After years of experimentation, Alexander Graham Bell proved in a matter of seconds that it was possible to transmit a human voice through a thin electric wire. The telephone became a reality.

Today, to successfully voice the merits of your product, to move merchandise most anywhere, 60 seconds is all it takes on Spot Radio.

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

60 Seconds—or less is all it takes to sell them with the right, bright buy—Spot Radio.
This is a picture of the Midwest's leading TV saleswoman at work

Proof

These typical results for KVTV "Open House" advertisers.

590 requests from 1 announcement

An offer of a free crystal butter dish for Roberts Dairy brought 590 phone calls and mail requests from only one announcement.

250% sales increase

On two quarter hour programs a week, Jan Voss convinces homemakers that "It's Fun to Sew." The sponsor, Fabric Center of Sioux City, says 1955 sales of Necchi sewing machines were 250% better than 1954.

Inquiry cost, only 11.39¢

Jan asked her loyal viewers to send 50¢ and a Gloss-tex label for a handy garment bag. Results by the bagful brought cost per inquiry down to 11.39¢. (Average across the nation, 32.06¢.)

Toni gets response from 52 cities

For the Toni Company Jan offered a booklet entitled "Beauty on a Budget." Just one announcement brought 136 requests from 52 cities in three states.

100% sales increase

The L'Trio Dressing Co. bought one-minute participations on "Open House." During the first month of the campaign, L'Trio sales were up 400% over the same month a year previous.

So who doesn't have a success story to tell? Sure, any station can point with pride to productive promotions. But exceptional successes are the rule—every day—on KVTV's "Open House." Why not put the Midwest's leading TV saleswoman to work selling your product in the rich Sioux City market? Your Katz man can tell you about availabilities.

Jan Voss, hostess on Sioux City's KVTV "Open House"—Monday thru Friday, 1:00 to 1:30 p.m.
TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

108,000 unduplicated CBS-TV homes

WTHI-TV channel 10

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO
On March 18, 1949, pioneering WGAL-TV telecast its first programs... thereby making it possible for those in its viewing area to enjoy television for the first time. During the seven eventful years which have followed, WGAL-TV has continued its pioneering... constantly improving its service and its programming... conscientiously filling the role of public servant for the many communities in the Channel 8 Multi-City Market. WGAL-TV enters its eighth year with a determination to continue pioneering... firmly resolved to give the best television service possible to its viewers and the many communities in which they live.

STEINMAN STATION
Clair McCollough, Pres.

Representatives MEEKER TV, Inc. • New York • Chicago • Los Angeles • San Francisco
WHITNEY BUYING KGUL-TV? Conversations looking toward acquisition of ch. 11 KGUL-TV, Salveston-Houston by J. H. Whitney & Co. for $4 million plus, reportedly are in final stages with agreement likely this week. Paul E. Taft, president and general manager of CBS outlet and 40.5% owner, would continue as directing head (and presumably would re-acquire 10% in new company). Whitney Co., headed by John Hay (Jock) Whitney, brother-in-law of CBS board chairman William S. Paley, owns ch. 6 KTOK (TV) Tulsa, also CBS affiliated, and has investments in community antenna operations. KGUL-TV began operation in 1953 and includes among its minority owners James Stewart, film star.

CAN IT BE COINCIDENCE? Washington observers are speculating whether there is connection between Federal Trade Commissioner Lowell Mason's headline-grabbing speech against radio-tv commercials last week (story, page 28) and fact this present term on FTC expires in five months. Like FCC members, FTC commissioners serve seven-year terms. Mr. Mason's expires Sept. 23 this year. He already has accepted two more speaking engagements for April and May.

DAVID J. MAHONEY, president and treasurer of New York and Hollywood agency bearing his name, is resigning to become president of Good Humor Corp. (ice-cream), Brooklyn, N. Y., one of his clients. Agency itself will probably merge with another shortly.

CLOSED ON COMMISSIONS • Because of importance and delicacy of agency compensation problem growing out of AAAA consent decree, Assn. of National Advertisers, at its Spring Meeting in Hot Springs, Va., last week held two closed sessions on subject—one scheduled, other impromptu—at request of members. Effort, said ANA President Paul West, is to "try to let in as much light and avoid as much heat as possible" (story, page 31; editorial, page 112).

WHILE it wasn't openly expressed, feeling prevailed at Assn. of National Advertisers convention that Dept. of Justice-American Assn. of Advertising Agencies decree may slow down tendency of big agencies to get bigger and small ones smaller. Reasoning was that if conventional 15% commission gradually gives way to individually negotiated fees based on agency services rendered, small agencies will be in better position than they are now to bid for and retain accounts.

AGITATION AD HOC • All is not serene on ad hoc engineering committee named by Senate Commerce Committee last June to evolve tv allocations. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman, reportedly favors project involving both engineering and economics to be undertaken by top rate consulting firm (probably MIT) with special fund of $150,000-$200,000. Other members, however, are represented as feeling this would conflict with Senate Committee hearings as well as possibly cut across FCC's own special network study for which it had received $80,000 last year, with additional $141,000 earmarked for this year. Sidney S. Alexander, presumably CBS Inc. economic advisor, on July 1 joins MIT School of Industrial Management.

ANOTHER try being made to get Treasury and Congress to agree on elimination of 10% excise tax on tv, this time on all-band color receivers. Chairman Magnuson (D-Wash.) of Senate Commerce Committee last week reportedly obtained signatures of practically all members of his committee on petition to Treasury Secretary George M. Humphrey advocating removal of excise tax to encourage new color tv industry. This came after testimony of H. Leslie Hoffman, president of RETMA, and of Elver W. Engstrom, RCA senior executive vice president, endorsing tax removal.

IGNORANCE NO DEFENSE • Word from New Hampshire politicians is that not all radio stations have caught up with changes made four years ago in political broadcasting laws. Before New Hampshire primary last week, some stations reportedly tried to charge present rates for paid political broadcasts. As amended in 1952, law stipulates that candidates must be given same rates as commercial advertisers.

JOHN KUCERA, vice president in charge of media, Biow Co., New York, expected to resign in mid-April to join Ted Bates & Co., New York, in executive capacity. Mr. Kucera's departure from Biow Co. is in addition to three other departures—Sal Israel, Madeline Morrison and Isabel V. Ziegler—who joined N. W. Ayer & Son last week (see story page 38).

NO DULL BOYS • It's tentative yet, but NBC is drawing plans for a gala convention of all its affiliates, radio and tv, at Boca Raton, Fla., next December. It's understood affiliates will be approached shortly for reaction to proposal for combined work-play conclave Dec. 12-16. Plush Boca also was setting of NBC's last convention spectacular, held in late November 1951 in observance of NBC's 25th anniversary but marred by discordant problems that officials hope will be missing this time. This year's will mark NBC's 30th anniversary. There would be separate sessions for radio and tv, with business primarily limited to first two days and weekend left free. Planners are thinking in terms of capacity turnout of about 600 persons, including affiliate wives.

ALTHOUGH it has not been officially announced, WBBM Chicago has been gravitating more and more in recent weeks toward music and news format in local programming similar to that of independent WIND. Trend has been more noticeable on weekend Mal Bellairs' program, which CBS odo radio outlet conceived as Chicago-type Monitor or service project. Rest of week, stress is on live music.

SHIFT IN CHICAGO? Oft-recurring report ABC Radio is thinking of shifting its Chicago affiliation from WLS to WGN gained additional credence last week. It's understood members of network's stations relations department last Tuesday discussed possibility of agreement with Frank P. Schreiber, vice president and manager of WGN Inc. (WGN-AM-TV). Matter reportedly has been referred to J. Howard Wood, president of WGN Inc. Whether fact WGN is stockholder in MBS, with which it has been affiliated for years, would hamper any eventual negotiations was not immediately ascertained.

EASTMAN Kodak through J. Walter Thompson Co., New York, understood to be talking to other networks as well as NBC in hope of bettering its present time on NBC-TV. Advertiser currently sponsors Screen Director's Playhouse Wednesday at 8:30 p.m. EST. If new time is not available, firm may retain present period but change program format for fall presentation.

MOTORIST NETWORK • Pitched at heavy east-west traffic on U. S. Rt. 66 between California and Midwest, Rt. 66 Radio Network is under organization by Newton T. Bass, president, Apple Valley Range and KAVR Apple Valley, Calif., and John Charles Thomas, KAVR executive vice president. Plan points up new advertising potentials of growing automobile radios.
No matter who asks the question in OMAHA the answer is KOWH

44.7%—that's the average share of audience Hooper (January-February) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Likewise Trendex. KOWH has placed first in audience year after year... consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH OMAHA

Mid-Continent Broadcasting Company
President: Todd Storz

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

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.
ELEVATION of Hubbell Robinson Jr. and Merle S. Jones to CBS-TV executive vice presi-
dencies in which they will divide responsibilities for all areas of network's operation is be-
nounced today (Mon.) by CBS-TV President J. L. Van Volkenburg, who said move is di-
cated by network's growth.

Mr. Robinson, vice president in charge of network programs, will retain "entire broad area of programming" under his direction. All other departments will report to Mr. Jones, who has been vice president in charge of CBS-owned tv stations and general services. Messrs. Jones and Robinson both will continue to report to Mr. Van Volkenburg. They also will continue their present responsibilities in addition to the expanded assignments.

Mr. Robinson joins CBS Inc. in July 1947 as vice president and program director. When tv and radio operations were separated in July 1951 he became CBS-TV vice president in charge of network programs. Before joining CBS he had been vice president and radio di-
rector for Young & Rubicam, with ABC as vice president and program director, and with Foote, Cone & Belding as vice president in charge of radio.

Mr. Jones started with CBS in 1936 as as-
sistant to general manager of KMOX St. Louis, became head of western division office of CBS Radio sales in Chicago in 1937, went back to KMOX as general manager same year, left KMOX and CBS in 1944 to join Cowles Broad-
casting Co. as vice president and general man-
ger of WOL Washington, and returned CBS in July 1947 as general manager of WCCO Minneapolis-St. Paul. He was general manager of CBS-owned KNX Los Angeles and Colum-
bia Pacific Network from September 1949 to January 1951, when he was given additional responsibilities in charge of KNXT (TV) Los Angeles.

L'Heureux Says He Was 'Quoted Out of Context'

ROBERT D. L'HEUREUX, assistant to FCC Chairman George C. McConnaughey, said Fri-
day he was "quoted out of context" by Rep. Joe L. Evins (D-Tenn.) in statement released Thursday by Rep. Evins as chairman of sub-
committee of House Small Business Commit-
tee (see story, page 27).

Mr. L'Heureux denied he told Rep. Evins in March 8 conference that networks had power to have FCC personnel hired and fired. He said he gave Rep. Evins "normal explanation" of why FCC is reluctant to release to public staff opinions or interoffice memoranda affect-

ing FCC decisions: that public knowledge of such information might lead to outside "pres-
ure." Thus, he said, such staff personnel would not feel free to give their honest opinions.

He said FCC as federal regulatory agency doesn't fear such pressures and that protec-
tion of staff members from outside interference is "sound policy" to keep agency independent.

Chairman McConnaughey, who was quoted by Rep. Evins as having said he was powerless to hire and fire FCC personnel, could not be reached for comment by B&T's press time.

OARTB Elects Officers

NEW OFFICERS of Ohio Assn. of Radio &
Tv Broadcasters were elected Friday at Cleve-
land meeting (early story page 62). They are:
President J. L. (Dutch) Bowden, WKBW-AM-
TV Youngstown; Vice President for Radio
Hubbard Hood, WKRC Cincinnati; Vice Presi-
dent for TV Ward Quail, WLWT (TV) Cin-
cinnati, and Directors John D. Kelly, WJW
Cleveland, and Robert Mack, WIMA Lima. Regis-
tration reached 80 despite five-inch snow-
storm.

ROBINSON, JONES: CBS-TV EXEC. V. P.'S

Senator Group to Probe

Daylight Time Problems

APPOINTMENT of three-man special subcom-
mittee to study problems of daylight broad-
casting was announced Friday by Chairman
John J. Sparkman (D-Ala.) of Senate Small
Business Committee.

Subcommittee is headed by Sen. John F.
Kennedy (D-Mass.) and includes Sens. Wayne
Morse (D-Or.) and Andrew F. Schoeppel
(R-Kan.). Sen. Sparkman said small daytimers have complained restrictions on their hours make it "impossible for them to render ade-
quate services" to respective communities. He said number of complaints has been large enough to justify special subcommittee to study problem.

Sen. Kennedy said more than 900 am sta-
tions are limited by FCC to daytime operation, with their channels used at night by fulltime stations. He said complaints are that "favored position" of fulltime stations makes effective advertising by small businessmen "impossible."

These limitations are based on rules set 30 years ago when there were only "handful" of stations, he said, and subcommittee wants to find if public interest requires extension of daytimers' present hours. He said FCC, day-
time, fulltime and clear channel representatives will be invited to testify.

Maizlish Buys KPAL

SALE of KPAL Palm Springs, Calif., by Desert
Radio &Tv Co. for $70,000 to Harry Maizlish,
president, KFWB Hollywood, and Gregson
Bautcer, Beverly Hills attorney, announced Fri-
day subject to FCC approval. KPAL president
is Florence P. Raley.

• BUSINESS BRIEFLY

RADICAL FOR GOETZ • Goetz Brewing Co.,
St. Joseph, Mo., through Compton Adv., N. Y.,
placing spot announcement radio campaign
starting early in April in some markets and to-
day (Mon.) in others. Length of contract is
26 to 39 weeks. Approximately 60 stations in
Midwest will be used.

SPOT SUPPLEMENT • To supplement tele-
vision network advertising during peak sales
periods of spring and summer, General Foods
Corp., Post Cereals Div., Battle Creek, Mich.,
is set to launch extensive tv spot campaign in 48
markets in Southwest and Midwest on April 1.
Agency: Benton & Bowles, N. Y.

LOCAL TO NATIONAL • Sponsored by success-
of advertising on WATV (TV) N.Y., J. C.,
March 12, Pico Novelty Co., distributor of
Klik-Klak toys, planning nationwide spot an-
ouncement campaign using live commercials
on children's programs. Scope of campaign not
determined, but it is planned to use metropolitan
and smaller markets. Agency: Ovesey &
Straus, N. Y.

BABY OIL BUYING • Menken Co., Morris-
town, N. J., for its baby oil summer suntan
lotion, planning summer spot announce-
ment campaign to start June 1 and run for 9
to 13 weeks in eight major cities. Grey Adv.,
N. Y., is agency.

DUAL DRIVE • Shulton Products (toiletries),
N. Y., planning two series of radio spot an-
nouncement campaigns; one to start April 16
for 26 weeks in 33 markets, using five an-
nouncements per week, and other to start at
end of May for eight weeks using 10 to 12
spots per weekend (Fri., Sat., Sun. only) in 21
markets. Wesley Assoc., N. Y., is agency.

BIG PUSH FOR JELLO • General Foods
(Jello), N. Y., buying saturation radio spot an-
nouncement campaign to break May 1 and run
for five weeks, using 25 spots per week on each
station bought in 79 markets. Young & Rubi-
cam, N. Y., is agency.

SIMONIZ SPOTS • Simoniz Co., Chicago, for
its auto wax, placing radio spot announcement
campaign for about 10 weeks in mid-April in
several markets. Sullivan, Stauffer, Colwell &
Bayles, N. Y., is agency.

LAXATIVE CAMPAIGN • Union Phar-
macetical Co. (Saraka Powder, laxative), N. Y.,
placing radio spot announcement campaign in top
20 markets starting May 1 for six weeks. Grey
Adv., N. Y., is agency.

PAINT PURCHASE • Carbola Chemical Co.
(Carbola paints), Natural Bridge, N. Y., buying
radio spot announcement campaign in 32 mar-
kets, starting early in April in southern area
and early in May in others. Contract runs 10
weeks. Four television stations also will be
used. J. M. Mathes Inc., N. Y., is agency.

VIM CONSIDERING • Lever Bros., N. Y., for
Vim (powder detergent), considering radio spot
campaign to break—if approved—mid-April in
about dozen markets. Sullivan, Stauffer, Col-
well & Bayles, N. Y., is agency.

March 19, 1956 • Page 7
Box Score of a Great NEW Battery!

LEADERSHIP
Quarter Hours . . . 6 p.m. to 12 midnight

<table>
<thead>
<tr>
<th></th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>WOW TV</td>
<td>16</td>
<td>22</td>
<td>12</td>
<td>13</td>
<td>20</td>
<td>17</td>
<td>22</td>
<td>122</td>
</tr>
<tr>
<td>OTHER</td>
<td>8</td>
<td>2</td>
<td>12</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>46</td>
</tr>
</tbody>
</table>

Omaha Telepulse Survey, Jan., 1956 (7 counties: Iowa & Nebraska)
WOW-TV "Bats Six for Seven" and is tied the seventh day in the important 6 p.m.—12 midnight segment throughout the week.

OTHER JANUARY TELEPULSE "SCORES"

<table>
<thead>
<tr>
<th></th>
<th>WOW TV</th>
<th>OTHER STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Quarter Hours</td>
<td>193</td>
<td>97</td>
</tr>
<tr>
<td>TOTAL Rating Points</td>
<td>5,486.5</td>
<td>4,958.0</td>
</tr>
<tr>
<td>TOP Fifteen Shows</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>

Your Blair-TV man or Fred Ebener, WOW-TV, will give you more detailed information about the January Telepulse, in which WOW-TV virtually "shuts-out" the opposition.

FRANK P. FOGARTY, Vice President & General Manager
Excise on All-Channel Sets Should Be Killed—Hoffman

RETMA President H. Leslie Hoffman asked that 10% federal excise tax on all-channel TV receivers be removed in testimony at Friday session of Senate Commerce Committee's probe of network-allocations problem (early story, page 66).

Mr. Hoffman, also president of Hoffman Electronics Corp. (tv set producer) and board chairman of KOVR (TV) Stockton, Calif. (ch. 13), said 4.5 million or 15.8% of 28.2 million tv sets produced since debut of uhf are uhf-equipped. He cited that uhf outlet was filed with total of 8.5 million or 22% of tv sets now in use. He said proportion of uhf-vhf set production to vhf rose to 28% in late 1953, but declined to 13% in 1955.

Mr. Hoffman said excise tax had been removed from uhf-vhf sets two years ago some 13 million more all-channel sets now would be in hands of public.

R. T. Johnson, international president, National Assn. of Broadcast Employees & Technicians, criticized sale and re-sale of station licenses as against "home-town" tv, with seller taking capital gains advantages and buyer raising price of his commodity to recoup large investment.

He said FCC encourages "wide-open trafficking of tv licenses" and lowering of license qualifications after first sale of station. This also increases control by national advertisers through multiple ownership and higher rates, he said.

Network aspects of Senate Commerce Committee's inquiry will be heard next Monday through Wednesday (March 26-28) when network spokesmen and others testify.

Second Group in Running For Birmingham Uhf Grant

SOME may say uhf is dying, but it looks as if ch. 42 in Birmingham, Ala., has come prize worthy fighting for. On Friday, second application for that uhf outlet was filed with FCC — by Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Application came three weeks after first application for that frequency by Birmingham TV Corp. (Harry & Emie Balaban theatre interests) [B&T, March 5]. Winston-Salem application seeks 8.32 kw visual power, 916 ft. antenna above average terrain, plans to spend $202,471 building and $200,000 operating. Winston-Salem also holds grant for ch. 29 WTVT (TV) Richmond, Va., owns WSAM-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va. Balaban interests have 50% of ch. 39 WTVQ (TV) Rockford, Ill., and 34% of ch. 20 WJICS (TV) Springfield, Ill. Birmingham has three stations on air: ch. 6 WBRC-TV, ch. 10 WBIQ (TV) (non-commercial-educational), and ch. 13 WABT (TV). Outstanding is grant for ch. 48 WJLN-TV.

PRM, C&C Tv May Merge Motion Picture Libraries

POSSIBILITY of merger between companies holding tv rights to largest and second largest motion picture blocks loomed as PRM Inc. and C&C Super Tv Corp. conducted negotiations in Miami last week that reportedly no agreement had been reached.

PRM, Canadian-American holding company in which Elliot Hyman, president of Associated Artists Productions, New York, is investor and guiding figure, explored feasibility of joining with C&C group, headed by Matthew Fox. PRM acquired Warner Bros. library of 750 sound features, 100 silent features and 1,500 assorted cartoons and short subjects for $21 million several weeks ago [B&T, March 5]. C&C Super Tv Corp. obtained rights to RKO's 650 feature films, plus assorted cartoons and short subjects, for $15.2 million, last January [B&T, Jan. 6].

Officials would not confirm that merger had been discussed. Mr. Fox said he had conferred with Mr. Hyman on "variety of subjects related to the tv industry," but would not pin-point area of discussion. He stated flatly that no contract was signed, since close to both firms told B&T Friday that consolidation of film libraries had been discussed.

On top of merger report, PRM announced Friday it has appointed Associated Artists Productions as distributor of Warner Bros. library. AAP has begun extensive sales and advertising campaign to sell library, sending telegrams to tv stations, agencies and station representative companies, advising them of availability of films.

NBC Reports Partial Sales Of Political, Grid Packages

ORDERS for partial sponsorships of two big NBC packages — political conventions and election night coverage, and National Collegiate Athletic Assn. football telecasts — reported Friday by NBC authorities. They said Sunbeam Broadcasting Corp. had signed for one-fourth sponsorship of approximately $5 million political package and tentatively ordered one-fourth of NBC-TV's NCAA football coverage, and that RCA had tentatively ordered one-fourth of conventions-election coverage. NBC-TV has acquired rights to eight national telecasts in NCAA program and hopes to acquire, as last year, rights to five regional telecasts. For one-fourth sponsorship of 13-game package its price is understood to be about $930,000. Agency for Sunbeam is Perrin-Paus, Chicago; for RCA, Kenyon & Eckhardt, N. Y.

UPCOMING


March 26: Central Broadcasters Assn., Hotel Marion, Little Rock.

For other Upcomings, see page 111.

PEOPLE

A. B. BROWNE, account executive, MacLaren Adv. Co. Ltd., Montreal, and T. RUSSELL HAUGLAND, senior account executive, Cockfield, Brown & Co. Ltd., Montreal, to Kenyon & Eckhardt, Montreal, as manager and account executive, respectively.


ALAN BEAUMONT, program manager, NBC Central Div., transferred to NBC New York Division of Home shows effective April 23. He has been in Central Div. for past three years.

RICHARD B. BAKER, sports director, WSAI Cincinnati, appointed director of operations.

SHERMAN K. ELLIS, chairman of board, Raymond R. Morgan Co., Hollywood, has resigned, effective April 1.

HERBERT O. NELSON, head of own S. F. agency, elected vice-president of Campbell-Ewald Co., S. F. Campbell-Ewald absorbs Nelson agency with Rancho Soup Co. and Fipic Perrelli Canning Co. accounts.

MBS, Affiliates to Confer On New Contract Today

NEW AFFILIATION contract plan due to be submitted by MBS officials to 14-man Mutual Advisory Co. existing telecasting opening today (Mon.) in Hot Springs, Ark., Mutual officials said Friday. They did not divulge details of proposal, except to say it was not expected to be so radical as 1953 plan (which affiliates finally rejected), whereby among other things, network option time would have been almost halved and affiliate compensation for carrying network commercial shows would have been part in programs for local sale rather than in money [B&T, July 6, 1953, et seq].

Kops Heads Conn. Assn.

DANIEL W. KOPS, general manager, WAVZ New Haven, was elected president of Connecticut Broadcasters Assn. at second annual meeting of group, held at Cheshire, Conn. He succeeds J. Maxim Ryder, manager of WBRY Waterbury. Other new officers: Charles Bell, WNLC New London; G. R. Noll, New Britain; and John S. Hatch, WBIS Bristol, secretary-treasurer. Newly elected directors: Gerald J. Morey, WNLC New London; G. R. Noll, New Britain; and Eric C. Laughlin, WBAI New Haven.

Franklin M. Doolittle, president, WDRC Hartford, was presented plaque for pioneering efforts in radio.

Local 47 Revolt May Top AFM Intl. Board Agenda

PROSPECT that anti-Petrelli revolt at Hollywood AFM Local 47 will be on agenda of March 27 meeting of AFM International Executive Board in New York appeared Friday as special IEB panel on West Coast announced completion of on scene investigation (early story, page 98). Panel said amended charges have been filed against Cecil F. Reed and other anti-Petrelli leaders at Local 47, with trial expected in early April in New York or Chicago. Local 47 board, controlled by Reed faction, Friday afternoon ordered March 26 membership trial of its recording secretary, Maury Paul, Petrelli supporter. Read spokesman told B&T no trial of Financial Secretary G. R. Hennon planned "until we see how he comes along." Mr. Hennon is Petrelli backer.
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Manufacturing 93
Networks 91
Open Mike 18
Our Respects 20
Personnel Relations 49
Political Broadcasting 49
Professional Services 92
Programs & Promotion 99
Program Service 89
Stations 79
Trade Assns. 56
mighty magnet

in the Motor City... and all Southeastern Michigan

WJBK-TV

CHANNEL 2 DETROIT

Drawing sales for advertisers from 1,600,000 TV homes with all the power of 100,000 watts, 1,057-foot tower, commanding Channel 2 dial position...

Pulling greater sales volume with the greater audiences, night and day, attracted by top CBS and local programming... No. 1 in both Pulse and ARB.

Attracting the nation's leading advertisers who buy on the basis of proved results... in the nation's fifth market.

In Detroit, CHANNEL 2 IS THE SPOT FOR YOU!
Hit 'em where they live

NO SELLING CAMPAIGN
IS COMPLETE WITHOUT THE WBC STATIONS

Support the Ad Council Campaigns
Your market is moving! Census figures show that suburbs have grown seven times as fast as cities during the past five years. Unless you go out there after them you’re likely to miss up to half of your market—and the big-spending half, at that.

That’s why you need the big 50,000 watt WBC radio stations. WBC stations go far beyond the city limits. WBC stations have the power, the programs, the coverage, the audience. They save you the trouble and expense of buying three or four other stations to do the job one of them will do for you. Talk it over, soon, with Alexander W. “Bink” Dannenbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, New York. Or call your nearest WBC station.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KOKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KOKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.
IN REVIEW

RICHARD III

LAURENCE OLIVIER'S production of Shakespeare's "Richard III" is a motion picture masterpiece, and its American premiere March 11 on NBC-TV can well be described as the most successful union to date of television and the film industry. If perhaps some of the spectacle (in particular the final battle scenes) was lost in the reduction of the work to the tv screen, this loss was more than compensated by the dramatic impact of the more intimate passages.

As the villainous nobleman who by his twisted machinations wins for himself the throne of England, Sir Laurence Olivier even surpasses the fine portrayals of his previous major film excursions into Shakespeare—"Henry V" and "Hamlet," and other members of the cast, including such skilled performers as Ralph Richardson, John Gielgud, Cedric Hardwicke and Claire Bloom, offer brilliant support.

A special vote of thanks must go to the sponsors of the television showing for a minimum of carefully placed commercials and for voting the major part of one of them to an entertaining talk by Dr. Frank Baxter, Shakespearean authority and wit, on the England of Richard's day.

Production costs: Approximately $300,000. Sponsored by United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac Divs. of the General Motors Corp., through various agencies on NBC-TV, Sunday, March 11, 2:30-5:30 p.m. EST.

Cast: Laurence Olivier, Ralph Richardson, John Gielgud, Cedric Hardwicke, Claire Bloom, Helen Haye, Pamela Brown.

Producer-Director: Sir Laurence Olivier; associate director: Anthony Bushell; music by: Sir William Walton; played by: the Royal Philharmonic Orchestra; conducted by: Muir Mathieson; production supervisor: John Gosage; production manager: Jack Martin.

MIDDLE EAST REPORT

AT THOUGH interesting and informative, See It Now's latest 90-minute journalistic effort bent over so far to be fair that it lost its balance.

Obviously, a problem which has been building for over 5,000 years cannot be adequately analyzed in so short a time, but it is the credit of Messrs. Murrow and Smith that they made at least a small, provocative attempt.

However, one might have gotten the idea that the Arab-Israel struggle, the subject of the reporting effort by Edward R. Murrow (covering Israel), and Howard K. Smith (CBS European news chief covering Egypt for this program), was strictly a fight between Egyptians and Israelis rather than between the young Jewish state and half-a-dozen Arab countries.

Even though Egypt's population of 22 million comprises about half the potential Arab protagonists (Israel's population: 1.8 million), Jordan's crack British-trained and supplied Arab Legion and oil-rich, lawless Arabia (land area three times that of Texas) are not to be taken lightly. See It Now barely mentioned them.

This particular issue of SIN (as CBS affectionately calls it) should have had more "rest periods" to give the viewer a chance to digest the rather heavy material.

Production costs: Approximately $55,000. Sustaining on CBS-TV, Tuesday, Mar. 13, 8:30-10 p.m. EST.


THE TWISTED CROSS

ONE REASON that Project '20's "The Twisted Cross" surpassed in scope and body the efforts spent on its first production, "Nightmare in Red," but have been that the producers had more material to work with—90 million feet of film, to be exact (BFT, March 12). Given this staggering footage and five years of time in which to properly distill it, the team that gave us Victory at Sea and "Three-Two-One Zero" effectively telescoped 25 years of German history into a scant 53 minutes. That they managed to accomplish this feat and still remain historically true is remarkable in itself.

Starting out with the end of World War II—birth of the NSDAP Party in the gutters of Munich and ending in its fiery 1945 Gotterdammerung in the rubble of Berlin, the hour-long film was essentially a potpourri of official film shot during that period.

Narration, by Alexander Scourby, and musical scoring, by Robert Russell Bennett, helped to frame this bloody canvas and lend more than just credence to Hitler's 1935 boast: "Give me 10 years and you will not recognize the face of Germany."


Producer: Howard Plisky, editors: Donald Hyatt, Mr. Salomon; ass't. producer: Mr. Hyatt; film editor: Isaac Kleinerman; ass't. film editor: Silvio P'Alia; research staff: Daniel Jones, Mel Stuart, Judith Greene; score: Robert Russell Bennett; narrator: Alexander Scourby.

HIGH TOR

IF ANYTHING was proved by the March 10 musical version of Maxwell Anderson's "High Tor" on Ford Star Jubilee, it was that someone was mistaken in his judgment of what is satisfying entertainment. But seeing this puzzler did lead to research that proved once more the bowl of the actual television production.

The dazed viewer went to the neighborhood library to find out what the fuss about "High Tor" was all about. The library catalog, 10, 9:30-11:00 p.m. EST. Friday, March 10, 9:30-11:00 p.m. EST. Stars: Bing Crosby, Nancy Olson, Julie Andrews, Everett Sloane, Hans Conried, Lloyd Corrigan and John Picard.

Director: James Nelson; Producer: Arthur Schwartz; Based on Maxwell Anderson's play; "High Tor"; tv script: Maxwell Anderson and John Monks Jr.; music: Arthur Schwartz; lyrics: Maxwell Anderson; art director: Robert Tyler Lee.
Pulse *Proves
WWVA TOP MAN
on the VOTEM POLL

1st In LISTENING AUDIENCE in this 43-county survey: Triple the listeners of the next area station!

1st In EACH OF 504 PROGRAM PERIODS morning, afternoon and night, seven days a week!

1st In the sky-rocketing Wheeling Metropolitan Market... vibrant with new industry... lusty with buying power!

WWVA SUPREME WHERE 5 MILLION PEOPLE SPEND 5½ BILLION DOLLARS

<table>
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<tr>
<th></th>
<th>MONDAY THRU FRIDAY</th>
<th>SATURDAY</th>
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<td>MORN.</td>
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These counties are the center core of the WWVA coverage territory. You have complete domination with WWVA—ONE Station—ONE Billing PLUS a bonus audience in 29 additional counties.

SALES OFFICES:
NEW YORK: Eldorado 5-7690
- Tom Harker, V.P.
  National Sales Director
- Bob Wood
  National Sales Manager

CHICAGO: Franklin 2-6498
- Paul Evans
  Midwest Radio Sales Mgr.

SAN FRANCISCO: Sutter 1-8689
- Gayle V. Grubb
  Pacific Coast Radio Sales Mgr.

NATIONAL REPRESENTATIVES:
- John Blair & Company

50,000 WATTS • CBS RADIO • 1170 ON THE DIAL
COVERING THE HEART OF INDUSTRIAL AMERICA FROM
WHEELING, W. VA.
WHO REMINDS THEM TO REMEMBER?

13,714 women in an Advertest survey* told us...

On the day they go to supermarkets: Before entering the store, for every 18 shoppers who read magazines, every 55 who watched television, every 81 who read newspapers... 100 shoppers heard radio.

In time spent with all four media on the shopping day: Before entering the store, for every 5 minutes spent with magazines, every 32 minutes with television, every 16 minutes with newspapers... shoppers spent one hour and 10 minutes with radio.

During the hour before they shop: For every 7 shoppers who read magazines, every 50 who watched television, every 21 who read newspapers... 100 heard radio.

Day. Time. Hour. Radio is their favorite pre-shopping companion. Now... where do they listen most?

In the 10 biggest markets, the most popular daytime radio programs† are network programs (71 out of 100). And of these 71 shows, 68 are on the CBS Radio Network!


THE CBS RADIO NETWORK

* 1953 survey in supermarkets in 1 metropolitan area covered by all radio.
† Advertest, Nov-Dec 1953. 10 cities with largest number of metropolitan area families, Sales Management, 1953.
Open Mike

Agencies' Spot Billings

EDITOR:
The article on page 31 of the March 12 B&T ["The Top 25 Agencies in Spot Broadcast Buying"] contains information that is valuable to every agency, advertiser, production firm and station representative. This is the first time that this material has been available. In order to be sure that all of our television and radio stations read this article, we have today ordered extra copies.

You have set a precedent for the industry with this article. Few articles in any trade paper have caused as much agency comment as we have heard in the past two days.

Lloyd George Venard, Pres.
Venard, Bimouli & McConnell
New York

EDITOR:
... This is interesting and I am passing it along to others in this organization.

Walter S. Shelly, Pres.
N. W. Ayer & Son, Philadelphia

SACRAMENTO, CALIFORNIA KCRA-TV

Captain Sacto's

a real spaceship
to the youngsters of
Sacto — a hero worth
an average 16.3 ARB rating* daily
on KCRA-TV. His live program
now runs a full hour
from 6 to 7 p.m.

The Captain will also be a hero to
your clients who want to sell
merchandise in the rich
Sacramento Valley. Ask the
people at Carnation Corn Flakes and
Bosco Milk Amplifier.

They know what a job he's
doing on KCRA-TV.

"The Little Rascals" and
"Crusader Rabbit" films help
Captain Sacto give the younger
set a show that has the
endorsement of every parent.

Put this super-salesman to work
for your clients. Call Petry and
get the full facts on Captain
Sacto participations.

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic Independent
Represented by Edward Petry & Co.

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

Fresh Viewpoint Asked

EDITOR:
... I think B&T could well stand to freshen up its editorial policies—to harmonize with the best and most responsible leaders in this industry, men who know the basis on which this industry can survive—rather than to carry editors of the "leave us alone to do as we wish to do" stripe. Your editorials about what you think the FCC should do about such things as overcommercialism may lull some of the more money-hungry broadcasters into a false sense of security.

George Brooks, News Dir.
KSUR Fairmont, Minn.

Religious Time—Paid or Free?

EDITOR:
We give approximately 3½ hours of air time and production facilities each and every week to the churches of our service area—and have since the day we went on the air. The only control we can possibly exercise is to make all other religious programs commercial. Otherwise: 15 minutes to one group ... in all fair-ness 15 minutes to all other takers.

However, we'll go along when it's written into law that contractors provide free church edifice for each group, power companies free power, etc., on down the line. Also—this will have to be tax supported, so it will have to be on the basis of a state religion, I suppose, and religious groups will require state approval.

This should make it a lot easier for the group referred to—by reducing their communions from 35 to 2 or 3.

The politicians—the churches—everybody wants free time—no strings. As a public service, to keep the U. S. economy right up at the top, why don't all radio and tv stations just grant free time to everybody? Let's be socialistic about this thing—or realistic—preferably a lot easier.

Bob Fouss, Co-Mgr.
KCSR Chadron, Neb.

Credit Lines

EDITOR:
Let's give credit where credit is due.

WTMJ-TV long ago announced 30-second station breaks to replace a combination of 20-seconds and 10-seconds; and let's give credit to Hazel Bishop who was the first advertiser to see the advantage and control this service; then also to Oldenmole and Bulova.

Walter J. Damm, Vice Pres.
WTMJ-TV Milwaukee

[EDITOR'S NOTE: Mr. Damm's letter was evoked by a report (B&T, Feb. 10] of a discussion by executives of CBS Television Spot Sales and CBS-TV owned stations of feasibility of combining a 20-second spot and a 10-second spot into a 30-second break.]

A Real Must

EDITOR:
The 1956 issue of Broadcasting Yearbook—Marketbook came in the morning mail and I've just finished leafing through it. It's really an impressive document.

By way of an endorsement, let me say that the Yearbook is a real must for anybody in the public relations business. It makes my job as a public relations counsel much easier.

Mill Dean Hill
Public Relations Counsel
National Airlines
Washington, D. C.

Thlinget, Too

EDITOR:
Your note page 99 of the Feb. 20 issue relative to United States stations broadcasting regularly in 40 tongues other than English is another indication how truly American is American Broadcasting ... "regardless of race, creed or color."

Does that 40 include the Thlinget (pronounced Klinket with much scraping of the throat) Indian?

KSEW is owned and operated by the Board of National Missions of the Presbyterian Church in the U. S. A. and carries a daily program in the Thlinget tongue plus an Alaska Native Brotherhood newscast on Saturday, also in the native Thlinget language.

The Thlinget Indian is the native Indian of Southeastern Alaska, a very peculiar and distinct ethnic group, unlike any of the others of that race. They hunt bear and deer, fish for salmon and listen to KSEW Sikta's Totem Jambores.

Hendrick Van Dyke, Gen. Mgr.
KSEW Sitka, Alaska

[EDITOR'S NOTE: Thlinget was not included in the B&T list of foreign languages broadcast by U. S. radio stations, published in full, station-by-station with languages used by each, in the 1956 BROADCASTING YEARBOOK-MARKETBOOK. KSEW regretted to return the questionnaire sent in advance of Yearbook publication.]
Another thinly disguised WJR success story

Last spring a WJR advertiser made five announcements offering free maps of Detroit's new expressways. He had 2,387 requests.

He wasn't surprised. After all, since he started on WJR in 1942 his insurance business has increased 800 percent. Any wonder he has renewed for 14 straight years?

Here's what this advertiser gets from WJR, as reported in a survey of radio listening in our area made by Alfred Politz Research, Inc.:

Everyday, roughly 530,000 adults listen to WJR between 7 and 10 a.m.—when this newscast is heard. 242,000 are men. Mostly, they're driving. Drivers buy auto insurance. They listen.

They're a loyal audience, too. That's what Politz found. Why, 42 percent of all the people in the area surveyed (merely part of our area, mind you!) demand their news from WJR. The others have to decide between 196 other stations.

That's why successful advertisers—who move goods fast in Detroit and the Great Lakes market—buy WJR.

The Politz report explains the reasons for their success. Your ad manager probably has a well-thumbed copy. Ask him for it.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network
LUCKY LAGER sells beer to L. A. via KMPC

- Lucky Lager Brewing Company sells more barrels of its fine beer in California than any other brewer. Has for years. In Los Angeles, where nearly half the State lives, Lucky’s nightly 2 1/2-hour “Dance Time” KMPC program has helped it reach a vast swatch of L. A.’s population at a minuscule per-thousand cost.

- You don’t need to be “Lucky” to sell Southern California. Place your schedule on KMPC. Its 50,000-watt coverage, its popular personalities and Music-News-Sports programming, will give you a tremendous entering wedge. Proof? Ask your AM Radio Sales or KMPC representative for success stories and latest ratings.

... If You Want To SELL Southern California ... BUY

KMPC
710 kc LOS ANGELES
50,000 watts days 10,000 watts nights
Gene Autry, President
REPRESENTED NATIONALLY BY AM RADIO SALES CO.

IT IS Owen Saddler’s off-the-cuff observation that, considering the many attributes of the really “good” television station manager, he has “yet to meet one, but I’ll continue by Diogenesian search until I lose my lantern.”

By his own standards, at least, and probably those of much of the industry, Mr. Saddler would seem to qualify eminently. With characteristic modesty, he would be the last to hold the lantern up to himself as executive vice president and general manager of the May Broadcasting Co. (KMTV [TV] Omaha, Neb., and KMA Shenandoah, Iowa).

Mr. Saddler’s early career as an English instructor would seem to belie his practical aptitudes as a broadcaster in a key midwest market now very much excited over color tv. He is credited with a “clean” operation at KMTV, reflecting a basic idealism, an instinct for promotion and showmanship, and a workable public service philosophy.

These qualifications should serve him well in deliberations involving color tv, the Television Code, public service, and myriad other activities in which he has manifested a keen interest.

Owen Leslie Saddler, a native of Wilmington, Del. (born Nov. 6, 1911), claims to have had an uneventful young life with a mixture of legal work, newspaper reporting and an instructorship in English.

As a youth, he labored in the legal confines of E. I. duPont de Nemours from 1930 to 1934, then turned his efforts to the Journal-Every Evening, a Wilmington daily. He attended Bucknell U., where he received his Bachelor of Arts degree and became an English instructor.

Mr. Saddler’s pursuit of the English language as an instructor at Northwestern U., in Evanston (Ill.), where earlier he received his Master of Arts degree, proved to be the social opportunity for his entry as a broadcaster. Earl May, founder of the May Seed Co. and KMA Shenandoah, was casting about for an idea man and trouble-shooter at his pioneer farm radio station. They met while Mr. Saddler was teaching English at Northwestern U. in 1938.

Induced to join KMA as production manager that same year, Mr. Saddler set about to build on the station’s acknowledged reputation for public service activities. By 1940, KMA had taken on additional commerical time commensurate with that of a basic network affiliation.

Two years earlier, it could claim only one network program.

Mr. Saddler was appointed general manager of May Broadcasting in 1945 and KMA “firsts” continued to pile up. The station made headlines with a direct line to the United Nations in San Francisco and sent its farm director to Europe to cover a UNRAA shipment story as part of Mr. Saddler’s concept of what a world-conscious rural station should be.

KMTV (TV) began operation Sept. 1, 1949, after a two-week test period the previous July. KMTV then aired network kinescope and live programs and Mr. Saddler launched a public- and dealer indoctrination campaign that paid rich dividends almost immediately. Mr. Saddler is credited with buying out Omaha’s Municipal Stadium for a “free baseball party,” and with originating a program (Playground Champions) designed to lure “youthsters away from their television sets and into the playground.” The gimmick: much of the competition was televised. The program has been copied in other cities.

Mr. Saddler became executive vice president and general manager of KMTV (TV) and KMA (as well as director of May Broadcasting Co.) in 1950. Under his direction, KMTV pioneered in color television and today claims to be the area’s only outlet completely equipped for tinted tv and the fifth non-network-owned station to maintain two color cameras. Appropriately, KMTV’s “Color Television Center” slogan gained impetus with the affiliation switch to NBC-TV Jan. 1.

Mr. Saddler is as articulate on the TV Code as he is enthusiastic about color and its potentialities. He espouses more “self-control” by stations lest “the power that ancient monarchs despaired to hold” somehow be wrested away by government. KMTV maintains its own code as a supplement to national standards, inviting advertising agency representatives to periodic KMTV staff meetings.

Mr. Saddler is a member of the NBC TV Affiliates Group and belongs to the Iowa Broadcasters Assn. and the Nebraska Broadcasters Assn.

He married the former Elizabeth Rankin. They have three children — Barbara, 15, Tuck, 11, and David, 7—and live in Omaha, although Mr. Saddler divides his time between there and Shenandoah. His hobbies: woodworking, photography and fishing.
Don’t forget the NARTB Convention!
It’s April 15-19 in Chicago.

If you can’t make it, read all about it in the B•T issue of April 23.

Even if you make it, some of the things that happen may be a little bit hazy (!)
So read all about it etc.

But whether you make it or not, your advertisement should be in the April 16th Convention Issue. B•T is read by practically everybody in radio-tv; the Convention Issue is even more so.

Deadline for space reservations: April 2.

Executive and Publication Headquarters, Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
GARLAND CLYDE MISENER

film maker

OVERCROWDING in the aeronautical engineering field and a college job as a projectionist led Garland Clyde Misener to switch to the film field, a decision which James A. Barker, president, Capital Film Labs Inc., Washington, is glad he made.

Mr. Misener joined Capital last January as director of laboratory operations. In addition he is in charge of the planning and execution of an extensive expansion program which will include a considerable increase in printer capacity and the addition of negative-positive color processing facilities.

Upon his graduation from Michigan U. in 1935 with a major in engineering physics, Mr. Misener joined Warner Bros. as a sound engineer, and one year later became a physicist with the Eastman Kodak Research Labs. During World War II, he was in charge of sound recording at the Signal Corps Photographic Center, attaining the rank of major.

He joined Ansco after his Army discharge and was placed in charge of the film company's Hollywood staff. While in Hollywood, he assisted in the introduction of Ansco color and won an Academy of Motion Pictures Arts and Sciences Award for his contribution to the design of the color print scene-tester, now widely used in the motion picture industry.

In 1949 he transferred to the Ansco Div. of General Aniline & Film Co., Binghamton, N.Y., as manager of Professional Motion Picture Services.

During his sophomore year in college, Mr. Misener had to drop out of school because of illness and went to Ft. Worth. While in church there he spotted Miss Ered Day (later to become Mrs. Misener), singing in the choir.

A young looking 46, it is hard to believe he is old enough to be the father of a 22-year-old Colgate senior, Garland Jr. His daughter, Darla, is a high school senior.

He is a fellow and governor of the Society of Motion Picture & Television Engineers, a member of the Optical Society of America, the Photographic Society of America, the Academy of Television Arts & Sciences, the American Society of Cinematographers, the Armed Forces Communications Asn., and Tau Beta Pi, honorary engineering society.

His favorite hobbies are hi-fi music and mobile abstract color patterns related to music. He has built a projector to show mobile changing light patterns with color flowing through them, as suggested by the moods and themes of the music.
TAKE YOUR CHOICE OF SURVEYS

February PULSE—15 out of 15 Top Once A Week Shows

<table>
<thead>
<tr>
<th>Program</th>
<th>Whio</th>
<th>Average Rating</th>
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<tr>
<td>FEB. JAN.</td>
<td></td>
<td>47.8</td>
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<tr>
<td>Phil Silvers</td>
<td>Tuesday</td>
<td>49.2</td>
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<tr>
<td>$64,000 Question</td>
<td>Tuesday</td>
<td>48.3</td>
</tr>
<tr>
<td>Godfrey’s Talent Scouts</td>
<td>Monday</td>
<td>47.3</td>
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<tr>
<td>I Love Lucy</td>
<td>Monday</td>
<td>47.8</td>
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<tr>
<td>Ed Sullivan</td>
<td>Sunday</td>
<td>46.6</td>
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<td>Red Skelton</td>
<td>Tuesday</td>
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<tr>
<td>Navy Log</td>
<td>Tuesday</td>
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<td>Climax</td>
<td>Thursday</td>
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<td>Our Miss Brooks</td>
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<td>Godfrey &amp; His Friends</td>
<td>Wednesday</td>
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<td>Burns and Allen</td>
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<td>Mama</td>
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<tr>
<td>Alfred Hitchcock</td>
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February ARB—10 out of Top 10 Shows

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<td>FEB. JAN.</td>
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<td>I Love Lucy</td>
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<td>Ed Sullivan</td>
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<td>$64,000 Question</td>
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<td>I’ve Got a Secret</td>
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<td>The Millionaire</td>
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<td>Robin Hood</td>
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<td>Navy Log</td>
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February PULSE—5 Local* Shows in Top Ten Multi-Weekly Shows

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<td>WHIO</td>
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<td>Front Page News</td>
<td>WHIO</td>
<td>Mon-Fri.</td>
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<td>Movie Matinee</td>
<td>WHIO</td>
<td>Mon-Fri.</td>
<td>16.0</td>
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<tr>
<td>Tic Toc Shop</td>
<td>WHIO</td>
<td>Mon-Thur.</td>
<td>15.9</td>
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*Also—Patti Page (Nat'l spot)

Search for Tomorrow (CBS)

No denying it, in the great WHIO-TV service area, everybody, but everybody, has eyes and ears for WHIO-TV first. George P. Hollingbery can give you amazing figures about the size, wealth, and set penetration of this great audience. And don’t forget—to reach ‘em and sell ‘em, WHIO-TV is one of America’s great AREA Stations.

Both Say WHIO-TV

Gives You TOP Ratings!

CHANNEL 7 DAYTON, OHIO

One of America's great area stations
Nothing in the syndicated film field approaches the stature or the scope of *Under the Sun*, new series of half-hour programs produced by the TV-Radio Workshop of the Ford Foundation, narrated by Pulitzer prize-winner William Saroyan and consisting of the best of Omnibus plus new subjects. The measure of this distinguished new series may be taken from the track record set by Omnibus. Twenty-nine major awards including a Peabody. More favorable critical comment than any other regularly-scheduled program. Sponsors like
J. P. Stevens & Co., Nash-Kelvinator, Aluminium Ltd., Scott Paper Co., Greyhound, Remington Rand. And a roster of authors and stars unparalleled in broadcasting history, thanks to the program resources available to the Ford Foundation Workshop.

Inheriting all these built-up, built-in values from the parent series, Under the Sun presents a truly rare opportunity for the sponsor who wants to sell goods... and goodwill. Get complete details and an audition print from CBS TELEVISION FILM SALES, INC.

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Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas and Atlanta. In Canada: S. W. Caldwell Ltd.
The top NETWORK PROGRAM
The first 15 all on WISH-TV

The top SYNDICATED FILM PROGRAM
Amos 'n Andy

The top FEATURE FILM PROGRAM
The Saturday Late Show

The top CHILDREN'S PROGRAM
Sgt. Preston of the Yukon

The top PUBLIC SERVICE SHOW
Ask Your Doctor

The top LOCAL NEWS PROGRAM
Vince Leonard 11 p.m. News

The top COUNTRY MUSIC PROGRAM
Grand Ole Opry

The top FARM PROGRAM
Farm and Home

See the Bolling Company for availabilities

WISH-TV
channel 8
RCA-NBC, CBS CONTROL FCC, CONGRESSMAN EVINS CHARGES

House Small Business Subcommittee subpoenas firms to produce all correspondence with FCC since Jan. 1, 1953, sets hearing for Tuesday. Accusations came after conference with top Commission officials at which, congressman says:

- McConnaughey called himself 'weakest' federal chairman
- Without authority even to hire or fire personnel
- Aide L'Heureux voiced fears of industry reprisals
- And said networks could cause firing of FCC staffers

RCA-NBC and CBS Inc. were accused last week by a House subcommittee of "controlling FCC policies" through "intimidation" of Commission personnel. Simultaneously, the congressional group issued subpoenas calling on NBC and its parent organization and CBS to appear at a hearing tomorrow (Tuesday) morning with records of all their respective communications with the FCC since Jan. 1, 1953.

Acting on complaints he said were confirmed by FCC Chairman George C. McConnaughey and two FCC assistants, Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee of the House Small Business Committee, subpoenaed the network organizations to appear with records of all their communications with the FCC — written and oral — for the past 37 months.

Rep. Evins stated that in a recent conference with Mr. McConnaughey the FCC chief described himself as perhaps the "weakest" chairman of any among federal regulatory agencies in his powers over personnel and establishment of policy. "He insisted that he did not have even the power to hire and fire," Rep. Evins declared.

The Tennessee Democrat said Chairman McConnaughey, his recently-appointed assistant, Robert D. L'Heureux, and FCC General Counsel Warren E. Baker, "let their voices to information previously received by the House Small Business Committee relating to control over the staff of the FCC." Any such control or degree of undue influence by the networks on FCC policies "would appear to adversely affect small business and be contrary to the public policy and the law," he said.

In his statement released late Thursday, Rep. Evins said at the same conference Mr. L'Heureux "indicated fear of reprisal from members of the industry which FCC is supposed to be regulating." He said Mr. L'Heureux told him that name of FCC staff personnel "who prepared specific memoranda should not be divulged because if their names were known in instances where they had taken positions unfavorable to the networks, the networks would see to it such staff personnel were fired."

Rep. Evins presumably referred to answers being supplied by the FCC to a questionnaire sent to the agency by the congressional subcommittee several weeks ago [BT, Jan. 30, 23].

"These allegations to the FCC to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation," Rep. Evins said.

"Therefore, I have issued subpoenas as one of the steps in our resumption of hearings in this continuing investigation of regulatory agencies and in an effort to serve the interests of the public and small business."

The subpoenas issued Thursday to the respective secretaries of RCA-NBC and CBS Inc., John Q. Cannon and Julius F. Brauner, called for (1) all records relating to any matter before the FCC for adjudication or consideration since Jan. 1, 1953, and (2) all records concerning employment of persons by the FCC, from the same date. Both written and oral records were requested.

One network executive told BT Thursday evening such a request involves a "truckload" of material.

A similar reaction came from the FCC upon its receipt of the lengthy questionnaire from the Evins subcommittee several weeks ago — one FCC executive declaring: "If they really want this information in this form, we'll have to close up shop for six months." The question-

EMBARRASSING QUESTIONS POP UP ON HILL

FETTERED?
FCC chairman allegedly told Rep. Evins law prevents him from hiring, firing staff, hence sorely restricts his authority over that federal agency.

Mr. McConnaughey

FEARFUL?
FCC legislative liaison man reportedly said networks would see to it FCC staffers were fired if their anti-network positions became known.

Mr. L'Heureux
FLOOD OF ADVERSE COMMENT HITS RADIO-TV COMMERCIALS

○ FTC commissioner predicts congressional investigation
○ McConnaughey tells broadcasters to clean house
○ Brooklyn D. A. puts 24-hour watch on ‘bait’ advertising
○ Congressman laces broadcasters for loud commercials

Radio and television took it on the chin last week as a host of orators, writers and just plain folks attacked the industry over the air. The object of the tumult and the shouting? Overcommercialization. Advertising abuses some called it; false and fraudulent commercials, others taunted.

Even the decals of advertising spots came in for a scolding. And, tv commercials came in for blame (or praise, depending on how you look at it) in two national quarters: Dental cavities and, allegedly, as drivers, driving people back to the doctors.

It was just one month after the first attacks on the purported overcommercialization of radio and tv (BT, Feb. 27, 6) that the second round got its sound. Last week, radio and tv took a battering from the following:

○ Federal Trade Commissioner Lowell Mason. Mr. Mason, in a righteous, highly-articulate speech predicted that the FTC would be called upon by Congress to investigate the whole area of radio and tv advertising “abuses.” This will entail monitoring, he said.

○ FCC Chairman George C. McConnaughey. Mr. McConnaughey warned, as he has warned before, that broadcasters must clean their own house or Congress will legislate.

○ Sen. Kings County (N. Y.) District Attorney Edward S. Silver. Mr. Silver disclosed that he had set up a battery of radio and tv receivers to monitor round the clock advertising on the air in his territory. He got a “sweepy” copy. Offenders will be prosecuted, he said.

○ Rep. Craig Hosmer (R-Calif.), Mr. Hosmer complained to the FCC about “loud commercials.”

○ Jerry Wald, Columbia Pictures vice president. Mr. Wald believes that overcommercialization, and “unintended entertainment” are sending people back to cinema playhouses.

○ Dr. William W. Demeritt Jr., Chapel Hill, N. C., dentist. Dr. Demeritt blamed the attractiveness of tv commercials in behalf of sugar-laden soft drinks and confectons for the mounting incidence of youngster’s dental cavities.

○ "On the horizon is a slashing attack of "crime and violence" on tv scheduled for the April issues of the Reader's Digest and Parent's Magazine and a series on radio-tv's advertising "abuses" by Edward I. Mowery, New York Herald Tribune special writer.

The latest assault on broadcasting opened early in February when Sens. Warren G. Magnuson (D-Wash.) and A. Mike Monroney (D-Okla.) queried FCC Chairman McConnaughey on what Sen. Magnuson called “false and fraudulent” advertising (BT, Feb. 6).

It continued two weeks later with admonitions raised by FCC Comrs. McConnaughey and Lowell Mason (BT, Feb. 27).

Even before that the battle was joined by Rep. John W. Heeselton (R-Mass.), who has sponsored a bill (HR 3741) to give the FCC power to require program-commercial time ratios.

Combat has appeared within the FCC: a dozen or more radio stations have had their license renewals held up while the FCC looks into what is alleged to be their program “imbalance.”

Sen. John C. Doerfer and John W. Heeselton have dissented individually in license renewals in two cases, also involving purported program “imbalance.”

The latest incursions were kicked off by FTC Commissioner Lowell Mason in a speech to the Harvard Marketing Club in Cambridge, Mass.

In an interview with Mr. Mowery, Mr. Mason was quoted as stating he would recommend a $1 million expenditure for a “comprehensive” federal monitoring system to “clean it up.”

This was followed by a reported admission by Mr. McConnaughey that a “very definite” possibility existed that the Communications Act to require the FCC to regulate radio and tv programming. Mr. McConnaughey, however, was quoted as saying he feared the worst unless the industry cleans up these abuses committed by a minority of broadcasters.

Mr. Mowery told BT that he was working on a series on fraudulent advertising on the air and that he was struck by the “vulnerability” of radio and tv to these charges. He said he was also impressed by the “accent” of the criticisms on the small operators who apparently were doing most of the “abusing.”

Mr. Mason told BT that Thursday he had received responses from all over the country to his Cambridge talk. All were commendatory, he said. The subject is a “hot one” right now, he said, and the alleged abuses “need attention.” He said there is a groundswell of public protest and that the subject is very much in the consumers’ mind.

Mr. Mason said he got the idea for the subject of his speech while reading about the Senate Commerce Committee’s investigation of advertising. He also said he was the FTC’s liaison member with the Better Business Bureau and that he had asked that organization for examples of advertising abuses to leave his speech.

“A word is like a blank check,” Mr. Mason said. “It doesn’t mean a thing until you endorse it within the context of a sentence.”

He said he may expand on the “unfair acts and practices” theme in two speeches he is scheduled to make. He speaks at Temple U., Philadelphia, April 21, and at the U. of Richmond, Va., May 8.

In referring to his concern with advertising, Mr. Mason declared that the broadcaster has a responsibility for what goes over the air.

The FTC, it was determined, keeps no score on complaints involving the different media. In 1955, it received about 2,500 complaints from the public or from business competitors. Cited were advertising-and many of them involved all media. The FTC has outstanding, a spokesman said, 4,000 orders to cease and desist, 8,000 stipulations; and 2,000 trade practices rules to check compliance with these orders and they check all media. If any one medium can be picked out as the most offensive in advertising abuses, another source declared, it is pulp magazines.

Late in 1954 and in the first half of 1955, bait and switch advertising on the air was attacked by many agencies. These included the Better Business Bureau, a New York grand jury and the Assn. of National Advertisers, among others.

RADIO-TV HUCKSTERISM SET FOR CRACKDOWN—MASON

Prediction that the Federal Trade Commission will be called on to investigate radio-tv advertising and promotion was made last week by senior FTC Commissioner Lowell Mason in a speech to the Harvard Marketing Club in Cambridge, Mass.

In a pungent discussion of advertising abuses on the air—replete with “horrible” examples culled from Better Business Bureau sources—Mr. Mason said that the next session of Congress would direct the FTC to “make an exhaustive survey of that phase of the radio and tv advertising industry bearing exclusively on the advertising and promotional techniques used by broadcasters.

“And I predict this will be an investigation in depth. By that I mean not just a survey of a limited number of broadcast companies. That would give only the effects and not the causes.”

No doubt the basic cause is economic, Mr. Mason deduced. He called attention to what he called the “post-war inflation” in tv stations—from 956 in 1945 to 2,935 in 1955. Fm moved from 140 stations and tv from zero to 465.

“Gone are the days,” he said, “when stations were so few they could sit back and ponder the social benefits to be derived from the advertiser who stood, check-book in hand. The boys with the hard sell look pretty good with their offer to pay off a radio station’s inquiry, basis. It’s a far cry from the way the papers and periodicals sell their space. Can you imagine any well-established daily selling a page and taking its compensation on a PI basis?”

Some stations are careful about the products they handle, Mr. Mason said, “but the natural predisposition is to countenance the promotion that brings in the inquiries, even if it has the capacity and tendency to deceive the public.

“I am inclined to believe the urge to accept this kind of sales talk is less when time and facilities are sold on a straight or card rate basis.”

He questioned the use of commentators in delivering commercials. “What is the impact on commerce,” he asked, “when a commentator implies impartiality and expertise in the endorsement of a product, when neither is true?”

The answer, Mr. Mason believes, will be some method of automatic sanctions. One method, Mr. Mason said, would be to give the FTC full control of the use of the air to advertisers who have been ordered to cease and desist by the FTC.

Referring to advertising abuses on the air as
"huckstering in the home," Mr. Mason said the Better Business Bureau found that the most questionable advertisements on television were caused by promotions of home appliances, used cars, radio and tv sets, music and apparel. Over radio, the most questionable commercials were about home appliances, apparel, home furnishing, jewelry, radios and music, he reported.

In one of his examples, Mr. Mason cited the case of a "mystery tune" promotion for storm windows in an eastern town. A group of BBB members sent in identical letters identifying the tune as "The Star Spangled Banner" (Mr. Mason said he thought the tune was "The Old Folks at Home"). Each of the letter writers received a promotional letter with a $100 discount certificate, Mr. Mason said, informing them that they had guessed the right tune. In addition, the FTC member declared, the BBB member could be bought in for "slightly below" the prices quoted on the air after the so-called discount.

"The American home is being deluged from morning until night with spurious tv-radio advertising claims, gimmicks and the clanging of the shillts," Mr. Mason declared. "With the tremendous force exerted by this merchandising evident, we no longer can assume that the abuses will be corrected some-how, someway, sometime by somebody.

"Viewers and listeners are undoubtedly being bilked of fabulous sums and the industry is letting itself be strangled by the sharpshooters. The actions of the FTC is the only corrective measure." Mr. Mason praised the work of the TV Code Review Board as having accomplished "some good" in cutting down "the bump and grind dolls, leg art, bait advertising and cigarette painting," as far as doing any effective work in preventing the kind of misleading advertising that the Federal Trade Commission could stop if it had the money, I would say the Board works at an extremely low point of visibility."

He chided the Board for not having rescinded the seal for bait and switch advertising. "I doubt if the seal has accomplished anything besides giving a false sense of security to the gullible consumer who sees it in the proximity to some very elusive promotions," he observed.

IT'S TIME TO CLEAN UP

McCONNAUGHEY WARNS

WARNING that pending legislation in Congress to control commercial time on the air is a signal that broadcasters better get busy and clean up their own house was sounded Friday by FCC Chairman George C. McConnaughey.

Mr. McConnaughey delivered this message in a speech before the Ohio Assn. of Radio & TV Broadcasters in Cleveland. His speech was entitled "Licensee Stewardship."

Referring to Federal Trade Commissioner Lowell Mason's observation earlier in the week that he would recommend a $1 million appropriation for a comprehensive FTC monitoring system for all broadcasts (see preceding story), Mr. McConnaughey said:

"If such a bill becomes law, it will be mandatory for the Commission to enforce it. In order to do so, the Commission will be needing, among some program changes, some changes in its rules that shall be applied to all broadcasts. This will also require monitoring. When we get to this point your child is already in juvenile court and sentence has been passed. From then on, he will be under surveillance and his life will be government supervised. I do not want this to happen to the broadcast industry."

Mr. McConnaughey continued:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial programs, that you stress your public service accomplishment and build a record of public service that cannot be successfully challenged. You can not only afford such a program but you cannot afford not to expend it as a crash basis.

The trend seems to be toward overcommercialization. To the prejudice of public service, Mr. McConnaughey said. He disavowed any intent on the part of the FCC to censor programs but called attention recently to the fact that at renewal time the Commission looks to see if the licensee has been operating in the public interest.

The argument has been advanced," Mr. McConnaughey said, "that the regulation of the amount of commercialization is not censorship since it does not impinge on program content. This may be a tenable argument but it has not been adopted by the Commission," he added.

"The fact that such legislation is presently under consideration should be sufficient notice to broadcasters that affirmative action on their part to control it is long past due," Mr. McConnaughey declared.

He cited questions and observations on this subject made by Sens. Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okl.), at the Feb. 7 hearing before the Senate Commerce Committee [BWT, Feb. 13].

Mr. McConnaughey concluded with a recommendation that all broadcasters belong to their state association. "This is imperative for self-discipline in a voluntary association which should be closely knit and sensitive to the problems of all its members," he said.

BROOKLYN D.A. KEEPING 24-HOUR WATCH ON 'BAIT'

As part of a new campaign against so-called "bait advertising" on radio and television, the Kings County D.A. and the Brooklyn office of the BBB has set up a battery of nine television sets and 13 radio receivers in the Rackets Bureau building to monitor the airways for evidence of "fraudulent and misleading advertising."

"The Star Spangled Banner" and "Old Folks at Home," Mr. Monroney's BroadwayMusical, is heard on the major commercial stations in the Brooklyn area. The Kings County office of the BBB was established in the fall of 1954 to combat this type of advertising on radio and tv stations in the Brooklyn area.

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"The Federal Trade Commission’s own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will take the point of view that exists under that law."

"I will not debate the commissioner’s viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don’t believe he is as well informed on this subject as he is on the merits of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either. Most of the broadcasters in the nation, nevertheless, would avoid his analysis if it were possible."

"The Federal Trade Commission’s own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will take the point of view that exists under that law."

Mr. Silver said his office is gathering evidence of such fraudulent practices and will prosecute persons responsible. Mr. Slivers noted that he had called a meeting "about a year ago" of representatives of New York area radio and television stations to obtain their cooperation in eliminating misleading advertising on radio and tv. He said they had promised to police their own industry, but claimed that "these promises have not been carried out.

A spokesman for Mr. Silver told BWT that he could not designate the stations, which in the judgment of the Kings County District Attorney's office, carried "bait" advertising. He declined to specify whether "a few" or "many" radio and tv outlets in the New York area broadcast "fraudulent and misleading" commercials. He also would not reveal if Mr. Silver planned formally to make a report to the FCC on the evidence that is uncovered.

Mr. Silver was critical of the FCC in his formal announcement giving details of the campaign against "pitchmen." He declared:

"Radio and tv stations have been required by the government through the agency of the FCC, which has a real responsibility to the people, not to permit the airwaves to be used to the citizens’ detriment. But their machinery is slow and cumbersome. They are not alert to the situation. In my opinion, they are not doing their job."

Mr. Silver revealed that in the past several months he has been receiving "an increasing number of complaints from Brooklyn residents, indicating they have been taken in by certain on-the-air advertisers." He added that "these victims are in the lower income group and can ill afford to be taxed or overcharged."

As an example of "bait advertising," Mr. Silver cited a radio commercial for storm windows at $7.70 each, with one window free for an order of at least six. He claimed that the commercial stressed "no down payment" and the installment plan of three payments, which Silver would begin paying in installments of 50 cents a week.

Investigations by his office, Mr. Silver continued, disclosed that the purchaser actually signed a contract with a $10 down payment on eight storm windows for a total cost of $435, which, he claimed, was "actually about nine times the price of the advertised product."

Mr. Silver said that 20 members of the racket

FOR FELLOWS CONCOURS ON BAIT ADVERTISING

NARTB's Harold Fellows agreed with FTC Comr. Lowell Mason that bait-switch advertising must be eliminated. He called attention to the incorporation in the TV Code of a provision "adjudging against such advertising, which the association considers fraudulent."

In a statement issued Thursday, Mr. Fellows said he had read Mr. Mason's speech.

He added:

"Inssofar as that portion of his speech is concerned, it might have been made by any official of the National Assn. of Radio & TV Broadcasters. . . . The national association has stated its position with reference to bait-switch advertising and that position is the same as Comr. Mason's: We want to see it eliminated.

"The commissioner err, however, when he states that the Television Code Review Board works at an "extremely low point of visibility."

The Code Board anticipated the commissioner's own indignation about this matter by incorporating it in the Code, within the past year, specific language adjudging against such advertising, which the association considers fraudulent.

"We will not debate the commissioner's viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as he is on the merits of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either. Most of the broadcasters in the nation, nevertheless, would avoid his analysis if it were possible."
DISTRICT ATTORNEY Edward S. Silver (l) of Kings County (Brooklyn) watches his team of racket squad officers monitor New York radio and tv stations for evidence of fraudulent advertising. Mr. Silver threatens prosecution.

squad have been assigned in relays to the monitoring detail on an around-the-clock basis. He warned that prosecutions will begin as soon as recorded evidence is gathered against "commercial frauds and sharp practices." He said his staff already had obtained six convictions for misleading and fraudulent advertising since Jan. 1.

An earlier campaign against "bait advertising" was launched by Mr. Silver in late January 1955 [BT Jan. 31, 1955]. In subsequent weeks, he held meetings with executives of New York area radio and tv stations and was assured by them that stations would cooperate with him in eliminating misleading advertisements from the air.

TURN DOWN COMMERCIALS, REP. HOSMER ADMONISHES

"LOUD" commercials have aroused the ire of Rep. Craig Hosmer (R-Calif.). He wants the FCC to do "whatever needs to be done" to protect radio and tv listeners from the "irritating" and "noxious," the mission's noise.

"LOUD" AND "NOISE" said he with bills, etc. This campaign, Gram, only to be blasted unmercifully, the minister, was already had obtained evidence the rising racket. It is excessive and objectionable.

Robert Walters. The dealer, Jack Tankersley, owner of the defunct Farmer Jack Corp., was convicted earlier on two counts of false advertising after Better Business Bureau testers testified they were not able to buy cars at the low prices advertised. Mr. Tankersley and the firm each were fined $1,000 and the dealer received a six month jail sentence.

"DIGEST" ARTICLE ATTACKS TV 'CRIME,' 'VIOLENCE'

A NEW attack on so-called crime and violence on tv—especially in children's programs—is due to hit the newsstands this week.

It is an article in the April Reader's Digest (due out March 21) entitled "Let's Get Rid of Tele-Violence." The same article is scheduled to appear in the April issue of Parents' Magazine (due out next week). The Digest article is purported to be a reprint of the Parents' Magazine article. Parents' Magazine is understood to hold the copyright. The article was written by Don Wharton, freelance writer, on commission by the Digest, it was understood.

The NARTB's Thad H. Brown, television vice president, in a March 15 letter to tv members, termed the article "vicious" and "one-sided." Basically, Mr. Brown said, it was a rehash of "certain" testimony before the Kefauver subcommittee investigating juvenile delinquency and the report of that subcommittee "taken completely out of context and pointing up only the most negative aspects."

Early this year, Sen. Kefauver's committee issued a report on its findings which expressed the thought that although there was no direct link between radio-tv and juvenile delinquency there was a "causal" relationship [BT, Aug. 29, 1955].

Mr. Brown related that as soon as NARTB learned of the article it sought a meeting with Digest editors. This occurred (with Mr. Brown, Robert K. Richards, NARTB public relations counsel; Edward H. Bronson, tv code director; Joseph M. Sierick Jr., manager, publicity and informational services in attendance), Mr. Brown disclosed, but too late; the April issue already had been printed and bound.

The meeting was amicable, Mr. Brown reported, and the NARTB group pointed out in detail the errors in the article. A presentation in writing is underway, Mr. Brown related, with the hope that the publication will see fit to print the other side of the story.

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ANA DELEGATES ANTICIPATE CONTINUATION OF 15% FEE

Advertisers in convention at Hot Springs, Va., last week expect:
- No disruption in the current pattern of ad buying
- Trend toward broadening of agency marketing services
- Little prospect of a fee-chopping battle among agencies

ADVERTISERS will continue to do business with their agencies and with media on roughly the same 15% fee basis for a long time, despite the Dept. of Justice consent decree, judging by a consensus of major advertisers.

Any talk of an imminent revolution in the way advertising is bought was quickly dispelled last week at the Assn. of National Advertisers spring convention at the Homestead, Hot Springs, Va. Three days of meetings, plus two closed-session huddles devoted to the consent decree, the American Assn. of Advertising Agencies, left these impressions:
- Broadcasters will still get their payments from advertisers minus the traditional 15%, or something close to that figure.
- A trend toward broadening of agency functions into a general marketing service, under way in recent years, will be speeded up by the decree.
- Advertisers aren't going to discourage agencies from collecting their usual 15% from media, but they will willingly pay special service fees above 15% for marketing, research and similar services.
- The fees paid will be based on individual contracts between advertisers, agencies and media. No organized policy is involved, and ANA members won't even discuss the subject openly on a group basis or as spokesmen for their companies. They're not going to get caught in any advertiser consent decree.
- There's no immediate prospect of a cutthroat, fee-chopping battle among agencies. Most advertisers figure the long-time 15% agency payment plan has been satisfactory, in general, but they don't mind paying out of their own pockets for extra agency services of a skilled nature.
- In any case, the nation's economy of abundance is keyed to successful advertising, and the creative services supplied by agencies mustn't be ruined by fee chiseling, advertisers feel.

Summing up the opinions of individual advertisers, after hours of closed-door talking, Edwin W. Ebel, advertising and consumer relations vice president of General Foods Corp. and ANA board chairman, gave these views as panel moderator:
"Advertising has made a major contribution to our enviable economy. Agencies have contributed greatly to advertising and marketing. The commission has provided rewards for agencies where reward is due.

"However, the commission system is no longer immutable either as a practical or ethical matter. Without a compensation system each of us will determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until we are sure we have a better one to take its place."

Paul B. West, ANA president, took part in the panel discussion. With him were Gilbert WelL, ANA general counsel, and Ira Rubel, account and consultant. Other panel members were Don Frost, Bristol-Myers; Fred Bowes, Pitney-Bowes; George E. Mosley, Seagram Distillers Co.; J. B. McLaughlin, Kraft Foods; David F. Beard, Reynolds Metals; Henry Schachter, Lever Bros.; Ralph Winfield, Koppers Co.; and George Frost, Cannon Mills.

ANA members and their guests, totaling over 500, concluded what officials of the association called their most successful spring meeting. Thirty-six new members were present.

While radio and tv were discussed, principal interest centered around the consent decree impact on advertisers. A majority of the formal responsibility of each individual advertiser to determine what kinds of services he will require and get from the agency; to determine what the value of those services performed by the agency is to the company; to determine what price he is willing to pay for such services and on what terms."

And as to agencies, he said, "it will continue to be in the future as it has been in the past, the individual responsibility of each individual agency to determine what kinds of services it will provide its clients and what the scope and character of those services will be; to determine more precisely what the costs of specific services are; at what price and on what terms they will be provided for the client."

Mr. West added, "I believe the advertising business will continue to grow and prosper in the healthy American tradition of free competitive private enterprise and that there are no problems that cannot be solved to best advantage all around by fair dealings between buyer and seller and by good business conduct that will stand examination legally and ethically."

Conceding there is a "profound difference" as a result of the consent decree, Mr. West said it seems clear "the organized national advertising structure" alleged by the Dept. of Justice as having existed since about 1917 is no longer debatable as to its merits or shortcomings, whether on grounds of ethics, or any other grounds. This isn't startling, he said, since in reality the fees paid have been the individual responsibility of media and agency, "and not a responsibility to be defaulted or to be delegated to an organized body."

Only time and custom will determine whether the traditional 15% commission, or discount, continues, he said, adding that time will tell whether any standard commission plan will be maintained voluntarily by voluntary actions of individuals.

Mr. West summed up the advertiser's situation this way:
"It is clearer now than it has been at any time in the past, that the key to the problem of responsible advertising management is in the procedures, and the ways and means now being developed by the ANA's Advertising Management Committee for better planning, better organization, better administration, better measurement. This, I believe, is bound to lead to better agency relations, and this in turn will pave the way to more productive and more profitable advertising."

"In my best judgment, the results of the action of the Dept. of Justice sum up this way: With the experience and resources now available including, of course, your organization, the ANA, any responsible advertising manager..."
should be able to determine with greater clarity and precision than heretofore and from the long range as well as the immediate view, what kinds of services he needs from his agency and a fair estimate of those services are worth to his company. On this basis, the matter of working out a written agreement that will be mutually satisfactory to the company and to the agency will, in due course, I believe, resolve the question of agency compensation.

"The efforts now being made in this direction by leading advertisers and leading agencies hold high promise that the almost critical need of American industry for the full power of creative and effective use of our free enterprise economy on a sound and expanding basis will be met. This, I believe, will be done by agencies working in close cooperation with their clients and that over a period of time there may develop a pattern of agency remuneration that can be more advantageous and more profitable than the old system, for agencies, for media and for advertisers, alike."

ANA has started an advertising management project to work out basic concepts and techniques.

The story of Ban’s (deodorant) successful introduction, backed by radio and television promotion and an extensive newspaper campaign, was told on Thursday by Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co.

"The last, but undoubtedly the most important part of our media structure," he said in outlining the BBDO campaign, "was a rededication of the Corn Flakes Godfrey. Arthur took this product to his bosom and sold as only he can to his daytime television and radio audience, and that he had them, the bit to go out and buy that product."

Nighttime tv—Four Star Playhouse and Alfred Hitchcock Presents—also was used to promote Ban.

The result—"Ban moved in eight months to No. 1. 3 spot in drug sales and Bristol-Myers into leadership in the deodorant field," Mr. Van Nostrand said.

Sudden Change Deported

Speaking on advertising’s ability to introduce automation into marketing, Don C. Miller, vice president of Kenyon & Eckhardt, warned that "no one is advertising, at least as we’ve known it, can be crippled by making "drastic changes in midstream." He noted that tv, magazines and outdoor advertising have fixed parts or long-term commitments.

Elevator of the consent decree discussion, noted the trend toward broadened marketing activity among advertising agencies and added this warning: "Let’s not let our broadened marketing responsibility lessen our awareness of the opportunity to increase the effectiveness of advertising by better advertising, by originality, by greater creativity, by greater believability, by greater persuasiveness, by greater skillful use of media, and let’s not forget the prime requisite of advertising—stick-to.itiveness."

Mr. Ebel reminded advertising men of their "opportunity and responsibility to keep the manufacturer from the sight of a job on the consumer." He said "marketing agencies must keep in mind the long-range advertising point of view as well as the sales short-term point of view. Let’s not lessen our awareness of the major role that consumer advertising plays in marketing."

Giving a "road map" of tv markets, costs and strategies, T. R. Shearer, A. C. Nielsen Co. vice president, compared the merits of exclusive vs. shared sponsorship. He said only 38% of all programs in 1955 were the exclusive property of one sponsor compared to 72%

in the spring of 1953. This involved an increase from 18% to 45% in the number of shared-sponsorship programs and an increase in the number of participating programs.

Mr. Shearer showed how a $300,000 investment in two programs reached 49% more homes than a single program. He said summer ratings are 67% of the peak winter ratings and edited re-runs made these programs which more than offset any loss in audience.

Program competition is rough, he said, with only 47% of the programs that appeared during the 1954-55 season still on the air—a mortality rate of 53% in one year. With each successive year on the air, the chances for survival increase, he said, and 91% of the programs that survived from 1951 through the 1954-55 season were also on the air during the 1955-56 season.

In a series of charts, he showed the motion of the tv audience. One example showed that from 8:25 to 8:35 p.m., in a multi-network area, over 6 million homes (18%) changed networks. An hour later, one network lost 7 million homes in 10 minutes, with a second network picking up over 6 million of these homes.

"You should make big business decisions on one or two ratings," Mr. Shearer warned. "The nature of tv is such and the nature of the living habits of the people is such that the first rating of the season or the last one before renewal time means little." He said extreme swings in the ratings due to unusual circumstances are a trait of tv which must be recognized.

"The last rating and the fast rating properly represent the show the house count-the-house side of your business," he said. "But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program." About 75% of all homes have tv sets, Mr. Shearer said, with ownership ranging from 53% in the South to 86% in the Northeast; by county size from 55% in the C and D (smaller) counties to 97% in the A (larger) counties.

He compared different ways of using spots and programs to reach the highest proportion of homes or special types of audiences. In one case, he said, seven time programs in four weeks covered 21 million homes, or over 90% of the tv homes, and 11.4 minutes of commercial time were delivered to the average home.

Gerald Light, advertising-sales promotion director of CBS-Columbia, said the company’s "soft-sell" advertising technique has helped the brand’s position "from the all-other brands spot on the survey sheets to within the top 10 in areas where the sets are distributed." He said that in New York the brand moved from 30th to sixth or seventh position in three years.

Explaining that soft-sell or like-able-sell ads are more believable than the opposite type, he said "people seldom are moved by an ad that lacks the quality of natural courtesy. Even though we have the effective personal selling of the Godfrees, Garry Moores, Garroways and the Steve Sweeters of television who lecture, orate, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise." He criticized the use of "ad-ese" jargon such as "never before, quick satisfying relief, now at last, yes you too and amazing new way."

ABC supplied talent for the ANA dinner Thursday with Paul Whiteman’s orchestra; Joan Holloway, dancer; Don Adams, comedian; Blackstone, magician, and Bill Hayes, singer.

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**Stay Abreast of Media, Cone Tells Delegates**

Agency head, in talk before Assn. of National Advertisers, calls for more creativity on part of radio and tv in the battle for consumer attention.

MODERN ADVERTISING must keep pace with modern media and living habits in the changing American economy, Fairfax Cone, president of Foote, Cone & Belding, told the Assn. of National Advertisers Wednesday at Hot Springs, Va.

Bulky seven-pound Sunday newspapers and advertising-jammed magazines complicate the problem of appealing through the print media, he said, and radio-tv face increasing demands on the public’s time.

Mr. Cone revealed his concepts of radio and tv listening and viewing as he called for more creativity in the battle for consumer attention. As to radio’s special appeal, he said that on television a person can command "its greatest attention when people are doing something else—men are shaving or dressing or driving to work or home again and women are doing their housework."

During a period when we knew that the American public mastered the business of reading and listening to the radio at the very same time. They also learned to talk while they listen and the children learn to study with the radio on full blast."

On the other hand, the demands of television are different, he said.

"While it has proved entirely feasible to have your eyes on one thing and your ears tuned to something else, as you are reading and listening to the radio with multi-dollar buying and selecting and rejecting, no such division and selection and rejection by the minute is possible in television."

Mr. Cone asked rhetorically "if tv sets are lost as a potential for printed advertising when the sets are on?" He discussed the advertiser’s problem this way:

"Since most tv sets operate during most of the time between dinner and bedtime in most television homes, reading time for magazines and newspapers can only be at a new low.

The answer to the advertiser’s dilemma, someone might say, is to increase his time on television. But television costs make this obvious answer really no answer at all.

As you know, one-half hour at nighttime on a national network on alternate weeks costs a minimum of $2 million a year, and it is moving up. Not everyone can afford such advertising expenditure, and even if everyone could there is a little matter of time. There isn’t any more. Just now the problem of getting a message through on television is only slightly less than it is in print.

"To be sure, the television experience of any minute is practically total. The audience for any program-integrated commercial is largely captive and demonstrative commercials or even the sets entertaining commercials, have a point to get through. However, if there is a station
covering MOST OF MARYLAND
... and then some!

The map tells the story...
area includes more than 2,500,000 homes
It's WMAR-TV for COVERAGE and SELLING POWER

The WMAR-TV story means a lot of things to a lot of people...
To the viewer it means 'Lucy, Edward R. Murrow, Ed Sullivan and First Run Film Theater of the Air' to mention only a few.
To WMAR-TV's advertisers, it means Baltimore's biggest audience.
Here are the Nielsen Report figures for December, 1955, showing total station shares based on quarter-hour homes reached in the NSI area by Baltimore stations in one week between 6 A.M. and midnight:

WMAR-TV .................41.1%
Station B ....................34.2%
Station C ....................25.6%

ARB Reports for the month of October, 1955, through January, 1956, show WMAR-TV consistently carried 8 or more of the top 10 programs viewed in Baltimore:

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<th>October</th>
<th>November</th>
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<td>10</td>
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<td>Station B</td>
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<td>Station C</td>
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PLUS... Off the Map Coverage
WMAR-TV's signal goes clear off the map reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it's "Added Potential" for WMAR-TV advertisers. That PLUS audience which includes most of Maryland's rich farm country has a buying potential on a par with the per household potential in Baltimore.

Merchandising and Promotion
WMAR-TV services bring your product to meet the seller through intense coverage of a quality market, continuing leadership of Baltimore's top programs (national and local), active merchandising and promotion, and complete technical facilities—studio, film (including color film) and remote.

In Maryland Most People Watch WMAR-TV

MARCH 19, 1956 * PAGE 33
1049 Ft. Tower

that's the maximum tower height in the rich market of Richmond

Petersburg and Central Virginia

The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain... more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President
Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.
break schedule, as most of them are, with two spots between a closing program commercial and the next show’s opening advertisement, this makes the job a little bit harder.

The plain fact seems to be that advertising on television faces a difficult job of penetration with a difference only in degree—and I am afraid this is a diminishing degree—from magazines and newspapers.

Mr. Cone said both the tv and print media face the job of maintaining advertising penetration as people lead busier lives and develop new interests. This calls for greater creativity.

"When it comes to print," he said, "we are faced with jam-packed publications on the one hand and the same gradual lengthening of time available for perusal on the other. Before the advent of broadcasting we mostly competed in print for interest. Today our competition is for time. Just as we seek to make memorable points in our allotted time on television, we must get the time itself in print. Never before have promises had to be made so fast, so bright, so clear."

‘We’ll Continue to Pay 15%’, Time Inc. Tells Agencies

THE 15% commission system got the renewed blessing of Time Inc., last week.

Howard Black, executive vice president, sent letters to a number of agencies, expressing the following views:

"We feel that at the present time it is desirable for us to affirm the present basis of our relationship with you as an advertising agency with which we have been doing business and with which we propose to continue to do business.

"This letter is to inform you that we want to continue to do business with your agency. This action on our part is for the purpose of stating once again our belief in the advertising agencies we are now doing business with and with our payment of 15% discount to them.

"We have always recognized that an advertising agency renders very important and vital services to us as publishers. Because of these services, we will continue to give those agencies with which we do business the standard 15% discount from card rates. These services the advertising agency renders us include not only the preparation of effective advertisements for our advertisers but also in negotiating contracts with the publishers on the values of advertising. These services are performed, in our experience, most effectively by advertising agencies which are independent of financial control by any of their clients.

"As you know, the consent decree filed by AAAA and Antitrust Division of Justice Department demanded some changes in AAAA procedures. It does not limit us as publishers from establishing and maintaining our own standards of doing business as long as we do so independently of either individuals or groups."

Y&R Likes Its System

IF Young & Rubicam loses anything in specialization by using the all-media buying system, it is not aware of such a loss. This was made clear last week by Edward B. MacDonald, Y&R associate media director, who noted that the system inadvertantly left a contrary impression in one phrase of its account of his talk before the Television College last week. Executives at Young & Rubicam’s timebuying seminar on March 6 [MT, March 12]. Mr. MacDonald upheld the advantages of the all-media buying arrangement in a “debate” with Arthur Parrott, broadcast media director of Foote, Cone & Belding, who argued for timebuying specialization.

Radio, Tv Spell Success for Label Promotion Plan

RADIO and television are credited with spelling success for Label Bank, a relatively new Los Angeles premium promotion plan for brand-name products. The plan is designed to make the objects of the extra work created for grocers and consumers by assuming all the bother and bookkeeping which plague other plans.

Already a $1,000,000 monthly broadcast advertiser in the Los Angeles area, Label Bank is expanding to San Francisco, Portland, Salem and Seattle and eventually expects to go national—with radio-tv. Its agency is Hixon & Jorgensen, Los Angeles.

In effect, it’s a “bank” where a half-million housewives (chiefly Southern California, but ranging from Australia to South Africa) have already opened a free label account. Each month they mail in their accumulation of brand labels and when the balance is big enough they pick quality merchandise premiums out of a special catalog.

Ten thousand churches and clubs maintain label accounts.

They may shop anywhere and can choose among 400 products of some 40 different brands (also growing) which are participating in the plan. Typical brands include American Beauty macaroni products. Canada Dry, Chicken o’ the Sea tuna. Dr. Ross dog and cat foods. Fels-Naptha soap. Foremost evaporated milk, Rain Drops water sof-tener, Kaiser Aluminum foil, Breakfast coffee and Morton House canned foods.

"We couldn’t have gotten off the ground without radio-tv," Betty Moore, managing director of Label Bank, told last week.

Folk singer Terry Lea, Label Bank vice president, sings "Label Bank" jingles to the tune of "Pony Boy" on radio-tv spots and is featured on her own nightly program on KABC Los Angeles as well as on a weekly show on KNXT (TV) there. Spots and programs plug Label Bank and its participating brands and spotlight markets where Miss Lea will make personal appearances.

"The merchandising impact of this idea hardly needs explanation," Miss Moore said, "especially when the grocer is obliged to do nothing but stock the product and sell it. The product acquires a single label redemption source and is freed of premium distribution problems."

The brand product pays Label Bank a straight $300 monthly service fee plus a quarter-cent for each label "point" turned in by the consumer. A label can have whatever value the manufacturer wishes. The point is the "dollar" or equalizing factor which makes the "prices" of the premium catalog practical for all products.

Label Bank spends the quarter-cent for the premiums offered in the catalog. The radio-tv advertising and other promotion, plus administration, come out of the $300 monthly retainer. Many stores find it profitable to feature Label Bank products in their own advertising, indicating potential of free tie-in promotion.

Label Bank does not consider itself a substitute for regular advertising, although it claims to have assured distribution for several of its clients in new areas. Many of the Label Bank products are extensive radio-tv advertisers in their own right, Miss Moore noted.

Morey, Humm & Johnstone Undergoes Revision April 2

MOREY, Humm & Johnstone Inc., New York, will change its name to Morey, Humm & Warwick Inc., effective April 2. J. R. Warwick, who has been with the agency for three years, will become a vice president, director and chairman of the plans board.

Maurice Johnstone leaves the agency to form his own firm, Johnstone Inc., at 9 Rockefeller Plaza, New York. Telephone number is Plaza 7-8060.

Among the accounts of the new agency are Mogashule Linen, New York; David Crystal, New York; J. L. Hudson Co. (department store), Detroit; Los Angeles and Oklahoma City; Hattie Carnegie; Anjou Perfumes, Dallas; Ill.; Carven Parfum; Harry Aldrich, New York, and Carlyle Dress Corp., St. Louis.

Officers of the new firm are: Mrs. Johnstone, president and treasurer; Rosamond Gil-martin, executive vice president, and A. Ross Gerson, secretary.

Compton Names Zeis, Roberts

APPOINTMENTS of Andrew E. Zeis as media director and of Bradley H. Roberts as account executive of Compton Adv. Inc. were announced last week by Lawrence O. Holmberg, vice president and general manager of the agency’s Chicago office. Mr. Zeis formerly was in a similar capacity with Needham, Louis & Brody Inc., same city. Mr. Roberts formerly was commercial manager of WLOS-FM-TV Asheville, N. C. He will work on the newly-acquired Par-T-Pak (Chicago bottler for Nehi Corp.) account.

Knemark Promotes Birnbaum

MELVIN BIRNBAUM, national sales and advertising manager, Knemark Mfg. Co. (Esquire boot polish), Brooklyn, N. Y., has been elected executive vice president of the firm, Knemark President Samuel M. Abrams announced Thursday. Other executive changes made by Knemark last week included the promotion of Joseph Hush from eastern regional sales man-

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HOW M-E ALIGNS ITS RADIO-TV

ASSIGNMENT of accounts among the three associate directors and in turn tv-radio account executives of McCann-Erickson's radio and television department under the supervision of Terry Clyne, vice president and chairman of the agency's Plans Review Board, was revealed last week in the pattern herewith shown.

Completing the new M-E tv-radio organizational line-up which makes this department a “third arm” of the agency, on a par with marketing (research, media, etc.) and creative (copy, art, etc.) [B*T, Jan. 30], Peter A. Cavallo Jr., currently vice president and manager of the television department of J. Walter Thompson Co., is resigning to join McCann-Erickson April 15 as vice president and associate director of television and radio.

Like Ted Bergmann, former director of the DuMont Electronic services, and Lansing Lindquist, previously radio-tv vice president of Ketchum, McLeod & Grove, who joined M-E early this year [B*T, Jan. 9], Mr. Cavallo will report to George Haight, vice president in charge of tv-radio. Mr. Haight in turn reports to Terry Clyne, vice president and chairman of the agency's plans review board.

Prior to his association with J. W. Thompson, Mr. Cavallo was a composer, performer and producer of radio and television programs, motion pictures, and legitimate theatrical productions.

Sales Realignment at Kraft

A SALE ALIGNMENT for Kraft Foods Co., Chicago, has been announced by John B. McLaughlin, sales and advertising director.


Tareyton to Drop ‘Justice’

AMERICAN Tobacco Co. (Filter Tip Tareyton cigarettes), New York, will drop its sponsorship of Justice (Sun., 10:30-11 p.m.) on NBC-TV, effective March 25. The network expects to put in another show. Meanwhile, Filter Tip Tareyton will put some of this money into spot radio, through H. M. Hackett agency, New York.
THE MOST SUCCESSFUL ADVERTISING TECHNIQUE IS “TELLING YOUR STORY TO AS MANY PEOPLE AS MANY TIMES AS YOU CAN.”

Kan
Do
Job
Immediately

“Petrified Forest”

“Painted Desert”

Holbrook, Arizona
March 8, 1956

SESAC Inc.
475 5th Ave.
New York 17, New York

Gentlemen:

Today I auditioned your Special Test Program Plan on the air. The enclosed signed SESAC Library Contract is my answer.

In my 29 years in Radio I have never seen a better balanced library.

Most sincerely,
Blake Tabor
General Manager
Radio Station KDWJ
Holbrook, Arizona
Reynolds Buys Sat. Night Show
As Four Sign for CBS Radio

R. J. REYNOLDS Tobacco Co. (Camel, Winston cigarettes), Winston-Salem, N. C., was reported last week to have signed with CBS Radio for a new 30-minute Saturday night show, "Rock 'n Roll Party" with disc-jockey Alan Freed and Count Basie's orchestra, beginning on or about March 24.

Meanwhile, CBS Radio has picked up the following in new business: D-Con Co. (Insecticides), Chicago, with participating sponsorship of the Galen Drake program (Sat., 10-11 a.m. EST) through Arthur Meyerhoff & Co., Chicago, reportedly D-Con's first use of network radio; Bromo & Williamson Tobacco Co. (Ralph Chretien), a segment of the Edgar Bergen-Charley McCarthy show (Sun., 7-8 p.m. EST), and participating sponsorship of the network's coverage of the Kelly-Rainier wedding ceremony by Lenox Parfums, through North Adv., Chicago, and Lettuce Inc. (C-7 lettuce growers), through John Cohan Adv., Salinas, Calif.

Glynn Takes Top Prize
In WNCT Rating Contest

THOMAS J. GLYNN, J. Walter Thompson Co., took the top prize of $250 offered by WNCT Greenville, N. C., by coming the closest in guessing the station's top Radio rating in any quarter hour. Mr. Glynn's guess was 56.9, while the actual rating was 54.5, taken Feb. 27.

Winners were feted March 7 at a special party in the New York offices of John E. Peers Co., WNCT's representative. Second and third winners, for cash prizes of $125 and $75, were Bill Murphy, Benton & Bowles, New York, and William J. Stenson, Campbell-Mithun, Minneapolis, respectively. Other winners included Charles F. Theiss, Ted Bates & Co., New York; Edmond C. Semel, Comp-Ad Adv., New York; Watts Wacker, D. P. Brother, Detroit; Tom Carson, Comp-Ad Adv., New York; Nick Wolf, Leo Burnett, Chicago; Gerald Eckhardt, Cargill & Wilson, Richmond, Va., and Charles Willard, McCann-Erickson, New York.

Agency people throughout the country were invited to take part.

L. W. Ramsey Adds Accounts

SIX NEW ACCOUNTS have been secured by the L. W. Ramsey agency, Davenport, Iowa, and Chicago, according to A. C. Naeckel, president. They are Arcady Farms Milling Co., Chicago (poultry and livestock feeds); Baker Brothers, Toledo, Ohio (industrial tools); Eagle-United food shopping centers, headquarters in Moline, Ill.; M. A. Ford Mfg. Co., Davenport ( rotary files); Iowa-Illinois Gas & Electric Co., headquarters in Davenport (public utilities), and Jelsert Co., Chicago (desserts and powdered drinks).

Ayer Moves Rowe to N. Y.

PAUL E. ROWE, media planning supervisor, N. W. Ayer & Son, Philadelphia, has transferred to the agency's New York office on the Plymouth account. Other changes announced by the agency last week: Alexander J. Randall, from radio-tv traffic to radio-tv timebuying, New York; Sol Silver, WNCT's Madison Morris, and Isabel V. Ziegler, all former Blow-Beirn-Toigo (now The Blow Co.) timebuyers, to similar capacities in Ayer's New York office.

ADVERTISERS & AGENCIES

DENTIFRICES

IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

The National (Network) Index

<table>
<thead>
<tr>
<th>Network Shows</th>
<th>Total Stations</th>
<th>Commercial Units</th>
<th>Hooper Index</th>
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<tr>
<td>1. Colgate Dental Cream (Ted Bates)</td>
<td>8</td>
<td>3</td>
<td>11½</td>
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<tr>
<td>2. Ipana (Doherty, Clifford, Steers &amp; Shenfeld)</td>
<td>1</td>
<td>2</td>
<td>4½</td>
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<tr>
<td>3. Gleem (Compton)</td>
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<td>7½</td>
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<td>4. Pepsodent (Foote, Cone &amp; Belding)</td>
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<td>4</td>
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<tr>
<td>5. Kolynos (Grey)</td>
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<td>35</td>
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<td>6. Crest (Benton &amp; Bowles)</td>
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<td>7. Ammendit (Harry B. Cohen) (P)</td>
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<td>3</td>
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<td>8. Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)</td>
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The Chicago Network (Network Plus Spot)

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<td>2. Ipana (Doherty, Clifford, Steers &amp; Shenfeld)</td>
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<td>3. Gleem (Compton)</td>
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<td>5. Ammendit (Harry B. Cohen) (P)</td>
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<td>6. Crest (Benton &amp; Bowles)</td>
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<td>8. Kolynos (Grey)</td>
<td>4</td>
<td>2</td>
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(P) - Participations, as distinguished from sponsorships.

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 then 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.

*Broadcasting 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 whenever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Jan. 16-22, 1956.

BPS Paints Tv Promotion Set

PATTERSON-SARGENT Co. (BPS paints), Cleveland, will make its network tv debut April 13 with a special spring promotion participation on NBC-TV's "Tonight." The campaign will be on 50 NBC-TV affiliates in the East and Midwest. The promotion will add two April-May local tv spot campaigns. Effective April 23, it will launch a three-times-a-week, 10-week tv spot campaign on KXJB-TV Fargo (Valley City), N. D., while renewing, effective April 4, a 10-week participation contract on KMBC-TV Kansas City's Happy Home program. The agency for Patterson-Sargent is D'Arcy Adv., Cleveland.

ARB's Regular Surveys Expanded to 100 Cities

THE American Research Bureau announced last week that it has added 30 cities to the regular 70 cities surveyed in its television research. ARB said the cities would be added to the reports to subscribers at no extra cost.

ARB, which started its studies six years ago in three cities, now has offices in New York, Washington and Los Angeles; a research and tabulation center in College Park, Md., and research staffs in 505 metropolitan areas. Last month ARB issued its 1956 "A-to-Z" survey covering 225 medium to small tv markets across the nation [B&TV, Feb. 20].

Page 38 • March 19, 1956
Some successes go to everyone's head!

ABC-TV's Mickey Mouse Club is the biggest success in daytime TV!

Day after day — Monday thru Friday — more than 16,000,000 people watch Mickey Mouse Club during the average quarter hour. Day after day — Monday thru Friday — more adults watch Mickey Mouse Club than watch 2 out of 3 daytime adult programs. The Mickey Mouse Club is more than a success... it's a phenomenon. No other daytime show delivers such ratings. And, as a matter of fact, it outdraws better than half of the evening programs, too. Mickey delivers this huge audience with tremendous efficiency. The cost per thousand homes for a one-minute commercial is the lowest in all television — sixty-eight cents — 15 homes for a penny... almost nine hundred viewers for a quarter. The Mickey Mouse Club has won more hearts... visited more homes... gone to more heads than any other daytime show in TV history.

Source: ARB & NIELSEN, Feb. 1, 1956

ABC TELEVISION NETWORK
TELEVISION HITS A NEW HIGH

RAYMOND

39 highly-charged half hours of adventure and melodrama

THE FIRST TV SERIES TO COMBINE ALL THESE GREAT

intrigue

adventure

suspense
documentary realism

TRUE AND EXCITING STORIES OF ESPIONAGE

... from Biblical times to the Korean War!

- Admiral Canaris ... and the plot to kill Hitler.
- Nathan Hale ... first American spy.
- Mata Hari ... most publicized spy in history.
- Kim Suim ... most beautiful spy of the Korean War.
- Otto Keller ... and the tragedy of Pearl Harbor.
- Benedict Arnold ... and the betrayal of West Point.
- Wilhelm Steiber ... and Bismark's invasion of France.
- Loren Travert ... the man who shot Stonewall Jackson.

GUILD FILMS COMPANY, INC.
460 PARK AVENUE, • NEW YORK 22, NEW YORK • MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD., TORONTO
HISTORICAL AUTHENTICITY

MASSEY SPY

AUDIENCE-WINNING QUALITIES

historical authenticity

romance

66 MARKETS SOLD!

hurry...write, wire or phone before markets you want are gone!

4 MORE GUILD BEST-SELLERS

MOLLY
starring GERTRUDE BERG
and the famous GOLDBERG FAMILY

The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves MOLLY, and now, with a brand-new format, they'll love her more than ever!

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America...with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 1½-hour show all America is talking about...winning fabulous ratings in over 100 markets.

15 minutes with FRANKIE LAIN

and Connie Haines

All the 'star' entertainment quality of a 2½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 2½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

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

GUILDFILMS

460 PARK AVENUE • NEW YORK 22, N.Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.
Pabst Renews Wed. Fights On ABC-TV for 52 Weeks

AGREEMENT for a 52-week renewal of the Wednesday evening fight series on ABC-TV under alternating sponsorship of Pabst Brewing Co. and the Mennen Co. was announced in Chicago last Wednesday following a meeting which involved executives of the Leo Burnett Co., ABC-TV and the International Boxing Club.

The renewal, effective June 1, was jointly announced by Harris Perlstein, board chairman of Pabst, and IBC President James D. Norris, and marks the seventh consecutive year for the mid-week bouts on network TV and the second straight on ABC-TV after being relinquished by CBS-TV.

Hi-C Enters Network TV

MINUTE MAID Corp.'s Hi-C Div., through J. R. Pershall Co., Chicago, will bow into network television with alternate-week sponsor participation on NBC-TV's Tennessee Ernie Show, starting May 16 and also has lined up a schedule of spot tv and radio business in assorted markets.

The firm plans to utilize tv spots in perhaps a dozen markets and radio in three other cities, along with the network tv show, to buttress an extensive newspaper campaign, it was reported last week. The NBC-TV Ernie Ford program has been scheduled by Hi-C for 13 weeks with an option for 13 additional weeks.

Niles Foster, general manager of Hi-C, announced the campaign's inception.

Grant Plans Before City

PLANS of Grant Adv. Inc. to construct a new $700,000 three-story building on Chicago's north side depend on a vote by city zoning officials. The agency has requested that the area, overlooking Lake Shore Drive north of Oak St., be reclassified from a residential house area to a business district. The City Council Building & Zoning Committee is expected to vote on the rezoning matter soon, after having twice deferred it.

Gathered for the signing are (l to r): seated, Harris Perlstein, chairman of the board at Pabst; James D. Norris, president of the boxing club; standing, Harold Morgan, ABC vice president-treasurer, and Leo Burnett, chairman of the board of the agency that bears his name.

Mr. Perlstein reported that the Mennen Co. will go along again as co-sponsor. The Pabst account is handled by Leo Burnett Co., Chicago, while Mennen (on the fights) is serviced by Kenyon & Eckhardt.

Terms of the new agreement call for 52 bouts (through the traditional summer hiatus) at the rate of $18,500 per program, with main event contestants receiving $8,000, according to Mr. Norris.

Packard Dealers Meet Via TV

PACKARD-CLIPPER dealers will gather tomorrow (Tuesday) in 24 principal U.S. cities to hear plans, via closed-circuit tv, for broadasting the Packard line. James J. Nance, president, Studebaker-Packard Corp., will head the group of executives who will outline a $3 million advertising program during the second quarter of 1956.

Bayuk 'Champions' Simulcast

BAYUK Cigar Co., which sponsors Meet the Champions on NBC-TV Fridays, following the conclusion of the Cavalcade of Sports (usually about 10:45 p.m.) and continuing to 11 p.m. EST, has ordered a limited eastern regional block of 31 NBC Radio stations for simulcasts, scheduled to start last Friday. Agency is A. J. Paul Leflon Co.

Roto-Broil Buy

ROTO-BROIL Corp. of America, Long Island City, N. Y., Thursday launched a $600,000, 60-day, one-minute tv saturation spot campaign in 70 major markets backed by extensive print media for a special consumer offer of a 1956 Roto-Broil golden king size 'Fiesta,' a mobile table and a 32-piece silverware set for eight at $59.95. Agency for Roto-Broil is Product Services, New York.

Drug Campaign Staged on TV

IN COOPERATION with the Brunswig Wholesale Drug Co., the NBC-TV Merchandising Dept. last Monday launched a one-week promotional campaign, designed to help retail drugs take advantage of tv's sales impact.

The network and Brunswig, which covers about 10% of all retail drug stores in the U. S., staged NBC-TV 'Value Parade,' a promotion of drug products of 48 sponsors on NBC-TV in retail drug stores on the West Coast and in the mountain regions.

LATEST RATINGS

---

**Top Television Programs**

**Two Weeks Ending Feb. 18**

<table>
<thead>
<tr>
<th>Number of TV Homes Reached (000)</th>
<th>Total Audience</th>
<th>Average Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ed Sullivan Show (CBS)</td>
<td>17,690</td>
<td>17,690</td>
</tr>
<tr>
<td>2. $64,000 Question (CBS)</td>
<td>17,275</td>
<td>17,275</td>
</tr>
<tr>
<td>3. Disneyland (ABC)</td>
<td>16,883</td>
<td>16,883</td>
</tr>
<tr>
<td>4. I Love Lucy (CBS)</td>
<td>16,657</td>
<td>16,657</td>
</tr>
<tr>
<td>5. Max Lillman Presents (NBC)</td>
<td>14,933</td>
<td>14,933</td>
</tr>
<tr>
<td>6. Perry Como Show (ABC)</td>
<td>14,291</td>
<td>14,291</td>
</tr>
<tr>
<td>7. December Bride (CBS)</td>
<td>14,455</td>
<td>14,455</td>
</tr>
<tr>
<td>8. Dragnet (NBC)</td>
<td>14,110</td>
<td>14,110</td>
</tr>
<tr>
<td>9. Jack Benny Show (CBS)</td>
<td>13,704</td>
<td>13,704</td>
</tr>
<tr>
<td>10. You Bet Your Life (NBC)</td>
<td>12,828</td>
<td>12,828</td>
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</tbody>
</table>

**Percent of TV Homes Reached**

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Average Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ed Sullivan Show (CBS)</td>
<td>55.0</td>
</tr>
<tr>
<td>2. $64,000 Question (CBS)</td>
<td>51.5</td>
</tr>
<tr>
<td>3. Disneyland (ABC)</td>
<td>49.7</td>
</tr>
<tr>
<td>4. I Love Lucy (CBS)</td>
<td>49.1</td>
</tr>
<tr>
<td>5. Perry Como Show (NBC)</td>
<td>44.8</td>
</tr>
<tr>
<td>6. Max Lillman Presents (NBC)</td>
<td>44.8</td>
</tr>
<tr>
<td>7. December Bride (CBS)</td>
<td>43.8</td>
</tr>
<tr>
<td>8. Jack Benny Show (CBS)</td>
<td>43.8</td>
</tr>
<tr>
<td>9. Dragnet (NBC)</td>
<td>41.2</td>
</tr>
<tr>
<td>10. You Bet Your Life (NBC)</td>
<td>40.3</td>
</tr>
</tbody>
</table>

---

**Top 20 Regularly Scheduled Once A Week TV Shows**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Feb. 96</th>
<th>Jan. 96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mickey Mouse Club (ABC)</td>
<td>19.9</td>
<td>18.9</td>
</tr>
<tr>
<td>Guiding Light (CBS)</td>
<td>11.4</td>
<td>11.6</td>
</tr>
<tr>
<td>Love of Life (CBS)</td>
<td>10.9</td>
<td>11.1</td>
</tr>
<tr>
<td>Search For Tomorrow (CBS)</td>
<td>10.8</td>
<td>10.7</td>
</tr>
<tr>
<td>Big Payoff (CBS)</td>
<td>10.2</td>
<td>10.6</td>
</tr>
<tr>
<td>Art Linkletter (CBS)</td>
<td>10.0</td>
<td>9.7</td>
</tr>
<tr>
<td>Nancy and Alice (CBS)</td>
<td>9.9</td>
<td>9.9</td>
</tr>
<tr>
<td>Arthur Godfrey (CBS)</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>Dinah Shore (NBC)</td>
<td>9.6</td>
<td>9.6</td>
</tr>
<tr>
<td>CBS News (CBS)</td>
<td>9.4</td>
<td>9.4</td>
</tr>
</tbody>
</table>

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**Top 10 Regularly Scheduled Multi-Weekly TV Shows**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Feb. 96</th>
<th>Jan. 96</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS)</td>
<td>45.0</td>
<td>45.0</td>
</tr>
<tr>
<td>The Ed Sullivan Show (CBS)</td>
<td>38.9</td>
<td>38.9</td>
</tr>
<tr>
<td>$64,000 Question (CBS)</td>
<td>38.9</td>
<td>38.9</td>
</tr>
<tr>
<td>Person to Person (CBS)</td>
<td>36.9</td>
<td>36.9</td>
</tr>
<tr>
<td>Perry Como Show (CBS)</td>
<td>28.3</td>
<td>28.3</td>
</tr>
<tr>
<td>December Bride (CBS)</td>
<td>28.2</td>
<td>28.2</td>
</tr>
<tr>
<td>Jackie Gleason (CBS)</td>
<td>28.0</td>
<td>28.0</td>
</tr>
<tr>
<td>Disneyland (ABC)</td>
<td>27.7</td>
<td>27.7</td>
</tr>
<tr>
<td>The Little Show (NBC)</td>
<td>27.4</td>
<td>27.4</td>
</tr>
<tr>
<td>I've Got A Secret (CBS)</td>
<td>27.3</td>
<td>27.3</td>
</tr>
</tbody>
</table>

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**Covington & Burling**

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**Top 10 Programs for Evening Network TV**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Love of Life (CBS)</td>
<td>55.0</td>
</tr>
<tr>
<td>2. The Ed Sullivan Show (CBS)</td>
<td>38.9</td>
</tr>
<tr>
<td>3. $64,000 Question (CBS)</td>
<td>38.9</td>
</tr>
<tr>
<td>4. Person to Person (CBS)</td>
<td>36.9</td>
</tr>
<tr>
<td>5. Perry Como Show (CBS)</td>
<td>28.3</td>
</tr>
<tr>
<td>6. December Bride (CBS)</td>
<td>28.2</td>
</tr>
<tr>
<td>7. Jackie Gleason (CBS)</td>
<td>28.0</td>
</tr>
<tr>
<td>8. Disneyland (ABC)</td>
<td>27.7</td>
</tr>
<tr>
<td>9. The Little Show (NBC)</td>
<td>27.4</td>
</tr>
<tr>
<td>10. I've Got A Secret (CBS)</td>
<td>27.3</td>
</tr>
</tbody>
</table>

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**TRENDEX**

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**BROADCASTING**

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**TELECASTING**

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**ADVERTISERS & AGENCIES**

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**Page 42 • March 19, 1956**
Because H-R is staffed with men who have themselves bought time, who have owned and operated stations and have had wide experience in almost every phase of radio and TV, we are able to render an unusually effective representative service.

From the day H-R was started, by a group of mature working partners, we have made it a point to "Always send a man to do a man's job." You can be sure that we will continue to do so.
AGENCY APPOINTMENTS

Chrysler Corp.'s MoPar Parts Div., Detroit, appoints N. W. Ayer & Son, Phila., effective immediately. Account will be handled by Ayer's Detroit office. Agency has handled Chrysler's Plymouth Div. since 1943.


Presto Recording Corp., Paramus, N. J., names Shappe-Wilkes Inc., N. Y., as agency for all Presto products.

Union Pacific Railroad, Omaha, Neb., appoints The Caples Co., Chicago, which will establish Portland, Ore., office in early May to handle railroad's advertising in Pacific Northwest.

No-Cal Corp. (soft drinks), Brooklyn, N. Y., Div. of Kirsch Beverages, appoints Paris & Pearl, N. Y. Radio spot campaign starts immediately.

Midway Corp. (automotive, household, pharmaceutical and industrial products), Baltimore, names Applestein, Levinstein & Golnick Adv. Agency, that city. Overbrook Egg Nog Corp., Baltimore, also names AL&G. Radio will be used.


NETWORK NEW BUSINESS


U. S. Royal Tire Div., U. S. Rubber Co., sponsoring all 18 five-minute weekend news dramatization programs, 'It's Time,' on ABC Radio, tentatively for 13 weeks, through Fletcher D. Richards Inc., N. Y.

A&A PEOPLE

Fergus Mead, administrative vice president, The Buchen Co., Chicago, appointed executive vice president of agency.

Kenneth A. Hamilton, vice president in charge of industrial and business services division, Hicks & Greist Inc., N. Y., elected director of agency.

Marjorie Greenbaum, vice president, Dancer-Fitzgerald - Sample Inc., N. Y., has rejoined Foote, Cone & Belding, N. Y., as vice president, member of plans board and copy supervisor. She was with FC&B from 1946-1954 as copy supervisor and named vice president in 1951.

Timothy J. Healy, director of research, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president.


C. Kenneth Meeker, account executive, Multican Co., Louisville, Ky., agency, appointed vice president.

Richard Nahal and Armand Rivchun, former account executives at Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles, respectively, to Grey Adv., N. Y., in similar capacities. Also to Grey: Dr. Nikk Kominik, former coding and tabulating supervisor, Dancer-Fitzgerald-Sample, N. Y., to research department and Roy Adler, former promotion and creative director, Hodes-Daniel Inc., as sales development copywriter.

Franklin A. Bell, advertising director, H. J. Heinz Co., Pittsburgh, Pa., retiring March 31. He joined firm in 1928.

Hal Davis, timebuyer, Erwin, Wasey & Co., N. Y., to media department, Compton Adv., N. Y., in same capacity [CLOSED CIRCUIT, March 12].

Jay J. Keith, general manager, Mace Adv. Agency Inc., Peoria, Ill., retired last week after 45 years in advertising and selling. He continues as director of agency corporation.

Emmett C. McGaughy, executive vice president-director, Erwin, Wasey & Co., Inc. and head of L. A. office, Frederick J. Wachter, vice president and Chicago office manager, Norman Best and Melvin E. Smith, vice presidents-account supervisors in Los Angeles, all elected to board of directors, Erwin, Wasey of Canada Ltd., Toronto.

Montgomery N. McKinney, vice president and account supervisor, Earle Ludgin & Co., Chicago, to account staff of Leo Burnett Co., same city.

Jack Garabrant, production and traffic manager, Hilton & Riggo, N. Y., and former production manager on Ruppert account at the Biow Co., N. Y., named assistant advertising manager of Jacob Ruppert Brewery, N. Y.

John L. Bricker, formerly merchandising director, Colgate-Palmolive Co., to Whirpool-Seege
Power is the only answer for the advertiser who wants to get more for his money in 1956

Within the far-flung limits of influence exerted by Atlanta’s radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this great area. Use the power of WSB plus WSB-TV and you reach them all. These first stations, used individually or as a team, give you a lower audience cost per thousand than can be obtained on any other Georgia station or combination of stations. Get more for your money—get on WSB and WSB-TV.

Corporation, St. Joseph, Mich., as marketing director, responsible for sales, advertising, merchandising and market research.

Ellis I. Redden, veteran manufacturing industry advertising executive, appointed manager of advertising and sales promotion, Top Value Enterprises Inc. (trading stamp firm), Dayton, Ohio. He was advertising manager of Magnavox Co., Fort Wayne, Ind., until resignation last November.

Ernest L. Byfield Jr., formerly with Kastor, Farrell, Chesley and Clifford, Chicago, to Elliott & Co., same city, as account executive.

James H. Haine, office manager, Kenyon & Eckhardt, Philadelphia, transferred to N. Y. office in same capacity. Robert J. Alsop, assistant manager, Philadelphia, succeeds Mr. Haine as office manager and James Parks becomes assistant manager.

Tom Tausig, Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as radio-TV account executive on Folger's coffee.

Carroll B. Sugar, BBDO, L.A., assigned to DeSoto Motor Corp. and S. Calif. dealer organization, named account executive in Rexall Drug account group. Alexander Cantwell promoted to head of live production, radio-TV dept., BBDO, N. Y. Peter Hanson appointed business manager of department and Donald M. Rowe transferred to Hollywood as supervisor of production.


Eleanor May Crowley, supervisor of Schenley account, William H. Weintraub, N. Y., (now Norman, Craig & Kimmel), to Ogilvy, Benson & Mather, N. Y., as media space buyer.

MacLean Chandler, sales executive, KGO-AM-FM-TV San Francisco, Calif., to Harrington-Richards, S. F. agency, as director of media and research.

Dr. Ralph A. Klinefelter, director of public relations development, Duquesne U., Pittsburgh, Pa., to Vic Maitland & Assoc. Adv. Agency, that city, as director of public relations.

Martin Stevens, formerly with Grey Adv., N. Y., to Ogilvy, Benson & Mather, N. Y., as art director.

James Maloney, formerly vice president and art director, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., as art director.


Barton Waterman, formerly with McCann-Erickson Inc., appointed research director in charge of research and marketing planning at George H. Hartman Co., Chicago.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.

- Has an established relationship with most of the important sources of investment capital in the country.

- We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago, III.
Telephone ANDover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1860
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

COLOR CASTING

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV
Mar. 24 (7-7:30 p.m.) Gene Autry Show, William Wrigley Jr. Co., through Ruthrauff & Ryan (also March 31).
Mar. 27 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son, through Needham, Louis & Bromby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 29 (8:30-9:30 p.m.) Climax, Chrysler Corp., through McCann-Erickson.

NBC-TV
Mar. 19-23 (3-4 p.m.) Matinee, participating sponsors (also March 26-30, April 2-6, 9-13).
Mar. 19-23 (5:30-6 p.m.) Howdy Doody, participating sponsors (also March 26-30, April 2-6, 9-13).
Mar. 20 (7:30-7:45 p.m.) Dinah Shore Show, Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).
Mar. 21 (10-10:30 p.m.) This Is Your Life, Hazel Bishop through Raymond Spector, and Procter & Gamble Co. through Beuton & Bowles, on alternate weeks.

Mar. 25 (7:30-9 p.m.) Sunday Spectacular, “Heaven Help the Working Girl,” participating sponsors.

Mar. 29 (10-11 p.m.) Lux Video Theatre, Lever Bros., through J. Walter Thompson.

Mar. 31 (9:30-10 p.m.) Texaco Star Theatre, Texas Co. through Kudner.
April 2 (8-9:30 p.m.) Producers Showcase, “Barretts of Wimpole Street,” Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Letton and Grey.
April 3 (8-9 p.m.) Milton Berle Show, Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt.
April 8 (3:30-4 p.m.) Zoo Parade, Mutual of Omaha through Bozell & Jacobs and American Chicel through Ted Bates, alternate weeks.
April 8 (4:53 p.m.) NBC Opera Theatre, “Trial at Rouen,” sustaining.
April 14 (9-10:30 p.m.) Max Liebman Presents, “Marco Polo,” Oldsmobile, through D. P. Brotherson.
April 15 (7:30-9 p.m.) Sunday Spectacular, “The Baseball Spectacular,” participating sponsors.

(Note: This schedule will be corrected to press time of each issue of B-T)
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations... and at the lowest cost per thousand! (SAMS and SR&D)

In this inland market—ringed by mountains—the Bee-line covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1955 Copyrighted Survey)
LOWEST COST PER THOUSAND LISTENERS
In The Entire Detroit Trading Area!

**Read The Facts**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Rate</th>
<th>Pulse Rating</th>
<th>Audience</th>
<th>Cost per 1000</th>
</tr>
</thead>
<tbody>
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<td>3.4</td>
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<td>.23</td>
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<tr>
<td></td>
<td>STATION B</td>
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<tr>
<td></td>
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<td></td>
<td>STATION G</td>
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<td>.4</td>
<td>11,000</td>
<td>$2.27</td>
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<tr>
<td><strong>12:00 NOON</strong></td>
<td>WKMH</td>
<td>$22.50</td>
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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 - Deerborn-Detroit
- WKMF - Flint, Mich.
- WKHM - Jackson, Mich.
- WSAM - Saginaw, Mich.

BUY ALL 4 STATIONS ............ SAVE 15%
BUY ANY 3 STATIONS ............ SAVE 10%
BUY ANY 2 STATIONS ............ SAVE 5%

Page 48 • March 19, 1956
LAR DALY REQUEST REJECTED BY NBC

Network denies equal time to America First candidate for GOP presidential nomination to answer Eisenhower's Feb. 29 announcement speech.

NBC fielded the hottest ground ball of the young political season last week, but whether the network could throw it for a put-out was still uncertain at week's end.

The network rejected a request from Lar Daly, an America First candidate for Republican presidential nomination, for equal time [BT, March 12] to answer President Eisenhower's speech Feb. 29. Mr. Daly countered that the NBC reasons for rejection were incorrect, and he reiterated statements that he would appeal to the FCC if all networks did not agree to his demands.

Mr. Daly, a Chicagoan who signs himself "Lar (America First) Daly," had written all the national networks saying he was a candidate for the Republican nomination for President and wanted time and facilities equivalent to those used by President Eisenhower when he explained his decision to stand for re-election [BT, March 5]. NBC, denying the request, filed a letter March 12 over the signature of Vice President and General Attorney Thomas E. Ervin, used Mr. Daly's own words as the basis for its refusal. Mr. Ervin's letter ended:

"The Daly letter contains a photograph copy of a letter dated Feb. 21, 1956, signed by you and addressed to the Secretary of State of the State of Illinois. It is clear from this letter that you have made a request addressed to the Secretary of State as a candidate for the Republican nomination for President of the United States. It is also clear from this letter that you are now supporting General Douglas MacArthur and Sen. William E. Jenner against the Republican ticket.

"Your letter to us was written on stationery bearing the heading 'Republican National Committee.' Your name appears on this stationery as 'national director.' We have been informed by the Republican National Committee in Washington, D. C., that you are neither a member of that committee, a national director thereof, nor authorized to hold yourself out to the public as such.

"In view of all the circumstances, we must respectfully deny your request."

The Daly letter cited by Mr. Ervin asked the Illinois Secretary of State to withdraw the petition he had filed for nomination for president on the GOP ticket. The letterhead carried this admonition: "Voting Republican for your Uncle Sam. Douglas MacArthur or U. S. Senator William E. Jenner of Indiana for president in 1956—Joseph McCarthy—John Bricker or William Knowland for vice president—Lar (America First) Daly for governor of Illinois—always America first!"

Mr. Daly told BT he went through "the formality of withdrawing as candidate for Republican presidential nomination purely in the hope of getting some publicity, knowing that it was too late to drop his name from the Illinois primary ballot.

By Illinois law, the last day for filing for presidential nominations was Jan. 23 and the last day for withdrawing a candidacy was Jan. 28. Mr. Daly sent his publicity-seeking letter Feb. 21. "I wanted to get some ink," was his way of describing his desires. Mr. Daly said he later received a letter from the Illinois Secretary of State advising him his name would remain on the primary ballot.

Mr. Daly's request still had not replied to Mr. Daly's request.

Butler Again Refused Bid for Equal Time

TEXTS of messages from ABC, CBS and NBC—all turning down a second request by Democratic National Chairman Paul M. Butler for equal time for Democrats to answer President Eisenhower's speech on a nationwide suggest that radio and tv networks—were released last week by the Democratic National Committee.

Mr. Butler sent all networks a telegram March 12 asking them to reconsider his original request for equal time made Feb. 29. Only Mutual complied with Mr. Butler's second request, giving the Democrats the 10:10-12:30 p.m. EST period March 7, which was used by Sen. John J. Sparkman (D-Ala.) [BT, March 12].

Meanwhile, the Senate Commerce Committee at hearings last week on tv networks and uhf-vhf troubles (see page 66) entered in the hearing record a March 7 letter from Mr. Butler suggesting that "you might want to consider asking the president of the other three networks (ABC, CBS, NBC) to appear before your committee to explain in detail for you their refusal of our request for equal time."

Committee Chairman Warren G. Magnuson (D-Wash.) urged that networks "give careful consideration" to the Democratic requests and added that "the questions regarding political coverage and time will be gone into at a later date." Sen. Magnuson's recommendation was announced by Sen. John O. Pastore (D-R.I.), presiding at the hearing during the absence of the chairman.

ABC President Robert E. Kintner in a March 6 letter said ABC feels "our programming has achieved a fair and balanced presentation of the various political viewpoints—this applies to both Republicans and Democrats," and noted that ABC would be legally obligated to give equal time to a "nationally recognized Republican" if one should announce his candidacy in opposition to Mr. Eisenhower, "depending upon the circumstances at the time." ABC already has adequately covered announcements for the Democratic nomination by Sen. Estes Kefauver (D-Tenn.) and has been informed, he said, and would do so for other announced candidates for Democratic nomination.

Mr. Kintner said ABC felt Mr. Eisenhower's talk was designed to obtain the Republican nomination "in order to force us to see neither legal nor moral reasons for granting time to the Democratic National Committee." He said ABC always broadcast not only speeches of major political leaders, but also balanced analyses by commentators, both liberal and conservative.

He said NBC does not believe the present Senate bill (S 3308) to permit networks to give time to major parties, without an obligation to do so for minor parties, is in the public interest.

CBS President Frank Stanton in a March 7 letter said CBS through the years has tried to maintain an over-all balance on major viewpoints of all significant controversies: that this may not be maintained by "isolating a single broadcast and matching that single broadcast with an equivalent broadcast." Such a course would lead to chaotic programming and result in such a deprivation of the integrity and independence of radio-TV that the public could soon lose interest, sets would be turned off and it would not be worthwhile to make requests for time, he said.

He said CBS tried to maintain this over-all balance over a period of time, which is "a tremendous responsibility; the decisions in particular cases may often be close, difficult and delicate. In the circumstances we can hardly expect to please all those who advocate equal time on every side." He listed a schedule of CBS Radio and CBS-TV broadcasts carried in 1955 and 1956, showing the presentations of Democratic and GOP spokesmen.

He noted this list omitted several broadcasts by President Eisenhower, Vice President Richard Nixon and Secretary of State John Foster Dulles, which he said should be labeled by them as political or other broadcasts. Without specifying which.

CBS President Robert W. Sarnoff in a March 2 telegram said NBC made its decision "on the very considerations of fairness and balance which you refer. We have maintained such balance and fairness, having already given time on several occasions to Democratic leaders as a public service. Accordingly, giving additional free time to Democratic spokesmen is not called for at present."

He said in future campaign activities NBC "shall of course, continue to maintain balance and fairness in appearances by representatives of the major parties as the campaign progresses."

Johnson Bill May Become Part of Henning's Measure

INDICATIONS last week were that a Senate bill (S 3308) to raise election campaign ceilings was the equal rights battle for the major and vice presidential candidates of the major parties might not be reported out of the Senate Rules Committee to which it has been referred [BT, March 12]. Instead, the bill might be suggested on the Senate floor as an amendment to another election bills (S 636) already on the Senate calendar.

By the time of the hearings, the bill had more co-sponsors, bringing the total to 85 senators. A spokesman for the Senate Majority Policy Committee said no immediate action is planned on the bill "until we clear some of these other bills," but John Hennings (D-NE), chairman of the Rules Committee, has expressed hope of Senate action on the measure before the Easter recess (March 29-April 9). Hearings were held last year on S 636, introduced by Sen. Thomas C. Hennings Jr. (D-MN), and the Rules Committee reported it out. The Hennings bill would raise campaign expenditure ceilings, but carries no amendment of Sec. 315 (a) of the Communications Act, as does S 3308, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.).

Sen. Theodore F. Green (D-R.I.), chairman of the Rules Committee, has been given authority to call a special meeting on S 3308 after hearing out senatorial leaders.
EQUAL JUSTICE:

one of a series of paintings
of Washington by William Walton
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales
EQUAL JUSTICE by William Walton.
Fourth of a series of paintings of Washington
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.
THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN FEBRUARY

NEW YORK


SEVEN-STATION MARKET

MON. 7:00 WRC-A-TV 22.4
THURS. 7:00 WRC-A-TV 14.4
TUE. 7:00 WRC-A-TV 13.2
SAT. 6:00 WPX 12.8
MON. 6:00 WBKB 11.8
WED. 7:00 WRC-A-TV 11.8
FRI. 7:00 WRC-A-TV 11.0
SAT. 5:30 WCBS-TV 10.2
TUE. 7:30 WABD 9.8

LOS ANGELES


SEVEN-STATION MARKET

SUN. 9:30 KTTV 20.3
SUN. 5:30 KNXT 19.7
SAT. 7:00 KTTV 18.8
MON. 8:30 KTTV 17.9
SAT. 7:30 KTTV 16.5
MON. 9:00 KTTV 16.4
THURS. 7:00 KCOP 16.2
FRI. 6:00 KTTV 15.1
WED. 6:00 KABC-TV 14.8
SAT. 8:00 KTTV 14.7

MINNEAPOLIS-ST. PAUL


FOUR-STATION MARKET

SAT. 11:30 WCCO-TV 18.0
TUE. 9:30 KSTP-TV 15.9
THURS. 10:00 WCCO-TV 15.9
WED. 10:30 KSTP-TV 14.9
SAT. 4:00 WCCO-TV 14.6
SAT. 6:00 WCCO-TV 14.6
THURS. 9:30 WCCO-TV 14.4
WED. 9:30 KSTP-TV 13.4
SAT. 5:30 WCCO-TV 13.2
SUN. 6:00 KSTP-TV 12.6

SEATTLE-TACOMA

1. Life of Riley (NBC Film) 2. Death Valley Days (McC-E) 3. Search for Adventure (Bagnell) 4. Highway Patrol (Ziv) 5. Badge 714 (NBC Film) 6. Buffalo Bill Jr. (CBS Film) 7. Western Marshal (NBC Film) 8. Annie Oakley (CBS Film) 9. Mr. District Attorney (Ziv) 10. Wild Bill Hickok (Flamingo)

FOUR-STATION MARKET

THURS. 7:30 KING-TV 34.6
SUN. 9:00 KING-TV 32.9
THURS. 7:00 KING-TV 32.9
THURS. 7:00 KOMO-TV 30.5
FRI. 9:30 KING-TV 26.3
THURS. 4:30 KING-TV 25.9
WED. 6:00 KING-TV 25.0
FRI. 6:00 KING-TV 25.0
FRI. 9:00 KING-TV 23.2
THURS. 6:00 KING-TV 22.2

CHICAGO


FOUR-STATION MARKET

SAT. 10:00 WBQ 26.3
SAT. 10:30 WBQ 22.5
SUN. 5:00 WBKB 19.3
SUN. 2:00 WBKB 16.8
SAT. 5:00 WBKB 15.8
THURS. 9:00 WBKB 15.7
SUN. 1:30 WBKB 14.3
WED. 9:30 WBQA-TV 13.9
SAT. 6:00 WBQ 13.8
M.F. 4:00 WBKB 13.5

WASHINGTON


FOUR-STATION MARKET

TUES. 7:00 WRC-TV 21.9
THURS. 7:00 WRC-TV 20.7
TUES. 7:30 WTOP-TV 17.6
FRI. 7:00 WRC-TV 15.4
FRI. 6:00 WMAL-TV 13.3
MON. 7:00 WRC-TV 13.1
THURS. 6:00 WMAL-TV 13.0
TUES. 10:30 WTOP-TV 14.8
SAT. 6:30 WTOP-TV 14.7
FRI. 7:00 WTOP-TV 14.7

ATLANTA


THREE-STATION MARKET

WED. 7:00 WSB-TV 29.0
THURS. 6:30 WLWA 26.9
SUN. 7:00 WAGA-TV 25.8
MON. 6:00 WLWA 25.7
MON. 6:30 WLWA 25.6
WED. 6:00 WAGA-TV 24.2
THURS. 6:00 WAGA-TV 23.4
SAT. 7:00 WAGA-TV 23.8
FRI. 7:00 WAGA-TV 23.7
WED. 6:00 WLWA 23.1
THURS. 11:00 WSB-TV 23.0

CLEVELAND


THREE-STATION MARKET

SUN. 7:00 WEWS 25.7
SAT. 6:30 WXEL 23.7
TUES. 10:30 WXEL 24.0
MON. 7:00 KYW-TV 23.7
THURS. 7:00 KYW-TV 22.2
THURS. 7:00 KYW-TV 20.7
SAT. 7:00 KYW-TV 19.8
FRI. 7:00 WXEL 18.8
FRI. 9:00 WEWS 17.8
SAT. 5:30 WXEL 17.0

BOSTON


TWO-STATION MARKET

WED. 10:30 WBZ-TV 29.6
FRI. 6:30 WNAC-TV 28.3
TUES. 6:30 WNAC-TV 27.0
WED. 7:00 WNAC-TV 24.2
SUN. 10:30 WNAC-TV 24.0
FRI. 10:30 WNAC-TV 23.0
MON. 7:00 WNAC-TV 22.7
SUN. 7:00 WNAC-TV 22.4
TUES. 10:30 WNAC-TV 20.5
TUES. 6:00 WNAC-TV 20.2

DAYTON


TWO-STATION MARKET

TUES. 9:00 WHIO-TV 39.9
TUES. 7:30 WHIO-TV 30.6
THURS. 7:00 WHIO-TV 28.3
TUES. 7:00 WHIO-TV 24.1
FRI. 10:30 WHIO-TV 23.4
THURS. 6:00 WLWD 21.6
FRI. 6:00 WLWD 21.0
FRI. 6:00 WLWD 18.6
FRI. 9:30 WLWD 17.9
THURS. 7:00 WHIO-TV 17.8
the first 23 years were the greatest

Twenty-three years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Greyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

flint, michigan

WFDF

nbc affiliate


Represented by the Katz Agency

MGM Negotiating Sale Of Three Series to Video

METRO-GOLDWYN-MAYER Pictures last week was reported in negotiations with tv film distribution firms for release to tv of 37 feature films in the Andy Hardy, Dr. Kildare and Maisie series, for a price understood to be about $1.8 million against a percentage of the gross, under a two-to-three-year lease arrangement.

Distributors who have discussed terms with Metro are said to include National Telefilm Assoc. and PRM, American-Canadian concern in which Elliot Hyman is a central figure. Though talks are continuing, a source close to NTA said the figure of about $50,000 per picture is "just too high."

In contrast with MGM's interest in releasing its films to television, Universal International indicated Friday that "the time is not ripe" to make its backlog of films available to tv. Milton R. Rackmill, U-I president, told the company's annual stockholders meeting that U-I is not interested in selling to tv at the present time. In reply to a stockholder's question, he said he would not consider tv release of 800 feature films for even 10 million.

Edward Madden Leaves MPTV To Join International Latex

APPOINTMENT of Edward Madden, vice president of Motion Pictures for Television for the past three years, as vice president of International Latex Corp., New York, was announced last week by W. O. Heinz, president.

Though Mr. Madden's precise area of responsibility at International Latex was not defined, his appointment follows a recurring report that IL will sponsor the old RKO backlog of motion pictures on a network or national spot basis. The film library is owned by C & C Super TV Corp., headed by Matthew Fox, with whom Mr. Madden was associated at MPTV. No confirmation of the projected International Latex sponsorship or description of Mr. Madden's duties at IL could be ascertained last week.

Prior to joining MPTV, Mr. Madden was for four years a vice president of NBC-TV. Previously he had been a vice president of McCann-Erickson.

Screen Gems Reports Sales

TEN MORE tv stations have purchased "Hollywood Movie Parade," the new package of 104 feature films distributed by Screen Gems Inc., subsidiary of Columbia Pictures Corp., since the first sale was announced a fortnight ago, Sales Director Robert H. Salk said last week.

New stations signed include KTTV (TV) Los Angeles, KRON-TV San Francisco, KFIZ-TV Dallas, KCMO-TV Kansas City, KUTV (TV) Salt Lake City, WOW-TV Omaha, KOIB-TV Albuquerque, KCRA-TV Sacramento, Calif., WTTV (TV) Bloomington, Ind. (Indianapolis), KSYD-TV Wichita Falls, Tex., and WCBS-TV New York.

Breweries Buy Ziv Show

SIGNING of six breweries as new sponsors of Ziv Television Programs' Man Called X tv film series was announced last week by M. J. Rifkin,
vice president in charge of sales. Latest sales on the series, which increase markets to 163, were to Anheuser-Busch Inc. for Chicago; Bissell Brewing Co. for New Haven, Conn.; Bi-Palm of the State's brewery in San Francisco; and the brewery of the state's brewery in San Francisco.

Screen Gems' Western Sales Adds to Staff, Makes Move

IN A MOVE attributed to expanding sales activities on the West Coast, Screen Gems Inc., New York, last week announced a series of additions to its Western Sales Div. and the move of its sales headquarters from San Francisco to Hollywood.

Dick Dinsmore, who has been west coast sales manager in San Francisco, has been promoted to western sales manager in Hollywood. Haan Tyler, formerly sales manager of Tom Corraine & Assoc., Hollywood, has joined Screen Gems as station sales supervisor of the division. Mr. Dinsmore will supervise an enlarged sales staff, composed of John Hunt, Seattle, North-west; Peter Carey, San Francisco, California-Nevada; Tom Seehof, formerly sales representative in Salt Lake City and now in Hollywood; Stanley Bush, salesman for KUTV-TV Salt Lake City, and now with Screen Gems in that city, and Mr. Tyler, Hollywood.

FILM RANDOM SHOTS

Procter & Gamble, sponsor of Jane Wyman's Fireside Theatre (NBC-TV, Tuesday, 9-9:30 p.m.), has exercised option on show for another year, according to Lewman Productions, L. A. P&G agency is Compton Adv. N. Y. Sponsor plans to continue series at same time on NBC-TV, starting mid-September.


FILM PEOPLE

Jack Whitehead, internationally known cinematographer, appointed director of photography and head cameraman of Fred A. Niles Productions Inc., Chicago and Hollywood. He has been in feature film production over 30 years, with U. S. and British motion picture firms and as free-lance cameraman.

Andy Coscia, media and research director, Guild Films, to Western Television Corp., subsidiary of C&C Super Corp., N. Y., as assistant to vice president in charge of operations.

Bernie Saber, formerly with United Film & Recording Studios, Chicago, to Kling Film Productions, same city, as musical director.

David Hillwell, producer of Suspense and Danger on CBS-TV, signed by Bissell-Diamond Productions, L. A., as producer on Mystery Writers Theatre series for Screen Gems Inc.

Leo Davis, MCA-TV production staff on CBS-TV'S General Electric Theatre named producer of program's live shows.
CBS Radio executive acquires vice presidency along with directorship. Bureau also formalizes John F. Hardesty's role as general manager and advances Warren Boorom to promotion manager.

SHERRIL TAYLOR of CBS Radio was named vice president and promotion director of Radio Advertising Bureau and RAB Vice President John F. Hardesty's role as general manager was formalized by the bureau's executive committee last week. In addition, Warren Boorom was advanced from director of local promotion to promotion manager.

The changes were announced by RAB President Kevin Sweeney, who had proposed them, following an executive committee meeting in New York Wednesday.

The committee, headed by Kenyon Brown of KWFT Wichita Falls, Tex., also:
* Approved management plans for a second National Radio Advertising Clinic to be held Oct. 29-30 at the Waldorf-Astoria in New York. The first, held last October, drew a capacity attendance of 600 advertiser, agency, station and network executives to discuss radio, as a national advertising force.
* Approved a revised budget for the first half of 1956, reflecting income gains that thus far this year are running at an annual rate of $100,000 more than anticipated at the RAB board meeting in December. The revised budget pushes planned expenditures for 1956 to more than $775,000.
* Heard President Sweeney present plans for helping stations and networks make the most out of this year's National Radio Week which, as long advocated by RAB, will be held separately from the observance of National Television Week.
* Heard plans for RAB participation in Radio Day at the NARTB convention next month. RAB will stage a presentation tentatively titled "Radio: One of the Big Four" on the convention's last day.

Mr. Taylor, who will join RAB on April 1, currently is co-director of sales promotion and advertising for the CBS Radio Network. In his new post he will supervise all promotion activities.

As part of the realignment, Mr. Boorom becomes promotion manager and will serve as Mr. Taylor's deputy. Through him, both national and local promotion departments will report to Mr. Taylor. Sales development, headed by Walter Brown, also will report to the new vice president and promotion director.

Mr. Taylor started in radio in 1947 as a publicity writer for KSL Salt Lake City, where he rose to director of sales promotion for both KSL and KSL-TV. In 1951 he moved to CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network as sales promotion manager. He later became KNX-CPRN sales promotion, advertising and exploitation director before joining CBS Radio Spot Sales in New York in 1953. He was named co-director (with Louis Dorsfman) of sales promotion and advertising for the CBS Radio Network last year after two years as manager of the CBS Radio Spot Sales Promotion dept.

"Sherril Taylor's unmatched background of promotion for radio stations, station representatives, and regional and national networks was made to order for RAB," President Sweeney said in announcing the election. He expressed the view that Mr. Taylor "is one of the outstanding media promotion men of the country" and said "his addition to the RAB completes what we feel is the best team in media promotion."

Mr. Boorom, director of advertising and promotion for WTOP Washington before joining RAB as assistant director of local promotion in 1954, was named local promotion director eight months ago.

The addition of the general management to Mr. Hardesty's vice presidential title, also effective April 1, was a formality. Officials pointed out that 'vice president and general manager, although a new title, formalizes the arrangement that has prevailed since Mr. Hard- esty's election to a vice presidency in December, when he returned to RAB after two years as eastern sales manager for Westinghouse Broadcasting Co. He had been RAB local promotion director from 1952 to 1954.

AFA June Convention Expected To Draw Over 1,000 Ad People

OVER 1,000 advertising executives are expected to attend the 52d annual convention in Philadelphia of the Advertising Federation of America, June 10-13, according to Ben R. Donaldson, institutional advertising manager, Ford Motor Co., and AFA chairman.

Coincident with the convention—timed as part of the national observance of Benjamin Franklin's 250th birthday anniversary—Philadelphia's Poor Richard Club, affiliated with one of the largest advertising clubs in the U.S., will celebrate its 50th anniversary.

Meanwhile, Bonnie Dewes of D'Arcy Adv., St. Louis, general chairman of the AFA committee to select the Advertising Woman for 1956—the nine-super-promotional contest in the made—said that nominations will close March 26. Winner will be announced during the four-day convention.

Convention activities as planned include the following: a four-day analysis and discussion of advertising, an eight-member panel discussion on the future change in advertising, a theatre party to see the road-company tour of "Kismet," sightseeing trips throughout Philadelphia and a round of buffets, cocktail parties and fashion shows.

New Officers for RTES Submitted by Committee

THE nominating committee of the Radio & Television Executives Society has unanimously recommended the following slate of officers and members of the board of governors to serve next year:

Offices: Robert Burton, vice president, Broadcast Music Inc. nominated for second term as president; Merle Jones, vice-presi-
dent, CBS-TV, as first vice president; Robert Leder, vice president-general manager, WINS New York, as second vice president; Claude Barrere, eastern director of tv, BMI, as secretary, and Bernard Goodwin, president, DuMont Broadcasting Corp., as treasurer.

For the board of governors to serve for a two-year term: Kenneth Bilby, NBC vice president of public relations; Marg Eatoin, Radio Reports Inc.; Norman Glenn, Sponsor Publications; Geraldine Zorbaugh, general counsel & secretary, ABC, and Norman Gluck, vice president, United World Films Inc. Elected to the board last year for a two-year term, and serving until May 1957: Don McClure, director of film, International Latex Corp.; Frank Pelletgrin, vice president and secretary, H-R Representatives. Roger Pryor, vice president in charge of radio-television, Foote, Cone & Belding; Robert Schmidt, vice president and director, MBS, and Sam Slate, program director, WCBS New York.

BBC Head Before N. Y. Group

SIR IAN JACOB, director general of the British Broadcasting Corp., will speak at this Wednesday's luncheon meeting of the Radio & Television Executives Society in the grand ballroom of the Hotel Roosevelt, New York. Mr. Jacob, who, it is understood, will present the BBC's thoughts about Britain's commercial Independent Television Authority (ITA) [CLOSED CIRCUIT, March 5], also will answer questions posed by a special panel made up of John Daly, ABC vice president and commentator, and Jack Gould, radio-television columnnist, New York Times.

Mich. AAAA Elects Anderson

ROBERT E. ANDERSON, BBDO, Detroit, has been elected chairman of the Michigan Council, American Assn. of Advertising Agencies. the AAAA reported last week. Other Detroit advertising agency executives named in a special election held to fill four vacancies on the board of governors were Aldis P. Butler, Young & Rubicam, and Leonard Simons. Simons-Michelson, to vice-chairman and secretary-treasurer, respectively.

Elected for two-year terms were Victor Armstrong, Kenyon & Eckhardt; Colin Campbell, Campbell-Ewald; Mr. Simons and Mr. Butler. The terms of the fourth electee to the board. John Bowers, of Brooke, Smith, French & Dorrance, as well as Mr. Anderson's expire March 31, 1957.

Sports Assn. Names Seven

APPOINTMENT of seven sportscasters to the advisory committee of the Sports Broadcasters Assn. was announced last week by Len Dillon, SBA president. They are Don Dunphy, Russ Hodges, Bill Stern, Red Barber, Bryan Field, Jimmy Powers and Sam Taub. Other committees appointed by Mr. Dillon are: Membership —Les Keiter (chairman), Jim Gordon, Frank Lisky and Sam Taub, Welfare—Guy LeBow (chairman), Don Dunphy and Bill Hickey; Speakers—Chris Schenkel (chairman), Howard Cosell and Bill Hickey.
One WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . buy WBNS Radio.

CBS FOR CENTRAL OHIO
Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

IRE CONVENTION EXPECTING 45,000

Two miles of exhibits require 1,000,000 watts substation. Four-day program beginning today calls for 55 technical sessions. John V. L. Hogan to receive top IRE award.

A RECORD turnout of more than 45,000 electronic scientists and engineers will gather from virtually every country on earth for the four-day Radio Engineering Show and Institute of Radio Engineers' annual convention which opens today (Monday) in New York. IRE officials said that it will be the largest assembly of engineering people ever amused for a single event.

Radio, television, color tv, and color-tv tape recording developments figure prominently among the 55 technical sessions scheduled to cover all the latest advances in 24 fields of electronics. Headquarters are the Kingsbridge Armory and the Waldorf-Astoria Hotel. Sessions will be held at both places and also at the Belmont Plaza Hotel.

The Radio Engineering Show, held annually in conjunction with the IRE convention, will be housed at the Armory and will consist of almost two miles of exhibits in some 715 booths. Officials said the exhibitors account for about 85% of the nation's productive output in electronics, and the value of equipment being shown was placed "in the millions of dollars." A million-watt electrical substation has been installed at the armory to power the equipment being demonstrated — much of which will be shown for the first time.

John V. L. Hogan, pioneer engineer and widely known in the broadcasting field, will receive the IRE's highest award, the Medal of Honor, and make the principal address at the annual banquet Wednesday evening at the Waldorf-Astoria. Mr. Hogan, one of IRE's three founders, was chosen for the top award in recognition of his long sequence of inventions in the communications art, notably facsimile. Four other principal awards will be presented at the dinner by IRE President Arthur V. Loughren, vice president of Hazeltine Corp.

The institute's annual cocktail party get-together is scheduled this evening (Monday), also at the Waldorf.

The convention will open this morning with a business meeting at which John T. Henderson, director of the IRE Canadian region and principal research officer of the National Research Council of Canada, will be chief speaker. The technical sessions get under way at 2 p.m. today at the Waldorf, the Belmont Plaza and the Armory.

AWRT Convention to Hear Four Broadcast Executives

Four broadcast industry executives will be among the main speakers at the fifth national convention of American Women in Radio & Television, April 26-29, in Boston, the AWRT said last week.

The general theme to be taken up during April 27's general session by speakers and panelists attending the convention will be "Women - The Unexplored Radio and TV Active Bomb." Scheduled to address the delegates are: Oliver Treyz, president, Television Bureau of Advertising, New York; Norman Knight, executive vice president, Yankee Div.,
“John Ruskin said:

‘There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper - - - and the people who consider price alone are this man’s lawful prey.’

Broadcasters should have that engraved in gold in their offices.”

from an address by the Vice President of a leading agency
WCKY'S powerful 50,000 watt Twin Transmitters, insure uninterrupted 24 hour a day broadcasting, sending out a strong, listenable signal to virtually one half of the United States, after sundown—and to the rich Metropolitan Cincinnati Market Area, day and night.

WCKY ... ON THE AIR EVERYWHERE • TWENTY
BUT—

Advertisers don't (or shouldn't) buy 50,000 watt radio signals alone. These signals must be listened to by families—consumers of the advertiser's products.

WCKY's programming of music and news, 24 hours a day is listened to regularly

In Cincinnati • • •

* 82.4% of Cincinnati homes
Listen to WCKY, each week

Out of Cincinnati • • •

** 1,192,920 radio families in one half of the nation listen at night each week, to WCKY

These hundreds of thousands of consumers, in and out of Cincinnati, buy WCKY advertised products. They'll buy yours, too, if you tell them on WCKY

for top audience—low rates

BUY WCKY

For availabilities wire or phone collect
Ohio Broadcasters Meeting Held in Cleveland Last Week

Industry leaders reviewed current advertising practices and offered constructive criticism toward sounder broadcast operations at the annual Ohio Assn. of Radio & TV Broadcasters convention which took place in Cleveland's Hotel Statler last Friday.

Frank E. Pellegri, partner and vice president of H-R Representatives and H-R Television Inc., station representatives, told the Ohio group that "99% of all advertisers would increase their sales if they paid more attention to integrating all their advertising and selling efforts, rather than letting six horses ride off in different directions."

"Broadcast media lend themselves especially well to integration," he said, "simply because they are the most effective media in reaching the greatest number of people most economically. Therefore, they can also team up extremely well with coordinated sales efforts of the sales force, with coordinated advertising of retailers, and with any print or posters or any other kind of supporting advertising a client may wish to use."

He scored the hostility that has led print media "to preach a doctrine of bitter opposition to broadcasting, as so grossly exemplified in the recent threat of the Bureau of Advertising to make its major effort this year one of fighting television, rather than of selling newspapers."

Radio stations no longer can make a profit "merely by having a license," Richard P. Doherty, Washington, D.C., management consultant, said in a talk before the Ohio meeting.

"If you're going to make a profit this day and time, it must be by individualized endeavor," he declared.

"The radio industry does offer a background for successful and profitable operations so long as individual station management is really on the ball. In order to be successful, radio station management must reflect showmanship and imagination. Programming must be entertaining and interesting—not stereotyped—and rate schedules must be sound and realistic."

Mr. Doherty described what he considers a new challenge to radio:

"Radio now depends very heavily on local markets and local revenues. Yet radio is going to get more and more local competition from television due to several factors. These factors include the increase in the number of new television station operations throughout the nation; the constant increase in the number of tv sets in use, and the fact that there is an increasing trend for two, three, and four sets to a family as the result of manufacturers' putting on the market low cost portable sets."

Vincent Wasilewski, manager of government relations for NARTB, also addressed the meeting. His talk was on the current political broadcasting situation.

Chicago Meeting To Explore Merchandising by Premiums

Use of premiums for more profitable merchandising will be discussed by the Premium Adv. Assn. of America during the 23rd annual National Premium Buyers Exposition in Chicago March 19-22.

Leading premium specialists will address a March 20 morning session at Navy Pier, with speakers to be announced. Citation award banquet will be at the Conrad Hilton Hotel March 21 under auspices of the Premium Industry Club.

Bakersfield Adv. Club Formed

Vern Mack, advertising agent, has been elected president of the newly-formed Greater Bakersfield (Calif.) Advertising Club.

Other officers are Benton Paschall, general manager, KAFY Bakersfield, vice president; Elmer Strauss, Downtown Business Men Assn., secretary, and Robert Love, treasurer.

Martha Jeffreys, vice president of District Five, Advertising Assn. of the West, was speaker at an organizational meeting and presented the club its charter.
Every time you use a Bell telephone — including the lovely new color telephones — your fingers touch our name, Western Electric... and that's your clue to what we do.

For over 73 years we've been the manufacturing unit of the Bell System. So we don't make refrigerators, toasters, television sets or motors. We do make good telephone equipment... like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side by side with Bell Laboratories people who design telephone equipment and Bell telephone people who operate it, we have helped to give Americans the most and the best telephone service in the world. Valuable always, such service is priceless in emergencies.
RETMA GROUP BACKS FCC ON SPURIOUS RADIATIONS

Association's Set Committee also concludes that there is no need for the industry conference which the Commission had suggested to consider the order.

The FCC's ORDER on spurious radiations was endorsed last week by the Radio-Electronics-TV Mfrs. Ass'n's Set Committee, which also concluded that there was no need for the industry conference which the FCC had invited RETMA to arrange for consideration of the order.

The order is designed to insure that sets are engineered so as not to cause interference with other sets through spurious radiations. The RETMA committee approved both its engineer-standards—which incorporate RETMA's—and its effective dates: May 1 for vhf sets and Dec. 31 for uhf sets.

The committee held that RETMA should not itself undertake to police enforcement of the order or certify sets for compliance. It did, however, ask the RETMA Engineering Dept. to design a uniform seal which will not carry RETMA's name but may be used by RETMA members to indicate that their sets comply with the FCC standards.

The decision on the spurious emission standards was one of several highlights of the three-day spring conference of RETMA, held Tuesday through Thursday in New York. Other highlights:

- David Schultz, Chetee G. Gifford, and David R. Hall were named to the RETMA board. Mr. Schultz, new president of Allen B. DuMont Labs, succeeds Dr. Allen B. DuMont, who has been elevated to chairman of the board of the Labs. Mr. Gifford, president of the Crosley & Bendix Home Appliance Div. of Avco Mfg. Corp., succeeds Parker E. Erickson, who resigned recently from Avco. Mr. Hall, vice president of Raytheon, succeeds Mr. Schultz, who resigned from the board when he moved to DuMont.
- John S. Holmes, president of Warwick Mfg. Corp., was elected to the Set Div.'s Executive Committee.
- The special Frequency Allocations Study Committee, set up last fall primarily to seek solutions to the uhf problem, was dissolved and its functions were turned over to the RETMA Televison Committee. Officials explained that the special committee had served its purpose as fully as possible and that, at this point, any remaining functions should be performed by a regular RETMA committee. Dr. W. R. G. Baker of General Electric, who headed the special committee, also heads the tv committee.
- RETMA filed a telegram to Rep. Aime J. Forand (D.-R. 1.) strongly protesting the so-called Forand Subcommittee's recommendation that the manufacturers excuse tax be extended to transistors, wire and tape recorders, and record players. The protest stressed that the radio industry already is being discriminated against, that it pays 60% of the taxes levied on home products although it has only 44% of the sales of such products, and that the infant color television manufacturing industry also is carrying the tax burden.
- The board went on record endorsing the Voice of Democracy contests and approving continued cooperation with NARTB and the Junior Chamber of Commerce in co-sponsorship of the annual event.
“TELEVISION'S FINEST”
—for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.
U'S SAY CHANGE TABLE; V'S SAY NO;
NETWORKS NEXT TO TESTIFY IN SENATE

Ch. 26 WTVK (TV) Knoxville, Tenn., says it can operate under present conditions, or if it becomes v. Ch. 4 WSM-TV Nashville, Tenn., says present allocations plan, with minor shifts, is satisfactory. RCA's Engstrom cites his firm's technical aid to uhf and calls for its pre-dominance in some areas so u's may grow.

THE Senate Commerce Committee last week concluded the phase of its hearings on tv allocations, except for testimony by network witnesses, which Chairman Warren G. Magnuson (D-Wash.) has said will be held March 26-28.

The hearings ran Wednesday through Friday (for testimony by Friday's witnesses, see AT DEADLINE, page 9). Sen. John O. Pastore (D-R. L.) presided at Wednesday's session and Sen. Andrew F. Schoeppel (R-Kan.) at the Thursday hearing.

Wednesday's witnesses included John Engelbrecht, WTVK (TV) Knoxville, Tenn. (ch. 26); John H. DeWitt Jr., WSM-TV Nashville (ch. 4), and Paul W. Morency, WTIC Hartford, favored in an initial decision, on which oral argument has been held (page 74), for ch. 3 there.

Thursday witnesses were Elmer W. Engstrom, RCA senior executive vice president; Irving Fermor, American Civil Liberties Union (ACLU), and Andrew J. Blemiller, AFL-CIO. Other statements were entered in the record.

WEDNESDAY

Mr. Engelbrecht recommended that unless the FCC has readily available a nationwide allocation plan which would solve most of the intermixure problems, the Senate committee should require the Commission "forthwith" to act immediately in making reallocations in the public interest on a case-to-case basis.

He said WTVK was purchased from another group in July 1954 and his firm has assumed a heavy burden of existing financial obligations to give Knoxville its second tv station. He said WTVK is operating at a small profit now in competition with one vhf, but that if a second vhf is established WTVK cannot survive. WATE (TV) has been operating on ch. 6 and WBNR Inc. (WBIR) holds an FCC grant for ch. 10 there, he said.

He said WTVK is carrying CBS programs on a per program basis while CBS has been studying, since October 1955, a regular affiliation contract with WTVK to see if the network desires to sign with WTVK or with the proposed new vhf ch. 10 station.

He said he has urged that the FCC assign a third vhf channel for WTVK in Knoxville, but has been denied. WTVK has petitioned the FCC that in the alternative, educational ch. 20 there be made commercial and ch. 10 be re-served for educational purposes. Mr. Engelbrecht said chs. 7 or 8 could be added in Knox-

ville without disrupting the service of any existing station if the FCC will abandon its fixed table of assignments. Mr. Engelbrecht said a recent test shows 89% conversion to uhf sets in WTVK's immediate area.

Mr. DeWitt said he felt an allocation plan is needed and that the FCC's present one, except for "possibly some minor shifts such as we have already been made since its adoption, is satisfactory and should not be substantially modified."

The Senate committee and FCC also should announce publicly that their studies show uhf is capable of rendering satisfactory tv service and that no change in the general allocations structure is contemplated, he said. Both also should do "everything possible" to encourage ad agencies to produce all-channel tv sets, he added.

Mr. DeWitt suggested that one way to build up uhf circulation is to allow uhf stations to install uhf translators in smaller communities, creating incentive to purchase all-channel sets. He said there is almost an exact analogy in early radio where clear channel stations delivered the only signals to small towns and rural areas, making it economically feasible for listeners to operate in many towns with ready-made audiences.

Uhf operators, like the pioneer vhf operators, must be willing in larger markets to spend substantial sums to provide the coverage necessary to attract advertisers, he said. Mr. DeWitt said additional vhf channels or other proposed plans, such as drop-ins, directional antennas, mileage separation reductions, power and antenna height reductions, will not solve the problem.

Mr. Morency said oral argument, on exceptions to an initial decision favoring his company for ch. 3 in Hartford, was held last Monday and that an FCC decision should be forthcoming within 90 to 120 days. He said once the FCC decides for WTIC, its firm will begin operating on ch. 3 in 60 to 90 days. He said WATIC plans to inaugurate local and network color and has contacted religious, educational and civic groups for participation in ch. 3 programming.

He suggested one plan which undoubtedly held an attraction for Acting Chairman Pastore, who has been urging that ch. 3 be moved to the Providence area to give that city three vhf stations, while the Providence area uhf ch. 18 is moving to Hartford to give that area three non-inter-mixed uhf outlets. This was in the form of a study by A. D. Ring, Washington consulting engineer, which would assign ch. 6 to Newport, R. I. He said that with a minor relaxation of the FCC Rules ch. 6 can deliver an "excellent signal over Providence."

Mr. Morency said many sections of hilly and mountainous terrain around Hartford made a vhf station desirable there to reach these people who at present get only inferior service (from Hartford area uhfs or outside vhs). He belittled uhf complaints against the proposed new vhf ch. 3 in Hartford by saying that uhf conversion is very high there.

The problem of CBS or NBC removing their affiliations to ch. 3 also does not threaten, since both NBC and CBS propose to own their own uhf stations in the area, he said, adding that the CBS purchase of WGTH-TV (ch. 18) Hartford has just been approved by the FCC.

Mr. Morency said none of the four uhf stations in the Connecticut Valley operates with more than a fifth of the maximum power authorized by the FCC.

THURSDAY

Mr. Engstrom asked that the FCC authorize higher power and directional antennas for uhf

What's so unusual about
6000 Sunset Boulevard?

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

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

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

Page 66 • March 19, 1956
“From cover to cover, I read Ad Age thoroughly”

says GEORGE J. ABRAMS
Vice President & Advertising Director
Revlon, Inc.

“When I finish reading my weekly issue of Advertising Age, I usually find that I have read it thoroughly from cover to cover. As a former newspaper reporter, I appreciate good reporting. As an advertising man, I appreciate good coverage of advertising. Advertising Age today provides the working adman with top-notch news coverage of his profession.”

Story by story, feature by feature, yes—often ad by ad, Advertising Age gets cover-to-cover readership by the executives who are important to you. With its dynamic coverage of advertising, marketing and sales, Ad Age is “news” paper, “home-town” paper and “business” paper all in one—not only to those who activate broadcast decisions, but to those who influence important market and media decisions.

Take Revlon, Inc. for example. Broadcast advertising is playing a major role in Revlon’s growing sales picture—up 54% to $51,600,000 last year. Its famous $64,000 Question program consistently ranked first among 1955 tv programs after its fourth week on the air. Spot broadcast, too, is used by Revlon on its cosmetic products.

Every week, 10 paid subscription copies of Advertising Age get read, routed and discussed among Revlon executives.

GEORGE J. ABRAMS
In August, 1955, when he stepped into Revlon’s new position of V.P. & Adv. Dir., Mr. Abrams had already packed a wealth of advertising experience into a young career. At 16, he was writing a children’s column for a daily newspaper. Successively, he progressed from office boy to public relations, advertising and market research work at National Biscuit Co., Anacin Co., Whitehall Pharmacal, Eversharp, Inc., and Block Drug Co. At 35, he was named “outstanding young advertising man of the year.”

Today Mr. Abrams directs a $12,000,000 advertising program, with a good deal of his time devoted to Revlon’s top “$64,000 Question” and two new network programs, as well as spot broadcasts.

Further, among the advertising agencies which will place Revlon’s $12,000,000 advertising budget—BBD&O; Dowd, Redfield & Johnstone; Emil Mogul Co.; Ehrlich, Neuwirth & Sobo; and LaRoche—Advertising Age delivers 218 copies every week!

Add to this AA’s similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000 based on 32,000 paid subscriptions, and you’ll recognize in Advertising Age a most influential medium for swinging broadcast media decisions your way in 1956.
stations and approve the use of booster and translator stations; that the FCC deintermix "on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand"; that multiple owners and others with "resources and know-how" be encouraged to undertake operation of uhf stations, and that Congress repeal the 10% federal excise tax on all-channel color tv receivers.

He described RCA's pioneering in uhf tv, leading to 1,000 kw ERP stations. He said costs for transmitters and antennas to achieve maximum power (316 kw ERP) in the high part of the uhf band and in uhf (1,000 kw ERP) are approximately the same ($235,500 for uhf, $250,500 for vhf), with operating costs also alike. He noted FCC's proposed rule to raise uhf maximum powers to 5,000 kw, and cited RCA's experiments beginning last January in which an ERP of 4,500 kw was achieved in uhf, later increased to 8,000 kw. He said cost of a gear producing 4,500 kw for a commercial uhf station would approximate $550,000.

Mr. Engstrom cited RCA experiments with boosters and its conclusions that boosters would be helpful to some uhf stations in increasing coverage. He said the noise factor in uhf sets has been reduced from 18-25 db to 11-14 db, but this still is not comparable to vhf sets. He said other improvements have been made in spurious radiation, tuning and receiving antennas. He noted RCA promotion of all-channel sets and said the black-and-white set differential between uhf and vhf sets has been reduced from $50-$60 to $25. Differential for RCA's new line coming out in mid-1956 has not been determined, he added.

He said the percentage of RCA's production of black-and-white all-channel receivers is 40% above the average of the industry, but that total industry percentages show all-channel set production was 19.6% in 1953, 19.9% in 1954 and 15.2% in 1955.

In asking repeal of the excise tax on all-channel color tv receivers, Mr. Engstrom said that RCA heretofore has produced only all-channel color sets. "However, recognizing the realities of the situation and the competitive picture, as we move into higher rates of production we must plan to make vhf-only color receivers as well as all-channel color receivers."

He said if buying habits for color tv prove to be the same as for black and white when RCA announces its new line of color receivers "within a few months," RCA would expect to produce about four-fifths of its color sets to tune vhf only and the rest all-channel.

He charged that there is "some indication FCC has changed its own rules" in making grants and told the committee his union has not asked the Justice Dept. to investigate the case. He said, however, that the Senate Judi-

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**POSITION WANTED**

Top flight salesman specializing in articles and services used by farm and small town families.

For thirty years has consistently turned in the highest sales records in Kansas and adjoining states.

Knows this territory and its people intimately.

Can furnish glowing recommendations from hundreds of America’s leading businesses.

Working hours and reimbursement can be arranged to suit your individual requirements.

For complete details, call your Capper Man or write direct to WIBW—The Voice of Kansas—Topeka, Kansas.
Exciting step...

toward Intercontinental TV

An important advance has been made in microwave radio! It's called "over-the-horizon" transmission.

Until recently, microwave was limited to line-of-sight distances, signals being beamed directly from one antenna right at another. However, engineers knew that a small part of the signal "drops off" the beam, or is "scattered" in the troposphere. A whole new concept was visualized, requiring new, specially-designed equipment.

Now, with the new technique, the signal is beamed far out over the horizon with tremendous power. Huge new "high-gain" antennas capture the "scatter," and a special IT&T electronic system keeps the signal steady for highly reliable communications.

Thus "over-the-horizon" transmission promises to span truly long distances... a big step toward the day when TV may cross the oceans. For telephone and telegraph, facsimile, and telemetering, great benefits can be made available today.

IT&T engineers were the first to introduce microwave communications, 25 years ago. And, by the development of unique equipment, they have made a major contribution toward making "over-the-horizon" microwave commercially practicable.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.
Chairman Paul 

This request 

misunderstanding about FCC Chairman George 

sion Tariffs Committee, assuring the committee 

entered a law firm to make a study, Mr. Salant said, but no conclusions have been made at this early stage in the study.  

(3) A letter from KJEO (TV) Fresno, Calif. (ch. 47), notifying the committee that an appeal court decision has denied KJEO’s application for stay of the grant of vhf ch. 12 there, resulting in CBS notifying KJEO that its affiliation contract will be terminated in June 1956. KJEO President J. E. O’Neill said he had expressed this fear earlier to the Senate group. He asked for “quick and decisive action” in the next few months regarding deintermixture or drop-in plans.  

(4) Letters from the National Grange and National Council of Farmer Cooperatives opposing any change that would reduce existing tv service to rural areas or prevent expansion of new rural area coverage.  

(5) A letter from the American Legion opposing pay tv.  

A petition from Scottsberg (Ore.) Community TV asking approval of “community flash tv systems” or “boosters.”  

(7) A letter from WFAM-TV Lafayette, Ind. (ch. 59) asking for a solution for uhf operators and criticizing high-powered vhf outlets.  

(8) A statement by Stewart Watson, president of WKOW-TV Madison, Wis. (ch. 27), asking the Senate group to “admonish the Commission to preserve the status quo in Madison until the time as that the Commission has made its final decision as to what action it will take with respect to the allocation of tv channels.” (Madison ch. 3 has been granted to WISC there but the case is in litigation.)

Pro-Uhf Forces Merge Into New Committee

A MERGER of all uhf forces into a “Committee for Competitive Television” was announced last week.  

Support for the new organization was pledged by the Uhf Industry Coordinating Committee, the Committee for Hometown Television, and a group of “successful” uhf stations, the announcement said.  

The joint group was formed after several conferences in Washington during which representatives of the various groups and stations reviewed the chances for action by the Senate Commerce Committee and the FCC in the present allocations “crisis.”  

The new group, which will be headed by John G. Johnson, WTOP-TV Winston-Salem, N. C., has two basic targets, it was understood. One is deintermixture and the other is a revision of the excise tax on tv receivers to favor all-channel receivers. One recommendation, it was learned, was to reduce the excise tax on all-channel receivers to 5% and boost the tax on vhf-only receivers to 15%. The present excise tax is 10% on all video receivers.  

“The approach of the committee will be positive,” Mr. Johnson stated. “It is designed for both large and small markets, both distressed and prospering properties. It will call upon all stations to take steps to inform their representatives and senators in Washington of the great future possible in all channel television and will urge that the FCC complete its present rule-making procedure before June 1, 1956. It is the position of this committee that unless the FCC promptly establishes a fully competitive allocation plan the opportunity for a free and competitive system of television broadcasting may be severely prejudiced or forever destroyed.”

Serving with Mr. Johnson are John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman, and Thomas P. Chisam, WVEC-TV Norfolk, Va., treasurer. With these officers on an executive committee is Philip Merriman, WICC-TV Bridgeport, Conn., president of Hometown TV Inc. Mr. Johnson was chosen chairman of the UHFICC two weeks ago [BT, March 12]. Phil Dean, former NBC publicity director, was retained to handle publicity and public relations for the committee. The committee opened Washington offices at 1735 DeSales St. and plans to engage a full time executive secretary and office staff.

Among the individual stations which have pledged their support, the announcement said, were the following: WVEC-TV Norfolk, Va;
"For speed and dependability in TV work, you can’t beat Du Pont Rapid Reversal Film!"

— says Chief Cameraman, Merle Severn, KOMO-TV, Seattle, Washington

"DEADLINE"—a half-hour news show on KOMO-TV, is just what the name implies. And, to keep up with fast-breaking news events, Chief Cameraman Merle Severn has some definite convictions about the film he uses:

"Du Pont Type 931 is the only motion picture film we’ve found that gives the speed, dependability and consistency we need for newsreel work. Shooting a five-times-a-week news show demands a lot from a film... smooth gradation for good reproduction, fine grain and wide latitude to catch every detail in shadows as well as highlights... demands easily handled by Type 931!"

"I used Type 930 and 931 in Alaska last year when covering the joint Army-Air Force ‘Operation Snowbird’ for KOMO-TV and the NBC Network," continues Mr. Severn. "Shooting in temperatures from 10 below to 10 above zero. Du Pont 930 and 931 worked smoothly with no special preparation of the films.

"When TV schedules are tight—as they often are—Du Pont Rapid Reversal Films can be processed and ready for televising in just 30 minutes. Footage is frequently used directly from the processing machine with no preliminary projection... and we’re always confident of the high quality results we’ll get.

"Here at KOMO-TV," concludes Mr. Severn, "we use Du Pont films exclusively—Type 930 for routine assignments, and Type 931 where more speed is necessary. We call them the ‘twins’... and they make a wonderful pair!"

Take advantage of the many features of these fine films in your own work. Contact The Du Pont Company, Photo Products Department, Wilmington 98, Delaware, or your nearest Du Pont Sales Office (listed below). In Canada: Du Pont Company of Canada Limited, Toronto.

DU PONT
MOTION PICTURE FILM

Better Things for Better Living... through Chemistry

SALES OFFICES

ATLANTA 5, GA. 805 Peachtree Building
BOSTON 10, MASS. 140 Federal Street
CHICAGO 30, ILL. 4560 Troy Ave., Lincolnwood
CLEVELAND 14, OHIO 1625 Union Commerce Building
DALLAS 1, TEXAS 1625 Oak Lawn Avenue
HOLLYWOOD 38, CALIF. 7051 Santa Monica Boulevard
NEW YORK 11, N. Y. 248 West 116th Street
PHILADELPHIA 2, PA. Nemours Bldg., Wilmington 98, Delaware

Broadcasting • Telecasting

March 19, 1956 • Page 71
TOP OFFICIALS of the new all-uhf Committee for Competitive TV ponder tactics at the organization meeting in Washington last Thursday. L to r: John O. Johnson, WTOP-TV Winston-Salem, N. C., chairman; Thomas P. Chimam, WVEC-TV Norfolk, Va., treasurer; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman.


WOC-TV Sells . . . because it offers the advertiser:
39 Iowa-Illinois counties with a population of 1,158,000.*
39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).
39 Iowa-Illinois counties with an annual Effective Buying Income of $2,458,503,000.+
39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV Sells . . . because it offers the advertiser:
Maximum power—100,000 watt video—transmitted over a 602-foot-high antenna system on Channel 6.
Basic NBC programming plus market-WISE local programming.
A responsive audience that sent this station 157,422 pieces of program mail in 1954—42 per cent of which was in response to local, studio-produced programs.

WOC-TV Sells . . . because its 6 years of telecasting experience make it the channel that is watched throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

*1955 Sales Management “Survey of Buying Power”

CENTRAL BROADCASTING CO., Davenport, Iowa

WTAO-TV, WETV (TV) Join Growing Uhf Casualty List

TWO STATIONS joined the growing uhf casualty ranks last week when ch. 56 WTAO-TV Cambridge, Mass., announced it was suspending operations, and WGMS Washington returned its ch. 20 construction permit (WETV (TV)) to the FCC, never having gotten on the air, resigned to the fact that it never would.

WTAO-TV reported it was suspending “temporarily” pending outcome of the all-radios problem. WGMS expressed serious doubts as to the future success of uhf in Washington.

WTAO-TV suspension marks the 62d station which has ceased operating (of which four were vhf). The WGMS surrender of its cp makes it the 160th such deletion (of which 25 were vhf outlets).

Status of Flint, Mich., Tv Grantee Argued

QUESTION of whether a tv grantee—who has won out in a comparative hearing—must be considered still in hearing status when he asks to amend his grant was argued in the U. S. Court of Appeals in Washington last week. The case involved the 1954 grant of Flint, Mich., ch. 12 to WRJ Detroit (WJRT (TV) Flint) and its subsequent application to change its transmitter site from south of Flint to north of Flint.

Opposing applicants WDFF Flint and W. S. Butterfield Theaters Inc. argued that the application for change in site changed the WJR application and that this negates the hearing. They also claimed that this disqualified WJR since no amendments are permitted once a hearing begins. The opponents claimed that the hearing was still in existence when WJR requested the transmitter move. They said they had petition for reconsideration pending while WJR was making plans to move. These petitions were denied by the FCC in December 1954 and again in April 1955 on the grounds that the transmitter move made no difference in the Commission’s reasons for favoring WJR.

WIRT’s request for a change in transmitter location was approved in April 1955. This was granted by ch. 37 WKKX-TV Saginaw, ch. 54 WTOM-TV Lansing, and ch. 13 WWTW (TV) Cadillac, all Mich. The modification grant was stayed by these protests and a hearing held. Last January FCC Hearing Examiner Herbert Shartman issued an initial decision affirming the FCC’s approval of the transmitter move. A motion to reopen this record to cover an amended issue was granted by the FCC earlier this month.

The appeal argument was heard by Circuit Judges David L. Bazelon and Walter M. Bastian. Judges Bazelon and Danaher expressed interest in the relationship of this case to the Enterprise case (where the court remanded the Beaumont, Tex., ch. 6 case to the FCC because the Commission did not take into account a stock option agreement between favored KDFM Beaumont and W. P. Hobby [KFRK-FM-TV Houston Post], entered into after the initial decision but before the final grant). They also seemed unable to comprehend why the Commission permits its coverage curves to be used in some instances and not in others.

Arguing against the Commission’s ruling were attorneys Duke M. Patriek (Butterfield) and William J. Dempsey (WDFD). Defending the FCC were Assistant General Counsel Richard A. Solomon, and WIRT attorney R. Russell Eagan.
"But our home survived the big windstorm . . ."

"Even before we started building our home, I asked my insurance agent to check everything so I'd be properly protected. He did that, but he also suggested some other things that had never occurred to me. He made sure I knew what was the safest type of construction. Also, he got me folders telling me how to prepare for a windstorm or hurricane when warnings are broadcast.

"Three years later our home stood up under a terrific blow—the most damaging in years. But thanks to my agent's advice, damage to my home was slight, and it was covered by insurance."

* Your Capital Stock company insurance agent works for you every minute, day or night. His companies serve you in ways that go beyond your policy—to bring you other public services like inspection of municipal fire-fighting facilities and fire prevention education.

These companies are represented in communities everywhere by 200,000 agents—men who are in business for themselves. Your Capital Stock company agent is a neighbor, so he's familiar with your problems. You can go to him for advice on all kinds of property insurance. So check with him regularly—he's as close as your phone.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.
First FCC Parley Held On Tv Change Comments

A FULL complement of FCC commissioners and top legal and engineering aides took a first hard look at the tv allocations comments and replies last Tuesday and decided to continue the meeting on the subject with the hope of coming up with an answer—or answers—to the vexatious uhf-vhf problem before July 1.

First round last week saw all hands presented with docket-thick memorandum from Broadcast Bureau's Rules & Standards Division condensing proposals and counter proposals. The compendium listed all major recommendations filed in the 200 comments and more than 350 replies, sketching in the major salients of the suggestions and listing oppositions.

Among the principal recommendations digested were the CBS, Mullenay and Craven plans. Also condensed were such broad categories as drop-in proposals, selective deinter-mixure, additional vhf possibilities, etc.

Among first-thought ideas were suggestions that a complete spectrum analysis covering not only tv but all other services be made, that possible additions to broadcast spectrum in trade with military (Office of Defense Mobilization) be appraised, and that thought be given to securing additional vhf channel from industrial services. Some views were advanced that directional antennas might be utilized to squeeze in more vhf channels.

Procedurally, it was agreed that meetings on the allocations question would continue on at least a weekly basis for the next few weeks, or until ideas have jelled. At that point, it was presumed, the meetings would be continuous—with time out for normal routine like regular Wednesday Commission meetings, oral arguments, etc.

WSTV-TV Answers Query On Community Tv Overlap

THERE will be no trouble forcing community television systems to cease using the signals of ch. 9 WSTV-TV Steubenville, Ohio, if and when the FCC approves that station's $370,000 purchase of WBLK-AM-TV Clarksburg, W. Va., and WPAR-AM-FM Parkersburg, W. Va.

That was the gist of the WSTV Inc. reply last week to the FCC inquiry last month regarding the retransmission of its signals in the Clarksburg area by community tv systems [B&T, Feb. 20].

If the FCC requires that no overlap between the Steubenville and Clarksburg tv stations occur via antenna systems, WSTV said it will order the community systems to cease using its signals. It will have the right to do so, its answer related, under copyright laws or those of "unfair competition."

The WSTV-TV signals are utilized by 16 community tv systems in Ohio, West Virginia, Pennsylvania and Maryland, the station reported. There are more than 15,000 subscribers to these systems, it estimated, of which 6,500 are served by the Clarksburg system.

WSTV said there were no contracts between its ch. 9 facility and these community tv stations, nor between its WTV-AM and these systems. WBLK-TV will be affiliated with NBC, the report indicated (WSTV-TV is a CBS affiliate).

In discussing community tv systems, WSTV said: "WSTV Inc. believes that community antenna systems are at the present time providing a temporary service to communities that are unable to receive service from properly licensed stations; and that as soon as regular service is available to these people, the community antenna systems will lose a substantial number, if not all, of their subscribers, since people seldom are willing to pay for a service that can be obtained without charge. If this result does not take place in the natural course of events, it is the view of WSTV Inc. that the best interests of the television industry would be served by requiring community antenna systems to discontinue this duplicate service since such represents a competition with regularly licensed stations for the available audience."

Perjury Charges Fly In Hartford Tv Case

CHARGES of perjury were made and denied last week in the oral argument before the FCC en banc on the hotly contested Hartford, Conn., ch. 3 case.

Hartford Teleasting Inc. made the charges. It involved alleged testimony during the comparative hearing by officers and directors of the Travelers Insurance Co. (parent company owning WTIC Hartford, which holds the initial decision for the vhf facility) regarding the hiring of a "pool" lobbyist in the Connecticut capital working for passage of a sales tax bill.

Hartford Teleasting also claimed that WTIC has never presented and views contrary to the interests of the insurance company.

These allegations were denied by WTIC. WTIC said the perjury charges were "reckless and unsupported," and based on "distortions" of the testimony during the hearing. It said that WTIC's basic editorial policy is to give a fair hearing to all sides of public issues. The perjury charges were also opposed by the Broadcast Bureau.

Hartford Teleasting claimed it should have been preferred for the vhf channel because it outweighed WTIC in such criteria as diversification, integration and local ownership. WTIC claimed it was heavily owned by local residents (compared to only 8% local ownership by Hartford Teleasting) and that its past broadcast record was outstanding. It also argued that Hartford Teleasting failed to prove Travelers Insurance Co.'s dominant ownership in the Hartford area.

If WTIC gains the final decision, it will become owned 23% by Franklin M. Doolittle and Walter B. Haase, it was explained. Doolittle and Haase now own WDRC Hartford, which will be sold, it was stated.

Hartford Teleasting is owned by Clifford S. Strike, 25%; Harry C. Butler (KIST Santa Barbara, Calif., and 13.2% owner of KEYT [TV] Santa Barbara, Calif.), 24%; George E. Cameron Jr. (former owner of KOTV [TV] Tulsa, Okla.), 25%, and others.

Excise Tax Held Applicable On C-C Tv Wire Charges

PAYMENTS to telephone companies for the use of leased wires to carry closed-circuit tv programs are subject to the regular 10% federal excise tax, the U. S. Internal Revenue Service ruled last week. The ruling determined that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Whether firms which have been using closed-circuit tv extensively are taxable for their past operations has not yet been ruled upon. A House Ways and Means subcommittee studying excise tax problems has reported an interest in a possible survey of the closed-circuit issue.

It was estimated the phone companies may get as much as $350,000 a year for use of the wire circuits.
He forgot that “Scotch” is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: “SCOTCH” Brand Cellophane Tape, or “SCOTCH” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.
FCC Gets Comments On Tv Translators

A LEADING community tv equipment manufacturer has asked the FCC to give antenna services a four-year "grace period" before "subjecting" them to competition from tv transmitters.

That request, from Spencer-Kennedy Labs, Boston, Mass., was among comments filed with the Commission by last Thursday, deadline for comments on suggested rule-making involving the authorization of low-power tv transmitter service using the upper portion of the uhf band (chs. 70-83). The comments received last week were practically unanimous in indorsement of the proposal to authorize transmitters, but most contained qualifications or modifications.

Earlier comments, including Jerrold Electronic Corp.'s translator-coaxial cable proposal, also were heavily in favor of translator operations [BTV, March 12].

Spencer-Kennedy's "grace period" would pertain to communities which by March 1, 1956, had in operation—or a permit had been authorized to put into operation—a system providing tv service by wire. In these localities no translator operation would be permitted before March 1, 1960. To protect the public investment, S-K proposes that prospective translator licensees be approved by the governing body of the community to be served, and that the licensees deposit in escrow a sum sufficient to assure their five-year operation.

Other translator comments follow:

National Community TV Assn., Washington, D.C., while emphasizing that community antenna systems provide and will continue to provide valuable and much needed service, acknowledged that transmitters may be of value in areas not economically practicable for community antenna projects. It cautions, however, against relaxing broadcasting's sound technical and economic principles in making new service available.

Washington State TV Reflector Assn., which brings tv signals to north-central Washington via on-channel booster reflectors, claims its method of re-transmission is best; suggests authorization of vhf, rather than uhf, transmitters. When and if it appears that neither the on-channel nor vhf translator method can provide satisfactory service, uhf translators might be the answer in unscert areas.

K-V Electronics Inc., Ellenville, N.Y., manufacturer of community tv equipment, reports itself "positively" opposed to uhf translators; argues that vhf on-channel re-emitting devices are most feasible, most economical.

Sylvania Electric Products Inc. favors adoption of translator proposals with certain modifications. Would restrict harmonics and other spurious radiation to not more than 60 db below the television channel preceding the visual carrier; suggests a frequency tolerance of .01%; calls hourly observations "too burdensome."

CBS urges adoption of translator proposals, with qualifications; believes rules should make clear translators may be used to provide service to "shadow" areas (those areas within coverage of existing stations but precluded from service because of terrain or interference factors). As translator should only be licensed where there is a genuine need. CBS recommends doing out licenses on a case-by-case basis. Agrees that signals should not be rebroadcast without the consent of the originating station, but feels case-by-case consideration must be given rebroadcast of programs requiring station and network clearance as well as involving questions of overlap and payment.

NBC supports objective of translator proposals as an economical and simplified method of providing tv to areas inadequately served, and would add (1) no minimum power requirements for co-channel stations; (2) not limiting licensees to one translator in a service area, and (3) remote control operation of translator units.

Adler Electronics Inc., New Rochelle, N.Y., communications equipment manufacturer, supports RETMA comments favoring utilization of uhf for translator operations and cites its own experimentation in this field. Believes enough data has been accumulated to begin manufacture of needed equipment, although price is expected to exceed $1,000 figure mentioned in notice of proposed rule-making.

WSM-TV Nashville, Tenn., recommends all uhf channels allocated to tv be made available for translator operations. Also proposes 100-watt rather than 10-watt operation, with hours of operation in keeping with requirements of standard tv broadcast stations.

KFXJ-TV Grand Junction, Colo. (ch. 5), found "a great deal of merit" in the translator proposal, but found it in some respects "too rigid." Rather than limiting translator operations to the 70-uhf frequencies, KFXJ-TV suggested using any frequency assigned to tv that would not cause interference or engineering problems. KFXJ-TV also recommended allowing translators to operate at any distance from the originating station, when there is a demonstrated need for service; unattended operation of translators so long as adequate protection is provided; waiver of hours of monitoring by commercial grade operator in cases where station assumes responsibility; allowing the originating station to assume responsibility for rebroadcast of its id.

KVDO-TV Corpus Christi, Tex. (ch. 22), favors proposal but raises questions regarding the future of uhf. Asks clarification of allocation questions so uhf stations can make use of translators to extend their service.

Citizens of Flathead Valley, Mont., favor translator proposal but are against 10-watt power limit. In locations such as Bitterroot Valley (population spread over wide area), 10 watts is not enough and more than one translator is impracticable, citizens say. Recommend at least 60 watts for translator operation.

PULSE

Real strong in WOWO's 4,000,000 Market Between

In the latest Pulse, covering 26 of WOWO's 82 county area, WOWO has 472 firsts out of 472 quarter hours surveyed—proof that in homes, factories and on the farms, WOWO commands a constant loyal audience not covered by any other single medium.

In 109 quarter hours WOWO not only held its audience, but gained from one to three points over a year ago. That's listener loyalty.

Radio listening itself is up in this typical midwest area—up from 6 a.m. to 11 p.m. Monday thru Friday (actually up .26 at night)—up all thru the week end from Saturday noon 'til Sunday night.

Mind you, WOWO's area is far bigger than the Pulse area surveyed. WOWO blankets a region of 4 million people and $6 billion spendable income. It is the Market Between—half again richer than Detroit, yet with no city bigger than Fort Wayne.

Get facts, figures, availability. Call Tom Longsworth, Sales Manager, Anthony 2136 in Fort Wayne, or Alexander "Bink" Homnbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, New York.

Westinghouse Broadcasting Company, Inc.

In the Market between—No selling campaign is complete without the WBC station WOWO—50,000 watts
FCC Wants Further Inquiry Of Seattle Ch. 7 Applicant

THE three competing applications for ch. 7 at Seattle, Wash., one of which had been favored for the grant in a hearing examiner's initial decision, were remanded to the examiner by FCC order last week. FCC Hearing Examiner Thomas H. Donahue's decision favored Queen City Broadcasting Co. and recommended denial of the applications of Puget Sound Broadcasting Co. and KXXA Seattle.

The FCC ordered the record reopened for the purpose of permitting inquiry into the activities of Saul Haas, Queen City president, during his tenure as editor and part owner of the Seattle Record during the late '20s. The examiner had ruled that Mr. Haas' previous newspaper experience was not relevant to the tv proceeding.

Ft. Smith Citizens Group Protests KNAC-TV Sale

A GROUP of Ft. Smith, Ark., citizens will appear before the FCC to object to the sale of ch. 5 KNAC-TV (initial decision) that city to Southwestern Publishing Co. (Donald W. Reynolds). The Commission last week ordered oral argument March 20 to determine if the record should be reopened on the application of American TV Co. to assign KNAC-TV's cp to Southwestern. FCC Hearing Examiner Basil P. Cooper has recommended grant of the application.

The Commission's action followed a request to be heard filed by the "Citizens Group for Two Television Stations in Ft. Smith," which claims the assignment will leave Ft. Smith with only one tv station (ch. 22 KFSA-TV, presently operating, is owned by a Southwestern subsidiary). The citizen's group, comprised of Ft. Smith business and professional people, also charges that the assignment will result in a concentration of media control in that Southwestern publishes the only Ft. Smith daily newspaper (morning Southwest American and afternoon Times Record) in addition to its control of KFSA-AM-FM-TV.

The group accompanied its protest with signatures of 196 local people sympathetic to the group's purpose and endorsements from Arkansas Senators John L. McClellan (D) and J. W. Fulbright (D) favoring oral argument on the group's objections.

Segregation Issue Enters Pennsylvania Am Protest

SEGREGATION was among the charges made last week in two exceptions to an initial decision recommending an am grant to Levittown-Fairless Hills, Pa. The protestants, WTOA (FM) Trenton and WLDB Atlantic City, N. J., alleged, among other things, that the company who owns the Levittown-Fairless Hills housing project excludes Negroes from residence there.

The protestants also said that neither Levittown nor Fairless Hills (both are unincorporated) is a "community" within the meaning of the Communications Act. WTOA described the localities as "dormitory suburbs" of Philadelphia and Trenton.

The disputed initial decision favored Drew J. T. O'Keefe and associates for 1490 kc, 250 w unlimited at Levittown-Fairless Hills and recommended denial of WTOA's application for the same facilities at Trenton [Bt, Feb. 27]. During the hearing it was brought out that Mr. O'Keefe's proposal would cause some interference to WLDB's operation.
EXAMINER FAVORS DENIAL OF KLIQ LICENSE RENEWAL

RECOMMENDATION that the license of KLIQ Portland, Ore., (1290 kc, 1 kw day), not be renewed was made last week by FCC Hearing Examiner Basil P. Cooper, who also recommended the grant of KLIQ’s facilities to Robert E. Bollinger. In an initial decision, Mr. Cooper found that Mercury Broadcasting Co. (KLIQ) was not financially qualified to own and operate a station whereas Mr. Bollinger was in all ways qualified to be a broadcast licensee.

KLIQ, which has been off the air for two years, was sold in 1952 by its present owners, who reacquired ownership a year later when the station was sold at auction to satisfy claims. Mr. Cooper found that the hearing produced no evidence that Mercury had assets or commitments to satisfy current claims against the corporation totaling about $34,000.

Three New Daytime Ams Granted by Commission

THREE new am daytime stations were granted by the FCC last week. Construction permits awarded:

- Albuquerque, N. M.—ReX A. Tynes, 1580 kc, 1 kw. Mr. Tynes is sole owner of KCHS Truth or Consequences, N. M.
- Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w. President-Treasurer John S. Booth, 45% stockholder, is 33.3% owner of WTVE (TV) Elmira, N. Y., owner of WMLP-AM-FM Milton, Pa., president-treasurer of WTOW Towson, Md., and vice president-general manager-33% owner of WCHA-AM-FM Chambersburg, Pa. Vice president-secretary Earl P. Strine, 10% stockholder, is WCHA manager, and attorney Harry Daly, 45% stockholder, is stockholder in WKEY Oak Ridge, Tenn., WMLV Menville, N. J., and WTOW Towson, Md.
- Savannah, Tenn.—Florence Bostg., Co., 1010 kc, 250 w. Permittee is owner of WIOF-AM-FM Florence, Ala.

More Protest for WSPA-TV

THE two uhf stations which have been opposing the transmitter move of ch. 7 WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., served notice last week that they will carry the fight to court.

WGVL (TV) Greenville and WAIM-AM-TV Anderson last Tuesday asked the FCC to reconsider its final decision affirming its approval of the ch. 7 outlet’s move. The FCC’s order following a protest hearing gave the go-ahead to WSPA-TV (BT, March 12).

KCNA Tucson Asks Transfer

KCNA Tucson, Ariz., has filed an application with the FCC seeking transfer of control from 52%-owner author Erikne Caldwell ("Tobacco Road," "God’s Little Acre," other novels) to minority stockholders George W. and Harry B. Chambers, for $35,574. Under the sale agreement, Mr. Caldwell will retain about 12% interest in KCNA.

LEGAL HANDBOOK Published

A HANDBOOK, "Television Agreements," has been published by the Practising Law Institute, New York, explaining the legal aspects of tv contracts. Two panel discussions are included. They were edited by moderator David M. Solinger, senior partner of Solinger & Gordon, legal counsel for Foote, Cone & Belding, from PFL’s 1955 course on radio-tv law.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 14
- Bristol, Va.-Tenn., ch. 8; Canton, Ohio, ch. 22; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Portland, Ore., ch. 11; Springfield, Ill., ch. 2; Redding, Calif., ch. 7; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING ORAL ARGUMENT: 10
- Boston, Mass., ch. 8; Charlotte, N. C., ch. 9; Harrison, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 6; Paducah, Ky., ch. 2; Panama City, Fla., ch. 7; Portland, Maine, ch. 18; Portland, Oregon, ch. 12; Portland, Ore., ch. 11; Springfield, Ill., ch. 2.

AWAITING INITIAL DECISION: 3
- Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeenport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10
- Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 18; Cheyenne, Wyo., ch. 4; Covington, Tenn., ch. 13; Mosinee, Wisc., ch. 3; Ogdensburg-Parm, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 6; Tiffton, Ga., ch. 4; Waynesburg, Pa., ch. 4; Wausau, Wis., ch. 9; centrifuge, Me., ch. 8; Coos Bay, Ore., ch. 16.

Ten Stations Receive FCC Transfer Approval

CHANGES in ownership of WABF-AM-FM-TV Baton Rouge, La., and WESO Southbridge, Mass., were among 10 approved by the FCC last Thursday.

Control of the Baton Rouge stations was transferred from Louis S. Frejean, et., to the WDSU Broadcasting Co. (WDSU-AM-FM-TV New Orleans), for $1,584,000. WDSU Broadcasting held 26.7% of WABF-AM-FM-TV stock prior to the approval and now holds 57.8%.

WESO was sold by WESO Inc. to WESO Broadcasting Corp. for $99,370. Among the principals are President Joseph L. Rosenmiller Jr. (53%), H-R Television Representatives salesman, Vice President-Treasurer Peter A. Borde (17%), marketing and business consultant, and Joseph C. Amato (20%), NBC sales representative.

Also approved were ownership changes involving: WIAM Marion, Ala.; KKHs Hot Springs, Ark.; KLVC Leadville, Colo.; WBBO Tampa, Fla.; KROS-AM-FM Clinton, Iowa; KTCB Malden, Mo.; WDLC Port Jervis, N. Y., and KVWC Vernon, Tex.

No Hi-Fi for Uhf

SUGGESTION that uhf television stations be allowed to multiplex sound portion of a broadcast in order to transmit high fidelity sound—proposed by California attorney Joseph Brenner two years ago—was turned down by the FCC last week. The Commission said there was not sufficient technical information to warrant rule-making.

Rabaut Opposes Pay Tv

STATEMENT against subscription tv attributed in BT’s March 12 issue to Rep. Victor L. Anfuso (D-N. Y.) actually was made by Rep. Louis C. Rabaut (D-Mich.). Rep. Rabaut, in a statement entered in the Congressional Record, said the pay-tv idea should be regarded as “the camel’s nose under the tent” and “stopped before it gets started.”
WOR-AM-TV NAMES SEPARATE MANAGERS

Gordon Gray turns responsibilities of management over to Robert Leder, retains duties as chief of tv outlet.

CREATION of separate managements for WOR and WOR-TV New York, with Gordon Gray concentrating on WOR-TV as executive vice president and general manager and Robert J. Leder moving over from WINS New York to become general manager of WOR, was announced last week, effective April 15.

Thomas F. O'Neill, chairman and president of RKO Teleradio Pictures, owner of the stations, disclosed the changes and explained that "the mushrooming success of WOR-TV and the continuing achievement of WOR have practically dictated the necessity of splitting the supervision of these two valuable properties."

Mr. Gray, vice president and general manager of WOR-AM-TV, has headed the stations since December 1953, when he resigned as vice president in charge of the eastern office of WJR Detroit and WGAR Cleveland to join the O'Neill organization. Mr. Leder has been general manager of WINS since March 1954.

Mr. O'Neill said that "during Gordon Gray's period of general management of WOR-TV, the station's position, both financially and rating-wise, has risen most impressively." At the same time, he said, "despite a vastly more competitive situation, station WOR under his management has continued to maintain its position. . . The resulting responsibilities require the full time of an executive for each station. Bob Leder's dynamic reputation is well known throughout the broadcasting industry.”

Mr. Gray, before his tenure with WJR and WGAR, was vice president and a member of the board of WIP Philadelphia and, before that, manager of stations in Minneapolis, Omaha and Lincoln, Neb. Among other responsibilities, he is a member of the board of Television Bureau of Advertising, and vice president and a director of New York State Broadcasters Assn.

Before moving to WINS, Mr. Leder served NBC in several capacities, including eastern and national sales manager for NBC Spot Sales and sales director of WNBC (now W RCA) New York. He formerly was with National Television Assoc., WVNJ Newark, Booth Vickery & Schwinn and George Elliott Adv.

April 15 Start Planned By WDMJ-TV Marquette

WDMJ-TV Marquette, Mich., plans to put a test pattern on the air tomorrow (Tuesday), with regular programming scheduled to begin April 15, according to Charles B. Zwemer. The ch. 6 CBS affiliate is represented nationally by Weed and plans to operate with 100 kw video and 60 kw audio.

Other executives include Frank J. Russell, owner-president; Wilber H. Treloar, general manager; Wallace C. Johnson, comptroller; Robert J. Luke, regional sales director; James L. Luke, local sales, and Paul Anick, chief engineer.

Formal Dedication Held For KHPL-TV Hayes Center

FORMAL DEDICATION of K HPL-TV Hayes Center, Neb., satellite of KHOL-TV Kearney, Neb., were held yesterday (Sunday) in KHOL-TV's studios.

Schedules to be present at the ceremonies were Nebraska Gov. Victor Anderson, Sen. Carl Curtis, Sen. Roman Hruska, and Rep. A. L. Miller. Film interviews with other dignitaries from Nebraska, Colorado and Kansas also were to be shown.

KYSO-TV Ardmore, Okla., Aims for June Starting Date

CONSTRUCTION has begun on KYSO-TV Ardmore, Okla., and the station should be on the air by June 1, according to General Manager John I. Riesen.

Transmitting from a 1400-ft. peak in the Arbuckle Mountains north of Ardmore, the station will operate on 27.3 kw with a tower 647 ft. above average terrain. Studios will be located in downtown Ardmore.

The new station will be completely equipped to transmit color, said Mr. Riesen.

Freh Appointed Manager Of KFRE-TV Fresno, Calif.

THE APPOINTMENT of Ed Frech as manager of KFRE-TV Fresno, Calif., was to be announced today (Monday) by Paul R. Bartlett, president, California Inland Broadcasting Co. (KFRE-AM-TV). KFRE-TV received a final grant for ch. 12 in January [B.T. Jan. 16] and plans to go on the air this summer as a CBS-TV affiliate.

Mr. Frech is a vice president of the parent company and has been manager of KFRE for the past two years. Keith Measley, chief engineer, and Helen Johnson, treasurer, both KFRE, will add the same duties for KFRE-TV.

UhF Boosts Prime Time

WWLP (TV) Springfield, Mass. (ch. 22), has announced that effective March 1, it has instituted a new Class AA time, from 8-10 p.m., at $500 per hour, splitting the former A time (7 p.m. to signoff) into two periods: 7-8 p.m. and 10-11 p.m. The move was made, according to William L. Putnam, general manager, to adjust to increases in audience and market saturation. Otherwise, all time periods (A through D), and time charges remain the same; Class A time, for example, still being $400 per hour for the uhF outlet.
NEWS: THE ACE UP RADIO'S SLEEVE

IT IS OBVIOUS to all by now that in order to survive, radio must offer something which television cannot do, or cannot do as well. One of those things is news. In news, so far TV hasn't been able to pour water out of a boot with the directions printed on the heel.

For 20 years or more, radio men have discussed over cocktails radio's vast advantages over newspapers as a news medium. First, radio has an intrinsic time advantage which newspapers cannot match; and second, radio has an additional advantage in the warmth and emphasis which can be given to news stories by the human voice. Second, radio news has the advantage of economy. Radio needs no linotypers, no proofreaders, no headline writers, no endless supply of newsprint. Your radio newsman don't have to write out every story they deliver nor do they need to go into the multitudinous details which some newspapers use so often just because they have space they have to fill. So radio needs far fewer men than newspapers. Radio's electronic news plant is economically far more efficient than the bulky, unwieldy, uneconomic newspaper plant. Besides all this, the average metropolitan newspaper reaches only about two-thirds of the homes in the city. Over 95% of these same homes own a radio. Just how much of an advantage can radio have?

Yet, even with all these advantages, until the advent of television radio had never seriously challenged newspapers in the news-reporting field. Perhaps it was because until a few years ago there had always been other and easier sources of lucrative programming. But whatever the reason, it was true that in over 30 years commercial radio had done little to increase its stature or take advantage of its innate superiority as a news-reporting medium. When people thought of news, they thought of newspapers, simply because radio had never made any really serious effort to compete in the news field.

We at KLIF discussed the possibility of a "newspaper of the air" and proceeded to do something about it. We adopted a slogan of "Tomorrow's Newspaper Now" and proceeded to remove ourselves from competition with television by the very simple alternative of going into competition with newspapers, by becoming a "newspaper of the air." KLIF, and all of our other radio stations, now cover both local and national news events with a thoroughness and verve far beyond anything even attempted by a station in a market of our size before.

We have not exactly put the newspapers out of business yet, and of course never will, but I'm certain that we have reduced their readership. Whenever we find in either of the local newspapers a story of any real local interest which has not appeared on KLIF hours or a full day before, our managing editor's job is in jeopardy. And we do not hesitate to call this coverage to the attention of the public. Several times in each newscast we will say, "Tokyo—here's a story that you won't read in the newspapers until tomorrow," or "Lisbon—another example of how far radio news is ahead of the newspapers."

Our news staff at KLIF consists of six men, none of whom have any particular hours, and all of them under the direction of Edd Routt, our managing editor. To function as a "newspaper of the air" we are on the air 24 hours a day and we have three mobile units, one of them a reserve unit, but two of them roving the city at all hours to report news events direct from the scene. Whenever there's a fire, a murder, an important City Council vote, the announcement of a new building development, whenever the jury is coming in—KLIF's mobile news units are on the spot to report that news direct and we break into whatever program is in progress. Mobile units are not new, but I believe that we were the first station ever to put three of them to such extensive use. It is not at all unusual for us to have a program interrupted three or four times an hour for either mobile news unit reports or beeper telephone interviews.

Naturally, this is fast, exciting radio, and the result of it is that you are almost afraid to turn away from the station. When hubby gets home at five-thirty and picks up that newspaper, he's got nothing to tell wifey about because she's heard it all on KLIF during the day and, as a matter of fact, can generally tell him some new developments about most of the stories. Or maybe, and this is happening more every day, hubby has been listening at his office and doesn't bother to read the newspaper when he gets home.

We know that these six men—that's our managing editor, two desk men, and three outside leg men—aren't sufficient to do the job we want eventually to do. Eventually, we plan to have eleven men on our news staff—our managing editor and three other desk men, a crime and violence editor, a sports editor, a business and political news editor, a society editor, an editorial writer, an entertainment editor and a local and civic events editor. With that staff, I believe that in Dallas we can offer even more effective competition to either one of the competing dailies.

One of our objectives, and I assure you we are achieving it, is to force radio listening by a segment of the population which has got out of the habit of listening. For a long time it discouraged me to go out with a group of my friends and discover that none of them had listened to the radio that day. Or maybe one of them would say, "I only listen to the radio when I'm in my car." That used to drive me crazy. But it doesn't happen much any
more in Dallas. We're creating a new tune-in. We've compiled a list of 250 top Dallas citizens in all walks of Dallas business and social life and we're expanding this list rapidly. We've subdivided this list into top oil leaders, top banking and industrial leaders, top society women, top business men, top educators, etc. Now we use this list to get their names and voices on the air just as often as possible. There's hardly a story that clutters over our United Press or INS wires that can't be made a local story. For instance, when President Eisenhower vetoed the gas bill, we quickly got beeper telephone comments from three prominent Dallas and Fort Worth oil men—H. L. Hunt, Jake Hamon and Al Hill.

When we get a story involving Harry Truman, we are apt to call two or three local party officials for comment. When a youth murders his parents in New Jersey, we get statements from local officials familiar with the juvenile delinquency problem. We're getting those local names, hundreds of them each week, on the air. My friends listen to the radio now—they're afraid not to. They're afraid the next story is going to be about them. So, in addition to our really superb local coverage, we localize all the national and regional stories. This to me is what radio should have been doing all these years.

We've got several other gimmicks that we use to add space to our news program. One of them is Jimmie Fidler, who supplies us with six 15-minute programs per week at a very modest cost. We take these programs and strip them into 30-second excerpts which we use on our newscasts every other hour. Jimmie gets the Hollywood news, states it succinctly, and he is always in good taste. We have found these Fidler excerpts are very effective for us.

We hire a helicopter on an hourly basis to report traffic conditions and also to carry us to the scene of events beyond the range of our mobile units.

We make use of the long distance telephone to get many stories. For instance, when Georgi Malenkov resigned, we promptly put through a call to Moscow and had no trouble at all getting an interview with American Ambassador Chip Bohlen. About all he would say was hello, he wouldn't even tell us the weather, but we had the interview, anyway. In May, on the day of its anniversary, we plan to devote some 10 broadcasts in one day to a news re-creation of the Battle of Chancellorsville, the high tide of the Southern Confederacy.

A FOUR-DAY BEAT

We turn up with some pretty amazing scoops. KLIF broke and then many times gave details on the biggest business news story in the history of North Texas four days before any Dallas newspaper published a line about it. We got a tip that Bill Zeckendorf, Angus Wynne and several other prominent Dallasiites were getting ready to build a $300 million development between Dallas and Fort Worth which would close the gap between those two cities. The newspapers probably went crazy trying to figure out where our information was coming from. We specialize in quotations of stocks of local interest—Republic Bank stock, Texas Instruments, and so forth. We have a minute, morning and afternoon, devoted to late oil news.

All of which brings me to the subject of editorials. We have editorialized off and on for some time but never to the extent that Dan Kops carries it at WAVZ [New Haven, Conn.]. Dan's article in B&T [Sept. 19, 1955] on why radio should editorialize was one of the finest and most logical pieces I've ever read. We agree with it completely, although we feel that perhaps Dan doesn't go far enough. For one thing, I believe that he runs his editorials twice a day. We run our editorials eight times a day—after the 7, 8 and 9 a.m., 12 noon, 5 p.m., 6 p.m., 10 p.m. and 11 p.m. newscasts. Thus, you can see that we saturate the air pretty well. We don't run the same editorial every time; as a rule, we'll have two or three differently-worded versions to keep from boring the listener.

We don't run editorials unless we have something to editorialize about. That's the trouble with most newspaper editorials. They've got to fill up the editorial page every day and as a result it is generally pretty sloppy going on that page.

Our editorials are for the most part limited to a minute. That's about how long it takes you to read a newspaper editorial.

KLIF editorials are potentially the most powerful single weapon in our city for molding public opinion. The editorial page in any newspaper is bound to be about the least read in the whole paper. The average guy just doesn't bother with it. But on KLIF that same average guy has to hear the editorials. He knows that they are just going to last for a minute between records, and he won't turn off the station for just that short annoyance. So on KLIF, John Q. Public, the average guy—the guy that the paper never reaches with its editorials—is caught right in the firing line. And the first thing you know, John, who is a pretty bright guy, although maybe a little lethargic, gets real interested in this issue that he has heard on KLIF.

ADVANTAGE OF EQUAL TIME

It is my considered belief that radio stations can be far more powerful editorially than newspapers. True, we have to give free and equal time for rebuttal but, while I think this should be permissible rather than compulsory, this rule works to some extent to the advantage of radio. When you don't give equal time for rebuttal, you subject yourself to the criticism that has long weakened newspapers—the charge of prejudice. And besides that, when somebody answers you, there's a legitimate public service dispute going and your listening audience skyskies.

We will editorialize each and every time we have some issue worthy bringing to the public's attention. The main thing you should remember in editorializing is: be sure you are right. When you take an editorial position that is in any way selfish, the public somehow knows it, and your situation is as dangerous as a Neiman-Marcus charge account.

By now, I hope that I have given you the impression that reporting the news is a pleasure for us. We are responsible reporters, but we have fun; we make mistakes, in good faith, but so do the newspapers. Far more important than our personal pleasure, though, is the fact that the news functions for us as a sort of promotion. Some stations choose sports as the vehicle by which they lend immediacy and sparkle to their operation. In our case, news accomplishes that purpose for us. And the news is free. We are not troubled by demands for excessive rights fees, special promotional announcements, ticket-selling campaigns, and the many other exorbitant demands of the professional sports promoter.

This exciting, vivid news coverage is salable. So salable, as a matter of fact, that on Friday past when our mobile units were broadcasting in constantly the progress of an approaching tornado, one of the Dallas advertising agencies called up and wanted to know if we would sell him the tornado. We did not sensationalize news of the tornado but did it as a public service. We had so many mobile reports that on one occasion one of our mobile units actually interrupted another. And there are no rights fees to a tornado.

I believe I said earlier that even the smallest station here today can follow our aggressive news policy. That statement presumes that everyone can afford, either by adding to or cutting expenses, one experienced, fulltime news man. Experience has taught us that you just can't depend on disc jockeys to carry out any sort of effective news program—it just isn't their cup of tea. In a small town, you'll be surprised how one man can cover much of the available news. I know, because years ago we did it in Palestine, Tex., with one man, the same Edd Routt who is our managing editor today. If that one man does the job right, and works enough hours at it, I can guarantee you that before long you'll be able to afford two men, and then more. But at first you may have to spend a little money to make a lot of money. And you'll be licked right at the start if your man or men are clock-watchers.
KSON DROPS LOCAL AGENCY COMMISSION

San Diego station substitutes new local procedure of 15% "discount" payment for time purchases and account services to weed out illegitimate advertising firms while protecting bona fide ones.

IN AN EFFORT to weed out illegitimate local advertising agencies and protect the bona fide agencies with which it does business, KSON-AM-FM San Diego has adopted a new procedure of 15% "discount" payments for time purchases and account services. Fred Rabell, president of Rabell Enterprises, KSON licensee, announces last week.

It replaces the usual 15% "commission" policy of dealing directly with local agencies and advertisers, he said, and does not apply to national agencies. The change was made to cure a local problem only, he emphasized.

Mr. Rabell said he instituted the discount plan in legislation which allows KSON to determine what local agencies it would recognize since station attorneys advised him that the recent anti-trust consent decree against six advertising organizations required KSON to recognize all who claim to be agencies under the present 15% commission procedure. He said KSON just "got tired of being taken" by so-called "agencies" which neither created copy nor serviced an account and turned out to be relatives of the advertiser.

The KSON executive said the new policy "has been well received by all legitimate San Diego area agencies."

KSON informed the local advertising field that "it is the intent and will be the policy of KSON to encourage the use of advertising agencies by San Diego advertisers, it being KSON's belief that the advertiser is well served by an agent who is qualified to do a legitimate advertising copy for placement on the facilities of KSON."

The station noted "the assumption of responsibility for payment of advertiser's air time charges" by the agency is a "worthwhile service to both the advertiser and the agency."

KSON defined an advertising agency as "a service organization representing the advertiser as an agent" and under no circumstances as a "substitute in its own right, a broker or agent for KSON."

The station said it is discontinuing payment of commissions, since such are paid only to employees or its own agents, and instead will extend certain discounts to "selected" San Diego County agencies which it will "recognize." Gross air time charges will be discounted at 15%, KSON explained, a 2% cash discount will be given in remittances on or before the 10th of the month after billing. A 2% penalty will be added monthly on unpaid bills.

Mr. Rabell said the new policy affirms that long established custom of placing primary financial responsibility upon the agency, although that national advertising figure last week had criticized the KSON plan as not doing this. He said the confusion arose over a paragraph of KSON's notice of intent which said an advertiser might be held liable for payment in the event its agency was in default. "But this is a secondary liability," it was explained, "as the primary responsibility for payment lies with the media with which the agency has contract for payment. Liability for payment is then a joint and several obligation of agency and advertiser."

To qualify for discounts, KSON said it expected the following from the agency: (1) payment of all invoices by the 15th of the month following billing; (2) creation and delivery to KSON of all advertising copy for advertisers. KSON said the prime consideration involved in extending discounts to an agency is financial responsibility and "under no circumstances will KSON bill a customer directly and remit a commission to an agency." Agencies also will forfeit the discount if they fail to create the advertising copy and supply it to the station, it was implied.

KSON concluded that "nothing in this notice of intent is to be construed as being a commitment to the many fine advertising agencies in San Diego with whom KSON has enjoyed mutually profitable relations for many years. There is no change in the 'dollars amount' accruing to the agencies on transactions. It is rather a change of method and procedure brought about by changed conditions in the local market and certain court decisions."

Capper President Blake Dies in Topeka, Kan.

HENRY S. BLAKE, 68, president of Capper Publications (WIBW-AM-TV, Topeka, Kan., KCKN Kansas City, Kan., and newspaper interests) died March 10 following a heart seizure while burning underbrush on his property in Topeka.

Mr. Blake succeeded the late Sen. Arthur Capper as president of the Capper firm in 1951. He had been general manager since 1937 and before that worked for various newspapers throughout the country.

He is survived by his wife and three children, Henry S. Blake, Jr., and Mrs. Homer L. Hiebert, both Topeka, and David R. Blake, Detroit.

WNBQ (TV) Shows Setup Prior to All-Color Debut

LOOKING TOWARD its debut as the world's first all-color station April 15, WNBQ (TV) Chicago is demonstrating to clients and agency representatives how their products will look on tinted tv.

Present clients have been invited to use the station's color facilities for camera and lighting tests to see how their products and packaging designs can be staged in live color commercials. Among WNBQ advertisers participating in the tests are Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Armour & Co., Sears, Roebuck & Co., Coca-Cola, Kresge variety stores and other local accounts.

Trademarks and other visual aids will be highlighted in the lighting-camera tests as sponsors go through their paces in anticipation of color, and also with an eye on black-and-white tv, according to Floyd Beaston, WNBQ sales manager.

On April 15, coincident with the opening of the NARTB convention, WNBQ plans to be transmitting all local live programs in color as the culmination of a gradual piecemeal conversion campaign.

The "color orientation" sessions, which got underway last Monday and which will continue at intervals during the next four weeks, bring into play WNBQ's engineering, program and production staffs.

Hildebrandt to Manage KMYR

KEN HILDEBRANDT, sales manager at KMYR Denver since Dolph-Petty Broadcasting Co. acquired the station in January, has been named general manager, it was announced last week by Herbert L. Pet- tey, president of the broadcasting company. He succeeds Barry Long.

Mr. Hildebrandt, onetime professional baseball player, entered radio at KYA San Francisco as a sportscaster and later became general sales manager.

Freeman Made KVVG-TV GM

PROMOTION of Ron Freeman from commercial manager to general manager of KVVG-TV Tulare, Calif., was announced last week by UHF Television Corp., station owner. He replaces Ed Beatie, who has resigned to open his own advertising agency in Fresno, Calif. KVVG-TV also announced the promotion of Bob Legere from sales service director to operations manager.

WTJV (TV) Live Colorcast Set

WTJV (TV) Miami last week announced it would give Florida its first look at local live color television during the station's seventh anniversary celebration Wednesday. Approximately 500 clients, businessmen and other guests will visit the station for the anniversary celebration and will witness the first scheduled local colorcast, featuring Mitchell Wolfson, WTJV (TV) president; Lee Ruvitch, executive vice president and general manager; Jack Shay, vice president in charge of operations, and John S. Allen, vice president and general sales manager.
KNBC Separates Am, Fm; Will Study Reaction to Fm

KNBC-FM San Francisco last Wednesday began programming independently of KNBC with hi-fi and classical music offerings. A study of listener and advertiser reaction to the separate fm service will be made.

KNBC-AM-FM General Manager William K. McDaniel said that the fm station is starting with 20 hours a week of separate programming with the intention of gradually expanding to as many as 18 hours a day as the response of the public and advertisers makes the added programming feasible.

Initial fm rates are $50 for one-hour of sponsorship and $5 for a single one-minute announcement. Five time sales had been completed as of last Thursday.

Teenage ‘Growing Pains’ Featured on WBC Stations

A SERIES of 40 half-hour tape-recorded programs, in which teenagers discuss various problems of concern to youngsters, is being launched by Westinghouse Broadcasting Co. radio stations this week. Titled Growing Pains, the series features Helen Parkhurst, internationally noted educator, in discussions with groups of high school students in all cities where WBC has stations.

In the discussions, the teenagers give their views on subjects as diverse as minority group problems, gambling, sex, slum life and rock-and-roll music. The series has been in preparation for six months. William Kaland, WBC assistant national program manager, who supervised production, explained that the purpose is not to “shock” listeners, but to present the teenager's outlook on life and the problems that confront him.

The series also is being made available to non-commercial radio stations as a public service. WNYC New York is one of those that already has scheduled it.

KTLA (TV) Names Warner

HARRY P. WARNER last week was appointed head of the KTLA (TV) Los Angeles legal department, Klaus Landsberg, KTLA general manager and vice president of the parent Paramount Television Productions, announced [Closed Circuit, March 12]. Mr. Warner is a member of the American Bar Assn. and the bar of the Supreme Court of the U. S. Until recently he has been in private practice in Washington.

WTTM Local Sales Up 40%

WTTM Trenton, N. J., has had a 40.6% increase in local billings in January as compared to the same month last year, it has been reported by Fred E. Walker, WTTM general manager, and Harry W. Barnam, general sales manager of the station.

WMUR-TV Rate Increase

WMUR-TV Manchester, N. H., placed rate card No. 5 into effect March 1, boosting Class AA hourly rates from $350 to $600. The ch. 9 outlet is an ABC-TV affiliate.

Art Dealer’s Sponsorship Of ‘Window’ Gets Results

A BLEND of culture and commercialism produced immediate results for the Hammer Galleries (New York art dealers), sponsors of Window last Tuesday through Friday over WRCA-TV New York, a station spokesman said. Two paintings were sold to viewers of the program. “The first color tv international fashion show’” was to be carried by the station today in cooperation with Gimbel’s department store in New York, in the time periods usually allotted to the Richard Willis Show and Jinx’s Diary (2-3 p.m. EST). The program was to feature outstanding coutourier creations from top designers in England, France, Italy and Spain.

KLIK Expands Sales

ED DAHL, general manager of KLIK Jefferson City, Mo., has announced an expansion of the station’s sales staff with the addition of three executives. Added to the staff were William Ogden, formerly with CBS sales; James Jae, promotion and advertising director of KTVI (TV) St. Louis, and Richard Erbe. Mr. Dahl has just completed his first month as KLIK manager.

KTRK-TV Signs Steel Co.

KTRK-TV Houston has announced that Star Steel Supply Co., that city, for Westinghouse products, has signed for four programs totaling 2 1/2 hours per week. The year-long contract for Star Steel Hour, Star Steel Sports, Star Steel Final and News of the Day was placed through Kamin Adv., Houston.
Mr. Timebuyer: Here's a station geared to produce low-cost sales results because it's programmed to reach the adult audience—the people who buy most of the goods advertised on radio.

For the best buy in radio in Jacksonville, Florida, there's nothing like the incomparable Ted Chapeau...

Top man for 16 years.

And he's on WJHP radio with rates and ratings worthy of comparison.

WJHP radio
Jacksonville
Florida

STATIONS FIGHT BAN ON COURT COVERAGE

Boston's WBZ outlets file opposition to proposed Massachusetts legislation preventing either tv or radio from broadcasting proceedings in which witnesses give testimony.

The FIGHT to gain coverage rights for radio and tv in courtrooms was carried on last week by WBZ and WJBZ-TV Boston, Westinghouse stations, as they filed opposition to proposed legislation preventing either medium from broadcasting proceedings in which witnesses testify.

The stations opposed the portion of Public Document 144 (Judicial Council of Mass., 1955) that proposes the radio-tv ban for all public agencies and tribunals. The ban would be much broader than Canon 35 of the American Bar Assn., recently held invalid and outmoded by the Colorado Supreme Court [B&TV, March 5].

Contending the blanket ban, and the assumption on which it is based, are not properly founded either in fact or law, W. C. Swartley, vice president of the Westinghouse group, argued such a prohibition by law is clearly contrary to the public interest.

Mr. Swartley reviewed the history of religious broadcasting by WBC stations and the 10-year history of religious telecasting in Philadelphia. He cited the Colorado decision to show that courtroom decorum is preserved by modern electronic reporting techniques and explained the accuracy of these methods. Right of privacy and control of proceedings do not suffer, he added.

In Philadelphia, a committee of the Philadelphia Bar Assn. is advocating a ban against filming in all Philadelphia courts, including magistrates' courts. The association's Committee on Criminal Justice & Law Enforcement said the taking of photos is degrading. As a rule, Philadelphia photographs have been allowed to take photos in magistrates' courts.

A demonstration of tv newsreel camera coverage of court trials was staged March 10 in Philadelphia by WRCV-AM-TV during a teen-age radio panel program, Junior Town Meeting of the Air. Judge Vincent A. Carroll, prominent Philadelphia jurist, moderated the panel. Ernie Leiss, newsmen, and Ralph Lopatin, producer, WRCV-TV, showed how tv techniques do not interfere with courtroom decorum.

Milwaukee Sentencing Filmed by WTMJ-TV

WTMJ-TV Milwaukee last week became the first television station to carry a sound film of a sentencing in a criminal court of that city. The film was telescast exclusively over WTMJ-TV last Tuesday (March 13), and the sound track was carried over WTMJ the same day.

Judge Clarence E. Rinehard allowed cameramen from the station to record the sound and shoot the film of the sentencing of Robert O'Connor and John C. Johns to life imprisonment. The two men had been convicted of killing a Milwaukee tavernkeeper during a holdup last year.

Jack Kreuger, news director of WTMJ-AM-TV, conferred with the judge before the last session of the trial to make arrangements. At that time, Judge Rinehard gave the opinion that when he had heard and dismissed all defense pleas and all motions for a new trial, the legal rights of the two defendants would no longer be in jeopardy. Therefore, just before he pronounced sentence, he allowed cameramen to set up a sound mike and cameras.

Prior to pronouncing sentence, Judge Rinehard made the following statement defining his stand on the right of the public to see and hear on radio and tv this part of the trial:

"A proceeding such as this in court is essentially a public proceeding and people cannot complain if matters taken up are displayed to the public because people are entitled to know what takes place in their courts—especially in the final determination of cases so important as this one is. Accordingly, I have permitted the taking of pictures at the final disposition of this matter."

WDOV, WDOX-FM Personnel Named by Dover Bctsg. Co.

CLIFF GOODMAN will continue as manager of WDOV and WDOX-FM Dover, Del., according to Henry Ru, president of Dover Broadcasting Co., new corporation which recently bought the stations from Delaware State Capital Broadcasting Co.

Mr. Ru also announced that Maxwell Marvin has been named new vice president and general manager of WJAF but also will continue as manager of WOL, Washington, D.C. The new chief engineer of WDOV is Lloyd Smith, also chief engineer for WOL.

Charles Dillon, vice president of WOL, becomes secretary-treasurer of WDOV and will handle national sales.

National sales representative for WDOV in New York will be Grant Webb.

Dennis to KLRJ-TV

WALTER L. DENNIS has been appointed sales manager of KLRJ-TV Las Vegas, Nev., Robert Gardner, general manager, announced last week. Mr. Dennis moves to Las Vegas from Pueblo, Calif., where he was sales director of Telerad Inc., management firm, and also the Silver Solar Network of Colorado.

He previously was with the old National Assn. of Broadcasters (now NARTB) as news bureau chief, formerly was radio-tv director for Allied stores (department store chain) and held various positions with several radio stations, including general manager of WJNO-TV Palm Beach, Fla.

WBT Local Sales Increase

LOCAL SALES of WBT Charlotte, N. C., were up 70.2% in January over the same period last year, according to Managing Director J. Robert Covington. WBT is owned by the Jefferson Standard Broadcasting Co., which also owns WBTV (TV) there and WBTW (TV) Florence, S. C.

KCOP (TV) Signs Tom Duggan

TOM DUGGAN, who resigned last month from WBKB (TV) Chicago [B&TV, Feb. 20], has been signed to an exclusive contract by KCOP (TV) Los Angeles as "an observer on the local scene," Jack Heintz, KCOP vice president and general manager, has announced.
New Office Building Planned By WHLI Hempstead, L. I.

WHLI Hempstead, L. I., New York, last week announced that construction of a new $250,000 two-story office building will begin April 1, with completion scheduled by September.

The new building, designed by the architectural firm of Shulman & Soloway, will be constructed of stone, stainless steel, marble and glass. It will contain WHLI's executive offices, three studios and a master control room, plus quarters to house what Paul Godofsky, president and general manager, calls "our communications room." This specially-designed, studio-control room will be shared by the station's news and public affairs departments and will contain up-to-date tape recorders, "bipper" telephones, hi-fi short-wave radio receivers and "various automation tools."

WLWA (TV) Announces Triple-A Sales Plan

WLWA (TV) Atlanta has put its new "Triple-A Plan" into use for advertisers who market products distributed through super markets and drug stores. The plan comprises "The Kid Package," "The Women's Package" and "The Mass Package" for different-type advertisers.

The "Triple-A Plan" calls for one-minute participating spots and 20-second breaks, with three participations per unit of three shows where availabilities allow.

WTTM Relays Fire Coverage

WTTM Trenton, N. J., last Wednesday relayed its coverage of two separate general alarm fires in that city to WKDN Camden, N. J. and WIP Philadelphia. The outbreak of the fires which destroyed the Cathedral of St. Mary's and its parochial school (at 4:30 a.m.) and the largest elementary school in the city, Jefferson (at 9:05 a.m.), provided radio with a clean beat of the local morning and evening newspapers which had just gone to press, according to WTTM. Station's pickups were handled by News Director Joe Agares and news editor Ray McPhee.
BARTELL BROADCASTERS Inc., recent purchaser of KRUX Phoenix [B+T, Dec. 5, 1955], has signed a lease for office and studio space in the Sahara Hotel there and appointed John F. Box Jr. KRUX general manager. Mr. Box will continue as executive vice president of the Bartell group and moves to KRUX from Bartell’s WOKY Milwaukee. Present for the lease signing were (l to r): seated, Michael Robinson, managing director, Sahoro Hotel Corp.; George Gobel, NBC-TV personality and Sahoro stockholder; David B. Bartell, chairman of the Bartell board; standing, Marion Isbell, president, National Restaurant Assn.; David O’Malley, Mr. Gobel’s business manager, and Mr. Box.

College Students Operate

WDOT Burlington on Sundays

WDOT Burlington, Vt., has given its entire broadcast day on Sundays to two area colleges, U of Vermont and St. Michaels. The station is operated entirely by students with one member of the WDOT staff serving as supervisor.

The two colleges alternate operation of the station. Don Barratt, WDOT program director, said the students would be able to receive commercial station experience and also acquaint the community with campus activities.

Opens Atlanta Office

HARRINGTON, RIGHTER & PARSONS, station representative firm, last week announced the March 1 opening of an office at 1430 W. Peachtree Street, N. W., Atlanta, Ga. Frank P. Rice, of the firm’s Chicago sales staff, has been appointed southeast manager with headquarters in Atlanta. Also announced was the appointment of William L. Snyder to the Chicago staff.

REPRESENTATIVE APPOINTMENTS

KWJW Portland, Ore., names Headley-Reed Co. representative for West Coast. Burn-Smith Co. continues to represent station in Midwest and East.

KJAY Topeka, Kan., appoints The Walker Representation Co., N. Y., for national sales.

REPRESENTATIVE PEOPLE


Lawrence H. Buck, account executive, WARD (TV) New York, to NBC Spot Sales, Chicago, in similar capacity.

Nicholas J. Pitasi, account executive, Headley-Read, N. Y., to sales staff of H-R Representatives, N. Y.

STATION PEOPLE

Buddy E. Stamper, former owner of WMIE Miami, Fla., to KCLUD Fort Worth, Texas, in same capacity.

Walter H. Stamper Jr. in Chattanooga, Tenn., radio since 1941, appointed commercial manager, WAPO Chattanooga.

George B. Morgan, commercial manager, KGOM-TV Albuquerque, N. M., to WHOK-TV Holdrege, Neb., as sales manager, succeeding A. R. McPhailamy, deceased.

John D. Hymes, former manager, WLAN Lancaster, Pa., and Jack Stahle, KFRC San Francisco, to sales staff, KGON-AM-TV San Francisco.

Irby N. Hollands, formerly reporter, Roanoke (Va.) World-News, to WRVA Richmond, Va., as promotion manager, succeeding Jack Stone, assigned to promotion manager, WRVA-TV.

Bill Thompson, former publicity manager, WRVA, to news film director, WRVA-TV.

Burt Repine, music director, WRVA, appointed manager of WRVA Theatre Div. Jack B. Clements, director of news and special events, WWNC Asheville, N. C., to WRVA as news editor, succeeding George Passage, transferred to news editor, WRVA-TV.


Earl Leyden, Colorado regional sales and display supervisor, Kellogg Co., to KBTW (TV) Denver as merchandising manager.

Pat McCallion, KTAR Phoenix, Ariz., to KOOL Phoenix as account executive.

Merl Van Lydegraf, sales representative, KZTV (TV) Reno, Nev., to sales staff, KNTV (TV) San Jose, Calif.

Charlie Slack, student, Marshall College, Huntington, W. Va., to sales staff, WHTN-TV Huntington. Others to WHTN-TV: Arthur Taylor of Pittsburgh, Pa., as projectionist; Eugene Teszler, N. Y., studio engineer, and Patricia Fetter, Huntington, station artist.

Mel Halko, program director, KMON Great Falls, Mont., to station sales staff. Jack Skees Kral, station traffic director, and Bill Sterling, northwest area radio salesman, also to KMON sales staff. Jim Pease, continuity director, appointed to head new operations desk.

Edward M. Gilman, motion picture production cameraman, Dephore Studios, Boston, to WNAC-TV as technical supervisor of special film projects.

Happy Promoter

THOSE who claim television is hurting sports attendance will get a ready argument from Vince McMahon, Washington wrestling promoter, whose weekly shows are telecast over WTTG (TV) Washington.

The promoter’s card the night of March 8 was sold out in advance and he says tv "unquestionably" is responsible. "After the March 1 matches, three phones were kept busy for over two hours accepting reservations for the March 8 show from fans who had seen the fights on their tv sets at home."

Mr. McMahon began promoting wresting again after a two-year layoff because of poor attendance, which he blamed on tv 11 weeks ago and crowds at the 3,000 seat arena have climbed steadily since. The matches were not being telecast when discontinued in 1954. He has received phone calls seeking tickets from people in Pennsylvania, Maryland and Virginia. "I have never seen its equal in 20 years in the promotion business," he said.

Gunther Brewing Co., Baltimore, sponsors the Thursday night telecasts.
Stanley Ediss, former assistant program director, WINS New York, to KDKA Pittsburgh, Pa., as production manager.

Charles L. Stephen, production manager, WMWD Peoria, Ill., to WHAS Louisville, Ky., radio production department. Phyllis Knight, home director, WHAS, to daily show on WHAS-TV.

Herbert Grayson, formerly member of promotion-publicity staff at Portland Cement Co., Chicago, appointed press information director WBBM that city, succeeding Budd Blume, resigned to join J. Walter Thompson Co., Chicago, as tv commercial writer.

Ray McPhiee, newscaster, WTTM Trenton, N. J., named news editor.

Leonard Troy, art director, KFMB-TV San Diego, Calif., to art production supervisor and tv sales development department.

Lee Allan Smith, graduate, Oklahoma U., Norman, to sales staff, WKY Oklahoma City.

Douglas E. Nicol, formerly of Detroit Free Press and Detroit Reporter, to WXYZ-AM-TV Detroit as publicity director.

Virgil Cobia, musician and time salesman, KRCG (TV) Jefferson City, Mo., to KLK Jefferson City in production and sales departments.

Lew Riefstahl, newsmen-announcer, WBIA Augusta, Ga., to WQSN Charleston, S. C., for daily Night Watch show.

Cleve Hermann, California sportscaster, to KFWB Hollywood for nightly program.

Jess Cain, formerly announcer on DuMont Television Network, to announcing staff of WNDU-TV South Bend, Ind.

Alan Dary, Boston disc jockey, to WBZ-WBZA Boston-Springfield, Mass. Don Kent, Weymouth, Mass., weathercaster, formerly heard on WBZ, resuming program on WBZ-AM-TV.

Tom Deonahoe, sales and sales promotion specialist, McElroy & Prewitt, Sioux City food broker firm, to KBTW (TV) Denver as merchandising manager.

Kenneth C. Bruce, engineer, KDKA-TV Pittsburgh, Pa., appointed technical facilities engineering supervisor.

Robert J. Finan, formerly news editor, WIZZ Streator, Ill., to WLBI DeKalb, Ill., as news director and announcer. Joe Barry, new to radio industry, to WLBI as announcer.

Bill Stinson, news director, KWIT (TV) Waco, Tex., to WFAA-TV Dallas, Tex., in same capacity.

Jim Turner, WJAN Spartanburg, S. C., to WAYS Charlotte, N. C., as sports director.

Phil Long, disc jockey, WMAL Washington, to WPAC Morrisville, Md.

Mina Meadows, formerly traffic manager and program director, WIZZ Streator, Ill., to KFI Los Angeles as local sales traffic manager.

Art Lane, formerly disc jockey, WHAT Philadelphia, to WLBR Lebanon, Pa.

Bonnie, vocalist-pianist and former Miss Grand Rapids to WOOD Grand Rapids, Mich., as station's first woman disc jockey.

Barry Medlin, to WWTI Canton-Asheville, N. C., as disc jockey.

B. Iden Payne, U. of Texas drama professor, beginning series of talks on WFAA Dallas, Tex.

Don Usher, KWWJ Portland, Ore., and Russ Norman, KING Seattle, to Five Men of Music team of KAYO Seattle.

Gordon Baker Lloyd, 25-year garden broadcaster, conducting new weekday garden show on KHJ Los Angeles.

Descoe Smith, Western disc jockey, KVSM San Mateo, Calif., to KEEN San Jose, Calif. Black Jack Wayne and his Western Jamboree, Linda Roth and Willis Dahl, singers, to KEEN talent staff.

Dick Norris, actor, to KNXT (TV) Hollywood as film show host.

Bern Penrose, WSNJ Bridgeport, N. J., to announcing of WITM Trenton, N. J.

John Galley of Chicago to announcing and news staff, KFWB Corpus Christi, Tex.

Paul Bair, former sports director, WGOA Evansville, Ind., and Don Beecher, former news director, WLXW Indianapolis, to WIL St. Louis announcing staff. Don I. Brady, Minnesota Mining & Mfg. Co., Chicago, to WIL sales staff.

Francis Irvin, vocalist, to cast of Bandstand Revue, KTVA (TV) Hollywood.

William (Tubby) Rives, entertainer, to WBZ-TV Boston for daily film show.

Myron Walden, news department, WTMJ-AM Milwaukee, transferred to announcing staff.

Pete Langston, disc jockey, to WDVA Danville, Va.

Three-Ring TV

A FULL-PLEDGED circus, tent and all, has moved onto the downtown parking lot of KTLA (TV) Hollywood as a regular production unit of the station's program department. Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA, personally directs the weekly full-hour telecasts which began Thursday evening under sponsorship of Swift & Co. and Bell Brand Foods. Ringmaster Dick Lane and Suise, a trained bear seen on the show, last week visited the Hollywood offices of radio-tv affiliated firms to promote the show. The KTLA Circus tent has 900 bleacher seats.

Steve Murphy, WOW Omaha, Neb., appointed assistant news editor, WOW-AM-TV. John Carlman, KBID and KOL, both Omaha, to WOW-AM-TV as continuity writer.

Eugenie van de Water, WCHS-TV Portland, Me., to program department staff, WJAR-TV Providence, R. I.

Thomas J. Stanton, former manufacturer's representative, to promotion department of KWK St. Louis.

Gostin Freeney, news department, WMAZ Macon, Ga., transferred to announcing staff. J. Howard Absalom, WAKR-TV Akron, Ohio, to news department WMAZ-AM-FM-TV.

Tom Carlisle named director of news, KBTW (TV) Denver. George Byram, Cheyenne,

**Attention NARTB Golfers**

B&T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B&T's silver trophies for low gross and low net, will be awarded.

Tee-off time is 9:30. Those who wish transportation please indicate on reservation below.

MAIL THIS RESERVATION TODAY, TO:

BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

**Name**

**Address**

**Firm**

I will want a ride to the club ☐

**April 15**

Tee-off time: 9:30 a.m.

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ON THE DOTTED LINE . . .

WILLIAM E. WATERS, chairman of the San Francisco Bay area Dodge dealers advertising committee, signs for live boxing telecasts from Winterland Arena on KOVR-TV San Francisco. Also taking part were (l to r), Terry H. Lee, general manager; Frank King, sales manager; Sam Elkins, account executive, all KOVR-TV, and Jack Edwards, Grant Adv. account executive. The Dodge dealers are sponsoring one hour of the two hour program and Gallo wine is sponsoring another half hour.

DON BRYAN, Screen Gems sales representative, shows J. W. T. Armacost, secretary-treasurer, Coca-Cola Bottling Works, Washington, where to sign the contract calling for Coca-Cola to sponsor Jungle Jim on WMAL-TV Washington. Other Coca-Cola bottlers use the show in Atlanta and Albany, Ga., and Eugene, Ore.

RAY J. OOSDYKE (l), vice president in charge of sales, Mid-West Refineries Inc. (White Rose gasoline), and Bill Schroeder, WOOD-TV Grand Rapids, Mich., general manager, shake hands on the just-signed contract calling for Mid-West to sponsor The Big Idea (Tues., 7-7:30 p.m.). Looking over an article on Idea, produced on film by RKO-Pathé, in the Saturday Evening Post are Grand Rapids Chamber of Commerce President Donald J. Porter (l) and James Van Stee, of Van Stee, Schmidt and Sefton, advertising agency handling the account.

NEW SPONSOR of The World Tonight on KDKA-TV Pittsburgh is Duquesne Brewing of that city. Signing for the weekday show, featuring KDKA-TV News Director Bill Burns and Ray Scott, are (l to r) Vic Maitland, president of Vic Maitland & Assoc. agency; Mr. Burns; Harold C. Lund, Westinghouse vice president in charge of the station, and Lloyd Chapman, station sales manager.

SIGNING a contract renewing sponsorship of Stories of the Century over KGLO-TV Mason City, Iowa, is Sid Jensvold, president of the S. B. Jensvold Co., which retails farm equipment. Looking on is Lloyd Loers, KGLO-TV sales manager.

BARRY SULLIVAN (l), star of the new Ziv television program, The Man Called X, and John Reynolds (r), vice president-general manager, KHJ-TV Hollywood, discuss the program's presentation with Harold Moore, sales manager, Southern Calif. Edison Co., which has signed to sponsor the dramatic series on KHJ-TV. Agency for Edison is the Meyers Co.

DISCUSSING PLANS for Falstaff beer's new series of musical programs on KLZ Denver are (l to r) Harold Storm, KLZ promotion chief; Robert McDonald, Falstaff divisional advertising manager, and E. Lee Fondren, KLZ sales.

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Wyo., announcer, to KBTV announcing and production staff.

Frank Yankovic, polka orchestra leader and recording star, signed for musical series on WGN-TV Chicago.

Milli Riba to KGMB-TV Honolulu as home economist, replacing Marjorie Abel, resigned.

Don Wilburn, student, Marshall College, Huntington, W. Va., to announcing staff of WHTN-TV Huntington. Edie Leighty, physical fitness demonstrator, to The Feminine Touch on WHTN-TV.

Alan Landsburg, former NBC staff member, and more recently with U. S. Armed Forces Radio Service, Germany, to WRCA New York as staff director.

Donn Winther, promotion department, WNBF-AM-TV Binghamton, N. Y., father of girl, Bruce Winther, student, Marshall College.

Fred March, former WRIA commander, to Associated Press.

E. Leighty, daughter, to The Feminine Touch on WHTN-TV.

Robert J. F. Lamp, new chief of station operations, to KARK-TV, principal station in unique distribution and marketing experiment with CBS and RCA.

Valerie Schott, appointed WRIA station manager, will assume this new position as WRIA cuts back production facilities.

Mike Riba to KGMB-TV Honolulu.

Richard S. Gross, former chief administrative officer, gives up WRIA for new position.

William H. Weintraub, chairman of Decca Records Ltd., London, will visit RCA in May.

RCA Victor Signs Agreement With Decca Ltd. of London

RCA Victor, New York, and Decca Record Co. Ltd., London, have announced an agreement whereby Decca—not corporately or otherwise connected with Decca Records Inc., New York—will receive RCA Victor master discs for manufacture and distribution abroad under the Victor label. The agreement becomes effective in May, 1957.

Meanwhile, RCA and the Gramophone Co. Ltd. of England will terminate their present agreement under which Gramophone pressed and released RCA records in England, and RCA Presses and releases Gramophone records in the U. S. under the "His Master's Voice" (HMV) imprint. Although the British Decca firm will continue its arrangements with London Records Inc., New York, for domestic distribution here of the British Decca records under the London label, it also will give RCA classical and popular recordings. Beginning this May, RCA will effect a similar agreement with Teldec Records of West Germany and Musikvertrieb of Switzerland.

TelExecutive Names Wilke

APPOINTMENT of Hubert Wilke as a sales executive of the TelExecutive Div., TelePrompTer Corp., was announced last week by Herbert W. Hobler, TelePrompTer vice president in charge of sales. Mr. Wilke formerly was general sales manager of Atlas Television Corp., New York, tv film producer, and previously had been with the production staff of Wc, the People and with Roy S. Durstine, New York, as producer-director-writer.

PROGRAM SERVICE PEOPLE

George W. Shaffer, government relations department, Western Union Telegraph Co., Washington, appointed assistant vice president.

Robert Boed, assistant comptroller, Fletcher D. Richards, N. Y., advertising agency, to Olmsted Sound Studios, N. Y., as chief comptroller.

James W. Cook, vice president in charge of rates and revenues, American Telephone & Telegraph Co., appointed vice president in charge of merchandising, succeeding Bartlett T. Miller, retired. E. Hornaday Watson, AT&T operations vice president, replaces Mr. Cook.

George Fox, president of George Fox Organization, and Betty Turbiville, production director, KCOF (TV), Hollywood, are packaging stock company live dramatic series for tv. Mr. Fox will produce and Miss Turbiville direct dramas planned for 60-minute segments, and series will use stock company of permanent players augmented by guest stars. Thirty-nine stories are being adapted.

Pat Hunter, consultant for daytime programming, Young & Rubicam Inc., N. Y., named vice president in charge of operations, Associated Writers & Producers Inc., N. Y., production firm. Robert B. Schall, former staff member, Television Bureau of Advertising, appointed production manager of AWP.

James R. Alle, accounting department, Capitol Records, Hollywood, named staff assistant in administrative unit of executive vice president's office.

Yasha Frank, former audio-visual consultant with William H. Weintraub & Co. [now Norman, Craig & Kummel], D'Arcy Adv., and CBS Inc., all N. Y., to Gotham Recording Corp.,
N. Y., as resident consultant on audio-visual problems in sales promotion and allied fields. Carol Graham, casting director and assistant radio director for Donahue & Co. Adv., N. Y., to Gotham as account executive of sales & service department.


Virginia Gravely, staff member, Hackensack (N. J.) News Bureau and Popular Publications, N. Y., to United Press Radio staff, N. Y.

Cleo F. Craig, president, American Telephone & Telegraph Co., N. Y., elected director of U. S. Steel Corp., N. Y., succeeding Myron C. Taylor, resigned.

PROGRAM SERVICE SHORTS

United Press has opened new Tampa, Fla., bureau to serve state's west coast. Bureau manager is Charles E. Noland, formerly of UP's Miami staff.

Stone Assoc., N. Y., program producer and merchandising firm, moved to 595 Madison Ave., effective March 1.

William Schuller (theatrical) Agency, N. Y., has opened L. A. office to handle tv commercial and radio panel show talent.


RCA Thesaurus, N. Y., radio transcription library, has added to its service list: WROY Carmi, Ill.; KSBF Creston, Iowa; KLFT Little Falls, Minn.; WYZE Atlanta; WKNL Richmond, Va., and KSRK, English-language station in Naha, Okinawa.

Capitol Records disc recording facilities have been moved from studios at 5515 Melrose Ave., Hollywood, to company's new studios in Capitol Tower.

Song Ad Film-Radio Productions, L. A., announces contracts with three San Joaquin Valley radio stations as part of its station break. Clients are KLOK San Jose, KJOY (formerly KXOB) Stockton and KWIP Merced, all Calif.

Capitol Records Inc., Hollywood, reports record sales for 1955, with net sales increase of 31% and net income of 33% over 1954. Year's sales for 1956, representing high in firm's 15-year history, were $21,308,633. Common stock earnings, after charges and preferred dividends, equaled $1.92 a share, increase of 33% over 1954.

Theodore Granik, Washington producer, announces production of tv series titled "The Living Room." Charles Francis Coe, writer-director of Palm Beach, Fla. Historical series will be live and filmed. Mr. Coe is lawyer and publisher of "Palm Beach Post, Times and Post-Times."
**Tv Networks Report Time Gross Increase**

GROSS time charges of the three current TV networks were $38,876,756 last January, or 16% above the $33,445,991 grossed by the four networks operating in January 1955, Publishers Information Bureau reported last week.

Leading network in gross billings was CBS-TV, chalking up $17,820,455 that month for a gain of 13% over its January 1955 mark. NBC-TV, with $14,674,255, was up 11%, and ABC-TV, with $6,382,046, increased its January billing 72%.

The breakdown follows:

<table>
<thead>
<tr>
<th>Network Television</th>
<th>January 1956</th>
<th>January 1955</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,382,046</td>
<td>$4,718,195</td>
<td>+55 72%</td>
</tr>
<tr>
<td>CBS</td>
<td>17,820,455</td>
<td>15,831,141</td>
<td>+13 11%</td>
</tr>
<tr>
<td>DuMont</td>
<td>14,674,255</td>
<td>13,172,695</td>
<td>+11 72%</td>
</tr>
<tr>
<td>Total</td>
<td>$38,876,756</td>
<td>$33,445,991</td>
<td>+16 16%</td>
</tr>
</tbody>
</table>

Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

**NBC-TV’s ‘Medic’ Cancels Caesarean Operation Show**

NBC officials explained at a news conference in New York Tuesday that a "Medic" telecast showing a Caesarean operation had been cancelled last Monday because the operation sequence was deemed "too rugged for pregnant women and for children." A picture slide of an earlier "Medic" film was substituted, but NBC executives said an edited version of the cancelled film would be shown at a later date.

In reply to a question, Stockton Helfrich, NBC director of continuity acceptance, said NBC had decided to cancel the film even before receiving a letter from the Rev. Timothy J. Flynn, radio-tv director of the Archdiocese of New York, in which the position of the Catholic church against sex education on television or in other mass media was outlined. Father Flynn later told WBT the letter did not ask NBC to cancel the program, but said the church believes that sex education is the function of parents, and a tv program assuming this duty might offend the Catholic segment of the viewing audience.

**Rumania Asks NBC to Cancel Show About Legation Seizure**

NBC-TV Thursday was "studying" an unusual protest received from the Rumanian government requesting the network to cancel a tv drama, "Five Who Shook the Mighty," by Bernard Wolfa, which is scheduled for tomorrow (Tuesday) on the Armstrong Circle Theatre (9:30-10:30 p.m. EST).

An official of the Rumanian legation declared the protest to NBC in Washington late Wednesday afternoon. The teleplay dramatizes the seizure of the Rumanian legation in Bern, Switzerland, on Feb. 15, 1955, by five Rumanian anti-communists who sought to force Rumania to release five leaders of the resistance movement. The anti-communists eventually were captured and now await trial in Switzerland. Rumania's attempt to extradite the quintet have been in vain.

Rep. Michael A. Feighan (D-Ohio) Thursday wrote NBC President Robert W. Sarnoff, who was "shocked" at the Rumanian Legation's "direct interference in the internal affairs of the American people" and said he hoped NBC will "in no way yield" to such efforts to "intimidate and regulate one of our basic free enterprise activities." He read his letter on the House floor.

**CBS, NBC Put Up Money For Broadway Musicals**

NBC-TV negotiations involving Broadway musical type shows were reported last week as "progressing" with no "firm commitments." Among them was a plan by the network to finance a musical production of "Casey Jones" on Broadway next season for eventual use as a color tv spectacular. If decided, the backing will be similar to that of "The Great Seabiscuits," financed by NBC-TV in return for tv rights. Another musical, "My Fair Lady," opened on Broadway last week, financed by a reported $333,000 by CBS-TV.

Under consideration is NBC-TV financing of a swimming star Esther Williams' proposed European-U.S. tour of her Aquacade which opens in London this summer. Although not firm, it was understood that a contract with Miss Williams would include rights for her appearance in one or more color spectaculars next season.

Said to be more firm is a proposed 15-minute pickup by NBC-TV's "Wide Wide World" program on April 15 of a rehearsal on Broadway of a musical, "Shangri-La," a version of the novel, "Lost Horizon." The telecast from the rehearsal hall would be on the air before the show's opening, scheduled in New Haven on April 21, and on Broadway June 6.

**Listeners Who Don't Watch Swell 'Mickey Mouse' Audience**

ABC-TV reported Thursday on findings of a study on the "audio audience" of its Mickey Mouse Club program (Mon.-Fri., 5-6 p.m. EST). The study of adult and female listeners indicated "do not watch" the program was conducted for the network by Trendex Inc. on Feb. 27-28 in the 15 markets the firm covers. Trendex used telephone coincidental and recall survey techniques in the study.

Trendex found that during an average minute of Mickey Mouse Club, the number of adult women in the audience nearly doubled when "listeners" were added to "viewers" that the total male and female audience increased by 81% with this additive, and that nearly 7 million adults are exposed to each of the program's sales messages, with 67% of these adult women. For the hour, the female audience rose up 77% with the added "listeners". The total audience increased by more than half and over 10 million adults were exposed to the program, 73% of them women. Trendex also claimed that the "audio" rating alone was higher than the rating of any radio show equal to 76% of the total radio activity between 5-6 p.m.

**'Mickey Mouse Club' Pushes Novelty Hat to Record Sales**

The greatest volume of children's novelty hats to be sold in the past 16 years—three million in four-and-a-half months—was provided by the "Mousekeeter" hat for the Mickey Mouse Club, on ABC-TV, according to Ben Molin, president, and Joseph Rosenbaum, executive vice president, of Benay Albee Novelty Co., makers and licensees of the "Mousekeeter Hat".

The orders are still piling up. The firm started manufacturing the hats in October and put them in the stores as recently as Nov. 1. The hats themselves are worn by the children participating in the show on ABC-TV (Mon.-Fri., 5-6 p.m. EST).

Another indication of the appeal the program has to children is indicated in a report that 400,000 subscription applications have been racked up for the Mickey Mouse Club Magazine two weeks following its issuance. The publication, which will be issued quarterly, sells for a dollar a year and contains no advertising.

**ABC-TV Details Clearance Costs on New Film Series**

AS PART of a presentation sent to potential advertisers and their agencies, ABC-TV last week outlined details for its new half-hour film series, RFD-U.S.A.

The series is to begin next fall in the Sunday, 4:43 p.m. EST. period, but no starting date has been set.

ABC-TV expects to clear 131 stations for the series, which centers around people and places in rural America. For weekly sponsorship, it lists minimum cleared gross time costs at $22 per 500, and 52 week time expenditures at $48,476. Weekly program costs are pegged at $25,000 for each of 33 originals and $9,000 each for 19 repeats, and with total costs, commissionable, for 52 weeks of $996,000. For time and talent, total cost commissionable for 52 weeks is estimated at $1,858,876, including projection room charges of $15,600.
Richard's Fans

NBC last week estimated that between 40-50 million persons viewed NBC-TV's three-hour presentation of Richard III March 11 [See In Review, page 14], and claimed the audience was "the largest ever to witness a daytime television entertainment program." Thomas A. McAvity, vice president in charge of NBC-TV, predicted the audience for this program "would equal those of the ten ten-night shows in the next national rating service."

The estimate of 40-50 million viewers for Richard III was calculated by the NBC Research Dept., which found the number of viewers per TV receiver "higher than in usual circumstances." It accounted for this development by pointing out that the Sunday afternoon time "made it possible for large family groups to watch because of an absence of customary weekday demands on family time and also because many schools and colleges across the country made viewing of Richard III a homework assignment."

'Cross' Appeals

NBC-TV claimed its "The Twisted Cross" film documentary of Wednesday (9-10 p.m. EST) was seen by an estimated 34 million viewers, marking what the network said was the largest TV audience for a one-shot documentary. The program also signaled the first use of network TV programs by the sponsor, North American Phillips Co., (Norelco electric shavers), New York, through C. J. LaRoche Co., New York.

NETWORK PEOPLE

Buzz Jullik, producer-director, J. Walter Thomsen Co., L. A., to CBS-TV there as producer-director, effective April.

Jack Bachem, former CBS Radio salesman and for last seven years with DuMont Television Network (now DuMont Broadcasting Corp.), returned to CBS as account executive in radio network sales departments.

Don Shelders, former CBS Radio newswriter, named assistant public relations director, National Citizens for Eisenhower, at organization's New York headquarters.

Louis Hausman, vice president of CBS, serving as head of volunteer committee of the N. Y. Chapter of American Red Cross which is soliciting funds in radio-television field. Campaign has N. Y. goal of $6,4 million. Other chairmen are H. Preston Peters, president, Peters, Griffin, Woodward Inc., station representative; John Sinn, president of Ziv Television Programs; Charles Collingwood, president, N. Y. chapter of American Federation of Television and Radio Artists.

Martha Wright, CBS-TV and CBS Radio personality, appointed tv chairman for campaign for Boys Town in Italy.

Sherill Taylor, co-director of sales promotion and advertising of CBS Radio, father of girl, Sarah, March 8.

Jack Martin, CBS Radio network sales service manager, married to Patricia Chamberlin.

Norman Ober, CBS New York staff writer, father of girl, Amy Laurel.

Dobin Becomes Partner In Cohn & Marks Firm

PAUL DOBIN has been made a partner of the Washington communications law firm of Cohn & Marks, it was announced last week. Mr. Dobin joined Cohn & Marks late in 1952 after six years with the FCC.

Mr. Dobin is a 1943 graduate of Harvard Law School, where he was noted editor of the Harvard Law Review. He was graduated in 1938 from the College of the City of New York, also cum laude, and served in the U. S. Army's Judge Advocate General's branch during World War II.

In his FCC career, Mr. Dobin served as legal assistant to then FCC Comm. Robert F. Jones. When the Commission staff was reorganized in 1951, Mr. Dobin was named the first chief of the Broadcast Bureau's Rules & Standards Div. It was during this time that the FCC's post-freeze TV allocations plan was adopted.

Name of the firm remains unchanged. Marcus Cohn is former chief, field division, FCC Law Dept., who left for private practice in 1943; Leonard H. Marks is former assistant to the FCC General Counsel, who left to join Mr. Cohn in 1946.

Publicity Helps Ads Make Little Clients Look Big

PROPERLY coordinated publicity can "make even the best advertising campaign work harder," according to Ashley W. Burner, public relations director of Anderson & Cains, New York.

Speaking at last week's opening session of a 10-week seminar held by the Publicity Club of New York, Mr. Burner told agency publicists that the little advertiser "who must make every dollar in his budget count" can get far more mileage out of his advertising by impressing the public with his stature in business. He said that today's agencies should make it their job "to come up with the formula that will make the client seem bigger both in terms of physical size and promotional expenditures."

In demonstrating the relation of publicity to overall marketing, Mr. Burner showed a 14-minute film illustrating how one of A&C's soft-goods clients introduced a new product in the Florida market.

'Business Week' Looks at Tv, Finds Influence Widespread

THE MARCH 10 issue of Business Week highlights tv with a cover picture and a 15-page inside story titled "Television: The New Cyclops." The article describes the past, present and future of the industry and states that "it's almost impossible to find substantial numbers of people [in the U. S.] who haven't been influenced to some degree [by television]."
$3.5 BILLION SEEN FOR SETS IN 1966

RETMA president predicts electronics business will more than double in 10 years. Transistors to replace electricity.

U. S. INVESTORS were urged Thursday to pay "particular interest" to a "budding broadcast set industry."

The speaker was H. Leslie Hoffman, president of Hoffman Electronics Corp., Los Angeles, who said the broadcast set industry is growing stronger by the day . . . will be worth over $3.5 billion 10 years from now." Mr. Hoffman blamed the lagging color tv market on "lack of public exposure" rather than to high cost factors. Noting that a "radical change is in the offing," Mr. Hoffman predicted that by 1960, color tv set units will reach 4 million, and by 1966, 7.5 million. Black-and-white set sales, he said, will fall as color tv sales go up, with the set figure dropping from the current 7.5 million to 4.5 million by 1966. Mr. Hoffman said the car radio set figure will keep pace with the growth of the auto industry.

Other predictions made by Mr. Hoffman:
- An obsolescence of AC-current fed radios and tv receivers. "With the growth of the transistor era and the 10-cent replaceable battery, electricity will seem to be a luxury no one will afford."
- A steady increase in two and three tv set homes "in the same manner as was experienced with portable radios following the war," and bolstered by "the emphasis on smaller and more compact set packaging."

Mr. Hoffman's optimism was echoed by that of James D. McLean, vice president and general manager of Philco Corp.'s Government & Industrial Div.

Mr. McLean characterized as "a whole, tremendous, untapped reservoir" the small, fringe reception areas which, at the present time, cannot economically afford to build, maintain and sustain their own expensive tv stations. He predicted a sudden growth of "the satellite tv market" with further development of community tv antenna systems. "The magic word," he said, "is microwave relay."

Dr. W. R. G. Baker, vice president in charge of engineering, General Electric Co., pinpointed international broadcasting as a "fabulous market." Dr. Baker, describing the current study of color tv by foreign engineers (see story, below), said that "as soon as we are able to "sell" people abroad on U. S. electronics standards generated by industry, approved by the government, instead of being both generated and approved by the government as in their case, the bigger the international market in broadcasting equipment will become."

Transistors came under further discussion. Ray C. Carlson of Tun-Sol Electric Co., Newark, N. J., said that although the development of the transistor "poses what appears to be a serious threat to receiving tube manufacturers such as we, the tube business will lost to the very day the transistors take over the tube's functions altogether. At that point, we tube people will be in the transistor business to stay."

Mr. Hoffman also said a measure of the electronics industry's growth can be seen "by the fact that today, over 75% of our employment in this industry is devoted to products unknown ten years ago." He said electronics today is a $9.75 billion industry; in 1960, it will have grown to $15 billion and by 1966, to $21 billion.

VISITING ENGINEERS ASK ABOUT CHROMACORDER

GE is still working on CBS' device, they are told during quiz session of top U. S. scientists and engineers. Questions cover wide range of matters concerning color tv.

GENERAL ELECTRIC is proceeding with "intensive" work on the CBS-developed Chromacorder, a camera device which translates information from field sequential color to compatible color, a spokesman for the manufacturing firm revealed last week.

CBS, some time ago, was granted over all of its research and development on the Chromacorder to GE in an agreement effected between the two. The question about the device--i.e., what has happened to it--was asked last week by the French delegation of the International Radio Consultative Committee (CCIR), which has been in the U. S. to study color tv (B&T, March 12).

The foreign group, made up of some 100 engineers representing more than 20 countries in Europe and elsewhere, asked questions of a "panel" of top U. S. electronics scientists and engineers at the United Nations Bldg., in New York. The session was part of a two-week tour and inspection of facilities in addition to discussions and demonstrations on various facets of color tv development. Last week, the delegates were invited to visit the antenna site atop the Empire State Bldg., RCA's color tv tube plant at Lancaster, Pa., Allen B. DuMont Labs in New Jersey, and the Bell Telephone Labs, also in New Jersey.

Questions were asked by delegates representing Japan, Germany, Australia, Canada, Switzerland, France, Belgium and the United Kingdom. Other countries, whose questions were not taken up during the conference, were asked to submit their queries to the panel later that afternoon in private discussions (see separate box).

French interest also centered on the cost of studio origination--in equipment and personnel--required for a color pickup of a show compared to black-and-white. According to

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MANUFACTURING

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March 19, 1956 • Page 93
The Curious Russians

IF RUSSIA invented color tv, the inquisitiveness of its top tv expert in the U. S. compatible system certainly doesn't reflect smugness. A record 44 questions were submitted to the chair by the nine-man Russian delegation attending an international meeting on color tv standards at the United Nations Bldg., New York, last week, as contrasted to some half-dozen questions of the United Kingdom which actually were answered during the meeting. When time ran out, the chairman called a halt to U. S. tv panel answers and said further questions, including the 44 USSR queries, would be handled through private conversations. A B/T request for a copy of the questions was turned down by conference leaders, including the Russian delegation, because the queries were "not unusual" and "generally ran the gamut in the technical phase of color tv."

the panel, the cost generally in "studio time and employment" runs about a 2 to 1 ratio, except for the "complicated" show which requires as much as six hours to condition the studio for lighting.

Queries ranged from the number of additional tubes needed in a color set above that used in a monochrome receiver [six minimum and 15 maximum] to resolution, brightness, efficiency of gain control between the color transmission luminance, chrominance signal and effects of icing and other weather conditions on the standing wave ratio. Much attention of the delegates centered on the bandwidth used in the United States, a subject of keen interest to the Europeans, which must decide what use their color systems will make of the spectrum.

Francis Coli DeWolfe, State Dept. telecommunications chief and chairman of the U. S. delegation, spoke to the group, expressing the hope that the discussions and demonstrations would move the countries forward and closer to a common standard for the interchange of color programs.

Capt. C. F. Booth, assistant engineer in chief for radio, British Post Office, who headed the UK's delegation, spoke on behalf of the CCIR and his particular group, noting that the engineers soon would be in London for color tv demonstrations there. The French delegate also welcomed delegates to a forthcoming color demonstration in Paris.

A top Russian delegate, Sergei V. Novakovskiy, engineer of the Ministry of Communications, Moscow, asked for the floor. In his brief comment, made in English, Mr. Novakovskiy said he hoped the work of the CCIR would lead to "wide-scale" color tv service, filling cultural requirements of peoples of the world over. He said color tv had "great possibilities" but in order to derive its greatest benefits, those engaged in its development "must work hard." Television in the USSR, he said, has "wide use," noting that there is "great interest" in the medium in that country.

RCA Ships Equipment

RCA reported shipment of a 12 kw amplifier to WTVU (TV) Rockford, III., on Wednesday and a 25 kw transmitter to WSPA-TV Spartanburg, S. C., on March 9.

Standard Offers New Tv Amplifier

STANDARD ELECTRONICS Corp., Newark, N. J., has announced the availability of its new 25 kw tv amplifier for channels 2 through 6. The new equipment, produced by Standard, a subsidiary of Dynamics Corp. of America, is priced at $30,000 and will be on display at the NARTB (Chicago) convention April 15-19 [B&T, March 12]. Among the advantages cited by Standard for its new amplifier are a lower investment cost than any available competitive make at lower floor space requirements—external cabinets occupy 25.3 sq. ft.; reduced weight—4,000 pounds or approximately 170 pounds per sq. ft.; low power consumption—65 kw at 90% power factor at black level; full-length glass doors permitting visual inspection of all tubes even while the amplifier is operating, and lower operating cost.

Tv Production Lags, Radio Up in January

PRODUCTION of radio receivers in four-week January increased over the same month last year, while tv sets showed a decline, according to figures released by RETMA.

There were 1,078,624 radio sets produced, compared to 1,786,330 during five-week December 1955 and 1,066,146 for January 1955. Tv sets manufactured in January 1956 were down to 588,347 from 604,626 in December and 654,582 in January 1955.

Motorola Sees New Models Boosting Color Set Sales

COLOR TV is "gaining acceptance gradually" and Motorola Inc. expects sales volume to mount after the introduction of new models this summer, Paul Galvin, president of the Chicago-based set manufacturing firm, asserted last week.

Mr. Galvin's comments were contained in the company's 1955 financial report, which showed a net profit last year at $226,653,053, up 10% from 1954, and net earnings at $8,490,539, up 12% from 1954, for the second best year in history.

Mr. Galvin was cautious in his color predictions, but hinted that he anticipated producing color sets since mid-1954. It is known that Motorola plans to bring out a 21-inch color model (with RCA tube) during the mid-1956 Home Furnishing Market in Chicago and support it with a heavy merchandising-promotion drive, with results probably reflecting around September [Closed Circuit, Feb. 13].

Lower-Priced Color Tv Set Hinted by Folsom in Address

A RENEWED hint that RCA later this year will come out with a lower-priced color tv set was given last week in a talk by Frank M. Folsom, RCA president.

In an address before the Boston Security Analysts Society, Mr. Folsom said: "We [RCA] now have on the market the first complete line of 21-inch color receivers that range in price from $695 to $995. As demand increases production will increase and prices will decrease."

An earlier indication that RCA was aiming for a lower price tag for its color receiver product was issued more than a month ago at Bloomington, Ind., when RCA publicly revealed its color tv mass production line [B&T, Feb. 6].

Mr. Folsom predicted that RCA alone plans to produce more than 200,000 color sets in 1956 and, in a more general prediction, pegged "as a conservative estimate," the business volume of the electronics industry in 1964 at some 66% over that of today, or $18 billion.

In a review of color tv's status, Mr. Folsom said: "While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars."

Sub-Miniature Transistor Developed by Philco Corp.

PHILCO CORP.'s electronic tube and transistor division Philadelphia, last week reported a newly-developed sub-miniature junction transistor which it claims to be the smallest of its kind ever developed for use in portable radios, amplifying and military equipment. It is reportedly so small that 26 of these transistors can be placed on an ordinary 10 cent piece.

Coincident with the announcement, Philco's Government and Industrial Div. said it had manufactured a miniaturized amplifier the size of an ordinary pencil eraser, using the new transistors. The M1—as the new transistor is called—can withstand an acceleration rate of 20,000 "Gs" (20,000 times the force of gravity) without change in characteristics and operates on as little as one ten-thousandth of a watt, Philco said.

Wooten Invents 'Co-Phaser' To Eliminate Interference

A "CO-PHASER," designed to reduce reception interference of tv stations operating on the same channel in different communities, has been invented by S. D. Wooten, Memphis, Tenn., pioneer broadcaster and inventor.

Mr. Wooten's device consists of a secondary antenna installed below the primary antenna and pointed in the opposite direction. Usually interference is caused when the main antenna picks up the signal of the unwanted station. With the "co-phasor," the unwanted antenna, which comes in from the rear, is picked up by the secondary antenna.

A control connected to the tv set is adjusted so the secondary signal is flattened and eliminated. Mr. Wooten has reported that field tests have proven his system satisfactory.

He estimates installation of the second antenna would range from $15 to $20 and the control purchase price would be less than $30.

Inman Joins Rust Co.

DONALD INMAN has been appointed broadcast sales manager of the Rust Industrial Co. (electronics manufacturer, Tann, in this market, and according to the firm's president, William F. Rust, Mr. Inman will direct sales efforts of the company's remote control systems and will work in research engineering.

A veteran of 25 years in electrical engineering, he is the coinventor of the Navy In navigation training.

BROADCASTING • TELECASTING
Visual Electronics Names Gallagher to Sales Post

IN LINE with expansion moves at Visual Electronics Corp., New York, [Bell Telephone March 12], James B. Tharpe, president, is announcing today (Monday) the appointment of John Patrick (Pat) Gallagher as regional sales manager. Mr. Gallagher, formerly market development manager and industrial television consultant for Allen B. DuMont Labs, will undertake an initial assignment of establishing Visual Electronic's Chicago office at 5306 W. Lawrence St. Subsequently, he will manage the sales of microwave relay equipment throughout the eastern region of the country.

Western Electric Buys Gear For GOP Convention Coverage

WESTERN ELECTRIC Co. has purchased 10 microwave relay systems from Raytheon Mfg. Co. for use during the Republican National Convention in August. Purchased for the Pacific Telephone & Telegraph Co., the equipment is said to be the first for commercial television to operate in the 12-13,000 mc band.

GE Ships to Two

GENERAL ELECTRIC Co. reported last week it had shipped equipment for a complete satellite television operation to WROW-TV Albany, for use at Hagnaman, N. Y. The satellite will operate on ch. 29 and was reported scheduled to go on the air about April 1. Equipment shipped by GE included a 12 kw transmitter and a five-bay helical antenna.

GE also reported it had shipped complete station equipment, consisting of a 10 kw transmitter and studio equipment, to KDFW (TV) Tucson, Ariz. (ch. 9).

MANUFACTURING SHORTS

Photo-Video Laboratories Inc., Little Falls, N. J., reports shipment of color and monochrome equipment to KTOS-TV Tacoma, Wash.; WABC-TV New York; WSYR-TV Syracuse, N. Y., and KVOS-TV Bellingham, Wash. Firm also has shipped new F-101A 'Tv Light Box to more than 30 stations. M. K. Widdekind Co., Seattle, has been appointed Photo-Video representative in Northwest.

RCA Tube Div., Harrison, N. J., has revised 28-page standard booklet, RCA Receiving Tubes for AM, FM and Television Broadcast. Over 600 receiving tubes and 75 picture tubes are described in brochure. Division also has made available new 24-page catalogue, RCA Photo-sensitive Devices and Cathode-ray Tubes, containing technical data on more than 100 tubes.

Zenith Radio Corp., Chicago, announces creation of research lab in Redwood, Calif., to be devoted to "certain electronic developments" outside home radio-tv field, with Dr. Winfield W. Salisbury as research director.

Admiral Corp., Chicago, has declared 25-cent dividend payable March 31 to common stock shareholders of record March 15.

MANUFACTURING PEOPLE


Edward J. Hart, RCA microwave field sales representative for eastern region, appointed manager of microwave equipment sales. B. R. Dean, formerly overseas technical representative on microwave equipment for RCA Service Co., appointed field sales representative in southwestern region.

Stanley E. Rendell promoted from chief industrial engineer to factory engineering manager, tv-radio operations division of Raytheon Mfg. Co., Chicago. Dr. W. R. Sittner appointed associate director of research and development for semi-conductor division of Motorola Inc., Chicago. Dr. William E. Taylor named chief engineer of division materials research department. Harold A. Jones, assistant to national sales manager, Motorola communications and electronics division, Chicago, promoted to national sales manager.


Thomas D. Fuller, sales service engineering dept., Sylvania Pacific Div., named assistant regional sales manager for division's electronic products. E. M. Lougmlrs, formerly appliance distributor, named Sylvania district sales manager for radio and television division, with headquarters in Atlanta. V. Hubert Campbell, manager of design engineering and product development of Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., promoted to assistant chief engineer of the division.

Wayne J. Berry, associated with Graybar Electric Co. since 1937, most recently as manager of Memphis branch, appointed district manager of Southeast, with headquarters in Richmond. C. S. Powell, Graybar Mississippi Valley district manager, named to replace Mr. Berry as manager in Memphis.
**INTERNATIONAL**

**CHANGE IN POLICY URGED ON CANADA'S TV OUTLETS**

Broadcasters are expected to ask government to move away from one video outlet to a city in resolution “to secure private television licenses for qualified applicants in all Canadian markets.”

**CANADIAN BROADCASTERS** are expected to urge the Canadian government to change its present policy of one television station to one city. A resolution “to secure private television licenses for qualified applicants in all Canadian markets” will be discussed at the annual meeting of the Canadian Assn. of Radio and Television Broadcasters to be held March 28 at Toronto.

Regional association meetings this past year have recommended that the CARTB urge this change in government policy, so that second and third tv stations can be opened up in any Canadian city.

The CARTB meeting will also discuss a recommendation to the government at the urging of regional meetings “for placement of the administration of all legislation affecting television in Canada under one authority separate from any body operating communities and that provision be made for a court of appeal for the review of decisions of any such authority on questions of fact and law.”

Currently there is a change in such legislation is mainly in the hands of the Canadian Broadcasting Corp., which also operates stations and competes with privately-owned stations for advertising revenue.

Other resolutions to be discussed at the CARTB annual meeting affect copyright, rate cards and recognition of broadcasting as the electronic form of publication.

Demand for a change in government policy to allow more than one television station in one city is coming from a growing number of sources. In the Manitoba provincial legislature, Feb. 21, Liberal member Jack St. John (Winnipeg Centre) urged the Manitoba legislature to go on record as favoring competition in television in the Greater Winnipeg area and that the Canadian government encourage establishment of other positions on the province of Manitoba. There are now two stations in the province, CBWT (TV) Winnipeg, and CKX-TV Brandon.

Mr. St. John repeated in his resolution that there has been a demand for the establishment of more than one tv station in the Winnipeg area by viewers, that a great number of people in Manitoba province only have a choice of one tv station, that Manitoba citizens should be in the same position as those of other provinces where there is a choice of stations, both Canadian and United States, and that just as there is a demand for radio stations, there should be a choice for tv station and programs.

He pointed out that he will appear in person before the Royal Commission on Broadcasting, which starts meetings on April 30, and will tell the commission that there should be competitive television at the earliest possible moment, and that there be a separate board of regulation.”

**Canadian Political Telecasts Scheduled to Begin in April**

MAJOR political parties in Canada will begin telecasting their views in a free 10-minute period each Friday evening beginning in April, using the facilities of the Canadian Broadcasting Corp., as well as those of private stations.

The broadcasts are to be divided among the parties on the basis of their strength in the House of Commons: the Liberal party will have four periods, the Progressive Conservatives three, the Co-operative Commonwealth Federation two, and the Social Credit party one.

**Sweden Studying Plan To Expand Tv Facilities**

**TEN SWEDISH** commercial and industrial organizations have given the Minister of Communications a proposal designed to make television accessible to four million Swedes—about half the population—within five years.

Tv in Sweden has been stalemented since November 1954, when authorities issued a report in which a plan for the building of a nationwide network was set forth. Parliament has failed to act on the 1954 report. The country’s only tv is an experimental station operated by the State Radio in Stockholm.

Under the new plan the cost of setting up television would be shared equally by the state and private industry, each contributing 2.5 million crowns ($300,000). Revenue would come from two chief sources: license fees and advertising. Commercials would be limited to one-tenth of the time and would have to be given at the beginning or end, with no “sandwiching” or mid-program spots.

The first step would be to make tv available within one and one-half years to the three largest cities—Stockholm, Gothenburg and Malmo—with 2.1 million potential viewers.

Proponents of the plan say the number of Swedish sets would be boosted from today’s 8,000 to 220,000 within five years.

**JAPANESE GOVERNMENT SEeks Radio-Tv Control**

**AN ATTEMPT** by the Japanese government to gain increased control over the Broadcasting Corp. of Japan (NHK), against a background of political implications, was reported last week in a United Press dispatch from Tokyo. The report said the administration seeks revision of the radio broadcasting law in Japan under which the national radio and tv networks have been organized.

Direct effect of the scheme, according to the UP report, would be to give the administration direct power to appoint the policy-making committee and board chairman of NHK as well as close a tight grip on the financial operation. NHK has a complete monopoly on radio in Japan until 1951 when the first commercial radio outlets were authorized. Now a semi-government organization, NHK claims to be financed from listening fees and government loans. It has 38 radio stations, 33 relay stations and three tv outlets. The number of commercial radio stations financed by advertising “is far less,” the UP reported.

The dispatch said the administration planned to remove the current NHK board chairman, Tetsuro Furugaki, whose term expires in March, permanently from office. It was noted that the board chairman’s popularity has been on the wane with the conservatives ever since he resisted attempts to dismiss Toriro Miki, who had irked the administration party with a weekly musical program satirizing political, social and other themes. This program, the dispatch said, became one of the most popular in Japan and when Miki eventually was dismissed, the act caused a storm of protest. This opposition, it was stated by critics of the proposed radio broadcast revision, stopped attempts at overthrowing the law and increasing government control over NHK.

**EDUCATION**

**Louisiana Commission Testing Teletranscription Field Unit**

FIELD TESTING of a new mobile television production teletranscription unit, reportedly the first of its kind in the country, has been announced by the Louisiana Educational Television Commission.

Constructed and outfitted by the Dage Television Div. of Thompson Products Inc., projecting recommendations of the commission, the mobile unit is being made available to the LETC first in the nation for a seven-week joint project beginning today (March 19), according to E. W. Bundy, the commission’s executive secretary.

The unit will travel throughout the state teletranscribing educational television programs produced "live" at various colleges and agencies, and it will "make possible statewide distribution of a series of kinescope educational programs... via commercial and non-commercial stations.”

The traveling studio will be completed with dual vidicon camera chain, film chain, audio, lighting, complete kinescoping equipment. A Dage engineer will accompany the unit for this field project.

**Radio-Tv ‘Miracle Healers’ Blasted by Rabbi Rosenberg**

CHARGING that “such individuals as ‘miracle healer’ Oral Roberts” are no more than "spiritual pitchmen... palming off inferior goods on the gullible masses who remain gullible to their radios and tv screens,” Rabbi William F. Rosenberg of New York’s Temple Israel, in a sermon a week ago Saturday, supported the protest of the National Council of Churches of Christ against the purchase of broadcast time by religious groups [B&I, March 12].

Alluding to current state drives to rid the airwaves of so-called “bait advertisers,” Dr.

**EDUCATIONAL TV received a boost from commercial radio when WCFL Chicago donated $5,000 to WTTW (TV), that city’s non-commercial outlet. Edward L. Hyerson (I), president of Chicago Educational Television Assn. (WTTW licensee), accepts the check from William A. Lee (c), president of WCFL and the Chicago Federation of Labor, who owns and operates the station, while Renslow P. Sherer, volunteer executive vice president of WTTW, looks on. WTTW conducted an all-day drive March 11 to raise money to cover operation costs through spring [B&I, March 12].
Rosenblum expressed amazement that "we permit 'spiritual pitchmen' to give their performances before audiences of millions who have no way of finding out whether or not the 'healing magic' that they see in the screen does in effect cure the victims of disease and deformity over whom these 'miracle men' pray." Thus, the Rabbi went on, the public should insist that these "tv healers" submit their proofs "to a competent commission of outstanding religious leaders as well as recognized surgeons and doctors of all faiths" in the manner of a Good Housekeeping or Better Business Bureau seal. "I doubt very much," Rabbi Rosenblum concluded, "whether we can trust ourselves to men who . . . through screaming petitions to God . . . historic antics . . . exercise ill and evils under the guidance of a tv director and in accordance with the requirements of camera technicians."

Television Seen as Answer To Current Teacher Shortage

TELEVISION can eliminate the current teacher shortage, providing not only enough teachers but better ones, according to Dr. Alvis C. Euriich, director of the Fund for the Advancement of Education, established by the Ford Foundation.

In the current issue of the Farm Journal magazine, Dr. Euriich says that by bringing television into classrooms, better use can be made of superior teachers: "Children everywhere can have the top teachers, the best minds in the nation."

In a companion article in the same issue of the periodical, Richard C. Davids, associate editor, reports the successful results of a teaching-by-televison experiment conducted in the Pittsburgh, Pa., area.

WGBH-TV Gives Graduate Aid

WGBH-TV, Boston educational station, has established 10 graduate-level scholarships, valued at $1,000 each, to be used in studying communications at Boston U. The awards are open to anyone holding a bachelor's degree from any accredited college. Applications may be obtained from Prof. Leo Martin, chairman of the Div. of Communication Arts, School of Public Relations & Communications, Boston U., 84 Exeter St., Boston. Deadline for applications is May 1.

WOSU-TV Goes on Air

WOSU-TV Columbus, Ohio State U.'s ch. 14 station, went on the air Feb. 20. The station currently is on the air from 3 to 5 p.m. and from 7 to 9 p.m. Monday through Saturday.
made on CBS-TV's Bob Crosby Show Friday (March 23), on the basis of Mars' annual national poll of over 15,000 entertainment and press representatives.

Winner for the second straight year was Tommy Retig, 13-year-old star of CBS-TV's 'Lassie.' Runnersup were Ricky Nelson, ABC-TV's 'Ozzie & Harriet,' who has won four times consecutively, and Rusty Hamer, ABC-TV's 'Make Room for Daddy,' winner for the second straight year.

Other winners of 14-karat engraved gold star awards are Cathy Crosby, Bob Crosby Show (CBS-TV); Lee Aaker, Adventures of Rin Tin Tin (ABC-TV), two-time winner; Tim Hovey, "Private War of Major Benson," (Universal-International movie); Sherry Jackson, Make Room for Daddy (ABC-TV), two-time winner; Patty McCormack, "The Bad Seed" (Theatrical version), two-time winner; Lauren Chapin and Billy Gray (two times), Father Knows Best (NBC-TV); Barry Gordon, Perry Como Show (NBC-TV), and Robin Morgan, Mama (CBS-TV), two-time winner.

**NBC's 'Assignment: India' Wins Polk Memorial Award**

NBC-TV's twice-broadcast film documentary, Assignment: India, was named as the winner in the television reporting category of Long Island U.'s 1955 George Polk Memorial Award, it was announced last week by Dr. Theodore E. Krugak, head of LIU's journalism faculty.

The Polk awards—made last Thursday—were established following the 1948 murder of CBS news correspondent George Polk before the Greek-Communist civil war. Other Polk awards went to newspapers and magazines under various categories.

**WBC Station Executives Win Two-Week Paris Vacations**

IN RECOGNITION of their outstanding contributions to radio during 1955, four Westinghouse Broadcasting Co. station executives have been awarded two-week vacations in Paris for two as winners of the company's year-long "R.S.V.P." contest. They are: Franklin B. Tooke, general manager of WBZ-TV Boston; Robert H. Teter, assistant to the president of WBC. Gordon Davis, general manager of KYW Cleveland, and David N. Lewis, advertising and sales promotion manager, KDKA-TV Pittsburgh.

Awards were made on the basis of achievements in 1955, when three of the winners were executives of KYW, then in Philadelphia, which was adjudged WBC's outstanding overall radio operation of the year. Mr. Tooke was general manager, Mr. Teter was sales manager and Mr. Davis was program manager. Mr. Lewis in 1955 was advertising and sales promotion manager of KDKA Pittsburgh, radio partner of KDKA-TV. Mr. Tooke has been presented with the President's Trophy, symbolic of the award to KYW.

The four individual winners have received the WBC 'Award of Merit,' which also was given to four runners-up: Paul E. Mills, general manager, WBZ Boston; William Williamson, manager of WBZ; C. Lud Richards, formerly promotion manager but now national sales representative of WBZ, and Guy Harris, program manager of WWO Fort Wayne, Ind. The runners-up were given gold wrist watches as consolation prizes.

**HEADLINERS AWARDS SCHEDULED APRIL 7**

Club to present medallions to Eric Sevareid; WAVZ New Haven, Conn.; WBT Charlotte, N. C.; NBC-TV; WTVJ (TV) Miami, and WHAS-TV Louisville, Ky., for news efforts.

OUTSTANDING news achievements by radio and tv stations, networks and individual newsmen during the calendar year 1955 will be recognized April 7 when the National Headliners Club presents silver medallions to them and to winners in the category of news coverage at an awards luncheon in the Hotel Shelbourne, Atlantic City, N. J.

Radio awards will go to Eric Sevareid, CBS commentator, for consistently outstanding news broadcasts; and Leo McCracken, NBC producer, for outstanding radio commentary.

TV awards went to NBC-TV for outstanding tv network coverage of a news event, "Chicago Cop Killer," tv films made by William Birch and Bruce Powell, of the pursuit and capture of a murder suspect and telecast on News Caravan and Today; WTVJ (TV) Miami, Fl., for outstanding local tv coverage of a news event by its telecasting of police graft in "Bookie Payoff"; WHAS-TV Louisville, Ky., for outstanding public service by a tv station for its "Crusade for Children."

A special award was voted Charles E. Shutt, manager of the Washington bureau of Tele-News, for his exclusive interviews with Russia's past and present premiers, Molotov and Khrushchev and Foreign Minister Molotov.

**White Award Committee Set**

A SIX-MAN committee to determine the basis for making the Radio-Television News Directors Assn.'s annual Paul White Award has been named by the RTNDA's executive committee.

Jack Shelley, WHO Des Moines, Iowa news director and a past RTNDA president, is chairman of the committee, which also includes Edward R. Murrow and Robert Trout, CBS broadcasters; Frank McCall, NBC producer; John Daly, ABC news director, and Howard Chernoff, former manager of KFMB-AM-TV San Diego.

All are former associates and close friends of the late Mr. White, pioneer CBS network news chief and, until his death last year, executive news director at KFMB.

**Galvin to be Honored**

PAUL GALVIN of Motorola, a member of the Radio-Electronics-Tv Mfrs. Assn. board of directors for 22 years, president for several, and active in all areas of the association's affairs, last week was named by the RETMA board to receive its 1956 medal of honor. The award, given annually to an industry member deemed to have made the most notable contributions to the electronics industry, will be presented to Mr. Galvin on June 14 during the RETMA convention in Chicago June 12-14. The board meanwhile designated Leslie F. Muter of the Muter Co., Chicago, as chairman of the convention committee, and Max Balcom of Sylvanias as chairman of the nominating committee.
TO CAST SPELL IN COLOR

WNBQ (TV) Chicago, which becomes the world's first all-color station April 15, plans to colorcast this spring's local finals of the Chicago Daily News spelling bee April 21 and 28. The event will mark the third consecutive year WNBQ has carried the finals. Top spellers will receive a trip to Washington, D. C., to compete in the National Spelling Bee finals, and a Zenith portable radio and 24-volume set of Encyclopedia Britannica.

RAB TELLS CONTADINA SUCCESS

A FOUR-PAGE RAB folder sent to members last week described the role of spot radio in boosting sales for Contadina tomato paste, a product of Hershel California Fruit Products Co., San Jose, Calif. The brochure shows how Brissacher, Wheeler & Staff, San Francisco, got the large cumulative audiences and on-the-spot merchandising for Contadina they wanted through spot radio.

By using adjacencies to top-rated radio programs and participations on shows of leading personalities Contadina attained "real value, both in circulation and in the use of the popularity of local personalities," the folder says.

RATING SUITABLE FOR FRAMING

PULSE survey figures looked so good to WTOP Washington one rating period recently that the promotion department graphed the WTOP showing against other stations named and printed it in two colors. The graph, titled "Quarter Hour Wins," was framed and sent to the WTOP mailing list with a covering note: "We think these facts produce a very pretty picture!"

THE WISE BUY THAT EARNs RETURNS

CREDIT TO RADIO

MILNER PRODUCTS Co. (Pine-Sol and other household cleaners), Jackson, Miss., has built up its firm in seven years to rank alongside the nation's large bleach producers. The past year the company spent $250,000, or 60% of its advertising in radio. According to Howard S. Co-hoon, the firm's president, Milner "owes it all to radio."

This story (B&W, Oct. 17, 1955) and details of Pine-Sol's initial local spot radio campaigns that last year were extended to regional networks on a 52-week basis are contained in a brochure issued by Radio Advertising Bureau. Mr. Co-hoon mentions that radio advertising worked so well for his firm that it planned to use the same formula to promote Perma-Starch, another product.

GIMMICK GETS 'EM

"DO YOU HAVE a 1919 penny? If you do it is worth $100 at Federal Dept. Store on a new Crosley refrigerator,"

Described as a "well-worn gimmick," by KHUM Eureka, Calif., Commercial Manager John Karr this spot announce-

ment—which he used as "a final desperate move" to sell a Eureka department store on radio—nevertheless paid off hand-

sometly.

"After the first spot was aired, the store's phones started to ring and kept on ringing with over 150 calls," said Mr. Karr. "The foot traffic also increased at the store. Finally after a three-day period, Federal Dept. Store sold in excess of $2,000 in refrigerators—and all this from 10 spots at a package rate of $45."

A BLOOMIN' SUCCESS

A WEEKLY PROGRAM over WSIX Nashville has been a contributing factor in the growth of Emma's Flower Shop in the Southern city from a small downtown florist to one of the largest in the South.

The Sunday afternoon 15-minute show, "A Blossom to You," which Emma's has sponsored on the radio station for 135 years, salutes some individual citizen or organization for outstanding accomplish-

ment and sends them an orchid.

In addition to this program, the flower shop currently runs spot announcements daily, a nightly 10 minute program, and spot saturations for special occasions.

LOG CHAINS, ANYONE?

THE SALE of $1 million worth of used construction and logging equipment brought prospective buyers from far and wide when advertised on KVOS-TV Bellingham, Wash.

Industrial Supply Co. sponsored the Gator Bowl telecast on the station to advertise its sale and received responses from Seattle, Tacoma, Bremerton, Port Townsen, all in Washington, and Van-

couver, B. C.

The impact of television so impressed Charles Hyde, Industrial Supply president, that he has purchased a regular schedule on KVOS-TV, according to Fred Eisehagen, the station's sales manager.

LOTS OF NYLONS

USING ONLY WOIC Columbia, S. C., the H. L. Green Co. (variety store) sold 1,614 pairs of nylon hose in three days. On all previous advertising, the store regularly used newspaper, radio, and window displays, with average sales on this type of promotion about 300 items. Twenty station-break spots were used during the three-day promotion. "You can be assured the H. L. Green Co. will call on WOIC for all future advertising," John R. Cromeke, the store's manager, told WOIC Manager Russell George.

They are earning money today with Graybar's Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.

Send for these free catalogs

These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications—the important performance characteristics and specifications. Contact Graybar today.

Send us your name and address for literature shown below.

To Order Ampex 600-620

Send for Literature No. 600-620

ULTRA-FIDELITY COMBINATION

... via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately).

Both are portable—weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention.

Broadcasting • Telecasting

March 19, 1956 • Page 99
Studio Church
WHEN WOOD-TV Grand Rapids, Mich., moved into new and larger studios in January 1955, one of the first things Program Director Frank Sisson did was to begin telecasting weekly church services from the new station. Since that time, worshippers have been coming to the station every Sunday morning at 9 o'clock to go to church on television via WOODLAND Chapel. A different Protestant minister delivers the services each Sunday, together with his own choir and organist. Altar furniture was donated for the program by American Seating Co., a local firm.

Mr. Sisson said viewers' praise of WOODLAND Chapel has made it one of the "most integral parts of WOOD-TV's overall programming concept."

PUTS PUBLIC SPIRIT FIRST
INDEPENDENT KTVW (TV) Seattle put public spirit ahead of its own program interests the evening of President Eisenhower's TV announcement about his availability for a second term and invited viewers to tune to network-affiliated stations to see the telecast. On a station break, KTVW said: "At this time Channel 13 would like to remind you that President Dwight D. Eisenhower will be speaking to the nation via television and radio at 7 o'clock. We invite you to tune to Channel 4, 5 or 11 to hear his talk. Meantime, Channel 13 continues its regularly scheduled programs."

NBC-TV SETS THIRD OPERA
THIRD presentation in the NBC-TV Opera Theatre's current season will be the world-premiere of Norman dello Joio's "Trial at Rouen," based on the Joan of Arc story, NBC reports. The colorcast is scheduled for April 8 (4:55-5:30 p.m.) and will star Elain Malbin, Hugh Thompson, Chester Watson, Paul Ukona and the Symphony of the Air (formerly NBC Symphony) under Peter Herman Adler. Other NBC operas presented this season were "Madame Butterfly" and "The Magic Flute."

OFFICIAL BOOST FOR COLOR
IT WAS OFFICIAL in Fort Worth, Tex. Color Television Week was proclaimed there by the mayor himself. WBAF-TV Fort Worth, which takes credit for Texas' first colorcasts, promoted the week with "Miss Color TV" chosen to preside, a luncheon for officials and color set dealers, and a contest in cooperation with the NBC MAINLINE Theatre promotion. The mayor's people are on top of WBAF-TV's daily color show, Texas Living.

WLOL BUILDS 'BIG 5' SUSPENSE
WLOL Minneapolis-St. Paul has been mildly brainwashing listeners to the tune of "What's B-5?" Now, after threats to blow up the station, "B 5 and all!" and waves of calls which twice blew a switchboard fuse, WLOL has revealed that B-5 is the station's "Big Five" team of disc jockeys. The teaser campaign included mailouts with capsules promising to fill the B-5 prescription in two weeks, air skits, station breaks and ad lib promotion, all followed up two weeks later with the answer to the big question. Big Five jingles, written and recorded for WLOL by the Modernaires, are now in use by the station.

BANCHART TESTS LISTENERSHIP
SLIGHTLY miffed by low ratings on his show, as reported by various research services, Ken Banghart, WBKB New York newscaster, decided to conduct his own survey on his nightly news program (11:11-15 p.m. EST). Several weeks ago, he asked listeners to give their comments about the program, and offered to send the first 1,000 letterwriters a leather-bound pocket almanac. With that single announcement, the station reports last week, Mr. Banghart has received more than 10,000 letters.

WITH SERVES BIRTHDAY CAKE
A BIG BATCH of cakes were sent by WITH Baltimore March 1 to remind friends of the station's fifteenth birthday. Recipients were key people among local agencies and advertisers and national agency executives and timebuyers.

SUPER is the word for Sound Effects

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters. Also investigate our sound effects special—THE BEST SELLERS package.

Also distributed in
Canada: S. W. Caldwell, Ltd., 447 Jarvis St., Toronto
New York: Charles Michelson, Inc. 45 West 45th St.

GE TO PLUG SET SERVICE
AS A MEANS of creating consumer demand for radio and television tubes and services, the General Electric Co. this spring is launching a five-point sales and promotional campaign, heralded as "the greatest show of worth" and tied to a circus motif. GE will utilize radio-tv spots and newspaper advertisements to convince consumers of the need for regular tune-ups; impress upon them that dealers shops are skilled service centers; make the GE picture tube line readily identifiable to the public; promote sale of replacement tubes and the availability of the GE finance plan. The circus theme will be exploited at the point-of-sale with a wide variety of banners, posters, bow-ties, badges, color books for children and envelope stuffers. Maxon Inc., N. Y., is GE's agency for the tube account.

WBKB (TV) FEEDS ANNUAL EVENT
WBKB (TV) Chicago and eight other Illinois TV stations carried final games of the Illinois High School Basketball "Sweet 16" tournament in Champaign March 17, with Illinois Bell Telephone Co. as sponsor for the fifth straight year. The contract was placed through N. W. Ayer & Son Inc. Afternoon and evening telecasts were fed by WBKB to a network comprising WCIA (TV) Champaign, WDAN-TV Danville, WTVP (TV) Decatur, WJGK (TV) Chicago, WTVC (TV) Carbondale, WQDF-TV Rock Island, WEEK-TV Peoria, and WICS (TV) Springfield. Jack Drees handled play-by-play.

KJAY CLAIMS SCOOP ON DEATH
KJAY Topeka, Kan., claims an all-media scoop on what it says was the biggest Topeka news story of the year, when Henry S. Blake, president of Capper Publications, (WIBW-AM-Topeka), was found dead March 10. (see page 82). A 10-year-old girl living across the street from Bob Roberts, owner of KJAY, found the body and gave a telephone eye witness account over KJAY. Mr. Blake died, presumably of a heart attack, while burning brush on property he owned.

TED KLUSZEWSKI, Cincinnati Reds' first baseman and homerun king, has been signed by the Bavarian Brewing Co., Covington, Ky., to act as host on the Promise Playhouse show, telecast five times a week over WKRC-TV Cincinnati, Ohio. Discussing details of the show before the baseball star left for training camp are (1 to r) Warren Thomas, commercial announcer, Mr. Kluszewski, and Daryl Parks, who will substitute for the sports star during the baseball season.
We bet $15 a year on him...
...and only about 15¢ on him.

We Americans spend about 106 times as much backing horses as we do in backing cancer control through our gifts. This in a country which loses a quarter-million people to cancer every year!

Last year the American Cancer Society had available only two-thirds of the funds that it needed for vital research grants.

You—of the Radio, Television and Entertainment industries—have aided us most generously in the past. This year we ask that you do everything in your power to reach as many Americans as possible with this message: “Fight Cancer with a Checkup and a Check.” Medical checkups can help save up to 80,000 more lives a year now. Personal checks will support the great fight against cancer.

Here's a partial list of the radio and TV materials that will be made available to you:

**Radio**

Transcribed materials including twenty-second and one-minute spots, a variety of quarter-hour shows, and two big half-hour shows—“The All-Star Revue,” starring Jimmy Durante, and a moving documentary, “This We Know.” Script material also available.

**Television**

Twenty-second and one-minute film trailers, flipboards, slides, telops, posters and other visual aids. Copy for live announcements also available.

**Plus**

a new quarter-hour TV film show produced for the American Cancer Society by UPA—“Sappy Homens—the Story of an Animated Cartoon.”

For further information, consult the American Cancer Society Unit in your community or write to:

**American Cancer Society**

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.
NBC TO USHER IN PASSOVER
UNITED Jewish Appeal, in cooperation with NBC Radio, this Thursday will air a special dramatic program in observance of the Passover season. Broadcast, scheduled from 9:05-9:30 p.m. EST, is titled "Season of Freedom" and is being written by Joe Minton and produced by Himan Brown. UJA will use program to assist its 18th annual nationwide fund-raising campaign to aid immigration to and development in Israel.

FIRESTONE TAKES DOUBLE TIME

SPECIAL, full-hour program, titled "Springtime, U.S.A.," will be presented on "The Voice of Firestone" today (Monday) over ABC-TV and ABC Radio (8:30-9:30 p.m. EST). Usually a half-hour show, the expanded Firestone program will be a cavalcade of American history in music and song, featuring such artists as Helen Hayes, Rye Stevens, Patrice Munsel, Brian Sullivan, Ray Middleton and Paul White, with Howard Barlow conducting the Firestone orchestra and chorus.

KCOR-TV PROVES AD RESULTS

VIEWERS of KCOR-TV San Antonio's Stars of Tomorrow amateur hour program spent over $68,800 in product purchases in order to vote their favorite Spanish stars into the winner's spotlight. The program was sponsored by Pioneer Flour Mills and Hoffman-Hayman (H&H) coffee through San Antonio's Thomas F. Connery agency, asked its audience to submit two votes for each purchase of a pound sack of flour and 20 votes for each pound of coffee bought. Total number of votes reported was 2,163,701—311,176 for H&H coffee and 1,852,525 for the flour. In redeemable coupons, these votes represented $68,800.02. Cost to the sponsors, the station said, was $2,453.95 for the entire 13-week series.

WBZ GREETS DUBLIN MARCH 17

WBZ-WBZA Boston-Springfield, Mass., went all the way to Dublin for a St. Patrick's Day promotion. The stations took a five-column, 10-inch advertisement in the Dublin Irish Independent for a St. Patrick's Day "greeting to all the boys at home." The ad featured Marie Kelly, selected Apple Queen for the station's New England Apple Fair promotion last fall. St. Patrick's programming on WBZ included a program created in Ireland by Radio Erin, station breaks recorded by all the Irish secretaries at WBZ and Irish music the entire day. The promotion was heralded beforehand with a mailing of Irish pennies.

FOR THE RECORD

Station Authorizations, Applications (As Compiled by B • T)
March 8 through March 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Am-Fm Summary Through Mar. 14

| FCC Commercial Station Authorizations
| As of February 29, 1956

| Am | Fm | Tv
|-----|----|---
| Licenses (all on air) | 2,541 | 539 | 539 |
| Cps not on air | 9 | 18 | 22 |
| Total on air | 2,532 | 530 | 517 |
| Total authorized | 355 | 191 | 185 |
| Applications in hearing | 150 | 4 | 159 |
| New station requests | 247 | 4 | 23 |
| Facilities change requests | 148 | 6 | 31 |
| Total applications | 395 | 10 | 191 |
| Licenses deleted in Feb. | 1 | 1 | 0 |
| Cps deleted in Feb. | 154 | 15 | 16 |

Am-Fm Summary Through Mar. 14

<table>
<thead>
<tr>
<th>Total Operating Stations in U. S.:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
</tr>
<tr>
<td>Noneom. Educ. on air</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>308</td>
<td>307</td>
</tr>
<tr>
<td>Noneom. Educational</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1954-April 14, 1952 freeze on new stations)

<table>
<thead>
<tr>
<th>New Amend. Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>927</td>
<td>337</td>
</tr>
<tr>
<td>Noneom. Educ.</td>
<td>41</td>
<td>6</td>
</tr>
</tbody>
</table>

Total 1,031 373 1,404

1,160 cps (32 vhf, 134 uhf) have been deleted.

2 one educational station has been deleted.

1 one applicant did not specify channel.

1 station already granted.

4 includes 62 already granted.

FCC ANNOUNCEMENTS

New Tv Stations...

ACTIONS BY FCC

Owensboro, Ky.—Aircast Inc., granted uhf ch. 14 (470-474 mc); ERP 20.9 kw vis., 11.2 kw aud.; ant. height above average terrain 280 ft., above ground 303 ft.; Estimated construction cost $71,450, first year operating cost $58,600, revenue $96,000; post office address 2015 Raceway Rd., Louisville, Ky. Studio and trans. location 314 E. Calhoun, Owensboro. Geographic coordinates 37° 46' 27" N., Lat. 87° 06' 49" W. Long. Trans. and ant. RCA. Consulting engineer Fred O. Gifford, & Co., St. Louis. Principals include Fred. Stephen H. Neilsen (30%), 25% owner of WWMC Mt. Carmel, Ill. and 25% owner of WINL-FM Kenosha, Ill. 18% owner of WTVX Streator, Ill.; 21% owner of WINL-FM Chicago, Ill.; 18% owner of WTVX Chicago, Ill.; 17% owner of WINL-FM and 15% owner of WTVX. Jere W. Townsend (20%), 18% owner of WWMC, 6.2% owner of WINL-FM and 18% owner of WWMC. Morrie E. Kemper (30%), 37.5% owner of WWMC, 12.5% owner of WINL-FM and 15% owner of WTVX. Granted Mar. 14.

APPLICATIONS

Agana, Guam.—By report and order, Commissions denied its tv table of assignments to include Territory of Guam by assigning ch. 8 and 12 to stations. Guamanian licensee United Radio Guam, licensee of RUAM Agana, had petitioned for assignment of ch. 8 to that city. Announced March 8.

Applications


Ponce, Puerto Rico—Dept. of Education of P.R.—vhf ch. 7 (174-180 mc); ERP 2.50 kw vis., 1.44 kw aud.; ant. height above average terrain 2,500 ft., above ground 317 ft. Estimated construction cost $300,000, first year operating cost $700,000, revenue none. Post office address Hato Rey (San Juan), P.R. Studio location Ano, Guan, location vacant. Geographic coordinates 18° 09' 32" N. Lat., 66° 33' 49" W. Long. Trans. and ant. RCA. Legal counsel Arnold, Portland & Porter, Washington, D.C. Consulting engineer A. Earl Culmum, Florida, Tex. Transmitter is to be used for non-commercial educational purposes by applicant which is owner of WPFR-AM-TV San Juan. Filed March 8.

Existing Tv Stations...

ACTIONS BY FCC

KSFO-TV Las Vegas, Nev.—Granted mod. of cp to change ERP to 430 kw vis., 218 kw aud., and make equip. changes. Ant. height above average terrain, 525 ft. Above average terrain, Action March 9.

WFMZ-TV Allentown, Pa.—Approved pending for pay tv at WFMZ-TV Allentown, because of pending rule-making on pay tv question. Action March 9.

APPLICATIONS

WEHS-TV Escondido Beach, Fla.—Seeks mod. of cp to change ERP to 9 kw vis., 4 kw aud., and make equip. changes. Ant. height above average terrain, 197 ft. Above average terrain, Action March 9.


AMENDMENT

KSFO-TV Las Vegas, Nev.—Files amendment

BROADCASTING • TELECASTING
New Am Stations . . .

APPLICATIONS

Sail Lake City, Utah—R. K. Curtis granted 1470 k.c., 1 kw D. Post office address 2360 Highland 12, Salt Lake City. Estimated construction cost $61,000. Mr. Curtis is general manager, treasurer, and sole holder of all stock and liability. Filed March 13.

Tooele City, Utah—Tooele County Radio & Television Co., Inc. Granted change from 1530 k.c., 1 kw to 1510 k.c., 1 kw. D. Post office address 115 N. Main St., Tooele. Estimated construction cost $18,000. First year operating cost $12,000. Principals include owner-manager, Secy-Treas., Hildred Price (30%), and Paul Price and Robert Gillette (30%), theatre owner. Granted March 13.

APPLICATIONS


Shelbyville, Ill.—Shelbyville Broadcasters, 600 kc, 1 kw. D. Post office address 250 West Seneca St., Indianapolis. Ind. Estimated construction cost $3,000, first year operating cost $1,800, revenue $2,800. Principals are equal partners David F. Mitchell, 50% owner, William W. Whyte, 35% owner, and Leonard W. Baker, 5% owner. Filed March 13.

Ridgecrest—Central Coast Broadcasters, Inc., 990 kc, 1 kw. D. Post office address 1295 W. College St., Ridgecrest, Calif. Estimated construction cost $26,500, first year operating cost $21,500, revenue $28,000. Filed March 13.

Tooele City, Utah—Tooele County Radio & Television Co., Inc. Granted change from 1530 k.c., 1 kw D. Post office address 115 N. Main St., Tooele. Estimated construction cost $18,000. First year operating cost $12,000. Principals include owner-manager, Secy-Treas., Hildred Price (30%), and Paul Price and Robert Gillette (30%), theatre owner. Granted March 13.

APPLICATIONS

KPHK Fort Lupton, Colo.—Seeks change to 1560 kw from 1530 k.c., 1 kw. to 1510 k.c., 1 kw. D. Post office address 605 Main St., Boulder, Colo. Estimated construction cost $30,000, revenue $36,000. Principals are equal partners David C. Mooney, 50% owner, and Wrights, Inc., 50% owner. Filed March 13.

APPLICATIONS

KAMD Camden, Ark.—Seeks to change license to DA- and to station location to 3.25 miles south of center of Fort Lupton. Filed March 13.

WGGG Gainesville, Fla.—Seeks to change license to DA and to station location to 3.25 miles south of center of Fort Lupton. Filed March 13.

WTHI Terre Haute, Ind.—Seeks change to license to DA and to station location to 3.25 miles south of center of Fort Lupton. Filed March 13.

WVYR Cumberland, Md.—Seeks change to license to DA and to station location to 3.25 miles south of center of Fort Lupton. Filed March 13.

WGBR Grand Rapids, Mich.—Seeks to change license to hour/day changes on to Specified time of DA. Filed March 13.

WBRR Brooklyn, N. Y.—Seeks to license to DA and to station location to 3.25 miles south of center of Fort Lupton. Filed March 13.

APPLICATION SUBMITTED

WGMA Hollywood, Fla.—Resubmits application to file for 500 kc, 1 kw to 1 kw D. Resubmitted March 12.

APPLICATION AMENDED

KGNU Sacramento, Calif.—Application for change hour/day changes from to change studio location to Specified and to station location to 12th and L. Sta., Sacramento. amended to increase N power to 1 kw. Amended March 12.

New Fm Stations . . .

APPLICATION

Serena, S. C.—Blue Ridge Broadcasting Co., granted 981 kc, 2.5 kw. w. Post office address 1400 N. Main St., Downsville, S. C. Not new construction; first year operating cost $2,000, revenue $2,200. Filed March 13.

APPLICATION SUBMITTED

Binghamton, N. Y.—Forbes and Gump Publications Inc. 981 mc, 4.7 kw. Post office address 400 North Broad St. Binghamton, N. Y. Estimated construction cost $9,500, first year operating cost $3,500, revenue $11,000. Filed March 13.

Existing Fm Stations . . .

APPLICATION

WBMF-FM Jacksonville, Fla.—Granted change to 98.1 mc to change ERP to 5 kw, ant. height to 880 ft. and change station location to ant. system. Amended March 12.

APPLICATION AMENDED

KUR-A Topeka, Kas.—Application for assignment of license to Anjo Broadcasters & Telecasters Inc., returned to applicant. Filed on wrong form. Application March 12.

APPLICATIONS

KAMN Tucson, Ariz.—Application for transfer of control to George W. and Harry B. Chambers for $25,574. Transferor, Erskine Caldwell, will retain 10% of the stock. Filed March 12.

KKWF-AM-FM Pasadena, Calif.—Seeks assignment of license to Southern California Best Co. Corporate change only; no change in control. Filed March 12.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control to Broadcasting Corp. of America for $150,000. Applicant is licensee of WCOA Pensacola and simulcasted through owner of WTM Ocala. WDLP-AM-FM Panama City, and WDHP-AM-FM TV Jacksonville. Principals own two daily and weekly Florida newspapers. Filed March 12.

KWDL Clarkdale, Ariz.—Seeks assignment of license to Coahuma Best Co. for $4,000 plus assignment to change trans. location to 1500 k.c., 5 kw. Filed March 12.

APPLICATIONS

KAMT-FM Corpus Christi, Tex.—Seeks assignment of license to KAMX Co., for $75,000 plus assignment of outstanding shares. Filed March 12.

WHWB Greenbush, Pa.—Seeks assignment of license to WHWB Inc. No change in corporate control. Filed March 12.

KOVY-TV Tulsa, Okla.—Seeks transfer of control to Jack Whitney. Mr. Whitney will control 50% of the outstanding stock. No change in corporate control. Filed March 12.

WBBI Blackwell, Okla.—Seeks transfer of control to WHWB Inc. No change in corporate control. Filed March 12.

WBWL Corvallis, Ore.—Seeks transfer of control to WHWB Inc. No change in corporate control. Filed March 12.

WHJF Greensboro, Pa.—Seeks license to WHWB Inc. No change in corporate control. Filed March 12.

KTVN-Jr, TV, Bend, Ore.—Seeks assignment of license to KTVN Co. for $7,000. Present owners are Eastern Oregon Broadcasting Corp. Filed March 12.

KRKG Knoxville, Tenn.—Seeks license to WHWB Inc. No change in control. Filed March 12.

KTVX-Jr, TV, Texarkana, Tex.—Seeks license to WHWB Inc. No change in control. Filed March 12.

KTVT-Jr, TV, Fort Worth, Tex.—Seeks assignment of control to WHWB Inc. No change in control. Filed March 12.

KTVI-Jr, TV, Kansas City, Mo.—Seeks assignment of control to WHWB Inc. No change in control. Filed March 12.

WWMF-FM Mount Vernon, Wash.—Seeks assignment of control to WHWB Inc. No change in control. Filed March 12.

WVTT-Pittsburgh, Pa.—Seeks assignment of license to WVXU Inc. No change in control. Filed March 12.

APPLICATIONS

KUCA Moab, Utah.—Application for assignment of broadcast transmitters in use. Filed March 12.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals
BLACKBURN - HAMILTON COMPANY
RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford G. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Shubbefield
W. E. Tving
Elboor 6
Rexbook 2-5671-2

March 9 Decisions
ACTIONS ON MOTIONS
By Comr. Rosel H. Hyde
Broadcast Bureau has issued a notice of extension of time to March 9 to file response to petition for rehearing filed by WBBM-FM, Chicago, against license granted to W->{future text is cut off, not fully readable}
VHF and AM STATION FOR SALE

Located in an ideal town in one of the West Coast States.

VHF

One of the two top networks. The best and finest equipment. Well staffed. Now In black and will continue to be...

AM

Outlet for one of the big four. Time sold out.

Modern and excellent equipment. One of the oldest stations in the area. Real property on both stations valuable. Asking $400,000. Low down payment to qualifying and responsible buyer.

Wire, call or write
Jack L. Stoll & Associates
4958 Melrose Ave. - Los Angeles 29 Cal.

Page 106 • March 19, 1956
RADIO

Help Wanted—(Cont’d)

Production-Programming, Others


Program director—Announcer. Progressive station in small fast-growing market. Good sales plus talents. Car necessary. Send tape, photo, resume and references. Box 6256, B-T.

Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 2698, B-T.

Broadcaster wishes general management small market station or 1A major market. Idea man. Nine years experience sales, production, announcing. Available now. Box 9286, B-T.

Manager now available. Twenty-one years experience. Sales directional ability. Box 7894, B-T.

Twenty years radio and television management, general sales. Prefer general management, but consider attractive sales or program positions. Box 8145, B-T.

Manager or commercial manager for small station. Announce if necessary. First phone. Experience considered. Box 3905, B-T.

Young executive, 32, desires managerial post mid-west. Married, children, 8 years radio. May I hear from you. Box 5089, B-T.

Salesmen

Announcer-salesman. Indusitrious, reliable. Married. Excellent references. Box 6313, B-T.

Program director with sales appeal. Six years experience. Tape available. Box 4075, B-T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 7126, B-T.

Six years experience—announcer-salesman. All experience air work. Married 29 years old. Presently employed. Prefer East. Box 7689, B-T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 3712, B-T.


Recent broadcasting school graduate. Married, veteran. Good DJ, news, sports, board, tape. Box 3959, B-T.

Top desay, morning man—employed, family. Seeks to relocate by end of next year. Excellent references. Box 3756, B-T.

Experienced announcer wants permanent job in large southern city with tv opportunity. Box 5076, B-T.

Employed announcer, desires position in progressive market, eventually working into program director position in next 5-6 years experience. Veteran. Box 7648, B-T.

Experienced combo announcer, single, draft exempt, present excellent recommendations. Prefer Midwest. Box 7653, B-T.


Announcers (3) desire permanent positions in radio, tv, in Florida. Will send tape and picture upon request. Box 7664, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcers

Announcer, six years name operation. Through knowledge programming, production, desires permanent location northeast or east coast. Authoritative, pleasing voice, liberal, informal DJ, sincere commercials. Box 7984, B-T.

Experienced sportscaster, employed, desires base- ment play-by-play for NY Yankees. Box 7984, B-T.

Experienced sportscaster—newman, now working, wants year around sports opportunity. Box 8094, B-T.

Are you looking for a DJ! Salary secondary to opportunity. 21, single, experienced, radio school graduate. Presently employed 1980 watt independent. Prefer East or West Coast. Permanent position. Excellent DJ, will travel. Air, tape, resume, photo. Box 7817, B-T.

Announcer, experienced, on-camera in major market. Runs training position in good am-tv network station. Box 5898, B-T.

Hurry, hurry, hurry, step right up—announcer, DJ, available immediately. Experienced, Professional. Strong on music, news, commercials. Best references. Box 8087, B-T.

Young man, 29, single, college grad, desires be- ginning position in radio. Have experience producing commercials, prefer mid-west, but have space suit, will travel. Write Box 7889, B-T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 8039, B-T.


Cameraman-foorman. 3 years experience, married. All studio operation immediately available. Excellent references. Box 8087, B-T.

Six months experience. Authoritative voice. Ambitious. Seek Permanent position with future. 70 min. Box 8062, B-T.

Staff announcer. Excellent news, commercials, good DJ. Experience light married, dependable, travel. Tape. Box 8094, B-T.

Platter spinner, sportscaster, Newman, veteran, single. Tape on request. Box 8177, B-T.

Announcer, negro, “real cool” disc jockey. Some experience. Tape available. Box 8189, B-T.

Negro disc jockey experienced rhythm-blues, popular records. College and school radio. Will travel. Box 8137, B-T.

Announcer, versatile personality DJ, play-by-play sports, news, etc. 5 years experience. $100 minimum. Box 8057, B-T.

Thoroughly experienced, veteran, desires first announcing position. Sincerely believe I will become a first class announcer and good all-around man in the near future. Box 8159, B-T.


Married radio-television announcer, producer. Five years experience, warm friendly style. Experienced in both areas and in production of both. Excellent market experience. Prefer western states. Reply to: Bill Arthur, 5044 Enfield Avenue, Encino, California.


Announcer, young, single, vet, versatile, good DJ, news, commercials, working at 250 watt station in rural area. Class License. Thoroughly experienced on board. Ready for larger setup. Prefer northeast or southeast location. Contact Jack Davis, Box 296, Ronconce, West Vir- ginia, or phone before 2 p.m. Ronconce 645W.

Available immediately: Young announcer, single, operate tape, play-by-play, Tom DeBlaey, 310 Lowden Ave., Union, New Jersey. Elizabeth 6-6468.

Young, pleasant voiced announcer. 2 years experience. Charlie Dill, 507 Clinton, Hoboken, N. J. HI 6-8579.

Two experienced young announcers available for summer. Personality DJ, news, sports, Operate on boards. Tape resume. Dick Morgan, Paul Dunn, WPRB-WPRB-FM, Princeton, N. J.

Newscaster, announcer, boardman, College degree. Start $55. Bertin, 737 11th Street, N. W., Washington, D.C.

Experienced announcer, newscaster, copywriter, promotion director. $50-$100. Tape, copy resume, photo on request. New York—New England loca- tion preferred. Radio, 3114 Eggshell Road, Cleveland Heights 18, Ohio. FA 1-9516.

(Continued on next page)

RADIO

Situations Wanted—(Cont’d)

Technical

Chief engineer, 7 years tv maintenance and opera- tions, 14 years am, desires permanent connection as chief or responsible position with established or financially stable station. Top references. Pre- fer south or west but consider all commensurate offers. Box 7893, B-T.

Tape is my specialty. Studio and field recording and editing. Third phone. Experienced. Reply Box 9151, B-T.

Extensive am engineering experience, first phone. Presently employed. Married. Desire permanent position in radio or tv. Resume on request. Box 9143, B-T.

Technician or combo—seeks permanent position. Graduate American TV Laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 9252, B-T.

Programming-Production, Others

Radio-tv newsmen, young intelligent, no egg head. Presently news editor Pacific Coast 5 kw with highest-rated news shows, and commenta- tor’s ghostwriter. 9 years reporting, 1/2 years radio. Air-time. Tape, resume. Box 9242, B-T.

3 Top-notch Salesmen Wanted

We have immediate openings for 3 hard-hitting aggressive salesmen. These three stations are heavily promoted, and your earnings are limit- ed only by your own efforts. We want men who are going places—and'we'll help you get there!! There's a great future awaiting you—

WITH

Radio, Baltimore

WLEE

Radio, Richmond

WXEX

TV, Richmond

Petersburg and Central Virginia

Tell your whole story in a letter to:

Les Alexander

WITH

7 E. Lexington St.

Baltimore, Maryland

March 19, 1956 • Page 107
THE TELEVISION SITUATIONS WANTED—(Cont'd)

PROGRAMMING-PRODUCTION, OTHERS

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 7327F, B-T.

Mr. manager! Are you interested in a good, experienced copywriter? Nice voice and board experience. Presently employed with leading Virginia station. Box 7658F, B-T.

Program director or announcer. 8 years experience. Specialties: Morning show, interviews, community events. College. Box 7640F, B-T.

Canadian newscaster, 27. 7 years radio experience — $5 to $3000. Can use recorder and typewriter. Box 824F, B-T.

Hardworking newsman — program director—morning man looking for “live” station. Now program director at kilowatt. 7 years from the bottom up. Dependable, adaptable, married, veteran. No southern. Box 806F, B-T.

TELEVISION HELP WANTED—(Cont'd)

MANAGERIAL

Manager wanted for top rated CBE affiliate in rapidly expanding Louisiana market. Preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photographs, experience earnings. Replies held strictly confidential. Box 7273F, B-T.

SALARIES

Michigan low channel vhf with major network affiliation in one of state’s largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 860F, B-T.

TELEVISION SITUATIONS WANTED—(Cont'd)

MANAGERIAL

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N.Y. station representative at tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30, married. Box 810F, B-T.

ANNOUNCERS


SPORTSCASTER

Nine years radio play-by-play. Major sports, Big Ten, Three years tv sports. Excellent references. Sincere, conscientious. Desires southwest, far west. Will accept others. Box 768F, B-T.

ANNOUNCER


TECHNICAL


TELEVISION PRODUCTION-EXPERIENCED PEOPLE EAGERLY ADAPTABLE TO YOUR OPERATION

People like those have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced tv personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL

Page 108 • March 19, 1956
TELEVISION

Situations Wanted—(Cont’d)

Programming-Production, Others

Experienced producer-director-technical director, medium market, offers right combination to make up most program department click. Write Box 604F, B-T.

Off-Broadway director-seeks tv opportunity. Age 34, university graduate, veteran. Family man. Available early after April 1. Prefer Northern or Southern California. Tape, resume and photo on request. Box 7629F, B-T.

Floor or unit manager television network or agency, N. Y. C. Complete music, art, dramatic background. Experience in sales, directing, production in radio. Box 7739F, B-T.

Seek position as photographer, still or 16mm; or camera operator. Seven years experience in photography. Will furnish very good references. Box 7867F, B-T.

Want's my line? Alert executive secretary; top-notch secretary; interested in sales. Box 5128F, B-T.

Experienced producer-director, medium market. Interested in management; C. P. R., N.W.; Minneapolis, Minn.; KFIR, Lincoln, Neb.

FOR SALE

Equipment

Johnson Viking transmitter and deck. Experienced producer, interested in media. Sell, trade for broadcast gear, stock, Box 7679F, B-T.

Transmitter line: communications products, 3½ inch 0.18 ohm car radio mast, nitrogen pressurized and in service, available approximately April 1. 1,500 and 200 foot antennas, and assorted antennas and fittings and other lengths. Box 7639F, B-T.

For sale: 1 RCA 3000 megacycle color corrected relay system. $3,000.00 Each. Box 7697F, B-T.

Opportunity for your to modernize your present transmission facilities. New Gray box, installing, 600 ft. 15½ cox cable. All in good condition and now in operation on WIP. Sell to high bidder as a package. L. M. Neale, WALD, Wallterboro, S. C.

For sale: One amplicomp Magneto tape recorder, battery powered, spring driven. Complete with original accessories. New Gray box, new and in good working order. Sold to the highest offer. Write Bud Pentz, General Manager, KWIE, Beatrice, Nebrasca.

For sale: GE BT-1B-1. 350 watt fm transmitter. Gig modulation-frequency monitor. GE BY-4-A, controlled, 500 ft. 15½ cox cable. All in good condition and now in operation on WKN. Sell to high bidder as a package. L. M. Neale, WALD, Wallterboro, S. C.

L-200 Wincharger guyed tower, heavy duty for television. Came from original purchaser. —complete 350 Tetron 3½ inch coax cable and accessories. WWDW Broadcasting Corporation, Charlotte, N. C.

900 feet Andrew type 432 strattline, 1½ inch, 15.1 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.


Frequency extension kit, consisting of six high megacycle transmitters. B. Y., Western Electric. RACKS, CONSOLES, FM, AM, CONSOLE MODEL 461, 50 kw transmitter. Complete extension kit, consisting of five high megacycle transmitters. RCA RF-256, B.T., Dallas, Texas.

FOR SALE

Equipment

WANTED TO BUY

Equipment

Wanted: FM transmitter 100-350 watts for operation on 84.4 megacycles to act as standby for main transmitter. Local power supply is 60 c./s. 25 c./s powered transmitter would be suitable but would consider 60 c./s equipment for operation through rotary converter. Jamaica Broadcasting Co., 1350 Spruce St., Philadelphia, Pa.

Wanted to buy 250 transmitter and studio equipment. Cash. Send in offer to 827 Colusa Avenue, Chico, California.

Used RCA 717D and WE 653A microphones, Frank Hertz, 1357 York Avenue, New York City 21

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Ten-

SALES ENGINEER

Broadcast equipment manufacturer has opening for non-traveling sales engineer in midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcasting a must. Preferably as chief engineer of AM radio station. Please send complete resume with photo to Box 802F, B-T.

SALES FRANCHISE FOR EXECUTIVE SALESMAEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, no experience necessary. All locations sold. Send resume and photo to a reliable company. Radio Sales, 1500 Eleventh St., Washington, D. C.

BROADCASTING • TELECASTING

March 19, 1956 • Page 109
SOMEWHERE WEST OF LARAMIE

there's a station which needs a cost conscious, hard working manager with a top record in local sales, local news and local programming. Built present station plus many notes to very profitable operation. Builds and keeps good staff, family man ages 23, Civic leader. Best of references. Six years as manager present west coast station morning now to $12,000. Wants new challenge west coast or western state with earnings based on results. Box 8037, B+B.

WANTED TO BUY

Stations

TV STATION WANTED

Management group would like to buy all or part interest in operating TV station or CP. Will deal direct or through recognized broker. All replies confidential. Box 838F, B+T.

FOR SALE

TV DUAL DUMONT PICKUP UNIT

Two Image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write Box 826F, B+T.

FOR THE RECORD

(Continued from page 104)

WJBC, Delphi, Ind., to 5-1-56; WCBS, New York City, to 5-1-56; WD стор, Stroudsburg, Pa., to 5-1-56.

Following were granted authority to operate in remote control: WNMB, Erwin, Tenn.; WPAW, Pawtucket, R.I.; KONG, Vitala, Calif.

March 12 Applications

ACCEPTED FOR FILING

Renewal of License


FOR SVC

WTOB-TV, Winston-Salem, N.C.—Seeks cp to replace expired cp (as mod.) which authorized new tv station.

License to Cover Cp

WAIU-FM, Wahash, Ind.—Seeks license to cover cp (as mod. which authorized new fm station).

Employment Services

WORX, Madison, Ind.—Seeks license to cover cp (as mod.) which authorized new am station.

WSKN, Saugerties, N.Y.—Grant license to cover cp (as mod.) which authorized new am station.

WJMU (FM), Detroit, Mich.—Seeks license to cover cp (as mod. which authorized new fm station).

WYNT, New Orleans, La.—Seeks license to cover cp (as mod.) which authorized new am station.

WJWM, Providence, R.I.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

License to Cover Cp Returned

WMTI (FM), Norfolk, Va.—Application for license to cover cp returned to applicant. Incorrectly signed.

Modification of Cc

WMGT (TV), North Adams, Mass.—Seeks mod. of license which authorized new tv station to extend completion date to Sept. 1.

KPTV (TV), Cheyenne, Wyo.—Seeks cp of (which authorized new tv station) to extend completion date to Sept. 1.

WDUX, Wauqaca, Wis.—Seeks cp of (as mod. which authorized new am station) for extension of completion date.

WJDM (TV), Panama City, Fla.—Seeks cp mod. of cp which authorized new tv station) to extend completion date to Sept. 1.

WBTI (TV), Cleveland, Ohio.—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

KERO (FM), Riverside, Calif.—Seeks cp of (which authorized new fm station) to extend completion date to Sept. 1.

KVNY (TV), Ardmore, Okla.—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

KPTV (TV), Portland, Ore.—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

WAPF-TV, San Juan, Puerto Rico—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

WBUF-TV, Buffalo, N.Y.—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

WHIC (TV), Pittsburgh, Pa.—Seeks cp of (which authorized new tv station) to extend completion date to Oct. 15.

March 13 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde


March 19, 1956
Aroostook applications

By Hearing Examiner Hugh B. Hutchison South Portland, Maine. Granted petition, March 9. Indians—Issued memorandum of ruling, ordering procedure outlined in paragraph 2, as modified by paragraph 4, will be followed in all proceedings re applications of Counter-Times Inc., New Castle, Del., and WULM, Bakersfield, Calif., March 9.

By Hearing Examiner Thomas H. Donahue Indiana—Issued memorandum of ruling, ordering procedure outlined in paragraph 2, as modified by paragraph 4, will be followed in all proceedings re applications of Counter-Times Inc., New Castle, Del., and WULM, Bakersfield, Calif., March 9.

By Hearing Examiner Basil F. Cooper Northern Indiana Broadcasters Inc., South Bend, Ind. Ordered motion for extension of time from March 6 to March 14 to file proposed findings of fact and conclusions if filed, will be filed or on before March 26, re its application, Action March 9.

By Hearing Examiner Hugh B. Hutchison Pittsburgh, Pa. Issued notice of prehearing conference of April 17, 1956, on prehearing conference of March 6, re WJW-AM-FM, Cleveland, Ohio. Applicatons filed on March 11, in Pittsburgh, Pa., and applications of WJW-AM-FM, granted, mod. of cp of WJW (TV), Action March 12.

March 13 Applications

Accepted for Filing

Modification of Cp

WCDJ, Charleston, W. Va. Seeks mod. of cp (which authorized change frequency, increased power and 150 hours of operation and multicarrier equipment) for extension of completion date.

WINA, Charleston, W. Va. Seeks mod. of cp (which authorized change frequency in frequency for extension of completion date, in existing tv station) to extend completion date to Sept. 8.

KIUL, Garden, City, Kan.; KRWN Altus, Okla.; KWCX Chickasha, Okla.

March 14 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham Supreme Rectr. Co., Cagaua, P. R.—Dismissed “$2000 for Action for Withholding Application” (ch. 11), application was dismissed with costs by Hearing Examiner, Action March 9.

American Colonial Bstq. Corp., Caguas, P. R.—Withdraws its petition for removal of its application from hearing docket and grant (ch. 11), Action March 13.

By Hearing Examiner H. Griffith Irons, Hazard, Ky.—Ordered that hearing re application of Community Bstq. Co., Hazard, is continued from March 14 to May 14, pending action on motions of corporation, Action March 13.

March 15 Application

By Hearing Examiner Basil F. Cooper Gretna, N. H.—Granted petition to mod. of ordinance controlling conduct of hearing of filed on behalf of each of four applicants (WUSU Oxford, et al.), and (a) all exhibits and written testimony to be offered in response to issues 2, 3 and 2 will be filed on or before April 5, (b) formal hearing shall begin April 16, and said date shall be considered as date for other matters modified in subparagraphs b. and d. of paragraph 3 of order of hearing. Action March 9.

By Hearing Examiner Herbert Sharrman WJST (TV) Flint, Mich.—Ordered that conference is scheduled for March 16, to consider proposed motion of G. C. B. is followed as result of Commission’s March 9 action mod. issue (1), remanding proceeding to Hearing Examiner and requiring record for limited purpose of permitting introduction of St. Louis relative to WYOM-TV Lansing, Mich., under issue (f) as amended, and to consider the possible setting of date for further hearing re application of WJST (TV) Flint, Mich., (ch. 12), Action March 13.


BROADCASTING

Applications

Granted Renewal of License

Following stations were granted renewal of

BROADCASTING • TELECASTING


Granted Modification of Cp

KFDN-TV Beaumont, Tex.—Granted extension of time to June 30 to complete construction on ch. 7. It is without prejudice to any action FCC may be required to take as result of decision of Court of Appeals in case of Enterprise Co. v. FCC, Case 12877, decided Dec. 29, 1955.

UPCOMING

MARCH

March 19: RAB Clinic, Billings, Mont.


March 20: RAB Clinic, Minneapolis.

March 21: RAB Clinic, Milwaukee.

March 21-22: NABTV, Check Review Board, Ambassador Hotel, N. Y.


March 23: RAB Clinic, Detroit.


March 26: RAB Clinic, Tulsa, Okla.

March 26-28: Canadian Assn. of Radio & TV Broadcasters, Fairmont, Toronto.

March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.

March 29: RAB Clinic, Amarillo, Tex.

March 30: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa, Canada.

March 30: RAB Clinic, Albuquerque.

March 30: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.

April 3: RAB Clinic, San Francisco.

April 4: RAB Clinic, Portland, Ore.

April 7-9: Fifth District Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.

April 3: RAB Clinic, Seattle.

April 6: RAB Clinic, Manasota.

April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.

April 8-13: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.

April 8: RAB Clinic, Kansas City, Kan.

April 10: RAB Clinic, San Antonio, Texas.

April 11: RAB Clinic, Peoria, Ill.

April 11-12: Institute of Radio Engineers Seventh Regional Technical Conference, Boise, Idaho.

April 12: RAB Clinic, Chicago.

April 13: RAB Clinic, Cleveland.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.


April 22: RAB Clinic, Chicago.

April 23-25: American Legion Convention, Cleveland.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 19-21: Tenth Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

May 18: RAB Clinic, Philadelphia.

May 19: RAB Clinic, New York.

May 16-18: Pennsylvania Assn. of Broadcasters.


May 24-25: Armed Forces Communications & Electronics Assn. National Convention, Boston.

JUNE


June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

Popular Political Sport

In an election year politicians and bureaucrats spend much of their time searching for issues upon which they may comment in the hope of being quoted—if not to edify the public, at least to get their names and parties noticed by people who may remember them in a voting booth next fall.

An ideal issue for such purposes is one which enables the politician or bureaucrat to pose as a defender of the electorate. Whether the electorate actually needs defending is unimportant. The point is to make it feel it does.

Such an issue has been found—or, to use a better word, invented—in the commercial practices of radio and television. One of the most popular issues is the consent decree which has been exacted from the Advertising Bureau of Television, which is conducting a vigorous anti-television campaign. Some magazines also are capitalizing on the popularity of the topic.

Unfortunately, the volume of anti-broadcasting criticism will probably swell before it wanes. In such circumstances, broadcasters cannot dismiss it. The criticism will not go away by itself. Indeed, we can determine, there has been no recent rise in commercial abuses to justify the outbursts in the Congress, the FCC or FTC. Indeed abuses which were relatively prevalent several years ago have been significantly reduced. It is that kind of positive and fully supportable information that must be brought to light.

The record of radio and television as a whole can be pointed to with pride. If a few broadcasters are still taking questionable advertising, they must reform at once or risk not only their own futures but those of all their fellows.

The speech of FTC Commr. Lowell B. Mason, complaining about bait and switch advertising, confirms our belief that today's critics are looking into old files for their material.

We happen to be in a position to make that statement because Mr. Mason cited several sources that we can readily check.

"The trouble today," he said at one point, "is, as Broadcasting magazine puts it: 'The pitchman is off the streets and in the parlor.' "

His use of "today" was unfortunate. He was quoting from a B&T article of Jan. 19, 1953, about the Charles Antell pitch which has long since been discontinued.

Further on, he quoted the titles of several editorials we carried on the subject of bait and switch advertising. He neglected to mention that the editorials appeared in the period between April and November, 1953. The situation of which we spoke then no longer exists on anything like its former scale.

Changing Agency Patterns

A wholesome, healthy attitude toward the advertising agency is being taken by the nation's leading advertisers. This was evident last week at the spring meeting of the Assn. of National Advertisers at Hot Springs, Va., where consideration necessarily was given to the changed order growing out of the government's consent decree exacted from the American Assn. of Advertising Agencies.

The advertiser recognizes the indispensability of the agency in our expanding economy. There is no apparent disposition to quibble about dollars. The accent is on the quality of the services provided by agencies going beyond the mere preparation and placement of time and space.

While the consent decree had no direct bearing upon the business of broadcasting, any changes in the method of agency-advertiser relationship inevitably will affect the buying of radio and television time and services. The ANA executives, expressing their individual opinions, recognize that henceforth the compensation paid to their agencies becomes a matter of individual negotiation. By the same token, the advertising media must be presumed to be free agents in evaluating their own pricing and agency discount structures in a free advertising economy.

There is no present indication that the traditional 15% agency commission in the broadcast field will change. It has worked out satisfactorily. Yet it was only a few years ago that some agencies complained the 15% commission in television was inadequate, because of the manpower and service required. That complaint, however, evaporated with the burgeoning of TV station population and circulation and the concomitant increase in rates and, hence, in commissionable dollars.

Eventually, new agency commission patterns can be expected to evolve. Paul West, ANA president, predicts no drastic changes in the foreseeable future. ANA Chairman Edwin W. Ebel, vice president of General Foods, advises: "Don't tear it down until you have something better to take its place."

The nation's broadcasters should begin to think in terms of more equitable ways of doing business in our expanding economy because both radio and television will play an increasingly dominant role in the advertising and marketing of the products of America.

Commer, and Culture

The report of researchers that the three-hour telecast of Sir Laurence Olivier's new film version of Shakespeare's "Richard III" was seen by 40-50 million viewers was good news to NBC-TV, which had put up a whopping $500,000 for the right to show the picture before its debut in U. S. movie houses, and to General Motors, which picked up a major portion of the tab as sponsor of the special program.

More important, however, is the fact that "Richhard III" killed once and for all the criticism that commercial television is all commerce and no culture, appealing only to the lowest intellectual level of the public at large. Critics who belittled "Peter Pan" as "sentimental kid stuff" can't laugh off Shakespeare so easily. Nor can they call it a once-in-a-blue-moon event, for just one week later (yesterday) television gave them another of Shakespeare's plays, "The Taming of the Shrew," and the preceding week's TV offerings included a special musical version of Maxwell Anderson's "High Tor" and George Bernard Shaw's "Caesar and Cleopatra."

There is no need to belabor the point. American telecasters are well aware that balanced programming should include Shakespeare as well as Gobel, Shaw as well as Glessen, Omnibus as well as Lucy, and they're seeing to it that it does, not once a year, or once a month, but regularly. Sure there are mysteries, and quiz shows, and lots of other programs looked down on by the highbrows, just as—let's face it—there are lots of viewers outside the highbrow class.

American television, under the free competitive system, has tackled the task of proving to the not-so-highbrows that culture can be fun, too, and that the classics are frequently as entertaining as the comics. Those who call for subscription tv as the only way to get "good" television are going to find it pretty hard to prove that cost tv could do better.
KWK-TV continues to have the-

SHARE

IN OVERALL AUDIENCE IN ST. LOUIS

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St. Louis channel 4

represented nationally by THE KATZ AGENCY, INC.
NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD

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