Thursday, final day of the convention.

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Roach T.V. Film Unit Enlarged

EXPANSION of television commercial production facilities at Hal Roach Studios, Culver City, Calif., was announced last week by Cecil Underwood, department manager, with a new $210,000 sound stage to be constructed within the next three months. In addition to the separate art department also will be provided. The tv commercial department had billings of $1.25 million last year, bit-tv was told, with January business this year 55% above that of January 1955.

Swift-Chaplin Stops Animation

SWIFT-CHAPLIN Productions, Hollywood, has announced its decision to stop film production and is subcontracting such work. The announcement followed a dispute with the Screen Cartoonists Guild.

FILM PEOPLE

Phillip Patton, executive producer of ABC-TV Super Circus, to Kipling Film Productions, Chicago, tv commercial company, as director.

Frank Doyle, associate producer, Stuart Reynolds Productions, L.A., to Albert C. Gannaway Productions, that city, as vice president in charge of production.

Hal Persons, formerly with advertising staff of Radio-Television Daily, appointed advertising and sales promotion manager, Circle Film Labs, N.Y.

Helen Grayson, with MCA-TV Film Syndication Division, N.Y., since 1953, appointed supervisory of sales promotion. Ronald B. Leff, research department, promoted to supervisor of research.

Six New Salesmen Appointed To Various MCA-TV Offices

MCA-TV, distributor of 21 syndicated telefilms, has announced the appointment of six new salesmen to various branches of the company.

Frank Fitzgerald, former NBC Radio account executive, will report to Aaron Beckwith, vice president in charge of the New York office.

Vincent Ramos will headquarter in New York with the international department under Tom McManus, vice president in charge of international sales. Mr. Ramos formerly was vice president of Caribbean Networks Inc.

Colm O'Shea is to report to Stu Smith of MCA Canada, Toronto. Mr. O'Shea was with All-Canada Inc. before coming to MCA.

Will Thomas will join the West Coast branch of MCA-TV in Beverly Hills, Calif., under Robert Greenberg, vice president in charge of the Western Div.

Paul Weiss has been added to the Minneapolis sales staff. Mr. Weiss, previously with Columbia Pictures, will report to John Rohrs, vice president in charge of the midwestern region.

Allen Green has been appointed administrative assistant to Mr. Rohrs and will work in the Chicago office.

Monogram Sued on TV Issue

CHARGE of illegal release of films to television is contained in a $950,000 damage suit filed in Superior Court at Santa Monica by actor Gilbert Roland against Monogram Pictures Corp. The complaint contends a tv version of each of six "Cisco Kid" features was made with the main character names of Cisco and Pancho changed to Chico and Pablo. Mr. Roland charges tv rights were not included in a contract for pre-1948 pictures.

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Helen Grayson, with MCA-TV Film Syndication Division, N.Y., since 1953, appointed supervisor of sales promotion. Ronald B. Leff, research department, promoted to supervisor of research.
Telephone "Store" Serving Your Town!

Bill Sorber, with his hands in the shelves there, could tell you a lot about how the Bell telephone company which serves your community gets the equipment and supplies it needs.

He works in a Western Electric distribution center...one of 29 we maintain across the country to assure fast service for the day-in, day-out needs of Bell telephone companies.

Last year these distribution centers processed orders totaling $1,230,915,000. This represented:

Deliveries From Stock. Such items as telephones, wire, cable, apparatus and office supplies that are kept on hand to meet the daily needs of the Bell telephone companies...

Shipment Made Direct. Major equipment and supplies—dial switching equipment, telephone poles, switchboards, teleprinters—that were ordered through the distribution centers and shipped to Bell companies directly from Western Electric factories and from outside suppliers...

Repaired Telephone Equipment. Used telephone equipment sent back by the Bell telephone companies—things like telephone sets, PBX switchboards, coin telephones, booths and tools—that are renovated in the repair shops at the centers and returned for further useful life.

Backing-up the Bell companies with supplies and equipment—whether on a day-to-day or a long-range basis or for emergencies—is an important part of our job as the manufacturing and supply unit of the Bell System.

It's one of the main reasons why the Bell telephone folks in your town deliver—year-in, year-out—uniformly good, dependable telephone service.
tion and operation of multiplex system equipment at fm broadcast stations, Hardin Stratman, Gates Radio Co.; results of experimental remote control of directional and high-power standard broadcast stations (panel comprising Mr. Walker; Robert Sinnette, WHBP Rock Island, Ill.; Henry Fletcher, KSEI Pocatello, Idaho; Ted Kenney, KDKA Pittsburgh; R. E. L. Kennedy, Kear & Kennedy; Donald B. Williamson, Canadian Westinghouse Co.); necessity of Conelrad, Ralph J. Renton, U. S. Conelrad supervisor, FCC; Ohms law phasor and its application to remote operation of directional antenna systems, John Mullaney, engineering consultant.

Wednesday luncheon—With management. Wednesday afternoon—Fm broadcast multiplex equipment, Dwight Harkin, Harkins & Hershfield; automatic program log devices, S. L. Huffman and Clark Dozer, WCMMW Canton, Ohio; automatic gain control devices in audio circuits, General Electric Co.; bringing microphones up-to-date, RCA; transistors in broadcast equipment, Paul G. Wulfsberg, Collins Radio Co.


Thursday afternoon—Daylight Saving Time delayed video operation, T. B. Grenier and W. P. Kusack, ABC; proof-of-performance measurements, James E. Barr, FCC; automatic program log equipment, General Electric Co.; STL microwave installations, P. Onnigan, KBET-TV Sacramento, Calif.; superior video effects, NBC.

37 NOMINATED FOR NARTB POSTS

THIRTY-SEVEN broadcasters were nominated for the eighth district (even-numbered) and four at-large vacancies on the NARTB Radio Board. Of these, six were nominated for more than one post and had to make a choice by last Saturday.

Six directors now serving on the board were re-nominated. They were Cy Casper, WBBZ Ponca City, Okla., District 12; James H. Moore, WWSU Roanoke, Va., District 4; John P. Patt, WJR Detroit, large stations; Calvin J. Smith, KFAC Los Angeles, District 16; Walter E. Wagschaff, KIDO Boise, Idaho, District 14, and J. Frank Jarman, WDNC Durham, N. C., medium stations.

Nominated for more than one post were Michael R. Hanna, WHCU Ithaca, N. Y., medium stations and District 2; Mr. Jarman, medium stations and District 4; Fred A. Knorr, WKMH Dearborn, Mich., medium stations and District 8; Ben Sanders, KICD Spencer, Iowa small stations and District 10; Ben Strouse, WWDC-AM-FM Washington, medium and fm stations; Jack Younts, WEEB Southern Pines, N. C., medium stations and District 4.

Medium stations nominated 13 to this at-large classification whereas only two were nominated for large and fm stations along with Districts 2, 6, 8, 12 and 14.

A proposed amendment in the NARTB by-laws would abolish the at-large directorships (large, medium, small and fm) in 1957, with those elected in the coming balloting to serve only a year. Ballots on the by-laws voting were to have been counted Feb. 21 but the date was postponed to Feb. 28 because some of the ballots had been mailed late. Election ballots will be mailed tomorrow (Tuesday).

The list of nominees follows:

Large stations—John P. Patt, WJR Detroit (incumbent), and Clyde W. Rembert, KRLD Dallas.

Medium stations—Cy Bahakel, WRIS Roanoke, Va.; Tom Barnes, WDAY Fargo, N. D.; J. J. Bernard, WGR Buffalo; Willard Deason, KVET Austin, Tex.; R. O. Dunning, KHQ Spokane; Michael R. Hanna, WHCU Ithaca, N. Y. (also District 2); Rex G. Howell, KFXJ Grand Junction, Colo.; J. Frank Jarman, WDNC Durham, N. C. (incumbent; also District 4); Fred A. Knorr, WKMH Dearborn, Mich. (also District 8); Gibson F. Nunn, WP Lexington, Ky.; Lawrence H. Rogers, WSZ Huntington, Va.; Ben Strouse, WWDC-AM-FM Washington (also fm); Jack Younts, WEEB Southern Pines, N. C. (also District 4).


Fm stations—Merrill Lindsay, WSOY-FM Decatur, III.; Ben Strouse, WWDC-AM-FM Washington (also medium).

District 2—Michael R. Hanna, WHCU Ithaca, N. Y. (also medium), and Robert B. Hanna, WGY Schenectady, N. Y.

District 4—J. Frank Jarman, WDNC Dur-

MILWAUKEE'S NEW WISN PRESENTS

JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results!

Jack Denton spins the records now . . . all afternoon . . . for a market of 1 1/2 million people in 15 rich counties!

Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES call, wire or write WISN SALES or
Milwaukee's First Station

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • CLEVELAND
LOWEST COST PER THOUSAND LISTENERS
In The Entire Detroit Trading Area!

Read The Facts*

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*Metropolitan Detroit Survey
SEPT.-OCT., 1955 PULSE REPORT, VOL. 6, NO. 5
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

NOW! SAVE UP TO 15%
By Buying 2 or More of These Powerful Stations

WKMH  WKMF
Dearborn-Detroit  Flint, Mich.

WKHM  WSAM

BUY ALL 4 STATIONS .......... SAVE 15%
BUY ANY 3 STATIONS .......... SAVE 10%
BUY ANY 2 STATIONS .......... SAVE 5%
BEEN WAITING...NOW IT'S HERE!

MOVIE PARADE

HUMPHREY BOGART    CLAUDETTE COLBERT

RITA HAYWORTH    RED SKELTON

CHARLES BOYER    EDWARD G. ROBINSON

TONY MARTIN    FREDRIC MARCH

INGRID BERGMAN    IRENE DUNNE

...AND MANY OTHER TOP STARS!

FIRST RUN TV!

PLANS EVER OFFERED!

GEMS, Inc.

SUBSIDIARY OF

PICTURES

N. Y. 19, N. Y. Cl 5-5044

Pick The Package That Fits Your Needs!

SINGLE RUN

2-3-4 RUNS

LIBRARY DEAL
ABA STICKING BY ITS CANON

Bar association's judicial administration unit votes to retain ban on radio, tv and camer- ers in courtroom.

AMERICANS are sticking fast to its Canon 35 ban on radio, tv and cameras in courtrooms despite the recent trend toward relaxation of this disputed policy.

Last week ABA's Council of the Section of Judicial Administration, at a House of Delegates meeting in Chicago, voted unanimously in favor of adhering to the Canon 35 policy.

The house, policy-making body of ABA, adopted a code of discipline for its 200,000 plus lawyer membership.

Council action on Canon 35 came after completion of testimony before Judge O. Otto Moore, of the Colorado Supreme Court, by NARTB, Denver Area Radio & TV Assn. and Colorado Broadcasters & Telecasters Assn. [B&T, Feb. 13]. It was obvious that ABA council members had taken the Colorado proceedings into account and apparently recent relaxation of Canon 35 and its outlawed bans did not prevent a unanimous decision by the 12-man group.

The House of Delegates adopted its discipline code May 4, and spokesmen denied it was aimed at any members who might be reprimanded for permitting broadcasting or televising of courtroom proceedings. It was described, rather, as a code for professional and not judicial conduct. The special committee said it was intended to "standardize" disciplinary machinery of ABA and to "achieve uniform and effective enforcement" of all canons of ethics, while improving "existing rules in the various states."

"The purpose of discipline of lawyers is the protection of the public, the profession and the administration of justice, and not the punishment of the person disciplined," the committee said in a statement of principles.

Four forms of discipline were recommended—permanent disbarment, indefinite suspension from practice, public censure and private censure.

ABA spokesmen said that while the Canon 35 resolution in effect serves notice on member lawyers not to open up courtroom proceedings to electronic photography, there was no strict enforcement element inherent in the resolution. Only about half the states have the canon on the books in various forms, it was pointed out. There was no direct reference in the resolution to the forthcoming Denver Supreme Court decision.

A special ABA committee claimed that there is "much still to be done" by federal agencies in making public "all the information they should about their rule-making and decisions."

It also adopted a new "code of discipline" designed to "strength the legal profession's procedures for disciplining lawyers who violate" Canon 35 and other canons of ethics.

The group recommended that certain judicial powers vested in the Federal Trade Commission and National Labor Relations Board be transferred to newly created "specialized" federal courts.

Their decisions, in turn, would be subject to review by the U.S. Court of Appeals.

Judge Sees Chance Of Canon 35 Change

PROSPECTS were held out by a criminal court judge last week that the Chicago Bar Assn. and other member groups of the parent American Bar Assn. will gradually seek the overhaul of Canon 35 and that the broadcast media will eventually win their fight for news coverage of courtroom proceedings.

At the same time two Chicago television stations and one newspaper, taking separate paths along the same road to equal news access, moved to drive a further wedge into the ABA canon which prohibits broadcasts, telecasts and photographing of court trials.

Basis of the drive was a "mock trial" in the Chicago Criminal Court Bldg., which was designed to "educate" members of the Chicago Bar Assn. Last Wednesday Judge Thomas E. Kluczynski presided over a session arranged to determine whether tv camera and newspaper photographing equipment could take pictures "without disturbing the decorum of the trial."

"Today's experiment indicated that with some corrective changes and proper restraint, pictures probably could be taken during a trial," Judge Kluczynski told newsmen Wednesday. He told B&T later that this applied to newspaper photographers and tv cameramen.

Judge Kluczynski said a number of lawyers are "changing their ideas" about Canon 35 and there is a "good chance" the CBA and other city groups will seek out and overhaul, "but it will take time." He said the tv industry has done a good job in presenting its case and felt it would eventually win equal access to trials if certain problems can be licked.

The mock trial was arranged after ABA's house of delegates last Monday adopted a resolution calling for adherence to Canon 35 in the face of proposals to change it and after The Chicago Sun-Times slipped a photographer into ABA's own sessions and he took pictures of "uninstructed and unsuspecting" participants. At Wednesday's "trial" for more than 60 graduates of De Paul U., Judge Kluczynski invited cameramen into the chambers to test Canon 35. WBBM-TV and WGN-TV dispatched crews to the court scene with silent cameras. Stations were handicapped by lack of advance preparations and precise equipment. Both stations recounted the "trial" to viewers that evening.

News commentator John Harrington's newscast on WBBM-TV pointed out that most judges abide by Canon 35 whether they agree on it or not, but that modern film techniques make it possible to take pictures without need of special lights and without distracting anyone. A WBBM-TV spokesman claimed that because of insufficient advance notice, the trial was not a "real test."

WGN-TV described the experiment on its
all the oafs aren't apes ... use film
Chicagoland Newsreel, expressing the editorial hope that the young lawyers present would realize that Canon 35 is "pointless" and that tv cameras do not upset the "dignity and decorum of the court."

Judge Kluczynski noted that bright lights were not evident from tv camera operations at Wednesday's trial and felt that with proper placement and elimination of any "noise," it's "entirely possible" such equipment would not upset courtroom decorum. He also observed that witnesses reluctance to appear before tv cameras was another factor.

U. S. District Court Judge Joseph S. Perry went along with Judge Kluczynski, contending nothing in a courtroom "should be a secret." He expressed approval providing "it were possible to have a secluded camera, perhaps hidden behind a screen, that didn't make a flash."

U. S. District Court Judge Walter J. La Buy asserted his opposition to any change in Canon 35 on the premise that picture-taking "disturbs the decorum of the court under any circumstances."

Voice of Democracy Contest Winners Feted

FOUR young Americans who won $500 scholarships in the industry's annual Voice of Democracy contest last Friday completed a 26th Market. They were greeted by Harold E. Fellows, NARTB president; Hugh McKenna, president of U. S. Junior Chamber of Commerce, and James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn., High figures in official Washington life attended the annual awards luncheon, held Wednesday in Washington.

Awards were presented by Bradshaw Minter, Assistant Secretary of Health, Education & Welfare. They were greeted by Harold E. Fellows, NARTB president; Hugh McKenna, president of U. S. Junior Chamber of Commerce, and James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn., High figures in official Washington life attended the awards luncheon. Bryson Rash, ABC commentator, was toastmaster.

The four national winners, selected from a million-and-a-half high school entries, were Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeczak, Washington; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J. They received tv sets and clock radios provided by set manufacturers.

Mr. Minter said the contest "has done much to encourage the thinking of our nation's youth on the true values of the American way of life. Through their public radio and tv broadcasting they have probably stimulated many more millions of youths and adults to think about and to appreciate more deeply our government. I really think that youth has found, in this project, its seven league boots for freedom and truth—for Democracy.

The contest is held annually in the autumn, with state and territorial winners screened by boards of judges.

Conn. Meet Set March 16

ANNUAL business meeting of Connecticut Broadcasters Assn. will be held March 16 at Waverly Inn, Cheshire, according to Daniel W. Kops, WAVZ, New Haven, convention chairman. Speakers include: Charles H. Tower, NARTB employer-employe relations manager; Carl Haverlin, president of BMI; Gov. Abraham Ribicoff, Frieda Hennock, counsel for Daytime Broadcasters Assn., and Thomas G. Tinsley, president of WITI Baltimore. The meeting will mark the association's first anniversary. Max Ryder, WBRY Waterbury, is president.
It is not unusual for a station to have a #1 rating with a tv program which is also #1 all around the country.

It is unusual when a station takes a program which rates further down the line and beats shows which are higher rated nationally.

That's what WMT-TV docs.

WMT-TV attracts more viewers in its 25-county area than all other stations combined. (Tv set ownership in the area: 80.9%.)

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 Maximum Power Channel 2
National Representatives: The Katz Agency
HOW TO GO AFTER A $10 MILLION BUDGET

HOW WOULD YOU, as a media salesman, go about persuading a cigarette advertiser to shunt a portion of his $10 million advertising budget your way? That was the question posed by the Radio & Television Executives Society to representatives of six media last week at an RTES Workshop in New York. This and the following pages carry their answers, recorded on the spot and condensed and edited slightly by BWT.

The six media, in order of presentation: newspapers, magazines, spot radio, network radio, spot tv and network tv. The workshop session was moderated by Don McClure, general sales manager of Bonded Television Film Service and chairman of the RTES Workshop committee.

THE CASE FOR NEWSPAPERS

By Robert McLauchlen

AS YOU can expect, it is with some fear and trepidation that we agreed to accept this generous offer to come to talk to you today. I just want to make one point clear. Since midnight last night and until midnight tonight, 56 million copies of daily newspapers will have been distributed around the country. And that will be to a total family audience of 47 million families through the country.

Now, again, looking at this august body up here to left and right (and I've been reading the trade papers lately, I might add), I'd like to make this introduction to the part the bureau would like to play here today in this discussion. At the Battle of Waterloo the colonel who was commanding the British artillery reported to the Duke of Wellington, "I have the exact range of the spot where Bonaparte and his staff are standing. And, boss, if you'd like me really to give it to them, I'm all set to fire away." And Wellington said, "No, no. Generals-in-chief have something more important to do in a great battle than to fire at each other."

All of us in this room have two goals to achieve, not only today, but every day. First, the monumental job of selling advertising as a vital force in today's battle of the giants, and secondly, the job of selling to those who will buy advertising as a promotional tool, instead of an overhead expenditure, the concept of the particular medium we represent. Every advertising medium, if used properly, can improve a particular sales problem for any advertiser. Misuse of a medium, a common fault of too many advertising programs, is a fault that we all face here today. Overspending, spending in the wrong places, the lack of competitive sales and media use data, all contribute to the negative attitudes too many advertisers today express upon in relation to the whole subject of advertising.

Well, let's get back to the problem of the moment, because time is short. During 1954 cigarette advertisers, generally among the top spenders in all media, showed no consistency in their use of newspaper pages, we'll admit. The average lineage per daily paper used by the top six brands varied from a high of only 12,300 lines to a figure of 10,700 lines. On a 52 weeks basis using the 12,000-line figure for example, it was very obvious that an average of 235 lines per week was pitifully poor in terms of impact. Actually, it didn't work that way at all. It worked out that five or six or seven ads were used on what was called an advertising program in newspapers. But because network radio and television programs have to be bought in 13 or 26 or 39 or 44 or 52-week cycles, and we certainly appreciate that sales position, advertisers who use radio or tv are forced to adopt a principle of advertising that we, too, adhere to.

Well, why did these cigarette manufacturers not use the newspaper medium in terms of their own advertising need for impact and consistency? Perhaps they still believed that national advertising in newspapers was too expensive to provide both continuity and impact.

Let's ask a question: Is that really true? No, it isn't. Affordability depends on point of view. Many national advertisers look at newspaper affordability and broadcast affordability from two very different points of view. Because network radio and tv must be purchased, as we said before, in these cycles of 13 to 52 consecutive weeks, and because newspapers may be purchased in any frequency desired, the newspaper budget point of view is occasional advertising, dominant space for a few weeks perhaps to introduce a new product, to bolster sales in sick markets, or to meet tough competition with occasional saturations or blizzes.

That is effective advertising, but it's special purpose advertising. And of course we love it. However, few national advertisers realize that sustained advertising in the same medium is both practicable and affordable. If they were to apply the broadcast purchase point of view to daily newspapers, both could be achieved.

Now, I recommend, of this $10 million cigarette budget, a figure of $7 million to put behind the cigarette brand for use in daily newspapers. That would buy 32,000 lines, or, another way, approximately one-half page per week in 1,757 daily newspapers, that is with the figure I gave you before, 56 million circulation. There are only a couple dozen national or regional accounts using more than this amount of space. So it seems obvious to a cigarette advertiser who had the courage to put both impact and continuity into advertisements he would own the market. He would be dominant for sure in all the 1,757 newspapers.

Last year newspapers, both national and retail, received more than $3 billion from advertisers. That was 34% of the over $9 billion total investment in all media. The retailers who handle the products that you as a cigarette advertiser right now are handling have invested $2,000,000,000 to sell the products that you and the other national advertisers pay money for in other media to support. In newspapers about $750,000,000 was spent by others in their own field. Now that is certainly testimony to the tremendous selling power that
the newspaper medium affords an advertiser.

And just to close, because they're keeping us in this spot to a six minute limit, and it's certainly a tough thing to do when you have so much to say ... Six newspapers enable advertisers to play midwife to a new product, to apply the full motor to selling markets, to act as the backbone of regional and private brand merchandising successes. They can just as surely bring brand leadership to any national advertiser who employs them to their full advantage and who adheres to the basic marketing strategy that all business is local.

THE CASE FOR MAGAZINES
By Glenn Wiggins
Magazine Advertising Bureau

RATHER than argue today for magazines' share of a mythical $10 million budget, let me state right off the bat that we get a good share anyway. So I'm not going to make any silly prediction we should get $5 million, $2 million, $1 million or $10 million. We'll get some part of it anyway. And like all media there's a place for us. Tv, newspapers, billboard writing, skywriting, anything, there's room for all media. And we're not fighting any other media. All I'm going to do is try to make a case for magazines as a background for any well integrated campaign.

Let me first tell you of the magazine reading families. They are large users of all products. And here's why. From a survey in 1950 made by the government, magazine readers account for 75% or three quarters of the total consumer expenditures in smoking products alone, a healthy chunk.

We acknowledge and agree to the fact that other media of course would logically be used for a well managed cigarette campaign. But we still deserve a big chunk. It stands to reason these other media should be used for cigarette advertising. They are universally displayed, universally consumed and universally distributed, and they have rapid turnover. And they are well adapted to media that provide quick impressions such as tv, radio, newspapers and billboards. There are others, too.

Incidentally, right here I should like to interrupt myself a second to tell you, because we believe it is rather significant, that between 1954 and 1955, total tv network billing showed a healthy increase of some 32%. But cigarette manufacturers' use of network tv fell off. At the same time, in 1955, cigarette manufacturers made a substantially increased dollar investment in magazines. Not outstanding news, maybe, but rather significant.

Now, let me tell you about the magazine advantages of cigarette advertising. We believe there are only five basic advantages to cigarette advertising in magazines. The first is authority. People believe the magazines they read. If they didn't, they wouldn't be spending the money they do to subscribe to them or buy them at newsstands. They have authority because magazines build receptive reading audiences. Magazines work in partnership with your advertising, with cigarette advertising. They help clinch a sale by coupling the believability of magazines with the confidence consumers have in your brand name, or a brand name.

Maybe this authority that magazines have is one of the reasons why after the cancer scare, people started going back into magazines with their cigarette advertising.

The second advantage of magazines is selectivity. Magazines attract the best and biggest purchasers of any product, the same way a good salesman first tackles his best customers.

Each individual magazine selects a particular group of readers, issue after issue, because that magazine is edited for a particular group of readers. Whichever segment of the American market anybody wishes to reach, there are magazines read by that group of people.

The next is permanence. The printed word has a definite advantage over the spoken word. Because it is remembered longer, by the principle token that people can spend time absorbing it. Magazines stay in the home for weeks and months. They are picked up repeatedly to be read, giving the advertising message that many more chances to register.

Along with this advantage naturally goes color. With today's exact printing methods and more development still to come, where else can an advertiser get such a faithful and lasting reproduction of his product's package?

The next is vitality. Magazines are modern, fresh in layout, and they are new. They have to be, or people would stop buying them. Magazines create a mood for buying, because they have only one thing to sell—something new, whether it be information, ideas, services, or entertainment.

And the last advantage, and nowhere by far the least, is economy. Magazine readers are usually younger, better educated, and have more money to spend than those people who do not read magazines. They are better prospects. And, the cost of reaching these better prospects is lower in magazines than in any other national advertising medium.

Now, to sum up. Magazines reach everywhere, into every nook and cranny in our whole country. They follow people wherever they go, and while they are national in scope, they are read in the home. That makes them plenty local, too! Magazines are read by younger, better educated people with more money to spend. Magazines have dealer impact. They are selective. They have permanence. They are colorful. And they have authority, and the cost of reaching these better prospects is not high in national magazines.

THE CASE FOR SPOT RADIO
By Robert E. Eastman
John Blair & Co.

APPROXIMATELY 16%—to be specific, $1,600,000—of the $10 million total cigarette budget should be spent for spot radio advertising.

Spot radio is based upon local programming. Today, local programming is the strongest of all radio broadcasting from the standpoint of sales effectiveness and audience.

Local programming fits. It fits the living habits of an active, mobile population. Friendly personalities—salesmen—appeal to the busy housewife as she moves from room to room doing her household chores; it fits men and women on the move in their automobiles; it fits the individual listening of teenagers and children.

In the decade 1945-1955, the total number of radio stations increased from 59,000,000 to a staggering 132,400,000. Why were all these sets purchased? One good reason is because of local programming with its appeal to individual listening desires.

During the past four highly competitive years, 1952 through 1955, the ratings of local programming have increased phenomenally. These have been the four most competitive years that radio has ever known, and yet, enterprising stations throughout the country have had about a 50% increase in ratings of their local programming.

Most people will grant the fact that local programming, and therefore spot radio, offers greater audience today, but the big question is, how does it sell, how does it move merchandise? If we had the time today, we could show you incontrovertible proof of the sales effectiveness of spot radio by hundreds of local advertisers and many national advertisers. This is all 1955 proof. The experience of the local advertiser should never be ignored because he has the most sensitive instrument of all by which to measure advertising—his cash register.

We have a keen appreciation of the value and place of other
media. We know, for example, the value of newspapers and believe they should be used in the proposed campaign. However, purely for comparative purposes, we submit the fact that on 201 tests with the same dollar expenditure on the same merchandise, radio out-sold newspapers. Even more important, radio and newspapers combined were responsible for 75% of the sales. The two media complement each other effectively.

For the $1,600,000 portion of your budget, we recommend the use of a continuous 52-week practical level of saturation. This would consist of 24 participations per week in the top 100 markets of the United States with a total penetration of 85% of all homes.

How good is 24 participations per week? Twenty-one per week in New York, Chicago and Los Angeles deliver, according to Nielsen, unduplicated audience of 43% of the total population each week. This is a 43.0 rating. You will recognize the fact that it exceeds all but a few of the top nighttime tv programs.

The proposed spot radio campaign should be a part of your media strategy because it will reach people throughout the day closer to the time of purchase, and it will reach them at times when they are less likely to be exposed to your other advertising media.

The recommended use of spot radio will add immediacy to your campaign. **Immediacy** is important to you in connection with all of your sales, but especially your grocery store sales.

Last week, my wife lured me into a supermarket, a place which I seldom frequent. I was not too surprised, while standing at the check-out counter, to notice the number of carts containing cartons of cigarettes. However, I wish that I had a camera on hand to help dramatize to you the **fact** that approximately 60% of all cigarette sales are made in grocery stores.

Much of your advertising is going to be beamed at men because they smoke 65% of the cigarettes. Women, accounting for approximately 35% of the cigarettes consumed, are, however, the ones who buy them more by the carton, and even though they may buy their husbands’ preferred brand, they can influence his change of brand by her change of brand.

Also, keep in mind that while men are the major target, their consumption has leveled off, whereas smoking by women is markedly on the increase. She offers greater growth possibilities as well as brand selection influence.

Not only are there more products stocked in supermarkets and more supermarkets than ever before, but there are far more cigarette brands in competition. Therefore, your brand needs the **immediacy** advantages of continuous spot radio.

The RAB Advertest survey shows that women spend far more time with radio before they shop. The same day before shopping media exposure was as follows:

<table>
<thead>
<tr>
<th>Media</th>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>57%</td>
</tr>
<tr>
<td>Television</td>
<td>26%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>13%</td>
</tr>
<tr>
<td>Magazines</td>
<td>4%</td>
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</tbody>
</table>

With a $10 million budget, you will, of course, use a blending of the various major media. The **continuous use** of spot radio will strengthen and help to carry over the effect of your more expensive television and print advertising. It will also lengthen your reach into the market. One advertiser reaches 45% of his market by means of spot tv. He also uses spot radio, and this extends his reach into that market to 76%. This is not just plain reach; it is reach with sales impact.

Comparing 1949 with 1953, Nielsen Food Index for 30 grocery products showed a 33% gain for all grocery products. Those advertised only by television had a 31% increase, but those, and here’s the important point, advertised with radio plus television had a gain of 54%. Cigarettes are a grocery store product.

The proportionately modest amount of 16% of your campaign in spot radio will give you a solid base. There is a minimum gamble involved. We have seen outstanding success come to products from a really inspired campaign; The $64,000 Question zoomed the sales of Revlon while Hazel Bishop slipped. Continuous spot radio gives greater guarantee to the effectiveness of your copy because of the addition of two highly important ingredients:

1. Personality.
2. Frequency.

The continuous use of spot radio, with its low-cost repetition, puts the cement in your campaign and adds insurance to your sales success.

**THE CASE FOR NETWORK RADIO***

By William D. Shaw
CBS Radio Network

**This** is my first day in this particular barrel and it’s very interesting to listen to my confreres discuss the advantages of their media. It’s occurred to you undoubtedly that there are cigarettes with practically $10 million budgets which we are periodically attempting to analyze and to whom we are addressing specific proposals. It might be unjudicious of me to stand up here and explain some of the specific pitches that we’re making to a specific cigarette advertiser.

We work on the old fashioned theory that in order to make an intelligent presentation to an advertiser you have to know something about his business. We don’t know very much about this particular cigarette as yet except that it has $10 million to spend. We don’t know whether it’s King size or filter tip. So we have to make some presumptions about the organization we’re talking to. We presume that you are the organization.

We know something about the cigarette business. We know that almost every adult buys cigarettes or is a prospect for cigarettes. We know it’s a high turnover item. They’re bought everywhere in all sections of the country. We know that distribution is an extremely important factor in marketing a cigarette, wide distribution. And we know that there’s a tremendous competitive factor in cigarette buying. So we can disregard some of the obvious problems that you have as a distributor of cigarettes like the packaging of the product, the selection of copy. And the things that are important for cigarettes we think almost write the story for radio and particularly for network radio.

Advertising, of course, is the key to your success and in advertising it’s a problem of what you say and how you say it and to whom you make your point. To summarize the problems that you have in everyday advertising language, we can use the old familiar terms of impact and of broad coverage, of saturation coverage, of repetition and flexibility. Well, we can’t be all things to all people. You’re going to use all media. Naturally you want to show your package. Maybe you’ve got smoke coming out of a bottle that you want to demonstrate. But you’ve got to talk to a lot of people; you’ve got to talk to them fast and you’ve got to talk to them efficiently and effectively.

I feel that our part in the preparation of such a campaign should...
For Dominating Coverage of the Great Memphis and Mid-South Market!

WREC-TV

Top Shows!
Highest Antenna!
1349 Feet Above Mean Sea Level
Full Power!

Represented Nationally by The Katz Agency

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be to point out and document the capabilities of network radio—its strength, versatility and flexibility—and its compatibility with other media. You will note that we do recognize that it’s desirable to use more than one medium to launch our new cigarette.

The basic value of radio to this new brand is its combination of reach, frequency and economy. With over 130 million outlets, network radio can accumulate audiences of astronomical size. For example: a single 3-minute, 5-times-a-week daytime strip reaches 19 million different listeners in a four week period. During the month, the average listener hears four commercial messages. And the cost for the operation is less than $10,000 per week. I don’t believe any other medium approaches that combination of reach, frequency and economy. Or to translate into the cigarette vernacular: no other medium can make that statement.

Network radio, then, supplies the advertiser with affordable day-after-day advertising on a national basis. Regardless of the degree of accent on print, or television, or outdoor, or what, our medium is the counter-balance for such deficiencies of other media as high cost and infrequency, and lack of accumulation.

The strength of radio is substantiated by the fact that some 14 million sets were sold last year—a 40% increase over the preceding year. For my own network, most of the Nielsen reports of the last few months have shown gains in size of audience. And the strength is growing this year in terms of new business—more than a dozen new advertisers added in 1956. Our versatility is our ability to reach the right people for a particular product. Daytime weekday radio is an obvious way to reach the consumer who purchases cigarettes by the carton—the cheapest way to reach the most housewives. Using the example I mentioned earlier—and it’s a typical one: 19 million people in four weeks at 51 cents per thousand. And in daytime radio there are the great personal salesmen—Arthur Godfrey, Don McNeil, Art Linkletter. They produce the kind of impact that is unique to radio—the kind that moves merchandise.

Nighttime network radio retains its star appeal with great entertainers and entertainment—Bing Crosby and Curt Massey, Jack Carson and Amos ‘n Andy. And fine news programs like Lowell Thomas, News of the World, Ed Murrow, and so on. Many evening programs are now sold in five minute segments—programs which, in a single week, will produce 18 million listener impressions for under $10,000. Here again are big audiences and low cost in an area where the audience potential includes not only the housewife but men and working women.

Weekend radio takes many forms, including information, great music and great stars. And in the audience are millions of motorists and in the cars are more than 30 million radios. Radio is not just in-home; it’s outdoor, and it will deliver messages for our new brand of cigarettes virtually at point-of-sale. And it will deliver audiences of importance size—close to five million listeners to one show for example, for $2,000.

These are the dimensions and these are the uses. The task of integrating network radio into the overall media picture is a job that belongs to the agency. But I believe it is a fact that network radio belongs in this cigarette’s media combination.

In 30 seconds, here’s a wrap-up. Network radio can lower the cost-per-thousand of either Ollie Treyz’ proposal or Chick Abry’s. It can broaden the reach of Bob McLauchlen’s newspaper proposal. It can support evenly the distribution that you have to have in all sections of the country and with due apologies to Bob Eastman, the biggest audience in radio is still daytime network radio.

THE CASE FOR SPOT TV

By Oliver Treyz
Television Bureau of Advertising

I would at the very outset like to make a couple of comments about what has already been said. We’re intrigued constantly by references to television as something which is one-dimensional and defined only in terms of network. We’re particularly intrigued by that because Tbv as an-all-industry business league is concerned with all of television. And being concerned with all of television it is very definitely and with the various parts of television and I must say that we’re concerned with the spot part of television. I mention this because I want to concentrate on spot today as TbV will in the coming year. We’ve heard one comment that network television went up by, I think the figure given was 32%. We then heard that the cigarette billing went down. Now, I’ve forgotten who made the comment, but if anybody was studying or had the facts about all of the spot television advertising, network and spot, you would realize that the billings in toto have gone up and that television’s share of the cigarette advertising dollar has very definitely increased. We can speak with some authority on this because, as some of you may know, we are about to issue for the first time a spot television expenditures by company and by brand on a gross one dollar basis as of the fourth quarter of 1955 which shows for example that this medium of spot television in gross dollars one time about the size of all of network.

This is the other half of television. This is the hidden half of television. And because so little is known about it and so little has been publicized, we’re going to concentrate on putting it in focus and reporting such things as in the second to fourth quarters of 1955 the number two spot television advertiser was Brown & Williamson. Number 12 was Philip Morris. Number 30 was R. J. Reynolds. And some of the others were further down the line. But when you add the two halves together, you will find that in terms of expenditure television definitely ranks as number one.

I’d also like to make one other comment and that is that I rather had the impression today and I certainly agree with Mr. Shaw’s it’s wise to know something about the company’s business, your prospect’s business when you solicit them. We’re going to show you in that connection an original piece of research that was conducted by TbV and by the gentleman down on my right from the A. C. Nielsen Co. who has now punched out on their IBM cards in Chicago how many cigarette packs are smoked by each home and their family. As a new measurement of the cigarette market we’re going to show you some of those quick findings. But it shows one thing, one thing definitely, that the cigarette market is a selective market.

It is not true that practically everybody smokes. For example, down South 58% of the families were found in the Nielsen survey to smoke cigarettes. When you project it out to the number of cigarettes smoked per family in the whole country we found that the billions of cigarettes consumed in terms of this sample comes pretty close to those figures.

As you probably know, the total amount of viewing for the average tv family per week is 5 hours and 32 minutes. Now, if you take the 35 million homes in the country, and this was done by Nielsen for us as of November 1955, and take the highest viewing fifth—the seven million homes that are the weakest part of our franchise—you will find that seven million watch television only 1 hour and 32 minutes a day, 6% of all the viewing. The second 20%, four hours a day. And when you step up the ladder to the third quintile, or third fifth, it’s 5 hours and 23...
The best things come in BIG packages!

... and ABC-TV's film festival package is the biggest in television!

NOW... participations on AFTERNOON FILM FESTIVAL—Mondays through Fridays—buy you an amazing price reduction on an equal number of participations on Sunday's FAMOUS FILM FESTIVAL.

FAMOUS FILM FESTIVAL is TV's top-rated participation show. AFTERNOON FILM FESTIVAL has the best cost efficiency of all TV participation shows. FAMOUS FILM owns the prime 7:30-9 Sunday-night slot. Has a cost efficiency of $1.25 per 1,000 viewers per commercial minute. AFTERNOON FILM offers a new, low daytime price in the 3 to 5 P.M. periods.

Both present top films, top stars. For details call your ABC-TV sales representative.

*Nielsen Dec. 1 & 11, Jan. 1

ABC Television Network
minutes a day. Now, here you have the majority of television homes, which represents a minority of the total television viewing, even though it ranges from over 1 hour to 5 hours and 23 minutes a day. Stepping up to the fourth quintile it is revealed by Nielsen that seven hours of TV fare are viewed per family per day on a family basis from morning to night. And when you come to the top of the television bottle, the television gluttons so to speak, you find out that there are in this country today seven million homes which view an average of 9 hours and 49 minutes.

Now you don't have to editorialize about this kind of impact. And what people are doing to television. The point is that we know about these quintiles and one of the things we know is how many cigarettes are smoked in each quintile and how the cigarette market correlates with television viewing and how it relates to the overall characteristics of television generally.

Somebody said that the magazine reading public were the young folks. I'm sure that that's true of the television viewing public and here's the proof. The 1 hour and 32 minute family has a housewife who is 49 years old. The four-hour family has a housewife who is 45 years old. The third quintile, the 5 hour and 32 minute family, has a housewife who is 44 years old. Notice the more the viewing, the younger the housewife and therefore the younger the husband and so forth. In the seven-hour family the housewife is 42 years old, and in the 9 hour and 49 minute family, those television gluttons, the housewife — purchasing agent — she's 39 years old. A 10-year spread in going from the lightest to the relatively heaviest viewers in television. Now that correlates very well with the cigarette market as we will see in just a moment.

Now let's see the interrelationship between smoking and television viewing. Here's what Nielsen reported to us in terms of where are the cigarette smokers of the country. First of all, in going into each home in the sample and finding out by personal investigation whether there is present in the home a smoker and if so how many people smoke, it was found that in the country as a whole, of almost 50 million families, 63 out of 100 consumed cigarettes and 37 out of 100 do not. That in television homes, it is a 68 to 32 split and that in the radio-only homes or non-television homes, a segment of the market which is melting like ice, it is a 50-50 split.

Now, it is definitely a young market. The selectivity of the television market, and by the way, this is regarded by cigarette people to whom we've shown it to be highly authoritative and it comes very close to their own impression of the market and jibes very closely with their own research, but the beauty of this from the standpoint of our own selling is that it relates very definitely to television.

Notice that in homes where the housewife is under 35, 77 out of 100 of those homes smoke. From 35 to 50, 75 out of 100 and when you come to grandma it goes down, 37% of those homes smoke. We heard some talk about men and women smokers. The relative importance to the cigarette market of homes where only the man smokes is such that that goes on in 47 out of 100 homes where 37% of all cigarettes are smoked; where only the woman smokes, 17% of the homes report. The market, the minority of homes, 36%, where both the husband and the wife smoke, represents the majority of the market, namely 53%. Now, some people smoke much more than others and we found out as I mentioned before how many packs are smoked by each home in this microcosm that reflects the country as a whole and it comes out for every smoking home to about a carton a week based again upon personal investigation of these homes, which reflect the country, 9.6 packs a week. Now, when you divide the some 34 to 35 million homes that consume cigarettes into two halves, and you take a 17 million light-smoking half, you find that they smoke about a half a carton a week, 5.2 packs. And those heavy smokers, the half that smokes more, they consume an average of about a carton and a half, or 14.1 packs. Now, if you are more interested in the heavy smoker, or the heavy smoking family, the more valuable customer, if you're more interested in the $141,000 account than the $52,000 account, then we have evidence which relates this to television overall.

Remember our quintiles and our families that go up to nine hours a day? As I mentioned before we know the incidence of smoking from the Nielsen company in each of these fifths. First of all in those seven million families that don't watch television so much, only an hour and 22 minutes a day, which of course would qualify them as the heaviest readers of magazines and newspapers, the consumption of cigarettes is 63% of those families.

What of single people then? That's probably why the viewing there is not quite so high. They're away in the daytime and sometimes at night. And that's why smoking goes down a little bit in that second quintile. It cuts off to 52%. That third quintile 65%, the fourth quintile 67% and those television gluttons are also gluttons for cigarettes because as you see, over four out of five [over 80%] of those homes smoke. So the more they view, the more they smoke. There's a very definite proven—not generalized but proven—documented relationship between cigarette smoking and television overall.

Now because for the same homes where we know how many cigarettes are smoked we have a continuing record of television tuning from the Nielsen Audimeters and are able to relate the two, we have found out certain kinds of television, certain hours of the day which frankly are not relatively efficient in reaching cigarette smoking homes and heavy cigarette smoking homes. And the best key qualitatively to the heavy cigarette smoking home is late at night, 11 to 12. That's when you find the greatest spread between the heavy smoker and the light smoker so far as television viewing is concerned. In our own opinion, our own evaluation, the more productive use of television is at this time in the relatively available 11 to 12 hour where value to the cigarette manufacturer in terms of the kinds of people he reaches is much greater than it is at any other time. He can buy it at less cost. It is as I mentioned before relatively available. And he can reach the vast majority of heavy cigarette smoking homes with a spot campaign, for example, 10s and 20s in local time across the country from 11 to 12.

Summing up television as an advertising medium and the cigarette market relationships: You'll see that the television homes at the time the study was done, which was a few months ago, represent 71% of all the homes in the country, 77% of the homes with one or more smoker, 79% of all cigarette consumption, 82% of heavy cigarette smoking homes and 85% of homes with both men
Two MAJOR NETWORKS placed orders for several of GPL's new 35mm. Telecast Projectors as soon as they became available.

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

C A N  Y O U  A F F O R D  T O  W A I T?

Write, wire or phone for detailed information.

GPL

General Precision Laboratory Incorporated

Pleasantville, New York

Broadcasting • Telecasting

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and women smokers. In asking for a budget, frankly for television we'd ask, of $10 million, $7 million. And here's why we would ask for that amount. You can spend $7 million per year or $140,000 per week and on this Nielsen evidence, reach 70% of the total cigarette market, reach in a week's time with frequency the homes that consume over seven out of ten cigarettes. This evidence was furnished us by Nielsen in terms of actual spot availability on our member stations and we furnished that. So it is not generalization. It is a documentation. With 10s and 20s for which we selected the time which occurred to us based on this study would be most productive and efficient in reaching heavy cigarette smoking homes with television’s sight plus sound plus motion using the saturational spot and reaching more homes more often at less cost-per-thousand, $1.20 is the cost per thousand of a good campaign to reach 70% of the cigarette smoking market in a week's time with a frequency of about five times each. Therefore we'd like to rest our case asking for $7 million.

THE CASE FOR NETWORK TV
By Charles R. Abry
ABC-TV Network

BEFORE going into a specific proposal for a share of the budget I think I'd like to take just a couple of minutes to update you on what we think is a new force and a strong force in network television. No longer do you as a prospective client face the dreadful prospect of being the ping pong ball being batted back and forth between Madison Ave. and Rockefeller Center. There's a third court on the table now. And we think we've proved our case over the last three years. I have a few statistics. According to PIB, in 1953 our gross billings were 21 million, in '54, 34 million, and in 1955, 51 million. We did it by changing the commercial hour concept in the month of January of each year. In '53 we had 10 hours, in '54 18 hours, in 1955 20 hours, 1956 37 hours. We were offering you coverage in a better degree during those years. From the point of December 1953, our average ABC program had a coverage factor of 72%, in 1954 76%, and 1955 80%. And to some of our detractors who may say, "Yeah, but how many of them did you have down low?" May I point out that to reach an average of 80, for every 70 there had to be a 90. And all of that is reflected in a figure that to me is most impressive, which is that taking a one hour nighttime program and measuring it against the total number of homes reached per average one hour. In 1953 we delivered 35 million home hours, in 1954 51 million, and in 1955 80 million hour-homes. We think that we can continue this growth and we think that these are the facts that indicate particularly the coverage in the homes reached, that we're ready to deliver to you what we propose.

Ten million dollars coming in cold did sound like an elephant. We're asking for half of it, or $5 million. And I'd like to show you how we'd recommend you split it up. We have what we call a four-dimensional plan. In our Afternoon Film Festival with five spots per week, one minute per day, for a total at $10,000 a week; three spots per week in our Sunday night program, Famous Film Festival, with one in each half hour for a total of $15,000 a week; an alternate week situation comedy on a major-minor basis, two minutes one week, one minute the other, averaging out at $40,000 a week or obviously $80,000 for two weeks and a half hour of an adult western on an alternate-week, at $36,000, for a total of $101,000 or slightly over the $5 million. And here's why we picked the two types of program. Using some of the figures that I guess we got from TVb, taking the norm out of your U. S. tv homes, our figures show 31.6% are no smokers, light smokers 31.5%, heavy smokers 36.5%, and I think that checks fairly closely with Ollie's. In a situation comedy which normally is heavy in woman viewers, the light smokers are 28% and the preponderance of audience is in the heavy smoking classification of 45.3%. Again a situation comedy at 11:30 is a real buy. And on the adult western, again, the weight of your audience, and these are Nielsen figures, are in the light and most basically in the heavy smoking group. And also our choice of the situation comedy is that classically it has a large woman's audience and we believe very much the figure that we heard from radio, how important that woman is, (A) as a smoker on the rise and (B) as the buyer of cartons of cigarettes.

This is how the pattern would break down on a weekly exposure. We think that with the Afternoon Film Festival, and incidentally, the whole program gives you a seven day exposure, that you can move around and catch different segments and if a particular housewife is nuts for Queen For a Day, you can get her in the other half hour. The three minutes on Sunday night, the adult western on Wednesday night and—I beg your pardon, you get the situation comedy in a family hour of 7:30 to 8 on Saturday night. In the Afternoon Film Festival, and we're using our first Nielsen in January, it had an NTA of 11.4 and an average audience of 5.8. Buying against the end rate which we've used in our figures, you come up with a cost-per-thousand of $1.50 for a one-minute commercial, with a great deal of flexibility. On the Sunday night films, and here, because of the limitation of time, you're going to skip the pitch on the films themselves, the November to January NTA average was 13.2 and the average audience an 8.3 and a cost-per-thousand of $2.43. I'd like to point out that in that Jan. 2 report this NTA is up to an 18.4 and the average audience up to 11.2 and I don't have my slide rule, but I know that $2.43 is high compared with the latest ratings.

On an adult western we've used Nielsen average figures rather than project anything. Some of our current programs on the air in this particular presentation are reaching or attaining these figures, particularly Cheyenne of Warner Bros. We think that particularly going to an hour, you're going to come up with better figures, and incidentally, this is based on a half an hour program with an NTA of 29.5, an average audience of 22.9 and a cost-per-thousand of $3.66, which is below the mean average of nighttime programming. The situation comedy has again, the advantage of very heavy smokers and a heavy woman's audience with a Nielsen Total Audience of 26.7, an average audience of 24.2 and a cost-per-thousand of $3.58. Now here is the weight, or, a word I've learned from Ollie Treyz, tonnage, which I think is rather important to you, that your net weekly unduplicated homes which you are reaching with at least one minute of commercial time is 17,900,000, your total weekly home visits are 26,603,000, your total weekly home impressions 33,800, and your weekly time and talent $101,000 and the overall cost-per-thousand on the expenditure of $5 million is $2.98, subject to the last figures from Nielsen which would be a reduction. Therefore we think that from the point—we did not make an overall media pitch today—we're out for the dollar—we think that we can deliver to a cigarette manufacturer effective sales, effective coverage, and a good 1956 with $5 million. That's it.
HAPPY IS THE ADVERTISER WHO IS ON THE PAT & JACK SHOW OVER WPen—THE HIGHEST RATED FOOD MERCHANDISING PROGRAM IN THE PHILADELPHIA *AREA

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco
*Pulse: Sept.-Oct. 1955

The frowns on the advertisers below are because they couldn't buy participations in the show. It's now SOLD OUT. We'll be happy to put you on the waiting list, however.

THE PAT & JACK SHOW
9:05-10 A. M. Daily
### Comparative Network AM Showsheet

**Sunday**

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**Notes:**

- ABC: American Broadcasting Company
- CBS: Columbia Broadcasting System
- MBS: Mutual Broadcasting System
- NBC: National Broadcasting Company
## VING

**FOR MARCH 1956**

### THURSDAY

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### February 27, 1956

**Explanation:** Listings are in order: network, name of program, network's time, and network's day.

**Time:** 7:15-9:00 p.m. ABC, 7:15-9:00 p.m. NBC

**Program:** "The Big Band Show" on NBC, "The Jack Benny Show" on ABC

**Description:** Both programs are sponsored by General Motors. The Big Band Show features a variety of musical acts and comedy sketches. The Jack Benny Show features the popular radio and television comedy of Jack Benny and his cast.

**Notes:**
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- **Sponsors:** General Motors
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STATE HEADS, NARTB MAY MEET ANNUALLY

Successful three-day convocation of 43 state association presidents at NARTB Washington headquarters seen as precedent for making event an annual affair.

PRECEDENT was set last week for an annual conference of state association presidents at NARTB Washington headquarters as representatives of 43 states held a three-day session that included formal talks and informal exchanges of ideas and problems.

At the last session Tuesday afternoon, members of the group agreed the idea of the conference was sound. Some felt the conference could be of more value than an industry convention, with opportunity to fit state and local problems into the national scene.

Discussion covered a wide range, running from legislative topics to such local matters as advertising rates, sports and taxes. NARTB President Harold E. Fellows recalled the conference idea had resulted from three years of planning. State presidents have met informally at luncheons during NARTB conventions but never before had assembled for a formal meeting.

FCC Chairman George C. McConnaughey cautioned that over-commercialization may lead to public revulsion and government action (see story page 28).

Case histories of state and local issues were presented by five state presidents. Walter J. Teich, WQEL Oelwein, La.; J. Elroy McCaw, KTVW (TV) Tacoma, Wash.; Paul J. Miller, WVVA Wheeling, W. Va.; Robert Wells, KIUL Garden City, Kan., and J. Maxim Ryder, WBRY Waterbury, Conn.

CASE histories of legal, sports and freedom of information developments were reported by five state presidents at NARTB's first roundup of association heads. Speakers were (1 to r): Walter J. Teich, KOEL Oelwein, La.; J. Elroy McCaw, KTVW (TV) Tacoma, Wash.; Paul J. Miller, WVQA Wheeling, W. Va.; Robert Wells, KIUL Garden City, Kan., and J. Maxim Ryder, WBRY Waterbury, Conn.

The three-day conference opened Monday with an all-day open house and informal group meetings at NARTB headquarters. State presidents conferred with NARTB staff executives and with each other. Formal programming was held Tuesday, followed by an evening reception and dinner attended by media and government guests.

Wednesday noon the delegates attended the annual Voice of Democracy awards luncheon at which the four national high school winners were presented scholarship checks and TV sets.

President Fellows voiced confidence the state association roundup would be an annual event. He said the goal of the meeting was "a better estate for broadcasting and thus a better broadcasting service for the American people."

Chairman McConnaughey, speaking at the Tuesday luncheon, after warning of the danger of over-commercialization practices, urged broadcasters to follow carefully the FCC's public notice governing political campaign practices under Sec. 315 of the Communications Act.

Commenting on access of radio-tv to court trials and legislative proceedings, he said he was observing industry progress with interest but was concerned about the danger of distracting trial participants and making false heroes out of criminals. With new techniques, he said broadcast media should gain increasing acceptance as a means of informing the public directly.

Chairman McConnaughey said the broadcasting industry has grown to its present stature as a result of voluntary cooperation through the free enterprise system.

Howard H. Bell, NARTB assistant to the president, said the association provides a clearing house for exchange of information and experience. He added that it helps state broadcasters in such matters as occupational and gross receipts taxes; access to court and public proceedings; alcoholic beverage legislation, political broadcasting and libel. He described the association's publication, State Side, and called on states to keep NARTB posted on local developments. Finally, he told how states and the association can work together in meeting common problems.

Joseph M. Sitrick, NARTB publicity-infor...
In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gateway"—a speech input console that is new all the way! New functional design, new features never before incorporated in standard designs, new performance standards and new manufacturing methods, manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gateway now!
mation manager, outlined plans for the 1956
drive to bring out the vote, with American
Heritage Foundation and Advertising Council
coordinating media and community efforts. The
drive will open with the spring theme, “Is Your
Name in the Book?” This will promote regis-
tration. Second phase during the summer and
early fall will be titled “Don’t Vote in the
Dark,” calling on voters to become informed
on candidates and issues. Final phase is to be
directed at late registration and getting out the
vote.

A. Prose Walker, NARTB engineering man-
ger, reported on progress in Central oper-
aions and discussed other engineering develop-
ments.

Sweeney Cites Coverage
Of Texas Radio Stations

LOCAL news coverage by Texas radio stations
provides service in 59 cities lacking newspapers
as well as hundreds of other cities, offering an
important revenue source as well as opportunity
to provide public service, Kevin B. Sweeney,
president of Radio Advertising Bureau, told the
Texas Assn. of Broadcasters at its meeting last
week.

Over 150 registered delegates at the McAllen
meeting heard a dozen speakers cover such
topics as tv sales, promotion and international
topics. Gordon McLendon, KLIF Dallas, spoke
at the Monday luncheon on the topic, “Will
Radio Kill Television?”

Following a talk by R. F. Schenckhan, U. of
Texas radio-tv director, five scholarships were
offered by members to promote radio-tv instruc-
tion in state institutions. Those offering scholar-
ships were David Morris, KNUZ Houston,
Boyd Kelley, KTRN Wichita Falls; Robert I.
Grimes, KBKI Alice; Jack W. Hawkins, KIUN
Pecos, and Troy McDaniel, KGKT-AM-TV
Hartlingen. All offered scholarships to U. of
Texas except Mr. Hawkins, who named Sul
Ross College.

Mr. McLendon observed that tv has forced
radio to go to work and has made local
advertisers think in terms of bigger budgets.

“Advertising who are used to being frightened by
any amount in excess of $50 a week can
sometimes now talk of several hundred dollars
a week without suffering a paralytic stroke,”
he said.

McLendon stations are following ratings
Closely, he said, with KLIF training its own
crew of interviewers to take frequent coinci-
dental surveys. Noting Dallas radio listening
up 50% in a year, he ascribed much of the
gain to “the new lasso in news” and added that
gross dollar billings are up in its cities—Dallas,
Milwaukee, El Paso. He called on broadcasters
to sell at card rates and said, “We’ve raised
rates four times in one year.”

Radio is just starting to realize its news
advantages, Mr. McLendon said. He told how
KLIF uses a slogan “Tomorrows Newspaper.
Now” and frequently inserts in newscasts such
phrases as “... another example of how
fat radio news is ahead of the newspapers.”

He detailed the operation of KLIF’s six-man
news staff, soon to be almost doubled, and told
how mobile units and beep interviews are
handled on a 24-hour basis with as many as
three or four program interruptions in an hour.

This intensive coverage, he said, “forces
radio listening by a segment of the population
which has got out of the habit of listening.”

He explained the KLIF policy of frequent
editorializing when there is something to editio-
ralize about and told about the station’s controversy with the Dallas Times Herald
(BW, Feb. 6).

Others on the program were Richman Lewin,
KTRF-AM-TV Lufkin, TAB president; Richard
Salas Jeffrey, executive secretary, International
Good Neighbors Council; Marshall Formby,
KPNX Hereford, speaking on radio behind the
Iron Curtain; Alex Reese, WFAA Dallas, dis-
cussing radio promotion; Al Johnson, KENS
San Antonio, reviewing day-light saving; Nor-
man Cash, Television Bureau of Advertising,
speaking on tv sales; discussion session presided
over by J. M. McDonald, KURV Edinburg, and
a talk on religion in business by Rev. W. W.
Stewart, Trinity Episcopal Church, Pharr.

TAB’s fall meeting will be held at Lubbock.
The board will meet again in June at Alpine.

SHIRT-SLEEVE weather marked meeting of Texas Assn. of Broadcasters, held Sunday-
Monday at McAllen. Officers and directors (seated, l to r): Boyd Kelley, KTRN Wichita
Falls, copyright chairman; Albert D. Johnson, KENS San Antonio, M. E. Danbom, KTBB
Tyler, and Louis R. Cook, KNOW Austin, directors. Standing, Jack W. Hawkins, KIUN
Pecos, director; Barney W. Ogle, KRIV Weslaco, vice president; David Morris, KNUZ
Houston, secretary-treasurer; Joe M. Leonard Jr., KGAF Gainesville, and Bob Bradbury,
KPET Lamesa, directors; Richard G. Lewin, KTRF-AM-TV Lufkin, president; Gordon B.
McLendon, KLIF Dallas.
KRON TV highlights
Northern California's importance
to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—more local originations to "Wide Wide World" than any other NBC affiliated station.

From the platform of one of San Francisco's famous cable cars ... from the decks of the Balclutha, last full-rigged sailing ship in the world ... to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.

Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a must buy to reach the greatest share of that important market.

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

Represented Nationally by Free & Peters, Inc.
SENATE TV PROBE TAKES ON 'BRASS TACKS' ATMOSPHERE

Magnuson committee got down to business last week in its investigation of networks and the uhf-vhf dilemma, completed hearing the FCC and readying for more industry testimony this week. Note-worthy: 'cards on table' attitude, evidence of a new grasp of broadcast problems on the part of the committee members, and positive stands by FCC commissioners.

THE Senate Interstate & Foreign Commerce Committee last week held its most profitable sessions to date in its probe of tv network and uhf-vhf troubles, concluding its questioning of the FCC and setting the stage for four full days of testimony this week at which representatives of the industry, mostly uhf, and others will appear.

Hearings resume today (Monday) and continue through Wednesday, skipping Thursday and continuing Friday (see witness list).

The Senate group's day and a half of proceedings last Monday and Tuesday were marked by:

1. Comprehensive and penetrating sessions, with cards on the table and a minimum of fishing expeditions or other interruptions by senators.
2. An increasing, purposeful grasp of broadcast matters and problems by committee members and staff, notably Chairman Warren G. Magnuson's new radio-tv counsel, Kenneth A. Cox.
3. Individual commissioners' steadfast defense of their positions in answering searching and to-the-point questions from the committee.

Most active senators in the questioning were Chairman Magnuson, Senators John O. Pastore (R-L), Democrats, and Sens. John W. Bricker (Ohio), Andrew Schoeppe (Kan.) and Charles E. Porter (Mich.), Republicans. All seven FCC members—Chairman George C. McConnaughey, Rosel H. Hyde, John C. Doerger, Robert E. Lee, E. M. Webster, Robert T. Bartley and Richard A. Mack—appeared at the sessions. Comr. Lee was absent Tuesday.

When FCC members stepped down from the witness stand at noon Tuesday these facts, or opinions, had emerged:

- Uhf is needed to complete a nationwide competitive tv system, regardless of any vhf acquisitions from the military.
- More tv facilities in more markets are needed (see network and local programs) and for smaller advertisers—25 large advertisers controlling over half of total station time.
- Comr. Doerger opposes deintermixture. Chairman McConnaughey thinks it may be a partial answer. Comr. Webster wants to study it before committing himself.
- The Sixth Report's first priority (area concept) is largely fulfilled, but outlets still are lacking in individual communities.
- FCC has given its reallocations rulemaking top priority and a decision on it won't be held up to await results of the FCC's network study.
- Help for uhf is seen in new high-powered transmitter and a new receiving tube, but federal excise tax exemption as an incentive to all-channel set production looks hopeless.
- FCC doesn't want to be pinned down to a target date on its reallocations rulemaking.
- Comrs. McConnaughey and Doerger feel residents of any all-uhf areas created by deintermixture may become "second-class citizens."
- Also detailed were FCC's current policies on program integrity, radio-tv counseling, local channel policies on ownership, uhf "common carrier" rights, uhf stations, uhf "community" tv, uhf subscription tv, uhf high-powered uhf station maximums, option time, exclusive affiliations, "five-mile" rule, overlap and antitrust activities.

Under questioning from Mr. Cox, Comr. McConnaughey acknowledged that less than 10% (about 75% of total uhf allocations) are operating as stations, and that 21 uhfs went off the air in 1955. Asked if the situation would not worsen "unless some rather positive steps are taken to improve" uhf's position in the industry, Comr. McConnaughey said he couldn't say, that it is hard to project definitely.

He said the pioneer uhfs lost money for "a long time," but admitted that today a vhf which at first loses money still has a better chance for survival than a uhf because it is "common knowledge" that vhf "has a reputation for being better."

Mr. Cox referred to the priority goals listed by the FCC's Sixth Report & Order of 1952: (1) to provide at least one tv signal to all parts of the country; (2) to provide each community with at least one tv station; (3) to provide a choice of two tv services in all parts of the country; (4) to provide each community with...
at least two tv stations; (5) to assign remaining channels to communities depending on population, geographical location and number of tv services available.

Mr. Cox said the FCC’s statement indicated it has gone a long way toward achieving the first priority with tv outlets in 278 communities. Then he asked if the remaining priorities need pursuing to achieve a competitive nationwide tv system.

Comr. McConnaughey acknowledged that “improvements are needed and I think they will be made.” He cited the present allocations rule-making.

Comr. Doerfer said he didn’t agree that the first priority has been largely fulfilled. He said there is more need for vhfs than uhfs west of the Blue Ridge Mountains; that a solution to better coverage in some “fringe” areas is to blend uhf and vhfs.

In a market that will sustain three uhfs, he said, the better approach is to have one uhf and two vhfs. He said he has opposed “uhf islands” because “vhf islands” would thus be established, and “you will never get penetration of uhfs and vhfs.” This, he said, would “isolate” and “build a sort of economic iron curtain between the two.”

He said he thinks there is a conflict between the first and second priorities and “it’s unequitable to give uhfs to some people and vhfs to others.” He said he feels the Federal Communications Act supports equity over competitiveness and that sometimes “you have to choose” between the two.

Mr. Doerfer said the success of a uhf in a vhf market depends essentially on programming and that the FCC ought to consider a rule limiting a network affiliate to one network, so the vhfs “can’t scoop off the cream of the three networks.” He said he is not ready to adopt such a rule, only to explore it, “but I think the solution will be programming if we can devise a rule which won’t do violence to our free enterprise system.”

Asked by Mr. Cox if he would restrict the “major centers of population” to fewer stations than they could support, Mr. Doerfer said he felt a farmer “50 miles from Madison (Wis.) is as important as John Jones in New York City.” When Mr. Cox asked him if that farmer is as important as “seven million John Joneses in New York City,” he asked: “Why should John Jones in New York have seven tv stations and the farmer have none?”

Mr. Doerfer said that in a area of 300,000 people, where uhf would reach 250,000 of them and vhf would reach all, he would rather have one vhf to reach the remaining 50,000 than three uhfs that would reach only 250,000.

Mr. Doerfer said he thought it possible under the present allocations to achieve the first priority of the Sixth Report without “doing violence” to it.

Comr. Lee said it is “difficult to quarrel

TV in Fresno—The big Inland California market—means KMJ-TV Best local programs Basic NBC-TV affiliate

Paul H. Rayner Co., National Representative
Jackie Gleason's "Honeymooners" is filmed by Du Mont Electronicom System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

**NEW ELECTRONICAM REDUCES SHOOTING TIME**

Du Mont's Video-Film System incorporates both Mitchell 35mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicom System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicom System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35mm Mitchell cameras used as integral parts of the Electronicom System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.

*85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell Camera Corporation*
with the Sixth Report priorities. They may need redefining, he said, because it may not be possible to give each community a service and "maybe we will have to recognize the area concept." Mr. Lee said he would like the "flexibility" to determine where stations should be in any given area; that he would like to retain some engineering standards but be able to waive them in a given situation.

Asked by Mr. Cox if he meant on a case-to-case basis, Mr. Lee said he did, even though he did not think it was wise to decide on the deintermixture petition. He said he felt the present allocations has more of a city-to-city approach than an area approach.

Comr. Hyde said the Sixth Report did contemplate area coverage, the FCC recognizing that a station must have a market or "some base," but that the Sixth Report's geographical approach was designed to permit location of stations in cities where they could reach areas not normally entitled to service. "We have better tv coverage in this respect right now than we were able to obtain in am in 30 years of application processing," he said.

Mr. Cox asked the FCC chairman about the status of FCC's plans to obtain additional uhf spectrum space from the military and other services. Mr. McConnaughey said a study is being made by the government now of a "high level" following a letter written by FCC last fall to the Office of Defense Mobilization. He said a government ad hoc committee has been "working on it pretty hard." "I can't tell you anything about it," he said.

Sen. Magnuson said the Senate group had "three or four" meetings with part of the voluntary industry engineering ad hoc committee and this group will be active in the next "two or three weeks to see if they can make recommendations."

Incomparable Uhf Channels

Comr. McConnaughey said that whatever new uhf space is obtained, it won't be comparable with the present 70 uhf channels.

Mr. McConnaughey didn't feel the possibility of uhf channels from the military would be a solution to present problems and he didn't know how long it would be before they could be put into use, even if obtained.

Comr. Bartley said he didn't feel it would be necessary for several years before military space in the uhf could be put to use. He said the problem of changing over military equipment to some other space now is being studied.

Comr. Lee said Congress would have to spend a lot of money if it decided present military equipment using the uhf space at present instead of taking a period of years to amortize this equipment. Sen. Magnuson noted that this space "may be the tool we want—and it may not."

Answering a question from Mr. Cox. Comr. McConnaughey said the FCC does not propose to hold up its present rulemaking proceeding until it has concluded its network study.

Comr. McConnaughey said four commissioner spent some time in New York conferring with national spot representatives, advertising agencies and talent agencies, and had got a "rough picture" to be filed in and studied by the FCC staff in the commission's network study. He said he feels it is possible to work out rulemaking, but he wants first to "test it" with other commissioners, with the industry, with uhf, independent operators and others. He said he feels it is possible to "get a rulemaking going in a week or two" if it would help, not only in the immediate, but also the long-term solution.

Comr. Doerfer said some of the FCC actions would be in public hearings, but there also would be private conferences so as not to make trade secrets public.

Mr. McConnaughey said that if some of the conferences are private, the FCC also would investigate other segments of the industry so as not to get a distorted picture. He said, however, there would be no final decision without a public hearing.

Sen. Magnuson voiced concern over the availability of local tv facilities to the small advertiser, asking whether he is shut out because of the network situation. "Is it monopoly or does he have equal access?"

Comr. McConnaughey said that generally speaking, the analyses of uhf's problems, as set forth in the Plotkin and Jones reports, are correct. Comr. Hyde added that the FCC outlined the whole history of uhf difficulties at the time of the Potter subcommittee's hearings in May and June 1954.

"... asked by Mr. Cox if, in view of what has happened to uhf, manufacturers may cease to have the incentive to make all-channel sets, Mr. Hyde said manufacturers are trying to improve uhf and may perfect it. He said the FCC doesn't anticipate that uhf will be discontinued, but admitted that uhf will be discouraged if "half" of the uhf stations go off the air.

In the FCC's current allocations rulemaking, he said, the staff must digest 200 comments and 350 replies, with a staff of seven plus department heads, but that most will be digested in another week. The FCC has not decided whether to hold oral arguments, he said. He said he hoped the FCC could issue rulemaking in six months.

Comr. Webster wasn't that optimistic. He said he couldn't digest the comments "overnight"; that it would take some time; that he had other things to do; that the FCC must work out practical changes to the rules, put them out for rulemaking and for the public to comment on. He said he was sure there would be disagreements because "all we have now are self-serving statements" with "so way to test them." "I want the man who made these statements in front of me so I can test them," he said.

Comr. McConnaughey said he hadn't the "slightest idea" how long it would be before a final decision on the allocations rulemaking and "no man alive" can say when, but he added that the rulemaking has top priority at the FCC. He declined to set a target date when asked by Sen. Magnuson.

Mr. Cox asked if the FCC couldn't look at one community and another and decide which proposal will fit that community in the broad picture to produce the "goal we are seeking" in that area.

The FCC chairman replied that the rulemaking "must tie into the broad, overall picture—not by states but on a nationwide basis." When Mr. Cox asked how a "universal" can be developed without some "specifics," Comr. McConnaughey replied that "they all work together. You can't pick out one community and build a nationwide allocation around it."

Under questioning, he said he didn't know if it is true "at all," that selective deintermixture fits the situation in the five proposed deintermixture areas—Madison, Evansville, Hartford, Aurora and the Hudson Valley—as well as it is likely to fit anywhere else in the country.

Comr. Doerfer, referring to the uhf's granted in some proposed deintermixture areas, said the FCC pointed out in its Nov. 10 decision that "these people (vhf) are building at their own peril."

Comr. McConnaughey said he felt it would
be an injustice to the public to hold up vhf service in such areas to deintermix, as the uhf people have asked. He said he thinks about the problem sometimes. "Are we making second-class citizens out of them (all-uhf areas)?" He said CBS is having a "rough go" with its Milwaukee uhf station, with snow and blind spots "right in the city."

Comr. McConnaughey said that although he referred in the FCC statement to "uhf islands of security," that deintermixure to this effect might be significant, but "we wanted to look at it on an overall basis." The FCC majority declared a five-year session. We are not going to change our ideas.

Mr. Cox asked if alternate approaches to deintermixure—new vhf space, space-lease and other suggestions—"may have firmed up your conclusion that deintermixure was not a substantial solution to the problem."

Comr. McConnaughey said these suggestions, which were not a part of official FCC proceedings, did not affect the FCC's decision on turning down deintermixure. He said these suggestions were "just talked about, that's all."

When Mr. Cox said dissenting Comr. Hyde indicated this material outside the record had been considered, Comr. McConnaughey said he had "no comment to make on that."

Comr. Doerfer questioning, that the FCC will have the burden of proving that deletion of the granted vhs is in the public interest if these areas are deintermixed (made all uhf). He said the vhf may go to court and hold up all uhf channels.

Sen. Pastore asked individual members if they thought deintermixure "is the answer." Comr. Doerfer said no. Comr. McConnaughey said it might be "part of the answer." Comr. Webster said it thought it was unfair to ask a commissioner, categorically, what his position is. He should be allowed to study the alternatives, Comr. Webster said.

Mr. Hyde said that if the present 12 vhf channels were doubled, there still would not be enough for a competitive tv service; that now only two networks can get outlets in the first 50 markets. He said only seven of the top markets have vhs, 26 have, three, 32 have two and 19 have one only vhf.

Comr. Hyde said the two networks that can get into markets have their evening fully sold out and are jockeying for space. But, he said, "we have only one primary source; that there should be provision for local programs and tape and film programs, including national spot programming. More than 50% of tv advertising, he said, is controlled by 25 advertisers. There must be found some way to use the available umh channels, he said.

He said the Sixth Report is not final and had not been intended to be: that a one-year ban on petitions was made so the FCC could devote time to solving the air. But, he said, under the Administrative Procedure Act, the FCC must be ready to consider petitions to make changes in FCC rules any time, even on a day-to-day basis.

Answering a question from Sen. Magnuson, he said that even if the FCC had available for commercial assignment the 42% of the vhf spectrum held by government services, there still would be a problem. There would be 42% of uhf channels, which would give limited service unless service areas were cut to small parts, he said.

But, he said, the FCC has to consider other needs.

 Asked by Sen. Magnuson if there would be a problem if all tv had been put on uhf, he said there would be no problem "like we have now where stations are attempting to operate on very different channels." He said there would be 70 uhf channels, which even if they were slow being developed, would be in one year. He noted that "a lock of old devices in the spectrum. He said the question of whether 45 vhf channels would be enough is academic, because of vital safety needs.

Comr. Hyde, testifying on private intercity relays, said the FCC had restricted them in the past because it thought common carriers were best equipped to handle transmission of programs. But the FCC has relaxed its stand by vhs, he said, and has told applicants for private intercity relays that they should amortize their investments, looking toward eventual use of common carrier facilities.

He said the rapid growth of tv brought many calls for all program transmissions from markets where stations couldn't afford common carrier service. Thus, he said, it seemed to him not a bad policy to issue permits for private lines to people who could demonstrate their ability to provide such service at low cost. He said the FCC requires an applicant to show his investment and describe his equipment.

He said the FCC's rulemaking began in September 1954 on this subject has not been finalized, but the FCC is following a liberal policy in issuing permits while the rulemaking is pending.

Harold Cowgill, chief of FCC's Common Carrier Bureau, explained that all the comments are in from the rulemaking and that it will be carried before the commissioners in two to four weeks.

Comr. Hyde said the rulemaking will help both uhf and vhf.

Mr. Cox said that Senate Commerce Committee he had gotten figures showing that in one case a private intercity relay was established at one-fourth of the cost of common carrier service.

Comr. Hyde said the FCC had made no private relay decisions solely on cost considerations, that usually decisions were on availability of service.

Comr. Bartley said that private lines might deter intercontinental networks if enough of them came into use in significant areas.

Turning to satellites, Mr. Cox asked if the FCC's authorization of these had helped uhf. He was told that they had helped both uhf and vhf, but Comr. Bartley said vhf satellites outnumber uhf satellites.

Comr. Doerfer, under questioning, said the FCC intended that satellite stations should look for local outlets. He told Comr. Hyde later added that they would be asked about such a change at license renewal time.

Comr. Hyde described FCC's plan for using "translator" stations, which shift from the vhf signal to one of the upper uhf signals, as eliminating interference. Asked if these stations would discourage establishment of a local station in the same area, Mr. Hyde said yes, but these matters can be taken up when the translator's license comes up for renewal.

On the question of boosters, Comr. Hyde said he thought the FCC could be able to resolve the question of their legality "one way or the other." The subject of boosters has been of extreme interest to Sen. Magnuson since most of them have been set up in his home state of Washington.

Comr. McConnaughey said the FCC has not decided whether community tv systems come under its jurisdiction. Comr. Doerfer said that if the FCC decides that some 300 systems like community tv are not common carriers, set rates and standards. If the FCC decides they are broadcasters, then the Commission should consider whether they frustrate "an overall Commission plan to develop free tv," he said.

Mr. Cox remarked that some $30 million invested in community tv systems is in a "dubious" status until the question is resolved.

Com. Mack said that in two states—California and Wyoming—state utility commissions have acted over jurisdiction. California community tv is the same as local telephone service, over which the FCC has no jurisdiction.

J. Smith Henley, assistant FCC general counsel, said the appeals commission has asked the FCC to decide on community tv, since it has been brought into a station overlap case in Clarksburg, W. Va.

Mr. Cox asked if there had been complaints from individual communities about outside vhf interference, especially in the crowded northeast region of the country, before the FCC announced plans to increase antenna heights there (Zone I). (The plans later were dropped.)

Comr. Hyde said there had been but that it is difficult to protect a local station. On the one hand the FCC wants to keep local station and on the other to serve people not located in either city, he said.

Comr. Hyde said a local program might appeal to local residents more than one from an out-of-town station, but that local residents also are interested in national affairs (i.e., network programs). He said local services are needed for local requirements.

Sen. Magnuson commented that there is "nothing wrong with overlap but economics."

Comr. Hyde said the FCC tried to give local area coverage and that there would be no shortage if uhf had been developed more. He noted the high cost of local tv programming and operations, but cited the desirability of local tapes and films. He said people are interested in local programs such as basketball, but they also like variety (i.e., network) shows.

Mr. Cox asked if the FCC's rulemaking to allow one entity to own five vhs and two uhf, has helped uhf.

Comr. McConnaughey said he was intended to help uhf, but that the FCC has been "knocked down" by the courts; i.e., must consider each application on the merits of the case.

Mr. Cox asked which companies had taken advantage of the two additional uhfs and was told Storer Broadcasting Co., NBC and CBS. Comr. McConnaughey said even these six uhfs have had a "tough time," but that he expects it the FCC will make good. He told that Storer's Miami uhf reported a profit for 1955.

Comr. McConnaughey was skeptical about the FCC's proposed five-mile rule, now a part of the overall reallocation proceedings. He cited the FCC rules that allowed KGUI-TV Galveston's application to move its transmitter nearer to Houston so as to take more of the Houston market. He said the

**Opportunity to Compete**

**DURING** questioning of Comr. Hyde Tuesday by the Senate Commerce Committee, Chairman Magnuson read from a 267 page [CLOSED CIRCUIT, Feb. 20] which is an FCC-Commission study, that the FCC's common carrier's greatest interest, after a study of network operations in New York, was that competitive facilities are too short in the nation's top 100 markets. Mr. Hyde agreed, and added that he felt more accounts would be available nationally if they could get clearances in the first 50 markets.
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Let It Snow. This eye-popping "Sno-Freighter," built by one of our customers for Alaska Freight Lines, Inc., operates over snow, ice and bulldozed trails. Each wheel in the 6-unit train is driven with its own electric motor. The 7-foot-high tubeless tires are 38 inches wide at the base, and the Sno-Freighter can wade through 6-foot-deep water without damage. USS steels played an important part in this amazing machine, including USS Shelby Seamless Tubing for the vital car coupling system.

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SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.
FCC was careful not to take service away from anybody, but tried to "let them (stations) stay in business, serve more people."

The FCC chairman said that in the upcoming rulemaking "we may have to go to an economic basis to serve more people." If a transmitter can be moved to serve 2,000,000 people where it is needed, the FCC would not make Miss construction. He added that he is "not at all sure we should stick by a city." He said it is "foolish to make a hard and fast rule."

Mr. Cox indicated he felt such a station thus might get a network affiliation it wouldn't otherwise have got, by moving to avoid overlap with an existing affiliate. He asked if this doesn't constitute a kind of "private modification" of the FCC's policy.

Sen. Magnuson said it is a question of getting more stations on the air. No allocation plan can be hard and fast in today's expanding economy, he said. Comr. McConaughey said a burner of his is to set up an allocations plan by "artificial means."

Mr. Cowgill of the Common Carrier Bureau, describing the status of intercity program transmission, said the FCC has made three complete studies of costs, but never has determined if the present tariffs are reasonable. Comr. McConaughey said such costs are likely to go up and admitted this would not help uhf.

Testimony was pessimistic about the prospect of exempting uhf sets from the 10% federal excise tax as an incentive to manufacturers to make more all-channel sets. Sen. Magnuson said he appeared before the Senate Finance Committee on the proposal and talked to individual members, but all seemed to be against it. He said the Treasury Dept. also opposed the tax exemption.

Sen. Bricker asked if there have been any recent advances in production techniques that would help uhf. Edward W. Allen Jr., FCC chief engineer, described the new receiving tube (Micro-Miniature) announced by GE. He said the new tube is said to operate throughout the whole (uhf and vhf) band without some of the new parts formerly required in set conversions. He said there is no material difference in the cost of the new tube and older tubes. He said he thought it would improve the status of uhf, but that cost of maintenance of the new tube is "going to be the problem." He said the FCC knows little about the tube.

He told Sen. Bricker uhf is as good as vhf on level terrain and within its own range.

Comr. Webster said an expected drive for changeover to color possibly will help uhf, since most color sets now are equipped for all-channel tuning, adding that color reception seems to be better on uhf than vhf.

Comr. Barber reminded the Senate group, however, that manufacturers, to reach competitive prices, may start making vhf-only color sets.

Commissioners were skeptical of any possible FCC power to require that sets have uhf tuning.

Mr. Cox, noting that the present maximum power for uhf stations is 1,000 kw with an FCC concession for 5,000 kw, and that the 5,000 kw maximum, asked the FCC to furnish a list of uhf stations which presently are at the maximum.

Comr. McConaughey, asked if a 5,000-kw uhf could duplicate in range a vhf at maximum power, said it would depend on the terrain and other factors. He added that the added power would extend the uhf's range. It was acknowledged that increased power would mean increased cost of operations. Comr. Doerfer said an increase in antenna height might be more important than a transmitter power increase in filling in shadow areas.

Comr. McConaughey said the FCC will take action on affiliation policies of networks, if considered necessary, when any pertinent phase of the FCC's network study is complete.

At this point, Sen. Bricker said: "I know you don't have control over the networks, if you wish you did, I would ask you to extend it so you get along." He said the networks have too much economic and general power and can make or break a station, or industry. They have too much power in the public interest, he said.

Comr. McConaughey said the FCC would report to the Senate committee on completion of any phase of the Commission's network study and told Mr. Cox that the FCC cannot regulate networks, but exercises some control through affiliates and owned stations.

Comr. McConaughey, asked by Mr. Cox if the FCC has taken any action on suggestions in the Plotkin report that antitrust laws are being violated in block booking by networks, said that was only Mr. Plotkin's opinion and "doesn't mean a thing." The FCC has got to get the facts, he said. He said he would consult with the FCC's general counsel and on this possible monopoly "when we get the facts."

J. Smith Henley, FCC assistant general counsel, said that regarding network option time, the Jones and Plotkin reports have been sent to the Justice Dept. and the FCC staff also maintains informal liaison with Justice. It would be "premature" to come up with a final answer, he said, until FCC gets the results of that phase of its network study. He said there is a difference of opinion on whether the Times, Pleasure and other antitrust cases apply to network option time.

Monopoly to Cure Monopoly

Sen. Pastore said he felt that perhaps a network's acquisition of a uhf property is "foster ing a monopoly to cure a monopoly."

Mr. Henley added that the FCC will want to "take another look" at its Chain Broadcasting Rules to see if the rules, made for radio, are applicable to television.

Comr. Hyde said two of the three networks have time options, but the third, ABC, is not in a position to obtain facilities on a comparable basis. Comr. Doerfer added that time options "may warrant some revision," but if the new FCC's network programs the FCC cannot destroy them.

Sen. Bricker replied that nobody wants to destroy the networks, but "we can't let them get too much economic power." Sen. Bricker is author of a bill ($25) providing for FCC regulation of networks.

Comr. McConaughey told Mr. Cox there is "no question" the FCC considers antitrust aspects in transferred licenses. He said that besides representations made by the parties concerned, the FCC also entertains protests and the staff makes its own investigation. He said the staff investigations are not made "strictly about possible restraint of trade."

Mr. Henley explained the FCC general counsel's office (Mr. Henley himself) confers with the Justice Dept. on cases where possible antitrust is indicated, the Justice Dept. calling attention to antitrust implications. Comr. McConaughey said the antitrust question is left primarily to the Justice Dept. but that the FCC handles some aspects of it.

Mr. Henley said the FCC has "overlapping and conflicting jurisdiction with the Justice Dept. in the FCC's policy of promoting diver sification and discouraging monopoly. He said the FCC has never revoked a license under antitrust laws. He said the FCC "stops far short of the antitrust laws—and that a practice may not be in the public interest even if it is not a violation of antitrust principles."

He said argument will be held before the Supreme Court tomorrow (Tuesday) on the FCC's multiple ownership rule and that if the Appeals Court is sustained, FCC may seek legislation to secure a multiple ownership rule.

Mr. Cox asked if networks do not actually control program content by exercising time options. Mr. Henley said it is "really the advertiser." Comr. Hyde emphasized that a station can reject any program it feels is contrary to the public interest. He later said the licensee is "ultimately responsible."

This brought a rejoinder from Sen. Bricker that if the licensee "doesn't conform to the network's wishes, they can deny his (affiliation) contract renewal."

Sen. Magnuson said the committee later will go into political broadcasting to study bills on Sec. 315 of the Communications Act. He said "everybody knows" that the Sec. 315 (a) "equal time" theory doesn't work.

He pressed commissioners for a decision on subscription tv. Comr. McConaughey answering that the FCC should get its rulemaking on allocations first. Sen. Magnuson said the FCC should resolve whether it has the power to regulate pay tv and if it decides not, then Congress should "give you power, regardless of your decision."

Sen. Magnuson asked the FCC to submit an answer in writing to questions raised by the Plotkin and Jones reports, and not fully covered in testimony, and to questions on FCC powers regarding advertising.

The Plotkin questions asked if the FCC has done anything in light of its network study, on: national spot representation by networks, coaxial and microwave charges, ownership of radio and tv networks by the same organization, network ownership of stations, non-network multiple ownership and duration of network contracts.

On exclusivity, questions on the Plotkin suggested asked whether (1) the FCC's network study would look into affiliation and territorial exclusivity and whether the FCC's ChainBroadcasting Regulations are necessary; (2) if the FCC staff has studied and evaluated the Plotkin suggestions for dealing with exclusivity, and (3) if the FCC plans to discuss the problem with Affiliates, competing networks, national spot representatives and other segments of the industry.

On the Jones suggestions, the FCC was asked (1) if the FCC has acted or does it plan to act on Mr. Jones' proposal that the FCC establish a uniform accounting procedure calling for more detailed reports by stations and networks and set up a uniform pattern for allocation of network and administrative expenses to network owned stations; and (2) if the FCC is considering whether networks have reasonable and equitable policies in paying for interconnection of affiliates and otherwise treat affiliates uniformly.

Fresno Stay Request Denied

REQUEST that the U. S. Court of Appeals stay the grant of Fresno, Calif. 12 to KFRE that city pending a ruling on the appeal of KAFD Fresno from that FCC decision has been denied. The three-judge court was unanimous in refusing the stay. The request was argued two weeks ago before Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles E. Hays.

Also pending before the court is an appeal against the Fresno ch. 12 grant by ch. 47 KJEO (TV) Fresno.

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Can you help your heart "tick" longer, too?

Sometimes a clock that has kept perfect time over the years will get temporarily out of order. With skilled attention, however, it can go on ticking again for years to come. The same is true of your heart.

A number of things can happen to your heart. Among the more serious of these is the form of heart disease due to hardening of the coronary arteries.

Heart disease caused by coronary-artery trouble is becoming increasingly recognized. In fact, many of the conditions called "heart trouble," or "heart attack," are caused by partial or complete blocking of the blood at some point in the coronary arteries. The common form of such occlusions is known as coronary thrombosis.

The outlook for those who have had coronary thrombosis is good and is steadily improving. Studies show that four out of five recover from first attacks of this severe form of coronary heart disease.

Today, the great majority of those who successfully withstand their first attack can, if the heart has repaired itself through rest and skilled medical care, safely resume activities with little or moderate restriction.

In fact, many such people have not only been able to resume full-time work involving great responsibility, but have continued at work for many years. Indeed, being at work was actually "good medicine."

Thousands of other people with various heart impairments are also living happily and usefully. They can do so because they have learned, with their doctor's help, how to lift the important removable burdens from the heart—such as those imposed by overweight, strenuous physical activity, fatigue and emotional upsets.

These examples should bring new hope and comforting reassurance to all of us. We cannot be complacent, however, about heart disease, for it continues to be the leading cause of death in our country. So, if you are approaching middle age, now is the time to do these things to help protect your heart:

1. Keep your weight down. If you are overweight, follow your doctor's suggestions to bring it down.
2. Exercise regularly, but moderately. Stop before you get overtired.
3. Have periodic health examinations. Never wait for heart symptoms to jolt you into seeing your doctor.
4. Follow your doctor's advice about healthful living habits, particularly as regards diet and rest.

Remember, the normal heart is strong, with a great reserve of power and a wonderful capacity for comeback. Even an impaired heart can carry on and, with sensible care, can usually be expected to do its job to a ripe old age.
KOTV'S JACkSON JOINS iKE stAFF

WILLIAM H. JACKSON, chairman of the board of KOTV Inc., Tulsa, joins the White House staff March 1 as special assistant to President Eisenhower. He becomes the third broadcast executive holding a high position in the Presidential organization.

Serving as aides to the President for more than a year are ex-Gov. J. Howard Pyle, of Arizona, deputy assistant handling relations with state governments, and Fred A. Seaton, former Assistant Secretary of Defense and ex-senator (Rep.) from Nebraska, who is deputy assistant handling relations with federal departments. Gov. Pyle is a vice president of KTLA Phoenix and Arizona Broadcasting System. Sen. Seaton and his brother, Richard M., own Seaton Publishing Co. (KHAS Hastings, Neb.), as well as other midwestern radio and newspaper properties.

Mr. Jackson recently was a managing partner of J. H. Whitman & Co., New York. He takes the post vacated Dec. 31, 1955, by Nelson A. Rockefeller and will help coordinate the government's foreign policy action. Mr. Rockefellor’s major assignment had been the planning of a war strategy. Mr. Jackson will attend meetings of the Cabinet and National Security Council.

Communist Ties Valid As Revocation Reason

THE FCC has the right to ask applicants for a radio operator's license or those seeking renewal of that license questions relating to membership in the Communist Party or other subversive organizations, an FCC hearing examiner ruled last week. Furthermore, refusal to answer such questions, the examiner declared, can be grounds for FCC denial of a license or renewal of it.

The case involved Thomas Lafferty of Oakland, Calif., an employee of a San Francisco firm called Mobile Radio Engineers. Mr. Lafferty refused to answer FCC questions concerning past or present membership in communist and/or subversive organizations. Mr. Lafferty said the questions had no bearing on his qualifications as a radio operator and he questioned the FCC's authority to ask such questions.

In recommending denial of Mr. Lafferty's renewal application, Hearing Examiner J. D. Bond said the questions asked constituted a "proper demand" falling within the licensing responsibilities of the FCC and not violating any constitutional provisions.

GOP Meddling in FCC Charged by Paul Butler

DEMOCRATIC National Chairman Paul M. Butler last week called the FCC a "slumbering sentinel" and charged it with "looking the other way when the public interests should require forward thinking and action."

Addressing the Administrative Law Section of the District of Columbia Bar Assn. in Washington, Mr. Butler charged that the Republican Administration has "tampered with and impeded the federal administrative process."

He said the last three years have seen "serious and continuing departures" from the fairness of the federal administrative process by the FCC and other agencies with quasi-judicial and quasi-legislative powers, through their licensing and rulemaking activities.

He said this has been done by appointment as members of administrative boards and commissions officials "openly hostile to the statutes they are called upon to implement. They have sent goads to the public patch."

He said the FCC, under the pressure of "press and business interests favorably disposed to the Republican Party who naturally are anxious to secure the maximum amount of radio and TV channels available," has "obligingly" reduced educational TV channels to the "barest minimum."

Nor has the FCC been disturbed, he said, in awarding radio and TV licenses to "press interests that already held a considerable monopoly in particular local areas so long, of course, as these press interests were, as much of them are, reliable reflectors of sound Republicanism."

Am Grants Recommended For Minnesota, Pennsylvania

INITIAL DECISIONS released by the FCC last week recommended am grants for Levittown-Fairless Hills, Pa., and Hopkins-Edina-St. Louis Park, Minn.

In the Pennsylvania case, FCC Hearing Examiner Annie Neil Huntington favored Drew J. Taylor, Erwin F. Walker and William F. Waterbury for 1490 kc, 250 w unlimited time and recommended denial of the competing application of Mercer Broadcasting Co. (WTOA [FM] Trenton) for the same facilities in the capital city.

Radio Suburbia Inc. was recommended by Examiner Basil P. Cooper for 950 kc, 1 kw daytime, serving the tri-community Minneapolis-St. Paul suburbs. Mr. Cooper recommended that the competing application of Suburban Broadcasting Corp. be denied.

House Antitrust Unit To Probe Regulated Industry

THE House Antitrust Subcommittee begins hearings at 10:30 a.m. today (Monday) on monopoly practices in industries under jurisdiction of federal regulatory agencies, including the FCC, Rep. Emanuel Celler (D-N.Y.), chairman, said last week.

He said the subcommittee initially will conduct exploratory hearings in the television and airlines industries.

Rep. Celler said that in its television hearings the subcommittee will try to determine whether the FCC has utilized its regulatory powers in accordance with the congressional policy of providing a nationwide competitive system of broadcasting. He said the House group will explore FCC policies to find whether networks have attained a dominant position in the industry to a point where this may be "inconsistent" with antitrust objectives.

The subcommittee, he said, will explore the uhf-vhf problem to find whether existing policies and practices may thwart the congressional objective of a nationwide competitive system of broadcasting.

Witnesses announced: Today (Mon.)—Stanley N. Barnes, Assistant Attorney General, Antitrust Division, Dept. of Justice; Louis B. Schwartz, professor of law, U. of Pennsylvania Law School; Wednesday—Horace Gray, professor of economics, U. of Illinois; Mervin H. Bernstein, professor of government, Princeton U.

The House group, which first announced hearings in January [B'T, Jan. 30], also has indicated it may examine antitrust implications in the National Collegiate Athletic Assn.'s control of television college football [B'T, Jan. 23].

HARTFORD, PEORIA PETITIONS DENIED

PETITIONS to intervene and asking the FCC to stay uhf stations already approved in two cases proposed for Hartford, Conn., and Peoria, Ill.—have been denied by the Commission.

In the Peoria ch. 8 case, the FCC turned down petitions of ch. 19 WTVH (TV) and ch. 43 WKEF-TV, both Peoria. Commission said uhf stations’ plea to intervene in hearing was too late. WIRL Peoria holds an initial decision; WMBD Peoria is other contestant, proposed to be denied.

In Hartford, where Travelers Telecasting Service Corp. (WITC) holds an initial decision over Hartford Telecasting Inc., the FCC turned down petitions for intervention and stay filed by ch. 18 WGTH-TV Hartford, ch. 30 WKNH-TV Springfield, Mass. and ch. 22 WWLW-LP (TV) Springfield. The FCC said denial of the stay request will not be prejudicial to stations' request for reconsideration of Hartford grant in overall rule-making proceedings; to grant a stay, however, the Commission said, would only delay bringing tv service to the Hartford area.

Comrs. Rosel Hyde and Robert Bartley dissented from FCC majority in the Hartford case, saying they would grant the stay pending disposition of all other allocations proceedings.

Oral argument on the Hartford initial decision is scheduled for March 12.

FCC Asked to Approve Telrad Sale to WCOA

PROPOSED SALE of Telrad Inc., permittee of prospective ch. 2 Daytona Beach, Fla., from Mr. and Mrs. W. Wright Esch (WMFJ same city) and Louis Ossinsky to WCOA Inc. (WCOA Pensacola, Fla.), was revealed in an application filed last week asking FCC approval of the transfer.

The application comes on the heels of a decision by the Florida State Supreme Court upholding a lower court's refusal to dismiss a breach of contract suit against Mr. Esch filed by Theodore Granik and William H. Cook, Messrs. Granik and Cook allege that Mr. Esch refused to convey, on agreement, WMFJ and the construction permit for WFSH-TV. They also charge that prior to their suit Mr. Esch entered into another contract to sell WMFJ to another party.

According to last week's application, WCOA would pay $5,000 for 496 of Telrad's 500 outstanding shares of stock. The 496 shares were described as not subject to the Cook-Granik suit. Under the agreement the Esches, who would be retained as consultants for the tv station, would lease certain property to the purchaser.

Lansing Tower Decision Goes to Appeals Court

THE struggle between ch. 5 WNEM-TV Bay City-Saginaw, Mich., and ch. 6 WJIM-TV Lansing, Mich., over allegations of interference moved to the U. S. Court of Appeals in Washington last week. WNEM-TV filed an appeal there against an FCC decision refusing to accept as protest an opposition grant of 490-ft. antenna height to WJIM-TV [B'T, Nov. 28, 1955]. The Bay City-Saginaw outlet also asked for a stay.
FCC Told to Reconsider WSAy Protest Dismissal

THE FCC must reconsider its July 1954 decision which dismissed without a hearing a protest by WSAy Rochester, N. Y. (Gordon P. Brown), against renewal of license for WBBF there, the U. S. Court of Appeals ruled last week. WSAy protested the renewal, charging WBBF wrongfully refused to give WSAy permission to rebroadcast sponsored programs and that WBBF offered advertisers a special discount if they would use WBBF in combination with WGVA Geneva, N. Y., under common ownership with WBBF. The FCC turned down WSAy's protest because of a "lack of particularity."

The appeals court, in a decision participated in by Circuit Judges David L. Bazelon, George Thomas Washington and Walter M. Bastian, said the FCC order dismissing WSAy's objections "was vulnerable as to both elements of the protest." In vacating the Commission's order, the court said its ruling should not be interpreted as saying that the FCC "... may not ultimately—for some good reason—be able to justify a denial of the protest without hearing... ."

Clovis TV Grant Final

GRANT of ch. 12 Clovis, N. M., to KICA there was one of two tv grants announced by the FCC last week. The Commission order made effective immediately an initial decision by FCC Hearing Examiner Hugh B. Hutchison, which recommended KICA for the grant following withdrawal of competing applicant Video Independent Theatres Inc. [B+T, Feb. 6]. KICA partially reimbursed Video for the latter's expenses in prosecuting its application.

The Commission also granted a construction permit to Western Slope Broadcasting Co. (ch. 5 KFXJ-TV Grand Junction, Colo.) for a new tv satellite station to operate on ch. 10 at Montrose, Colo. The Montrose outlet will rebroadcast KFXJ-TV's programs, and will operate on 204 kw visual, .102 kw aural with antenna 70 ft. above average terrain.
KOMO-TV 90-MINUTE DEVELOPING PROCESS BRIGHTENS FUTURE FOR COLOR NEWSFILM

Chief Cameraman Merle Severn develops economic, simple way to save hours in processing time. General Manager W. W. Warren says color newsfilm may eventually replace black-and-white.

COLOR television’s newest film miracle—from camera to projector in 90 minutes.

KOMO-TV Seattle has jumped the history of color t.v.’s technical progress at least a year by working out a simple way to eliminate most of the time lag in film processing.

The basic idea is to develop a camera, handy and some coffee cans (Crisco or potato chip cans will do just as well).

What does it mean?

W. W. Warren, KOMO-TV executive vice president and general manager, told BTV color news films may eventually replace black-and-white. Added cost? "About one-third more if all local news is filmed in color, or maybe $10 a day, no more.

And how did it come about?

Merle Severn, KOMO-TV chief cameraman, who worked out this radical but simple approach to the color film problem, said, "Mr. Warren wanted his film couldn’t be processed almost as fast as black-and-white, eliminating the hours, days and even weeks of delay."

Mr. Warren said, "Merle has been working hard on this since we started local color programming early this month (BT, Feb. 13). Nobody has tried to speed up t.v. color film. Probably there wasn’t any special need for haste. Any camera man can do this by taking commercial processes and speeding them up.

Besides the desired economy and speed inherent in the technique there is no loss in quality due to manipulations in the tank, Messers. Warren and Severn agreed.

KOMO-TV has been working with Anscochrome and paralleling Ansco processing, but other films and processes can be adapted to the speed-up technique.

First of all, KOMO-TV eliminated the worst of the commercial delays in color film processing. These center around the fact that color film is sold with the processing fee included in the original cost. That means such delays as transportation, clerical routine and waiting in line to get into the commercial tank.

Mr. Severn described his equipment as a version of rack and tank based on master water jacket, 68 degree thermostat control and, six plastic or metal tanks (and don’t belittle coffee cans). The procedure runs as follows: First developer, short stop, hardener, re-exposure to get positive, color development, short stop, hardener, wash, bleach, fix, wash, dry.

Mr. Warren said final details are being worked out but the process was successfully demonstrated last Monday on KOMO-TV’s Deadline, local news show. He said at least one color newscast is a week planned now, with later expansion as color t.v. grows.

One of the main problems is to set film makers to sell their product without the added processing fee. Ansco is working on the idea, Mr. Warren said.

Involved in Mr. Severn’s technique is underground and overdevelopment. There is no lighting problem in outdoor film with Anscochrome, which he said has an ASA 32 rating. In the development, a 100% increase in the developing process is used. He has found that Ansco-chrome does not give one-color domination in the developer speedup.

The black-and-white processing time at KOMO-TV is 30 minutes.

Edward H. Butler Jr. Dies at Buffalo Home

FUNERAL SERVICES were held last Tuesday in Westminster Presbyterian Church, Buffalo, N. Y., for Edward Hubert Butler Jr., 72, president of WBEN-AM-TV Buffalo and editor-publisher of the Buf- falo Evening News, the station’s parent company. Mr. Butler died in the night on Feb. 18 at his Buffalo home of a coronary occlusion that followed a recent illness.

Mr. Butler, publisher of the Evening News since 1914, when he succeeded his father, was one of the pioneers of radio news, establishing WBEN for that purpose in 1930. A Yale graduate (1907) and member of Delta Kappas Epsi- muth, he held directorships in the Associated Press, American Airlines and the Metropolitan Life Insurance Co. He was an unsuccessful candidate for the U. S. Senate in 1938.

Surviving are his widow, the former Kate Maddox Robinson, a daughter, Mrs. James H. Righter, and two grandchildren.

Crosley Profit Up 25% Despite WLW Radio Decline

REVENUE INCREASE in last year’s tova- rizations of Crosley Broadcasting Corp., joined with cuts in overall operating expenses, more than offset decline in radio revenues of its WLW Cincinnati, according to the annual report of...
Color Film Needs Stressed at Meeting

MORE SYNDICATED film makers must devote more time to thinking in terms of color, or color film programming will fall far behind live colorcasting, it was stressed by speakers at a four-day meeting in New York last week of program managers of NBC-owned stations and those represented by NBC Spot Sales.

The meeting, which covered both radio and television programming aspects, was held at the St. Regis Hotel, Feb. 20-23, included addresses by a number of NBC Radio and NBC-TV executives, among them Charles R. Denny, vice president in charge of NBC owned stations and Spot Sales; Thomas B. McFadden, vice president in charge of Spot Sales; Norman Grant, director of network design and art operations; Stan Parlan, manager of network broadcast film; Hamilton Shea, vice president and general manager of WRCA-AM-TV New York, and Jerry A. Danzig, director of program planning and development of owned stations and Spot Sales, who was chairman of the conference [BT, Feb. 20].

In the parts of the meetings devoted to television, the program managers heard various speakers tell syndicated film makers that "it is later than you think" so far as the development of colorcasting is concerned. They were told that in many instances, the color film commercial is "of better [film] quality technically" than color film programs, and that much of available color film today is not suitable to use because of the sub-standard technical quality.

CBS-TV EYES REVAMPED SPOT FORMAT

Tv network and Spot Sales officials discuss possibility of permitting mention of more than one product in 20-second spot and of lengthening 20-second spot to 30 seconds in cases where shorter announcement is customarily followed by 10-second station ID.

THE SPOT ANNOUNCEMENT literally was put on the spot at two separate closed-door meetings last week as general managers of CBS Television Spot Sales and CBS-TV owned stations met in New York's Savoy Plaza Hotel.

Among items under discussion was the question of whether to regularly permit a 20-second commercial announcement that advertises two, or more, different products of a single sponsor. Similarly, executives at the meeting reportedly discussed a proposal that stations at times accept a 30-second announcement in place of the 20-second spot when the latter is customarily followed by a 10-second station identification.

On the 30-second spot proposal, managers asked whether this type of commercial should be permitted, and if so, what rates should be set, e.g., should the rate be equal to the usual charge for the 20-second announcement plus the ID, or at a special, lower rate, or perhaps a higher rate. Also undetermined, it was explained, was the approach to station identification in such instances.

It is explained that under FCC regulations, station identification must be made at least once during a given hour but that by custom, IDs are given every half hour. A possibility was raised at the meeting that advertisers be cued to clip two seconds from the 30-second announcement, thus making it a 28-second commercial and a two-second ID.

Other subjects covered a wide range: color, programming, sales, news, spot sales and public service.

Both of the meetings were sparked by glowing reports of tv business. Color, it was agreed, still has not "broken through" and won't until tv sets are sold at a more attractive, lower price. Encouraging reports were received, however, on the engineering progress in the color medium.

The Monday session opened with Merle S. Jones, vice president in charge of CBS-TV owned stations and general services, who reviewed 1955 and the prospects for this year. Other speakers were the general managers of the four owned stations: H. Leslie Adlass, WBBM-TV Chicago; James T. Aubrey, KNXT (TV) Los Angeles; Edmund C. Bunker, WIXX (TV) Milwaukee, and Sam Cook Diges, WCBS-TV New York, all of whom reported on their stations.

Clark George, general sales manager, CBS Television Spot Sales, who followed, told about a new summer sales presentation emphasizing that tv is a sales medium not just an advertising medium. In this drive, the spot sales unit plans to point up to advertisers that placement of business during the summer months when spot availability is numerous, in effect, would give the advertiser an "in" or "franchise" toward
spot placement during the crowded fall-winter season.

Mr. George, in his talk, emphasized the pre-selling feature of tv, the medium that he said performs the most efficient job.

Other speakers at the meeting were Oliver Treyz, Television Advertising Bureau president; Larry Davis, advertising manager of E. I. du Pont de Nemours & Co.'s finishes and polishes division; George Folk, BBDO; David Crane, Boulware & Bowles; Les Harris, vice president and general manager of CBS Television Film Sales, and John Cooper, CBS Newsfilm.

**KCLF Court Coverage Commanded by Judge**

COVERAGE of a first-degree murder proceeding in North Dakota district court by KCLF Minot was credited by the presiding judge with an important role in stopping character assassination of an innocent man.

KCLF, with less than an hour's notice, obtained permission from Judge A. J. Gronna to cover the hearing at the sudden time because of intense public feeling in connection with the case. The station picked up the two-hour proceeding on tape and broadcast it twice. Photographers were allowed to take photos prior to the start of proceedings.

After the trial Judge Gronna told Ken Knutson, KCLF news director who arranged the pickup, that he didn't even notice the four minutes Boulware & Bowles; Les Harris, vice president and general manager of CBS Television Film Sales, and John Cooper, CBS Newsfilm.

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CBS-TV, NBC-TV GEAR FOR DST DISCORD

Basic plans for their annual fight with time bugaboo reported by networks.

Basic plans for their annual battles with the Daylight Savings Time bugaboo were revealed last week by CBS-TV and NBC-TV. ABC-TV had announced its own plans earlier [B&T, Feb. 20].

CBS-TV authorities were especially enthusiastic in pointing out that their own blueprint—whose rescheduling is built around an extension of the present West Coast repeat feed system to include Standard Time stations in the Midwest, plus local origination of some network films—will avoid a revenue loss that normally runs "into the six-figure range."

The plans of both NBC-TV and CBS-TV concentrate special scheduling for Central Time zone affiliates who remain on Standard Time while New York and other areas move their clocks ahead an hour to Daylight Time. Additionally, NBC's plan would provide the same feeds to Eastern Standard stations as to those on Central Standard Time.

NBC-TV's proposal, worked out by network officials in consultation with affiliates, was completed early last week and submitted to CST stations by telegram and closed circuit with the request that they signify acceptance by today (Mon.). CBS-TV's plan had been offered formally to CST affiliates by closed circuit the preceding Friday. There had been some advanced protests, privately expressed, about the plan's putting network shows into the 9-10 p.m. period, which in past summers was available for local sale [Closed Circuit, Feb. 20], but officials said late last week that response thus far to the closed circuit presentation has been overwhelmingly laudatory. Assuming that pending measures to start DST in New York one month earlier than usual are no more successful than most observers expect them to be (see story, page 89), the DST plans will go into operation when fast time becomes effective April 29.

At NBC-TV, DST rescheduling will affect one hour of Today [Mon.-Fri., 7-8 a.m. EDT and CDT]; the last hour of Tonight [Mon.-Fri., 11:30 p.m. to 1 a.m. EDT]; the 8-9 p.m. periods on Mondays, Tuesdays, and Thursdays, and the 8-8:30 p.m. periods on Wednesdays and Fridays. Except for these, all programs will be fed live at their usual New York times.

Stations remaining on Standard Time in the Eastern Zone will get the two-hour Today program that is normally fed to the Central Zone (8-9 a.m. EDT) and Central Zone stations remaining on Standard Time will get only the last hour of Today, as was the case last year.

Standard Time stations in both Eastern and Central Zones will get the midnight to 1 a.m. EDT segment of Tonight at their customary local times but on a seven-day delay basis. The 8-9 p.m. EDT Monday, Tuesday and Thursday and 8-8:30 p.m. EDT Wednesday and Friday periods will be fed these stations via hot kinescopes starting at 11 p.m. EDT. The 8:30-9 p.m. EDT periods on Wednesday and Friday are not being delayed as on other nights because the programs in these periods, Father Knows Best and Life of Riley, have a wide appeal to children as well as adults, and

NETWORKS

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KBES
WRTV
KIMA
WWTW
WGLV

KXJB
KZTV
KFBC
WABI
KMD
KNOX
WFLB
WNB
WFAM
KDLK
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NEMS-CLARKE MODEL TR-1

TV Rebroadcast Receiver
NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.
network officials and affiliates' representatives did not want to present them at later hours.

The way the plan works out, on Wednesday and Friday nights Central Standard Time stations, for instance, will have no network programming at 6:6-30 p.m. CST; will carry live the programs that originate at 8:30-11 p.m. New York Time (6:30-9 CST); then will get the hot kines of the 8:30-8 New York programs (9:9-30 CST); will have no network programming from 9:30-11 CST; then will get, as now, the last hour of Tonight, but on a seven-day delay basis during DST months (11-12 midnight CST).

The only difference for these Central Standard stations on Monday, Tuesday and Thursday evenings is that they will have no network programming from 6 to 7 p.m. (CST) and 10 to 11 p.m. (CST). The plan provides for the once-a-month Monday Night Spectaculars (8-9:30 NYT), which will continue through the summer, to be carried live in Standard Time areas.

The NBC Plan—still subject to affiliate approval—was developed jointly by affiliates' representatives and network officials headed by President Robert W. Sarnoff, staff vice president David C. Adams, and station relations director Donald Mercer. The proposal was put into final form in sessions last Monday by network officials and the four-man affiliates group, composed of Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WTVI-TV Detroit, and Fred C. Mueller, WER-TV Peoria, Ill. [CLOSED CIRCUIT, Feb. 20].

The CBS-TV plan, affecting only evening hours but applicable all seven nights of the week, was originated by Sales Service Manager Robert J. Jamieson, who noted that in the Central Standard areas—where CBS-TV has 52 affiliates representing almost one-fourth of the total interconnected CBS-TV Network gross hour rate—the entire nighttime program schedule will remain within the same time periods normally used when the network is operated on an EST basis.

In essence, the plan provides this: CBS-TV programs usually seen at 6:30-7 p.m. CST will continue to be seen at those hours (with few exceptions these are film shows and CBS-TV will ship prints in advance to these stations for local showing at their normal times); programs usually seen at 7-8 p.m. CST will be seen at 9-10 p.m. CST (through the regular West Coast repeat feeds, which will be extended to the Central Standard stations for these shows), and programs normally seen at 8-10 p.m. (9-11 New York Time) will be carried live and seen in the Midwest at 7-9 p.m. CST.

In the earlier evening time spots, CST stations will get the regular West Coast repeat feed of the Monday-Friday Douglass Edwards News show at 6:15-6:30 p.m. CST, while the Saturday Lucy Show and Sunday Lastie programs, both on film, will be originated locally at 6:45-30 p.m. CST with prints to be supplied in advance by CBS-TV.

The CBS-TV blueprint envisions one repeat show; Sunday News Special, 11 p.m., New York Time, will be repeated at 12-12:15 a.m. New York Time for viewing on Central Standard stations at 10-10:15 CST. There is also one seven-day delay program; Tuesday's Name That Time, a live show in the otherwise solid film block across the board at 7:30-8 p.m. will be presented by kinescope with one week's delay in its same time spot, 6:30-7 CST.

Mr. Jamieson noted that the plan keeps CBS-TV's so-called kid shows—strip, 7:30-8 p.m. EDT—within Central Standard Time (6:30-7 p.m. CST), avoiding a loss of revenue "in the six-figure range" that has occurred heretofore because of DST operations moved these shows back into Class B time in CST areas. In addition, it was understood, the plan will deliver evening network features to Mountain Zone stations at hours that are more acceptable, locally, than in past summers. In the past, stations have cancelled some of these programs because they arrived too early.

Mr. Jamieson said that, among other benefits, the plan has a political advantage—in that it will permit political preemptives within the current evening commercial schedule without disrupting more than one program per preemption.

XETV (TV) To Carry ABC Films, Kines

ABC announced last week that it had signed an affiliation contract for the San Diego, Calif., market with XETV (TV) Tijuana, Mexico. The affiliation is effective April 5. Negotiations were conducted by Ernest Lee Jahncke Jr., ABC vice president, and Julian M. Kaufman, XETV vice president-general manager.

The move is another in a series of arrangements with the Mexican station which has aroused protests by San Diego TV stations. Some months ago, ABC sought FCC permission to feed live programs to the ch. 6 Mexican outlet (38 kw power with 500-ft. above ground antenna atop mt. San Antonio). After FCC approval over objections by the San Diego stations, the grant was protested. The Commission accepted the protest and scheduled hearing for March 19 before Hearing Examiner Henry L. Barnhart.

Protesting are ch. 8 KMBB-TV and ch. 10 KFSD-TV, both San Diego. The former carries CBS; the latter, NBC. Both also carry ABC programs. They claim that ABC's relationship with XETV would be "substantial" and "debaucho" the San Diego audience.

In addition, the affiliation contract between ABC and XETV will permit the network to deliver film and kinescope programs to the Tijuana station. FCC approval is not required for this.

Profanity on 'Alcoa Hour' Meets Quick Public Reaction

THE TEMPER "Goddamn" made its tv debut last week and public reaction was so immediate that the network almost immediately, 200 of them, found the slip of tongue stricken from the "hot" kinescope of the Alcoa Hour before it could be retelecast on the West Coast that same night.

Mr. Bridges, portraying a migrant worker standing up to a lynch mob in Reginald Rose's "Tragedy in a Temporary Town" (see In Review, page 14), "got so worked up during the rehearsals of the climactic scene," an NBC spokesman reported, "that he broke down and cried several times." On the air a few hours later, Mr. Bridges, instructed via script to shout "you dirty, stinkin' pigs," shocked not only Alcoa's viewers but his co-workers who cried, "you God damn stinkin' pigs!"

NBC said close to 700 calls were received at the network almost immediately, 200 of them expressing "mixed feelings." The network defended the actor, but regretted the lapse of discipline. Mr. Bridges later was quoted as saying, "I didn't even know I'd said it until afterwards.

Smith Switched to ABC Unit

APPOINTMENT of George Smith, ABC-TV Network account executive, as administrative officer of ABC's Political Unit is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president. Mr. Jahncke heads the unit which is responsible for all aspects of ABC radio-tv political broadcasts in the 1956 campaign.

With ABC since 1949, Mr. Smith has been manager of Playhouse Theatre, sales representative in the co-op program department, manager of television co-op program sales, and manager of tv station clearances. He became a tv network account executive in September 1954.

Mrs. Manes to Head ABC Dept.

SHEILA MANES has been appointed head of ABC Radio's Western Sales Service Dept. She succeeds Marion Russell, who last week joined Erwin, Wasey & Co., the network announced. Dennis Alward was named Mrs. Manes' assistant.

KDTH to Join ABC Radio

KDTH Dubuque, Iowa, will become an ABC Radio affiliate on March 15, it was announced jointly last week by K. S. Gordon, KDTH general manager, and Edward J. De Gray, national director of station relations for ABC Radio. KDTH, which operates with 1 kw on 1370 kHz, is owned by the Dubuque Telegraph-Herald.
$4.5 MILLION MORE TO MBS' BILLINGS

TOTAL BUSINESS amounting to $4.5 million has been added to Mutual's roster since Feb. 1, it was announced last week by Harry Trenner, MBS vice president in charge of sales. None of the four new accounts and five renewals was booked under Mutual's recently-announced "guaranteed cost per thousand plan," under which each advertiser will get a guarantee as to how many homes his campaign will reach [BT. Feb. 20].

The largest single block of the $4.5 million sales. Mr. Trenner said, is represented by the renewal of the Kraft Foods Co. Chicago, through Needham, Louis & Brophy, Chicago, of the Kraft Five-Star News programs which are broadcast five times daily, Monday through Saturday.

Extra-Daylight Bill Dying in New York

THE NATION'S broadcasters were seemingly assured last week that their Daylight Savings Time problem would not become even more complicated this year.

This consoling conclusion was drawn by observers after a public hearing before the Judiciary Committee of the New York State Assembly in Albany last Wednesday. Although when officials of NBC and CBS, as well as representatives of other industries, voiced vigorous opposition to a pending Assembly bill that would move the DST starting date in New York from the last Sunday in April. Even more heartening, no individual or group appeared before the committee in favor of the bill and, consequently, prospects for enactment this year were deemed remote.

The lack of support for the bill, it was understood came about by this way: Sen. Pliny W. Williamon (Republican), who had introduced a similar bill in the State Senate, decided not to press for passage of the proposal this session, reportedly because it could not be passed in time to permit the railroads to make their schedules conform to the earlier Eastern Daylight Time start date. The Assembly bill was introduced by Robert Walmsley (Republican).

The broadcasting industry's opposition to the bill was outlined by Harry Bannister, NBC vice president in charge of station relations, and Robert Jamieson, sales service manager for CBS-TV. They explained their stand by claiming that the proposed bill would prevent residents of New York State, as well as an estimated 35 million persons living outside the state, from watching and hearing many programs, would result in the loss of revenue to the networks and affiliated stations, and would prove injurious to advertisers through disruption of audience patterns and resultant loss of sales.

NBC SETS NEW METHODS TO COVER CONVENTIONS

NBC'S PLANS for coverage of the 1956 Republican and Democratic conventions were outlined last week by Davidton Taylor, vice president in charge of public affairs, who termed the project "the largest-scale news operation in the history of the industry."

The focal point of radio and television operations, Mr. Taylor said, will be modern "convention centrals," specially-designed broadcast control rooms, which will be built in Chicago's International Amphitheatre, where the Democrats convene Aug. 13, and in the Cow Palace in San Francisco, where the Republicans meet, starting Aug. 20. From these communication centers, NBC key commentators will report and interpret convention developments gathered by correspondents from all news points inside or outside the convention halls. A six-man news desk in "Convention Central" will be in operation 24 hours a day.

NBC staffs at each convention, Mr. Taylor said, will number close to 400 persons. Three mobile units and more than 40 cameras will be in use at each site, he added. Mr. Taylor observed that among the latest developments in broadcast methods and technical equipment to be tested at the convention are two-way radios, no larger than cigarette packages, portable one-man television cameras and new techniques for television closeups.

During the Chicago convention, he said. NBC will maintain a 1,900-mile line to San Francisco, enabling the commentator to make instantly available any significant developments preceding the Republican gathering. NBC also has made plans for second-week coverage of the Democratic convention in the event that it extends beyond one week and overlaps that of the Republican meeting. In that eventuality. Mr. Taylor said, NBC will rush standby staffs to both locales to maintain simultaneous coverage.

The overall network presentation will be under the supervision of William R. McAndrew, director of NBC News. Harry Wood, director of NBC Special Events, will be in charge of production of the convention-election coverage.

'AFFIRMATIVE' CAMPAIGN SEEN AS INDUSTRY NEED

COLOR TV and other media can help the U.S. reach President Eisenhower's predicted $400 billion gross national product and realize $9.25 billion in advertising outlays in 1956 if they will unite in an "affirmative" campaign devoid of any "domestic quarrels," NBC President Robert W. Sarnoff asserted Thursday.

This could be "advertising's pinnacle year of achievement," Mr. Sarnoff told the Chicago Federated Adv. Club at a luncheon in the Morrison Hotel. The NBC president is chairman of National Advertising Week.

"If, among other things, "color television can begin to realize even a fraction of its unlimited advertising potential" and if advertising can "devise new creative techniques to keep abreast of new communication techniques." then America can "scale an economic Mt. Everest" in 1956, he asserted.

The NBC president pointed out that for two consecutive years advertising volume has kept ahead of the nation's sales curve. He cautioned against the belief that size of advertising expenditures in 1956—predicted $9.25 billion—will guarantee success without regard for client needs and sales jobs to be done.

The goal for advertising this year, he reported, is only 2.3% of the predicted national gross product as contrasted to 3% advertising reached during two world wars. Advertising could set its sights on a minimal increase of one-tenth of one percent and still "stoke the economy" with an additional $400 million, he said, noting this is a "tangible way in which we who compete can work together constructively."

Appraising the color tv field, Mr. Sarnoff said, "if the networks sustain their present color momentum, advertisers will be investing $150 million in network color programming by next year. By 1960, the figure should be up to $600 million. It should be matched in that year, incidentally, by a conservatively estimated 12 million color sets in the hands of the public.'"
NBC's 1955 Gross Best in Its History, Represents 23.3% of RCA's First Billion

RCA issues 'Golden Achievement Year' report on Gen. Sarnoff's 65th birthday, showing networks' overall sales last year ran 23% above 1954. TV network billings topped NBC grossed $246,173,000 in 1955, its best year to date, accounting for 23.3% of RCA's sales in the parent company's first billion-dollar year, according to RCA's 36th annual report, being released today (Monday), by Brig. Gen. David Sarnoff, board chairman.

The report, whose release coincides with Gen. Sarnoff's 65th birthday today [see box, this page], shows that NBC's overall sales in 1955 ran 23% above 1954's, when they totaled $200,423,000 and represented 21.3% of RCA's total volume. NBC-TV's total network billings in 1955 exceeded the preceding year's by 35%.

As forecast by Gen. Sarnoff in his year-end statement in December, the annual report shows that RCA exceeded the billion-dollar mark in sales for the first time [BWT, Dec. 26, 1955], grossing $1,055,266,000 for a 12% gain over the $940,950,000 total of 1954.

The company's net profit in 1955 was placed at $100,107,000 before federal income taxes and $97,825,000 after taxes. The comparable figures for 1954 were $83,501,000 and $40,525,000.

Earnings per share of common stock amounted to $3.16 in 1955 as against $2.66 in 1954. Dividends totaling $24,069,000 were declared, including $3.50 per share on preferred stock and $1.50 per share on the common as compared with $1.35 on the common in 1954. The company's tax bill came to $97,998,000 equivalent to $6.98 per common share. This included $66,611,000 in federal income taxes, social security, property tax and other state and local taxes, and $31,375,000 in excise taxes.

Total current assets at the end of 1955 amounted to $479,915,000, as compared to $386,522,000 at the end of 1954. Additions to plant and equipment during 1955 totaled $1,049,000, bringing such expenditures during the past 10 years to $237,379,000.

A table of financial results achieved by the corporation in the last 10 years shows total gross income of $6,034,440,000; earnings of $609,259,000 before federal taxes, and net profit of $311,761,000 after income taxes. Total earnings after income taxes represented 5.2% of gross income in the 10-year period.

The report for 1955—the "Golden Achievement Year"—noted that NBC's record billings were established "while NBC continued to pioneer in all aspects of broadcasting." Cited specifically: a five-fold expansion of NBC-TV's color programming schedule and initiation of a $12 million expansion program in color production facilities which will permit NBC-TV to boost color programming from 40 hours a month to 80.

Color also was singled out in a joint statement issued by Gen. Sarnoff and RCA President Frank M. Folsom on behalf of the RCA board: "Electronics is a science in which progress is born of change. The American public's spontaneous acceptance of new products and services is highly encouraging to scientific research. A total 80% of RCA's sales in 1955 were in products and services which did not exist, or were not commercially developed, 10 years ago. Research, development and engineering have spearheaded RCA's economic growth by building up the status of a one-billion-dollar sales unit in American industry. Our scientific manufacturing and communications facilities are integral services which contribute substantially to the strength and national security of the U.S."

Progress of Color

"Color television—the compatible system pioneered and developed by RCA—continued to gain momentum during 1955. NBC expanded its color programming and RCA Victor introduced the first complete line of color TV receivers. The outlook is bright for color TV to move forward with increased rapidity in 1956."

"Successful establishment of color television as a new service fully justifies the long years of experimentation and the millions of dollars which RCA has devoted to scientific research and engineering as a basis for leadership and steady growth."

NBC Radio, entering its 30th year in 1956, has 196 affiliates and NBC-TV has 201, of which the report said 106 are equipped to transmit network color and 32 to originate color themselves. The report also pointed out that RCA Victor made and sold more than a million black-and-white sets in 1955, sold 40% more radios than in 1954, produced more recorded music than ever before, and sold more than two-and-a-half times as many hi-fi instruments as in the preceding 12 months.

In research, the report said, "significant developments of future import are foreseen in notable advances" during 1955 at the David Sarnoff Research Center of RCA at Princeton, N. J. "Basic studies and experiments with new electronically active materials are laying a broad foundation for electronic systems and devices which will assure continued progress through the next decade," the report asserted.

Money devoted by RCA to new and improved production facilities, which added some 7,500 employees to the company's 1,055,266,000, was augmented to $23,7 million in 1955, the report said. Of the year's record sales, almost 22% represented business with the armed forces. The year-end backlog of government orders was placed at about $335 million. During the year, it was noted, progress was made in the development of radar, guided missile systems, infra-red detection devices, and a wide range of communications equipment.

Other activities covered in the report included RCA's 84 world-wide radiotelegraph circuits, which handled more than 7.3 million radiograms; Teleprinter Exchange Service which printed a record 2.5 million telegrams; and expanding technical assistance programs to the armed forces and government agencies which resulted in a 30% increase in the number of skilled engineering and technical Govt. Service Dept. personnel assigned to special projects.

The report showed RCA now has 78,500 employees, a gain of 8,000 over 1954. A total of $345,473,000, or 33 cents out of each sales dollar, was paid in wages and salaries in 1955, including payments for vacations and holidays, and an additional $21,913,000 was provided to cover employee pensions, social security, group insurance and other benefits.

RCA said it relied upon some 7,500 companies in 43 states for materials and services in 1955, paying them a total of $557,323,000.

Two Important Milestones Observed by Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is observing two milestones today (Monday). It's his 65th birthday and, coincidentally, he is issuing the RCA annual report which shows that in 1955, RCA for the first time surpassed a billion dollars in sales (see separate story) and entered the ranks of the nation's top 25 industrial companies. The two milestones come within months of coinciding with the 50th anniversary of his entry into the radio communications field—on Sept. 30, 1906—as office boy of the Marconi Wireless Telegraph Co. of America, predecessor of RCA.

In observance of the billion dollar sales achievement, Gen. Sarnoff has sent the following message to all RCA employees:

"Thanks to the fine teamwork of our organization, RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the remaining years ahead.

"The $1,055,000,000 sales volume in 1955, which is the equivalent of $4 million per working day, compares with an annual rate of $1 million when RCA commenced operations in 1920 and is four-and-a-half times the $237 million volume achieved in 1946."
CARMINE TO RETIRE AS HEAD OF PHILCO

JAMES H. CARMINE will retire in April as president of Philco Corp., but will continue as a member of the company's board of directors and finance committee and will serve as a special consultant on sales and merchandising.

Mr. Carmine, in announcing his resignation, said that the Philco board of directors had agreed informally that William Balderston, who has been associated with the company for 25 years, will be re-elected chairman of the board, and that James M. Skinner Jr., now a director and vice president and general manager of the Television Div., will become president after the annual stockholders' meeting in April.

Mr. Carmine was elected president in 1954, climaxing his many years of association with Philco, which he joined in 1923 as a storage battery salesman.

Mr. Skinner, son of the late James M. Skinner, who was Philco president from 1929 to 1939, joined the company in 1954 and has held executive positions of increasing responsibility in almost every division.

Philco 1955 Sales Mark Second Highest in History

PHILCO CORP. registered the second highest dollar volume of sales in its history in 1955, the radio-tv-appliance firm announced last week in a resume of last year's activities.

Philco's biggest year was 1953 when it topped $430,419,000 in sales.

Sales in 1955 totaled $737,359,000 compared with $349,277,000 in 1954. Income in 1955 before taxes was $17,286,000 compared with $10,544,000 in 1954, when a strike closed the firm's electronics plant for seven weeks. Federal and state income taxes in 1955 were $8,863,000 and $3,775,000 in 1954.

Net income after taxes in 1955 was $8,423,-000 or $2.13 per share of common stock after preferred dividends. In 1954, net income after taxes amounted to $6,769,000 or $1.69 a share.

Philco also credited directly to retained earnings in 1955 a net amount of $1,130,071 which would have been equivalent to an additional 30 cents per share of common stock if it had been included in the income statement. The company said it also spent an additional $5 million on various projects on a pay-at-you-go basis.

"Substantial amounts," the company said, were spent in developing and tooling for production of color tv, transistors, automatic washers and dryers, computers, and automation equipment.

The company said it had $70,062,000 in working capital at the end of 1955 compared with $53,175,000 at the end of 1954.

150,000 Color Set Sales Foreseen in '56 by Baker

DR. W. R. G. BAKER, general manager of the General Electric Co.'s electronics division, foresaw no "breakthrough" in color set sales this year, he told a dinner meeting of the Technical and Engineering Council of Southern New York at Endicott, N. Y.

Dr. Baker predicted tv set makers will be selling five million color receivers annually by 1960 and perhaps move upward to seven million by 1964. He did not see current efforts to accelerate color demand as bringing a "torrential movement of color sets to the market this year," estimating about 150,000 in retail sales this year compared to 35,000 color receivers in use in the U. S. last year. He noted that "there are some companies which believe that as many as a half-million sets will be in use in December of this year." But, he said, "there is nothing on the horizon to justify predictions of a phenomenal step forward in 1956" in breaking the $500 price level, which, he said, is believed to be the key to mass movement of color tv sets.

He said production and sale of more than 850,000 receivers on an industry-wide basis next year, would make the industry "happily surprised." Dr. Baker also said sales for the first half of this year "will continue to be somewhat negligible, and the growth which will come in the latter part of the year will not be instantaneous but purely normal."

From present indications, Dr. Baker predicted "the million mark will not be reached until 1958 and it may be 1959 or 1960 before color 'equalizes' with black-and-white in total units sold."

Gen. Precision Realigns

GENERAL PRECISION Labs, Pleasantville, N. Y., has established new sales districts in the New York and Mid-Atlantic areas. S. L. Thomas has been named sales manager of the New York district with headquarters at Pleasantville, N. Y. Assisting him as sales engineers are H. L. Ryder, formerly of Devenco Inc., and E. K. Price, formerly with WPIX (TV) New York.

Heading the new Mid-Atlantic district as sales manager is J. E. Mullen, formerly eastern sales manager, Dage Tv Div. of Thompson Products Inc. Paul J. Koepfer, previously with the Breeze Corp., will assist as sales engineer.

The new office, covering the eastern Pennsylvania and southern New Jersey territories, is located at Jenkintown, Pa.
7.4 Million Tvs Shipped In '55 Set All-Time Mark

SET manufacturers shipped 7,421,978 tv receivers to dealers during 1955, a new all-time record, according to Radio-Electronics-Tv Mfrs. Assn. In 1954 shipments totaled 7,161,362 sets, a new record at that time. The five-week December shipments totaled 800,192 sets compared to 634,742 in four-week November and 1,014,227 in December 1954.

Following are tv set shipment to dealers by states during 1955:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>377,988</td>
</tr>
<tr>
<td>Arkansas</td>
<td>176,008</td>
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<tr>
<td>California</td>
<td>83,231</td>
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<td>Colorado</td>
<td>54,401</td>
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<td>Connecticut</td>
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<td>Delaware</td>
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<td>Dist. of Columbia</td>
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<td>Florida</td>
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<td>Georgia</td>
<td>60,959</td>
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<td>Idaho</td>
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<td>Illinois</td>
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<td>Mississippi</td>
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<tr>
<td>Nevada</td>
<td>9,620</td>
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<tr>
<td>Gr. Total</td>
<td>7,421,978</td>
</tr>
</tbody>
</table>

Keystone Tape Recorder Features Magazine Loading

KEYSTONE CAMERA Co., Boston, last Thursday announced the development of a magnetic tape recorder to sell for $199.50. Robert Berner, vice president and director of sales, reported that the recorder is the first to utilize magazine loading of tape, which eliminates threading and adjustments.

The Keystone recorder also accommodates normal-size reels and contains two motors for ease in rewinding. The unit has an 8-watt amplifier, capable of reproducing undistorted tones of from 40 to 15,000 cycles, and three speakers.

Ten Fellowships Announced By RCA in Sarnoff's Honor

TEN graduate fellowships for RCA employees in honor of Brig. Gen. David Sarnoff. chairman of the board, were announced last week by Dr. B. Jolliffe, RCA's vice president and technical director.

Dr. Jolliffe, who is chairman of the RCA Education Committee, said each fellowship is valued at about $3,500. This includes a grant to the fellow, tuition fees and an unrestricted gift to the college or university selected. The awards will be made in the fields of science, business administration and dramatic arts. Dr. Jolliffe said that an association of Gen. Sarnoff's name with the fellowships is "especially appropriate" since he advanced through the ranks of RCA and its predecessor company, the Marconi Wireless Co. of America, which he joined in 1906 as a messenger boy.

In addition to the David Sarnoff Fellowships, Dr. Jolliffe said, RCA is awarding 10 college and university graduate fellowships in the fields of science, electrical engineering and dramatic arts including RCA's first fellowship in medical electronics, which has been established at Johns Hopkins U. with a grant of $3,500 to be made in the fall of 1956. Nine other RCA graduate fellowships will be awarded to students at the following schools: California Institute of Technology, Carnegie Institute of Technology, Columbia U., Cornell U., U. of Illinois, New York U., Princeton U., Rutgers U. and Yale U.

RCA also has been granting 33 undergraduate scholarships in various fields at designated colleges throughout the country. Dr. Jolliffe said. Beyond this, he added, RCA has been making financial contributions to educational institutions for this year 1956, its contributions will amount to more than $125,000.

Bell Continues Experiments In Fla.-Cuba Transmissions

BELL SYSTEM is continuing to experiment in the sending of tv programs over a new high-power radio system between Florida and Cuba, according to the annual report of the American Telephone & Telegraph Co.

In its report of 1955 activities released last week, AT&T said the system should be ready for regular telephone service to Cuba early next year. Experiments involve the sending of both telephone communications and tv up to 250 miles across areas where intermediate relay stations are not practical.

The "tv network," which reaches 390 stations in some 260 cities, with color carried to about 270 stations in more than 150 cities, AT&T said. In 1955, more than 45,000 closed-circuit programs were carried.

Bell System earnings on AT&T stock were $13.10 per share on the average number of shares in 1955. the report stated. Return on invested capital was 6.8%, compared to 6.2% in 1954 when earnings were $11.92.

Labs Buy Color Tv Camera

SMITH, KLINE & FRENCH Labs., Philadelphia, announced last week the purchase from RCA of a $200,000 mobile three color tv camera unit—reportedly the first of its kind—for closed circuit presentations of surgical and clinical demonstrations.

The "studio-on-wheels" includes a three Vidicon color camera, special panning mechanism, complete audio and video equipment for program origination and relay, custom-built body and chassis with such facilities as air conditioning and heating systems, plus a separate power generator.

Nems-Clarke Offers

NEMS-CLARKE, Inc., Silver Spring, Md., has marketed the type TS-1 telecine equipment which has been designed specifically to meet requirements for a high quality unit for generating Radio-Electronics-Television Mfrs. Assn. signals when used in conjunction with a high fidelity tv receiver.

MANUFACTURING PEOPLE

Herbert G. Guterman, former president, the Arma Corp., elected chairman of board, National Co. (electronic engineering, manufacturing), Malden, Mass.


Dr. Frederick E. Terman, dean of school of engineering and provost, Stanford U., and former wartime director, Radio Research Lab. Harvard U., named vice chairman of board of directors, Stanford Research Institute, Menlo Park, Calif.


Philip G. Geffe, director of research, Hycor Co., N. Hollywood, Calif., appointed engineering director of company.

John M. Palmer, manager of receiving and cathode ray tube operations, Lansdale Tube Co., Div. of Philco Corp., named manager of new Spring City, Pa., plant of Lansdale for transistor, diode and other semiconductor production.


Allyn N. Farmer, Ft. Wayne, Ind., art studio owner, to Magnavox Co., Ft. Wayne, as advertising art director.

William McCluskey, formerly Houston regional manager, Stromberg-Carlson Co., Ft. Wayne, Ind., to southwest regional sales manager. CBS-Columbia radio-television manufacturing division of CBS Inc., N. Y. He will serve Texas, Oklahoma, Colorado and New Mexico districts and headquarters in Houston.

George A. Kaye, employment manager, Allen B. DuMont Labs, to Emerson Radio & Phonograph Corp., N. Y., as technical employment manager.

MANUFACTURING SHORTS

Telechrome Inc., Amityville, N. Y., has announced new portable video transmission test signal generator. Model 1000-A occupies 12¼ in. standard rack space and is claimed to be only portable precision test signal generator which will test all types of tv receivers, other than modulated staircase, white window and multifrequency burst signals. Signals can be used to test individual units, amplifiers and cables in all parts of tv chain.

RCA stereophonic film-recording equipment—including what RCA reports to be film industry's first transistorized seven-track mirror amplifier operating on 25% reduced power—leased by Cinemiracle Corp., L. A., new wide-screen film process film.

Federal Telephone & Radio Co., Clifton, N. J., Div. of International Telephone & Telegraph Corp., announces availability of two new traveling tubes for use as assistant to amplifiers in microwave, radar and countermeasures equipment. Tubes, claimed only ones in industry available in quantity with metal envelopes for greater ruggedness than glass envelopes, are designated Types F-6695 and F-6825.

Raytheon Manufacturing Co., Waltham, Mass., has completed arrangements with Melbourne Herald newspaper tv station, one of first six stations to be licensed for operation in Australia, for purchase of two 1 mw microwave links. Tv broadcasting to begin in that country in early fall.

Andrew Corp., Chicago, has issued new catalog showing antennas, antenna systems and transmission lines. Illustrated 100-page book is available free from company at 363 E. 75th St.,
AWARDS

‘EMMY’ AWARD NOMINATIONS ANNOUNCED

Members of Academy of Television Arts & Sciences will vote for winners, to be reported on NBC telecast March 17.

NOMINATIONS for the 1956 “Emmy” awards of the Academy of Television Arts and Sciences were announced last week by Don DeFore, president of the academy. Members of the academy will vote for nominees in each category, and some few winners will be made on the telecast of the awards ceremony on NBC-TV March 17 (9-10:30 p.m. EST).

The telecast will have pickups from diners at the Waldorf-Astoria in New York and the Pan Pacific Auditorium in Hollywood. The Oldsmobile Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit, will sponsor the telecast as part of its Saturday night spectacular series.

Nominations for the “Emmy” categories are as follows:


Best television adaptation: “Tutti Camarata” (arrangement). “Peter Pan,” NBC.

Best music director: Cyril Hume, “Our Town,” Showcase, NBC.

Best variety (religious, family) series: “Miracle on 34th Street,” KMBC, Kansas City.

Best music (film arrangements): “Our Town,” Showcase, NBC.

Best drama: “Man From Sergeant,” U. S. Steel Hour, ABC; “Our Town,” Showcase, NBC.

Best drama (film series): “What’s My Line,” NBC.

Best engineering: “Public Defender,” Showcase, NBC.

Best sound (film): “Our Town,” Showcase, NBC.

Best lighting (film): “Our Town,” Showcase, NBC.


Best music (arrangement): “Tutti Camarata” (arrangement). “Our Town,” Showcase, NBC.


Best special (radio) series: “The Fabulous Fox,” KROK, Oklahoma City.

Best special (radio) episode: “The Fabulous Fox,” KROK, Oklahoma City.


Best sound effects (radio): “The Fabulous Fox,” KROK, Oklahoma City.


Best sound (television): “The Fabulous Fox,” KROK, Oklahoma City.


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Best sound (television): “The Fabulous Fox,” KROK, Oklahoma City.


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**Award for Awards?**

SHOULD a tv program that announces awards for other tv shows receive a special Emmy to have and to hold as its own? That question is partly answered by one of the five nominations for 1955's best "weekly series" Emmy that will be announced on the NBC-Television March 17 of the Academy of Television Arts and Sciences award banquet.

The nomination: Last year's coverage of the banquet—by NBC-TV.

the importance of participation in this civil defense activity as a part of the responsibility of good citizens.

**SINGLE TELECASTS**

Chrysler Corp., Detroit, Mich., for "The Deliverance of Sister Cecilia" program on Clamor on CBS-TV, showing Communist opposition against religion being taught on the streets.

Columbia Broadcasting System, New York, N.Y., for "This Week in History," the story of the week's history in radio-broadcasting, to raise awareness of an important community situation.

KPIX-TV, San Francisco, in cooperation with San Francisco Youth Association, Calif., for "My Brother's Keeper," a special program analyzing the relation of religion to America and America's place in the world, on our nation's dependence upon religious precepts.

National Broadcasting Co., New York, N.Y., for "Herbert Hoover," a public service documentary program recording a personal impression of America's 31st Chief Executive.

WBNS-TV Columbus, Ohio, for "Columbus Story," the story of the people of Genoa, Italy, present the statue of Columbus to Columbus, Ohio, where the original Genoa still following the example of Columbus by sending ships to all parts of the world.

WBZ-TV Boston, Mass., for "The Siege at Cherry Hill," a public service program dramatically showing the working of the free enterprise system—covering a prison rebellion—through radio and television programs. These programs are of current interest in the public interest.


**Other winners in the television field:**

**SERIES BROADCASTS**


Hall Brothers, Kansas City, Mo., for "Hallmark Hall of Fame," a series of dramatic programs depicting events in the lives of great Americans. Receiving accolades from throughout the nation which build an understanding of the American Way of Life.

Ziv Television Programs Inc. received the top tv award for I Led Three Lives, which portrays the activities of an FBI witness agent in the life of the late Ziv Frenk. ZIV-Philaff received the top radio award in cooperation with the Philadelphia Board of Education for "The Miracle of America," a weekly series on WBFL Special, dramatizing episodes of historical significance.

Other winners in the television field:

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Other winners in the television field:

**SERIES BROADCASTS**


Blanche Anderson, Homestead, Pa., for The House That Jack Built, on NBC, a daily homemaker's program which regularly uses educational material and art to establish a flavor to attain a better understanding of the American Way.

Arcade Pictorial Co., Washington, D.C., for "Report on City" series, on NBC-Television and WDQX with district commissioners responding to reporters questions on issues of importance to all citizens.

Bank of Douglas Phoenix, Ariz., for Sam Jones, American, on KVO Phoenix, a commentator who reports on the American scene from "on-the-spot" locations all over the U.S.

Ladies Auxiliary Veterans of Foreign Wars of the U.S., Kansas City, Mo., for The Man—And the Moment on various stations, a 13-week series of programs on American history featuring significant moments and people in our past.

Shearson Hammel & Co., New York, N.Y., for "Salute to Industry," a feature on Fortune magazine, a weekly series on ABC Los Angeles, saluting California business enterprise which have succeeded in the American tradition.

Spiritual Mobilization, Los Angeles, Calif., for The Freedom Story, on various stations, a dramatic series of programs in the form of stories which point up the American heritage of personal freedom.

Standard Oil Company of California, San Francisco, Calif., for Standard School Broadcast, a weekly program which-resistant to wrong-to-worth successes in business, industry and agriculture.


WHAS-11 Louisville, Ky., for "Insure Our Schools," a series of programs from actual classrooms where children are learning through systems in action.

WPTZ (TV) Bemidji, Tenn., for Your Sister Unlimited, a public service series on career guidance for young people.

WPZI (TV) Philadelphia, Pa., for Telerama, a weekly series of intimate shots of the lives of a typical American community—Philadelphia.

WBGBT-7 Schenectady, N.Y., for "Ground Observer Corps" series on Home Show featuring...
went to: Bud Krachling, WCCO-TV, best male announcer; Barbara Davies, WCCO-TV, best woman performer; Cellan Card, WCCO-TV, best children's show personality; Harry Seils, WCCO-TV, best farm show personality; Bill Ingram, KSTP-TV, best newscaster: Jack Horner, KEYD-TV, best sportscaster: "Slim Jim," KEYD-TV, best hillbilly western personality, and "Texas Bill" Strength, KEYD-TV, best radio personality. Radio awards went to Cedric Adams, WCCO, best newscaster; Hal Garven, WCCO, best hillbilly western personality; Jim Hall, WCCO, best farm show personality; Don Dury, WTCN, best disc jockey, and Frank Bueel, WTCN, best sportscaster.

Frank W. McLaurin, general manager, KSRO Santa Rosa, Calif., named 1955 Man of the Year by Santa Rosa Junior Chamber of Commerce.

Edward R. Murrow and Fred W. Friendly, producers of CBS-TV's See It Now program, to be presented tomorrow (Tuesday) with plaque from Education Writers Assn. for outstanding achievement in field of educational journalism during 1955.

Harold (Pie) Traynor, sports director, KQV Pittsburgh, member of baseball's Hall of Fame, named winner of Harvey Boyle Award by city's chapter of Baseball Writers Assn.


WBCC Bessemer, Ala., presented with Third Army Certificate of Achievement for help in promoting Army recruiting.

Georgetown University Forum of the Air, WTTG (TV) Washington program, awarded Distinguished Service Award by Crusade for Freedom, for educational programs on satellite countries and communism.

Arlene Francis, editor-in-chief of NBC-TV’s Home (Mon.-Fri., 11 a.m.-noon) named “Outstanding Woman Sales Personality of the Year” by Sales Executives Club of N. Y.

WABG Greenwood, Miss., cited by local Chamber of Commerce for tourist promotion.

Bert Parks, announcer-m.c., ABC-TV, received scroll from Md. State Traffic Commission for cooperation with National Safety Council.

Alex Dreier, NBC Chicago newscaster, recipient of merit award from Ill. State Office of Civil Defense for "outstanding contributions to civil defense in 1955."

Ronald James Rockwell, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, selected as “outstanding engineer of the metropolitan Cincinnati area for 1955” by Technical and Scientific Societies Council.

WRCA-AM-TV New York cited by New York Fire Commissioner Edward F. Cavanagh in special departmental order honoring the stations for year-long efforts to reduce fires in area.

Mac McGuire, disc jockey, KYW Philadelphia, cited by Inter Urban League of Pa. for “promoting better human relations and good radio entertainment.”

WPON Pontiac, Mich., awarded plaque for "outstanding service" to Navy recruiting by Detroit Navy Recruiting District.

Bill Stout, newscaster, KNXT (TV) Hollywood, only tv performer to appear among Forbition Magazine of the Pacific Coast, selection of West’s "Top Performers of 1955." Mr. Stout also received Max M. Berick Award of B’nai B’rith Hollywood Lodge for "outstanding accomplishments" in human relations.

Zenith Radio Corp., Chicago, McDonald Awards to following company engineers: Walter Kruk and Alex Gorbunoff, for developing transoceanic receiver circuit change stressing stability and economy, and Don Knight, for electrostatic speaker utilized in company's high fidelity sets. Awards are named for Zenith president, Comdr. E. F. McDonald.

Charles G. Mortimer, president, General Foods Corp., and graduate of Stevens Institute of Technology, Hoboken, N. J., class of 1922, received that institution's honorary degree in mechanical engineering for "work to improve marketing methods in the package food field."

Doe Huddleston, manager, WIEL Elizabeth-town, Ky., named Elizabethtown's Outstanding Young Man of 1955 by Junior Chamber of Commerce.

CBS Radio's FBI In Peace and War (Wed., 8:30-9 P.M. EST) designated by National Exchange Club to receive annual citation of merit for year-round campaigning in education to curb crime in U. S. Network also received award in 1955.

WAPI, WAEM (FM) and WABT (TV) Birmingham, Ala., presented Certificate of Merit by Anti-Tuberculosis Assn. of Jefferson County, Ala., for "effective" part in Christmas Seal campaign.

WCRS New York received two awards of special merit from New York Employing Printers Assn. at organization's 14th annual printing exhibition. Cited was high quality of station's printing, layout and design for brochure called "Quite a Guy," dealing with station personality Jack Sterling, and for subway poster promoting American Airlines' all-night program, Music 'Til Dawn.

WBCM Bay City, Mich., received Recognition & Appreciation Award for civic contribution from Bay City Junior Chamber of Commerce.


Jonathan Karas' Mobile show on WCHS-TV Portland, Me., awarded Certificate of Proficiency in Information and Education by Civil Defense office for alerting and informing public about defense.

Howard Barlow, conductor, Voice of Firestone on ABC radio and tv, and Firestone Tire & Rubber Co., Akron, Ohio received Ohio Governor's Award for "valuable contributions" to cultural and entertainment fields over past 28 years.

The 22nd consecutive edition of "Radio's One Book Reference Library," will soon be ready for distribution. If you're not already a subscriber, or if your subscription does not include the 1956 BROADCASTING MARKETBOOK, please check and mail this order form.

Y A R N E T  T E L E V I S I O N  S T A T I O N S

Howard E. Stark
Brokers and Financial Consultants
Radio and Television Stations
50 East 58th Street
New York 22, New York

All Inquiries Confidential

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February 27, 1956
HOW THE TV'S WILL SUPPORT A CLIENT'S PRODUCT

K&E SURVEYS EXTENT OF MERCHANDISING & PROMOTION AID

TELEVISION STATIONS currently are offering their advertisers a multiplicity of merchandising and promotional services rather than only a few, according to a survey just completed by Kenyon & Eckhardt Inc., New York.

The survey, which the agency has conducted annually for the past three years, gives detailed information on trade calls, trade mailings, advertising support, and on-the-air support as reported by 232 stations responding to questionnaires.

According to findings, on-the-air support for a client's program and/or product is offered by 100% of the tv stations answering the survey. Trade mailings are made by 99% of the stations, and trade calls and other advertising support each are being offered by 96%.

As a sidelight, stations were asked what proportion of their gross annual revenue had been spent on merchandising and promotion for network and local advertisers. The 70 stations responding to this question reported an average (median) of 2% of annual revenue was spent on support for network advertisers and 2% for local advertisers.

Complete results of the K&E survey show all the merchandising services made available to their clients by each of the 232 stations participating. Information on whether a minimum purchase of air time is required or whether a charge is made for these services also is reported.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at Kenyon & Eckhardt. Arrangements were made with B*T for publication of the results. Radio results were printed in a supplement Nov. 30, 1953, with tv results in the 1953-54 Telecasting Yearbook-MarketBook. The 1954 survey results were printed in the 1954-55 Telecasting Yearbook-MarketBook and 1955 Broadcasting Yearbook-MarketBook.

The questionnaire was prepared by the Kenyon & Eckhardt research department, under the supervision of G. Maxwell Ule, vice president in charge of research.

Listed by Mr. Ule as among the more significant findings of the survey are the following two points:

1. Each type of service was offered by nearly the same per cent of responding stations in 1954 and 1955 except for on-the-air support, which has been offered by a steadily increasing proportion of stations from 1953 to 1955.

2. Of the stations which offer each type of service, there has been a general increase from 1954 to 1955 in the per cent requiring a minimum purchase of air time for the service.

Below at right is a detailed summary of the survey's findings for all stations reporting.

Below at left is a comparison of the per cent of responding stations which offered each type of service in 1953, 1954, and 1955. Some types of service have been omitted or combined to make the data comparable from year to year. Station-by-station responses to the latest survey are listed beginning on page 98.

1953-55 Summary of Merchandising & Promotional Services

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<th>Service Type</th>
<th>1955 (232)</th>
<th>1954 (275)</th>
<th>1953 (138)</th>
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<tr>
<td>Trade Calls</td>
<td>96%</td>
<td>95%</td>
<td>93%</td>
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<tr>
<td>Retail and/or place displays</td>
<td>93</td>
<td>92</td>
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<td>Select tie-in advertising</td>
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<td>72</td>
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<td>Store checks</td>
<td>78</td>
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<td>Trade MAILINGS</td>
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<td>Letter, post card and/or broadside</td>
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<td>98</td>
<td>91</td>
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<td>Advertising SUPPORT</td>
<td>96</td>
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<tr>
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<tr>
<td>Demonstrations</td>
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<td>54</td>
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<tr>
<td>Give away prizes</td>
<td>71</td>
<td>63</td>
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<tr>
<td>Product mentions</td>
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<tr>
<td>Tune-in announcements</td>
<td>68</td>
<td>53</td>
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<tr>
<td>Client participation in special program</td>
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Other Support

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<tr>
<td>Merchandising plan offering preferred displays</td>
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* The 100% bases include stations that did not respond to some questions.

Tv Station Merchandising—1955 Promotion Summary

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<th>Service Type</th>
<th>% of Responding Stations Offering Service in 1955</th>
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<td>Select tie-in advertising</td>
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<td>Client participation in special program</td>
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<th>Service Type</th>
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<td>Charles F. Graham</td>
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<td>E. E. Mittendorf</td>
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<td>Los Angeles, KROA</td>
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<td>George Whitney</td>
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<td>Santa Barbara, KEYT</td>
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<td>Colin M. Selph</td>
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<td>Phil Hoffman</td>
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<td>Don Seale</td>
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<tr>
<td>J. L. Robinson</td>
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<tr>
<td>Pueblo, KCSA-TV</td>
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<tr>
<td>Robert B. Murray</td>
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</table>

**LEGEND**

V Minimum Amount of Time Required  
N No Minimum Time Required  
O Service Offered During Entire Time  
$ Charge for Service  
X No Charge for Service  
Indicates Service Not Offered  
Respective ad should be contacted listed after Class Letter.
In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

**HERE IS PROOF POSITIVE!**

Figures Just Released
Pulse dated Dec. 1-Dec. 7, 1955 Proves Audience Preferences in the Metropolitan Wichita Falls Area to be:

**ONCE A WEEK SHOWS**

1. $64,000 Question (CBS)
   KSYD-TV
2. Ed Sullivan (CBS)
   KSYD-TV
3. I Love Lucy (CBS)
   KSYD-TV
4. December Bride (CBS)
   KSYD-TV
5. Jack Benny (CBS)
   KSYD-TV

**MULTI-WEEKLY SHOWS**

1. Patti Page
   KSYD-TV
2. Looney Tunes
   KSYD-TV
3. 10 p. m. News & Weather
   KSYD-TV
4. 5:45 p. m. News & Weather
   KSYD-TV
5. Station B
   KSYD-TV

Big 5 of the Top 5 All on KSYD-TV

4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat'l Sales Representatives

KSYD-TV
Wichita Falls, Texas
CHANNEL 6

SYD GRAYSON, General Manager
In newsy San Diego it's all on Channel 8!

On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8° on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

*San Diego Nielsen TV report, January, 1956

KFMB TV
America's more market
Aggressive Program Promotion
builds audiences that build sales for you

AUDIENCES PREFER

Channel 4

COLUMBUS, GEORGIA

SHARE OF AUDIENCE:

DAYTIME

WRBL-TV—64
Station B—27
Misc.—9

WRBL-TV—62
Station B—27
Misc.—11

* November 1955

The top 48 weekly and multiweekly shows are on WRBL-TV.
All but 2 of the top 372 competitive quarter hours are on WRBL-TV.

Page 100 • February 27, 1956
The "customer is always right"—that's uppermost in all of WKNB-TV's program planning. We think the viewers of Channel 30 are the world's nicest people and we cater to them.

Yes, viewers like us too. You should see the thousands of letters we get from men, women and children. You should see the fascinating programs built around more than 200 women's and men's service clubs. You should see the thousands of children who participate in the several types of programs designed for children of all ages—from pre-kindergarten to teenagers. You should see the thousands of people who visit our studios (more than 90,000 last year). You should hear what they say about WKNB-TV, Connecticut's leadership station.

Our own programs, plus all the NBC shows make a powerful and convincing sales vehicle. If you want productive advertising coverage at low cost—WKNB-TV is one of America's great TV buys.
### TELECASTERS: CUT PRODUCTION COSTS

**With the New DAGE Model 320A Camera**

**FOR USE IN:** STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The DAGE Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

- **Sweep failure protection for Vidicon pickup tube.**
- **Removable Electronic Viewfinder.** 5” tube. White phosphor.
- **8 MC Bandwidth with adjustable phase and aperture correction and adjustable peaking coils.**
- **Overscan switch.**
- **Switch-selected control of electrical focus at either camera or control unit.**
- **Four-lens turret operated from rear of camera.**
- **Relay operated tally lights in hood and end panels.**
- **Camera control consoles include 10” aluminized picture tube and 5” waveform monitor, Built-in target calibration, regulated kinescope high voltage supply.**

**EXCLUSIVE NEW DAGE** master monitor Model 635A includes 10” aluminized picture tube with inter-laced pulse-cross display, 5” waveform monitor, built-in calibration pulse for level adjustments.

*Dage produces complete studio, pickup, switching and distribution equipment.*

---

**Legend**

- Y Minimum Amount of Time Required
- N No Minimum Time Required
- O Service Offered - Details Not Reported
- I Charge for Service
- X No Charge for Service

**Contact Information**

**IDAHO**
- Idaho Falls, KID-TV
  - Joseph S. Bonansinga
- Twin Falls, KLIT-TV
  - Frank C. McIntyre

**ILLINOIS**
- Champaign, WCIATV
  - Edward L. Meyer
- Chicago, WBBM-TV
  - H. Leslie Atlas
- Chicago, WGN-TV
  - Frank P. Schreiber
- Decatur, WTVF
  - Ted Evans
- Pavior, WTGV
  - Leslie C. Johnson
- Quincy (Hammlin, Mo.), WGEM-TV
  - Joseph S. Bennington
- Rockford, WREX-TV
  - Joseph Michael Reiche
- Rockford, WTVF
  - Robert L. Finley
- Rock Island (Davenport, Moline), WHSF-TV
  - Leslie C. Johnson
- Springfield, WICS
  - Milton D. Friedland

**INDIANA**
- Bloomington (Indianapolis Area), WTVM
  - Robert W. Leamen
- Evansville, WFIE
  - Ted M. Nelson

---

**Camera Descriptions**

- **Model 320A**
  - Dage produces complete studio, pickup, switching and distribution equipment.

---

**TELECASTERS TELEVISION DIVISION**

Michigan City, Indiana

In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

---

**Page 102 • February 27, 1956**

**Broadcasting • Telecasting**
Thomas Kearns, Traffic Manager for Garrett Corp.'s AiResearch Div., in high-altitude lab. He tells

"How we cool off a hot pilot!"

"Above the speed of sound, air friction heats up the metal skin of the newest jets to several hundred degrees. How do you keep the pilot cool?

"AiResearch's answer: a refrigeration system including this miraculous 2-lb. turbine. Turning at 100,000 rpm's, it cools the air entering the cabin to 40° in 2/10 of a second!

"The extreme precision required in manufacturing such devices takes time. Yet, military contract schedules call for speed. Deliveries naturally have to be fast and sure - to plane companies located all over the country.

"How can we do it? By Air Express!

"Air Express proves its worth to us dozens of times a day, both incoming and outgoing. We literally could not maintain our schedules without it.

"Yet on most of those shipments, Air Express saves us money. A 10-lb. shipment from Los Angeles to Kansas City, for instance, costs $6.34. That's 17¢ less than the next lowest priced air service!"
LEGEND

Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
X No Charge for Service
... Indicates Service Not Offered
Executive to be contacted last after Call Letters

INDIANA—(continued)

Fort Wayne, WKJG-TV
Edward G. Thomas

Indianapolis, WFBM-TV
William F. King

Indianapolis, WISH-TV
Robert B. McConnell

Muncie, WLBC-TV
Don Buren

Terre Haute, WTHI-TV
Joseph Michael Higgins

IOWA

Ames, WHO-TV
Richard B. Hall

Cedar Rapids, WMT-TV
William C. Quaile

Fort Dodge, KQTV
Edward Brownes

Mason City, KGLO-TV
Herbert R. Oker

Sioux City, KVTU
Robert B. Timmer

Waterloo, KWRL-TV
Ralph James McElroy

KANSAS

Great Bend, KOKT
Lance Ware

Pittsburg (Joplin, Mo.), KOAM-TV
Ralph Eugene Wade

Topeka, KSBW-TV
Ben Ludy

TRADE CALLS

Trade and/or
Phone Directory
Relin. Mail
Advertising
Trade Cheques
Letter, Post Card or Brochure
Merchandise
Out of Town Merchandise
Written Business
Newspaper/Trade Ads
Station Proposal/Show Displays
Telephone
Billboards
Cable/Coax
Other

TRADE MAILINGS

ADVERTISING SUPPORT

ON THE AIR SUPPORT

OTHER SUPPORT

Demonstrations
Garys
Trucks
Mobiles
Truckers
Client
Backs
Additional/Proof of Distribution
Distribution/Preferred Display

Come now!

38 out of the first 40 top shows in Fort Wayne?

YES! AND MORE

22 of 25 TOP-RATED SPOT FILM SHOWS
19 of 20 TOP-RATED MULTI-WEEKLY SHOWS

IN THE FORT WAYNE AREA ARE SEEN ON
WKJG-TV CHANNEL 33

NBC Affiliate

CALL US OR CALL RAYMER TODAY TO GET YOUR SHARE OF THIS TREMENDOUS SALES POTENTIAL

Page 104 • February 27, 1956
OVER HALF OF THE TV HOMES IN INDIANA

are in the area served by WFBM-TV

TV Homes state-wide: 1,165,801
TV Homes WFBM-TV-wide: 664,507

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFOF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Executive</th>
<th>Service Offered</th>
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<tr>
<td>Lafayette</td>
<td>KLFY-TV</td>
<td>Cecil Henderson</td>
<td>Executive to be contacted listed after call letters</td>
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<tr>
<td>Willard</td>
<td>KALB-TV</td>
<td>John S. Atwood</td>
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<tr>
<td>Alexandria</td>
<td>WDSU</td>
<td>Paul S. H. Hughes Norton Jr.</td>
<td>No Charge for Service</td>
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<tr>
<td>Lake Charles</td>
<td>KPLC</td>
<td>William L. Cobb</td>
<td>No Charge for Service</td>
</tr>
<tr>
<td>Portland</td>
<td>WCSH</td>
<td>William A. Patton</td>
<td>No Charge for Service</td>
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<tr>
<td>Bangor</td>
<td>WABI</td>
<td>Ewell K. Jett</td>
<td></td>
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<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>Jesse B. Sansbury</td>
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<tr>
<td>Baltimore</td>
<td>WMAR-TV</td>
<td>Geoffrey W. Evans</td>
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**KENTUCKY**

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**LOUISIANA**

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<td>Paul S. H. Hughes Norton Jr.</td>
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<td>KPLC</td>
<td>William L. Cobb</td>
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<td>William A. Patton</td>
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<td>WABI</td>
<td>Ewell K. Jett</td>
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**MAINE**

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<tr>
<td>Portland</td>
<td>WCGH-TV</td>
<td>Jack B. Atwood</td>
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**MARYLAND**

<table>
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<th>City</th>
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<th>Service Offered</th>
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</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>WMAR-TV</td>
<td>Geoffrey W. Evans</td>
<td></td>
</tr>
</tbody>
</table>

---

**use this one-two punch to ring up extra sales**

**NO. 1**

WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Tele-pulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for station B.

**NO. 2**

Within last few months, WAFB-TV has won, (a) first place in nation-wide "Lucy Show" contest with a double award for a special merchandising job, (b) first place in national Screen Gems, Inc. contest on program promotion, (c) one of first four places in "Frank Leahy and His Football Forecasts" promotion.

---

WAFB-TV

200,000 watts

affiliated with WAFB-AM

First in TV in Baton Rouge

Call . . . Write . . . or . . . Wire
National Representative—Young Television Corp.
South & SouthWest—Clarke Brown Co.
IN MARYLAND

MOST PEOPLE

WATCH WMAR-TV

Four week cumulative audience figures based on the number of different homes viewing one or more quarter-hour telecasts during an interval of eight weeks show that WMAR-TV leads the field. The total number of different homes includes cumulative audience beyond, as well as within, the NSI area. (See map.)

PROGRAMS REACHING 300,000 OR MORE DIFFERENT HOMES

6:00 P.M. TO MIDNIGHT . . . SUNDAY THROUGH SATURDAY

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Different Homes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>455,600</td>
</tr>
<tr>
<td>2. Talent Scouts</td>
<td>436,200</td>
</tr>
<tr>
<td>3. December Bride</td>
<td>416,900</td>
</tr>
<tr>
<td>4. Burns and Allen</td>
<td>408,900</td>
</tr>
<tr>
<td>5. Red Skelton Show</td>
<td>378,600</td>
</tr>
<tr>
<td>6. I've Got A Secret</td>
<td>365,100</td>
</tr>
<tr>
<td>7.</td>
<td>363,800</td>
</tr>
<tr>
<td>8. Meet Millie</td>
<td>359,300</td>
</tr>
<tr>
<td>9. $64,000 Question</td>
<td>353,000</td>
</tr>
<tr>
<td>10. Alfred Hitchcock Presents</td>
<td>350,600</td>
</tr>
<tr>
<td>11. Ed Sullivan Show</td>
<td>346,900</td>
</tr>
<tr>
<td>12. Robin Hood</td>
<td>345,300</td>
</tr>
<tr>
<td>13. GE Theater</td>
<td>345,300</td>
</tr>
<tr>
<td>14. Two For The Money</td>
<td>344,700</td>
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<tr>
<td>15. Studio One</td>
<td>343,100</td>
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<tr>
<td>16.</td>
<td>337,700</td>
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<tr>
<td>17. Godfrey And Friends</td>
<td>328,300</td>
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<tr>
<td>18. Pvt. Secretary—Jack Benny</td>
<td>327,600</td>
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<td>19. Gunsmoke</td>
<td>326,200</td>
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<tr>
<td>20.</td>
<td>317,300</td>
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<tr>
<td>21.</td>
<td>310,800</td>
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<tr>
<td>22. Jackie Gleason</td>
<td>308,600</td>
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<td>23. Millionaire</td>
<td>305,900</td>
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<td>24. Climaxi</td>
<td>304,900</td>
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<td>25.</td>
<td>304,100</td>
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<tr>
<td>26.</td>
<td>301,300</td>
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<tr>
<td>27. Bob Cummings Show</td>
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<td>28. Premium Playhouse</td>
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<td>29. Gene Autry</td>
<td>297,500</td>
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<tr>
<td>30. Beat The Clock</td>
<td>297,100</td>
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</table>

*In each case figure represents highest quarter-hour. Source: Nielsen Station Index TV Report, December, 1955

In Maryland Most People Watch

WMAR-TV

Channel 2 UNIXPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 * TELEVISION AFFILATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
<table>
<thead>
<tr>
<th>Massachusetts</th>
<th>Michigan</th>
<th>Minnesota</th>
<th>Mississippi</th>
<th>Missouri</th>
<th>Montana</th>
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</thead>
<tbody>
<tr>
<td>Boston, WRZ-TV</td>
<td>YX YX YX</td>
<td>NX NX YX</td>
<td>YX YX YX</td>
<td>YX YX YX</td>
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<td>W. C. Swartley</td>
<td>Cadillac,</td>
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<td>Wallace Brown</td>
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<td>Brown</td>
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<td>Springfield,</td>
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<td>WWYH-TV</td>
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<td>Worcester,</td>
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<td>WWOR-TV</td>
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<td>Duluth (Superior,</td>
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<td>Paul, KSTP-TV</td>
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<td>William F. Davey</td>
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<td>F. Van Koenenmburg</td>
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<td>Paul, WTCN-TV</td>
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<td>Missouri</td>
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<td>Columbia, KOMO-TV</td>
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<td>Edward C.</td>
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<td>Lambert</td>
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<td>Hanahan (Quincy,</td>
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<td>III), KHQA-TV</td>
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<td>Jefferson City,</td>
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<td>KBDG</td>
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<td>Mrs. Frank A.</td>
<td>YX YX YX</td>
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<td>Handly</td>
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<td>Robert Thomas Ginney</td>
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<td>James F. Dee Jr.</td>
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<td>Montana</td>
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<td>Butte, KXLF-TV</td>
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<tr>
<td>E. B. Crayncy</td>
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</tbody>
</table>
The record of its first full year of operation provides positive proof of the power of WCCO-TV's TELE-SELL Merchandising Plans.

This all important tie-in of television advertising impact at the point of purchase included 146 cooperating supermarkets — accounting for 40% of all food business in the Twin City region.

All TELE-SELL Merchandising activity is performed at no extra cost to advertisers who qualify under one of the three WCCO-TV TELE-SELL Merchandising Plans.

The same proven sales assistance is ready to give your product a sales boost in the Minneapolis-St. Paul market... eighth largest in the United States in retail sales.

all this in just one year of operation...

WCCO-TV
Channel 4
Minneapolis - St. Paul
CBS Television in the Northwest

For further details call Free and Peters or Don Gillies at WCCO-TV
<table>
<thead>
<tr>
<th>LEGEND</th>
<th>TRADE CALLS</th>
<th>TRADE MAILINGS</th>
<th>ADVERTISING SUPPORT</th>
<th>ON THE AIR SUPPORT</th>
<th>OTHER SUPPORT</th>
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<tbody>
<tr>
<td>0</td>
<td>Solicit and/or Place Bids</td>
<td>Solicit Telemarketing</td>
<td>Letter, Post Card or Billboard</td>
<td>Drawnames</td>
<td>Other</td>
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<tr>
<td>1</td>
<td>Submit Cheque</td>
<td>Merchandising</td>
<td>Merchandising</td>
<td>Newsroom</td>
<td>Other</td>
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<tr>
<td>Y</td>
<td>Minimum Amount of Time Required</td>
<td>Will Impose NIghts</td>
<td>Will Impose Night Mailings</td>
<td>Station Production</td>
<td>Other</td>
</tr>
<tr>
<td>N</td>
<td>No Minimum Amount Required</td>
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<td>...</td>
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<tr>
<td>O</td>
<td>Service Offered—Details Not Reported</td>
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<tr>
<td>X</td>
<td>Charge for Service</td>
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</tr>
</tbody>
</table>

**MONTANA—(continued)**

- Great Falls, KFBB-TV
  - Joseph Patrick Williams
  - NX NX NX NS NS...

- Missoula, KGVO-TV
  - Arthur James Nosby
  - YX...

**NEBRASKA**

- Kearney (Holdege), KHOL-TV
  - Jack Gilbert
  - NX NX YX YX NY YX NY YX...

- Omaha, WOW-TV
  - Frank P. Foparty
  - YS NS YX YS YX YO YS YS...

**NEVADA**

- Henderson (Las Vegas), KLRJ-TV
  - Robert K. Gardner
  - NX NX NO...

- Las Vegas, KLAS-TV
  - R.G. Jolley
  - NX NX...

**NEW HAMPSHIRE**

- Manchester, WMUR-TV
  - Norman Arthur Gillis
  - NS NX Nx YX...

**NEW MEXICO**

- Albuquerque, KOAT-TV
  - Wayne Gay
  - NY YX YX YX...

- Albuquerque, KGGM-TV
  - A.R. Hennabrecht
  - ...

- Roswell, KNOP-TV
  - Paul Bertrand McGee
  - NS NS NS YX YX YS YS YS...

**NEW YORK**

- Albany (Schenectady, Troy), WROW-TV
  - NY YX YX YX...

- Buffalo, WGR-TV
  - Joseph J. Bernard
  - NX NX...

- Buffalo, WKBW-TV
  - Nicholas John Matter
  - NO SERVICES OFFERED.

- Buffalo, WBEN-TV
  - NX...

- Buffalo, WKBW-TV
  - George R. Dunham
  - NX...

- Kingston, WBNJ-TV
  - Robert M. Peabody
  - NX...

- Lake Placid (Plattsburgh), WIRI
  - Albert Henry LeFranne
  - NS...

- New York City, WABC-TV
  - Jay Hoffer
  - NY...

- New York City, WABC
  - George Brentnagel
  - NY...

- New York City, WCBS-TV
  - Max Buck
  - NY...

- Rochester, WHAM-TV
  - William Fay
  - YS YS...

- Rochester, WVEV
  - Ernie F. Lyko
  - NX YX...

- Schenectady (Albany, Troy), WRGB
  - Raymond W. Welspelt
  - NX...

- Syracuse, WHEN-TV
  - Paul A. Almand
  - YS...

- Syracuse, WSYR
  - Fred L. Geiger
  - NX...

**NORTH CAROLINA**

- Asheville, WISE-TV
  - Joseph Jonathan Master
  - YS YX YS YX YX YX YX YX...
Extend And Sell Through WLOS-TV

THE PULSE, Inc.

SHARE OF AUDIENCE
BUNCOMBE COUNTY, N. C.
December 1955
(from Greenville, S. C.—5 County Area)
Monday-Friday

<table>
<thead>
<tr>
<th></th>
<th>7 A.M.</th>
<th>12 Noon</th>
<th>6 P.M.</th>
<th>12 Midnight</th>
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<tr>
<td>A</td>
<td>57</td>
<td>37</td>
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<tr>
<td>B</td>
<td>42</td>
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<td>C</td>
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<tr>
<td>WLOS</td>
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<td>32</td>
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<tr>
<td>Misc.</td>
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<td>11</td>
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<tr>
<td>Average 1/4 hour</td>
<td>12.8</td>
<td>26.1</td>
<td>45.1</td>
<td></td>
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BOND BREAD DID IT! SO CAN YOU. INCREASE YOUR SALES IN CHERRYVILLE, N. C. AND THE 332 OTHER COMMUNITIES IN THE EXTENSIVE WLOS-TV GRADE B CONTOUR COVERAGE AREA BY BUYING SPOT SCHEDULES ON WLOS-TV. IN SUPPORT OF SPOT SCHEDULES, ADVERTISER RECEIVES TRADE MAILINGS, NEWSPAPER TIE-INS, AND VARIOUS DISPLAYS.

REPRESENTATIVES

National
Venard, Rintoul & McConnell, Inc.

Southeast
James S. Ayers Co.

WLOS - TV - CHANNEL 13 - ASHEVILLE, N. C.
### NORTH CAROLINA — (continued)

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>TRADE CALLS</th>
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<th>ADVERTISING SUPPORT</th>
<th>ON THE AIR SUPPORT</th>
<th>OTHER SUPPORT</th>
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<td>YX</td>
<td>YX</td>
<td>YX</td>
<td>YX</td>
<td>YX</td>
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<td>John P. Dillon</td>
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<td>Durham, WTVD</td>
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<td>NX</td>
<td>YX</td>
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<tr>
<td>Harmon L. Duncan</td>
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<td>L. W. Allen</td>
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<td>Greensboro, WFMY-TV</td>
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<td>Gaines Kelley</td>
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<td>Greenville, WNCT</td>
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<td>YY</td>
<td>YX</td>
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<td>Arthur Hartwell Campbell</td>
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<td>Harry Brewer Shaw</td>
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</table>

**Legend**
- Y Minimum Amount of Time Required
- N No Minimum Time Required
- O Service Offered Details Not Reported
- # Charge for Service
- X No Charge for Service
- Indicate Service Not Offered
- Executive to be contacted listed after Call Letters
RALEIGH • DURHAM
NORTH CAROLINA

287 NEW ACCOUNTS
IN A TEN WEEK PERIOD

PROOF! COVERAGE POSITIVE!

Channel 28 • WNAO-TV ABC
NATIONAL REPRESENTATIVES AVERY-KNODEL

JOHN H. BONE, Gen.Mgr.
<table>
<thead>
<tr>
<th>NORTH DAKOTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bismarck, KBMB</td>
</tr>
<tr>
<td>Bismarck, KFYR-TV</td>
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<tr>
<td>Fargo, WDAY-TV</td>
</tr>
<tr>
<td>Valley City, KXJB-TV</td>
</tr>
</tbody>
</table>

Get the most out of radio television and the allied arts

BROADCASTING • TELECASTING is the one journal that gives you the most reliable, most complete news of radio, television and the allied arts. If you are new to radio/tv, or if you plan to enter the field—don't take chances on a buck-slip copy—start your own subscription today. Read the latest news while it is still news. Annual subscription $7.00.*

1735 DeSoles Street, N.W., Washington 6, D.C.

* BROADCASTING and TELECASTING Yearbooks may be ordered as part of a year's subscription at the additional cost of $2.00 per Yearbook. Apart from a subscription Yearbooks are $3.00 per copy.
"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"

YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area — 14 of the top 15 FILM shows — all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — each between 40 and 50 miles away!

AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
November 13-19, 1955

<table>
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<tr>
<th>TIME</th>
<th>WDAY-TV</th>
<th>Station B</th>
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<tbody>
<tr>
<td>12:00 - 5:00 p.m. Monday thru Friday</td>
<td>18.6</td>
<td>4.0</td>
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<tr>
<td>5:00 - 6:00 p.m. Monday thru Friday</td>
<td>33.8</td>
<td>8.7</td>
</tr>
<tr>
<td>6:00 - 10:30 p.m.</td>
<td>40.5</td>
<td>17.6</td>
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EXCLUSIVE WDAY-TV
"SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is PRODUCING RESULTS. Want some yourself?

Plan includes:
1 Free mass displays in all participating "supers" in one-week period — simultaneously.
2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.
3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
FREE & PETERS, INC.
Exclusive National Representatives
<table>
<thead>
<tr>
<th>CITY</th>
<th>TV STATION</th>
<th>CLAR</th>
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<td>WTVN-TV</td>
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<td>YX YX ... ... ...</td>
<td>NX NX YX</td>
<td>YX</td>
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</tbody>
</table>

**7 + 11 + 43**

**EQUALS**

2?

7th (in consumer Spendable Income, $6,666.00 per family)\* 
plus 11th (in per capita population increase since 1950)\* 
plus 43 (Tulsa is the "43rd" TV market in America)\* 
equals TWO . . . Channel TWO . . . for complete coverage of this oil rich, cattle rich market.

\*Sales Management Survey of Buying Power — 1955
**CBS Report to FCC — Dec. 1955

---

KVBO-TV TULSA

**Merchandising PLUS**

Everything from dealer 
Cards to 24 sheets—a definite percentage of your Billing is 
invested in proven promotion 
on your program.

We can prove it — write 
Sales Promotion Department.
We can prove it—only Crosley Stations guarantee merchandising-promotion action that really means business.

In all broadcast media in the entire United States, only the Crosley Stations guarantee power-packed Merchandising-Promotion Service that really means business for advertisers!

Here's a behind-the-scenes salesforce that doesn't show up in the mass of broadcasting formal statistics. Yet Crosley's 43-man Client Service Department of shoes-to-ships experts wraps up the most sensational off-mike promotion for advertisers' products. Yes, thru the POP Plan (Point of Purchase), the Crosley Group covers the store fronts of people, places and things...as this expert high-powered staff floods the mails, pounds the pavements, and pushes the products to move merchandising mountains and bring home the business for sponsors.

Let our representatives tell you the story of the Nation's biggest and most effective Media Merchandising-Promotion organization anywhere—Operation Crosley.

Distinguished members of the CROSLEY GROUP

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI. CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO

Broadcasting • Telecasting

February 27, 1956 • Page 117
| OREGON | Eugene, KVAL-TV | NS NS NS NS NY NS NY NS NY NS NS NS NS NS NS NS |
|        | S. William McCready |        |
|        | Klamath Falls, KFJI-TV | NY NY NY NY NY NY NY NY NY NY NY NY NY NY NY |
|        | Alan Kent Abner |        |
|        | Medford, KBEZ-TV | NX NX NX NY NY NY NY NY NY NY NY NY NY NY |
|        | Jerold Robert Paulus |        |
|        | Portland, KLOR | NY NY NY NY NY NY NY NY NY NY NY NY NY NY |
|        | S. John Sibley |        |
|        | Portland, KOW-TV | NY NY NY NY NY NY NY NY NY NY NY NY NY NY NY |
|        | C. Howard Lane |        |
|        | Portland, KPTV | NY NY NY NY NY NY NY NY NY NY NY NY NY NY NY |
|        | Russell K. Olsen |        |

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|              | David A. Beuett |        |
|              | Johnstown, WJAC | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | Alvin Dale Schrott |        |
|              | Philadelphia, WCAU-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | Donald W. Thornburgh |        |
|              | Philadelphia, WFLV-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | George A. Keibler |        |
|              | Saratoga, WARM-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | William M. Dawsen |        |
|              | Wilkes-Barre, WBRE-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | David M. Balkmore |        |
|              | Wilkes-Barre, WILK-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | Thomas. Shubars |        |
|              | York, WNYW-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | Richard E. Burg |        |
|              | York, WBEA-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | Louis J. Appell |        |

| RHODE ISLAND | Providence, WJAR-TV | .. .. .. .. .. NS .. .. .. .. .. .. .. .. |
|              | Peter S. James |        |

| SOUTH CAROLINA | Anderson, WAIM-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | Glenn P. Wärneck |        |
|                | Charleston, WCSS-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | John M. Bowers |        |
|                | Charleston, WUSN-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | J. Dreyton Hastie |        |
|                | Columbia, WCOS-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | Charles W. Pittman |        |
|                | Florence, WBTW | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | J. William Quinn |        |
|                | Greenville, WFBG-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|                | Beve T. Whitmore |        |

| SOUTH DAKOTA | Rapid City, KOTA-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|              | J. Norman Hoffren |        |

| TENNESSEE | Chattanooga, WDEF-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | Harold E. Anderson |        |
|           | Jackson, WDXI-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | Aaron S. Robinson |        |
|           | Knoxville, WTKK-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | John A. Alolph Engenbreth |        |
|           | Memphis, WBOQ-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | John Hyd Coghorne |        |
|           | Memphis, WMOI-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | Earl Mooreland |        |
|           | Old Hickory (Nashville), WLAC-TV | XS XS XS XS XS XS XS XS XS XS XS XS XS XS XS |
|           | T. B. Baker Jr. |        |

LEGEND
Y: Minimum Amount of Time Required
X: No Minimum Time Required
G: Service Offered—Details Not Reported
*: Charge for Service
..: Indicates Service Not Offered
Excludes to be contacted later after Call Letters

Service and/or Time Format
Solid Block of Time
Solid Block of Time in Advertising
Stop Clock
Letter, Post, Card or Bulletin
Merchandising
Billboards
Window Lunch
Movie Playing Time
Network Time
Station Prepared
On Time Display
Lobby Window
Blank
Other

On the Air Support
Drama
Gravure Plate
Periodic Motion
Title
Animation
Program

Other Support
Call Letters
EXTRA MAIL
Legends
MODIFIED
cUSTOM
cASE
TRADING
MAILINGS
cASES

... from before the telecast
... until the product is sold

KCMC-TV is constantly working for the advertiser! Building, maintaining an audience of over half a million ... pre-selling the product with promotion ... pushing sales with aggressive merchandising!

THIS IS THE FORMULA THAT HAS GIVEN KCMC-TV UNMATCHED ADVERTISER AND AUDIENCE ACCEPTANCE IN 161,680 TV HOMES IN FOUR STATES.

Television Magazine, Jan., 1956
YOU GET MORE THAN JUST TIME WHEN YOU BUY THE

Powerhouse of the Southwest

100,000 WATTS

KCMC-TV

CHANNEL 6
TEXARKANA, TEXAS-ARKANSAS

CBS • ABC INTERCONNECTED

Richard M. Peters
Director National Sales and Promotion

February 27, 1956 • Page 119
<table>
<thead>
<tr>
<th>LEGEND</th>
<th>TRADE CALLS</th>
<th>TRADE MAILINGS</th>
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<th>ON THE AIR SUPPORT</th>
<th>OTHER SUPPORT</th>
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<td>No Minimum Time Required</td>
<td>O Service Offered Details Not Reported</td>
<td>$ Charge for Service</td>
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<tr>
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<td>N</td>
<td>No Service Offered Details Not Reported</td>
<td>I Miscellaneous Service Offered Details Not Reported</td>
<td>Exempt from to be contacted</td>
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<td>Call Letters</td>
<td></td>
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**TEXAS**

Amarillo, KFDA-TV
Ed Moore

Amarillo, KGNM-TV
Robert Martin Watson

Austin, KTBX-TV
J. C. Kelam

 Corpus Christi, KVOO-TV
L. W. Smith

Dallas, KRLD-TV
Roy M. Fyhn

El Paso, Tex.
Val Lawrence, KROD-TV

Fl. Waco, WBAP-TV
George Cranston

Galveston (Houston), KGLV-TV
Paul E. Tall

Harlingen (Brownsville, McAllen,
Westlake), KGTV-TV
Ingham Stephen Roberts

Lubbock, KGBD-TV
Joseph H. Bryant

Lubbock, KGBB-TV
W. D. Rogers

San Antonio, KJTV-TX
James Gaines

Texas (Texas, Tex.), KCMC-TV
Walter M. Windsor

Tyler, KTVB
Marshall H. Pegg

Waco, KANG-TV
Robert H. Walker

Waco, KWTX-TV
Buddy Scott

Westlake (Brownsville, Harlingen,
McAllen), KJGV-TV
Byron W. Oglo

**UTAH**

Salt Lake City, KSL-TV
D. Leonard Mardock

Salt Lake City, KUTV
Bart H. Kirk

**VIRGINIA**

Hampton (Norfolk), VWTC-TV
Thomas P. Chishman

Harrisonburg, WSVA-TV
Howard Charles Evans

Richmond, WTVR
Willard M. Havens

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Page 120 • February 27, 1956
EL PASO'S GROWTH & DEVELOPMENT . . . staggering . . . in scope

Reader's Digest
January, 1956

Go Southwest.
Young Man!

By Paul Gallico

Impressions of "the boomiest, wealthiest, most vital, expanding and exciting state in the Union"

Construction on another multi-million dollar shopping center will begin this fall.

KROD-TV's antenna atop this same mountain is the highest above sea level in Texas.

Acquisition of 4 ½ more miles of right-of-way will hasten completion of another new City-County expressway.

The last stop in the state is El Paso—The Pass, open door between the United States and Mexico on the Rio Grande. It was almost 20 years since I had visited that city, then a sleepy border town noted chiefly as the gateway to a drink and a drink and a bottle of French perfume. Its growth and development as of 1955 were staggering and Texas in scope.

What had been dusty, desert country east of the city is now a humming series of airports, Army bases and jet airfields. Here was Port Bliss, the guided-missile base, plus barracks, newly erected housing projects, shopping centers, stores and factories stretching almost as far as the eye could reach. From atop a 4,000-foot mountain to the west the amazing eye took in networks of new roads and expressways, in and around the city, new residences and flower gardens dotting the hills, the chimneys and towers of industry. El Paso was El Paso no longer, but another of those self-contained worlds in which this always astonishing state abounds.

El Paso is "staggering . . . in scope," but the El Paso Southwest market is even more FABULOUS! A market that shouldn't be overlooked when selecting your basic schedule.

It's America's largest retail trading area and covers 5 rich, growing Southern New Mexico and 2 West Texas counties and Juarez, Mexico, as well as Reader's Digest's "prosperous, thriving El Paso." Buying power—more than 1½ billion dollars!

KROD-TV, with its mountain-top antenna, is the only television station in El Paso that can effectively beam your selling message to this entire Fabulous Southwest. And KROD-TV is known throughout the industry for its effective promotion and merchandising.

KROD-TV
A MUST IN SELLING THE EL PASO SOUTHWEST
CBS and ABC Television Network Channel 4 EL PASO, TEXAS

Broadcasting • Telecasting

February 27, 1956 • Page 121
SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoh Life Station's WLSAM-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well-equipped building, which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give extra service to advertising clientele.

The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.

Represented Nationally—Avery-Knodel, Inc.
CARTB CONVENTION TO FEATURE SELLING

Canadian meeting in Toronto March 26-28 will place emphasis on both local and national sales angles. Program arranged to inform advertising agency executives.

RADIO-TV SELLING will feature the annual convention of the Canadian Assn. of Radio & Television Broadcasters at the Royal York Hotel, Toronto, Ont., March 26-28. CARTB has arranged the program so that advertising agency executives will be able to obtain a maximum of information from radio and television station executives.

Researchers found that there are wide areas of lack of information about both radio and television broadcasting in many advertising agencies. Many executives at agencies find themselves at a disadvantage when they go about planning a radio or television campaign in not having full information about how to do it or how broadcasting stations work. Programs are arranged and the like.

The CARTB program has been devised to overcome this lack of information. Radio and television sessions will be held in separate halls at the same time. Opening at 9:30 a.m. March 26 will be a radio sales clinic under chairmanship of R. J. Buss, CHAT Medicine Hat, Alta. Fred Palmer, broadcast consultant, Worthington, Ohio, will present a sales clinic.

A local sales clinic will be held in the afternoon, under chairmanship of M. P. Finnerty, CKOK Penticton, B. C. The clinic will include a talk on “selling the audience” by W. D. Standart, Standart & O’Hern, Kansas City, Mo., and an eight-man panel of Canadian broadcasters who will describe selling techniques which have proven successful.

The radio section will meet again Tuesday morning on “using radio for results,” under chairmanship of Vern Dallin, CFQC Saskatoon, Sask. The session will hear Canadian syndicated program distributors, station representatives and agency speakers. While syndicated program people will discuss advantages of their types of programs and station representatives will tell how they can help agencies, the agency executives are expected to talk radio people how they can help the agencies.

“Programming for listeners” will feature the Tuesday afternoon session under chairmanship of F. B. Ricard, CHNO Sudbury, Ont. Program ideas will be discussed by a panel of Canadian station executives and John M. Outler, WSB Atlanta, Ga., will tell of new program ideas.

The morning television sessions March 26 will deal with selective television and local selling, under Chairman Fred Lynds, CKCW-TV Moncton, N. B.; E. E. Fitzgibbons, CKCO-TV Kitchener, Ont., will chair the afternoon meeting which will hear a tv sales clinic given by Mr. Palmer, and advantages and uses of tv film by Canadian distributors. The Tuesday morning session on tv includes a talk by Harry Harding, Young & Rubicam, New York, and a panel of Canadian station men on local live television programming.

CARTB closed business sessions will be held for the tv members March 27 and the full membership, both radio and tv, March 28.

West Germany Reports 310,000 Licensed Tv Sets

THERE WERE an estimated 310,000 licensed tv sets in operation in West Germany Feb. 1 with the total number of licensed and illegally operated sets estimated at a half-million. West Germany also has an estimated 13,247,000 licensed radio receivers.

East Germany claims approximately 50,000 tv sets, although few of them are privately owned. Average price for East Zone sets is $60 to $70, the low price attributed to currency exchange rates.

CBLT (TV) Toronto, Ont., To Change Channel This Fall

CBLT (TV) Toronto, Ont., will change from ch. 9 to ch. 6 this fall, A. J. Ouimet, general manager of the Canadian Broadcasting Corp., has announced. The move is being made to allow the CBC station to go to maximum power of 100 kw at minimum cost, since maximum power on ch. 9 is 325 kw. Ch. 9 will be left open for a second Toronto station when government policy allows a second station in any Canadian cities. Objections have been raised in the Toronto area about the move, because of possible interference with reception of Buffalo. N. Y., stations on chs. 4 and 2, and Rochester. N. Y., on ch. 5. CBLT was the second station to go on the air in Canada in September 1952, and has been operating on 25.6 kw video power.

BBC, ITA Lose Rights To Producers’ Feature Films

THE British Film Producers Assn. has advised its members not to make their films available in their entirety to either of England's television services, BBC and ITA. Prohibition applies only to the United Kingdom, the BFPA statement said, and moviemakers "should ensure that this prohibition is also observed by parties to whom they assign any rights in the pictures."

The ruling, made by the BFPA Executive Council, was unanimous and reportedly was caused by "several" full-length feature films from British studios which had been shown over British tv. BFPA added that the resolution was passed in order to put the position of British feature film producers in relation to television beyond all doubt.

10,507 Swiss Tv Sets

THERE were 10,507 licensed television sets in Switzerland on Jan. 1, an increase of 610 over the previous month. Sets in private homes accounted for 8,829 of the total with the remainder located in bars and restaurants.

Hoppý's Expensive

IN ANSWERING questions regarding the amount of money spent by BBC and ITA since the advent of commercial television in England, Sir Edward Boyle, Economic Secretary to the Treasury, stated they had been authorized about $1.33 million since July 1954.

Commenting on the statement, Harold MacMillan, Chancellor of the Exchequer, said that in view of the latest trade figures it was rather a large sum to pay out "for the sake of getting Hopalong Cassidy."

LANDSCAPE: Deadman's style — It looks peaceful enough. But there's a guard tower nearby. The strip of earth is a man's-land, plowed to show the footprints of escapees. The workers are forced labor—captives of the Satellites. And in the countries behind them are 70 million others. Radio Free Europe talks to these people every day, bringing truth, building hope and continued resistance. Help keep it on the air. Send your truth dollars today to: CRUSADE FOR FREEDOM, c/o Local Postmaster.
Radio Circulation Surveyed In Four Canadian Provinces

A REPORT on the daily circulation of Canadian radio stations in the provinces of Manitoba, Saskatchewan, Alberta and British Columbia has been released by Elliott-Haynes Ltd., Toronto, Ontario.

The report is divided into three sections, the first giving the census divisions in each province, estimated number of homes, percentage of radio homes, and number of radio homes. The second part gives the report for each census division by stations with percentage and number of daily circulation. The third part gives the data by stations, showing circulation in number and percentage in each census division reached by the station and the total circulation.

Six-Nation Radio Hook-Up

A SIX-NATION radio hook-up was heard live throughout France Thursday following a "simultaneous premiere" of a new French picture, Si Tous Les Garis du Monde in Paris, New York, Rome, Berlin, Moscow and Oslo, through world-wide facilities of the Radiodiffusion-Television Francaise. The broadcast, occurring at about 4:30 p.m. EST and at the corresponding time in the European cities, covered public reaction to the film at each theatre. Since the picture's theme concerns a rescue on the high seas prompted by an SOS signal, each of the six announcers read the testimony of persons rescued under similar circumstances.

260,000 Tv Sets in France

LICENSED tv sets now in operation in France number more than 260,000 and the total is expected to increase to 450,000 by the end of this year. French manufacturers also believe that the total could be increased to 700,000 by the end of 1957 and to 6,000,000 by the end of 1958.

The following stations are to be put into operation during 1956: Algies, Bordeaux, Bourges, Caen, Cherbourg, Mulhouse, Moselle, Nice, Rouen, Toulon, Tunis. In 1957, stations in Amiens, Limoges, Nantes, Puy-de-Dome and Rennes are planned to be added. Areas now actually served by tv in France are Paris, Lille, Lyon, Marseille, Dijon, Grenoble, Metz, Nancy, Reims and Strasbourg.

HURDLES LANGUAGE BARRIER

THE "Who's-on-First" trouble in identifying Italian operatic arias on the air was claimed to have been amicably solved last week by WOV New York. WOV announcers now comment on operatic selections during the station's two daily opera broadcasts—in English spiced with "a genuine Italian accent." Public reaction to this innovation might be summed up by one letter received by the station: "Thank you, WOV, wrote the listener. "I can now determine whether you are about to broadcast an aria from Puccini or an Italian version of 'Mary Smith's Second Husband.'"

CBS-TV O&O'S EXCHANGE SERIES

A FIVE-MINUTE, non-denominational religious sign-on and sign-off film program, Give Us This Day, produced locally by the four CBS o&os stations in New York, Chicago, Milwaukee and Los Angeles, will be exchanged station-to-station, starting March 1. Under "a new production-exchange policy," each of the stations (WCBS-TV, WBBM-TV, WJZ-TV [formerly KNX] and KXTV [TV]) will pool their individual films, rotating them among the four, thus giving each station a schedule of 730 annual broadcasts, two for each day with a surplus of 10.

WRIS BIRTHDAY CELEBRATION

ENTERING its fourth year of broadcasting, WRIS Roanoke, Va., has been celebrating all month long in air promotions, brochures and print ads. The event has been used to focus attention on services of daytime radio, as well as WRIS' birthday, a policy to be extended to all CY N. Bahakel stations in Virginia, West Virginia, Kentucky, Tennessee and Mississippi. Capping the WRIS observance the first week in March will be a "sponsor-appreciation" banquet for WRIS advertisers, agencymen and local officials.

RURAL FMS AIR DEFENSE SHOW

FIVE-MINUTE daily program series on civil defense information, Civil Defense Calling, began last Monday on a 10-station hookup of the New York State Rural Radio (FM) Network. The state's Civil Defense Commission programs, initially fed from CD headquarters in New York to the network's Ithaca headquarters each day, are rebroadcast at 6:25 p.m. EST to the following stations: WHLD-FM Niagara Falls, WRLR-FM Wethersfield (Buffalo), WRRE-FM Bristol Center (Rochester), WHIL-FM Olean, WRRA-FM Ithaca-Elmira-Corning, WRRD-FM Syracuse.

Mike With the Most

NEW BRAG for Lone Star boosters is the microphone-shaped mobile broadcasting studio which KNUZ Houston, Tex., calls "the world's largest microphone." The mobile facilities, named "Big Mike Studo," feature everything needed for remote originations plus air conditioning, leather upholstery and thick carpeting.

ONTARIO STATION BOOKS FILMS

CHCH-TV HAMILTON, Ontario, has started first-run tv films featuring on its late show six nights weekly, sponsored by nine shopping plazas in its area. There will be two movie films each week, one being used Tuesday to Thursday, the second Saturday to Monday. This is the first time this type of operation has been tried in Canada, and is being televised on CHCH-TV in the belief that the largest percentage of viewers do not watch late shows on a daily basis.

WIBW CRUSADES FOR FARMER

IN A NEW EFFORT to do something about sagging meat prices, WIBW Topeka, Kan., has organized an announcement campaign among Midwest and Western radio stations to promote meat-eating, on the theory that as consumption rises, prices will follow. President Ben Lundy of WIBW has taken the lead, urging colleagues to program 40-50 ID announcements promoting meat seven days a week for at least 13 weeks. Many broadcasters have already made the campaign pay with resulting new business from packers, stockyards and retail distributors. Cooperating with WIBW, where the plan was conceived, is the Kan. Livestock Assn.
VIEWERS DEMAND EXTENSION

KTTV (TV) LOS ANGELES took approximately a million Southern California viewers behind the Iron Curtain to Soviet Russia in its documentary study, Russia Today—Uncensored. Reaction to the telecast stirred the station's biggest switchboard jam to date. Early calls in the course of the hour-long show persuaded KTTV at the last minute to air an extra half hour for a question-answer session with producer Myron Zobel.

WROL SPOTLIGHTS TENN. VALLEY

IN AN EFFORT to make the most of its entire coverage area WROL Knoxville, Tenn., is conducting a "Spotlight City" series on Tennessee Valley communities. Program Director Wayne Hudson gathers interviews—up to 26 a day—local band and glee club music from townspeople, and devotionalists from local ministers. WROL then devotes an entire day to the "Spotlight City." The station reports not only cooperation from local editors and officials, but much listener interest as well.

KDKA-TV BREAKS STORY

A REPORTED million-plus people saw KDKA-TV Pittsburgh break the news that local track star Arnie Sowell had been named Sport Magazine's "Man-of-the-Year" with actual award ceremonies at the station's 11 p.m. news and sports program. After the show KDKA-TV played host to newsmen who gathered for the story, and the station figured significantly in subsequent coverage of the award.

FC&B 'BITES' MEDIA

IN veritable man bites dog fashion, the Los Angeles office of Poote, Cone & Beddoes has put the "bites" on several hundred media salesmen who daily besiege the agency to sell time or space to advertise products handled by FC&B. Roy Campbell, executive vice president of the agency's Los-Angeles office, devoted three days to a slide film presentation to the salesmen to bring them up to date on recent internal reorganization and policies. Radio-TV station and network representatives, newspapers and magazines attended. Mr. Campbell introduced key media people to each group, assuring them FC&B will never stop looking for new business and expansion.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
February 16 through February 22

Includes data on new stations, changes in existing stations, ownership changes, rates, rules & standards changes and routine roundup.

Abbreviations:
- LP: local sunset, mod. - modification, tra�-transmitter, unit - unlicensed house, t-x- television, SCA - subsidiary communications authorization, SSA - special service authorization, STA - special temporary authorization.

Am and Fm Summary through Feb. 22

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<th>Fm</th>
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Commercial on air

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<th>Uhf</th>
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<td>77</td>
<td>116</td>
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Grants since July 11, 1952:

At FCC ended Sept. 28, 1952 through May 1, 1953; freeze on tv processing.

Total

<table>
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<th>Commercial</th>
<th>Noncom. Educ.</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>306</td>
<td>369</td>
<td>675</td>
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</tbody>
</table>

Applications filed since April 14, 1952:

At FCC ended Sept. 28, 1952 through May 1, 1953; freeze on tv processing.

Am and Fm Summary above, for tv stations see "Fm Summary" next column.

FCC Commercial Station Authorizations

As of January 31, 1954

<table>
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<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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<tbody>
<tr>
<td>347</td>
<td>90</td>
<td>437</td>
</tr>
</tbody>
</table>

New tv Stations . . .

هن الصلاة على الأشياء

什么地方

FUNCTION SYSTEM

RUSH industrial co., inc.

313 South St., Manchester, N. H.
Tel. NA 3-3956

ARE YOU READY
FOR DIRECTIONAL
REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations of the NARTB Convention in Chicago, April 1-5.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET

Pennsylvania A C c u n t i n c t i o n Re l e i s - 183,480.

COMPLETE COVERAGE OF 9 COUNTIES.


BROADCASTING • TELECASTING

February 27, 1956 • Page 125
Large Market

Eastern Network Property

$185,000.00

A well established regional facility located in one of the first fifty markets. This successful operation offers a capable owner-operator an outstanding opportunity for steady earnings and capital appreciation. Financing available.

Negotiations • Financing • Appraisals

BLACKBURN • HAMILTON COMPANY

RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
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CHICAGO
Ray W. Brown
SHERMAN & COMPANY

SAN FRANCISCO
William T. Stubblefield

Tribune Tower
Delaware 7-2755-6
Exbrook 2-5671-2

FOR THE RECORD

PETITION

Bishop, Calif.—KBBS Bishop petitions FCC to amend sec. 3.360 by adding other ch. 3, $21, 17, or 23 to Bishop. Announced Feb. 17.

Existing TV Stations

APPLICATIONS

WPFF (TV) Wilmington, Del.—Seeks cp to make ant. and other equipment changes. Wpff has five transistor sets. Filed Feb. 21.

New Am Stations

ACTION BY FCC

Ponce, Puerto Rico—Ponce Best, Corp, granted 1250 kc at $42,000. Stations to be known as WRPPX. Conesa, Box 511, Guaymas P. R. Estimated construction cost $6,000. Prime applicant Mrs. Allan C. Conesa. Wkgrf Granted Feb. 17.

Applications

Bisbee, Calif.—Bisbee radio, 1250 kc, 1 kw. Post office address 106 N. Knoll Dr. Bisbee, Ariz. Estimated construction cost $15,000. Post office address F. D. Davis. Post office address 106 N. Knoll Dr. Bisbee, Ariz. Estimated construction cost $6,000. Owner-applied for change to 1540 kc. Filed Feb. 21.

Columbia, Md.—Multicolor, Inc., granted station WCCM, 680 kc, 1 kw. Owner-applied for change from 610 to 680 kc. Filed Feb. 21.

APPLICATIONS

WPFF (TV) Wilmington, Del.—Seeks mod. of cp to change ERP to 36 kw vis. and 19.5 kw aud. Filed Feb. 21.

Existing Am Stations

APPLICATIONS

KPLN Camden, Ark.—FCC dismissed application of D. R. James Jr., for license to cover cp issued to Chamberlin, Ark., for 250 kw D. Application for assignment of cp to James was denied Dec. 7, 1955, and no application has been filed for cover to cover issued; Action of Feb. 17.

APPLICATIONS

KXGN Biloxi, Miss.—Seeks mod. of cp to change from DA-2 to DA-N. Filed Feb. 17.

 Existing Am Stations

APPLICATIONS amended

KXTK Tucson, Ariz.—Application for cp from 1490 kc to 1510 kc, change power from 100 kw to 1 kw. Filed Feb. 17.

KXNO Amarillo, Tex.—Application for cp to change from 980 kc to 1020 kc, power change from 500 kw to 1 kw. Filed Feb. 17.

KXNO Amarillo, Tex.—Application for cp to change from 980 kc to 1000 kc, power change from 500 kw to 1 kw. Filed Feb. 17.

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JANSKY & BAILEY INC.
Executive Offices
1725 De Sales St., N. W. ME 8-5411
Offices and Laboratories
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SUTTER 1-7345

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EMerson 3266
Dallas, 6, Texas

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Telephone District 7-1505
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Executive 3-5851
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8401 Cherry St.
Hiland 4-7010
KANSAS CITY, MISSOURI

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Riverside, Ill.
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Consulting Electronic Engineers
612 Evans Bldg.
NA. 8-2968
1420 New York Ave., N. W.
Washington 5, D. C.

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Mountain and Plain Terrain
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Skyline 6-6113
Denver 22, Colorado

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Adams 4-6939

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Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

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Executive 3-6760
Washington 5, D. C.
203 White Henry Short Bldg.
Member 3265
Seattle 1, Washington
Member AFCCE

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John A. Moffet—Associate
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Republic 7-6646
Washington 5, D. C.
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
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Box 2448, Birmingham, Ala.
Phone 6-2924
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Henderson 2-3177
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Pensions · Licensing Field Service

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PRECISION FREQUENCY MEASUREMENTS
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Collections Coast to Coast
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No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
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LO 3-3990

Member APCR
**RADIO**

**Help Wanted—(Contd.)**

**Managerial**

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 360F, B-T.

K/WU, Mexia, Texas, on the air in May, seeking station manager. Prefer man presently employed in Texas vicinity. Present commercial or assistant manager considered. Complete resume to J. B. McKNU, RHU, Athens, Texas.

Commercial and managers' rights director. $2000 monthly salary. Must be exceptionally high caliber salesman for single station market. Send qualifications to Box 511F, W. Texas.

Wanted: Sales manager for 1000 watt independent daytime station. Must be detail minded with creative flair. Good earnings plus guaranteed $100 per week draw and $5 commission on all sales. Must be able to make money and grow with a sound concept of managing three separate stations. Apply to Phillip Brady, Radio Station WAPF, McComb, Miss.

**Salesmen**

Top money making southeastern independent needs salesman with considerable experience in music. Musical and dramatic production furnished for spot recording. Pay $40 and upwards to start. Rush resume to Box 446F, B-T.

Progressive small market, northwest station needs energetic man of age and experience to work toward commercial managership. We have the attributes, we pay guarantee—commission plus mileage, liberal bonus to producers. No copy, etc. Write details to Box 398F, B-T.

Wanted—experienced salesman. Guarantee plus commission for salesmen interested in station near Washington, D. C. Box 517F, B-T.

Salesman—Multiple operations advertising company, needs experienced man to sell advertising. Good earnings plus guaranteed draw. Write fully. Box 518F, B-T.


18 years old, or older, sells blender, deep in Dixie, needs a young, experienced, aggressive commercial manager with sales ability. Full commission plus expenses. Send tape, frequently, to photo and to Bill Stewart, Box 685, Bogalusa, La.

**RADIO**

**Help Wanted**

**Situations Wanted—(Contd.)**

**Courses, etc.**

**RADIO**

**Help Wanted—(Contd.)**

**Managerial**

Wanted: Experienced salesman or saleswoman, salary plus commission. WKNK, Muskegon, Michigan.

**Announcers**

Outstanding, experienced announcer, must be top or do not apply. Excellent pay and open. Give complete details first letter. Georgia reference, Box 508F, B-T.

Florida—Need top-notch pop DJ. Better than average salary with chance to sell and increase your earnings. Start tape. No returnable (non-returnable). Applicants must include references, resume, Box 509F, B-T.

Small Oklahoma station needs experienced announcer with restricted license. Prefer someone of good appearance. You work in a small town and must be willing to do barnyard work. Pay will average about $75 per week. Send complete details, references and photo, Box 512F, B-T.

Remunerative position for good announcer, capable of filling morning shift with increased income. Apply to station, Box 513F, B-T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket. For moving shift in the hunting and fishing paradise of America. Attractive working conditions. No drinkers or bookies. Salary and commission. Send tape, photo, Box 514F, B-T.

Top morning announcer wanted. Want hillbilly or character type. Must be experienced, reliable. ABC Virginia station. Give full details, references in your first letter. Box 515F, B-T.

5 kw southeastern independent needs top-notch announcer. Must be a DJ with good phone presence. First phone preference but not necessary. Send picture, resume. Salary and commission. Send resume, photo to Box 516F, B-T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket. For moving shift in the hunting and fishing paradise of America. Attractive working conditions. No drinkers or bookies. Salary and commission. Send tape, photo, Box 514F, B-T.

Leading midwest clear channel radio station with vfd needs 2 talent announcers. Ability to do adlib show with talent—musicians a must. Staff work with 90% employer-empowered persons need apply. Box 517F, B-T.

Still looking for a good, experienced staff announcer. If you would like to work for one of the most progressive stations in the country, send resume along with a letter telling us all about your experience and qualifications, present and past and a list of references. This is a permanent position for the right man. Also looking for man to handle one of the adjacent states. Send full details to Box 518F, B-T.

Announcer—operate board, first class license desirable, but not required. Excellent pay and open. Contact WACH, KFAX, Pa.

Announcer-engineer, pleasant living conditions, plus good opportunity for advancement. Contact WABC, New York, N. Y.

Announcer: Sincere, friendly personality. Able to run pop, hillbilly or gospel shows. Here's your chance to join popular progressive station. Paid vacation starts, leave. Starting salary and an opportunity upon ability. Rush tape, letter to WACL, Waycross, Georgia.

Need announcers and continuity writer for new 500 watt daytime station. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

Wanted: Announcer for 1000 watt daytime independent. Must know how to work. Field work leave. Leave starting salary and an opportunity upon ability. Rush tape, letter to WALTER, Waycross, Georgia.

Need announcers and continuity writer for new 500 watt daytime station. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

Wanted: Announcer for 1000 watt daytime independent. Must know how to work. Field work leave. Leave starting salary and an opportunity upon ability. Rush tape, letter to WALTER, Waycross, Georgia.

**VALUES FOR SALESMEN**

Well rated concern national in scope. Advertising or intangible experience necessary. Must have your inventory, business of your own with protected territory. Men must be of high caliber, educated and experienced in selling. Must be able to operate in calling on top management. Reference required. 90% renewal year after year.

We have testifying letters from over 80% of our customers. This is a startling feature which is difficult to prove. This is prestige advertising and Public Relations in its most palatable form. We are new setting new territory. Our plan of pay is much better than a draw. If you can outdo the requirements above and will conscientiously work for two years, your renewals will be enough to give you a nice living. We will keep you monthly. W. W. M. B. WAPF, McComb, Miss.

Wanted: 1000 watt, daytime independent. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

Wanted: 1000 watt, daytime independent. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

**Help Wanted**

New 1 kw daytime, alone in good market seeks (1) combo man, (2) newsman, (3) program director who can do anything. Write Bob Nems, WESO, Southbridge, Mass.

We are looking for radio announcer with experience. Excellent pay and open. Good salary and working conditions. Send tape to: C. F. Walker, WEDB, Nashville, Tennessee.


Announcer with training and experience. Must be able to do combination work and operate record. At least 10% of station's license required. Send audition, sample report, references and past experience to: WKWF, Key West, Florida.

Announcer, some experience necessary. All-around ability desired, fringe benefits, state salary, availability in application. WLEC, Sandusky, Ohio.

Staff announcer, interesting job on popular music plus convincing commercials and news. Send tape, resume. WMAS, Springfield, Mass.

No. 1 negro station, WOKJ, Jackson, Miss. Has spot radio, plus television, here's a good chance for a good man. Send tape, references and photo immediately. William Anderson, PD.

Grow with us. New CP for WPVI, Painesville, Ohio. To become part of a national alumni association and I have a special gift for you. Get in with the first 500 new members of WPVI. Write Leonard Visualization, 1221 N. W. 31st Avenue, Portland 8, Oregon.

**Technical**

Studio technical personnel for radio and television operation in midwestern metropolitan area. Good benefits, good experience, education, draft classification, and provides a recent snapshot. Reply Box 482F, B-T.

Engineer to install and service specialized audio and electrical equipment for large terminal and studio facilities. Previous audio and television experience required. Personal history must include no drug ten-year record. Send resume and photo, Box 485F, B-T.


Engineer-announcer, Combination position open. Contact Gene Ackerson, EROW Radio, Alliance, Nebraska.

Immediate opening for chief engineer with pleasing mill make delivery. Liberal salary, KMHT. Marshall, Texas.

Immediate opening for 1st phone (combo) chief engineer at 1000 watt independent daytime. Pleasant working conditions, excellent salary. 2 week paid vacation. Opportunity for advancement. Send resume and tape to KTVY, Brownfield, Texas. No drifters or bantammen.

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. Temporary position until April. WBVR Radio, Boonville, N. Y. Phone 17.

**Programming-Production, Others**

Come make money. Must have experience. Excellent opportunity. Only experienced copywriter to continue make cash registration. Send resume, sample sell material and salary requirements. We're looking for first-class man independent in southern New England. Box 519F, B-T.

Wanted: Gal-Friday experienced in copy and traffic for Florida small town station. Full information first letter. Box 512F, B-T.

**CLASSIFIED ADVERTISEMENTS**

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum * Help Wanted 25¢ per word—$3.00 minimum.

No charge for blind box number. Send box reply to:

BROADCASTING * TELECASTING, 1724 28th St. N. W., Washington 9, D. C.
**Help Wanted**

Newman—combined tv-news department needs experienced, qualified reporter-broadcaster. Prefer with college Journalism degree. Box 572F, B-T.

Girl copywriter for top radio station in top market. Excellent pay for creative producer. Immediate. Send resume, photo and samples. Box 588F, B-T.

Help wanted: Someone to write local news and do part-time announcing shift, prefer married man of 25 or older. Start 8 to 6 hours. Must be from Midwest or south. Box 590F, B-T.


Newman, to gather, write, deliver. Leo Jylha, W3CM, Bay City, Mich.

**Salesmen**

Sales manager-general manager. My own has sold; new owner takes over personally. I am available. Over 10 years experience. Commercial background. Have withholding slips testifying to twelve years am-tv experience. Proven knowledge of $14,000-$18,000 annual earnings. Sales and managerial record substantiated by my own personal and industry personnel. Every consideration, small or large market, held confidential and appreciated. Box 591F, B-T.

Sales manager, metropolitan experience, will organize, train, direct and sell. Guarantee to boost your local and national sales. Box 592F, B-T.


Outstanding sports man and commercial manager now available after 3 years at this location. Have raised revenue of the station more than double. Family man, desires west or northwest. Call Kilgore, Texas 7543.

**Announcers**

Florida—good experienced announcer wants good permanent job. Box 589F, B-T.

Sports announcer desired—play-by-play baseball position for 56 season. Box 589F, B-T.

Versatile announcer, 2 years experience. Desire position with friendly station. Box 589F, B-T.

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 589F, B-T.

Announcer, one year experience; third class ticket; wants small central Georgia, Alabama, Florida. Box 590F, B-T.

Attention: Florida, Georgia and Dixie. Versatile announcer, DJ, sports, experienced. Box 541F, B-T.

Announcer-salesman, mature but progressive, long experience. Sober, hard worker. Have car, family; must earn $10,000 or more. Present employer, Box 546F, B-T.


Negro staff announcer. 27, strong news, DJ. Operate board. Experienced newspaper, public relations, sales. College graduate. Married, veteran. Tape available. Box 548F, B-T.

**Announcers**


Here's the right Negro girl for radio and tv!!! Experienced. Will travel. Box 552F, B-T.

Top Negro DJ. Pops to rhythm and blues. Top commercial. Will work weekends. Tape, photo, data available. Box 556F, B-T.

Recent broadcast school graduate. Good DJ, news, sports, board, tape. Box 557F, B-T.

Announcer—sportscaster, 12 years experience, play-by-play, newscasting, special events. DJ, programming. Box 559F, B-T.


Southeast or North Carolina station wanted by recent graduate of Chicago radio school as staff announcer. Box 576F, B-T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Overstocked experience. Married. Can do news, music and special events. Is $100 per week too much? Box 579F, B-T.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercials. DJ. Available immediately. Box 551F, B-T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 582F, B-T.


Negro DJ, tape excellent references. Walter Bet- ter, 138-30 169th Street, Jamaica, L. I., N. Y.

Experienced all phases. Single, 24, draft exempt. Charlie Doll, 961 Clinton Hoboken. N. J. Box 4-9976.

DJ, sports, versatile, experienced, ambitious, married, vet. Peter Franklin, 1607 Prop Ave., Franklin Square, L. I., N. Y., Floral Park. 2-5808.

Management change, Ray Hayes, disc jockey available. Play-by-play, Fairmont, West Virginia. 5000 evening.


**Radio**

**Help Wanted**

Chief engineer, good practical experience-construction, maintenance-directional and measurements. Box 150F, B-T.

Chief engineer: 11 years experience with kilowatt directional antennas and signal, Prefer Texas. Box 535F, B-T.

Man with PCC 1st phone available for transmitters shift, no announcing. No practical experience. Writie GSE, 812 19th Street, N. W., Washington, D. C.

**Technical**

Newcaster, Local reporter, Play-by-Play. 9 years all phases. Box 597F, B-T.

Combination continuity-sales-local news gal, 12 years experience, in market for radio, tv station looking for lot for their money. References proven talent, speed accuracy, results. Box 562F, B-T.

Experience continuity director, 26, single, currently employed by 5 kw net affiliate in one of nation's 35 largest markets, desires similar position in New England. Also experienced in publicity, programming, traffic. Please state job requirements in reply. Box 484F, B-T.

Top-flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas in local and national awards. I can make your news department one of the best in the nation. Background in other aspects of programming. Will consider combination program-news job. Box 500F, B-T.

Farms director. Experienced farmer. Trained all phases of broadcasting. Excellent references. Box 546F, B-T.

Hawaii: Experienced disc jockey-writer-announcer desires radio job in Islands. Box 579F, B-T.

Top-notch news director and broadcast director desires permanent position with progressive operation. Background includes: Newspaper reporting-public relations—nine years radio-tv. Full details-photo and tape on request. Box 580F, B-T.
TELEVISION
Help Wanted—(Cont’d)

Technical

Needed at once, transmitter engineer, 1st class license. Also, radio engineer, experienced in maintenance work. Contact Les Dunn, KTTR, Denver, Colorado.

Newspaper owned television station has immediately opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurtz, Chief Engineer, KTTR, Peoria, Illinois.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B-T.

Announcer-director, or announcer to learn directing, needed for southwestern three station market. Send full information, photo, availability, salary, experience and photo to Box 545F, B-T.

Merchandising-promotion, Midwest major net affiliate needs experienced, creative promotion manager. Medium market, excellent opportunity. Write Box 354F, B-T.

Situations Wanted

Managerial

Sales manager: Thoroughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 488F, B-T.

Salezmen


Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 532F, B-T.

TELEVISION
Situations Wanted—(Cont’d)

Announcers

Announcer, five years radio-tv all phases. Low pressure, strong on news. Twenty-five and married. Pennsylvania or Ohio. Will work immediately. Available immediately. Box 527F, B-T.

Experienced announcer, who wants to join the team! Boots and camera: weather, news commercials, programming and general production work. Single, young and aggressively desiring aggressive operation. Box 342F, B-T.

Announcer: 1/3 years, college graduate, veteran. At present, free lance tv in 2 billion dollar market. Box 548F, B-T.

Production-Programming, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, producer. Public relations, manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality shows willingness to work and spark that sells. Your inquiry appreciated. Box 312F, B-T.

Tv art director. Presently employed. Over 4 years television experience with reputation for top quality work. Excellent background and training in art and design field. Thorough knowledge of tv production, promotion, and advertising. Experienced as producer-director. Desires wider opportunity and responsibility with first rate, progressive station. Box 528F, B-T.

Program director with over ten years in radio desires television. All sports Details on request. Box 531F, B-T.

Uhf in midwest market leaving air. Highly experienced producer-director, production manager available May 15. 1/3 years in major and medium markets. Remotes, commercial, variety, you name it—I've done it. Own switching or TD. Married. 4-F, prefer mid-South, will consider other. Send for photo and resume. Box 352F, B-T.

Producer, director, cameraman—3 years experience all phases of production. Immediate availability. Box 543F, B-T or call Al Katona, Columbus, Ohio—Exter 1813.

TELEVISION
Situations Wanted—(Cont’d)

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, etcetera. Thorough knowledge and musical background. Excellent community service record. Full documentation and highest references available. Box 568F, B-T.

Have gray flannel suit and . . . will travel to position with future . . . directory announcer . . . ten years radio and television. Box 599F, B-T.

Tv director-producer. Seven years major N.Y.C. station. Many credits. Excellent references. Box 586F, B-T.

2 1/2 years all phases tv production. Cameraman, floor manager, director, property man, projectionist, film editing, etc. Excellent references. Salary open. Leonard Mirabel, 4488 Parkchester Road, New York City. T. 78-6855.

FOR SALE

Stations

Need tv chief engineer who likes southwest and will invest moderate amount in new ift being built by successful am. Box 353F, B-T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicago's 8.5 million people. Write Wills Corvins, 2707 North Drake, Chicagor, Illinois.

Mississippi small market priced under $20,000. Alabama single station market priced at $29,737.51 total cost. Florida secondary market $15,000 cash will handle, balance of $25,000 payable over 5 years. Paul H. Chapman, 86 Peachtree, Atlanta.


BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studies, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switches.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBC, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest first. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION

SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 2-7466

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7932

CHICAGO, ILLINOIS . . . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . . 1627 K Street N. W.
RE 7-0342

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BROADCASTING • TELECASTING
FOR SALE

Stations

In negotiating the sale of your radio or TV station, the Norman Company works quietly and confidentially. All details handled personally by Hubert B. Norman or George Norman. Write for listings. Box 354, Davenport, Iowa.

We offer good radio and TV buys throughout the United States. Write: Stoll & Associates, 4650 Melrose, Los Angeles 28, Calif.

Eastern buyers should contact me for good sound buyers in the radio ad TV stations. John F. Parks, 1376 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splashing, squeaky door, car starting, motor idling, car crash, etc. 70 sound effects which bring good buy. 88 and your tape. Offer limited. Send today. All reproduction rights reserved. Not from previous recording or brany service. Send today to Bill Hashbrook, WXYM, 512 Fifth Street, San Bernardino, California.

Various heavy duty RF components for 5kw and 10kw—capacitors, inductors, transformers, change-over switches. Write for complete list, Chief Engineer, WDSM, Dubuque, Iowa.

For sale: Complete 3kw fm equipment consisting of Federal FM transmitter with crystals, 3 kw, 107.7 and 102.8mc, GF frequency-modulation modulation unit, 3 kw, 1700-1720mc, V antenna, 85 feet of 3/4 inch line and fittings, 40 feet of tower, tower and fittings for roof mounting. All of this equipment is in first class condition and almost new appearance. Can be seen in operation. A generous supply of space tubes. Price, $5,000.00 cash. F.O.B. Norton, Virginia. Contact WNYA, Norton, Virginia.

Rooftop Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—and have it from your supplier, and places it in your studio, transmitter and office on your premises. No immediate payment—meet your specific requirements. Rentals paid under leases drawn as recommended by FCC are tax deductible. For full information for your attorney, tax counsel and yourself, write, write to Gene O'Fallon & Sons, Inc., channel 2, TV building, 5500 Lincoln Street, Denver, Colorado. Kakespeare 4-5011.

3 Presto 4N recorders and amplifiers. 3 Magnecorder PT 8's many items priced for quick sale. write Northwestered Recording, Inc., 411 S. W. 12th Street, Portland.

Radio studio equipment: 1 Radiotone RA 16 dual disc cutter, and playback with radio in portable case. 1-DuKane 11AT7 tape recorder. 1-Sengsh 200E magnetic record player. 2-65 Bud Gray Racks—original crates. 1-Amplex 450 tape reproducer. 2-414 chrome M. speakers. Bargain Phone Craft Company, 427 No. Euclid Street, St. Louis, Missouri.


Call letter items: Jewelry, ear plates, plate plates, lapel pins, celluloid buttons, ash trays, bumper strips, etc. All books on broadcasting and telecasting: Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Station wanted in southeast with cash requirements not too high. Station does not have to be making money. Reputable individual buyer. Reply Box 471F, B-T.

Wanted—fulltime radio station—southwest—operating in the 30-60,000. Oklahoma City.

I currently have over 500 active buyers interested in buying stations in the south. Can help you: Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.


WANTED TO SELL

Equipemenh

All equipment necessary for 250 watt am operation—tower to turntables. Box 470F, B-T.

Transcriber—libraries purchased, any service, old or current. Box 485F, B-T.

Wanted: UHF transmitter for low channels 1kw. Also tower, antenna and accessories. Box 555F, B-T.

Used equipment. 1 kw uhf transmitter, duplexing equipment, 3 kw transmission line and antenna to operate on channel 27. Must be in good operating condition. Box 592F, B-T.

Wanted: Used Magnecorder and amplifier, models PTT-AH and PTT-J. Good working order, KLOH, Pipestone, Minnesota.

Needed immediately used Klieg baby spots with or without barn doors. KSBW-TV, P.O. Box 1601, Salinas, California.

Need 250 watt transmitter and a self supporting tower from 150 to 250 in height. Advise Gene Newman, Radio Station WEZB, Tutwiler, Hotel, Birmingham, Alabama.


Wanted: Used 5 or 10 kw fm transmitter—console—freq, meter, monitor. Want excellent equipment only. Haan Hi-Fi, 1655 W. 79th St., Chicago, Ill. Aberdeen 4-4200.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For further write Grantham Schools, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.


FCC first class license. After ten years successfully in the industry for their first class radiotelephone operators license, this same course is now available to you. Write the Don Martin School, Ext. Div., 1553 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted—Salesmen

Radio and Television Group Ownership

Nused

ACTIVE FILE OF TOP-FLIGHT SALESMEN

If you have been in your present position three years or longer, send letter, photo and complete resume including earnings. Properties include major and smaller markets in East.

Box 272F, B-T

WANTED

Radio Top-flight salemen — Radio and TV for Johnstown-Altoona area of Pennsylvania. Must have proven record of selling. Send full details to Box 587F, B-T

WFTL

FT. LAUDERDALE, FLA.

Opening for 2 salesmen with proven record in Sales Management's #1 city. Not interested in announcers, engineers or combo men. We want salesmen!

Contact

Bob Bowles, General Manager

COPYWRITER WANTED

Production-Programming, Others

Ready to start March 15 or sooner. Must have experience and take charge of Copy Department. Write good sound copy that sells—Salary open for right person. Send all information to:

Walt Teich
KOEL
Oelwein, Iowa

Situations Wanted

MANAGER


Box 545F, B-W

February 27, 1956 — Page 131
**RADIO**

**Situations Wanted**

Cont'd'd

**Manager**

Hard selling manager wants to invest and operate radio properly midwest. Experienced all phases. Cash available. Write Box 567F, B+.

**ATTENTION OWNERS AND GENERAL MANAGERS**

If you need a top-flight right hand man to supervise internal station operation we have available March 1 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copying, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work, excellent character and credit references available. Leaving our employ due to change.

RCA tape recorders.

**EQUIPMENT WANTED**

Agency and manager wants to carry national networks in Christison, Illinois, listed.

Wanted—manager wants to carry National networks.

**APPLICATION AMENDED**

WGRG-Altoona, Pa.—Seeks assignment of license to Triangle Publications Inc. Acquisition of control has been approved; present application is for corporate change only.

**Hearing Cases . . .**

**INITIAL DECISIONS**

Hopkins-Edina-St. Louis Park, Minn.—Hearing Examiner Basl P. Cooper issued initial decision looking toward grant of application for renewal of Suburban Inc., for new station to operate on 1000 kc, 1 kw, D, in Hopkins-Edina-St. Louis Park and denial of competing application of Suburban Corp. Action of Feb. 21.


**OTHER ACTIONS**

Hartford, Conn.— FCC denied in its entirety joint petitions of WTNH-TV Hartford, WKNB-TV New Britain, Conn., WHYN-TV and WBLF (TV) both Springfield, Mass., for leave to intervene, for stay or alternative relief, and that portion of petition for reconsideration of Board's decision that was asserted before it in its request of stay or other relief, and that portion of petition for reconsideration of Board's decision that was asserted before it in its request of stay or other relief. Action of Feb. 16.

Polar-Tex.—FCC granted applications of WEEK and WTIV (TV) both Peoria for intervention, condoliation, and opposition. Action of Feb. 16.

**USED EQUIPMENT WANTED**

1 Presto FC 11 Tape Recorder, (chassis only)—no console or carrying case required.

2 Ampex Model 350 C (console type) tape recorders.

2 RCA 70 C turntables.

Station condition and best price on any or all items listed.

Contact: John S. Phillips

WHTN-AM-FM-TV

P. O. # 1700

Huntington, W. Va.

**FOR THE RECORD**

**NARBNA Notifications . . .**

List of changes, proposed changes, and corrections in assignments of Mexican stations mod.

**TELEVISION**

**Situations Wanted**

Production-Programming, Others

Live network show experience. Top rated local shows (THAT SOLD OUT!). Also ad agency and radio background. Young, aggressive, top references. Box 558F, B+.

**FOR SALE**

**Equipment**

**TOWERS**

**FOR SALE**

**Equipment**

**WANTED TO BUY**

**Equipment**

**INSTRUCTION**

**LIST OF CHANGES, PROPOSED CHANGES, AND CORRECTIONS IN ASSIGNMENTS OF MEXICAN STATIONS MOD.**

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**For the Record**

**NARBNA Notifications . . .**

List of changes, proposed changes, and corrections in assignments of Mexican stations mod.
February 20 Applications

Accepted for Filing

CWBQ Sarasota, Fla.—Seeks cp to replace expiring cp which authorized new am to operate on 1220 kc, 256 w.d.

License to Cover Cp

WOAX (TV) Greensboro, N. C.—Seeks license to cover cp which authorized new station.

Modification of Cp

WAEL Mayaguez, P. R.—Seeks mod. of cp (as mod., the transmitter frequency is increased; in addition, station's system for and equipment changes for extension of complete date.

Granted Renewal of License

KGNO Springfield, Mo.—Licensed to operate station.

Modification of License

WJHO Opelika, Ala.—Application for mod. of license to correct noncompliance referred to applicant: name incorrect in first section.

February 21 Applications

Accepted for Filing

KURA Moab, Utah—Seeks mod. of cp (as mod., which authorized new station) for extension of complete date.

License to Cover Cp

WOOD-TV Grand Rapids, Mich.—Seeks license to cover cp which authorized new station.

Renewal of License

KYTO-TV Ontario, Kan.; WHKN (FM) Madison, Wis.; KTVR (TV) Denver, Colo.

February 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

February 17

WFBF-AM-TV Allouez, Pa.—Granted assignment of license to Triangle Publications Inc.

KQCL, Colville, Wash.—Granted authority to sign-off at 6 p.m. each evening beginning April 1 (ch. 2) and February 13 (ch. 3). Following were granted extensions of complete date as shown: KTVF-FM Cleveland, Ohio, 1-26-56; KPHO Glendale, Calif., to 6-1-56; WOFP (TV) Chicago, Ill., to 7-16-56; WHNO-AM, West Palm Beach, Fla., to 9-12-56; WOYV (TV) Richmond, Va., to 1-25-56; WAAB-FM, Mass., to 7-14-56; WKRN-TV Nashville, Tn., to 1-25-56; WTVI-TV Columbus, Ohio, to 1-26-56; WJLN-TV Waukegan, Ill., to 1-26-56; WPTV (TV) West Palm Beach, Fla., to 2-16-56; WTVI (TV) Birmingham, N. Y., to 7-16-56; WACK (AM) Rochester, N. Y., to 7-16-56; WKGK-TV Goodland, Kan., to 7-11-56.

Actions of Feb. 16

KCCO Lawton, Okla.—Granted mod. of cp to change ERP in to coverage shown.

Following were granted extensions of complete date as shown: WDKN-TV Camden, N. J., to 7-16-56; WPTV (TV) Lake Charles, La., to 7-16-56; WINK-TV Binghamton, N. Y., to 7-16-56; WAKR-AM Akron, Ohio, to 10-13-56; WHEL (FM) Wheeling, W. Va., to 7-16-56; WPTV (TV) Ashland, Ky., to 7-16-56; WMCM (TV) Grand Rapids, Mich., to 7-16-56; WLES (TV) Evanston, Ill., to 7-16-56; WRTV (TV) Dayton, Ohio, to 8-16-56; KOCO-TV San Antonio, Tex., to 9-16-56; WTVG (TV) Mansfield, Ohio, to 7-16-56; WGBK-TV New York, N. Y., to 7-16-56; WLAO-LP Lexington, Ky., to 7-16-56.

Actions of Feb. 17

Following were granted extensions of complete date as shown: WFTV (TV) Baltimore, Md., to 7-16-56; WHEC (TV) Rochester, N. Y., to 7-16-56; WTVI (TV) Washington, D. C., to 7-16-56; WNOP-TV Newport, Ky., to 7-16-56; WNKA-TV Lawrenceville, N. J., to 7-16-56; WIKI (TV) Cincinnati, Ohio, to 7-16-56; WKXH (TV) Richmond, Va., to 7-16-56; WPTF (TV) Dallas, N. C., to 7-16-56; WTVI (TV) Pittsburgh, Pa., to 7-16-56; WEL O-LP Elyria, Ohio, to 7-16-56.

Following stations were granted authority to operate by remote control: WIPN St. Peters burg, Fla.; KONG-TV Yakima, Wash.

Actions of Feb. 18

KPIC Roseburg, Ore.—Granted STA to operate voluntarily for 4 weeks ending April 5.

WYZE Atlanta, Ga.—Granted authority to operate voluntarily.

WeGA Newton, Mass.—Granted license for am station.

KSPC (FM) Claremont, Calif.—Granted license for non-commercial fm broadcast station.

KCFM (FM) St. Louis, Mo.—Granted license to cover cp which authorized a new station.

KRCG Clifton, Ariz.—Granted cp to replace expiring cp which authorized new am on 1450 kc, 175 w.

KOMU-TV Des Moines, Iowa.—Granted cp to cover station which authorized changes in antenna.

WFXU Waupaca, Wis.—Granted mod. of cp to change name of permittee Dorothy J. Laird trust.

WFWV (TV) Tupelo, Miss.—Granted cp to cover the station to which authorized changes in antenna and other equipment changes.

WHYC (FM) Buffalo, N. Y.—Granted cp to modify station.

WTOH (TV) Toledo, Ohio, to 7-16-56; WNPC-TV Wausau, Wis., to 7-16-56; WQTW (FM) Muncie, Ind., to 7-16-56; WQCV (TV) Allentown, Pa., to 7-16-56; WJZ (TV) Philadelphia, Pa., to 7-16-56; WFTV (TV) Sanford, Fla., to 7-16-56; WTVI (TV) West Palm Beach, Fla., to 7-16-56; WKBW Television, Buffalo, N. Y., to 7-16-56; WBZ (TV) Boston, Mass., to 7-16-56; WDIV (TV) Detroit, Mich., to 7-16-56.

Following were granted extensions of complete date as shown: WFTV (TV) Miami, Fla., to 16-56; WTVI (TV) Fort Lauderdale, Fla., to 16-56; WFTV (TV) West Palm Beach, Fla., to 16-56; WTVI (TV) Columbus, Ohio, to 16-56; Wubo-TV (TV) Rutland, Pa., to 16-56; WATF (TV) Danville, Va., to 16-56; WBIR-TV Knoxville, Tenn., to 16-56.

KMAP Fresno, Calif.—Granted authority to operate by remote control from 1812 F. S.

WHEN-TV Buffalo, N. Y.—Granted cp to change ERP in to coverage shown.

Programming decisions shown: WERE-TV Cleveland, Ohio, to 7-16-56; WACA- TV Camden, S. C., to 7-16-56; WWAL (TV) New Haven, Conn., to 7-16-56; WOLA (TV) Atlanta, Ga., to 9-16-56; WAZL-TV Hazel ton, Pa., to 7-16-56; WFTV (TV) Danville, Va., to 7-16-56; WBRD-TV Detroit, Mich., to 7-16-56; WATL-TV Atlanta, Ga., to 7-16-56.

Action of Feb. 9

WAAT-FM Newark, N. J.—Granted authority to operate by remote control from Belleville Turnpike, Kearny, N. J.

UPCOMING

February 27-March 1: Senate Interstate & Foreign Commerce Committee receives hearings in Investigation of TV Networks and Unfair Problems.

February 27: House Antitrust Subcommittee on monopolies.

February 27: RAB Clinic, Miami.

February 28: RAB Clinic, Jacksonville, Fla.

February 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Birmingham, Ala.

March 1: Broadcasting Bureau, Business Meeting & Competitive Display, Drake Hotel, Chicago.

March 2: RAB Clinic, Easter Buffet, Shoreham Hotel, Washington.


March 5: RAB Clinic, Nashville.

March 6: RAB Clinic, New York.

March 7: Broadcasters’ Club, Chicago.

March 8: RAB Clinic, Houston.

March 9: RAB Clinic, Dallas.


March 12: RAB Clinic, Burlington, Va.

March 12-13: Broadcasters’ Club, Boston.

March 14: RAB Clinic, Pittsburgh.


March 15: RAB Clinic, Rochester, N. Y.

March 16: Broadcasters’ Club, Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. of TV & Broadcasters Hotel Statler, Cleveland.

March 16: RAB Clinic, Schenectady, N. Y.

March 16-17: West Virginia Broadcasters Assn., Murihue Hotel, Wheeling.

March 18: RAB Clinic, Williamsburg.


March 26: RAB Clinic, Minneapolis.

March 27: RAB Clinic, Milwaukee.


March 22: RAB Clinic, Detroit.

March 24-25: Broadcasters’ Assn., Hotel Marion, Little Rock.

March 25: RAB Clinic, Tulsa, Okla.

March 26-28: Canadian Assn. of Radio & TV Broadcasters, Royal York Hotel, Toronto.
The Unheard Voice

Among the more commendable enterprises with which U. S. broadcasters have been identified is the annual Voice of Democracy contest for high school students.

In the nine years the contest has been held, several million youngsters have written several billion words in praise of American freedoms and responsibilities. To judge by the appearance in Washington last week of the four national winners of the latest contest, U. S. youth has a clear idea of what democracy is all about.

We are not so sure about their elders, particularly some of their elders who are engaged in broadcasting.

While the youngsters whom they had sponsored were discussing freedom and responsibility last week, many broadcasters were ignoring both. They were still paying no attention to a piece of pending legislation which would give them considerably more freedom than they now enjoy in the presentation of political candidates on news and discussion programs.

Pending before Congress is an amendment which would modify the political broadcasting law to the extent of permitting broadcasters to use candidates on news and discussion programs without having to offer equal facilities to all other candidates. It is a sensible amendment and would do much, if passed, to elevate the stature of radio and television as news media. So far, however, only CBS, which originated the amendment, and NBC have supported it publicly. Except for a handful who have supported it in private correspondence, the rest of the broadcasters in America haven't done a thing to advance the proposal. Some of them, it now becomes evident, are actually hoping it won't pass; they fear the removal of government regulation which is a handy thing to subside for the purpose of editorial coverage.

The fears of the fearful appear less substantial every day. The longer the broadcasters remain silent, the less chance there is for passage of the amendment. As matters stand now, the probability is that U. S. radio and television will go through another major election year without having to use their own discretion. They will have ceded their editorial judgment to a government law and will have postponed their maturity as news media that much longer. It would pay more attention to the speeches and less to the promotional results of the next Voice of Democracy contest.

Markets, Probes & Megacycles

After a dismal start, the Senate Commerce Committee inquiry into the nation's television woes gives signs of beginning to get somewhere. Both the legislators and the FCC are learning that there is more to the problem than who killed the uhf cock-robin, and indeed that uhf is still very much alive and essential in fashioning nationwide competitive tv.

The biggest single discovery, after many months of wringing of hands and fighting the phantom battle of conversions, is that there just aren't a sufficient number of competitive stations in most of the first 100 markets, intermixed or otherwise. The FCC learned it by ringing door bells at advertising agencies, station representatives and networks in New York. And the committee, which understands economics and is weak on allocations, in the words of its chairman, Sen. Warren G. Magnuson (D-Wash.), has reached the conclusion that it isn't how many stations but how many can live.

They are beginning to think in terms of an economic allocation as well as a technical one. The suggestion tossed in by Comr. John Doerfer on a given station in a given multiple market be restricted to a single network affiliation, with other affiliations to go to competitive stations, whether uhf or vhf, appeared to ring a bell on the committee. His "one network to a customer" approach, all other things equal, registered because there is the general feeling that the economic key—at this stage—is the availability of adequate network service.

The seeming emergence of the hearings from a state of disorganized confusion can be ascribed to work at the staff level. With only a few weeks of indoctrination and no prior experience in broadcasting, young Kenneth A. Cox, the committee's majority counsel, took over questioning last week. His start was shaky, but he had done his home-work. He demonstrated a good grasp of the intricacies of tv. At his elbow was Nicholas Zapple, the Senate's communications expert.

It is perhaps too much to expect legislation in 1956—an election year—if, indeed, legislation is needed. Congress wants to quit in July to mend fences back home. But between now and then, the committee can give guidance to the FCC by exposing its views.

Out of the hearings, to date, has come the realization that a dual uhf-vhf allocation must be maintained if there is to be what Comr. Rosel H. Hyde describes as "comparable, competitive" service. The veteran commissioner, drawing on a quarter-century in Federal regulation—10 of those years as a commissioner—has carried the big load in the inquiry. He has given the Senate committee a concise, coherent course in elementary allocations and economics.

In the days ahead, the committee will hear testimony from government and private entities. All of the accumulation of indictments, real and imagined, will be aired. These burning issues principally will involve the networks. The list, turned over to the FCC at last week's hearings, include "possible anti-trust implications" of option time; network ownership of both radio and tv, and their ownership of stations; national spot representation by networks; multiple ownership, and coaxial cable and microwave tariffs—harking back to the Plotkin and Jones reports of the last season.

The questions are there and should be ventilated. Otherwise, they will haunt the business of television broadcasting and the FCC forevermore. There are signs that the inquiry will be kept within manageable limits, and that the committee will let the FCC complete its own network study, phase by phase, rather than duplicate the job at the taxpayers' expense.

Toward a More Perfect Union

There was something extraordinarily significant about the meeting in Washington last week of the presidents of 43 state broadcasters' associations with the officials and staff of the NARTB. It was a sort of miniature congress of broadcasters—a meeting of the duly-elected representatives of the broadcasters of the several states with their "federal" or "executive" coordinate in Washington.

Both sides benefited. The state presidents learned at first hand the problems of regulation and legislation in Washington. And NARTB president Harold E. Fellows and his executive staff were indoctrinated in the grass-roots vagaries of the art and the business of broadcasting. There is no official tie, since the state associations are not signatory to NARTB. The mutuality of interest, however, is there.

The day may come when the state association heads will constitute a "house of delegates" to the NARTB, perhaps bound to it by something more than a mutuality of interest. The business of broadcasting is growing. It is closer to the people than any other pursuit, and more sensitive to their wishes. In order to effect a more perfect broadcast union, the day of a federation of associations will come. The nucleus will be found in the present NARTB, which is functioning more effectively than any of its predecessors, and in the continued progress and growth of the state associations.

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