After watching two trains try to stop, but collide, George Westinghouse thought there must be a more efficient way to stop moving trains. In a flash of inspiration perhaps taking no more than 60 seconds, he had an idea—Why not use compressed air?—Thus a new safety principle in locomotion was born!

Today, to start and stop your ad campaign when and where you want to—to get your product highballing to greater sales—60 seconds is all it takes on Spot Radio.

It costs less to reach more of your potential customers... whoever they are... wherever they might be... at the precise time and place of your choice. 60 seconds—or less—is all it takes to sell your product with the right, bright buy—Spot Radio.

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<th>Atlanta</th>
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Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

25th year
KVTV's Talent Team
Sells Sioux City

homemaker
Jan Voss
Hostess on KVTV's Open House and the Homemaker home makers rely on— with sales results to prove it.

weatherman
Conrad Johnson
Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.

news editor
Austin Schneider
Consistently first with the News in Sioux City. A news show that lends authority to your sales message.

women's feature editor
Joyce O'Connor
"At Home" with Joyce O'Connor is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.

sports editor
Les Davis
Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.

cowboy
Canyon Kid
Jim Henry, the genial Kid's Kowboy with a faithful retinue of side-kicks. Sioux City's only daily children's participation show.

Dominant in All Departments*

NETWORK
34 of the top 35 Network shows
SYNDICATED
9 of the top 10 Syndicated shows
PERSONALITIES
All of the top 32 local live shows

* Mid-February Sioux City Telepulse.

CBS • ABC
KVTV
Channel 9
SIoux CITY, IOWA

A Cowles Station. Under the same management as WNAK-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

See Your Katz Representative
TERRE HAUTE IS A LARGE TV MARKET!

WTHI-TV
CHANNEL 10

Terre Haute, Ind.

You can obtain more information from THE BOLLING CO., New York and Chicago.
Among the television markets foremost in the manufacture of furniture and fixtures, the Channel 8 Multi-City Market ranks twelfth, based on the production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956). This is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York Los Angeles
Chicago San Francisco
MR. SMITH GOES TO TOWN? • If Paul C. Smith, its dynamic president, has his way, Crowell-Collier will become most comprehensive communications combine in history. He has plans to build organization encompassing magazine and book publishing (already in the fold), radio and television (nearly $20 million in station purchases awaiting FCC approval), newspapers (which he hopes to afford after beefing up company's profits) and even motion pictures. Mr. Smith envisions fabulous cross-pollination among future properties: i.e., major stories created for magazines would be reworked as radio and TV programs, as books, and as movies.

HOW FAST Crowell-Collier expands will hinge largely on success of its venture into broadcasting. President Smith is looking for top executive to run subsidiary which will operate stations and create and syndicate programs. Mr. Smith is counting heavily on broadcasting subsidiary for rapid build-up of company's income and net which would make financing of further development easier.

COLOR FILM • NBC has been blowing alternately hot and cold on acquisition of Technicolor feature backlog of Metro-Goldwyn-Mayer with eye to plans for expanding color operations next fall. Prospect is that film would be used to help swing owned-and-operated KRLA (TV) Los Angeles and WRC-TV Washington to full-color schedule within year similar to WNBQ (TV) Chicago.

ONE reason FCC commissioners aren't too keen about deintermixing is realization that only about 15 cities could be deintermixed (made all uhf or all vhf, even permitting single existing vhf outlet to remain in vhf market) without getting into chain reaction that could lead to major upheavals throughout country. This is just too few to be worthwhile, is feeling among majority on FCC.

AFIL’ES' INNIN' • CBS-TV network affiliates to appear before Senate Commerce Committee on TV investigation June 15 will represent cross-section of outlets from big city stations to EMIS outlets, ufh as well as vhf, in one, two, three and four market stations. Kicking off presentation will be John S. Hayes, president, Washington Post Broadcast Division (for WTOP-Washington and WMNB-Washington: Vintzaille), who proposes to answer explosive testimony of Richard A. Moore, KTTL Los Angeles, and vhs; August C. Meyer, WCA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDBV-Lubbock, Tex.; John S. Cohan, KSBB-TV Salinas-Monterey, Calif.; H. Moody McElwee Jr., WNOX-TV Columbia, S. C., and Donald W. Thompson, WCAU-TV Philadelphia. Counsel is Ernest W. Jennes, Covington & Burling, Washington. Pitch will be that network and affiliates constitute partnership and that affiliates

would suffer irreparable injury if current business relations were unduly interfered with.

ONE question expected to be popped during testimony of TV network presidents before Senate Commerce Committee this week is whether networks have been living up to advice contained in NARTB political broadcasting manual. It's understood Democratic National Committee has been unable to get commitments for paid time from at least one network, and Democratic Senators want to know why.

NETWORK QUESTIONS • After talking with top network brass in New York last week, Senate Commerce Committee staff experts agreed to modify 4½-page questionnaire in number of particulars, which presumably would make it less onerous. Committee majority counsel Kenneth W. and communications expert Nicholas Zapple after sessions agreed that some answers would be deferred until Aug. 15 but that questions nevertheless would be asked at hearings this week at which network heads will testify (see page 28). Instead of seeking complete breakdowns on programming, syndication, spot billing, representation and other operations for one year, it was agreed that typical week would reflect data.

W.M. WRIGLEY Jr. Co. has definitely decided not to renew CBS-TV's Gene Autry Show after July 7 after six years' association. Autry is scheduled to act out his contract on a limited basis after June 4. Reason: Network wants gum company to extend station lineup substantially. Wrigley has made "no other radio-TV commitments at this time" beyond retention of CBS Radio time for new Pat Buttram series, also replacing Mr. Autry. Thus, fabulous Wrigley-Autry association (for 16 years) comes to end.

POLICY PROBLEM • Resignation of Frank P. Schreiber as vice-president-general manager of WGN Inc., after 38 years with Chicago Tribune company, and appointment of Ward L. Quaal, Croley Broadcasting executive, as his successor, reportedly stems from differences in operating policies of Tribune organization since death last year of Col. Robert R. McCormick. Mr. Schreiber had reported directly to Col. McCormick. Tribune now is directed by Chester Campbell, president-publications; J. Howard Wood, vice president-general manager and president of WGN Inc., and W. D. Maxwell, editor. (See story page 81.)

WICK CRIDER, who resigned as vice president in charge of radio and television for Kenyon & Eckhardt, is now Young & Rubicam, New York, early this summer in executive capacity.
second thoughts

Herewith some random thoughts on being second in average daytime audience in Minneapolis-St. Paul.

- Feels good. Much better than 4 months ago, before Mid-Continent took over with new music, ideas, news.
- WDGY has momentum. New Hooper shows gain again—to 19.1% all-day average.*
- Notice wider audience gap between WDGY and Nos. 3, 4 and 5. Ahead of #3 by 67%; ahead of #4 by 154%; ahead of #5 by 169%.
- Nielsen improving, too. Up 93% daytime since last time.**
- Buyers are buying, getting results, too.

Steve Labunski, WDGY GM, can give you a lot to think about. So can an Avery-Knodel fellow.

*April-May, 1956, 7 a.m.-6 p.m., Mon.-Sat.
**Jan.-March, 1956, 6 a.m.-6 p.m., Mon.-Fri.
TURNABOUT: CBS RADIO UPS PAY RATE TO AFFILIATES, ASKS FOR SALES PUSH

IN FIRST REVERSAL of downward slide that started with blossoming of television, CBS Radio told its affiliates Friday that it is restoring part of reductions they've taken in rate of station compensation. At same time network called for affiliate cooperation in new sales drive aimed initially at 10 a.m. to 3:30 p.m. Monday-Friday periods and which, if successful, would materially strengthen network's financial position and more than double current station compensation.

What amounts to 65% boost in current rate of compensation will go into effect Aug. 25 through new, one-year contract amendments specifying 15% rather than current 20% as amount of reduction borne by affiliates in comparison to pre-1951 compensation rates. Officials said it is actually first general increase in compensation ever granted by CBS Radio.

When first general rate cut to advertisers was announced in April 1951, CBS Radio affiliates took 10% cut in compensation. This went to 15% in 1952, and has been on year-to-year basis since then. For year ending Aug. 25 it is 20%. New amendments restoring cut to 15% level for period from Aug. 25 this year to Aug. 25, 1957, were to be mailed to affiliates over weekend. Rates to advertisers are not involved.

Neither NBC Radio nor ABC Radio, advised of move late Friday, had any immediate comment. ABC spokesman maintained, however, that ABC's present rate of compensation to stations is higher than CBS' and would remain so under new CBS arrangement. Mutual is in process of adopting its own compensation arrangements along different lines [e.g., April 23; also see below].

Arthur Hull Hayes, president of CBS Radio, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of board of CBS Radio Affiliates Assn., who announced compensation boost to affiliates in closed circuit to stations at 5 p.m. Friday, said they were confident it would have far-reaching effects not only on network radio but on radio generally. Speaking for affiliates board, which conferred with network officials in all-day session before announcement, Mr. Brown congratulated CBS Radio and said his group was pleased "that it is our network that is making this, what we consider important, announcement." They expressed hope that further "increases" would be possible year from now.

President Hayes made plain that return to 15% reduction level was not based on present financial situation but on "our complete confidence in the future." CBS Radio feels it is now at turning point where it could go either forward or backward, he indicated, reiterating confidence that movement will be forward. Outlining sales concentration on period from Godfrey through Linkletter (10 a.m. to 3:30 p.m., Mon.-Fri.), he told affiliates that if this whole period "were sold and other existing business retained, total station payments would be more than doubled."

Godfrey and Linkletter are practically sold out, and periods between (largely daytime serials) are "over half sold." But to sell advertisers and keep them sold, it was emphasized, stations must cooperate by clearing time (CBS officials said "for more option time than FCC rules permit, and also assured that they would cooperate with stations wishing to present local farm news programs around noontime.

Mr. Brown called attention to recent CBS Radio contracts with Colgate-Palmolive, Proctor & Gamble, Bristol-Myers and General Foods as evidence of upsurge in advertiser interest, stressed need for station exposure and expressed confidence that network "can get the business" through selling campaign currently getting underway.

Mutual Goes on Road To Sell Affiliation Plan

SERIES of regional meetings with Mutual's affiliates to explain and urge acceptance of network's new affiliation contract, which requires stations to "pre-clear" 16 hours of network programs weekly but almost halves total option time and compensates stations in free programs as well as money [B&W, April 16], will be held this month in eight cities, Robert Carpenter, director of station relations, reported Friday.

Meetings will be held June 15 in Chicago (Sherman Hotel); June 18 in Salt Lake City (Utah Hotel); June 20 in Dallas (Baker Hotel); June 22 in New Orleans (St. Charles Hotel); June 25 in Atlanta (Dinkler Plaza Hotel); and June 27 in New York (Warwick Hotel). Meetings will start at about 10 a.m., with morning session consisting of presentation by Mr. Carpenter and luncheon to that at general affiliates meeting in Chicago during NARTNB convention [B&W, April 23], followed by luncheon and then open-discussion session with affiliates in afternoon.

Mr. Carpenter conceded new contract plan has encountered some opposition among affiliates but said that for most part reaction has been "extraordinarily good" and that he expects ultimate result to be highly favorable.

Mutual plans to put new contract into effect Nov. 1, regardless. Stations refusing to sign would in effect be disaffiliating themselves from network [B&W, April 23].

Wesson Oil Buys 'Blondie' in Major Sale by Vitapix

NEW Vitapix time-talent package sold by Vitapix Corp. and Hal Roach Studios to Wesson Oil & Snowdrift Sales Co. in $156 million television deal, first major Vitapix spot tv transaction. Wesson list to include Vitapix 65-station group, which cleared time prior to offer of package for sale, plus additional group covering all remaining Wesson marketing areas.


• BUSINESS BRIEFLY

SUNBEAM BUYS FOOTBALL • Sunbeam Corp. (electric appliances), Chicago, has completed negotiations for one-quarter sponsorship of Pacific Coast and Eastern Collegiate Athletic Conference regional football telecasts on NBC-TV, as well as Big Ten and national eight-game slate, announced yesterday. Agency: Perrin-Paus, N. Y.

TEXACO EYES SPECS • Texaco Inc., through Kudner Inc., N. Y., expected to buy into tv spectaculars and extravaganzas next fall. Actual schedule and shows now under consideration by agency.

RADIO FOR NESCAFÉ • Nestle Co. (Nescafe), White Plains, N. Y., set to launch special spot radio campaign next month in nine markets to push sale of product in these localities during summer months. Agency: Bryan Houston Inc., N. Y.

MAY TEST RADIO • Allied Chemical & Dye Co. (toacco insecticide) considering radio spot test for four weeks in four markets. If approved, campaign would start almost immediately. Atherton & Currier, N. Y., is agency.

SOUPS ON • Campbell Soup Co. (for Campbell "kids" promotion), Camden, N. J., reportedly has bought 10:10:15 a.m. portion of Howdy Doody on NBC-TV, Nov. 17, 24 and Dec. 1. Other quarter-hour time slots already picked up by Continental Racing Co. Campbell's agency: Grey Adv., N. Y.

ADMIRAL CHOOSING • Admiral Corp., Chicago, expected to name agency this week to handle radio-tv and other advertising. Choice understood to have narrowed down to Henri, Hurst & McDonald and another agency. Rus sel & Wessels Co. recently resigned Admiral account.

THEY'LL STAY • Brown & Williamson Tobacco Co. (Viceroy's) and Procter & Gamble Co. (Cheer) will remain on CBS-TV through summer replacing the Lineup with Undercurrent, film drama series starring Pat O'Brien, Dane Clark, Jean Pierre Aumont and others. Program, to be seen Fri., 10:10:30 p.m. EDT from June 29-Sept. 21, handled through Ted Bates & Co. (Viceroy's) and Young & Rubicam (Cheer).

NOT ALWAYS JAN • Procter & Gamble Co. (Drene, Dash, Crest), through Benton & Bowles,Compton Adv. Places The Russ Morgan Show as summer replacement for It's Always Jan on CBS-TV, July 7-Sept. 1, Sat., 9:30-10 p.m.


TANGEE TAKING • Tangee Inc. (lipstick), N. Y., through Workar & Legler, N. Y., planning four-week radio spot announcement campaign during July to reach teenagers. Nearly 50 markets are expected to be used.
There Can be Only ONE Leader
In Central New York it's . . .
WHEN-TV

Total Television Quarter Hours Oct. '55-April '56

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KANSAS CITY
KCMO
RADIO 810 kc. CBS
TV Channel 9 CBS

SYRACUSE
WHEN
RADIO 620 kc. CBS
TV Channel 9 CBS

PHOENIX
WHEN
RADIO 910 kc. ABC
TV Channel 5 CBS

OMAHA
WOW
RADIO 590 kc. CBS
TV Channel 6 CBS

Represented by KATZ AGENCY INC.

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
PROPOSAL that agencies establish "hourly rates" for their services as test of "the reasonableness" of 15% media commission system of compensating agencies was proposed by Ira Rubel, New York advertising accountant, in speech released Friday. He was one of several speakers at Assn. of National Advertisers' third annual budget control workshop, account of which was made public by ANA. Speeches generally did not attack media commission system as such, but rather seemed to give—more clearly than most advertiser speech—on this subject in recent months—indications that commission method might be made acceptable as one basis for compensation provided other points of advertiser criticism can be satisfied.

Mr. Rubel, endorsing current movement among advertisers to reappraise media commission system of compensation, termed it "unfortunately" that there is apparent conflict between those favoring and those opposing present payment method. Actually, he said, there is basic agreement on importance of independent agency's value. He asserted:

"One measure of value is the price that an efficient producer needs to cover its cost plus a reasonable profit. It is precisely this kind of a basis that I propose to use in testing the reasonableness of the 15% compensation. I propose that agencies establish hourly rates for each kind and grade of service they perform. It is easy to keep on accounts a record of how much time has been devoted to each client's work. This hourly rate can be used to compare the cost of doing the work in the advertising department with the cost of doing it on the outside. It can be used to determine the cost of performing each area of work, to help plan how much to spend to perform each function. It is up to agencies to find satisfactory means to convince their clients that they are earning what they are getting. This will require more scientific methods to evaluate the results accomplished. The commission system can continue to work as the main basis of agencies' compensation—the floor upon which to build, but agencies should apply an other measure to show that the value of the service they perform is in proportion to the compensation they receive."

ANA President Paul B. West said "advertising management must be accountable for the amount and the kinds of services it gets from the agency and the final authority on how much the company will pay for the required agency services and the basis on which it will pay for those services. By the same token, it is the agency's prerogative, as an independent, outside purveyor of skilled professional services to determine what services it will provide the advertiser and at what cost."

"The 'close working partnership' idea so well expressed by ANA Board Chairman Edwin W. Ebel, General Foods Corp., is so well accepted in most quarters today that we should have no insurmountable problems regarding the commission arrangement and in arriving at the most productive and profitable basis of compensation for both the advertiser and the agency. Since it is the advertiser's business that is at stake and his money that is being invested in advertising services, naturally it is his prime responsibility for exercising the proper control over these expenditures.

Mr. West said "the traditional 15% commission system of the past has been accepted without sufficient questioning of its merits weighed against actual practices and in too many cases it has been used as a crutch or coverall. Responsible advertising management simply cannot condone that kind of loose practice."

Glen Harold, advertising department comptroller, General Mills, stressed that management demands greater efficiency and more accurate control of advertising expenditures. He said "each client should have substantial amount of responsibility for the advertising program even though it has the best of advertising agencies. Certainly, an advertising budget should be developed each year or more frequently and controls should be established to keep the expenditures within the budget. While many advertising transactions are complicated, the accounting records can be quite simple."

Orrin Spellman, vice president in charge of Philadelphia office of Kenyon & Eckhardt, spelled out contributions agencies can make to clients' advertising and promotion programs.

Mortimer Hall Buys KLAC

APPLICATION for FCC approval filed Friday for sale of KLAC Los Angeles from Mrs. Dorothy Schiff Sonnenborn to her son, Mortimer W. Hall, KLAC president-general manager, for $845,000. Terms of purchase call for $245,000 cash and $600,000 remainder to be paid in 10 equal annual installments. KLAC, founded in 1928, operates on 570 kc with 5 kw daytime and 1 kw nighttime. Mrs. Sonnenborn is owner of New York Post. Also filed with FCC was application for sale of KHIO Sioux Falls, S. D., by Dr. John D. Connor, David J. Kempkes and James Sweet to Leslie F. Ware for $20,000 in addition to certain definite contracts KLFW Union, has majority interest in KGHM Brookfield and is buying KNM Marysville, all Mo. KHIO operates on 1270 kc with 1 kw, MBS affiliated. Broker was Blackburn-Hamilton. And announced Friday was $60,000 purchase of WCE Providence, R. I., by WCUE Akron, Ohio, principals from Louis A. R. Pieri. WCE operates on 1290 kc with 500 w daytime. WCE affiliated with general sale to John Elliott, Frederic O. Hatch, Jack Maurer, Philip A. Meyers and Rick Reighard. WCE purchase subject to FCC approval, negotiated by Haskell Bloomberg, Lowell, Mass., business broker.

UPCOMING

June 10-12: Annual Convention of Western Assn. of Broadcasters, Bonne Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Sheraton Hotel, Philadelphia.

For other Upcomings see page 113.
the week in brief

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SUBSCRIPTION INFORMATION
Annual subscription for 24 weekly issues $9.95. Annual
subscription including Broadcasting Yearbook (33d
issue) $10.95, or TELECASTING Yearbook (34th issue)
$9.95. Annual subscription to Broadcasting + TELE-
CASTING, including 34 issues: $11.95. Add $1.00 per
year for Canadian and foreign postage. Regular issues:
35 cents. Single copies $1.00; current and back issues:$3.00 per copy.

ADDRESS CHANGE: Please send change of address to Circulation
Dept., Broadcast, + TELECASTING, 1735 DeSales St.,
N.W., Washington, D. C. Give both old and new
addresses, including postal zone numbers. Post office
will not forward issues.

BROADCASTING Magazine was founded in 1931 by
Broadcasting Publications Inc., using the title BROAD-
CASTING. The News Magazine of the Fifth Estate.
Broadcast Advertising was acquired to 1932, Broadcast
Reporter in 1933 and TELECAST in 1933.

*Reg. U. S. Patent Office
Copyright 1956 by Broadcasting Publications Inc.
A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!

WJBK-TV
CHANNEL 2 DETROIT

Dominates
IN SOUTHEASTERN MICHIGAN

No. 1 in Detroit (Pulse and ARB)
...No. 1 Outstate (ARB Annual Outstate Market Surveys)...
Tops in programming (both CBS and local)... terrific in power (100,000 watts, 1,057-ft. tower)... and soon, magnificent new studios with miles-ahead facilities!

Take the big step ahead! Put your sales message way out front on Detroit's Channel 2 and watch that sales curve climb!

Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-9630
something
to
cheer
about!

WRCV and WRCV-TV, Philadelphia, are sold by NBC
Recently, Philadelphia turned out in force to welcome and honor WRCV and WRCV-TV, newest members of the NBC Spot Sales family.

After a spectacular parade to City Hall, Philadelphia’s Mayor Richardson Dilworth presented Lloyd E. Yoder, Manager of these new NBC Owned Stations, with the Key to the City!

This warm demonstration of welcome is characteristic of the way in which all NBC Spot Sales stations are regarded in their communities. You’ll find the same quality of showmanship and the will to serve in each of them. Each is familiar with its audience, sensitive to local sights and sounds that make popular programming. Each serves its advertisers, as it serves its public, with pride and responsibility.

Like WRCV and WRCV-TV in Philadelphia, every one of the stations represented by NBC Spot Sales is something to cheer about. Each can provide your product with the warmest reception it’s ever had in its market.

There’s always something extra on the stations represented by NBC Spot Sales.

**SPOT SALES**

REPRESENTING THESE LEADERSHIP STATIONS:

- NEW YORK WRCA, WRCA-TV
- SCHENECTADY-ALBANY-TROY WRGB
- PHILADELPHIA WRCV, WRCV-TV
- WASHINGTON WRC, WRC-TV
- MIAMI WCKY
- BUFFALO WBUF-TV
- LOUISVILLE WAVE, WAVE-TV
- CHICAGO WMAQ, WNBQ
- ST. LOUIS KSD, KSD-TV
- DEXTER KOA, KOA-TV
- SEATTLE KOMO, KOMO-TV
- LOS ANGELES KRLA
- PORTLAND, ORE. KPTV
- SAN FRANCISCO KNBC
- HONOLULU KGU, KOMA-TV

NBC WESTERN RADIO NETWORK
IT COULD BE YOU

AND it could be that this new product of the Ralph Edwards mill will find itself a big audience, each member hoping to be tapped for glory (or ignominy) by the Edwards sleuths. This espionage system could be formidable in the service of some aggressive government. Intimate bits of life—a woman has exasperated her husband by hanging the wash on their TV antenna; another in the audience hid her report card from her mother 17 years ago—are ferreted out and revealed on the show. For the home viewer there is a delivery of anniversary flowers, or advice to Mrs. Smith in Duanne, to watch tomorrow for her surprise. And there’s the Edwards signature act, the bang-up ending when long-separated loved ones (tossed in by TWA) are reunited, as the audience drowns in a sea of raw emotion. Bracketing the acts is the same dreary organ that’s been heard on daytime radio and TV for a quarter-century or more.

But the Edwards tricks even now are causing the calculated number of pounding hearts around the country. And with m.c. Bill Leyden doing his humorous and talented best, It Could Be You could become a daytime standard.

Production costs: Approximately $35,000 weekly.
Telecast Monday through Friday, noon-12:30 EDT on NBC-TV.

GOING PLACES

AS A SUMMER replacement for Super Circus in the Sunday afternoon 5-6 p.m. period, ABC-TV’s Going Places started out June 3 with enough thrills and wild life to satisfy any circus fan. The only notable lack was comedy; Miami’s Seaside Park, where the program originated, had no substitute for Super Circus’ clowns. Perhaps this handicap will be overcome in subsequent telecasts from Hialeah Park, the Parrot Jungle, Spanish Monastery and other Miami area tourist attractions. Jack Gregson was adequate as master of ceremonies; Phyllis Newman was cute to see and hear as the show’s singer and the acrobats and aquabats were skillfully thrilling, but the fish, turtles and porpoises, just by acting their natural selves, stole the show from the human performers.

Production costs: Approximately $15,000.
Telecast Sun., 5-6 p.m. EDT, on ABC-TV, originated live by WITY (TV) Miami, from various locations in and around Miami, with participating sponsors.
Producer: Ed Keen; executive producer: Martin Stone; director: Jack Sameth; master of ceremonies: Jack Gregson.

O’HOLIHAH AND THE LEPRECHAUN

SURE and there were great goings-on in the best (or worst, if you prefer) low-comedy Irish traditions on CBS-TV June 3, when the General Electric Theatre chose to present the story of a misguided leprechaun who, substituting for a siling banhsie, came to escort the soul of O’Holihiah to the land of the fairies and found himself at the wedding party instead of a wake. The plot was so complicated and the action so fast that the viewer had no time to find fault with its implausibilities or do anything but keep on watching and laughing.

Highspots for one amused viewer: The adroit way in which the progress of the wedding party from gaiety to shambles was graphically reported by shadows and sound effects. The solemn deliberations of E. G. Marshall, as O’Hoolihan, and Roddy McDowall, as the leprechaun, of how best to rectify the mistake without turning the bridegroom into a corpse. The transformation of Meg, the millitant bride, into Meg, the meek wife, brilliantly and comically performed by Anne Jackson.

Production costs: Approximately $35,000.
Sponsored by General Electric Co. through BBDG, Sun., 9-9:30 p.m. EDT:
Host: Ronald Reagan.
Producer: Lee Davis; executive producer: Mort Abrahams; director: Don Medford; writer: George Lowther; costume designer: Gene Coffin; set director: John Robert Lloyd.

A BELL FOR ADANO

AT AROUND 11 p.m. last Saturday, our 17-year-old neighbor who had dropped in to see the Ford Star Jubilee was moved to speak—at last. “For this,” he demanded to know, “they gave it a Pulitzer Prize?”

“Why, should hasten to point out, was the Arthur Schwartz-Howard Dietz musical version of John Hersey’s 1944 Pulitzer Prize-winning A Bell for Adano, which our friend was too young to read at the time. (Nor was he old enough to see Paul Osborne’s 1945 production of the version with Fredric March or to appreciate the 1947 film starring the late John Hodiak.)

“No,” we reassured him, “not for ‘this’.” Advance reports from Television City had it that CBS-TV programming officials “saw in Adano a perfect vehicle for musical adaptation. Perhaps the word ‘vehicle’ blinded the Ford people, or maybe the smog was unusually heavy the day this thing was gone over in story conference. At any rate, we can only say that the emasculation of John Hersey’s tale of the democratization of a war-battered Sicilian village and its people was criminal.

Production costs: $250,000.
Sponsored by Ford Div., Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., N.Y., on CBS-TV, every-fourth Saturday, 9:30-11 p.m. EDT.

BOOKS

FOR THE GROWING number of people without technical training who are employed today in studio operations this handbook is published. The author, broadcast engineer of the Voice of America, describes in non-technical language and with a full complement of pictures each piece of equipment used in audio control and the way in which it is used in broadcasting. As he states in his preface, the volume “is not a technical book. It is rather, a ‘how-to’ manual.”

.Broadcasting • Telecasting
Another thinly disguised WJR success story

OK, son, get out there and sell real estate!

Not exactly dressed for it, you say? Well, one of WJR's advertisers does it.

He sells lake front lots. They're far enough off the beaten path to miss normal weekend traffic.

This chap makes it worth while. "Pack a picnic," he says. "Bring your bathing suits. Use the beach," he says. "After all, if you buy a lot, it's your beach."

The beach was swarming with buyers. He sold out his first lots—fast.

We wouldn't say it was all our doing, either. We merely point out this fellow with ideas who knows that WJR is the best way to get ideas across.

He's back again—back to that faithful audience only WJR gives him in the market.

Only WJR? If in doubt, here's what Alfred Politz Research, Inc. found out about us in his latest listener survey:

Politz found that 41 percent of all the adults in the area surveyed listen to WJR alone—day after day.

That's tough to match. Our advertisers—people who move goods fast in Detroit and the Great Lakes market—know it.

Your ad manager should know it, too. For all the details on WJR see your Henry I. Christal representative.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.
A QUARTER OF A MILLION

This mountain came to KMOX during National Radio Week...a mountain of 251,038 pieces of mail in only seven days. KMOX local personalities and feature programs gave a "radio-a-day" during Radio Week, and listeners reacted with the kind of immediate "audimated" mass response that only KMOX can deliver in the St. Louis market. For mass sales response in the Mid-Mississippi Valley, call KMOX, CEntral 1-8240, or your CBS Radio Spot Salesman.
POSTCARDS IN SEVEN DAYS!

KMOX
THE VOICE OF ST. LOUIS • CBS OWNED – 50,000 WATTS
Questions for Mr. McLendon

EDITOR:

I have just finished reading, "News—The Ace Up Radio's Sleeve" [BT, March 19]. Although I agree with Mr. McLendon on a number of points in his article, I would like to take issue with him on several statements.

On the point of radio editorialists, Mr. McLendon states that his stations "don't run editorialists unless we have something to editorialize about." This is all well and good, but why doesn't the same hold true for radio interviewing via beeper telephone? Mr. McLendon states that the telephone-beeper is employed frequently to aid the news story, but what concrete value is there in placing a telephone call to Moscow just to hear an ambassador say "Hello"? Is this good news? Has an interview of this sort added any value to the news item?

Another point which the author makes is that news gathering at KLIF is a happy chore. Undoubtedly this is so, but is the listener equally happy and in a receptive frame of mind, after hearing five times in less than an hour that a fire is burning in Hogan's Alley?

It would seem to me that this over-saturation of news broadcasting would tend to deafen the listener's ear.

Michael D'Angelo Jr., Prod. Dir.
American Forces Korea Network

Mythical Price Tag

EDITOR:

I note in your May 28 issue that a statement was made in connection with the recent approval by the FCC of translator TV stations that the cost of equipment for such stations would be $1,000.

Actually no such equipment is available on the market as far as I know and our unit will sell for $2,750, including tubes, crystal and transmitting antenna. Extras involved will be a vhf receiving antenna, a shack to house the equipment, a supporting structure for the antennas and the cost of running power lines in.

The $1,000 figure was floating around about six months ago and probably resulted from a question put to me by one of the commissioners who asked if a $1,000 figure would be feasible if the equipments were built in quantities of 1,000. I answered that it would be feasible. Since then the equipment has become more complicated and the quantities are not expected to reach 1,000 for any one production; hence the higher cost.

I would appreciate your squaring this away because we are already receiving adverse comments concerning the mythical $1,000 equipment.

Ben Adler, Pres.
Adler Electronics Inc.
New Rochelle, N. Y.

Public Spirited Performers

EDITOR:

In Marie Torre's column in the New York Herald Tribune she blistered the "thankless nature of TV and radio stars" in an item headed "A Case of Unrequited Love." The column described an ad agency's frustration in attempting to line up performers for a public service chore in connection with a New York City campaign against juvenile delinquency.

It just happens that the Institute for Democratic Education, which has been producing public service broadcasts for the last ten years, had much the same idea at about the same time as the ad agency to whom Miss Torre refers. We felt that teenagers would respond favorably to straightforward appeals from radio and TV stars they idolize on such subjects as respect for the rights of others, democratic living, brotherhood, good citizenship and law and order. So in April we released a library of 23 celebrity spots to disc jockeys and program managers of radio stations across the country.

We managed to assemble a pretty fair cast consisting of Ed Sullivan, Martha Raye, Mitch Miller, Steve Allen, Count Basie, Jose Ferrer, Rosemary Clooney, Pat Page, Guy Lombardo, Ralph Flanagan, Vaughn Monroe, Cab Calloway, Bill Hayes, Harry Belafonte, Frankie Laine and Julius La Rosa.

The recordings have been requested by and are in use on over 300 radio stations to date. Practically every star we approached to participate in this project responded favorably and cooperated fully. Those who couldn't make the recording dates because of the press of other engagements asked for a rerecord...

We pay scale for all talent and more often than not we find stars sending their own checks back to us as contributions a few days after the broadcast.

On the basis of our long experience in public service broadcasting we want to go on record with the unequivocal statement that no group in American life is more conscious of its community responsibilities or more willing to contribute time and effort to decent causes than the performing artists in every phase of show business. And that goes for their guilds and unions as well. AFTRA, SAG, Equity and AFM have always extended every consideration to the Institute.

Maury J. Glucksman, Program Dir.
Institute of Democratic Education
New York City

Filling Them in on FM

EDITOR:

...I am writing to request your permission to allow us to photostat the page which summarizes the Marx report on FM broadcasting in order that we may reproduce it for distribution to potential sponsors in the area.

I am associated with William Colin Kirk in the construction of a new FM good music radio station to serve the Denver area. We will actually be the second FM good music station to serve this area. So we would doubly appreciate the privilege of being able to duplicate your article and be the station to really fill the local people in on the FM situation.

Irving C. Jackson
Lakewood, Colo.

[EDITOR'S NOTE: Permission freely granted, with credit to B-T]

EDITOR:

Please send and bill us for 50 copies of the article concerning the Marx Agency and its FM study...

Ben Smouse, President
WWDC-AM-FM Washington, D. C.

Free Loading

EDITOR:

Congratulations on a very effective exposure of "free loading on the air" in your May 21 issue.

While this practice (of sneaking mentions of commercial products into programs) is of minor effect on a small radio station, the cumulative damage to the entire broadcasting industry is such that everyone is affected and should be interested.

Keep up the fine work, of protecting our industry from attacks without and within.

R. T. Mason, Pres.
WMRN Marion, Ohio

This Personality Sells

To The People Who Buy

In The Textile Center of the World

OPEN MIKE

Radio WESC

"660 IN DIXIE"
FIRST IN GREENVILLE, S. C.

REPRESENTED BY RAMBEAU
SOUTHERN - CLARKE BROWN
5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

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JUST LOOK AT

KFBK

THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows . . . 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)
Although Fred Seaton, broadcaster, publisher and farmer, prefers the privacy of his midwest enterprises, he's likely to be a public figure as long as President Eisenhower is in the White House. Now, as the just-confirmed Secretary of the Interior, he will be a headline target every time he makes an important decision.

Secretary Seaton has behind him a quarter-century of broadcast experience plus two-score years of newspaper work. His media career started at the age of six in the composing room of his father's Manhattan (Kans.) Mercury. Perched atop a boiler-plate box mounted on a stool, he learned to set type out of the case. All through his public school years he worked on the paper, doing every job in the plant.

He got into radio at Kansas State College of Agriculture & Applied Science (now Kansas State), broadcasting all types of sports events on KSAC, the college station. Since KSAC split time with the campus, announcer time was carried on both stations. Before diploma time he had become involved in a student revolt over archaic curricula and left the campus without a degree, an oversight repaired 25 years later when he received an honorary doctorate.

For a time he freelanced around the midwest as sports announcer and reporter, and in 1931 turned down a CBS offer—"a lot of money in those days," as he put it. Instead he went to Hastings, Neb., joining his father and brother, Richard M., becoming general manager of the Hastings Tribune which the family had just purchased. They started KHAS Hastings in 1941 and Fred Seaton became president. He still holds the post, among other media responsibilities. When the Coffeyville (Kan.) Journal was acquired, KGFL became the second Seaton radio station. They started KMAN Manhattan in 1950 and just last Jan. I opened KHAS-TV in Hastings. Newspaper properties include journals in the three cities already mentioned plus Winfield, Kan.; Alliance, Neb.; Lead and Deadwood, S. D., and Sheridan, Wyo. The Seaton-published Western Farm Life has 170,000 circulation and there are weeklies in Deadwood and Manhattan.

The Seatons operate each property as a separate corporation, with their key executives owning up to 49% of stock purchased out of earnings plus any capital they contribute. They hold stock as long as they are connected with the firm. No stock is held by the public.

Secretary Seaton’s quarter-century in radio has given him decided views on how a broadcast station should be operated. Because of his mechanical background Seaton insists that each enterprise have the best possible physical equipment. As to programs: “If a station carries inadequate public service programming there’s no excuse for its existence. Radio has to have a heart and a conscience.” And as to radio’s future, “There’s nothing dead about radio—only about some radio operators. It’s future is unlimited.”

Some phases of the secretary’s White House activity since he joined the executive staff three years ago are hard to pin-point. Even before that time he had been credited with framing the strategy employed when Vice President Nixon became a controversial figure in the 1952 political campaign because of contributions.

Since that time he has been chief trouble-shooter in many White House incidents, a role he will continue in the new post. It’s known, too, that the President consulted him constantly, along with James C. Hagerty, news secretary, in developing radio-contacts with the nation. These include the recorded telecasting of all presidential news conferences.

The story of Secretary Seaton’s entrance into political life started over a score of years ago when a friend, Gen. Alfred M. Gruenther, Republican public group. At that time Sen. Frank Carlson (R-Kans.) was chairman of the senior party organization. Mr. Seaton became secretary to former Gov. Alf M. Landon of Kansas during the latter’s 1936 presidential campaign and in 1948 was executive secretary to Harold E. Stassen, Republican aspirant to the Presidency. In 1951 he was named to fill the unexpired term following the death of Sen. Kenneth S. Wherry, but did not seek re-election.

His friendship with the President began early in the present decade when he and Mrs. Seaton visited their friend, Gen. Alfred M. Gruenther, in Paris. They were in Europe completing arrangements to adopt two war orphans. Gen. Eisenhower was a guest at the Gruenther home at the time and the two became friends.

While Secretary Seaton was active in the 1952 Eisenhower campaign, he made clear that he would not accept another Washington assignment. The Seaton farm just west of Hastings, with cattle and fodder, holds his interest along with management of the media enterprises. In 1953, however, Pentagon public relations problems became acute so he packed up and returned to Washington in response to a presidential summons. He became Assistant Secretary of Defense and served in key Pentagon activities until the President called him to the White House in February 1955.

A genial, obliging public official, he handles a crushing work-load with ease and has the knack of shifting mental gears every few minutes or seconds.

Fredrick Andrew Seaton was born in Washington, D. C., Dec. 11, 1909, while his father was secretary to a senator. He met Mrs. Seaton, the former Gladys Dowd, at college. They have four children, all adopted. At Hastings he is active in the Episcopal church. His hobbies include hunting, fishing, stamps and old books.

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the radio station for the young at heart

Enjoyable music... complete news and weather... 24 hours a day

1130 on your radio dial
- In Eastern Iowa more people watch WMT-TV than any other station.

- The 25-county Area Pulse shows WMT-TV first in share of audience for 8 or 9 day parts measured, with 418 out of a possible 461 quarter-hour firsts.

- 15 of the top 15 once-a-week shows are on WMT-TV.

- 10 of the top 10 multi-weekly shows are on WMT-TV.

- Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each.

- Dateline Iowa (early evening news) and the 10:30 Night News attract a greater average audience than any show, network or otherwise, on any other station in Eastern Iowa.

- The noon weather and market report is among the top 10 multi-weekly shows (with 69% of the audience).

- Marshall "J" (spur-and-bridle operator) attracts more small fry than any other children's program, including a mouse, programmed opposite, who comes in second.

- No other TV station whose mail address is Cedar Rapids has The Katz Agency as its national reps.
RAY STRICKER

on all accounts

SOUTHWEST and midwest radio-tv advertisers and broadcasters for nearly 30 years have been exposed to the creative and time-buying talents of Ray Stricker, vice president of Maxon Inc., Chicago. Among his clients are Dodge, Dr. Pepper, Hotpoint Co. and Gillette Safety Razor Co., among others, the exposure has been a successful one.

Mr. Stricker joined Maxon March 1, after 18 years with Ruthrauff & Ryan in St. Louis and Chicago, first as an account executive and client relations specialist and later as a vice president.

Raymond C. Stricker originally planned an art career in St. Louis, where he was born Aug. 7, 1908. He attended Central High School and received private tutoring in art. While still in high school, he worked as a copy cub during the summers on the St. Louis Times. When only 16 he covered the old St. Louis Browns of the American League.

In 1927 he became advertising manager of the St. Louis Music Co., a mail order house for phonograph records, leaving there a year later to join the art department of D'Arcy Adv.

The following year (1929), young Stricker returned to the job of advertising manager, this time for the St. Louis zone of Buick Motor Co. (Vesper Birick multiplier). A short time later he moved to Shaffer-Brennan Adv. Co. (now Shaffer-Brennan-Margolis), St. Louis. After another fling at art, he moved to account work, charged with bringing in new clients and writing and servicing their accounts.

He joined Ruthrauff & Ryan in St. Louis May 1, 1938, and, on the strength of his automotive background, was assigned to the Dodge account, buying time in Texas, Oklahoma and Missouri. He helped R&R open its Houston office in 1940 and its Dallas branch (with the acquisition of the Dr. Pepper account) in 1949.

He was elected a vice president of the agency in September 1949 and transferred from St. Louis to the Chicago office three years later.

An "old timer" in the use of radio, Mr. Stricker has joined an agency that is traditionally radio-tv minded and expects to bill approximately $30 million in all media during the current year. Radio will continue to prosper, he says, and predicts an "era of prosperity that will dwarf anything in the past."

Mr. Stricker married the former May V. Eichlag of St. Louis June 1, 1929, and they make their home in Wilmette, Ill. His love of art is apparent in one of his leisure-time pursuits, watercolor painting. Another favorite pastime is gardening.
SUMMERTIMED.
Hiatus? Not on WBZ-TV Boston! For 1956, we’re reversing the usual trend of summer programming.

We’re taking the kind of choice attractions and events that some people reserve for the winter season, and we’re cramming them all into June, July and August.

Oh, there’s a wonderful summer ahead in the country’s sixth market, for WBZ-TV advertisers! Be one. Get information and availabilities before the best ones are taken. Phone Herb Massé, Algonquin 4-5670, Boston or call A. W. “Bink” Dannenbaum, WBC National Sales Manager, Murray Hill 7-0808, New York.

In Boston, no selling campaign is complete without the WBC Station...
KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756' above average terrain). Good TV coverage of more than half of Arkansas is now an accomplished fact.

KTHV has finest new facilities including four camera chains, a 40' x 50' x 24' Studio A with 20' revolving turn-table—a 30' x 50' Studio B with complete kitchen, etc. Ask the Branham Co. for full details.

316,000 Watts . . . Channel 11

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

Affiliated with KTHS, Little Rock
and KWKH, Shreveport
CBS-TV TELLS INSIDE STORY OF TV NETWORK OPERATIONS

If they had the time and inclination, members of the Senate Commerce Committee last weekend could have learned a lot about the functions and fundamentals of television networking. In their possession was a 150-page primer prepared by CBS in anticipation of the testimony this week of Frank Stanton, CBS president.

Though it came from a partisan source and was frankly a defense of present network practices, the primer was a clear and comprehensive lesson in the complexities of network broadcasting. It explained, step-by-step, how a network functions, how advertisers use TV, how networks build and find the great volume of programming which they must present on regular, predictable schedules and why, in CBS's view, it would be fatal to the TV system to halt networking by more government regulation.

The primer was submitted in the form of a memorandum supplementing the testimony which Mr. Stanton will give tomorrow (June 12) as the first of three TV network presidents scheduled as witnesses this week in the Senate committee's investigation of network practices. Here B&T presents, in condensed text, excerpts of the CBS memorandum:

*Today,* over 34 million families in the United States have one or more television sets. They have invested $16.6 billion for the purchase and maintenance of these sets, and the latest figures show each family averages slightly over six hours a day watching television.

The universality of television in the United States is further evidenced by the fact that 99.2% of United States families live in areas which are within range of at least one television signal. More than seven out of ten United States families actually have television sets. Exclusive of educational stations, by March 1, 1956, there were 429 stations on the air, of which 393 were affiliated with a nationwide network.

Despite misconceptions to the contrary, in the vast majority of cases the American public has a considerable choice of service. A total of 9.4 out of every 10 television homes have a choice of two or more signals, while 8.7 out of every ten have a choice of three or more signals. The average television home has a choice of 5.1 different signals.

Thus the size of television today is established by the availability of television signals, by set ownership, by the choice of programs available to each viewer and by the amount of viewing. But there is another important measure of television today—the advertisers' evaluation of television in the concrete form of their dollar investment in television advertising.

From a volume of $57.8 million in 1949, advertising on television grew to more than $1 billion in 1955, far outstriping the rate of growth of national advertising revenues for newspapers and magazines during that period.

There can be no serious question that the stimulus for television's growth and a basic, if not the basic, reason for its current size is network television.

The networks were active in the development of television long before most others now on the scene. By the end of 1930, both CBS and NBC had established television laboratories and had been licensed to operate experimental television stations. By the end of 1931, CBS was broadcasting on a regular schedule over its local station in New York. It was not until after the war, in 1946, however, that full scale broadcasting operations were possible.

But in the early postwar period there were few sets, numbering only in the tens of thousands. Because there were so few sets, there were few programs, since advertisers were unwilling to pay for programs which had such small potential audiences. Conversely, because there were so few programs, there was little incentive to purchase receivers. The industry was thus bound within a tight circle of economic frustration.

There was only one way to break out: to program far in excess of what was then justified by the number of sets, the potential viewers and advertiser interest. It was the television networks which, at enormous cost to themselves, broke the circle. They embarked on what was then an extremely uncertain and risky course. They provided the major entertainment programs and the broadcasts of popular sports events and important political events of national interest.

In priming the television network pump so as to lead to the flow that we know today, CBS alone invested $53.1 million from 1934 through 1952, without a single year of network profit.

Today, through the networks and without paying any fee, the entire nation can see the Sadler's Wells Ballet, the World Series, "Peter Pan," "The Caine Mutiny Court-Martial," a debate between Leonard Hall and Paul Butler, a discussion of the Federal Constitution by Joseph Welch and an infinite variety of the best that the entertainment world has to offer. Never before have such opportunities for education and amusement been made so universally available, and on such a scale, to the people of any nation.

It should be emphasized that the only source of nationwide live programming is the networks. Only by live network programming can events of national interest be seen throughout the country as they happen. The entertainment and informative qualities of some film programs cannot be denied; indeed some programs require film and are better because of it. But good as film programs are, it is the live quality, the sense of seeing the actual event or performance taking place before the eyes of the viewer as he sits in his living room, that is the real magic of television. To remit television largely to film is to confine its ex-
Evolution and Economics Of One Network Show

Unlike tangible manufactured products for mass consumption, the network product—a weekly or even daily network—the network program—is not fungible. Each program differs to a greater or lesser degree from the other; each has its own history, presents its own problems and has different requirements in terms of conception, production and costs. For purposes of this memorandum the full-hour drama entitled Climax!, broadcast on Thursdays from 8:30 to 9:30 p.m. (EST) and sponsored by the Chrysler Corp., has been chosen as illustrative of some of the functions of a network and some of its basic internal economics.

Climax! currently is broadcast over 164 CBS Television affiliates, of which 139 are in the United States. Its remainder is in various parts of the world. The broadcast of March 1, 1956, was watched by more than 26,000,000 people in the United States. That was approximately 45.9% of all the people watching television at the time the program was afloat. These figures are typical of the audience sizes which have been attained by Climax! this season.

In the fall of 1953 and spring of 1954, the hour started at 9:30 p.m. (EST) on Thursdays was occupied on the CBS Television Network by two half-hour sponsored programs. Those two programs were broadcast weekly on a line-up which averaged 80 stations and had an estimated TV audience of least 200,000 viewers, or 29.3% of the total audience watching television at that hour. Thus neither the public nor CBS Television affiliates were fully satisfied with the arrangement. For three years they had felt that a half-hour time period, then commonly utilized for mystery dramas and melodramas, was insufficient for development of this type of program and hence after discussion, it was decided to adopt the concept of an hour program. In March 1954, although there was not yet a definite determination of what time period the program might ultimately fill, the actual preparation of Climax! began. Involved in the preparation were the research department, the program development department and the production department, each of which would eventually be to be broadcast in the fall of 1954.

By April 1954, 13 stories, representing an investment in excess of $40,000, had been acquired. By July 1954, seven or eight of these stories had been reduced to the form of a first draft, which had cost an additional $15,000.

The program was sold to the Chrysler Corp. late in May 1954. The sale was possible only because the months of preparation had sufficiently crystallized its ultimate form to permit concrete negotiations.

From May until the fall of 1954, the creative work was accelerated and the station relations and sales service departments were active in informing CBS Television affiliates of the program and arranging for time clearance.

On Oct. 7, 1954, the first program of the Climax! series was broadcast on the CBS Television Network. To promote the full-hour program, the creative team which had been assigned to the program by CBS Television was reorganized and supplemented. The program department continued to work on the program, sharpening its concept, changing its production team and developing it to the successful stage which it has since attained. The foregoing brief history of the inception and ultimate evolution of Climax! is representative of the effort and expense involved in program development. Some programs, even after investments in time and energy like those devoted to Climax!, never do evolve satisfactorily and are abandoned even before the first broadcast. Some are carried to the stage of pilot films, or to the point where several actual filmed programs of a series are produced, yet because they do not satisfy the network's standards, or the sponsors', are abandoned.

In some cases the planning and preparation have taken a far longer period—sometimes as much as two years between initial conception and ultimate first broadcast.

This program of preparation—even to the purchase of stories—goes forward without any certainty as to the time period the program might fill, or whether, indeed, any time at all.

In addition, during the first four months the program was on the air the network spent over $115,000 on special newspaper advertising to promote the program.

Committee Sets Prelims For Network Hearings

PRELIMINARY witnesses who will lead off with testimony today (Monday) before the Senate Commerce Committee—with the main events scheduled to begin tomorrow when the first of the television hearings goes on the stand—were announced last week by the committee staff.

The two witnesses, scheduled to appear at 3 p.m. today, before the Senate group, are Berton C. Parker, Director of the Office of Communications, Congregational Christian Churches, who will talk on religious broadcasting, and Leonard H. Marks, of the Washington radio-tv law firm of Cohn & Marks, who will appear on behalf of Fm Broadcasters, a new organization formed to protect the present part of the spectrum assigned to fm.

Long-awaited testimony of the tv networks—in defense of network weekly such as "semur-buy" and "option time" policies, as well as other affiliation and business practices—opens tomorrow when CBS President Frank Stanton goes before the Senate group.

On Thursday, NBC President Robert W. Sarnoff takes the stand to give NBC's views. On Friday, ABC President Robert E. Kintner will speak on behalf of his network's operations.

Next week, representatives for affiliates of the three networks will testify: CBS-TV affiliates, names not announced, on June 18 (Monday); ABC-TV affiliates, also not announced, June 19 (Tuesday), and NBC-TV affiliates (including "TV Showbusiness" producers) June 20 (Wednesday).

W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

can be found for it. For, in order to achieve the most effective schedule possible, a network's program department must engage in a far more complex process. At least one year in advance. Moreover, the next year, and the year after that. It must have a reservoir of programs so that, whenever the occasion demands (and failures of programs or changes in public taste often cannot be anticipated) it can take prompt action to remedy the initial defects which became apparent after its early broadcasts. Because it was a network produced program, all the skills and program and production resources of the network could be brought to bear promptly and directly to continue the process of shaping and evolving it. And, as noted, it was by this process that Climax! was ultimately brought to the air.

Necessarily involved in any television programming are the advertiser dollars which must support it. The average gross weekly charges to the advertiser for Climax! during January, February and March, 1956, totaled $157,007. This gross charge is composed of two elements: program charges of $43,287 and time charges of $95,720.

These charges are applicable in the case of all programs—regardless of their source—broadcast by the network. They are the aggregate of the hourly rates, as published in the CBS Television Network rate card, of each of the 164 CBS Television stations which are used by the Chrysler Corp.

Program charges, however, are applicable only where the program is one created and produced or sold by the CBS Television Network. Where the program is produced and sold by outside producers, the program charge is made by the outside producer.

As noted, the Chrysler Corp. is charged $43,287 weekly for the production of Climax! Fifteen per cent of this amount, or $6,493, is paid by the network, in behalf of Chrysler, to the Chrysler's advertising agency as the customary agency commission. In this reduction of $6,493, there remains to the CBS Television Network $36,794 to apply against the costs which the network incurs for the program.

Those costs fall into two general categories: (1) the costs of creating or producing the program, known as "above-the-line costs," and (2) program production and (studio and technical) facilities costs, known as "below-the-line costs."

The direct above-the-line creative costs for Climax! average $26,065 weekly which is paid out in the form of salaries to 59 people who may be categorized as creative talent. Those 59 people, who prepare, rehearse and present the program, devote 27 hours to each week's program, which may be broken down as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Personnel</th>
<th>Average Man-hours per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writer</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Director and Staff</td>
<td>4</td>
<td>218</td>
</tr>
<tr>
<td>Editor</td>
<td>1</td>
<td>53</td>
</tr>
<tr>
<td>Scriptwriters (script adaptation)</td>
<td>3</td>
<td>240</td>
</tr>
<tr>
<td>Music Scoring (including instrumental)</td>
<td>4</td>
<td>36</td>
</tr>
<tr>
<td>Hourly Rate List:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labor</td>
<td>15</td>
<td>1,700</td>
</tr>
<tr>
<td>Equipment</td>
<td>4</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>2,454</td>
</tr>
</tbody>
</table>

The original script or story may be in the form of a book, or a play, or a magazine story, or a script specially prepared for television. The 27 hours, or 162 man-hours, devoted to each week's program went into the preparation of the original story cannot, of course, be normally estimated.

BROADCASTING • TELECASTING
The direct below-the-line costs for production and facilities average a total of $19,451 a week, including salaries to 263 additional people who spend an average of 2,105 man-hours providing the physical elements necessary for television. The number of personnel and the man-hours which they devote to each program break down as follows:

- **Production Control**: 2 man-hours
- **Cost Control**: 2 man-hours
- **Network Operations & Scheduling**: 1 man-hour
- **Scenery**: 2 man-hours
- **Sound Effects**: 2 man-hours
- **Wardrobe Handling**: 2 man-hours
- **Scenery Construction and Painting**: 2 man-hours
- **Network Operations**: 2 man-hours
- **program break and the man-hours which they devote to**: 2 man-hours

Thus it will be seen that, each week, a total of 322 people, devoting more than 4,359 man-hours, work directly in the creation of each Climax program.

It will be noted from the foregoing that although the Columbia Corp. pays $43,287 per week for program charges for Climax, the actual cost to CBS itself is only about $52,000. This is derived directly for the program total $52,009—$7,872 in excess of the amount paid by the sponsor.

It must be noted that Climax is not typical; the amount by which the program costs exceed program payments by the sponsor is abnormally large. CBS Television does attempt to attain full reimbursement for its program expenses. But some loss to CBS Television in programming is not unusual; the loss is part of the price paid by CBS in order to develop and maintain a strong over-all program schedule for the public, for the affiliates and for the advertisers.

In 1953, the loss for commercially sponsored programs was in excess of $1.7 million without any allocation of general overhead such as selling and administrative expense. In addition, CBS Television spent over $10.5 million for sustaining entertainment and public affairs programs for which it received no revenue. It is estimated by CBS accountants that an additional $4.5 million in overhead expenses is attributable to program production. In total, the network pays in excess of $24 million for the sale of commercial programs cost more than $22 million in 1955.

The gross time charges, comprising the total of the hourly rates of the CBS Television affiliated carrying Climax have been shown to do with his stand on FCC regulation of networks. Sen. Bricker said, "Murrow is slanted and misrepresents the program to me." CBS Inc. has denied any "editorializing" against the amendment, which failed in the Senate by one vote.

2. That the senator is "going to bat" for a friend or political issue is evidenced by his stand against the networks. The Dispatch story told one story "told in tv circles" concerns an Ohio uhf operator who sought ABC and DuMont tv network programs broadcast occasionally by the "other networks," and was denied. When the stations refused and the uhf failed, the uhf operator made statements that his "friend John Bricker" would "break up the whole network situation."

3. That Sen. Bricker is influenced by his friend, Robert F. Jones, former Ohio congressman and FCC commissioner and majority counsel for the Senate Commerce Committee's tv probe during Sen. Bricker's chairmanship of the Committee.

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RATE REGULATION FOR TV MAY BE NEEDED—BRICKER

SEN. JOHN W. BRICKER (R-Ohio)—who long has advocated FCC regulation of the networks, said in an interview that he recalled telling the networks to "be reasonable when networks are subject to "full public utility regulation," which he added probably would include the fixing of rates for tv advertising and a station's network programming time.

The Ohio Republican revealed these sentiments in an interview with Karl B. Paulu of the Columbus (Ohio) Dispatch (WNKS-AM-TV). Although Sen. Bricker is author of an amendment to the Senate bill (S 285) to place the networks under FCC regulation and most recently issued his report on The Network Monopoly, the Ohioan's statements in the Dispatch report was the first time he has stated publicly he feels rate regulation may be necessary.

Observers, however, have long felt that Sen. Bricker's $285, his release of the Jones Report [BT, Feb. 2, 1953], his interviews on "The Network Monopoly" [BT, April 30], plus statements at various times during the Senate Commerce Committee's investigation of tv networks and uhf-vhf troubles, all have tended in this direction.

As Sen. Bricker explained his position last week:

"I don't think the time has come, but it may, when the networks should be subject to full public utility regulation. Whether they ultimately are so regulated will depend on how they use the authority and power in their hands."

He then conceded that "full public utility regulation" would include rate-fixing on television advertising and regulation of a station's network rate.

Sen. Bricker denied denials to several "guises" that have been advanced as to his "motive" in seeking government regulation of the networks. Among these:

1. That he was "cut off" from Edward R. Murrow's See It Now on CBS-TV after only eight minutes, although he had appeared on the program when we show which he said could be on longer, during discussion on the Bricker Amendment to the Constitution in 1954. Although he denied this incident had anything to do with his stand on FCC regulation of networks, Sen. Bricker said, "Murrow is slanted and misrepresents the program to me." CBS Inc. has denied any "editorializing" against the amendment, which failed in the Senate by one vote.

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gram, there is an almost exact equality in the amounts shared between network and stations.

For the $26,185 which is paid by the network to the CBS Television affiliates for their broadcast of Climax, the station provides the use of its transmitter and the most valued commodity which the station has to offer—its time. In providing its transmitter and time, the station must, of course, attribute to that hour a proportionate share of its investment and of the costs of its over-all operations. So Climax is produced for the station, sold to the advertiser by the network, carried to the station by AT&T or by television recordings prepared and paid for by the network, the actual out-of-pocket expenses of the station attributable to its programming are normally minimal.1 And, in turn, the personnel of the station are thus freed to create local programming, to sell the station program to local advertisers and to do all the things necessary for successful local operation. As a result of the network program, the stations benefit triply: (i) the share of the revenues, (ii) the saving of costs which would be incurred if the station were required to program that period itself, and (iii) the increased circulation which the station can claim due to the program.

Hence the network, when it loses a time sale, not only loses the revenue but incurs the costs involved in broadcasting the unprofitable program which must then be supplemented in an enormous swing in a network's profit and loss figures. The net revenues (net time charges less station payments) that would be lost from the failure to sell one nighttime hour each broadcasting day throughout 1955 would have been $13 million. In addition, the expenses to provide sustaining programs of comparable quality for the period would have been increased by some $13 million to $15 million. The possible swing, therefore, for one Class A hour each day for one year is in excess of $26 million.

Despite the risks and the complexity of the business and despite the inherent hazards, television networking has, in general, been profitable. According to public FCC figures for the year 1954 (the latest figures available), the profit before taxes of the four then existing networks as a percentage of broadcast revenue1 was 2.3 per cent.2 These profit percentages for the networks are in sharp contrast to those for stations. The 377 independently owned stations included in the FCC figures show a profit, before taxes, of 16.8% of sales.

Still further confirmation of the relative profits of stations and networks is drawn from data concerning the 1954 revenues and income of two station operators not engaged in networking. The operators are Storer Broadcasting Co., a licensee of CBS and seven radio stations, and Gross Telecasting Inc., a licensee of one television and one radio station, at Lansing, Mich. These data are:

<table>
<thead>
<tr>
<th>Network</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$13,211,072</td>
<td>$9,849,351</td>
<td>$3,361,721</td>
</tr>
<tr>
<td>Gross</td>
<td>$1,972,031</td>
<td>$1,320,644</td>
<td>$661,387</td>
</tr>
</tbody>
</table>

It is estimated by CBS that in 1954 the total net profits of the seven largest CBS Television affiliates (exclusive of the stations owned by CBS) exceeded the net profit of the CBS Television Network. In 1955, when the CBS Television Network profits were greater, it is estimated that nevertheless the total network profits of 12 to 14 of its largest affiliates exceeded the total net profits of the network.

The several charges which have been leveled at the networks and the several proposals which have been advanced will be examined seriatim.

A. The Charge that the Networks Receive a Disproportionate Amount of Television Network Revenues. The facts concerning the economics of network programming and the distribution of revenues between stations and the network readily establish that networks do not receive a disproportionate amount of television revenues. In fact, as has been shown, the station profits, in terms of percentage of broadcast revenues, are roughly the same as the broadcast returns of the individual networks. Thus, the network station payments, plus the stations' own revenue, do not result in a higher profit than the network stations could have obtained if they had independently produced and broadcast the entire network schedule. It is unlikely that the networks would have continued if the commissions were for less than their actual cost of production. In short, the networks do not receive a disproportionately large sum from the stations.

B. The Charge that Networks Insist on the Use of Network Produced Programs. The charge that the CBS Television Network discards, or discontinues, or demands network produced programs by making valuable time periods available only to network produced programs is mistaken. CBS Television follows no such policy; there is no such discouragement or discrimination.

No evidence of a program tie-in has been adduced before this Committee and none can be for there is none. Indeed, the facts refute the charge: during the week ending April 7, 1956, 1

1 Although AT&T costs are normally assumed by the network, there are cases in which stations assume a proportionate share.

2 In 1955, CBS Television spent a total of one million dollars on the development of programs and program ideas which never saw the light of day.

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FRANK STANTON, CBS president, will submit more documents to Senate Commerce Committee this week. Among them will be detailed answers to Sen. Bricker's "Network Monopoly Report" and to anti-network testimony of Richard A. Moore, KTTV (TV) Los Angeles.
72% hours of sponsored programs were broadcast by the CBS Television Network. A total of 12 hours was allocated by the FCC to the networks, but by the end of 1954, 50.2% of these hours were purchased by networks produced by companies affiliated with CBS Televisi

on. Of the remaining 57 programs or series, 47 were wholly produced by outside producers and ten were produced by outside producers working with CBS Televisi

on. Not only do the facts show that CBS Television does not insist on advertisers using CBS Televisi

on produced programs in order to buy time on the network, but the charge becomes frivolous when one considers that CBS Televisi

on lost $7.1 million in commercially sponsored programs alone in 1955, without any allocation of general overhead expenses. It can be easily understood that incurring such a loss is not the voluntary choice of a dominating businessman engaged in restrictive practices. Rather it is the natural result of trying to serve the public, the affiliates and the advertisers in the best manner possible even though such a result eats heavily into over-all profits.

In the final analysis, it would seem that the charge that the CBS Television Network insists on using its own programs by making prime time available only if the advertiser uses a CBS Televisi

on produced program is in reality an attack designed to prevent networks from engaging in all at creating and producing programs if a network is to fulfill its responsibilities to its affiliates and to the public, it must, however, engage in program production. Only in this way can the network compete in the day-in, day-out, and minute-in, minute-out high quality programs.

Indeed, those basic facts have long since been emphasized by the FCC itself which, in "Public Service Responsibility of Broadcast Licensees" March 1946, p. 13, criticized net

works for not engaging in program creation and production and hence failing to exercise their programming responsibilities.

C. THE CHARGE THAT THE NETWORKS HAVE A MONOPOLY. The charge that the networks, or CBS and NBC, constitute monopolies is reck-

less and insubstantial.

The facts establish that no monopoly exists in the national program market in the United States. As has already been shown, many other national advertising media are in competition with network television. Network television has only a 9.8% share of the national advertising dollar. The CBS Televisi

on Division—the Network and the four CBS owned stations—receive only 3.2% of the na-

tional advertising dollar and about 20% of the television advertising dollar.

Indeed, the entire history of the growth of network television shows that advertising structures in network television is wholly inconsis-
tent with the normal inedia of monopoly. Indeed, a smaller and smaller share to those behind

the leaders in the television network field, perhaps the outstanding phenomenon of the years has been the growth of ABC. Like CBS and NBC, ABC started from scratch in 1949, but it soon fell behind because of lack of capital to improve their relatively small amount of facilities, organization, talent and programs. In 1953, ABC merged with the United Paramount Theatres and as a result new capital was available. It has made substantial investments in new facilities, programs and talent commitments since 1953 and its billings rose from $21 million in 1953 to $34 million in 1954 and to $51 million in 1955, while according to trade reports its current billings for 1956 are at the rate of $76 million a year.

It is true that the very nature of the network business, with its requirements of enormous effort and investment, makes the establishment of new networks difficult. But it is not im-

possible. Under FCC regulations, no station is, or may be, closed to other networks even where the station may be a primary affiliate which grants option time to the network with which it is affiliated. The FCC regulations provide that option time is not effective against programs of competing networks and all three networks

DISPROPORIONATE SHARE OF TELEVISION REVENUES INTO STATIONS IN LARGE MARKETS AND IGNORE STATIONS IN SMALL MARKETS. Related to the charge of monopoly is the charge that networks tend to channel a disproportionate share of television revenues to stations in larger markets and to ignore small markets. That charge is inaccurate; the facts, indeed, are to the contrary, for networks are of particular importance and assistance to the stations in the smaller markets.

There are strong natural economic forces working to the advantage of stations in the larger markets, since their rates are higher, but their total revenue lower than that of stations in smaller markets. It is networks, in fact, that tend to correct the normal disproportionate flow of revenues to large markets and to divert a share, which would otherwise not be available, to stations in the smaller markets. Standing alone, because of their rela-

WHAT CBS-TV CONSISTS OF

Here's a summary of the description of the structure of the television network given in the CBS memorandum submitted to the Senate last week:

**People**

As of last March 1, CBS-TV employed 2,412 people full-time and a total of 5,493, including per diem personnel, talent and supporting corporate personnel. Weekly cost of maintaining this organization and staff amounts to $700,000.

**Plant**

The network has 29 broadcast studios (22 in New York, five in Hollywood and two in Chicago) containing 148 live cameras and 35 film cameras with associated control equipment, 792 microphones, 1,403 video amplifiers, 896 picture monitors, 68 film processing laboratories, and any other studio, telecine and master control rooms—among other things. CBS has invested nearly $28 million in television production facilities, is now considering new investments of up to $25 million for more plant facilities "over the next few years."

**Affiliates**

As of March 1, CBS-TV had 151 primary affiliates, 38 secondary affiliates, 26 Extended Market Plan affiliates and per-program agreements with 52 other stations—a total of 267.

**Interconnection Facilities**

CBS-TV is paying AT&T $13.5 million a year for interconnection.

**WHAT CBS-TV PRODUCES**

During 1956 the network will broadcast 1,508 hours of its own programming and 1,500 hours of shows produced in association with outside sources—a total of 3,016 hours. These figures do not take into account programs broadcast by the network but produced by others.

Total production of U. S. feature film released in 1955 represented 427 hours of running time. Hence in 1956 CBS-TV's own production will be more than three times that of movies last year and the total broadcasting on the network six times the movie volume.


trends on behalf of small stations. The Extended Market Plan and the Extended Program Service Plan were explicitly designed for those purposes.

The CBS Television Network discount structure also provides positive stimulus encouraging advertisers to order small market stations. Its discounts depend on the number of stations ordered, with discounts provided as the number of stations ordered increases. This means that when an advertiser orders a large number of stations (including small market stations) he receives a larger discount than an advertiser ordering only more expensive, larger market stations than he would if he did not order the small market stations.

As a general rule, a national advertiser, even though he may have nationwide distribution, purchases fewer stations on a national spot basis than he does on a network basis. A vivid example is provided by Philip Morris, which sponsored I Love Lucy on the CBS Television Network. As has already been indicated, Philip Morris, which has always maintained a very large discount on the network, was not able to continue and thus would be lost to a station if it were not offered on the network. For a discount increase less than 10%, there has been no necessity to eliminate the entire schedule. For example, those non-clearance stations which have never been fully delineated, be-

The precise limits of the respective rights of the CBS Television Network and its affiliates under these provisions of the option time clauses have never been fully delineated, because in practice there has been no necessity for it. Either, acceptance by stations of network programs has been based on the cooperation which is inherent in the basic partnership relations which exists between the network and its affiliates. There has been no rigid investigation of its option rights by the network, and affiliates' schedules are run on a non-network program in option time. While option time is thus in fact adminis-

networks need option time, must-buys and own stations

It should be noted in connection with the foregoing table that in 1952, and for the first month of 1953, CBS owned only two television stations, and from February 1953 until February 1955, it owned only three television stations. Since February 1955, it has owned only four television stations, of which one, WIXX Milwaukee, is a uhf station. Not only is station ownership, in general, more profitable than network ownership, but also, on the basis of current figures, the economics of one network and one uhf station are far more profitable. As has been shown, the margins of profit in relation to sales are narrow and the swings are violent. Because networks are particularly vulnerable in the a.m. and b.m. areas, especially for news programs, and because of this phenomenon of the violent swing, station ownership provides an essential bulwark supporting network operations.

It has been suggested that the force of the economic justification for network ownership of stations is largely weakened by the success of CBS Television in the face of the fact that, unlike NBC and ABC, it has not owned its full quota of stations. This is hardly so. But this is hardly assurance for the future; on the contrary, past history indi-


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the map tells the story

WMAR-TV's coverage area encompasses more than 2,500,000 homes which means vast selling power for advertisers.

The WMAR-TV story means a lot of wonderful things to a lot of people. To the viewer it means the top comedy, dramatic, and variety shows such as: I Love Lucy, The Jack Benny Show, Studio One, Climax, The Ed Sullivan Show, and Arthur Godfrey and his Friends.

To WMAR-TV's advertisers, it means Baltimore's largest audience. We list the Nielsen report figures for April, 1956, showing total station shares based on quarter-hour homes reached by Baltimore stations in one week between 6 A.M. and midnight.

<table>
<thead>
<tr>
<th>NSI Area</th>
<th>Total Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMAR-TV</td>
<td>40.2%</td>
</tr>
<tr>
<td>Station B</td>
<td>34.5%</td>
</tr>
<tr>
<td>Station C</td>
<td>25.3%</td>
</tr>
</tbody>
</table>

Off-the-map coverage... WMAR-TV's signal extends clear off the map, reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it is increased potential for WMAR-TV advertisers. That additional audience, which includes most of Maryland's rich countryside, has a buying potential on a par with the per household potential in Baltimore.

Important services... WMAR-TV services bring your product to meet the buyer through intense coverage of a quality market, continuing leadership of Baltimore's top-rated local and national programs, vigorous merchandising and promotion, and vast technical facilities... studio, film (including color film) and remote.

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them all to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give your grocery product over a 13-week period.

- W-I-T-H Feature Foods Merchandising Service. You get all this:
  1. A minimum of 60 store calls in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
  2. A minimum of 20 special one-week displays.
  3. 20 days of Bargain Bar promotions in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.

- W-I-T-H Chain Store Food Plan, providing for dump, end-of-aisle and shelf extender displays in leading chain stores.


- PLUS merchandising letters . . . PLUS trade paper advertising of your product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's complete coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy WITH CONFIDENCE

Tom Tinsley
President

R. C. Embry
Vice Pres.


Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.
STUDY DEFENDS DIARY METHOD TV SURVEY

ARB’s year-long project concludes that method is “shade” higher than telephone coincidental technique, “important” differences between television tune-in and viewerhip cited.

THE diary method of measuring program audiences, often accused of under-rating tv viewership, actually produces ratings that are “virtually identical” to—but a “shade” higher than—the telephone coincidental technique, American Research Bureau maintained last week on the basis of a year-long study.

ARB Director James Seiler also reported that the study established “important” differences between television tune-in and actual viewerhip. He said that although A. C. Nielsen Co. has maintained such differences would not exceed .09%, the ARB study demonstrates that “tune-in” may over-state the size of the viewing audience by 5 to 100% in almost 41% of the programs. A subcommittee of the Advertising Research Foundation, which has been working on standards for audience measurements for some years, also is on record as favoring the use of “tune-in” rather than actual viewing as the standard for measurement (BWT, Dec. 27, 1954).

The ARB study released last week dealt with 80 samples of which have been turned over to ARF, Mr. Seiler said—was designed to answer two questions which in ARB’s opinion embody “practically every criticism” of the diary technique: (1) How do we know that the viewing habits of families refusing to keep the diary record aren’t different from those who do cooperate? (2) How do we know that the cooperating families keep a completely accurate record?

Proof of Method’s Validity

Mr. Seiler said the project was an “urgently needed” validation study of the diary method. More time is bought and sold in the nation’s tv market on the basis of figures produced by diaries than by any other method, he asserted. Under questioning, he said ARB probably wouldn’t have considered the study necessary if the ARF committees working on rating standards had acceded to requests that they conduct field tests themselves.

Mechanics of the ARB study were described as follows: From 1953 through April 1956, ARB conducted telephone coincident cross-checks in eight major cities while ARB’s regular supervised-diary surveys were under way. Samples for both techniques were selected in the same way, from the same telephone directories (diaries were limited to telephone homes). The telephone coincidental survey included approximately 300 calls per half-hour per city in the 8-10 p.m. period covered. The telephone diary sample also was about 300 half-hour per city. The eight cities were New York, Washington, Cincinnati, St. Louis, San Francisco, Los Angeles, Atlanta, and Chicago.

The test coincidental survey employed a modification designed to develop coincidental ratings for both “sets turned on” and “viewed sets.” Because of the “differences” between these two, the report said, ARB used the “viewed sets” figure in making comparisons with the diary figure.

On this basis the diary and coincidental method were shown to produce figures “virtually identical, with the diary slightly higher” (the “difference” was defined as that the diary measures total audience while the coincidental measures average audience). In 67.5% of all cases (739 pairs), the report continued, the difference between the diary and coincidental rating was less than 1.5 points, and in 83.8% of all cases it was less than 2.5.

By program type, average ratings as determined by the two methods were shown as follows:

<table>
<thead>
<tr>
<th></th>
<th>Diary</th>
<th>Coincidental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s</td>
<td>6.4</td>
<td>5.3</td>
</tr>
<tr>
<td>Variety</td>
<td>4.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Dramatic Serials</td>
<td>3.7</td>
<td>3.2</td>
</tr>
<tr>
<td>News</td>
<td>4.3</td>
<td>3.8</td>
</tr>
<tr>
<td>Feature Films</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>All Other Types</td>
<td>3.7</td>
<td>3.4</td>
</tr>
</tbody>
</table>

"The extremely close agreement between the two techniques," Mr. Seiler said, "supplies ample evidence that unadjusted television audience ratings obtained from diary homes do not differ appreciably from those obtained by the coincidental method. The complete findings emphasize that a properly engineered, interview-supervised diary correctly reflects viewing levels and program popularity with accuracy more than sufficient for day-to-day television decisions."

He said the findings had been shown to several large advertisers and their agencies, and that their reactions “exceeded our fondest hopes.”

Favoritism in United Cigar-Whelan Ads

Anahist denies favoritism in United Cigar-Whelan ads

ANAHIST Co. (Anahist, Hlst-O-Plus), Yonkers, N. Y., last week denied Federal Trade Commission allegations that it discriminated against certain of its customers by paying United Cigar-Whelan Stores Corp. for participations on the latter’s tv shows. Anahist said the spot commercials it purchases on the drug chain’s shows are the same as all the other tv advertising it does and in no way violates any laws.

The FTC issued complaints last March (BWT, March 12) against Anahist, three other suppliers and the drug chain. The suppliers were charged with giving special allowances to United-Whelan in exchange for participations on the latter’s tv shows while not making such allowances available to other customers. United-Whelan was charged with accepting same with the knowledge that its competitors were not given the same opportunity.

Help Thy Neighbor

THE RELATIONS of two Los Angeles advertising agencies are very cordial, so friendly in fact that June F. they began using the same production, traffic, art and research facilities. This came about when the McNeill & McCleery agency moved into offices adjacent to those occupied by The McCarty Co., at 3576 Wilshire Blvd.

According to T. T. McCarty and Kenneth McNeil, presidents of the two agencies, the arrangement will be duplicated in San Francisco. Both presidents emphasized that “each organization will preserve its identity and individuality in every way.”

Merger of McCarty, Goebel Co. Announced

MERGER of McCarty Co. with Goebel Co., Phoenix, under the new name of the McCarty Co. Advertising of Arizona Inc., was announced last week by T. T. McCarty, president of the national agency, and Richard E. Goebel, president of the Phoenix firm. The Phoenix office becomes the seventh for McCarty, which already functions in Los Angeles, San Francisco, Seattle, Chicago, New York, and Dallas.

Local management and operation of the Phoenix agency will remain unchanged with Mr. Goebel as president and general manager; Richard R. Fansler, vice president in charge of creative work; Donald A. Elliott, vice president in charge of media, production and client service, and attorney Clarence J. Duncan as secretary-president of McCarty Co., becomes chairman of the board of the new Phoenix agency. New and enlarged office facilities are located in the Phoenix National Bank Bldg.

Six Advertisers Signed For Fall Como Program

COMPLETE sponsorship of the Perry Como Show (NBC-TV, Sat., 8-9 p.m. EDT) has been set for the 1956-57 season, it was announced last week by George Frey, vice president in charge of sales for NBC-TV. Six advertisers will sponsor one-third of each program on an alternating basis, starting Sept. 15.

The current advertisers who are renewing include the Gold Seal Co., Chicago, through North Adv., Chicago; International Cellucon Products (Kleenex), Chicago, through Fote, Cone & Belding, Chicago; Tonic Co., Chicago, through North, and the Noxema Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York. New advertisers are S&H Green Stamps, New York, through ‘SSC&B&; the Sunbeam Corp., Chicago, through Perrin-Paus Co., Chicago.

Citrus Commission Earmarks $3.2 Million for Ad Budget

BENTON & BOWLES Inc., which a year ago was awarded the Florida Citrus Commission account, last week received approval in principle by the commission for a $3,000,000 budget for the 1956-57 citrus season, with nearly half the funds allocated for tv spots.

The proposed new budget, which must be approved by the commission’s budget committee before final action can be taken, calls for $1,571,000 for tv spots and $104,000 for radio spots.

Magazines and tv will be substantially raised

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from last year, with radio reduced by about a third, and Sunday supplements cut by more than $400,000. Black-and-white newspapers were cut slightly.

Reporting on effectiveness of the past season's tv schedule, all spots, A. W. Hobler, chairman of the executive committee of Benton & Bowles, said the new program would provide 276 spots a week on 107 stations in 67 markets, with more than 27 million homes reached. He said the weighted rating per daytime spot is 6.5 and night spots are 20.5. The Today show will be used part of the season.

FREE PUBLICITY SCOOP CITED BY PARAMOUNT

Film company says 'unprecedented radio and television coverage' has been lined up to promote 'Funny Face,' now being filmed in Paris.

WHILE NBC last week announced that the purchase of "The King and I" advertising by 266 stations on the network's weekend Monitor program constitutes "the first national film promotion ever presented by a major motion picture studio on NBC Radio," Paramount Pictures said it had made the free publicity scoop on NBC, CBS and independent stations for "Funny Face," now filming in Paris.

Paramount claimed "unprecedented radio and television coverage of a major motion picture on foreign location has been lined up for Paramount's "Funny Face" while the Audrey Hepburn-Fred Astaire musical is on location through the month of June.

20th-Century-Fox is buying NBC Radio spots on Monitor to promote the national release of "The King and I" with the advertising scheduled for the weekends of June 30 and July 7. Charles Schlafly & Co., New York, is agency for Fox. Paramount buys radio and tv advertising to promote release of its features through Buchanan & Co., Los Angeles.

The free publicity coup includes multiple taped reports and on-scene interviews on NBC Radio, CBS, Radio and CBS-TV. The studio said NBC's "Weekday" show will cut to Paris several times daily for special on-the-spot reports and interviews as the VistaVision picture films in the streets, churches, parks and landmarks of the French capital.

Paris Pickups

Paramount said "NBC also plans several cuts to Paris on the weekend Monitor while NBC star Shirley Thomas also will cover some segments on her programs."

The movie studio reported CBS "will cover via radio on its Sunday News Desk when George Fisher talks with Paris." George Sanders, KRKD Los Angeles, is feeding stories on his five-week syndicated series to 266 independent radio stations in the U. S., the studio said, while other 'special feeds' will be made to Canada and Voice of America.

CBS-TV star Art Linkletter while on vacation in Paris last week told film tv interviews on location, Paramount told B&T and tv newsmen "via Actualite Francaise and Pathe will keep the company's progress tied in with top U. S. tv news shows." Paramount said "other regional network coverage is currently being scheduled and European networks will have their representatives on the site."

The studio also announced "an all-Paramount weekend on NBC Radio Monitor" is shaping up this month.

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VISUAL COMMUNICATIONS ROLE STRESSED

N. Y. meeting of industry's first Visual Communications Conference sees top advertising executives exchange ideas on all facets of tv advertising.

PEOPLE can—and should—be sold "painlessly" to the public, as long as the ad is an interesting one. This was the pitch the advertiser as well as the viewer, several leading agency and tv production art executives last week told the industry's first Visual Communications Conference held Thursday at the Park Sheraton.

The sessions, climaxing the Art Directors Club of New York's 35th Annual National Exhibition of Advertising and Editorial Art and Design, heard 16 top creative executives in the advertising and allied fields explore ideas ranging from the scientific basis of seeing and understanding to today's role of visual communications.

Leo Nunnert, chairman of Leo Burnett & Co., Chicago, pointed out at the awards luncheon Wednesday (see story, page 98) that tv is in dire need of expert art directors to make the medium more palatable to the public.

"I heard 16 art directors at the ADC for "inspiring and encouraging a high and consistent standard of artistic excellence" in ads produced by the Burnett Agency. Others honored at the luncheon: Gardner Cowles, president of Look magazine, for the publication's "high standard of excellence...in visual appearance"; Donald McMaster, president and general manager, Eastman Kodak Co., for "technical improvement in graphic processes"; and Lessing S. Columbia, president of Chrysler Corp., for the "excellent...over-all concept and execution of Chrysler's automobile advertising."

On Thursday, John K. Hubble, president of Storyboard Inc., New York and Hollywood, who won an ADC medal for the second consecutive year (following up its successful Heinz 57 campaign of 1954-55 with one for Snowdrift shortstop), said tv commercials may "rival or even surpass the medium more palatable to the public."

"The high standard of excellence...in visual appearance," Mr. Hubble said, "is an important competitive weapon which can-and must-also can improve the image of the product in the public's eye.

"Too many advertisers and agencies, Mr. Hubble said, "fail to bear in mind that the average viewer turns on his set to be entertained, not to be sold."

The need to respect the viewer's intelligence was also underscored by Alton Ketchum, vice president and copy group head, McCann-Erickson Inc. in a speech scheduled for delivery Friday, Mr. Ketchum criticized the "prevalent illusion" that viewers en mass keep a 14-year-old intelligence.

Because television is "the most powerful communications instrument of them all," Mr. Ketchum pointed out, the creator of successful messages must believe in people and respect their intelligence. Communication basically, he asserted, "is saying what people want to hear," but he warned that "we must never forget that there is a fatigue factor in the public mind, that when the brilliant expression of yesterday is slightlyimitated by a host of others, the reaction is less and less enthusiastic."

Fatigue need not necessarily come only of seeing "revolutionary" ads, added William H. Schneider, vice president and creative head, Donahue & Cee, New York, but also can emanate from the traditional "hard sell or sledge hammer claims that have lost their grip." Calling for a reevaluation in agencies of the art director's function, Mr. Schneider urged top level executives to take the art director into consideration when planning campaigns.

Mr. Schneider recommended that the art director be given a complete dossier in each advertising problem including analysis on market, media and research, as well as a more forceful voice in the agency.

Eye Impact

Wallace Elton, vice president and director of J. Walter Thompson Co., quoted JWT researchers' contention that "65 percent of the value of the headline is seen through the eyes. Twenty-five percent is obtained through auditory experience, and the remaining 10 percent is attributed to other senses...touch, taste, smell." Declaring that "You may have "understated the case somehow," Prof. Josef Albers, chairman of the design department, Yale U. School of Architecture and Design, said that "psychologically, 80 if not 90 percent of all our perception is visual."

Other points brought out before the 400-old guests included:

• That too many agency people see house-wives and children tied to the home and the stove and always busy shopping for goods, but fail to realize that much of an advertisement's success depends on whether the "looker" likes what she sees. (Andrew Armstrong, vice president in charge of creative services, Leo Burnett Co., Chicago.)

• That "the great tv commercials are as yet undelivered, unproduced, unthought-of," and that with the stupendous growth of tv no artists 'save perhaps the auteur' have had a chance of such "a mass audience." (John C. Cunningham, president, Cunningham & Walsh, N. Y.)

The extent to which Hollywood is going to make the most of the Hecht-Lancaster feature "Trapeze" was indicated in the June 3 CBS-TV Ed Sullivan Show. Realizing they would get exposure to some 35 million tv viewers, the Oscar-winning production team hired tv writer Herb Baker to prepare an act for Bert Lancaster and Tony Curtis which integrated "Trapeze" into the script without effectively. Messrs. Hecht and Lancaster rehearsed the bit a full week in Hollywood before going to New York for two more days of rehearsals before the Sullivan appearance.

Last summer Paramount announced that in Rome, where "War and Peace" has been in production by an Italian company, a complete 16mm documentary film was being made to show behind-the-scenes activity for tv exposure. The studio reported 66 tape recordings had been made and international broad-casting in nine languages and five radio writers were under contract to provide material for radio publicity.

K&E Mexico Appointments

APPOINTMENTS by Kenyon & Eckhardt Inc.'s new International Div. (B&W, June 4) to Kenyon & Eckhardt de Mexico S. A., Mexico City, were announced last week by Robert Cole, vice-presi-
In Just 3 months

**FIRST IN LOUISVILLE!**

In only **90 DAYS WINN**, according to the **NIELSEN SURVEY** for March 1956, **LEADS ALL LOUISVILLE STATIONS BETWEEN THE IMPORTANT 3 to 6 PM PERIOD, AND IS NEVER LOWER THAN 3rd PLACE ALL DAY LONG!**

Louisville’s four great radio personalities on WINN—Johnny Martin, Bill Gerson, Joe Cox, and Pat O’Nan—plus alert and aggressive audience-promotion and merchandising, produced this spectacular rise under WINN’s new ownership and management.

Before you place an advertising campaign in Louisville, check the WINN dominance in the market with Forjoe & Company or Glen Harmon, General Manager. The facts will provide exciting proof that WINN is Louisville’s showmanship station, giving advertisers more merchandising, more audience, more results.

**BUY WINN TO SELL LOUISVILLE**

Glen Harmon, Gen. Mgr.

**BUY WALT TO SELL TAMPA**

Over 100,000 Latin Americans stay tuned to WALT for **FIESTA EN TAMPA**, with Ruben Fabelo, all in Spanish. Call John E. Pearson Co., or Charles Baskerville, General Manager, for a special report on the Spanish market.

**BUY WMFJ TO SELL DAYTONA BEACH**

Thousands of vacationers are already flocking to world famous Daytona Beach, Florida’s summer playground. WMFJ has most of the audience, most of the day. Talk to McGillvra, or Carl Abel, Station Manager.
can't help, lovin' that gal..
Just finished selling **OLDSMOBILES**
for General Motors in 122 markets ......

**NOW...**

via **SCREEN GEMS** syndication
with 78 fifteen minute programs for
every television market...she is ready to...

**SING** and **SELL** for **YOU**!

an **ARGAP** production in association with **G.A.C.-TV**

presented by

**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.

233 WEST 49 ST., NEW YORK 19, N.Y.
dent in charge of K&埃’s international operations.

Burt S. Avedon, of K&埃’s San Francisco regional office, moves to Mexico as vice president and managing director of the Mexico City office. Pedro Valderrama, formerly with J. Walter Thompson as assistant manager and senior account executive in that agency’s Mexico City office, has been appointed to K&埃’s Mexico branch in the same capacity, and Nicholas Remus has been named office manager and account manager.  

C-E Opens Hollywood Office  
CAMPBELLEWALD Co., Detroit Advertising agency, opened a new office in Hollywood June 1 with Richard L. Eastland as manager, according to C-E President H. C. Little. Located in the Capitol Tower, 1750 N. Vine St., the new office is in addition to the firm’s Los Angeles operation, headed by R. C. Francis. Edward Hanes is supervisor of Hollywood production.

Mr. Eastland has several years experience in the radio and television departments of advertising agencies. Other C-E offices are located in New York, Chicago, San Francisco, Atlanta, Dallas, Kansas City and Washington.

FC&B Has Celebration  
FORTIETH anniversary of the Los Angeles office of Foote, Cone & Belding was honored June 1 at a luncheon meeting attended by Mayor Norris Poulson and other civic leaders plus executives of 17 western advertisers serviced by FC&B. The agency’s Los Angeles office claims to be the West’s oldest advertising operation. Don Belding, who started with FC&B’s predecessor Lord & Thomas as office boy and now is chairman of the agency’s executive committee, was host at the birthday party in cooperation with Roy Campbell, executive vice president in charge of the western division, including Los Angeles, San Francisco and Houston.

Life Savers, Beech-Nut Merge  
PLANS for merger of Life Savers Corp. (candy confections) and Beech-Nut Packing Co. (chewing gum, coffees, peanut butter, and baby foods) into a new Beech-Nut Life Savers Inc., were announced last week by Edward J. Noble, Life Savers executive committee chairman, and W. Clark Arkell, Beech-Nut board chairman. Plans are subject to approval by the companies’ boards of directors and their stockholders. Mr. Noble is chairman of the finance committee of American Broadcasting-Paramount Theatres and owned ABC before it was merged with United Paramount Theatres to form AB-PT.

New Address for Grey, Bates  
LATEST agency tenants announced for the Capitol Tower, new Hollywood building of Capitol Records Inc., are Grey Advertising Agency and Ted Bates & Co. They will occupy their new quarters on Hollywood Blvd., just off Vine, by July 1. Campbell-Ewald Co. was to move in this week. Guild, Bascoum & Bonfigli advertising took space in the Tower earlier this month, as did Peters, Griffin, Woodward Inc., radio-tv representative.

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DENTIFRICES IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers  
(Based on Broadcast Advertisers Reports’ monitoring)

**NATIONAL (NETWORK) INDEX**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total “Commercial of Broadcast Advertisers”</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gleem (Compton)</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>Colgate Dental Cream (Ted Bates)</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>Ipana (Doherty, Clifford, Steers &amp; Shenfield)</td>
<td>2</td>
<td>2</td>
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<tr>
<td>4.</td>
<td>Crest (Benton &amp; Bowles)</td>
<td>10</td>
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<tr>
<td>5.</td>
<td>Brisk (William Esty)</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>Peppsdent (Foote, Cone &amp; Belding)</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>7.</td>
<td>Ammident (Harry B. Cohen)</td>
<td>(P)</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>Kolynos (Grey)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>9.</td>
<td>Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)</td>
<td>1</td>
<td>1/2</td>
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**DETROIT INDEX (NETWORK PLUS SPOT)**

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<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Stations</th>
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<tbody>
<tr>
<td>1.</td>
<td>Crest (Benton &amp; Bowles)</td>
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<td>2.</td>
<td>Gleem (Compton)</td>
<td>7</td>
<td>3</td>
<td>17</td>
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<tr>
<td>3.</td>
<td>Brisk (William Esty)</td>
<td>3</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>4.</td>
<td>Ipana (Doherty, Clifford, Steers &amp; Shenfield)</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>5.</td>
<td>Colgate Dental Cream (Ted Bates)</td>
<td>8</td>
<td>2</td>
<td>12 1/2</td>
</tr>
<tr>
<td>6.</td>
<td>Peppsdent (Foote, Cone &amp; Belding)</td>
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<td>3</td>
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<tr>
<td>7.</td>
<td>Ammident (Harry B. Cohen)</td>
<td>(P)</td>
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<td>9</td>
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<tr>
<td>8.</td>
<td>Listerine (Antizyme) (Lambert &amp; Feasle)</td>
<td>-</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>9.</td>
<td>Kolynos (Grey)</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10.</td>
<td>Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)</td>
<td>1</td>
<td>1/2</td>
<td>12</td>
</tr>
</tbody>
</table>

(1) Participations, as distinguished from sponsorship.

In the above summary, monitoring occurred the week ending April 25, 1956.

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 Hooper Index. For further details of preparation, see the basic reports published by E. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting•Telecasting. No reproduction permitted.

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

**AUDIENCE RATINGS**: 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 above summary, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred the week ending April 25, 1956.

Armstrong Renews on NBC-TV

ARMSTRONG CORK Co., has renewed Armstrong Circle Theatre on NBC-TV for 26 alternate Tuesdays, starting Oct. 2, beginning the firm’s seventh straight year as sponsor of a live Tuesday night dramatic production. BBD is the agency for Armstrong. Alternate weeks will be sponsored by Kaiser Aluminum & Chemical Corp. (Kaiser Aluminum Hour) in the Friday, 9:30-10:30 p.m. EDT period starting July 3. Young & Rubicam is Kaiser’s agency. Executive Producer was Washington (Tony) Minor and a team of three alternating producers-directors will individually select material ranging from musical to dramatic.

Wine Firm Signs for Quiz

MOGEN DAVID Wine Corp. reportedly has signed for a new show, Treasure Hunt, to premiere on ABC-TV Sept. 7 in the Friday, 9:30-10:00 p.m. EDT period. The quiz show, offering a top prize of $25,000, will feature Jan Murray as host. The program encores Dollar a Second on ABC-TV, which the new show will replace. Weiss & Geller is the agency. Also understood to be considering the program as a co-sponsor is Helene Curtis Industries Inc., through Weiss & Geller, although decision reportedly was not firm last week. Helene Curtis now co-sponsors the Dollar a Second show with the Moglen David company.

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WCTU President Hayes Again Hits Radio-Tv Ads

ANOTHER attack on radio-tv beer advertising was made last Monday, this time by the head of the Women's Christian Temperance Union, Evanston, Ill.

Mrs. Glenn G. Hayes, WCTU president, claimed that "radio and television commercials influence hundreds of thousands of teen-agers to start drinking." She charged that "alcoholic beverage advertising will continue to be dishonest until it shows what it creates"—drunkards, associations with crime, reckless driving, and deserted families and impoverished children.

What's Heard, Seen or Read Before the Customer Buys?

WHICH of the various media has the biggest before-purchase impact on supermarket customers? Radio Advertising Bureau expects soon to release a special study of 10 high-volume grocery items, showing the "media exposure" of women before they purchased the products. The products measured: cake mix, canned soup, cigarettes, orange juice, hand soap, laundry soap or detergent, packaged desserts and shortening or cooking oil.

RAB said last week the media study, which it described as one of the "most exhaustive" ever made among supermarket customers, was conducted by Advertest Inc., independent researcher. It included 14,000 supermarket customers at checkout stands in Atlanta, Boston, Los Angeles and Cincinnati and compares shoppers' exposure to radio, tv, newspapers and magazines during the day before they enter the stores. Advertest had made a study last year of the overall impact of media on supermarket shoppers in four cities: Buffalo, Kansas City, New Orleans and San Francisco.

Time Buys CBS-TV Show

TIME INC. (Time and Life magazines), New York, will sponsor Person to Person (CBS-TV, Fri. 10:30-11 p.m. EDT) on alternate weeks, succeeding Elgin American Watch Co. Time will start sponsorship of the summer replacement program, which may be Pantomine Quiz, and pick up Person to Person in the fall, alternating with American Oil Co. Young & Rubicam, N. Y., is agency for Time Inc.

Bristol-Myers Expands Buys

BRISTOL-MYERS Co., N. Y., for Sal Hepatica, will sponsor 15 minutes weekly (two 7½ minute portions) of CBS Radio's Road of Life daytime serial July 3-31, at which time the drug house plans to expand its sponsorship to two full programs weekly. Agency is Young & Rubicam, N. Y.

Brewery Takes 'Potter' Show

REGAL PALE BREWING Co., San Francisco, has signed for an hour kinescope version of Peter Potter Juke Box Jury on KRCA (TV) Los Angeles, for weekly airing on 18 tv stations in 11 western states, effective July 26. Juke Box Jury is aired 10-11 p.m. Fridays, on KRCA. The contract for 26 weeks was placed by Guild, Bascom and Bonfigli, San Francisco.
TV NETWORK BUYES AND BUYERS

NINE SPONSORS TOP MILLION MARK IN MARCH OF '56

HIGH rate of blue chip money was funneled into network tv in March of 1956, according to a compilation of Publishers Information Bureau figures. Eight of the top 10 national advertisers allocated more in March than in February of this year.

This was the picture as gross time sales by the tv networks continued to register $6 million ahead of the totals of that month a year ago [8*7, May 28]. The 1956 gross for March was $40,603,332, the 1955 gross for the month, $34,594,139.

Six of the top 10 advertisers in network tv spent $1 million or more in March 1955; last March (1956) the number in this category stood at nine with the 10th, American Tobacco Co., spending $958,847. All of the leading advertisers except American Home Products and American Tobacco placed more “chips” in network tv in March than in February of this year.

Pacesetter of March’s top 10 was Procter & Gamble, ahead of its February total by more than $60,000 and in front of the March 1955 level by $600,000. General Motors was over $300,000 above the March of 1955 total; Chrysler nearly $400,000. Colgate-Palmolive off only some $10,000 dropped to the No. 4 ranking from its second-place perch in March 1955.

With the big boosts in individual spending, rankings were shuffled, causing some peculiar results. For example, General Foods spent about $80,000 more in March of this year than in March 1955 and yet moved from fifth to sixth in the lineup. American Tobacco spent more than $100,000 above its March 1955 total which had put the firm in eighth place but barely clung to the 10th spot in the March 1956 listing.

Most of the product categories showed a sustained strength, though minor drop-offs were noticeable (e.g., household equipment declined from $2.8 million to a little under $2.5 million; radios were off nearly $300,000 according to the current compilations of PIB).

GROSS TV NETWORK TIMES SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH, 1956 COMPARED TO 1955

<table>
<thead>
<tr>
<th>Product Group</th>
<th>March '56</th>
<th>March '55</th>
<th>March '56</th>
<th>March '55</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>85,493</td>
<td>150,584</td>
<td>86,493</td>
<td>100,584</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>276,057</td>
<td>838,506</td>
<td>280,057</td>
<td>842,506</td>
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<tr>
<td>Automotive, Auto. Equip. &amp; Supplies</td>
<td>5,510,012</td>
<td>15,815,615</td>
<td>5,510,012</td>
<td>15,815,615</td>
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<tr>
<td>Beer &amp; Wine</td>
<td>574,521</td>
<td>1,670,714</td>
<td>570,021</td>
<td>1,666,714</td>
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<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>283,492</td>
<td>696,820</td>
<td>283,492</td>
<td>696,820</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>991,831</td>
<td>2,722,835</td>
<td>991,831</td>
<td>2,722,835</td>
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<td>Consumer Services</td>
<td>77,953</td>
<td>176,746</td>
<td>77,953</td>
<td>176,746</td>
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<td>Drugs &amp; Remedies</td>
<td>3,135,059</td>
<td>9,388,243</td>
<td>3,135,059</td>
<td>9,388,243</td>
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<td>Food &amp; Food Products</td>
<td>7,532,000</td>
<td>22,098,911</td>
<td>7,532,000</td>
<td>22,098,911</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>1,146,102</td>
<td>431,532</td>
<td>1,146,102</td>
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<td>Horticulture</td>
<td>4,746</td>
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<tr>
<td>Household Equipment &amp; Fixtures</td>
<td>2,469,335</td>
<td>7,513,398</td>
<td>2,469,335</td>
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<td>Household Furnishings</td>
<td>303,450</td>
<td>710,992</td>
<td>303,450</td>
<td>710,992</td>
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<td>Industrial Materials</td>
<td>774,324</td>
<td>2,364,860</td>
<td>774,324</td>
<td>2,364,860</td>
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<td>Insurance</td>
<td>332,002</td>
<td>1,098,371</td>
<td>332,002</td>
<td>1,098,371</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>482,640</td>
<td>1,156,149</td>
<td>482,640</td>
<td>1,156,149</td>
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<tr>
<td>Office Equipment, Stationary &amp; Writing Supplies</td>
<td>424,918</td>
<td>1,119,263</td>
<td>424,918</td>
<td>1,119,263</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>111,013</td>
<td>318,194</td>
<td>111,013</td>
<td>318,194</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>689,154</td>
<td>2,185,037</td>
<td>689,154</td>
<td>2,185,037</td>
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<td>Retail Stores &amp; Direct by Mail</td>
<td>10,392</td>
<td></td>
<td>10,392</td>
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<td>Smoking Materials</td>
<td>3,872,530</td>
<td>11,000,907</td>
<td>3,872,530</td>
<td>11,000,907</td>
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<td>Soaps, Cleansers &amp; Polishes</td>
<td>5,131,048</td>
<td>14,269,762</td>
<td>5,131,048</td>
<td>14,269,762</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>31,545</td>
<td>104,889</td>
<td>31,545</td>
<td>104,889</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>6,704,033</td>
<td>19,221,274</td>
<td>6,704,033</td>
<td>19,221,274</td>
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<td>Travel, Hotels &amp; Resorts</td>
<td>42,090</td>
<td>145,320</td>
<td>42,090</td>
<td>145,320</td>
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<tr>
<td>Miscellaneous</td>
<td>337,297</td>
<td>777,928</td>
<td>337,297</td>
<td>777,928</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$40,603,332</strong></td>
<td><strong>$116,692,520</strong></td>
<td><strong>$34,594,139</strong></td>
<td><strong>$99,319,468</strong></td>
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</table>

Source: Publishers Information Bureau

LEADING TV ADVERTISERS IN PRODUCT GROUPS FOR MARCH, 1956

<table>
<thead>
<tr>
<th>No.</th>
<th>Advertiser</th>
<th>TV Buys, '56</th>
<th>Total Buys, '56</th>
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<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$3,491,826</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>General Motors</td>
<td>2,054,381</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Chrysler</td>
<td>1,256,937</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Colgate-Palmolive</td>
<td>1,689,965</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>American Home Prods.</td>
<td>1,338,488</td>
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</tr>
<tr>
<td>6</td>
<td>General Foods</td>
<td>1,285,441</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>R. J. Reynolds</td>
<td>1,127,057</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Lever Brothers</td>
<td>1,012,369</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Gillette Co.</td>
<td>1,011,428</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>American Tobacco</td>
<td>958,471</td>
<td></td>
</tr>
</tbody>
</table>
more girls in Dallas have coffee with Cliff...

result is that KLIF has...

by far the top Hopper: 41.6%
by far the top Trendex: 47.8%
by far the top Pulse: 41.6%
first in every weekday quarter-hour.

KLIF: DALLAS
KEEP: EL PASO
KILT-TV: EL PASO
KNOE-TV: MONROE
KNOE-TV: MONROE
WITAM: SAN ANTONIO
WNOE: NEW ORLEANS

America's largest group of independent radio stations

Broadcasting • Telecasting  June 11, 1956 • Page 43
Jan. 1 Working Radios Placed at 124 Million

TOTAL NUMBER of radio sets in working order in the U. S. stood at 124 million on Jan. 1, a gain of three million in six months, according to estimates released last week by Radio Advertising Bureau in conjunction with the four national radio networks.

RAB President Kevin B. Sweeney stressed that "this is a very conservative estimate" that does not take into account radio set sales made in the past five months. The unofficial forecast for mid-1956 has been 126 to 127 million in working order (Closeout Circuit, May 28). "Since January," Mr. Sweeney said, "radios have been selling at a terrific rate, right up with last year's record-breaking 14.9 million set sales. And we're just now getting into the portable radio season."

He also pointed out that latest RETMA figures place radio set production for the first quarter of 1956 at 3.5 million sets, including about 1.5 million car radios. The 3.5 million figure, he added, is approximately twice the number of tv sets produced during the same three-month period.

The 124 million estimate as of Jan. 1 includes 82 million working-order radios in 45 million homes (or almost two radios for every radio family); 32 million radio sets in automobiles, and 10 million radios in public places and business establishments. It was emphasized that week 124 million figure covers only those radios that are in working order. Additionally, RAB said, there are another 18 million sets out of repair, which would bring total radio ownership up to 142 million sets.

The January estimate by RAB and the four networks—ABC, CBS, NBC, Mutual—is based on Advertising Research Foundation, Alfred Politz Research Inc. and A. C. Nielsen Co. data.

John A. Thomas Joins B&B

JOHN A. THOMAS, media director and member of the plans board, C. J. LaRoche & Co., New York, last week joined Benton & Bowles, N. Y., as a vice president and account supervisor. He will be working on General Foods Corp. products. Before his association with LaRoche, Mr. Thomas was advertising consultant to Willys-Overland Motors Inc., and before that with BBDO.

Armour Signed for 'Daddy'

ARMOUR & CO. (Soap Auxiliary), Chicago, completed negotiations for co-sponsorship of ABC-TV's Make Room for Daddy this fall through Foote, Cone & Belding, Chicago, confirming reports the past fortnight (B&T, June 4). Starting Sept. 10 Armour will alternate as sponsor of the Danny Thomas show with Kimberly-Clark Corp. (Delys tissues, Kleenex tissues and table napkins, other products), advertising its Dial soap, shampoo and liquid shampoo in weekly, for 22 weeks, were placed through Foote, Cone & Belding, Chicago.

Pontiac Back to Network Radio With Irish Football on MBS

AFTER an estimated six-year absence from network radio, Pontiac Motor Div. of General Motors Corp. plans a return to the medium this fall with half sponsorship of the 10-game Notre Dame U. football coverage on MBS. Under an agreement between MacManus, John & Adams, Pontiac agency, and MBS, which will carry the schedule over a guaranteed 85% of its total station grouping, Pontiac will sponsor half of each game, with the remaining half being offered for co-sponsorship by local Pontiac dealers. The contract is estimated to involve $175,000. Pontiac also will present another MBS football game—North Carolina U. vs. Oklahoma—on Sept. 29 which Notre Dame does not.

An agency spokesman for Pontiac told B&T last week that while Pontiac's broadcast budget—as well as other GM divisions—will be somewhat lower next season than this year, the auto manufacturer will look into additional sportscasts. It already has signed with NBC-TV for sponsorship of the Dec. 30 professional football championship game and is contemplating purchase of NBC Radio's coverage of that event as well. The Pontiac agency also said that "as of now" no decision has been made on whether the auto firm will renew its segment of NBC-TV's Wide Wide World, which, he said, "is a good show for Pontiac."

Council of Churches Hits Paid Religious Broadcasts

THE PURCHASING of radio and television time for religious broadcasts was adversely criticized last week by the governing board of the National Council of Churches. A report to the board, meeting at Toledo, Ohio, by the council's broadcasting and film commission also said networks and stations do not adequately discharge their responsibility in providing free time for religious broadcasts and evade their obligations by airing paid and sponsored religious programs in the major time periods allotted for religious programs. The report called for free time for the nation's major Protestant and Orthodox groups and the council's affiliates.

Baptists Boost Tv Budget

AN ADDITIONAL $250,000 was added to the tv budget of the Southern Baptist Convention, effective last week, by the governing board of the Convention. The additional funds will be used during 1957. Answer, currently showing on 60 tv stations in 27 states and Alaska, is reported as costing $25,000 per episode.

Ayer Announces Additions


Three 'Breakfast Club' Sales

THE DRAKE TETT Co., Cincinnati, Tuesday began sponsoring three weekly, five-minute segments of ABC Radio's Breakfast Club with Don McNeill on behalf of Twinkle cooker cleaner, through Ralph H. Jones Co., Cincinnati. Segments are Wednesday, 9:35-9:40 a.m., Thursday, 9:55-10 a.m. and Friday, 9:30-9:35 a.m.

Additional Breakfast Club purchases announced last week were Milner Products Co. (Perma-Starch), Jackson, Miss., for an additional five-minute segment, Thursday, 9:50-9:55 a.m., through Gordon Best Co., Chicago. Milner also sponsors the Friday, 9:35-9:40 a.m. slot. Also reported was a renewal by the Sandura Co. (wall and floor coverings), Philadelphia, for the Tuesday and Thursday, 9:40-9:45 a.m. segments, through Hicks & Greir, New York.

Benrus Names Eight V.P.'s

HARVEY M. BOND, advertising director, Benrus Watch Co., New York, last week was elected vice president in charge of advertising in a series of promotions that saw seven other key Benrus executives upped to vice presidencies. They are Clifford L. J. Siegmeyer, sales manager; Jay Kay Lazarus, merchandising director; Norman Slater, head of manufacturing at the Waterbury, Conn., plant; Robert Gasser, head of production of the New York division; Martin Rassow, comptroller; Samuel Feldberg, general manager of the New York office, and Stanley Karp, assistant secretary of the firm.

Advance Schedule

Of Network Color Shows

(All times EDT)

CBS-TV

June 16 (7-7:30 p.m.) Gene Autry Show, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 23, 30).


June 12 (5-5:30 p.m.) Zoo Parade, sustaining (also June 24).

June 17 (7-7:30 p.m.) Sunday Spectacular, "The Bob Hope Show," participating sponsors.

NBC-TV

June 11-13 (3-4 p.m.) Matinee, participating sponsors (also June 19-22, 25-29).

June 3 (9-10 p.m.) Don Murray Show, Fleischmann's Yeast, through Foote, Cone & Belding.

June 11 (4:30-5:30 p.m.) "Stars and Stripes," participating sponsors.

June 15 (8-9 p.m.) Dinah Shore's Dream Show, Monticello, participating sponsors.

June 26 (7-7:45 p.m.) Dinah Shore Show, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

NOTICE: This schedule will be corrected to press time of each issue of B&T.

[Note: Scheduled times for the following shows may be changed: Dinah Shore, Dinah Shore Show, "I Love Lucy," "Evergreen," "Mister Peabody & Sherman," "Room for One More," "The Honeymooners," "Perry Mason," "The Bob Hope Show," "Wide Wide World," and "The Adventures of Don Murray." In addition, the scheduled time for the Dinah Shore Show may be changed to 7:30-8 p.m. for the week of July 12.]
16,237 visit "White Columns" in 7 weeks

In the friendly vernacular of Dixie, we said, "Come see us!" The public invitation was tendered immediately after the formal opening of "White Columns" April 8. Just three little words — but what response!

Our neighbors, those who know us best, have come to see, marvel, and share with us a civic pride in the wonders of this modern home of broadcasting and telecasting. School children by the bus-loads, civic clubs, church groups, college students, adults, teen-agers from far and near. And they're still coming!

The experience imbues us with grateful humility. It is evidence for us, and for all who use the facilities of these stations, that a dedication to service in the Public Interest earns heart-warming rewards.

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. Representatives are Edw. Perry & Co. NBC affiliate.
Bon Ami Co. Names R&R

BON AMI CO., New York, has named Ruthrauff & Ryan, New York, to handle its advertising, effective immediately. Billings is nearly $1 million. The firm is planning to place 13-week campaign in New York starting in July, using radio and TV and print with a budget of $250,000 for that market. The account had been serviced by Norman, Craig & Kummel, New York, which resigned a fortnight ago [B&T, June 4].

NETWORK NEW BUSINESS

Mack Trucks Inc., N. Y., will launch institutional campaign on trucking industry this summer with 42 announcements on NBC’s weekend service, Monitor, starting June 30 and ending Sept. 2. Schedule will include a series of remote broadcasts from all parts of nation describing essential trucking operations. Doyle, Kitchen and McCormick Inc., N. Y., and Allied Public Relations Assoc., N. Y., are arranging campaign for Mack Trucks.

Warner-Hudnut (Richard Hudnut’s quick home permanents) and American Tobacco Co. (Lucky Strike cigarettes) signed for alternate week sponsorship of NBC-TV’s Adventure Theatre (Sat., 10:30-11 p.m. EDT). Agencies are Kenyon & Eckhardt, N. Y., for Warner-Hudnut and BBDO, N. Y., for American Tobacco. Film program replaces Your Hit Parade for summer, beginning June 16 and ending Sept. 1, after which Parade returns.

Reynolds Metals Co., Richmond, Va., will sponsor Circus Bay tv film series on NBC-TV (7:30-8 p.m. EST), starting Sept. 23. Agencies are Clinton E. Frank, Chicago, and Buchanan & Co., N. Y.

General Foods Corp., White Plains, N. Y., will sponsor new tv film series, Zone Grey Theatre on CBS-TV starting next fall on Friday, 8:30-9 p.m. NYT period currently occupied by Our Miss Brooks. Series is being produced by Four Star Films Inc., Hollywood. During interim, General Food, for Maxwell House coffee, Grape Nuts and 4096 Bran Flakes will sponsor Hollywood Summer Theatre (Friday, CBS-TV, 8:30 p.m. EDT) for eight weeks, starting Aug. 3. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

Paust Brewing Co., Chicago, through Leo Burnett Inc., Chicago, and Mennen Co., Morristown, N. J., through McCann-Erickson, have renewed ABC-TV’s Wednesday Night Fights through forthcoming season.

Frontier Airlines, Denver, through Rippy, Henderson, Kostka & Co., that city, has renewed five-day weekly newscasts on Intermountain Network and Arizona Network.

AGENCY APPOINTMENTS

RCA Victor de Mexico S. A. to Kenyon & Eckhardt de Mexico S. A. New N.E.E. office, part of agency’s international expansion, opened in late May [B&T, June 4].


Dale Carnegie Courses Inc. and RCA Victor Distributing Co. appoint Beatmunt & Hohman Inc., Chicago.

Perk Dog Food Co. (Perk, Vets dog and cat food, Peak mix and borsheem), Chicago, appoints Weiss & Geller Inc., same city.


C. H. Muselman Co. (food products), Biglerville, Pa., to Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia.

Otte Food Products Co. (Morton House packaged foods), Nebraska City, Neb., names Buchanan-Thomas Advertising Co., Omaha.

Toni Co., Chicago, names North Adv., that city, for Adorn hair spray and hair dressing products.

A&A SHORTS


North Adv. Agency, Chicago, has been elected subscriber to Advertising Research Foundation.

A&A PEOPLE

Barrett Brady, senior vice president in charge of creative services, Kenyon & Eckhardt, N. Y., elected director of agency. George Simons, vice president of Kenyon & Eckhardt Inc., appointed account supervisor in agency’s Chicago office.

Dik Warren Tweed, formerly psychologist and research supervisor, Needham, Louis & Brodry, Chicago, to Kenyon & Eckhardt, same city, as research director.

Thomas Wright Richey, formerly account executive, Young & Rubicam, N. Y., to Robert W. Orr & Assoc., N. Y., as vice president and account executive on Jergens Lotion.

S. Champion Titus, supervisor, Wildroot Co. account, BBDO, Buffalo, elected president of agency. Ralph W. Peck, account executive, Cockfield, Brown & Co., Toronto, to BBDO that city.

LATEST RATINGS

VIDEODEX

TOP TELEVISION SHOWS (MAY 1-7)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>% of TV Names (100)</th>
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<tbody>
<tr>
<td>1.</td>
<td>564,000 Question</td>
<td>Revlon</td>
<td>BBDO</td>
<td>CBS</td>
<td>165</td>
<td>Tues., 10-10:30</td>
<td>31.5</td>
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<tr>
<td>2.</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercury</td>
<td>Kenyon &amp; Eckhardt</td>
<td>CBS</td>
<td>180</td>
<td>Sun., 8-9</td>
<td>31.1</td>
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<tr>
<td>3.</td>
<td>I Love Lucy</td>
<td>Frick &amp; Giamboli</td>
<td>Young &amp; Rubicam</td>
<td>NBC</td>
<td>157</td>
<td>Mon., 9-9:30</td>
<td>32.0</td>
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<td>4.</td>
<td>Dragnet</td>
<td>Liggett &amp; Myers</td>
<td>Cunningham &amp; Walsh</td>
<td>NBC</td>
<td>169</td>
<td>Thurs., 8-9</td>
<td>29.3</td>
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<tr>
<td>5.</td>
<td>Alfred Hitchcock Presents</td>
<td>Bristol-Myers</td>
<td>Young &amp; Rubicam</td>
<td>NBC</td>
<td>110</td>
<td>Sun., 9-9:30</td>
<td>29.1</td>
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<td>6.</td>
<td>GE Theatre</td>
<td>General Electric</td>
<td>BBDO</td>
<td>CBS</td>
<td>153</td>
<td>Sun., 9-9:30</td>
<td>28.9</td>
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<tr>
<td>8.</td>
<td>Phil Silvers</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>Nesco</td>
<td>ABC</td>
<td>169</td>
<td>Thurs., 8-8:30</td>
<td>28.1</td>
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<tr>
<td>10.</td>
<td>Person to Person</td>
<td>America Oil</td>
<td>J. Walter Thompson</td>
<td>NBC</td>
<td>169</td>
<td>Fri., 15-16:15</td>
<td>27.2</td>
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</tbody>
</table>

The Honeymooners: Dick Van Dyke, Shari Lewis, Audrey Meadows, Elizabeth MacRae, and Betty Lynn. The show is sponsored by Mutual of Omaha and is broadcast live from Los Angeles. The show received high ratings during its first year, averaging approximately 25 million viewers. In the second year, the ratings dropped slightly, but the show remained one of the most popular programs on television. The Honeymooners was known for its humorous sketches and its portrayal of theWorking title of the show was "The Honeymooners". It featured the story of a working-class couple, Ralph Kramden and Alice Kramden, who lived in a Brooklyn apartment and often found themselves in comic predicaments. The show was a hit from the outset and quickly became a fan favorite. It ran for 75 episodes over three seasons, from 1955 to 1956.

Broadcasting & Telecasting

Page 46 • June 11, 1956
One television station last year used $3,204,089 worth of time and production facilities for local, unsponsored public interest programs and announcements.

CBS OWNED
WCBS-TV, CHANNEL 2
NEW YORK
RADIO-TV: PIED PIPER

MEDIA ATTRACT THOUSANDS TO OUTDOOR 'STORE' IN LOS ANGELES, RING UP $600,000 IN SALES

TELEVISION and radio are credited with the major share of sales at a unique four-day merchandising venture by White Front Stores Inc., Los Angeles, to regain customers and sales volume after two weeks of no business because of a major fire.

Tv and radio brought us $600,000 of our $1-million volume and cost only one-half of what we spent on 19 full-page ads in the four local daily newspapers," according to Arnold Isaak, executive vice president of Robin, Lee & Arnold, Beverly Hills agency for White Front.

Mr. Isaak explained that White Front has been grossing about $100,000 weekly at its Los Angeles household and general appliance store, did a $4-million volume last year and expects to hit $6 million this year.

Before the fire, the company was a regular user of local television, spending about $150,000 annually, or the major share of its advertising budget and supplementing this with radio and newspapers.

The agency executive said a four-alarm fire closed the store in early April and all merchandise in it was turned over to the insurance company as salvage. To get back in business, White Front went to its distributors and stocked up on everything that was available in two weeks rented a four-block open area in another location which had been a used-car lot, for its huge outdoor sale. Hundreds of truckloads of new tv sets, radios, refrigerators, washers, dryers, ranges, freezers, hi-fi's, luggage, jewelry, furniture, carpeting and thousands of other items were unloaded and stacked high in their original factory cartons. The sale began at 10 a.m., Friday (April 29) and ran through Monday of the following week.

Advertising employed included 200 30-second and 60-second spots on KMPC, KLAC and KFWB and 19 20-second spots on KTLA (TV). A seven-hour remote show on KTLA was telecast on Saturday, 11 a.m.-6 p.m., and another remote on the tv station on Sunday, 1-4 p.m. featuring circus talent and crowd interviews. A radio remote on KFWB was aired Saturday, 8 p.m. to midnight. Other advertising consisted of 19 full pages in local newspapers.

Sam Nassi, White Front general manager, said: "It was unbelievable. Even though there was free parking for over 2,000 cars, there were thousands who were unable to get near the lot because of the traffic jams and lack of parking space. It was like a county fair."

Mr. Isaak told B&T the impact of tv and radio was visible in the crowd movement: "About 45 minutes after each broadcast we were just inundated with people and our interviews showed they were there as a direct result of hearing about the sale on radio and tv. People drove in from far distances during the Saturday night radio show and told us they came as a result of hearing it."

The agency said other non-competitive businesses in the area enjoyed big increases in store traffic as a result of the sale and the Safeway grocery across the street reported one of its biggest business days.

CUSTOMERS flock to White Front Stores open-air merchandising venture at the beacon of radio and tv commercials on Los Angeles stations.

Alexander Frances, account executive, Mummi, Mulloy & Nichols Inc., named head of agency's N.Y. office, succeeding Arnold Cohan, resigned to join the N.Y. public relations firm of Sidney S. Baron & Co. [B&T, June 4].

Jonathan Yost, writer-producer, Cunningham & Walsh, to L. A. office of Doyle Dane Bernbach as tv-radio director.

Bruce Hamilton, assistant advertising manager, U. S. Tobacco Co., to Kudner Agency, N.Y., as account executive.

Ken Thompson, radio-tv department, M. R. Kopmeyer Co., Louisville, Ky., promoted to radio-tv director.

Carl N. Everett, formerly account executive, Campbell-Mithun, to McCann-Erickson, N.Y., as executive on Coca-Cola account.

Alice J. Wolf, timebuyer, J. Walter Thompson Co., N.Y., to Grey Adv., N.Y., as group head timebuyer handling Block Drug Co., Check Full O'Nuts coffee, Exquisite Form brassiere, and Dan River Mills for radio and tv.

Russell F. Willie promoted from advertising production manager to assistant advertising director of Norge Div. of Borg-Warner Corp., Chicago.

Edward D. Kahn, account executive on Kendall Co. account for past 24 years at Leo Burnett Co., Chicago, to Weiss & Geller Inc., same city, as account executive on Mogen David wine.

Edward J. O'Malley, formerly with McCall Corp. and Hearst Magazines advertising departments, to Presba, Fellers & Presba Inc., Chicago, as account executive.

Niles Swanson, previously assistant production manager to Fred A. Niles Productions Inc., Chicago, and formerly with CBS Central Div. to production staff of D'Arcy Adv. Co., that city. Robert Q. Lewis, assistant radio-tv director at D'Arcy, Chicago, to Foote, Cone & Belding, same city, as radio-tv supervisor, effective July 15.

Gerald L. Brant, acting executive director of Tea Council of the U. S. A., N.Y., and previously director of advertising for National Assn. of Mfrs., appointed executive director of Tea Council.

Edward Reynolds, manager of radio press information, CBS, N.Y., to N.Y. office of Ketchum, MacLeod & Grove Inc. as public relations executive.

Curtis R. Winters Jr., associate manager of Chicago office of The McCarty Co., to firm's L.A. office as director of plans. Bill Wood, account executive, named creative director for all accounts in L.A. Chester Craft, account executive, named to succeed Mr. Winters as Chicago associate manager.

H. M. Robinson, former assistant general advertising manager, Armour & Co., Chicago, named creative director of Lowe Runkle Co., Oklahoma City agency.

Edward Boris, art director, Rogers & Smith, Chicago, and Richard Hesse, Geary-Marton, Reading, Pa., agency, to art department, Arndt, Preston, Chapin, Lamb & Keen, Phila.

Truman Fossum appointed assistant account executive on Florists Telegraph Delivery Assn. account at Grant Adv. Inc., N.Y.

Dr. R. F. Freeman, chief engineer, A. C. Nielsen Co.'s broadcast division, N.Y., elected vice president and named coordinator of field, inspection, and engineering operations. He will succeed as chief engineer by C. H. Curty, former assistant chief engineer.
For the Second Year...

KONO Proudly Announces Winning the Alfred P. Sloan Award

For Our Contribution in the Promotion of Highway Traffic Safety

We are grateful that the Alfred P. Sloan Foundation once again has recognized KONO for its outstanding service to the cause of traffic safety. The campaign for traffic safety will continue to be a vital part of the station's broad program of public service... service in the best interest of the people of the great Southwest.

KONO

5000 watts San Antonio 860 kc.

DEDICATED TO PUBLIC SERVICE FOR THREE DECADES
PARAMOUNT BIDES TIME ON LIBRARY SALE

Barney Balaban tells stockholders Paramount will not sell features to television until price offers approaches "realistic relationship to value."

CONSIDERATION of price is what holds back Paramount Pictures Corp. from selling part or all of its library of feature pictures to television. Until the movie company is offered the value it thinks its features are worth, it has no intention of selling.

This restatement of Paramount's policy on its feature film library was made Tuesday by Barney Balaban, president, at a stockholders meeting held in New York.

Noting the "recurring questions" about such a sale, Mr. Balaban would refer in answer to what he told the FCC that "the then current television market did not justify serious consideration of the sale of any of our feature pictures; that only when the price for such pictures approached a realistic relationship to their value could we consider it seriously." Mr. Balaban asserted, "our position remains the same."

Also at the meeting Mr. Balaban reviewed:
- Short subjects to tv—Paramount is "considering negotiations" for the sale of its "Popeye" shorts for about $1.5 million (see story page 52); has sold all of its short subjects made before Sept. 30, 1950, and for which payment is being made in installments and totaling to $2,771,000 before taxes, and has sold a "couple of minor properties" that will yield $345,000.

(National Telefilm Assoc. now has the short subject library, except for the "Popeye" series, the output including film shorts, cartoons, musical shows and specialized presentations.)

- Television operation—New policies and management at DuMont Broadcasting Corp. (WABD TV, New York, and WTTG TV (TV) Washington) "should result in a cash profit for this year which represents a material improvement over the substantial losses sustained by this unit over a period of years." Paramount Pictures holds a "substantial" interest in both the broadcasting firm and Allen B. DuMont Labs. It also has about 51% interest in Famous Players Canadian Corp. Ltd., which in addition to its motion picture interests, has 50% ownership of two Canadian TV stations—CFCM-TV Quebec City and CKCO-TV Kitchener, Ont.—where "profits are up to all expectations and considerably exceed the profits of a year ago."
- Pay television—International Telemeter Corp. (Paramount has an 85% interest) is considering closed-circuit pay tv which does not require FCC approval "and could well be the basis for establishing the validity of pay television."
- Color tv—Chromatic is nearing "commercial acceptability" for its color set that would sell under $400 (see story, page 53).
- Films and movies—Paramount Pictures expects record net income for the second quarter as a result of non-recurring profits; earnings for the first quarter were the highest in the corporation's history but profits from movie operations in the second quarter will be lower than the comparable 1955 period. The firm is continuing a policy of shrinking its capital structure with the picture business progressing through a period of "transition."

Mr. Balaban admitted that tv "has unquestionably influenced the level of our grosses since it became a major competitor for the leisure time of the public," and that "there can be no doubt that certain new types of tv programs are having an effect on theatre business." He held forth hope, however, that these may be "transient" and would not be a "basic, long-term influence ... that we cannot meet competitively."

Old Warner Bros. Movie Lot Opened for tv by Paramount

THE OLD Warner Bros. movie lot at 5842 Sunset Blvd., Hollywood, where Al Jolson made history nearly three decades ago in the filming of the first talking picture, will re-open July 10 as a modern TV film studio rental facility under Paramount Sunset Corp. The lot also is headquarters for Paramount's KTLA (TV) Los Angeles.

Paramount has completely renovated six huge sound stages, ground floor dressing rooms, storage areas, film vault, executive offices and projection and editing rooms. General Manager Stanton Osgood said the rental lot can handle every possible type of TV program, from the personal, intimate floor show to the most elaborate television production. record and lighting facilities available.

Mr. Osgood announced appointments of Fred Alvin, formerly with ABC-TV and RCA, as technical manager and Fred Gammon, formerly assistant comptroller of Paramount's Telemeter Corp., as manager of business affairs. Mr. Alvin is known as one of the developers of the Kinoscope film process.

WCBSTV New York Buys 152 Warner Bros. Features

IN A TRANSACTION estimated at $1.5 million, WCBSTV New York last week purchased 152 Warner Bros. feature films from Associated Artists Productions New York. The purchase was described by the station as "the largest single purchase" it has made to date.

The contract, which was signed by Sam Cook Duccini, general manager of the station, and Robert Rich, Associated Artists general manager, calls for WCBSTV to acquire most of the films by Jan. 1, 1957, for exclusive showings in the New York area. The remainder will become available to the station on July 15, 1958, after the films have completed run. in theaters.


Producers Decry Poor Quality Of TV Commercial Film

DISCUSSION on the increasing problem of poor quality prints of TV film commercials at the regular monthly meeting of the Film Producers Assn. of New York last week brought agreement that the condition resulted from lack of control of finished negatives by producers.

It was noted that in the last few years, agencies have followed a policy of consigning finished negatives to service organizations which arrange for mass production of release prints and for shipping. Producers reported that this practice began when a number of heavy spot-agency producers decided to utilize the location of agency-owned negatives heretofore spread among many producers.

FPA members, who produce the bulk of commercial film products, said that optimum quality images and sound tracks of release prints "are best attained when the individual producer involved deals directly with the film processing laboratory." At the next meeting of FPA on July 2, according to an association spokesman, concrete proposals will be offered to help expedite the centralization of agency-owned negative film without sacrificing release print quality.

Van Praag Productions Expands N. Y. Facilities

OPENING of expanded studio and executive offices in New York of Van Praag Productions on the fourth floor of 1600 Broadway is being announced today (Monday) by William Van Praag, president of the film company. The new offices are modern and air conditioned, occupying 21 rooms and equipped to handle all phases of film production.

The enlarged space in New York follows the Van Praag decision to set up a new studio in Hollywood, Calif., in order to handle increased business volume of the firm, which is in tv, industry, commercial and theatrical film. The company also has studios and offices in Coral Gables, Fla., and Detroit.

National Telefilms Session Discussing New Sales Plans

SALES plans on behalf of National Telefilm Assn.'s newly-acquired 20th Century-Fox package of 52 feature films and the Paramount short subjects library were to be discussed at a four-day sales convention at a new ban which opened in New York last Saturday and continues through tomorrow (Tuesday).

Company officials who will address the meeting are Harold Goldstein, vice president in charge of sales; Ely S. Gross, vice president; Oliver Unger, executive vice president. Sales personnel attending include E. Jonny Graaf and Al Wallace, Chicago; Edward M. Gray, Peter S. Osgood and Bill Whalen, Los Angeles; Donald Swartz and Gerald Coruzzi, Milwaukee; Nicholas W. Russo, Boston; Charles D. McNamee, Memphis; Bill Boyce, Dallas; Bill Whalen, Kansas City; Seymour Kaplan, New York and Napoleon Vaillancourt, Montreal.
WSJS-TV
channel 12

Winston-Salem

CALL HEADLEY-REED, REP.
New Madrid Film Firm Plans First U. S. Release in Fall

ESTABLISHMENT in Spain of Martin Gosch Productions as a tv film and motion picture production organization was announced last week in New York by Martin Gosch, president. He claimed the company's output is comparable to American standards but can be produced at less than one-half what the production costs would be in the U. S.

Mr. Gosch reported that the company currently is filming in Madrid a 39-episode, half-hour series, The Adventures of the Americano, starring Scott McKay. He said the series is slated for fall release and he has been negotiating with ABC Film Syndication as distributor. A second tv series, The Red Mask, will be filmed in color. Mr. Gosch revealed, with starting date not set.

AAP Buys 'Popeye' Films For Tv Station Release

ASSOCIATED Artists Productions has acquired from Paramount Pictures Corp. a library of 234 "Popeye" cartoons, which will be released to tv stations, it was announced last week by Eliot Hyman, AAP president. The cost of the library is estimated at $1.5 million (also see Paramount Pictures stockholders story, page 50).

AAP previously had obtained distribution rights to 337 Warner Bros. cartoons, including such characters as "Bugs Bunny," "Porky Pig," "Daffy Duck" and others. The AAP cartoon library, according to Mr. Hyman, now includes 411 different subjects in color.

Former Employee Sues Loews

DAMAGE SUIT for $202,000 against Loews Inc. was filed in Superior Court at Santa Monica, Calif., last week by Marvin Lee Miller, charging that the format of promoting upcoming MGM feature movie releases on ABC-TV's MGM Parade is an appropriation of a suggested format which he submitted to MGM several years ago. Mr. Miller, now a civilian employee with the U. S. Army in Germany, formerly was secretary to the late Harry Rapf, an MGM executive who conceived the idea. Mr. Miller told him it was not interested in his program format idea and failed to return his manuscripts or to compensate him for them.

Briskin to Form Company

IRVING BRISKIN, studio manager at Columbia Pictures, Hollywood, relinquishes his post July 1 to form his own tv production company, which will release through Columbia's tv film subsidiary, Screen Gems. According to his agreement with Columbia President Harry Cohn, Mr. Briskin and his new unit also will supervise all Screen Gems production.

FILM SALES

Steelhead Television Corp., N. Y., has sold Sports Short and Vienna Philharmonic to WATV (TV) Newark; King's Crossroads to WWHO-TV Dayton; Movie Museum to KOMO-TV Seattle and WTVD (TV) Durham, N. C., and Music for Everybody and Tales of Tomorrow to KFBB-TV Great Falls, Mont.

Screen Gems, N. Y., has sold 78 quarter hours of The Patti Page Show to WCBS-TV New York. Show will be scheduled Saturday, 6:15-6:30 p.m. EDT, replacing The Frankie Laine Show, effective July 7.

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WHEN WLAC-TV Nashville, Tenn., set out to obtain the film show Code 2, it found that the show was for regional sale only. So station executives got busy and sold the show in two other tv markets—Chatanooga and Knoxville. At the contract signing are, 1 to r: T. B. Baker Jr., executive vice president-general manager of WLAC-TV; J. Robert Clark, station account executive; W. L. Mitchener, general manager of Nashville Whale Co., sponsor; Joe Porter, manager of Atlanta branch of ABC Film sales, and Jack Sandefur, Buford-Lewis Agency, Nashville.

Television Programs of America, N. Y., reports Campbell Soup Co., Camden, N. J., has purchased The Count of Monte Cristo for showing in Puerto Rico starting this summer. Robert Otto & Co., N. Y., is Campbell agency for international advertising.


FILM DISTRIBUTION

CBS-TV Film Sales, N. Y., has placed Brave Eagle tv film series into syndication following completion of cycle on CBS-TV June 6.

Richard S. Robbins Co., N. Y., public relations-sales promotion agency, has obtained syndication rights to 30 British film comedies, which firm is making available on library basis to stations. Robbins also has secured radio-tv syndication rights to Pip, Squeak & Wilfred comic strip in London Daily Mirror. Negotiations are under way for filming of 39 episodes.

Art's & Audiences Inc., N. Y., non-profit cultural agency, has produced series of 13 half-hour tv films on music appreciation for children, Musia for Young People, for distribution to educational stations by Educational Television & Radio Center, Ann Arbor, Mich. Following its cycle on those stations, films will be made available for other showings, including presentations on commercial tv stations during sustaining time.

Alfred D. LeVine, Chicago film salesman, announces acquisition of national tv rights to new Bud Wilkinson Show (formerly Sports for the Family), 13 quarter-hour series starring Bud Wilkinson, U. of Oklahoma coach, and produced by Bud Wilkinson Productions. In June 4 issue of B/W it was incorrectly indicated that Screen Gems Ltd. of Canada had acquired rights. This organization has been appointed Canadian distributor for the Byron Nelson Let's Go Golfing film series.

FILM PRODUCTION

Youth in Focus Films Inc., Hollywood, has been formed by producer Ronald V. Ashcroft, attorney Leon Seltzer and Irving Berlin of Hollywood to film 26 half-hour programs.

Vior Stoloff, L. A., has purchased rights to Tales of the Turf, novel by Harris Wade, with intention to start production of adapted tv series in early summer.

Gulf Films Co., N. Y., will produce special color feature film for National Arthritis & Rheumatism Foundation featuring actor Charlton Heston. Film will be distributed by Guild's public service division.

Bill Stern, ABC sportscaster, will play himself in semi-documentary half-hour tv series, College Coach, being written and produced in New York by Thor Brooks and Malvin Wald. Series is to be available to tv stations in fall.

Walter Schwermer, president of syndication firm, announces new group of 26 filmed Championship Bowling programs will be produced this summer and be available for distribution to tv stations around Oct. 1. Five regional beer advertisers have signed for additional series in New York, Texas and other major markets. Peter DeMet Productions will shoot series. Current series has been sold in 140 markets.

K-T Productions, N. Y., tv package and theatrical property firm, announces plans to produce new tv comedy-panel series, Brain Trust, and has signed Russell Beggs as writer.

Robert Alexander Productions Inc., Hollywood, has announced plans to begin three new romantic-adventure film series at Califilm studios in addition to Fremont, The Trailblazer, starring Steve Cochran, now underway for showing on CBS-TV in fall. Mr. Cochran, film head, will direct three new series with Harrison Reader as producer and John Dunkel as writer.

FILM PEOPLE

W. A. Pomeroy, Detroit representative of Guild Films, resigned. Mr. Pomeroy was former manager of WLS and WLS-TV (uhf no longer operating) Lansing, Mich., has filed application for am station at Tawas City-East Tawas, Mich. He is past president of Mich. Assn. of Broadcasters.

Ben B. Odell, vice president, California Bank, Hollywood, to Cathedral Films, Burbank, Calif., as treasurer.

Walter K. Scott, formerly chief of motion picture services, U. S. Department of Agriculture, Washington, to Capital Film Laboratories, Washington, as special sales representative.

Louise Gruner, previously with college department of Kineth & Co., N. Y., publishing company, named assistant to advertising-publicity-promotion director of C&C Television Corp., N. Y.

Marvin Schlaifer, Emil Mogul Co., N. Y., to National Telefilm Associates, N. Y., as sales service coordinator.

Page 52 • June 11, 1956
When should a new model replace the old? Our automobile industry says, "annually." If it's boats, possibly every two years. If our daughter's formal, then one party is the duration.

The formula adopted by Gates is no secret. "Keep a new model on the drafting board all the time." True, it may be on again off again. But each time a new advancement appears, the drawing addition is made. --- Progress, in this way, is continual and not spasmodic. Engineers are always alive to today's needs. Production people know what's coming and prepare in advance.

Indeed Gates out new models them all! By no means to set a record but to fill the need of a progressive industry. It is through the parade of new and better things that leadership becomes factual -- more than just a claim.

GATES
GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS

MORE THAN A CLAIM
No. 7213
REIN SCH TO RUN DEMOCRAT CONVENTION

Executive director of Cox stations named assistant chairman of Democratic National Committee to plan party's nominating parade. He announces plans to press for GOP agreement on tv debates.

J. LEONARD REIN SCH, executive director of the James M. Cox radio-television properties (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla.), last week was appointed as assistant chairman of the Democratic National Committee in charge of the 1956 Democratic nominating convention, which begins Aug. 13 in Chicago.

As convention manager, he succeeds William Neale Rouch, who resigned May 18 "for personal and personnel reasons," according to Democratic National Chairman Paul M. Butler, who announced the new appointment in Chicago.

Mr. Reinsch, as voluntary tv-radio consultant to the Democratic National Committee, has been handling arrangements for television, radio and newswires, physical planning of the convention facilities and development of the convention's program.

Mr. Butler expressed appreciation to former Gov. James M. Cox and his son, James M. Cox Jr., owner of the radio-television properties which Mr. Reinsch directs, for making the broadcast executive's services available. He said the Democratic Party is fortunate to have a man of Mr. Reinsch's background working with the committee. The elder Mr. Cox was the Democratic presidential nominee in 1920 and was defeated by Warren G. Harding.

Mr. Reinsch was radio director of the 1944 convention and presidential campaign, is a former radio advisor to the White House and was radio-television director of the 1952 Democratic national convention. He is a member of the board and stockholder of the Knight-Cox WCKT (FM) Montreal, the Cox Broadcasting company, and managing partner of several subsidiaries in the chain.

Mr. Reinsch also serves on the Miami BROADCASTING commission, the Miami Herald-Tribune board and is a member of the board of the Miami University of Ohio, where he was a student in 1930-31.

CBS-TV to Show Delegates How It Covers Conventions

AN UNUSUAL service will be provided by CBS-TV to more than 7,000 delegates and alternates to the presidential nominating conventions this summer when they will be invited to attend special orientation telecasts showing how the broadcast networks handle election coverage.

The telecasts will be on closed-circuit over CBS-TV from 5:30 p.m. EDT July 23 for all Democratic delegates and July 25 for all Republican delegates. According to Sig Mickelson, CBS vice president in charge of news and public affairs, delegates will be invited as soon as their names are received. Each delegate will receive a written invitation to view the telecasts at the CBS-TV affiliated station nearest to him. Mr. Mickelson noted that recordings of the telecasts will be made available to delegates in Alaska, Puerto Rico, Canal Zone and the Virgin Islands.

"These delegates constitute perhaps the only special group in the nation who will be unable to watch the progress of their conventions on television," Mr. Mickelson pointed out. "And add to these facts, maybe some participants in the convention broadcasts, we feel it both useful and important that they be familiar with the workings of the broadcasts and their part in them."

The closed-circuit telecasts, which will originate in New York, will show delegates sections of the interiors of Chicago's International Amphitheatre and San Francisco's Cow Palace through television artists' drawings and life-size "mock-ups." The telecasts will show delegates where they will be located, plus information on delegate and party headquarters hotels, airports and rail terminals, scenic highlights and direct routes to the convention halls.

ike Not Set on Speeches

PRESIDENT EISENHOWER has no idea how many campaign speeches he will make in the autumn race, he said Wednesday at his news conference. Answering a question by Ray Scherer, Interstate Publishers, the President might make more than the six speeches GOP Chairman Leonard Hall had specified. The President said he had not discussed campaign details with Mr. Hall or anyone else in a specific or definitive form.

Hall Likes Time Requests To Free Campaign Trains

REPUBLICAN National Chairman Leonard Hall said last week he feels networks should no more be asked for free time by political candidates than a candidate would ask the railroads to furnish him an expense-free campaign train.

"Such a request," Mr. Hall expressed in an address to the National Press Club Thursday after being asked about "equal time" bills pending in Congress. He cited the difficulties encountered by broadcasters from candidates of minority parties asking for equal time.

The GOP national chairman said he was not disclosing campaign plans, but declared the Republican effort would emphasize full and intensive use of the "new" medium.

WNAC-TV Gives Low Rates To Political Candidates

CANDIDATES for state-wide public office will receive lower rates than other advertisers on WNAC-TV Boston, according to George W. Steffy, vice president.

Rate Card No. 9, which incorporates a general rate in radio and television, became effective June 1. However, until the general election Nov. 6, political candidates will be charged at the rates quoted in the old card, which had a top hourly rate of $2,000.

Get-Out-Vote Campaign Scores in Davenport Test

PILOT CAMPAIGN to test ways of increasing registration of voters during the campaign year, conducted in Davenport, Iowa, brought out 2,267 new registrants compared to a normal 200, according to American Heritage Foundation.

The drive was conducted in cooperation with the Davenport Spectator and in an effort to develop techniques for the get-out-the-vote effort planned later in the year.

The local steering group consisted of the American Legion, Junior Chamber of Commerce, the Republican and Democratic party organizations, the local chambers of commerce and broadcasters. Among the stations involved were WOC-AM-TV, as local chairman, John A. Carter, Charlotte, N. C., agency head, is on leave to ARH to work on the drive.
"Rainy Day Coverage"

The "rainy-days" of hundreds of thousands of families from coast to coast are covered by giant insurance companies located in the Prosperous Piedmont section of North Carolina and Virginia...one of the major insurance centers of the Nation.

WFMY-TV, located in the heart of the Prosperous Piedmont, gives you "rainy-day," as well as every day, coverage too!

Rain or shine—since 1949, WFMY-TV has been the No. 1 salesman in this 50 county area where there are more than 2 million potential customers for your product.

With full 100,000 watts power on Channel 2, WFMY-TV is the only CBS station that gives you unduplicated CBS coverage of this $2.5 billion market.

For outstanding sales results in the Prosperous Piedmont...every day of the year...call your H-R-P man today.

WFMY-TV...Pied Piper of the Piedmont

WFMY-TV

Channel 2

Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco — Atlanta
TELEVISION'S self-regulation project, designed to prevent advertising and programming excesses, is nearing the crackdown stage.

Last Thursday the NARTB Television Code Review Board decided to give a number of tv code violators a last chance to raise their standards and thus avoid the first disciplinary action in the four-year history of self-regulation.

G. Richard Shafto, WIS-TV Columbia, S. C., TV Code Board chairman, announced Thursday that several tv stations had been advised their code memberships are in jeopardy. Operators of the stations are being asked to confer personally with Edward H. Bronson, director of tv code affairs, and to consider "remedial measures in order to bring their operation into conformity with the code."

This policy action was taken after code officials had increased their monitoring of tv stations and networks. It's known that similar disciplinary action is considered with other stations now under review.

In a three-day meeting that started Tuesday the code board issued rulings on pitch programming and piggy-back or combination announcements. The board issued a directive to all code subscribers to take pitch advertising off their schedules as soon as present contracts have expired. Pitch programs, designed to entice buyers with bargain offers for merchandise the advertiser has no intention of selling, are found mainly in major metropolitan centers. Because of recent agitation, many pitch programs have been shortened from a quarter or half-hour to a minute or less.

Under the new interpretation, the board held "sponsored programs...consisting substantially of continuous demonstration or sales presentation violate not only the time standards established in the code, but the broad philosophy of improvement implicit in the voluntary code operation."

After reviewing a series of spot announcements that advertised more than one product, the board held, "When unrelated products are advertised as separate and distinct messages within one announcement, they in effect constitute separate announcements." However, it was noted that it is "an acceptable practice to advertise related (e.g., various frozen food products, or automobile factors, or compatible (e.g., pancakes and syrup, or furniture and carpeting) products within the framework of a single announcement, when integrated to form a single message."

The board reiterated an earlier ruling that film plugs should be counted against the advertising copy time allowance for the program in which they appear.

Amendments to the tv code language were adopted, covering multiple announcements and admission of producers and distributors of tv films as affiliate code subscribers. These actions are subject to NARTB tv Board action at the June 20-22 directors meeting in Washington.

RETMA Annual Convention Opens Tuesday in Chicago

ANNUAL convention of Radio-Electronics-Tv Mfrs. Assn. opens tomorrow (Tuesday) at the Edgewater Beach Hotel, Chicago, winding up Thursday night with presentation of the association's medal of honor to Paul V. Galvin, president of Motorola Inc. and a RETMA board member for 22 years.

H. Leslie Hoffman, RETMA president, will preside at meetings. All directors and officers will be elected simultaneously, a change in RETMA custom. Directors will serve one-year terms. A meeting of the Public Relations & Advertising committee will be held Tuesday morning. Topics are expected to include plans for National Television Week, to be held in September.

Panel at AFA's Convention To Feature Jones, McGannon

MERLE JONES, executive vice president of CBS-TV, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will represent tv and radio, respectively, at a media panel session tomorrow (Tuesday) at the Advertising Federation of America's 52nd annual convention in Philadelphia.

CBS-TV President J. L. Van Volkenburg had been slated to join Mr. McGannon at the tv representative but yielded his place to Mr. Jones in order to be available at the Senate Interstate & Foreign Commerce Committee hearings in Washington this week (see story page 28). The nine-man media panel, appearing at AFA's Tuesday luncheon session, will discuss "How Will Media Meet the Changing Trends in Marketing?"

AFA's convention was scheduled to open yesterday (Sunday) with a brunch, sponsored by the Council on Women's Clubs, at which Mrs. Harriet Edmunds, president of Chartmakers Inc., New York, was to be designated as 1956 Advertising Woman of the Year. Bonnie Dewes of D'Arcy Adv., St. Louis, was to make the presentation. Mrs. Edmunds was chosen by a judging panel consisting of Leo Burnett, Leo Burnett Co., Chicago; Allan Clark, D'Arcy Adv., St. Louis, and Herman C. Sturm, Nation's Business magazine.

Nine Vice Presidents Named By International Advertising

APPOINTMENTS of nine new vice presidents of the International Advertising Assn. were announced last week by IAA as a step toward improved coordination of association activities throughout the world.

The new vice presidents are Dr. Eric W. Stoeckner, director of foreign advertising, The New York Times, international activities; K. Peem Juul, vice president of McGraw-Hill International Corp., national activities; Dr. Rudolph Farner, president of Rudolph Farner Advertising & Public Relations Agency, Zurich, Switzerland, Europe; Augusto Godoy, president of Godoy & Cia (TV) Cleveland, Ohio, prof. of Ricardo de Luca, owner and director, Ricardo de Luca—Publicidad Tan, Buenos Aires, Argentina; Michel Touma, general commissioner of the 1957 Cannes, Beiruti, Lebanon, the Middle East; Hideo Yoshida, president of Dentsu Adv., Ltd., Tokyo, the Far East; Charles W. Applegate, export sales manager, The Esterbrook Pen Co., eastern U. S., and Fitzhugh Granger, manager merchandising services, International Harvester Export Co., central U. S.

Radio, Tv Sets Session For Engineers' Conference

THREE sessions on radio and tv are scheduled at the 1956 summer and Pacific general meeting of the American Institute of Electrical Engineers at 25-29 at San Francisco's Hotel Fairmount.

One session, Wednesday afternoon, June 27, will deal with high fidelity amplifiers, am-tv research and transmitter remote control. J. B. Eckhardt, WEW, Chicago, will preside. The Thursday morning session will be devoted to television networks, measurements, recording and vhf propagation, with O. W. B. B. E. E. Westinghouse, General Electric, presiding. The Thursday afternoon meeting will discuss color television and industrial television, under the guidance of George H. Brown, RCA Labs, Princeton, N. J.

Mr. Epperson is chairman of the AIEE's Committee on Television and Aural Broadcasting Systems, which is sponsoring the radio-tv sessions.

Michigan AAAA Council Plans Detroit Meeting

THE Michigan Council of the American Assn. of Advertising Agencies will hold its spring meeting tomorrow (Tuesday) at the Rackham Memorial Bldg., Detroit. Robert E. Anderson, Batten, Barton, Durstine & Osborn and chairman of the Michigan Council, will open the meeting.

Speakers include George Wolf, vice president in charge of radio-tv, Ruthrauff & Ryan, New York, and Barrett Brady, vice president in charge of creative services, Kenyon & Eckhardt, New York.

Page 56 • June 11, 1956
Which ad would you run?

One of these four advertisements will appear in LIFE and The New Yorker magazines the week of June 30. Which do you think it should be?

It took us some time to decide on the best copy approach—mainly because there are so many good things to say about bananas. They have a rich supply of protective vitamins, minerals and energy-building sugars. They're a wonderful food for dieters—and they're also one of the easiest foods to digest.

P.S. Write and tell us which ad you would pick to run—A, B, C, or D. Pick the winner, and United Fruit Company will send you an award in keeping with your status as an advertising expert. Send your choice to United Fruit Company, Pier 3, North River, New York, N. Y.

Bananas know no age barrier—they're an important food from infancy to old age. And they come wrapped in a nature grown dustproof package.

We narrowed the banana story down to four different copy approaches. Then we selected four different photographs. And, after careful consideration, we made our choice. Wonder if it's the same one you would choose?

**RAB PLANS INCREASED SALES ACTIVITIES**

Bureau board of directors also approves second budget increase in six months, sets four regional management conferences for August and September, and intensifies participation in local selling program.

HEAVILY stepped-up sales activities backed by the second budget increase in six months were approved by the Radio Advertising Bureau’s board of directors last week.

The board, headed by Joseph E. Baudino of Westinghouse Broadcasting Co., approved:

- A series of four regional management conferences to be held in August and September as “seminars” for managers and sales managers.
- Intensification of RAB’s local “sales committee” program, enabling teams of RAB executives to make more presentations to more local and regional advertisers in more cities during the next year.
- Expansion of this year’s second annual National Radio Advertising Conference, to be held Oct. 29-30 at New York’s Waldorf-Astoria Hotel [B&T, June 4].
- Expansion of RAB’s “blitz” plan of bombarding key advertisers with material on radio’s selling power.
- Increase of RAB’s operating budget to an annual rate of $790,000. This represents a $15,000 increase over the figure set three months ago when 1956’s first upward revision moved the budget to $775,000.
- Plans for participation in next year’s National Radio Week, endorsing the week of May 5 as the period for that salute [B&T, June 4].

Each of the four regional management conferences will bring together between 40 and 50 stations and station sales managers in two-day sessions to hear “125 different solutions to problems that impinge on sales—sales management problems, promotion problems, program problems and general management problems.” President Kevin Sweeney told the directors.

First of the conferences is scheduled Aug. 16-17 at Rickey’s in Palo Alto, Calif., for west coast station executives. It will be followed by one for the Midwest on Sept. 6-7 at a site to be selected; a southern meeting Sept. 10-11 at the Buena Vista in Biloxi, Miss., and an eastern meeting Sept. 13-14 at Skytop Lodge, Skytop, Pa.

Under RAB’s local “sales committee” program, RAB member stations in an area work jointly with an RAB executive in making united presentations on radio’s sales effectiveness to key local advertisers. The expanded plans approved last week call for such visits to 20 cities during the next year, with four RAB executives (instead of one) working each city and making up to 45 presentations (instead of three to nine) to local and regional advertisers [B&T, June 4].

First cities to be visited are Boston, Chicago and San Francisco.

In the expansion of the second National Radio Advertising Conference, RAB plans to invite more than 500 agency-advertiser decision-makers, as against 300 who were RAB’s guests last year. RAB sponsors and arranges the conference but principal speakers are advertiser and agency people who present case histories on their successful use of radio.

The “blitz” plan, also to be expanded, involves the concentration of RAB direct-mail, original research, special presentations and similar radio sales material upon all important executives within a given industry for a 30-day period, instead of spreading it over a period of a year. This technique has been used in the beer industry, is currently being used among watch advertisers, will be expanded to other fields including tobacco, food, chain stores, appliances and cosmetics.

The board meeting was held Wednesday. It was preceded by Tuesday sessions of the executive and finance committees, whose members also are on the board.

John Poor, president of Mutual, was elected to the board and appointed to the finance committee. He replaces Robert A. Schmid, also of Mutual but now more closely identified with activities of the parent RKO-Teleradio Pictures and the General Teleradio Film Div. than with the radio operation alone.

**Agency Film Demands Explained to SMPTE**

IN an attempt to familiarize film producers with the reasons behind the demands made upon them by advertising agencies, two executives from J. Walter Thompson Co., New York, last week spoke on current day advertising practices before the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York.

William Briggs, account executive, briefed the SMPTE audience on the growing importance of market (product and consumer) research today. He stressed the increasing role of populations and shifting tastes as considerations that make it impractical to rely on experience in predicting marketing attitudes. He explained that advertisers and agencies must make use of product research to determine "the preferences of the market as applied to the characteristics of products and their containers." Consumer research, he said, is used to analyze "the characteristics of the ultimate user in reference to a specific product... and provides a better understanding of end uses of the product."

Wallace Elton, vice president and director of J. Walter Thompson, spoke on "the use of pictures in communications." He made the point that pictures are a significant force in communications, quoting a research study that "65 percent of the knowledge of the human being is assimilated through the eyes." He cautioned that it takes a better picture to hold the eye because it is constantly being "assaulted by competing pictures.

Mr. Elton used slides to demonstrate steps in the development of advertisements and indicate the reasons for selecting a particular approach for a particular selling job. He explained that the selection of photography or art work and other components of an advertisement usually rests in the hands of an agency and that of its client. He pointed out that changes made along the way toward the finished filmed commercial are necessary ones but often lead film producers to consider an agency a difficult customer.

**Gitlin Talks on TV’s Service**

IRVING GITLIN, CBS director of public affairs, is scheduled to address the principal luncheon of a June 13-14 workshop on tv production for national social welfare organizations in New York, under the sponsorship of the National Social Welfare Assembly. Mr. Gitlin will discuss "Television's Role in Interpreting Community Service and Social Welfare." Other broadcasters who will participate in the program—part of which will be on "Solving Basic TV Problems"—are Clarence Worden, WCBS-TV New York public affairs director; Robert B. MacDougall, WATV (TV) Newark program director, and A. Cledge Roberts, New York U radio summer workshop director.

**TRADE ASSOCIATION SHORTS**

Avery-Knodel, N. Y. station representation firm, signed as member of Television Bureau of Advertising, bringing TVB’s membership in representation field to 12.
in Philadelphia **WPEN** is the station of personalities

**STEVE ALLISON**

Monday through Sunday
11:05 P.M.—2:00 A.M.

The personality with the highest "excitement" rating in broadcasting anywhere. Firecracker-names and issues keep studios packed and even staid Philadelphia up till after 2 A.M.

**SOLD OUT**

**THE 950 CLUB**

**CAL MILNER & LARRY BROWN**

Monday through Saturday
1:05 P.M.—7:00 P.M.

For 15 years the 950 Club has been passing an inheritance of the best in popular music from generation to generation. Top ratings, the highest city mail-count and daily studio-jamming crowds, prove that all generations are loyal to this legacy.

**FIRST IN PULSE RATINGS**

**FRANK FORD**

Sunday
4:05 P.M.—6:00 P.M.

The world's only living disc jockey who doesn't play jazz, barrelhouse, or rock 'n roll. He features songs that were popular when you and I were young, Maggie, as well as hits from Broadway shows. Two hours of relaxation on Sunday afternoons.

**FIRST IN RATING INCREASES**

**Pulse**

**PAT AND JACK**

Monday through Saturday
9:05—10:00 A.M.

The only team in Philadelphia that rivals the Phillies in popularity. Leads all other food shows with the "Angel-in-the-kitchen", "Princess-in-the-parlor" and — delivers guaranteed merchandising extras in the Penn Fruit Company, the food chain named Brand Name Retailer of the year.

**SOLD OUT**

**Represented Nationally by Gill-Perna, Inc.**

*New York, Chicago, Los Angeles, San Francisco*
PERSONNEL RELATIONS

TV NETWORKS SIGN PACT WITH WRITERS

Nationwide walkout averted when guild wins recognition of two strike issues which include separation of rights and non-exclusivity of services.

A LAST MINUTE agreement between the three major television networks and Writers Guild of America in Hollywood averted a nationwide strike Monday as tv film writers won recognition of two strike issues—separation of rights for all writers and non-exclusivity of services.

The new agreement is effective until Jan. 1, 1960. Negotiators were in continuous session during the final two weeks of the talks.

On the first of the two chief issues, the networks agreed to make no distinction between writers assigned to a single tv film series and writers assigned to multiple series and to accord separation of rights to all freelance writers whether employed on a week-to-week or per-script basis, or assigned to a single or multiple series.

An exception to this understanding covers writers hired for several duties such as writer-director-producer, for instance, who also create ideas for a program series. In this case, the networks will acquire all rights for three years with specific compensation to the writer if a series is developed for his idea within that time. This would include a $225 royalty for each episode, participation in reruns of each episodic up to a total of 140% of minimum and a 23% interest in all subsidiary rights. If the network fails to exploit the program series within the three-year period, all rights revert to the writer.

On exclusivity of a writer's services, something which the networks have favored to assure continuity of creative thought, certain guarantees of employment were established in the new pact. In order to require the writer's services on a basis of complete exclusivity, the network must guarantee at least six one-hour, 13 half-hour or 26 quarter-hour shows, for which the network would be entitled to a maximum of 26 weeks of the writer's exclusive services. The writer during this time, however, could write for other media such as movies, plays or books.

Financial terms of the new network agreement are comparable to those signed by WGA recently with the Alliance of Television Film Producers, other independent tv film producers and the Assn. of Motion Picture Producers. Half-hour story and teleplay writers draw $1,100 while the hour program writers get $2,000 and 90-minute show writers get $2,900. First re-run draws 35% of minimum, second re-run 30% and the third, fourth and fifth 25% each.

Taradash, Kanter Winners In Writers' Mail Election

NEW officers of Writers Guild of America (West) were announced in Hollywood last week following a supplementary mail election made necessary by a constitutional amendment reorganizing the officers upon amalgamation of the tv and radio writers into a single branch of the union. Daniel Taradash was elected first vice president and Hal Kanter was named secretary. They join Edmund Hartmann, president; Gomer Cool, second vice president, and Curt Kenyon, treasurer, hold-over officers from last year.

New members of the WGAW Council for the
The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

you are there

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

N. Y. C. — Murray Hill 9-6830 • CHI. — Hollycourt 5-2400 • L. A. — Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.
PERSONNEL RELATIONS

Television-Radio Branch include President David Dortort, Vice President Gene Wong, Secretary-Treasurer Al Martin and board members James Allardice, True Boardman, Erna Lazarus, Phil Leslie, Penton Earnshaw, Les Farber, Howard J. Green and Malvin Wald.

Earnings for Writers In Tv, Films Increase

A STRONG JUMP in tv and film writers' income in Hollywood was registered during the past year, according to the annual financial report of Writers Guild of America (West) by its treasurer, Curtis Kenyon. Important gains were made in both motion picture and television fields with the result that revenue for film writing is showing signs of recovery and television writers have pulled to within nearly 30% of total earnings of screen writers. Gains in radio earnings also have been made.

Dues from screen writers increased from $86,200 for the year ending March 31, 1955, to $107,500 for the year ending March 31. According to Don Taradash, president of the Screen Writers branch, this means that screen writer income is back above the $10 million annual figure for first time in three years. After a 1952 high of $11.8 million, screen income by mid-1955 had slid to $8.6 million, he said. But for this past year the figure jumped to $10,750,000. Television dues rose from $19,600 for year ending March 31, 1955, to $47,400 for the twelve months ending March 31, 1956, representing income of $4.74 million.

Approximately $250,000 in re-run payments have been collected by the Writers Guild of America (West) for members in its television writers branch, according to David Dortort, president of the latter group.

In a report at the guild's annual meeting in Los Angeles, Mr. Dortort said that the payments accrued under a film television contract now superseded by new agreements. These new agreements, recently concluded with major film tv subsidiaries and the Alliance of Independent Film Television Producers, will assure an even quicker and greater return on re-runs, Mr. Dortort said.

AFM Opens Convention Today; Local 47 Battle in Spotlight

THE American Federation of Musicians opens its annual convention at Atlantic City, N. J., today (Monday), with the spotlight centered on an expected appeal to be laid before the meeting by 11 rebel leaders of Los Angeles Local 47 who have been ordered suspended from the union for varying periods of times [B*7, May 14]. The International Executive Board of AFM agreed to hold the suspension in abeyance until their appeal could be placed before the AFM.

AFM Hearings Will Continue

FURTHER investigation of the AFM music performance trust fund, with hearings expected to be held in New York and Washington, was reaffirmed last week by Rep. Joe Holt (R-Calif.). He is the Republican member of the three-man subcommittee of the House Labor and Education Committee which probed the trust fund and its relation to the anti-Petrillo rebellion within AFM Hollywood Local 47 a fortnight ago [B*7, May 28]. Congressman Holt said the hearings will be resumed after the AFM national convention in Atlantic City this week.
We're selling more clothes in well-dressed San Diego!

55% More Than in 1950*
Now more than Portland, Ore.; Birmingham, Alabama; Columbus, Ohio or Norfolk and Portsmouth, Virginia combined.

San Diego has more people, making more, spending more and watching Channel 8 more than ever before.

*Sales Management, 1955
Mr. C. H. Topmiller  
Radio Station WCKY  
Cincinnati, Ohio  

Dear Top:  

31,835 new customers!  

Yes, Top, WCKY has produced, in a few months, exactly 31,835 new customers with more coming every day, for our client, Ellers Company of Burbank, California.  

WCKY has always produced box-car totals for our clients. We’re writing you about the Eller results because they prove that WCKY is still booming along, even as of old, despite television.  

And here is a point which interests our client (and us) even more than the actual results: As you know, Ellers Company distributes on an ON-APPROVAL FREE TRIAL basis, an automotive item called the GAS SAVER or GANE NEEDLE. Ellers collects no money in advance—none until and unless the prospective customer wants to pay for the Gas Saver. So, it looks like our client takes TWO chances:  

1. That their automotive item will do the job claimed for it.  
2. That the quality of your listeners is satisfactory and enough listeners will pay for the Gas Saver, if they like it.  

The fact that we’ve just authorized you to produce 50,000 more responses is proof beyond doubt of the quality of your listeners. And, of course, it’s proof that WCKY is still the best-producing station in the country.  

Sincerely,  

SHAFFER BRENNAN MARGULIS ADV. CO.  

S. I. Rosenfeld  

SIR:1z
WCKY....

"Best producing station in the country" can get BIG SALES RESULTS for You.

- Large Audience
- High Power
- Low Cost

BIG SALES RESULTS make WCKY your BEST BUY in Cincinnati

- 50,000 WATTS OF SALES POWER

BUY WCKY...INVESTIGATE TODAY

NEW YORK
CINCYNNATI
CHICAGO
SAN FRANCISCO
LOS ANGELES

50,000 WATTS OF SALES POWER

FOUR HOURS A DAY • SEVEN DAYS A WEEK
FCC PREPARED TO FINALIZE PROPOSALS ON TELEVISION ALLOCATIONS THIS WEEK

Commission meets tomorrow to study problem and is expected to entertain plans looking toward moving major portion of U.S. to high-band if present coverage can be maintained; some deintermixture seen permitted soon.

BUTTRESSED by a new court ruling giving it virtual carte blanche in handling of tv allocations, the FCC this week is prepared to finalize pending proposals designed to get it off the Congressional hook, and pave the way for greater competition in nation-wide video service. The action will be preliminary, and preparatory to new rule-making proceedings. It looks toward a spectrum that will encompass both uhf and vhf, but with the immediate objective of providing at least three competitive tv services in primary markets (three basic network competition), even if it entails some slight deviations from established standards.

While the report to be considered tomorrow (Tuesday) will anticipate the eventual move of tv service to uhf, either for the entire country, or a major segment of it, there will be no "deadline" for the shift. It would come only if uhf is found capable of providing adequate coverage, comparable to that offered by vhf.

It will also, it is generally known, offer to entertain petitions for deintermixture or vhf drop-ins—provided that certain conditions are met.

And it will boost uhf maximum permissible power to 5 million watts. Uhf maximum at present is 1 million watts.

The Commission met last Monday and was in general agreement on its course of action. Only Comr. Rosel H. Hyde was understood to completely oppose the move. The vote is expected to be 6-1.

[For a more detailed report on the pending proposal, see below.]

If accepted by the Commission tomorrow the report could be issued this week. However, this is believed problematical because editorial revisions may be required.

One of the major editorial changes is expected to be concerned with the implications of Thursday's Court of Appeals decisions in the deintermixture cases (see story page 68). There is anxiety in some FCC circles that the appellate court's ruling was based in part on one of the FCC's arguments—that the Commission felt deintermixture could only be accomplished on a nationwide scale, not on a piecemeal basis. Since this is virtually what the Commission is proposing to do, some rewording of the report to bolster the Commission's decision to provide for case-by-case consideration may be expected.

Meanwhile, behind the scenes activity which was aimed at establishing a non-profit foundation to upgrade uhf along the lines of Chairman McConnaughey's call for a "crash" uhf program, made at the NARTB convention last April, reached a climax last Monday when a group of manufacturers and broadcasters met and failed to agree on a method of operation.

At the same time, it was learned that the ad hoc committee appointed by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, within a week or two may agree on a report which would call for an independent "audit" of television from a technical, economic and social aspect (see story page 72).

How It Might Be Done

The FCC's plan of action—if adopted without serious revision tomorrow—envisages a possibility of eventually moving all television to the uhf band or doing so in certain areas (such as Zone I or that area east of the Mississippi River).

But, the Commission holds, this cannot be done until it is known whether uhf can do the job now being accomplished by vhf. The goal the Commission apparently seeks is that uhf perform in coverage and otherwise on a par with vhf. This means a development program—not only to determine uhf's overall potential, but also to increase the capabilities of uhf transmitters, antennas and receivers.

Chairman McConnaughey called for a uhf development "crash" program in his speech before the NARTB convention last April.

Until the potential of uhf is known, and equipment is improved, the Commission is agreed, it is understood, that there should be no mass deintermixture, no deletion of the table of allocations, no formal changes in milage separations. The Commission will, however, look with favor, it is understood, on deintermixture requests where such a move will
Fastest aircoach coast-to-coast

THE
ROYAL
COACHMAN
DC-7 NONSTOP

New York-Los Angeles $99
Washington-Los Angeles $98

The first nonstop transcontinental DC-7 aircoach

Already the star of the vacation season, American's new "Royal Coachman" is the first nonstop aircoach service coast to coast on the DC-7, world's fastest airliner. This luxury aircoach is an all-coach service. It offers reserved seats... passenger lounge... and fine meals, served at economical prices. There are three "Royal Coachman" flights daily—two between New York and Los Angeles offering the fastest daylight or overnight low fare service—and one between Washington and Los Angeles, over 2 hours faster than any other aircoach. Make your reservations now!

AMERICAN AIRLINES
America's Leading Airline
COUPLE OF NEWCOMERS MOVING

ABC Radio adds
Grand Central Station and
The Jack Paar Show
to its successful
morning programing bloc
July 2 is moving day. First, *Grand Central Station* moves into the 11 AM (NYT) slot, Monday through Friday. And right next door, at 11:15 AM (NYT), Monday-Friday, comes the lively *Jack Paar Show*!

*Grand Central Station* — the famous drama series created by Martin Horrell — returns to radio with all the expert acting, production and scripting that made it famous. Stories are weekly — start Monday, end Friday to maintain ABC Radio's unique morning programming formula.

*The Jack Paar Show* — built around Paar's special brand of humor. Jack comments on human foibles, plays hit tunes, talks and kids with famous guests. He not only delivers the commercials for you, but also is one of the nation's most merchandisable personalities to trade and public alike.

Two bright newcomers in a bloc of old (and substantial) friends:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Years</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td>Don McNeill's Breakfast Club</td>
<td>ABC</td>
<td>23 yrs</td>
</tr>
<tr>
<td>10:00 am</td>
<td>My True Story</td>
<td>ABC</td>
<td>12 yrs</td>
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<tr>
<td>10:30 am</td>
<td>When a Girl Marries</td>
<td>ABC</td>
<td>4 yrs</td>
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<tr>
<td>10:45 am</td>
<td>Whispering Streets</td>
<td>ABC</td>
<td>3 yrs</td>
</tr>
<tr>
<td>11:00 am</td>
<td>GRAND CENTRAL STATION*</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>11:15 am</td>
<td>THE JACK PAAR SHOW</td>
<td>ABC</td>
<td></td>
</tr>
</tbody>
</table>

Two additional quarter hours of topflight network morning radio from the network that is e-x-p-a-n-d-i-n-g.

*Special introductory rates through Dec. 26, 1956. To prove to you, your slide rule and the most merchandising-minded sales manager alive that ABC Network morning radio is the move for you.*

**ABC RADIO NETWORK**
result in assigning to a market at least three comparable facilities. Presumably, such a request will have to prove no serious loss of service to viewers now being served by existing or potential VHF stations.

The FCC will, it is indicated, accept some reduction in VHF co-channel separations in order to permit the shoehorning of additional VHF channels into a market in order to meet this three-to-a-city goal. No change in adjacent channel separation will be tolerated, it is presumed.

Present VHF mileage separations call for 170 miles between stations on the same channel in Zone I, 190 miles in Zone II and 220 miles in Zone III. The only affirmative action which it is believed the FCC will take in tomorrow's meeting will be the boost of UHF maximum permissible power to 5 million watts. This compares to today's maximum of 1 million watts. Only four UHF stations are operating, or are authorized to operate at this maximum today. They are WBRE-TV and WILK-TV Wilkes-Barre, Pa.; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans, La.

Zone I Tower Proposal
The proposal to permit VHF stations in Zone I to increase their antenna height above average terrain from the present 1,000 ft. maximum to 1,250 ft. will be denied, it is indicated. Maximum antenna heights are those heights at which maximum power may be used. Stations over the maximum heights today must reduce power according to a height-power ratio. Last December, the Commission revised its antenna height rules to approve the 1,210-ft. antenna of WBEN-TV Buffalo, N. Y. The tower was built in 1951 when the Commission issued its Third Report on TV allocations permitting this height. However, when the Commission issued its Sixth Report and Order in 1952, the maximum was set at 1,000 ft.

Running throughout the Commission's thinking regarding the future move of all TV to UHF (or in a major section of the country) is the fear that UHF may not be able to meet the service performances now in existence with VHF. Yet, it is acknowledged that the UHF band provides the only space where there are sufficient channels to permit a national, competitive television service.

There are strong inferences that proposals for selective deintermixtures, changes in mileage separations to permit more VHF channels in various markets and other plans are palliatives, at best. The Commission is presuming that the best thing for the future is the separation of the two systems and that there must be the idea that further proceedings may be necessary.

In requesting ideas and recommendations on how it should go about realizing this move of TV to UHF (provided UHF is shown to have the desired capabilities), the Commission inferentially also is inviting comments from non-broadcast services, military services and government agencies on their needs and intentions regarding the use of UHF. The lower UHF band (chs. 2-6) is said to be particularly desirable for intercontinental communications, "scatter" communications and for additional spectrum space for such non-broadcast services as taxicab, petroleum, railroad, industrial, etc.

Among the ideas the Commission seemingly is looking for regarding UHF's potentials are those involving shadow areas, the use of boosters and satellites, as well as improvements in transmission and reception equipment.

A basic implication in the Commission's thinking, it is believed, is that UHF must be the equal of VHF—not in every respect, perhaps, but certainly on an overall basis.

If there is a changeover to UHF, the Commission presumably would afford VHF stations a transition period—the figure of 10 years has been mentioned. This would also protect the public's investment in VHF receivers. During this transition period, VHF stations would undoubtedly be permitted to operate simultaneously on UHF and VHF. There has been some talk of a deadline date—perhaps five years after official notice of the changeover—when VHF stations would be required to begin simultaneous broadcasting.

May Seek Shipment Plan

There may be a request that Congress cooperate by passing legislation forbidding the interstate shipment of VHF-only receivers after a certain date. This would force manufacturers to fall in line with the FCC's action, it is felt.

This synopsis of Commission thinking is expected to be adopted by a six to one vote. Comr. Rosel H. Hyde is understood to be the lone holdout. There also is talk that Chairman McGovernahy will try to get Mr. Craven to express his approval of this approach to the vexatious allocations problem.

**There's a Fine New Look on Milwaukee's Channel 12**

Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

**WISN-TV**

Represented by Edward Petry & Co., Inc.
Hugo Bondy, Chief Engineer, WAGA-TV, Atlanta

"G-E image orthicons pay us a bonus in extra hours of top-grade performance!"

"The first General Electric tube that WAGA-TV bought has clocked over 800 hours, and image reproduction is as sharp and clean as the day we put it in the camera. Other G-E 5820's are showing the same long-life efficiency.

"In all ways, General Electric image orthicons are proving a good investment. Even the packaging is professional—the square containers won't roll off shelves, and damage to the tubes from handling is prevented by cushioning, so that the tubes are protected top and bottom. "Plenty of research, manpower, and money went into G-E Broadcast-Designed camera tubes. That's evident to satisfied users like Station WAGA-TV!"

* * * *

Phone your local G-E tube distributor... he stocks Broadcast-Designed image orthicons, gives fast delivery service! Tube Department, General Electric Company, Schenectady 5, N. Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC
COURT UPHOLDS FCC IN VHF GRANTS

Appellate unit says it is for Commission to decide if granting v's in established u markets will destroy the uhfs, upholds Corpus Christi, Evansville and Madison grants.

IT IS UP to the Commission to bear the responsibility of deciding whether the grant of a vhf facility to a uhf city might destroy the uhf outlets now in operation there.

That is what the full nine-judge U. S. Court of Appeals in Washington decided last week when it issued a sweeping affirmation of the FCC's power to use its discretion in refusing to stay vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis. These were the bellwether cases involving the petitions of uhf stations to intervene in pending vhf cases or to have the FCC "freeze" vhf decisions until the allocations proceeding was completed.

Argued last April before the full appellate court, the precedent-making ruling upheld the right of the Commission to proceed in making vhf grants, even while it was considering a possible revision of its allocations standards.

The court's decision, written by Circuit Judge George T. Washington, with Judge David L. Bazelon concurring, asserted that "the Commis-

sion decision to adhere to the 1952 allocation for the time being, as reflected in its refusal to institute a 'freeze' on construction permits for vhf stations to prevent competition with existing uhf stations, is well within its statutory authority; its decision was based on its finding that the vhf stations would bring additional television service to a significant number of people."

Judge Washington went on: "True, there would be loss to the public if vhf competition should destroy existing uhf stations before the current rule-making proceeding decides the ultimate fate of uhf television. But whatever one factor should outweigh the other is precisely the sort of question which Congress, by employing the broad language of Section 303, wished to commit to the discretion of an expert administrative agency, not the courts. It is for the Commission, not the courts, to pass on the wisdom of the channel allocation scheme . . .

So long as the Commission's action in such an area of discretion has a reasonable factual and legal basis, we may not overturn it . . . And we clearly should not compel the Commission to delay existing adjudicatory proceedings conducted in accordance with the statute and valid regulations thereunder in order to await the outcome of rule-making proceedings."

Vhf Litigants

Stations involved in the proceeding were ch. 6 KRIS-TV Corpus Christi, now operating; ch. 7 WTWW (TV) Evansville, Ind., and ch. 3 WISC-TV Madison, Wis. Opponents were uhf stations in those communities striving to persuade the FCC to deintermix these cities by deleting the vhf channels.

Still pending a court decision is the Commission's action in assigning ch. 10 to Vail Mills, N. Y., outside of Albany, N. Y. This was stayed by the court and is under attack by uhf stations WMGT (TV) Potsfield, Mass., and WTRI (TV) Albany, N. Y.

FCC Gets Protests

On 'Economic Injury'

HOW the FCC should handle "economic injury" protests is due to come into focus today (Monday) in oral argument in the Cleveland, Tenn., case where WBAC city is objecting to the grant of WCLE there.

Briefs covering legal and policy questions raised by the Commission last month [BT, May 14] have been filed by the Broadcast Bureau, WCLE, WBAC and WHLN Harlan, Ky.

The latter also was involved in an economic injury protest case, but protestant WKVV Harlan gave up the fight and withdrew its application. WKVV received a monetary settlement from WHLN for this move [BT, June 4].

Broadcast Bureau and WCLE took the position that the FCC cannot legally deny a broadcast application because of economic impact on an existing station, and they said, even if the Commission has this authority it should not exercise it. WBAC and WHLN took the opposite view.

The economic injury factor, raised by WAML and WLAU Laurel, Miss., against the grant of WPWR to that city, was dropped prior to oral argument before the Commission en banc last week. However protesters argued that the Rev. Carroll F. Jackson, Baptist minister and WPWR principal owner, had misrepresented financial qualifications and technical elements to the Commission. Mr. Jackson, arguing his own case, denied any wrongdoing.

Broadcast Bureau held that there had not been "willful intent" to deceive and indicated it was agreeable to the grant being sustained.

WHEC WALLOPS

YOUR SALES MESSAGE RIGHT INTO THE HEART OF THE RICH ROCHESTER AREA!

You pack plenty of sock when you bat out your sales message over Station WHEC, the Station that most Rochesterians listen to most of the time! We call your special attention to our consistently highly rated daytime hours. ALL of the Top Ten daytime radio shows are carried by WHEC! . . . Write today for availabilities.
“People Were Hanging On and Yelling....”

Case History No. 21

The worst California disaster since the San Francisco earthquake struck unexpectedly three days before Christmas, 1955. Within hours, the heaviest torrents anyone could remember inundated entire communities.

In the north, the rain-gorged Eel and Klamath Rivers burst their banks. Eureka, a city of more than 23,000, was isolated—its transportation and communication facilities out. To the south, 325 miles away, six feet of water submerged Santa Cruz, where communication facilities also were disrupted.

Frank R. Brown, manager of Eureka's KHUM, had a story to tell—and what a story! He told it to The Associated Press over a short wave system he had the foresight to set up among amateur radio operators in Eureka and AP in the San Francisco bay area.

Working round-the-clock, Brown ranged the flood-stricken area. Then he hitched a ride with a helicopter pilot and returned to Eureka. He used the air waves to furnish fellow AP members graphic descriptive such as this: "Can't say how many houses I've seen go down the river, but there were at least 70 or 80—some with people hanging on and yelling."

At Santa Cruz, Gloria Lorenzo, News Director of KSCO, also had a story to tell—and what a story! She decided to risk a 20-mile drive across the Santa Cruz mountain to Los Gatos in hope of finding a telephone line over which to reach AP. She weaved her way around twelve landslides, only to face another disappointment. The wires at Los Gatos also were out. She pressed another hazardous ten miles to Saratoga. Telephones there were operating. She called AP in San Francisco and poured out her story.

Days later a final count on the California holocaust began to emerge. Known deaths rose to 66; 12,500 were evacuated from one community alone, and damage was estimated at $150,000,000.

It was one of the big stories of the year, and AP coverage was fast and accurate, thanks to the cooperation of AP members.

Miss Lorenzo and Frank Brown are among the thousands of reporters who make AP better... and better known.

Those who know famous brands... know the most famous name in news is AP.
CRAVEN BID FINDS FAVORABLE RESPONSE

One-man subcommittee hears first stage of FCC candidate's nomination. There's no opposition in sight; confirmation could come this week.

THE NOMINATION of T. A. M. Craven to the FCC breezed through a hearing by the Senate Commerce Committee's Communications Subcommittee last week in a session that lasted only a few minutes.

No testimony was offered opposing President Eisenhower's nomination of Mr. Craven, a Democrat, to fill the FCC vacancy which will be caused by the expiration June 30 of the term of Comr. Edward M. Webster, an Independent. He was questioned briefly on only two subjects—deintermixture and daytime broadcasters' problems—but was not asked to commit himself beforehand.

Sen. John O. Pastore (D-R.I.), subcommittee chairman, was the only senator present at the brief proceedings. Other members of the subcommittee are being polled and the unit no doubt will report favorably on the nomination to the parent committee, which will act on the nomination at its regular meeting Wednesday morning. The nomination is not expected to meet any significant opposition, either in the Senate Commerce Committee or the Senate itself. The latter body could confirm Mr. Craven's nomination the following day.

Other members of the subcommittee who are being polled: Sens. A. S. Mike Monroney (D-Oklahoma), Sam J. Ervin Jr. (D-N.C.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.).

Mr. Craven told Sen. Pastore he was severing "absolutely" his connections with Craven, Lohnes & Culver, Washington radio-television consulting engineers firm of which he is a partner. He listed 45 applications by CL&C clients to the FCC on which he said he will disqualify himself from voting and will not attempt to influence the vote of other commissioners. He has no other interests, he said, which are "incompatible" with FCC membership.

Most of the 45 CL&C client applications are routine, Mr. Craven said, and the only ones which are likely to prove troublesome are the Boston ch. 5 case, in which Greater Boston TV Corp., a CL&C client, has been favored for the grant by an initial decision, and the Pittsburgh ch. 4 case, in which TV City Inc., a client of CL&C, has been recommended by an examiner for the grant.

To a question on whether he had any comment on North Carolina daytime broadcasters' troubles, submitted by Sen. Ervin, Mr. Craven said that he was generally familiar with daytime problems all over the country, recalling his service on the FCC from 1937-44. Asked by Sen. Pastore whether he wanted to state his views on deintermixture, Mr. Craven said he would rather join the FCC with an "open mind." He said he realized, however, that "something must be done to rectify the existing situation."

Sen. Pastore entered into the record statements by Virginia's two Democratic senators—Harry F. Byrd and A. Willis Robertson—supporting the nomination. Others approving the nomination included Norwood J. Patterson, KSAN-AM-TV San Francisco, and Charles S. Rhyne, District of Columbia Bar Assn.

The following day Mr. Craven agreed to answer questions on Cueing.

NOMINEE T. A. M. Craven (r) shakes hands with Sen. John O. Pastore after last week's brief, one-man hearing.
Jac LeGoff asks:

"What happens to the money a business takes in?"

W. J. Hallman, General Accounting Department, Standard Oil Company, Chicago, Illinois:

"Our company did a whale of a business last year... $2,102,308,139. That's what we 'took in' as you say, and includes taxes collected from customers for government agencies. All the same time we were spending $1,424,739,000 for materials used, operating and general expenses, and salaries and wages. That's equal to 67.8 per cent of the total we took in. Charges for wear and tear amounted to $128,184,000—6.6 per cent. Federal taxes on income and other taxes, including those we collected from customers for government agencies, amounted to $381,267,000—another 18.1 per cent. These costs and expenses totaled $1,945,190,000 for Standard Oil and its subsidiaries in 1955. That's more than 92 per cent of what we took in."

P. H. Towle, Research Group Leader, Standard Oil Laboratories, Whiting, Indiana:

"In a business as competitive as ours you can't stand still or you won't stay in business very long. You have to keep on improving your product and your service all the time—and that takes money. The two-octane number increase in gasoline made between July 1, 1954, and July 1, 1955, cost the consolidated company over $100,000,000 each year. And last year alone Standard Oil invested millions of dollars in research to bring our customers more powerful gasolines, all-weather motor oils, and other product improvements."

Cyrus Wright, Payroll and Tabulating, Standard Oil Company, Sugar Creek, Missouri:

"There are more than 50,000 Standard Oilers, so you can imagine the size of our payroll! Our people earned $330,500,000 last year in wages and benefits. Yet, believe it or not, large as our payroll was, we paid out $381,267,000 for taxes of all kinds. That includes our own taxes and the taxes we collected from customers for local, state and national governments."

Marvin L. Hayes, Treasurer's Office, Standard Oil Company, Chicago, Illinois:

"Well, it's a small part of the total taken in, but as a return on their investment, a company pays dividends to its share owners. Dividends were paid in 1955 for the 82nd consecutive year. Our last dividend of the 1955 year went to 132,400 owners, many of whom are educational or charitable institutions like Children's Hospital, Detroit (shown above). Dividends amounted to 2.7 cents of each dollar we took in. The rest of what we took in, 4.8 cents per dollar, was retained for use in the business. Including the market value of the special dividend in Standard Oil Company (New Jersey) stock our dividends were equal to about 1/2 of net earnings."

What makes a business a good citizen?

Being open-and-above board, for one thing. That's the American way. Standard Oil Company and its subsidiaries report fully each year to government, shareholders, employees, and the public just what use was made of the money we took in. Copies of our Annual Report for 1955 are available on request as long as the supply lasts. Our address—Standard Oil Company, 910 South Michigan Avenue, Chicago 80, Illinois.

STANDARD OIL COMPANY (INDIANA)
HOPE EVAPORATES FOR UHF PROJECT

Closed meeting of broadcasting and manufacturing executives in Washington fails to agree on common ground for non-profit organization for improvement of equipment.

HOPE faded last week for the establishment of a non-profit foundation which would contract out development and research projects among university and industry laboratories for the improvement of uhf equipment.

The project, which was instituted in answer to FCC Chairman George C. McConnaughey's call for a "crash" uhf development project at the NARTB convention last April, failed when broadcaster and manufacturer representatives could not agree on a common ground for the undertaking at a closed informal meeting of broadcasting and manufacturing bigwigs in Washington. It had been hoped that the foundation would be financially underwritten by broadcasters and manufacturers.

Manufacturers are expected to offer to undertake directly the development program called for by Mr. McConnaughey. Through Radio-Electronics-Television Manufacturers Assn., manufacturers last October offered to establish another National Television System Committee. NTSC was instrumental in hammering out the compatible color system finally adopted by the FCC, RETMA convention begins tomorrow (Tuesday) in Chicago's Edgewater Beach Hotel, Chicago.

Among those at last Monday's meeting at NARTB headquarters in Washington were: Broadcasters, Harold Fellows, Thad H. Brown, Robert Heald, and A. Prose Walker, NARTB; Jack Jett, WMAR-TV Baltimore; Campbell Arnoux, WTA-AR Norfolk, Va.; Joseph E. Baudino, Westinghouse Broadcasting Co., and Frank M. Russell, NBC. Manufacturers: W. R. G. Baker, GE; O. B. Hansen, RCA; Wilson Boothroyd, Philco; and James D. Secret, RETMA. Present as an observer for the Senate ad hoc committee, was Donald Fink, Philco. Mr. Fink is secretary of the Senate working committee.

Meanwhile, a recommendation that Congress appropriate a large sum of money ($1 million has been mentioned) to permit the FCC to contract out to a leading university or research organization a full-scale socio-eco-technical "audit" of television was in the works by a panel of the ad hoc committee established by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The ad hoc committee is headed by Dr. Edward Bowles, MIT professor of industrial management. The report is being drafted by a panel under the chairmanship of Ralph N. Harmon, Westinghouse Broadcasting Co., engineering vice president.

Stanton, Fellows Named

FRANK STANTON, president of CBS Inc., and Harold E. Fellows, NARTB president, were named co-chairmen of the Radio-TV Committee of the President's Conference on People-to-People Partnership. The conference, including a select group of national leaders in various fields, was called by President Eisenhower to promote understanding among peoples in a common effort to advance world peace. The conference will meet Tuesday in Washington.

Second Biloxi Initial Grant Favors Ch. 13 for WVMI

SECOND initial decision—reversing a 1954 proposed grant of another FCC examiner—was issued last week recommending that television ch. 13 at Biloxi, Miss., be awarded to WVMI with denial of the competing application of WLOX, Biloxi. Last week's decision was handed down by FCC Hearing Examiner J. D. Bond; the first was issued by former Examiner Harold L. Schilz, in July 1954, and favored WVMI for integration of ownership with management, past radio experience and local programming proposals. Examiner Schilz found unfavorable to WLOX's cause the fact that J. S. Love, president-44.6% stockholder, permitted alcoholic beverages to be sold in his Biloxi hotel, contrary to the laws of the state.

The Commission reopened the case on charges that Edward Ball, 1.5% WVMI stockholder and himself the owner of a local hotel also was guilty of law violations with respect to the sale of liquor in his hotel. Also questioned was an agreement whereby Mr. Ball would lend WVMI money to construct the tv station and would receive as security 55% of the stock.

Mr. Bond found that the loan arrangement with Mr. Ball would not deprive Odes E. Robinson, WVMI principal, of "unimpaired management authority" of the proposed tv station.
"Our key executives read Advertising Age regularly"

says EDWARD H. WEISS
President
Weiss & Geller, Inc. (Chicago)

"We believe it is our responsibility to both our clients and ourselves to keep in touch with the pulse and thinking of current advertising. That is why our key executives read Advertising Age regularly, and I might add this has proved to be a real service to our organization."

EDWARD H. WEISS
A member of the board of directors of both the Menninger Foundation and the Institute for Psychoanalysis, Mr. Weiss pioneered in the use of social science techniques to uncover keys to better understanding of buying behavior. The result has been a new approach to advertising ideas that have consistently helped to set new sales records for clients. "The task of an advertising agency," says Mr. Weiss, "is to find and touch the buyer's 'pocketbook nerve'. We have learned that this task can be discharged more effectively by utilizing the knowledge and techniques of social scientists. In combination with other forms of market and consumer studies, we have found this understanding of the psychology of buying helps our creative staff."

Getting the pulse of today's marketing and advertising through Advertising Age is a weekly habit with most of the executives who are important to you. Wherever important people need up-to-the-minute information to formulate important advertising plans, there you'll find Advertising Age getting read, quoted and discussed — by those who influence as well as those who activate important market and media decisions.

Take Weiss & Geller for example. Ranking among the top agencies, it placed some $13,000,000 in 1955 billing — $10,000,000 of it in radio-tv. Among its clients, W. & G. counts such spot advertisers as Wm. Wrigley Co., Sealy Inc., Mogan David Wine, Visking Corp. and Helene Curtis.

Every week, 48 paid subscription copies of Ad Age reach important desks at Weiss & Geller, copies that get intense, page-by-page readership in executive homes as well as executive offices. Further, Ad Age gets similar readership among advertising, sales and marketing executives of Weiss & Geller clients, for example, 14 copies each week among those mentioned above.

Add to this AA's 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 over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*Broadcasting-Telecasting 1955 Report

important to important people

200 EAST ILLINOIS STREET - CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

BROADCASTING • TELECASTING

June 11, 1956 • Page 73
Examiner Favors Transmission
By ABC to Tijuana TV Outlet

FCC Hearing Examiner Herbert Sharfman last week recommended that ABC be permitted to transmit live programs to ch. 6 XETV (TV) Tijuana, Mexico, as the ABC affiliate in the San Diego, Calif., market. Mr. Sharfman's ruling came after a hearing on the protests of San Diego stations KFMB-TV and KSDF-TV to FCC approval to this arrangement last November.

The San Diego stations, each of which has a secondary affiliation with ABC (KFMB-TV is CBS and KSDF-TV is NBC), objected to the FCC grant of ABC's request on the ground that XETV's program policies violated both FCC and Mexican regulations and that the association between ABC and XETV would mean unfair competition to San Diego stations. Examiner Sharfman held that ABC's effort to improve its competitive position in the San Diego area could be met through use of XETV and that there was no policy objection to using a Mexican station to reach American viewers. Charges that XETV violated Mexican radio regulations, Mr. Sharfman dismissed as not possible of adjudication by the FCC. ABC already has an affiliation contract with XETV for film and kinescope programs. This did not require FCC approval.

Station Comments Favorable
To Remote Control Extension

ABOUT 50 comments have been filed with the FCC on the Commission's proposed rulemaking to extend remote control transmitter operation to all am and fm stations. Most of the comments are from stations, which are overwhelmingly in favor of the proposed rulemaking, which is backed by NARTB.

Deadline for comments was extended by the FCC last month to July 2 [B&T, June 4].

Some of the stations got on record as favoring remote control of all am and fm stations. Present FCC rules allow remote control operation only for non-directional am and fm stations, both of 10 kw or less.

The stations are backed in favoring the proposal by several consulting engineer groups, among them A. Earl Cullum Jr., Dallas, and Kear & Kennedy, Washington, D. C. Among opponents of the proposal are Palmer A. Greer, radio-tv consultant, Greenville, S. C.; Gerald R. Chinski, radio engineer, Houston, Tex., and F. A. Kilgore and Eugene T. Godrup, Sonoma, Calif.

Many of the stations and engineers, while approving the FCC proposal, suggested specific methods for maximum efficiency and safeguards.

The International Brotherhood of Electrical Workers is collecting performance data on individual stations from local chapters whose members are employed by the stations concerned [B&T, June 4].

Brownwood, Tex., Milwaukee TV Grants Issued by FCC

GRANT of tv ch. 19 Brownwood, Tex., was made by the FCC last week to O. L. Nelms, Dallas realtor, who a fortnight ago was awarded a grant in Flagstaff, Ariz., for ch. 9 [B&T, June 4], and who has two other tv applications pending for his native state—for ch. 12 in Alpine and ch. 19 in Victoria.

Also granted last week by the FCC was ch. 10 in Milwaukee to Milwaukee Board of Vocational & Adult Education, marking the 41st educational tv grant.

Mr. Nelms' grant calls for .645 kw visual power. Proposed antenna height above average terrain is 307 ft. Costs are estimated at $67,635 for construction and $84,000 for first year operation. First year revenue was listed at $120,000. The educational grant calls for 107 kw visual power, while operating with an antenna 370 ft. above average terrain.

Ashtabula Uhf to Quit

EXPRESSING HOPE that a truly competitive tv service will result from the FCC's decision on the overall allocations, ch. 15 WICA-TV Ashtabula, Ohio, last week informed the Commission that it will indefinitely suspend operations commencing Saturday, June 16. WICA-TV told the FCC that a return to operations will take place as soon as economic conditions warrant. This makes the 37th uhf station to cease operation and retain its construction permit. A total of four v's and 23 u's have gone off the air and returned their cp's.

Gladstone to New FCC Div.

APPOINTMENT of Arthur A. Gladstone, chief of Services and Facilities Branch, FCC's Common Carrier Bureau, Telephone Div., as head of newly-created Domestic Radio Facilities Div. was announced last week. The new division will handle common carrier functions concerning the radio services and facilities of domestic common carriers, now under the Telephone and Telegraph Divisions. Mr. Gladstone joined the FCC in 1941.

GOVERNMENT

SAVANNAH

is yours

on WTOC-TV

PULSE POSITIVE!

PULSER. INC. MARCH 1956

CBN - ABC
HIGHEST POWER
HIGHEST TOWER
GREATEST COVERAGE

- 15 OF THE TOP FIFTEEN ONCE A WEEK SHOWS!
- 8 OF THE TOP TEN MULTI-WEEKLY SHOWS!

WTOC-TV LEADS!

MORNING 164% greater share of audience than Station B and WTOC-TV has 66% of the total audience!

AFTERNOON 39% greater share of viewers watch WTOC-TV than Savannah's other station — 57% of the total audience!

NIGHT 54% greater share of viewers than Station B and 60% of the total evening audience!

SUNDAY'S SUNDAY

Saturday morning WTOC-TV delivers 255% greater share and 44% greater share of audience in the afternoon, 152% more at night than Station B. Sunday from 1:00 P.M. to 6:00 P.M. WTOC-TV delivers 78% greater share of audience and 152% greater audience Sunday Night!

WTOC — AM — FM — TV

Represented by Avery Knodel, Inc.

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- That’s just what WTOC-TV wanted . . . and Ideco tower engineers met this unusual requirement, neatly solved the problem of putting tower and transmitter building in the tiny area shown in the photo.

Unusual? Sure . . . and maybe you’ll never have to wrestle with such a problem. But it does dramatize the breadth of knowledge, the varied skills, that Ideco tower engineers have to draw on for every tower job. Since broadcasting’s infancy, towers by Dresser-Ideco have served the broadcasting field.

Whatever your requirements, a tower by Dresser-Ideco . . . tailored to your specific needs . . . can best serve you, too. Write us . . . or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower “Know-How” Keeps You on the Air
Tax Relief for Uhf Sets
Proposed in Senate Bill

SEN. EDWARD MARTIN (R-Pa.) last week introduced a bill (S 3994) to reduce from 10% to 5% the federal excise tax on tv sets which receive vhf channels and 30 or more uhf channels. The tax on vhf-only receivers would be kept at 10% under the bill.

Sen. Martin's bill is identical to one (HR 10,424) introduced by his colleague in the House, Rep. Carroll Kearns (R-Pa.). Rep. Kearns' measure was introduced in April following a meeting of the Pennsylvania congressional delegation with representatives of the Committee for Competitive Television (B&T, April 16). CCT asked the Pennsylvania and North Carolina delegations at that time to introduce bills to reduce the tax on uhf sets.

The Martin bill was referred to the Senate Finance Committee.

KITE Protests KTSA Sale

KITE San Antonio, Tex., has protested to the FCC against the $306,000 sale of KTS a there to McClendon Investment Corp., approved by the Commission last month (B&T, May 7). KITE (930 kc, 1 kw day) told the FCC that operation of KTSA by McClendon interests puts KITE in an unfair economic position and subjects it to economic injury. KTSA becomes the eight Noemac (James Noe-Gordon McClendon) station and with its enhanced purchasing power the station is in a better position to compete unfairly, KITE said. In asking a hearing on the sale, KITE also attacked the new KTSA programming practices, claiming they are designed to destroy competition.

WQAM-AM-FM Sale Filed For Commission Approval

APPLICATION seeking transfer of control of WQAM-AM-FM Miami, Fla., from Miami Broadcasting Co. (Miami Herald-Knight) to Mid-Continental Broadcasting Co. for $850,000 has been filed with the FCC.

Mid-Continental, headed by Todd Storz, was selected from a score of bidders for the property, required to be sold under the FCC's duopoly rule because John S. Knight interests and the James M. Cox interests (WIOD-Miami Daily News) are joint stockholders in new ch. 7 WCKT (TV) scheduled to begin operation in July.

WQAM's balance sheet as of April 30 showed the following: total assets, $184,288; cash on hand, $75,946; receivables, $28,166, and current liabilities, $39,857. Mid-Continents figures as of April 30 were reported at: total assets, $1,257,230; current assets, $507,205, and current liabilities, $574,639.

Acquisition of WQAM will give Mid-Continents fifth radio outlet, others being KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis.

KAKC, WJBC-AM-FM Sales Win Commission Approval

AMONG 10 ownership changes approved by the FCC last week [see For the Record, page 101] were the sale of KAKC Tulsa, Okla., by Forrest G. and Charlene Conley and Allen E. Barrow to Lester Kamin for $115,000 and transfer of 50% ownership of WJBC-AM-FM Bloomington, Ill., from The Daily Pantagraph Inc. to Leslie G. Johnson for $75,000.

Mr. Kamin owns the Kamin Adv. Agency, Houston, is 20.5% owner of WMRY New Orleans and KCIP Shreveport, La., and 33.3% owner of WCKG (TV) New Orleans.

In the WJBC transfer, Mr. Johnson, 25% owner of WHBF-AM-FM-TV Rock Island, Ill., will own 50%; Pantagraph will continue to hold 50%. Principal Pantagraph owner is Adal E. Stevenson, Democratic presidential hopeful, who owns 24.6%.

Senate Approves Bill Seeking Over $7.8 Million FCC Budget

THE SENATE last week passed the Independent Offices Appropriation Bill (HR 9739) for fiscal 1957, which carries an FCC budget of $7,828,000—$28,000 above the House-passed figure for a monitoring station at Douglas, Ariz. The measure goes to a Senate-House conference committee to resolve differences.

The Senate also approved $5,550,000 for the Federal Trade Commission, representing restoration of a $150,000 cut in the House, plus $50,000 for enforcement of the Fur Products Labeling Act. The $150,000 restoration had been recommended by the Senate Appropriations Committee with the understanding that increased effort will be exerted in the field of monitoring radio and television advertising.

Seaton Formally Sworn In As Secretary of Interior

FRED A. SEATON, midwest broadcaster, was sworn in Friday as Secretary of the Interior after receiving unanimous confirmation from the Senate (see Our Reserves, page 20). He succeeded Douglas McKay, resigned.

Since late 1953 he has been deputy assistant to President Eisenhower, serving in important administrative roles.

At his news conference Wednesday, President Eisenhower, answering a question, said he had picked Mr. Seaton because he felt he was the best qualified man for the Cabinet position. Mr. Seaton is a former U. S. Senator from Nebras. At a Tuesday hearing before the Senate Interior Committee, Mr. Seaton was questioned about his views on water resources, Alaskan statehood and public power. The committee reported his nomination unanimously.
Behind Today's Miracle Machines...

a Master's Touch in Oil

World's largest outdoor turbine plant, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

Giant eye of the Mt. Palomar telescope through which man sees farther into space than ever before . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine . . .

One of every six industrial wheels turning in the free world—more than half the big turbines (5000 kilowatts and over) . . .

All have one thing in common—SOCONY MOBIL's master touch in lubrication.

Good reason! Men who depend on machinery depend on SOCONY MOBIL, as a partner in its protection.

Wherever there's progress in motion—in your car, your factory, your farm or your home—you, too, can look to the leader for lubrication.

SOCONY MOBIL OIL COMPANY, INC.
LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company
VIEWERS WANT IT FREE, POLITZ SHOWS

Survey for 'Look' reveals that public, by two to one vote, does not want pay tv, even at 25 cents a show. Even fewer want to pay 50 cents or a dollar for programs.

THE PEOPLE's preference for free television—commercial and all—is at least 2 to 1 over toll television, even if the charge were only 25 cents.

This conclusion emerges from results of a survey conducted by Alfred Politz Research Inc. for Look magazine and released by Look last week. The magazine published an article by FCC Commissioner Robert E. Lee last March recommending a public trial of toll tv (BNA, March 26).

The Politz study showed that the number of people interested in watching seven out of nine specified program types for free was within fractions of being twice as large as the number who would pay a quarter for the privilege. In the two other categories (a World Series baseball game and a leading current Broadway play) the difference was only slightly less.

Viewers were even less willing to pay 50 cents or a dollar to see such shows, although proportionately the dropoff was not so great. (In the case of a World Series game and of a performance by a leading ballet company, according to the tables released by Look, slightly more people were willing to pay $1 than to pay 50 cents. Among people in the over-$5,000 income class, more were willing to pay $1 than 50 cents for both a variety show and a heavy-weight championship boxing match.)

In the case of a political convention—a facet of national affairs where television is deemed to have a particularly high potential for vital public education—the number of viewers would drop from 23.9% to 7.6% if a 25-cent tax was imposed and to 3.5% if the cost were $1, the report showed.

Look stressed that the percentages willing to pay, though much smaller than those inclined to watch free tv, are nevertheless considerable. For instance, it was pointed out, the 22.6% who said they would be willing to pay $1 to see a World Series game on tv represent 19.7 million people 15 years of age or older living in U. S. tv households.

The survey was part of a broader one dealing with the current buying mood of consumers, conducted for Look by the Politz firm. In the tv portion, the sample was split three ways: One-third were measured on their willingness to pay 25 cents to watch tv shows in which they were interested (by program types, not specified shows); another third on their willingness to pay 50 cents, and the remaining third, willingness to pay $1. Each group represented a statistically accurate cross-section of the population and therefore the findings of each represent a national sampling of opinion, Look asserted.

The overall findings were broken down three ways: by sex; by age groups (15-39, 40 up), and by annual household income (under $4,000, $4,000 to $4,999 and $5,000 and over). Income, the magazine concluded, does not seem to be the determining factor in willingness to pay for tv shows.

The following table, prepared from those released by Look, compares reaction—in terms of percentage of total respondents—where no money consideration is involved, when the price would be 25 cents, 50 cents and $1:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>No Money</th>
<th>25 Cents</th>
<th>50 Cents</th>
<th>$1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance of a leading ballet company</td>
<td>18.2</td>
<td>6.6</td>
<td>3.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Heavyweight boxing championship</td>
<td>40.9</td>
<td>20.4</td>
<td>12.9</td>
<td>5.5</td>
</tr>
<tr>
<td>National political convention</td>
<td>28.9</td>
<td>7.1</td>
<td>3.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Film never shown in movie houses</td>
<td>47.7</td>
<td>21.1</td>
<td>14.0</td>
<td>9.1</td>
</tr>
<tr>
<td>Variety show (music, vaudeville, comedy)</td>
<td>65.2</td>
<td>23.2</td>
<td>14.0</td>
<td>9.2</td>
</tr>
<tr>
<td>A leading current Broadway play</td>
<td>24.2</td>
<td>7.1</td>
<td>3.0</td>
<td>1.1</td>
</tr>
<tr>
<td>A World Series game</td>
<td>46.3</td>
<td>23.5</td>
<td>12.9</td>
<td>5.0</td>
</tr>
<tr>
<td>Performance of a leading ballet company</td>
<td>14.9</td>
<td>5.3</td>
<td>3.4</td>
<td>1.1</td>
</tr>
<tr>
<td>Series of lectures on child rearing by leading doctors</td>
<td>21.1</td>
<td>7.8</td>
<td>6.8</td>
<td>6.3</td>
</tr>
</tbody>
</table>

SESAC Revises Library Policy

SESAC INC., New York, last week reported that it has adopted a new policy whereby its SESAC Transcribed Library now will be available also in individual sections to stations that have specialized needs. Stations now may order one or more of seven sections, plus a special gospel section. Sections are made up of American folk, cowboy, hillbilly and western music ("A"); band music ("B"); concert ("C"); Hawaiian music ("H"); novelty dance and jazz music ("N"); religious music ("R"); and Spanish and Latin-American music ("S").

Wenk to Star on Thesaurus

LAWRENCE WELK last week was signed by RCA Program Services as star of his own RCA Thesaurus musical series, thus giving radio station subscribers—according to Ben Selvin, Thesaurus artists and repertoire director—"an enviable programming lead over rival stations."

Meehan Heads WCAU Muzak

EDWARD I. MEEHAN Jr. has been appointed manager of the newly-organized Magnetic Muzak Div. of WCAU Philadelphia, which will take over the Muzak franchise for the Philadelphia area Aug. 7. He has been an executive in the sales department of RCA for the past 10 years, most recently as head of the am sales office in Camden, N. J.

PROGRAM SERVICE PEOPLE


Joseph E. Dunn, manager of Cleveland newspapers bureau of United Press, appointed news-pictures manager of Eastern States Div. James P. Dever of Cleveland staff named to succeed Mr. Dunn as bureau manager.

Robert Fenwick, chief animator, Milner Productions, Baltimore, named vice president in charge of production.
Your life is blessed by trucks in many ways—and not the least of the good things they bring you is the freedom to live or do business anywhere under the sun—so long as there's a road by your door!

And man—America is really moving out into the suburbs as a result!

In the next 20 years, the U.S. Census Bureau forecasts a population boost of more than 63 million people! And 80% of this booming population growth will take place in suburban U.S.A.!

Naturally, it just wouldn't be possible without trucks. They provide the only transportation flexible enough to serve the shopping center in the valley, the house on the hill, the manufacturing plant off Highway 11—and do it just like downtown.

The trucking industry welcomes the challenge of an America on the move—on the move as it has never been before. Constantly adding new and better equipment, improving driver selection and training, and perfecting its fine safety record, the trucking industry is gearing itself to be well ahead of the growing demands which will be made upon it in the years ahead.

Like all public transportation in this country, trucking owes much of its progress to intelligent, time-tested and just regulation.

Your own interest—and the public interest—both call for sharp and vigorous protest by you against proposals to neutralize or destroy public controls over transportation... proposals now being made in the name of "improved competition."

AMERICAN TRUCKING INDUSTRY
AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D.C.

If You've Got It . . . A Truck Brought It!
WAITING AT THE CHURCH

The New York Times, commenting editorially on the North American Regional Broadcasting Agreement, which has awaited Senate ratification for five years:

INTERFERENCE from Cuban radio stations is effectively destroying the service rendered by some United States broadcasters, particularly in the South and along the eastern seaboard. Radio waves do not respect national boundaries and an international agreement is the only practical method of obtaining mutual protection.

Although the proposed NARBA does not satisfy everyone, in many respects it is more favorable to the United States than any earlier agreement. Opposition to it comes from only 15 of the more than 2,500 am stations in this country. Some critics of NARBA say that ratification still will leave us without a radio treaty with Mexico. Efforts are being made to work out an agreement with that country, but in order to strengthen our position in Mexican negotiations we should have a deal with the other North American stations. NARBA would give us a much-needed bargaining tool.

The work of the FCC constantly is hampered by trying to adhere to the provisions of a treaty which in fact does not exist. The Senate should make a decision before adjournment this summer and, in the public interest, we think that decision should be to ratify NARBA.

RADIO, THE UNIFIER

Dr. Preston Bradley, pastor of Peoples’ Church of Chicago and pioneer (33 years) user of radio, in a sermon:

IN MY humble opinion, radio has been one of the greatest influences for understanding. More Protestants have heard Catholic priests than they would ever have heard without it; more Catholics have heard more Protestant ministers than they otherwise would have heard; more Jewish people have heard more Protestants and more Catholics, and more people have heard Jewish speakers. There are great segments of distinction that separate our body politic, and radio has given the opportunity of hearing all sides, various personalities—radio has been the great unifier in our whole opportunity of trying to solve the problems of civilization!

SPEEDER-UPPER

David F. Austin, executive vice president, commercial, U. S. Steel Corp., addressing National Industrial Advertisers Assn. in Chicago:

ADVERTISING has one function and only one function—to speed up the selling process. Picture, if you can, a single industry suddenly deprived of the forces of mass communication. Under these conditions, the sole contacts with customers would be confined to the personal calls made by salesmen. Under these conditions the salesman would have to explain, in detail, the function and worth of the product. He would be forced to spend his time introducing the company, what it does, and why the company warrants confidence and he would have to see personally all the people who might have a negative influence on purchases. Think in the matter of time alone how the efficiency of the salesman would be impaired by the lack of proper communication . . .

A company can survive without advertising, but an industry—not ever.

COMEDIAN’S LAMENT

Comedian and author Steve Allen, commenting in his introduction to The Funny Men (a study of broadcast comedy techniques, to be published June 14 by Simon & Schuster, New York):

THE TV HUMORISTS are fallen upon evil times. They have learned a depressing fact: people get tired of you a lot quicker on tv than they do on the radio. They pick you up faster, but they drop you faster, too. On the radio, it took a long time to become a star, and if you made it you could stick around for maybe 10 or 15 years right at the top.

On television, the first favorable reviews are hardly dry before critics, cab drivers and relatives are telling you what’s the matter with your program. Maybe it’s just that familiarity breeds contempt, and people can get a lot more familiar with you if your face pops right into their living rooms week after week.

It’s a little like falling in love. You meet an attractive person and all you want to say to her is “You’re lovely.” Six months later you’re saying “You’re lovely, but do you have to do your fingernails in public?” In another year, if you’ve married the girl, you’re saying, “Of course I love you, but don’t you think you ought to take off a little weight?”

HE WHO HESITATES

U. of New Hampshire Prof, Jonathan Karas, criticizing educators for lack of enthusiasm for tv:

It is completely unrealistic to wait until educational stations are built before taking advantage of the available time offered by commercial stations to gain valuable experience. Building a $400,000 station for an uninitiated group who might like to try the medium is like building a symphony hall before checking to see whether anyone is available to play.
QUAAL SUCCEEDS FRANK SCHREIBER

Crosley-Quality Radio Group executive returns to WGN Inc. succeeding Schreiber, vice president and general manager, who resigns from Chicago stations.

WARD L. QUAAL, for four years vice president and assistant general manager of Crosley Broadcasting Corp., Avco's radio- tv subsidiary, returns to WGN Inc., Chicago, Aug. 1, succeeding Frank P. Schreiber, who has resigned as vice president and general manager. Announcement of Mr. Quaal's appointment was made by J. Howard Wood, president of WGN Inc. (WGN-AM-TV).

Messes, Sweezy, Mathews and Fredericks discuss WDSU separation plans following the announcement last week.

A major figure in industry affairs, Mr. Quaal goes back to the WGN properties after seven years service in executive broadcast posts. He left WGN in 1949 after eight years service to become director of Clear Channel Broadcasting Service, headquartering in Washington. Before joining WGN he had worked at WDMI Marquette, Mich., and WJR Detroit as announcer, writer and producer.

During World War II he was in the Navy, serving as communications officer with the Atlantic Fleet and later as officer in charge of the Navy radio installation at Norfolk, Va. In the Korean conflict he served on the President's Broadcast Advisory Council and as a member of the Citizens' Committee assigned to a Hoover Commission task force.

His present assignments include membership on the NARTB TV Board; vice president for tv, Ohio Assn. of Radio & TV Broadcasters; president of Quality Radio Group and president of Cincinnati Executives Club.

Mr. Wood said the new WGN executive will have the major responsibility for the stations' plans to become the leading independent radio and tv properties. "These plans reflect our belief that both WGN radio and tv will play an important role as advertising as well as entertainment and public service media," Mr. Wood said. "As independents with no network commitments we can better serve the Chicagoland audience."

Mr. Schreiber joined the parent Chicago Tribune in 1918 and moved to WGN in 1931, becoming station manager in 1940. He is expected to announce his plans shortly and reportedly intends to remain in station operation.

WDSU Announces Separation Of Radio, Tv Operations

A COMPLETE separation of the am and tv operations of WDSU New Orleans was announced last week by Robert D. Sweezy, execut-}

tive vice president and general manager of WDSU Broadcasting Corp. Simultaneously, Mr. Sweezy announced the appointment of Harold F. Mathews as manager of WDSU-AM.

Mr. Mathews has been a member of the radio sales staff of WDSU for the past six years and sales manager for the last three. Hal Fredericks, veteran St. Louis and Chicago

GUILD FILMS BUYS WISCONSIN AM-TV

APPLICATION for FCC approval of the sale of WMAM and WMBV-TV Marinette-Green Bay, Wis., by William E. Walker, Joseph Mackin and associates to Guild Films Co. Inc., New York, tv film syndicator, for more than $600,000 was filed last week.

The transaction involves the acquisition of 100% of the stock of M&M Broadcasting Co., licensee of both stations, for $287,500 in cash, plus the assumption of current and long-term liabilities totaling $407,800.

WMAM was founded in 1939 and operates on 570 kc with 250 daytime and 100 w nighttime. WMBV-TV on ch. 11 began operating in Sept. 1954. Both stations are affiliated with NBC, with the tv station having ABC also. Both are represented by Venard, Rintoul & McConnell.

Guild Films, the stock of which two weeks ago was admitted to be traded on the American Stock Exchange [DiT, June 4], came into existence in 1952. Its first property was the Liberace Show. It now has a catalogue of 12 television series, plus cartoons and features.

Reub Kaufman, president of the company, and with his wife the principal stockholder (7.5%), announced the purchase last week as the initial move of Guild in station ownership. "Someday we expect to own and operate the full quota of stations permitted by FCC regulations," he said.

Guild's balance sheet as of Feb. 29 of this year showed total assets of $5.6 million, of which $5.5 million was in current assets. Total liabilities amounted to $3.3 million, with capi-
BREAKING ground for the building to house WFIS Fountain Inn-Simpsonville, S. C., are officers of the parent firm, Fountain Inn-Simpsonville Enterprises Inc. From l to r: Melvin K. Younts, secretary; Edwin A. Green and Robert W. Edwards, vice presidents; D. L. Bramlett, president; Charles W. Spence; Steve W. Hiott, treasurer, and Joe Thomason. WFIS will operate on 1600 kc with 1 kw and plans a September start.

It has nine other stockholders. Mr. Walker is a director and 2.2% stockholder in Guild Films and also owns 36% of WBEV Beaver Dam, Wis., and 17.33% of WRRR Rockford, Ill. Mr. Mackin, who has minor stockholdings in WBEV and WRRR, will remain as general manager of the Marinette-Green Bay stations, it was announced. No personnel changes will be made, it was said.

Corporate Worth
Balance sheet of M&M company as of March 31 showed total assets of $590,000, with total current assets amounting to $79,798. In addition to the $407,800 liabilities ($163,600 current liabilities), M&M company showed capital at $182,000, earned surplus at $37,000. The TV station lost $11,543 last year, while the radio station earned $6,700, the balance sheet showed.

Negotiations were conducted by Aaron Katz, vice president-treasurer of Guild, and Mr. Walker, for M&M. Herman Odell, general counsel for Guild and Ben C. Fischer, of Fischer, Wayland, Duval & Southmayd, attorney for M&M, assisted.

Shapiro, Walls Appointed To WCAU-TV Sales Posts
WCAU-TV Philadelphia has reorganized its executive sales staff as the result of the establishment of national and regional sales divisions, Robert M. McGredy, vice president in charge of television sales, is announcing today (Monday).

National sales manager will be Marvin L. Shapiro, returning to WCAU-TV from the CBS-TV Spot Sales staff in Chicago, which he joined as an account executive in March 1955 after five years on the WCAU-TV local sales staff.

E. Gordon Walls will be regional sales manager. Mr. Walls joined the WCAU-TV sales staff in April 1950 from General Outdoor Advertising and has been in charge of local sales since July 1954.

The appointments become effective June 25 according to Mr. McGredy's announcement of last week.

AFTRA Goes to Sponsors In Dispute With WPAT
NEGOTIATIONS continued last week between WPAT Paterson, N. J., and the New York local of the American Federation of Television and Radio Artists on a strike by five station announcers in a wage dispute. The station has continued operations since the May 17 start of the strike, utilizing the services of "non-union professional help," according to a station spokesman.

AFTRA last week inserted paid advertisements in New York newspapers, calling on WPAT advertisers to withdraw their commer-
Versatile Staff

EMPLOYEES of KFSD-TV San Diego are getting a first hand opportunity to learn about their fellow workers' jobs. On the station's new program, "Workshop," the station's chief news cameraman is set designer, announcers are directors, directors are communicators, floormen are actors and so forth.

Plans call for a show a month to be telecast locally. One has an audience participation format, another is a panel show, still another is a musical variety-program and a fourth is a drama. Studio Operations Director Jean Pythian is producer. The plan was spearheaded by William E. Goetze, general manager of KFSD-TV, who says that the workshop idea "is creating great rapport and respect among employees." Mr. Goetze adds that due to union restrictions, no one but an engineer can work in an engineers' position.

Wsaz-am-tv Promotes Hurd

JOHN HURD, WSaz-am-tv Huntington, W. Va., news director, has been promoted to supervising editor of the stations' news operation, it was announced last week by Lawrence H. Rogers, vice president-general manager.

Mr. Hurd, who came to WSaz-am-tv from WMBS Uniontown, Pa., also will be seen on the air with a Sunday evening news and sports show.

Milly Sullivan is the personable hostess on "Valley Playhouse," the highest rated local daytime show in the big Sacramento TV market.

Everyday from 2-5 P.M., following "Queen for a Day," Milly presents a first-run double-feature from the complete Columbia-Screen Gems film package.

"TV This Week" says of Milly: "...her real charm is the NON-professional touch she gives her show...It has endeared her to her viewers."

Petry has the full story on Milly and "Valley Playhouse."

*Sacramento Television Audience ARB: February 8-14, 1956

KCRA-TV Channel 3

Sacramento, California

100,000 Watts Maximum Power

Represented by EDWARD PETRY & CO.
Spots Available
Covering the Entire Shreveport Market on the TENNESSEE ERNIE FORD SHOW

at a New Time
12:30 to 1 P.M., Mon. thru Fri.

Tennessee Ernie Ford is a big 2 to 1 favorite in the rich Shreveport Market where more than one and a quarter million people own 200,000 TV sets. Ask your Petry Man about our package deal that gives you twice the viewers at one low cost.

MAXIMUM POWER

KTBS-TV CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC
Represented by
Edward Petry & Co., Inc.

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WJR Re-Elects Officers, Reports Increase in Sales

OFFICERS and directors of WJR Detroit, Mich., the Goodwill Station Inc., were re-elected at the company’s annual stockholders’ meeting, which also heard a report by President John F. Patt of a record increase in WJR sales and earnings in the first four months of this year.

Re-elected as officers were Mr. Patt; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer and F. Sibley Moore, vice president. Directors re-elected: Mrs. Frances S. Parker, Mr. Patt, Mr. Kramer, Mr. Siebert, Selden S. Dickinson, Mr. Moore and G. F. Leydorf.

Mr. Patt reported that WJR sales for the first four months of 1956 were $113,984, compared with $870,736 for the same period last year. Net profits after taxes were $186,537, compared with $85,998 last year, and earnings for the period were 16 cents a share, compared with 16 cents the year before.

The stockholders voted a dividend of 10 cents a share to be paid June 20 to stockholders of record at the close of business June 8.

WHUM-AM-TV Names Magee As New General Manager

ROBERT C. MAGEE, veteran broadcaster, has been appointed general manager of WHUM-AM-TV Reading, Pa., it was announced by Paul A. Flickinger, secretary of Eastern Radio Corp., which operates the stations. Mr. Magee succeeds H. J. Greig, who served as both general manager and president.

Mr. Magee formerly was vice president and general manager of WHUM and owned 18% of the stock of Eastern Radio Corp. from July 1946 to November 1949. In 1949 he sold his stock interest and settled in Florida, where he became engaged in non-broadcast endeavors.

Mr. Flickinger said the position of president of Eastern Radio Corp. is being left vacant for the time being.

WOR-TV Billings Up 142.6%

BUSINESS from local advertisers played the “major role” in boosting WOR-TV New York billings in the first five months of 1956 by 142.6% over the corresponding period of 1955 and 454.9% over 1954, it was announced last week by Gordon Gray, vice president and general manager of the station. He said one plan which proved “particularly attractive” to the local advertiser was a package consisting of 25 run-of-the-station, one-minute announcements per week.

New KAVE-AM-TV Building

KAVE Carlsbad, N. M., began operating June 1 from its new 30x80 ft. building, which also will house KAVE-TV when that station goes on the air early in JULY with DuMont equipment. A downtown office and studio also are being maintained in the Crawford Hotel for broadcasts and sales personnel.

Parents Should Approve

A NOVEL PROGRAM course—that WNH-C-TV New Haven, Conn., believes can provide an answer to critics of TV who decry the medium as a factor in fostering juvenile delinquency—is set to appear on the station July 2. The series, to be shown Mondays, 1:45 p.m. EDT, for eight weeks, will be called Baby Sitters, C. O. D. The “course on decorum”, featuring Joan Crowther, is designed to meet informational needs of sitters by pointing out responsibilities.

The station reported last week that it already has received 2,000 applications for registration. Graduates will be presented with wallet-size certificate cards.

KFMB-TV San Diego celebrated its seventh birthday with a Going on 8 special telecast and party. Present were (l to r) J. D. Wrather Jr., president of Wrather-Alvarez Broadcasting Inc.; Bonita (Mrs. Wrather in private life) Granville, one of the stars of the special telecast; Beverly Jean Storrs, “Little Miss Ch. 8”; Maria Helen Alvarez of Wrather-Alvarez, and KFMB-AM-TV General Manager George Whitney. Mere-dith Willson, Edgar Bergen and Charley McCarthy, Red Skelton and Art Linkletter also appeared on the 30-minute Going on 8 special birthday telecast.

I. R. MOORE, vice president in charge of operations for Standard-Humpty Dumpty (supermarket chain), signs for the Humpty Dumpty Show on WKY-TV Oklahoma City, as W. J. Willis, who handles the account, looks on. Humpty Dumpty Show is a 30-minute weekday morning series for preschool children, and brings the supermarket chain’s weekly tv sponsorship on WKY-TV to 5½ hours.
WCCO Cashorama

LISTENING gets more and more worthwhile for Twin Cities radio fans as WCCO Minneapolis-St. Paul expands the "Cash on the Line" promotion. It began last March 12. Latest development in the big give-away is a 10-day "Cashorama."

By the time it ends Saturday, WCCO will have given away $250,000 in lots of $1,000-$5,000 to each recipient. "Big Bill Cash" is making telephone calls throughout the broadcast day and asking telephone operators to repeat a key word announced before each call. Phone numbers are selected at random from the station's 109 county primary listening area in Minnesota, Wisconsin, Iowa and South Dakota.

Roddy To Manage KILT-TV, July 1 Air Date Planned

JOE RODDY Jr. has been named manager and Glenn Callison technical director of KILT-TV El Paso, Tex., which has a target date of July 1, according to Gordon McLendon, president. Mr. Roddy also will continue as manager of KELP El Paso while Mr. Callison moves from chief engineer of KLIF Dallas.

KILT-TV will operate on ch. 13 with a power of 28.2 kw. Initial programming will consist principally of film. McLendon Investment Corp., KILT-TV owner, also owns KELP, KLIF, KTSA San Antonio, WTAM Atlanta and programs WNOE New Orleans and KNOE Monroe, La. The firm has an application before FCC for a 10 kw outlet in Houston.

KPDQ Builds New Quarters

KPDQ Portland, Ore., plans to move into its new studio and office building at 4903 N. E. Sandy Blvd. in the near future, according to Jack Davis, owner-manager. KPDQ operates on 800 kc with 1 kw.

CLEAN R-F CIRCUITY

for 50kW AM Transmitters

with

Machlett Light-Weight, Forced-Air Cooled

ML-6697 Triode

... built for

Light Weight—Only 29 lbs; no hoists required for tube removal.

Compact Installation—Only one inch vertical lift to remove tube from tube support and cabinet.

Long Life—Basic design similar to Machlett ML-5681 and ML-5682 triodes now giving unprecedented life in television and superpower transmitters.

High Transconductance, High Plate Efficiency, Low Grid Drive, Low Distortion—Achieved through mechanically stable, close spaced elements, plus high filament emission.

Low Terminal Inductance, Cool Terminal & Seal Operation—Achieved through use of large diameter coaxial terminals having large seal and contact area.

Great Mechanical Strength—Provided by Kovar metal-to-glass seals and massive terminal components.

Recommended

50kW Amplifier Tube Complements—

DOHERTY OR LINEAR

Two ML-6697 coaxial triodes

HIGH LEVEL CLASS C

(9.5kV Plate Operation) (8.5kV Plate Operation)

One ML-6697 coaxial triode (final)

Two ML-6427 coaxial triodes (final)

Two ML-6425 coaxial triodes (modulators)

Two ML-6427 coaxial triodes (modulators)

ML-6425 and ML-6427 tubes, weighing 15 and 70 pounds respectively, are of the same design family as the ML-6697. Water cooled versions of all these types are also available.

Machlett Laboratories, Inc.
Springdale, Connecticut

June 11, 1956 • Page 85
Helping Hand
EXECUTIVES and staff members of WDFD Flint, Mich., donned their work clothes the weekend of May 19-20 to help ease the plight of a fellow worker, Mrs. Clarida Musolf. The Musolfs' home was destroyed by a tornado May 12. The volunteer workers, led by General Manager Lester W. Lindow, helped clean up the debris and install the Musolfs in a house trailer, serving as their temporary home.

The cleanup work was going on while special crews were at work repairing damage to WDFD's broadcasting towers. One of three towers was blown to the ground and the other two were damaged [BT, May 21].

WBC Sets Up New Award For Its Program Managers
ESTABLISHMENT of annual Westinghouse Broadcasting Co. Lamp of Knowledge awards for outstanding achievement in public service and educational programming is being announced today (Monday) by Donald H. McGannon, vice president in charge of WBC.

The program managers of WBC's five radio and four television stations will compete for the two top awards—$1,000 college scholarship grants for a child of each of the winners. Two members of the winning radio program manager's staff will receive grants of $500 and $300, and one grant of $500 and two of $300 will be awarded to three members of the winning TV program manager's staff.

In addition, each of the winning stations will receive a silver Lamp of Knowledge trophy, which will travel from station to station in the WBC group as the award changes hands each year.

The awards will be judged on the basis of programming during the 12-month period, beginning this month, specifically in four general areas: American history, mental health, the teacher, and America's need for more scientists and engineers. Judging the competition will be Mr. McGannon and Richard Pack, vice president in charge of programming for Westinghouse; WBBK Kalander, WBC's national program manager, and two nationally-recognized educators whose names will be announced at a later date.

"These awards," Mr. McGannon stated, "will be based on the overall quality and impact of the station. Taken into consideration will be news, special programs, adaptation of regular programming and general showmanship. Our goal is to make public service and educational programming as exciting and interesting as our commercial shows."

WTRI (TV) Issues Rates
ISSUANCE of the first rate card of WTRI (TV) Albany (ch. 35) under its new management was announced last week by William A. Riple, general manager. WTRI, which suspended operations early in 1955 and is set to return to the air July 1, has established a $400 hourly rate for class "A" time.

Other one-hour rates of the ABC-TV affiliate are Class "B", $300, and "C", $200. Announcement rates range from $15 to $60. WTRI will go on the air with test programming June 15, according to Mr. Riple.

Wisn Management Added To Soell's Video Duties
JOHN B. SOELL has been named acting manager of WISN Milwaukee in addition to his duties as director of WISN-TV, D. L. (Tony) Provost, vice president in charge of the radio-TV division of the parent Hearst Corp., announced.

He replaces former manager Harry Goodwin, who resigned to return to the East Coast in an announced capacity. Before joining WISN-TV, Mr. Soell was associated with H-R representatives and the DuMont Television Network.

Jones Funeral Services Held
FUNERAL SERVICES were held last week for financier Jesse H. Jones, 52, who died June 1 in Houston. His vast business holdings included interests in KTRK-TV and KTRH Houston. Mr. Jones also served as head of the Reconstruction Finance Corp. for several years and as Secretary of Commerce.

Survivors include his widow, Mary Gibbs Jones; Tillford Jones, Houston attorney, a stepson, and a nephew, John T. Jones Jr., president of the Houston Chronicle and of KTRK-TV.

KDOX Tyler, Tex., on Air
KDOX Tyler, Tex., has gone on the air as a 55,000-watt daytime operation on 1330 kc.

Dana W. Adams is president and general manager of the station, whose personnel includes Robie Morgan, chief engineer; Pat Morgan, sales manager; Rusty Reynolds, chief announcer; R. J. Dodson, newswoman; Allen Bobbitt, disc jockey-librarian; Helen Harvey, secretary, and Lafon Young, copywriter.

KYW-AM-TV Sales Pitch
KYW-AM-TV Cleveland sales managers made sales presentations June 5 in Chicago and New York before Peters, Gann, Woodward representatives. John McIntosh Jr. made the radio pitch in Chicago while Al Krivin did the TV honors in New York. The stations are owned by Westinghouse Broadcasting Co.

Big Smiles mark the renewal of the 3,120-announcements-a-year contract on KBIG Catalina, Calif., by McDaniels Supermarkets of Los Angeles. L to r: Jimmy Fritz, president of Jimmey Fritz & Assoc. advertising agency, Hollywood; Phil Dexheimer, KBIG account executive; Albert L. Wolins, McDaniels' general manager; Bob McAndrews, KBIG vice president-commercial manager, and Cliff Gill, the station's vice president and operations manager. With the KBIG campaign as the only addition to its previous newspaper-TV budget, McDaniels enjoyed a 1955-56 business increase of over 100%.
PROFILE ON A CRUSADING NEWSMAN

A HARD-HITTING editorial policy is building a large following for a news program on one television station in the South. The program, Knight Beat, is conducted each evening on WDXI-TV Jackson, Tenn., by John Knight, head of the station's news department and only seven months removed from the news desk of a large metropolitan newspaper.

Each evening Knight Beat features five minutes of local news followed by a strong editorial which ties into the local picture. In the short time in which the telecasts have been aired, WDXI-TV has been given credit for a number of civic improvements and has received public praise from city officials, civic and church groups and the general public.

Among the improvements:

A Knight editorial pointing out the need for new traffic lights and protesting against shrubbery hiding a dangerous intersection has brought about police action on one hand and a rash of hedge trimming on the other. Three traffic lights have been installed in line with his suggestions.

In response to a series of editorials on the need for slum clearance in Jackson, the city commission is making plans for an urban re-development project which will eliminate the substandard housing groups throughout the city. A survey is in the process of development.

When the administrator of the local hospital reported the need for a new wing to take care of a large increase in hospital patients. Mr. Knight appealed directly to the county court and the city for support. Both groups have given approval to a hospital expansion program.

A series of editorials on speeding and reckless driving appeared just a week before the police department staged an all-out traffic drive which has resulted in an absence of traffic fatalities within Jackson since Jan. 1.

A controversy developed around the location of a new Negro high school in a white residential district. Mr. Knight came out strongly for the location and pointed out the need for a central location for Negro students. The city commission voted unanimously to locate the school at the spot favored by Mr. Knight.

More than 8,000 citizens went to the polls in a recent recall election and returned a five-to-one vote of confidence for the incumbents. Fewer than 800 voters had gone to the polls in the earlier general election, and subsequent editorials by Mr. Knight were given credit for arousing the public to the danger of a light vote.

REPRESENTATIVE SHORTS

Radio-Tv Representatives Inc. moved to larger N. Y. offices at 7 E. 47th St. Telephone Murray Hill 8-4340.

W. S. Grant Co. L. A. office moved to 6606 Selma Ave. Telephone Hollywood 3-7194.

STATION PEOPLE


Edward D. Sones, chief engineer, WTSA Brattleboro, Vt., appointed assistant manager.

Robert J. Heiss, sports director and chief announcer WTMJ-AM-TV Milwaukee, named assistant manager.

Wade Patterson, account executive, WDGY Minneapolis, to KSTP (TV) Minneapolis, as member of sales staff. He also has been general manager of KCIR-AM-TV Cedar Rapids, Iowa.

Stanley Kaplan, formerly commercial manager of WEIR Wheeling, W. Va., appointed to similar

June 11, 1956 • Page 87
SHELL Oil Co. has signed a contract with WKZO Kolomazoo for sponsorship of the U. of Michigan football broadcasts this fall. Completing arrangements at Shell's annual spring dealer meeting in Koloma-
zo are (l to r): Len Colby, sports director of WKZO; John W. Southworth, Shell's Detroit division manager; Orville F. Schneider, Grand Rapids district manager, and Tony Gaston, WKZO radio administrative assistant.

position with WBMS Boston. He formerly headed his own advertising agency in Pittsburgh, Pa.

Ian K. Harrower named program and production manager, WWJ-TV Detroit; Frank A. Picard II to producer-director and Robert A. Befny named film services manager.

Bob Van Roo promoted from assistant promotion manager to promotion and publicity manager at WXIX (TV) Milwaukee. He succeeds Bill Ryan, transferred to KPIX-TV San Francisco.

Herman Amies, Mary Cunningham and Bill Jenkins to Wavra-New York for Negro merchandising project.

Dick Smith, news director, KXOL, Fort Worth, Tex., to KSDF San Diego, Calif., in same capacity. Reginald George Bennett, Detroit agencyman, to KSDF as account executive.

Milt Flack, news editor, WBML, Macon, Ga., appointed news director. J. Howard Abolom, WMAB Macon, Ga., to WBML as night news editor. John Robinson and Dale Bagley to WBML as reporter and announcer, respectively. Joe Lipton, WTOC Savannah, Ga., to WBML as announcer.

Phil Young, formerly advertising manager of Pontiac (III), newspaper, to WICS (TV) Springfield, Ill., as account executive. Bryan S. Halter Jr., formerly with WLDs Jacksonville, Ill., to WICS as continuity assistant-announcer, and Marion Leimbach, formerly advertising manager of Chicago Tribune, to same station as continuity and traffic assistant.

Jacques Biraben, with WINS New York for two years in various sales capacity, to sales staff of WOR New York.

William B. Reed, announcer, WKNB New Britain, Conn., transferred to sales staff, WKNB-TV.

Ken Miller, news director, KVUE Tulsa, Okla., named news director of KPHO-AM-TV Phoenix, Ariz. Paul Gribben, news carrier formerly with KOY and KTAR Phoenix, to KPHO-TV.

Stuart Leslie, Syracuse U. graduate, to WTAP-TV Parkersburg, W. Va., as account executive.

Charles M. Pickering, account executive, Chambers & Wiswell, Boston agency, to WBZ-TV Boston in same capacity.

Leslie Nichols, news division, WGN Chicago, to KIMN Denver and Intermountain Network.

Leonard Mosby, director-producer, WMBR-TV Jacksonville, Fla., promoted to production manager.

Everett Holle returned to WABT (TV) Birmingham, Ala., after Army duty.

Mary Pyeunt Marsh, traffic manager of KGMS Sacramento, Calif., to traffic department of KFPH Hollywood.

Richard J. Jennings, announcer and writer-producer, WGY-WRGB (TV) Schenectady, N. Y., to WRCA New York as staff director.

Mel Fine, disc jockey, WIKK Erie, Pa., to WICH Norwich, Conn.

Bill Dunn, journalism graduate, Creighton U., Omaha, to WOW-TV Omaha promotion staff.

Bob Segret, news carrier, WISH Milwaukee, broadcasting daily on 15-station Wisconsin Network.

Henry Kimbrell, musician and night club entertainer, to WAPI-WABT (TV) Birmingham, Ala., as member of production department assigned to create musical commercials.

Overwhelmed

RADIO spot commercials publicizing the opening of a San Diego, Calif., drive-in restaurant brought such an overflow of customers to the eating place that the advertising campaign had to be cancelled three hours before its completion. The spots, aired over KCBQ San Diego by Pat's Drive-In of that city and broadcast by the station's Hit Parade Dee Jay's, advertised 45-cent hamburgers at 11 cents as a grand opening special.

Jim Turner, manager of Pat's, had this to say about the opening: "Friday, the first day . . . we sold more than 4,200 hamburgers. Saturday, well over 7,200, and we must have turned away at least the same number. We just couldn't handle it. "On Saturday night, we had to close three hours early—at midnight—cancel the radio spots, and beg the people to go home. We were completely sold out of everything . . . ."

Mr. Turner feels that "the remarkable part of this success is that KCBQ was the only advertising used, and we used only one 1-minute spot per hour for 45 hours plus a remote. KCBQ did a sen-

sational job and can count us as a per-

manent customer."

Said the owner of a competitive drive-

in a few blocks away: "We were swamped just from the over-

flow. If they plan any future deals like this, how about letting me know in ad-

vance so I can get extra help and sup-

plies."
Bob B. Davis, director, WXEX-TV Petersburg, Va., to WKRC-TV Washington as assistant director.

Walter Bange, former art staffer, WCPO-TV Cincinnati, to WKRC-TV Cincinnati as assistant to art director.

Mrs. Evadna Hammerley, director of women's programming, KOA Denver, resigned to join American Lamb Producers Council, Denver, as national director of Lamb Consumer Service Div.

Dick Bertel, Darien, Conn., to announcing staff of WTIC Hartford, Conn.

Dick Sinclair returned from U. S. Army to WZAO-AM-TV Kalamazoo, Mich., in production department.

Ed Stanton, WJWL Georgetown, Del., announcer, to WHLI Hempstead, N. Y., in similar capacity.

Dick Winters, formerly with WAAF Chicago and other independent stations, to WXW Milwaukee.

Mrs. Mathilde Sorensen Lund, mother of Harold C. Lund, vice president and general manager, KDKA-TV Pittsburgh, Pa., died May 31.

Paul De Chant, account executive, WOKY Milwaukee, father of girl, Patricia Davis, May 27.

Justine Fitzpatrick, office manager for Storer Broadcasting Co.'s N. Y. office, married June 1 to Robert H. Woolard of Miami. They will reside in Miami.

Bill Hanson, announcer-producer, WEEI Boston, married to Shirley Nuzum of San Diego, Calif.

Bernie Carey, production manager, KING-TV Seattle, married to Sheila Matsuura.

John Henry Schaefer, sales promotion manager, WHO-AM-TV Des Moines, Iowa, elected president of Advertising Club of Des Moines.

Claire Corbin, executive director of WOR New York Children's Christmas Fund, received Ph. D. degree from Hofstra College, Hempstead, L. I. Her thesis was study of impact of women's civic groups on community life.

BILL WAKEFIELD Jr. signs for his firm, Wakefield Buick Co., to sponsor nightly Looking at Sports on WSFA-TV Spartanburg, S. C. Present are Charlie Bell, WSFA-TV director of national sales, standing, and sports personality Bill Goodrich. The ch. 7 CBS affiliate went on the air last April [Thursday, April 30].

IMPORTANT

to 10,000 present Magnecord users . . .

INSTANTLY

canvert your present tape recording equipment
to the industry's highest standards

Now, by replacing your present Magnecord tape transport with the new magnificently engineered P-63-AX, you instantly convert your professional equipment to the finest available in the industry! And you save the cost of a new amplifier at the same time! Just plug the P-63-AX into your present amplifier—you're ready to go!

The P-63-AX is powered by 3 motor direct drive, with two-speed hysteresis synchronous drive motor. All controls are swiftly operated by push buttons. Tape speeds of 7 1/2 and 15 IPS are changed by switch ... no outmoded changing of rollers. Deep slot loading and automatic tape lifter for fast forward and rewind are provided. Both manual and electric cueing simplify programming, editing.

Solenoid brake control automatically puts greatest brake action on unwinding reel to eliminate tape spillage. Easily adjustable bias current. Takes 10 1/2" NAB reels; automatic shutoff at end of reel, no thrashing! Separate erase, record and playback heads allow simultaneous record and playback.

Performance? We guarantee the P-63-AX to be even greater than its laboratory specifications; Frequency response, 40 to 15,000 cycles at 15 IPS. Signal to noise ratio, 50 db at 3% THD full track; wow and flutter, 1% at 15 IPS; timing accuracy, 3 sec. plus or minus in 30 minutes.

Just plug the P-63-AX into your present Magnecord amplifier (any of the P75, P763 and P7TV models). The P-63-AX heads are compatible with your amplifier. On-the-spot servicing of the new P-63-AX is simplicity itself; all motors and controls are on separate assemblies held by four easily removable bolts.

NOTE: New NABTS equalizer and modification kit will be available at very modest cost.

FREE BROCHURE—Get all the facts. Use the convenient coupon today!
In one short year, thanks to ABC network and good local programming we have come up faster than "Needles" — and twice as sharp. April pulse ratings multiplied by total coverage divided by KLR rates equals the best bet by far — on the nation's fastest track: the Portland market.

<table>
<thead>
<tr>
<th>FIRST</th>
<th>SECOND</th>
<th>THIRD</th>
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<tbody>
<tr>
<td>KLOR</td>
<td>35</td>
<td>54</td>
</tr>
<tr>
<td>STA-CB</td>
<td>59</td>
<td>42</td>
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<tr>
<td>STA-NB</td>
<td>27</td>
<td>27</td>
</tr>
</tbody>
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Comparative standing based on all quarter hours 6:00 p.m. to midnight Monday through Friday in April pulse.

The payoff is GOOD too — Portland's Brightest Picture Sellingest Merchandising

TV NETWORK GROSS UP 19.2% IN APRIL

Time charge gain over same month in 1955 reflected in totals of three networks which neared the $39 million mark.

GROSS time charges of the tv networks totaled $58,964,728 in April, or an increase of 19.2% over April 1955, according to Publishers Information Bureau data. The April gain compared to the 17% increase in March of this year over March 1955.

Four-month total for all three networks this year was $155,642,508, or 17.9% ahead of the period last year. Dumont with $462,335 was included in the April 1955 total.

All three networks boosted their gross billing in April, CBS-TV by 14.4% over that month in 1955; NBC-TV, 13.9%, and ABC-TV, 75%. ABC-TV grossed $25,722,106 in the four-month aggregate, placing the network's gross billing 75.9% above last year's total for the January-April period.

The full PIB table of gross time charges for network TV follows:

### NETWORK TELEVISION

<table>
<thead>
<tr>
<th></th>
<th>April 1956</th>
<th>April 1955</th>
<th>% Change</th>
<th>Jan.-April 1956</th>
<th>Jan.-April 1955</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$4,133,922</td>
<td>$3,521,550</td>
<td>+7.5%</td>
<td>$25,722,106</td>
<td>$14,631,874</td>
<td>+75.9%</td>
</tr>
<tr>
<td>CBS</td>
<td>17,654,210</td>
<td>15,426,214</td>
<td>+14.4%</td>
<td>70,280,002</td>
<td>61,980,777</td>
<td>+13.4%</td>
</tr>
<tr>
<td>DuM</td>
<td>642,335</td>
<td></td>
<td>**</td>
<td>4,349,210</td>
<td>3,042,010</td>
<td>+43.4%</td>
</tr>
<tr>
<td>NBC</td>
<td>15,136,596</td>
<td>13,285,933</td>
<td>+13.9%</td>
<td>59,632,400</td>
<td>52,960,362</td>
<td>+13.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$39,964,728</td>
<td>$32,702,042</td>
<td>+19.2%</td>
<td>$155,642,508</td>
<td>$132,001,408</td>
<td>+17.9%</td>
</tr>
</tbody>
</table>

1956 NETWORK TELEVISION TOTALS TO DATE

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>DuM</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$4,382,046</td>
<td>$17,820,455</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>6,418,210</td>
<td>16,928,361</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>6,747,928</td>
<td>17,886,976</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>6,173,922</td>
<td>17,654,210</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$25,722,106</td>
<td>$70,288,002</td>
<td></td>
<td>$39,632,400</td>
<td>$155,642,508</td>
</tr>
</tbody>
</table>

* Revised as of May 31, 1956.
** Effective September 15, 1955 Dumont Television Network changed from a national network to a local operation.

NBC Yearend Figures Show 'Monitor' Take $4 Million Plus

A PROGRESS report on NBC Radio's Monitor weekend service issued by the network last week showed that in its first full year of operation the program attracted a total of more than 40 advertisers and grossed billings "well over $4 million."

Fred Horton, director of NBC Radio, said that 4,349 announcements were ordered the first year of Monitor. He claimed these announcements had delivered an estimated 2,039,681 home commercial impressions. Mr. Horton said sales on Monitor mark "a record for weekend advertisers on NBC Radio during the past few seasons."

CBS Promotes Finn

ALLAN FINN, staff member of CBS-TV Press Information department, last week was named manager of CBS Radio Press Information, succeeding Edward Reynolds, who has resigned to join Ketchum, MacLeod & Grove, New York.

Mr. Finn has been with CBS since 1946, joining the Hollywood office press information section and then transferring to the news staff before joining the New York TV press department in 1948. He also has been radio-tv editor of Newsweek.

Clayton Shields Promoted

CLAYTON SHIELDS has been named assistant business manager of ABC Radio, reporting to business manager Stephen C. Riddleberger, it was announced last week by Don Durgin, vice president in charge of ABC Radio. Miss Shields, who has been with ABC since 1945 in various administrative capacities, served most recently as business manager of the ABC Radio program department.

Twining Gets NBC Offer

NBC reported last week it had offered its "full facilities" to be put at the disposal of Gen. Nathan F. Twining, U. S. Air Force chief of staff, when the general visits Moscow as a guest at Soviet Air Force Day ceremonies on June 24. The offer was made in a telegram by Davidson Taylor, NBC vice president in charge of public affairs.

Mr. Taylor encouraged Gen. Twining to consider the use of tv and radio facilities of NBC, either while he is in Moscow (through Irving R. Levine, NBC correspondence man) or "immediately on your return" to the U. S.

Keeping in Touch

ABC NEWSMEN will be able to keep in touch with the network's convention headquarters in San Francisco and Chicago through means of a newly-developed audio-receiver (Page-Boy) during the periods they leave the convention halls. The Page-Boys will be "locked" to the frequencies of ABC stations—WLS Chicago and KGO San Francisco—with the stations broadcasting signals during their station breaks.

Each staff member carrying a Page-Boy will have a particular signal, which will indicate to him that ABC conventional headquarters is paging him. The Page-Boy is intended for use outside the convention hall, while the recently-announced Aud-Page is designed for use in the hall. Both devices were developed by the Philco Corp., sponsor of ABC's radio and television coverage of the conventions and of election day returns.
NETWORK PROBE - (Continues from page 32)

grams that it is possible to plan and produce them all.

Similarly, owned stations are laboratories for program ideas and talent. In a number of cases, programs developed by its owned stations have later been added to the network schedule.

But television stations owned by CBS contribute not only to the network but, even more important, to the communities which they serve. It has long been the policy of CBS that both the personnel of the owned stations and the stations themselves play an active role in the civic life of their cities. The stations owned by CBS have concentrated heavily on local programming and community service.

It is submitted that no facts and no considerations of public policy would justify discriminating against networks, among all potential owners, as ineligible to own stations. On the contrary, as has been shown, the public would be seriously served by such a prohibition, not only because of its grave effect on networking operations, but also because it would deprive important local communities of station ownership which has proved by its record that it serves the communities well.

H. THE PROPOSAL TO REGULATE NETWORK AFFILIATIONS. The proposal that the Federal Government intervene in the question of network affiliation with stations and in effect determine which stations a network must affiliate is apparently based on the premise that networks have been arbitrary and whimsical in their affiliation determinations. The facts are to the contrary.

It is submitted that any careful examination of the procedures, practices, and criteria with which the CBS Television Network has adopted in making its affiliation determinations readily establishes that the network is not arbitrary or whimsical. These practices, policies and criteria have been described in full in response to a "Questionnaire for TV Networks," submitted to this committee in December 1954. (For full text, see BtT, Feb. 21, 1955)

J. THE PROPOSAL TO LICENSE NETWORKS. The proposal to license and regulate networks is, on its face, simple. But since the Commission already exercises considerable regulatory powers over a network through its licensing of the stations owned by the network, as well as through its licensing of stations affiliated with the network, the implications of a proposal directly to license and regulate networks are both wide and unknown. In effect, it would seem that the proposal is designed to regulate, and hence license, anyone entering into the business of networking, irrespective of the fact that the network may own no stations and thus make no use of any portion of the broadcast spectrum. Yet it is the use of the spectrum which has always provided the basis in law for licensing and regulating broadcasters.

By abandoning this concept, the proposal enters into a novel and dubious realm. Its implications are perhaps most clearly assessed by regarding it as a proposal to regulate and license a network, not only in its affiliation practices, but also as a supplier of program material—just as are film producers, independent program packagers or advertising agencies which produce programs. That is an extreme concept which may well lead to the complete destruction of the principle of free competition embodied in the Federal Communication Act and basic to the American system of broadcasting.

To the extent that the proposal is an attempt to regulate networks per se and wholly apart from station licensing, it is no different from saying that newspaper wire services or news-

FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of specially designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the accurate, sound and exact processing your film deserves.

Remember: Precision is the pace-setter in processing of all film. No version of originals—scene to scene color in positive, optical track printing, all are the very best...16mm service, too!

you'll see...and hear...

FILM LABORATORIES, INC.
21 West 40th Street, New York 16, New York
A DIVISION OF J. A. BAUER, INC.

In everything, there is one best...in film processing, it's Precision
Moore-Salant Debate Planned By Communications Bar Assn.

DEBATE between Richard A. Moore, KTTV (TV) Los Angeles, and Richard S. Salant, CBS vice president, has been scheduled by the Federal Communications Bar Assn. at a luncheon meeting June 21 in the Willard Hotel, Washington.

Mr. Moore advocated a major revision in network rules to eliminate option time and must buy an appearance before the Federal Communications Commission last March [B&T, April 2]. He also strongly urged these moves in a meeting with the FCC’s network study staff.

Mr. Salant once before upheld the networks’ side of things in an FCBA debate with Harry M. Plotkin, former FCFA assistant general counsel and at that time television counsel to the Senate Commerce Committee majority. This was last year [B&T, April 4, 1955].

Two Promoted by ABC

ROYCE L. (VERNE) POINTER, in charge of maintenance at ABC, was promoted last week to chief video facilities engineer and Herbert C. Florance, ABC-TV maintenance engineer, was advanced to supervisor of maintenance for the New York engineering department. The appointments, announced by Frank Marquardt, ABC vice president in charge of engineering and general services for ABC, were effective immediately. Mr. Pointer started in broadcasting with KFJB Marshalltown, Iowa, in 1939, later joined KTRI Sioux City, WKBB Dubuque and WOI Ames, all Iowa, becoming design engineer for RCA Victor Div. in 1946 and joining ABC in 1948. Mr. Florance has been with MBS, NBC, WCHF New York and KDEC San Francisco before joining ABC in 1950.

‘Lassie’ Suit Settled

OUT-OF-COURT settlement for $165,000 of a two million dollar suit disputing the division of profits from the CBS-TV Lassie show has been filed in superior court at Santa Monica, Calif. Clarence Eurist will get the settlement on his contention he owns 40% of the program.

KOME Joins ABC

AFFILIATION of KOME Tulsa with ABC Radio was announced jointly last week by E. William George, general manager of the station, and Edward J. DeGray, national director of station relations for ABC Radio. KOME is owned by the Oil Capital Sales Corp., and operates on 1300 kc, 5 kw night and 1 kw day.

CBS-TV ‘Evidence’ Sought

BRITISH security forces in Cyprus have requested a copy of a film taken by CBS news cameraman of the May 21 rioting in Nicoros, Cyprus, for purposes of reconstructing and evaluating the outbreak in which one British soldier was killed and five wounded, according to the network. Films were shot during the riot by CBS news cameraman James Paul Bruck and Alexander Efthymiou, who were within six feet of exploding hand grenade tossed by rioters, according to CBS-TV. Footage was used on various CBS-TV news programs.

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 - important performance characteristics and specifications. Contact Graybar today!

Send us your name and address for literature shown below.

---

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.

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Funeral for Jean Hersholt Held in Los Angeles June 4

LAST RITES were held June 4 at Church of the Recessional, Forest Lawn, Los Angeles, for Jean Hersholt, 69, veteran movie actor who portrayed Dr. Christian for more than 16 years on the CBS Radio series of that name. The half-hour weekly program began in late 1937.

Mr. Hersholt died just 17 days after more than 500 members of the entertainment industry paid tribute to him at a $100-a-plate testimonial banquet honoring his years of service. He had left his hospital bed to attend. Mr. Hersholt had been seriously ill for some time.

President of the Motion Picture Academy from 1945 to '49, Mr. Hersholt for 20 years had been president of the Motion Picture Relief Fund. On May 30 he was named honorary chairman of the Hollywood Hall of Fame Committee, which is planning a film capital museum.

The death of Mr. Hersholt will not alter production plans on Ziv Television Program's new Dr. Christian tv film series, it was announced by a spokesman for Ziv. He said the title role will be carried by MacDonald Carey, who will portray Dr. Mark Christian, nephew of the older physician.

Community Network Changes

THE Community Network, with headquarters in Montrose, Colo., has been renamed the Colorado Network, according to George Cory, president. Mr. Cory said the network functions for the purpose of improved service to both advertisers and listeners.

Other officers in the organization include Kenneth J. Stone, treasurer; John N. McRae, national sales and operations manager, and Shulom Kurtz, executive secretary. Stations in the Colorado Network are KVOD Denver, KUBC Monroise, KRAI Craig and KSLV Monte Vista, all Colorado.
18 Join Keystone

ADDITION of 18 new affiliates was announced by Keystone Broadcasting System June 1. KBS now numbers 890 stations, according to Blanche Stein, station relations director. Stations added:


WFBR, ABC Will Split

WFBR Baltimore Vice President and General Manager Robert B. Jones Jr. announced last week that the station would drop its ABC affiliation, effective May 31, 1957, or earlier if the network desires. WFBR has been an ABC affiliate since 1945.

An ABC spokesman in New York said last week that the network at this time has no plans for a replacement.

NETWORK PEOPLE

James A. Macdonald Sr., sports director of N. W. Ayer & Son, N. Y., to executive radio producer for CBS sports, effective July 11.


Fred Pierce, member of ABC-TV's research and sales development department, father of boy, Richard Wayne, June 5.

Gene Blyliss, ABC-TV choreographer, father of boy, Philip Martin, May 2.

NETWORKS

PROFESSIONAL SERVICES

Pearson Starts New Firm

LLOYD PEARSON, Assoc., new TV merchandising consultant firm, opened in New York last week at 420 Madison Ave. Lloyd Pearson, former west coast film producer, is head of the firm.

The firm will specialize in TV marketing and the merchandising of consumer products, stressing local markets where merchandising programs can increase sales to dealers, distributors and retailers of national manufacturers. Phone is Templeton 2-8821.

PROFESSIONAL SERVICE PEOPLE

Frank H. Burgmeier, newscaster, WHEEN-TV Syracuse, N. Y., to Carrier Corp., that city, as national publicity representative.

Dr. Rene G. Smoller, named public relations counsel to public relations department of Richard S. Robbins Co., N. Y., sales promotion agency.

Virgina McPheeters, Hollywood actress and motion picture producer, to Methodist Church Television, Radio & Film Commission, Nashville, Tenn., as assistant production supervisor and unit manager.

Richard S. Smith, formerly public relations director of Advertising Producers, Chicago agency and previously staff writer at ABC, to Chicago editorial staff of Harshe-Rotman Inc., public relations firm.

PROFESSIONAL SERVICE SHORT

Engineers Joint Council, N. Y., announces directory of all local, regional and national engineering societies, published by the Engineers Joint Council, N. Y., will be made available this summer at pre-publication price of $3.50. Copies may be ordered from E. Paul Lange, EJC secretary, 29 W. 39th St., New York 18.

A WILKES-BARRE, Pa., department store, Fowler, Dick & Walker, The Boston Store, is sponsoring a five-minute cut-in on NBC-TV's Home on WBRE-TV Wilkes-Barre. Titled At Home in the Little White House, the program gives home-making hints and news of interest to the housewife. Present for the first program were (l to r) John Green and William F. Logan, both from The Boston Store; David M. Baltimore, WBRE-TV vice president-general manager; Bonnie Pennfield, personality appearing on Little White House, and Joseph Purcell, Herb Shaw and Fred Butts, all from The Boston Store.
RCA COLOR TV RECEIVER TO SELL FOR $495

Announcement of new low in color video set prices made at Miami Beach session.

AS EARLY as last winter, RCA tipped its hand it would whittle the price tag of its 1956-57 color iv receiver models [B&T, Feb. 6]. Last week it was made a fait accompli.

At Miami Beach, Fla., where RCA Victor television distributors and sales executives were introduced to the lines, Robert A. Seidel, executive vice president of RCA's Consumer Products, announced Monday that the public next month would see the new RCA 21-inch color tv table model priced at $495. The new model is in mass production.

The $495 price tag is $200 below the current bottom price of RCA's color iv receivers. It also is the lowest price yet announced for a large-screen color set. Close to the RCA price is the Admiral Corp.'s 21-inch color receiver that is expected to retail this summer for $499.95. Other manufacturers reportedly also have lower-priced lines under study.

Mr. Seidel promptly hailed RCA's new color receiver price as an open door to the "public's realization that color television . . . has arrived."

Said Mr. Seidel: "Development by RCA engineers of a totally new color television chassis which utilizes an array of technical advances makes possible the introduction of the $495 color sets. These receivers were conceived to create a volume business and to provide the public with budget-priced color sets featuring top-quality performance and stability."

The new chassis uses 23 tubes, including the kinescope, two crystals and four rectifiers. The set has a viewable picture of 254 square inches, using RCA's 21-inch tri-color picture tube. There are 10 RCA color models in all, covering three series, "Special," "Super" and "Deluxe." Prices will range up to $850 compared to the current maximum price on RCA's color line of $995.

C. P. Baxter, vice president and general manager of RCA Victor Television Div., said the color receivers would be called the "Spec-tacular" line. He noted that the sets make extensive use of printed circuit boards with both color and monochrome models using up to six such boards in each chassis.

From 80 to 90% of the circuitry is on printed-circuit boards compared with about 20% in previous color models. RCA also explained that circuits have been added to all its color set models to improve reception of black-and-white pictures. When color programs are not being telecast, the color circuits are electronically "killed," thus favoring superior monochrome reception. All 10 of the color models are available with uhf/vhf tuning at "nominal extra cost," RCA explained. Other improvements in installation, tuning, color "fidelity" and sound are claimed.

Also announced at the Florida meeting were 25 newly-styled RCA black-and-white models which will be tagged from $125 to $500 compared to the current advertised $149.50 to $300 price range, and a line of multi-speaker high-fidelity music systems to be marketed in eight models ranging in price from $79.95 to $1,600.

James M. Toney, vice president and general manager of RCA Victor Radio and "Victrola" Div., told the sales meeting that RCA will market a stereophonic tape player under $300, or less than half the price of similar equipment now being marketed. Portable unit will sell for $295 and a console at $350. The systems play on two separate amplifiers and speakers from a single track on the tape. Also on RCA's list are eight hi-fi phonographs, ranging in price from $79.95 to $1,600.

Under-$400 Color Prospects Mulled

A DAY after RCA announced a $200 cut in the price of its lowest-priced color tv receiver for the firm's new 1956-57 line, renewed interest in a color receiver that would sell under $400 was sparked by Paramount Pictures Corp. RCA's bottom price will be $495.

Barney Balaban, Paramount Pictures' president, told stockholders at an annual meeting in New York (also see story, page 50) that Chromatic Television Labs' color set design—i.e., Chromatic's single-gun (Lawrence) tube and circuitry—"has reached the stage of commercial acceptability." Mr. Balaban also said that once certain problems "in the production design of some of its components" are solved, "we will be able to offer to the industry a color television set which can be sold to the public at a price below $400 per set." ParamountPictures hold a 50% interest in Chromatic which for sometime has been working on color design using the Lawrence tube.

After the meeting, a showing for stockholders was held by Paramount using the hand-made color models. A color film was telecast by cable from within the Paramount Bldg. for the demonstration. Three sets—two 21-inch and one 22-inch—were used with the color reproduction, according to observers, ranging from poor to excellent. Those who witnessed the showing noted that the colors of fabrics and product packages (cigarette packs, cereal containers, etc.) showed up "good" but that shots of a salad plate and a fish course were "poor." Major stopper to mass production of the Lawrence tube was the making of the accelerating

Radio-Controlled Watches

NEW CLAIMANT for radio spectrum space may be on the horizon if the prophecies of Fred Cartouc, Longines-Wittnauer Watch Co. board chairman, come true. Mr. Cartouc, appearing before a Congressional subcommittee on foreign policy, predicted that the day may not be far off—maybe within 10 years—when watches will be activated by radio impulses; even now, Mr. Cartouc said, firms are experimenting with electronic timepieces.

After a check with the FCC could uncover no applications for experimentation in the electronic watch field, B&T queried Bell Labs and GE, firms which Mr. Cartouc predicted would be among pioneers in the development of the techniques for radio-operated timepieces. A Bell Labs' spokesman said his firm has no plans to develop an electronic watch, but is now engaged in developing electronic timing devices for industry-use.

A report from GE indicated that the company may be ahead of time, electronically speaking: a spokesman said GE already has developed an electronic clock. This clock is mounted on a wall without cords. A tiny transmitter is plugged into the power line and the radio impulses run the clock.

MANUFACTURING

TOWERS...ANY KIND ANYWHERE...

"FAST!"

S Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Our fixed crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

BROADCASTING • TELECASTING

Stainless, Inc.

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grid (device in the tube that selects color), it was said. A Paramount spokesman estimated it costs more than $150 to produce the tube (RCA sells its color tube to other receiver manufacturers at about $85). 

DuMont Sales Staff Reduced

SALES STAFF of Allen B. DuMont Labs’ tv transmitter department has been more than halved—actually five out of eight have been let go—in past weeks as part of a general over- haul or streamlining of its transmitter sales operation, it was learned last week. About a month ago, DuMont realigned its technical products division, which among others includes transmitter, mobile communications and the instrument departments. DuMont’s annual report for 1955 indicated that the firm was having difficulty with the sale of its transmitter and other tv equipment because of “excessive inventories and credit problems with broadcasters” [BWT, April 9]. The report traced much of the trouble to uhf.

Emerson’s Net Profits Drop

EMERSON Radio and Phonograph Corp., Jersey City, has reported a consolidated net profit for the 26-week period ended April 28 of $317,666, equal to 16 cents per share, as compared with consolidated net profit of $1,111,981, equal to 57 cents per share, for period ended April 30, 1955. Figures for both periods were computed after provisions for federal income taxes. The company offered no explanation for the income-profit drop.

University Doing Research On Antenna for Satellites

RESEARCH is underway at Michigan State U. on new receiving and transmitting antennas which might be used eventually as a means of communication with the first artificial satellite launched into space or the first rocket sent to the moon.

Two MSU professors have been conducting research on mathematical equations involved in cigar-shaped antennas, the university reported Wednesday. Dr. Charles P. Wells, assistant professor of mathematics, and Dr. Alfred Leitner, associate professor of physics, feel it may be at least theoretically feasible to treat the rocket itself as an antenna by applying electrical charges to certain parts.

“Rockets or satellites could not use clumsy outside antenna like the ones that perch on roofs,” according to Dr. Leitner. “They would slow down travel speed and break off.”

The study was prompted, according to MSU, by this future need on outer space projects as well as that for improving present radio and television antennas, proximity fuse devices and radar. The project has the support of the U. S. Army Office of Ordnance Research.

The two MSU faculty members also believe it may be possible for a tv set owner to get more than one channel in the same area without rotating his antenna. Prof. Wells feels “the antenna pickup can be altered by feeding to points other than the center the same amount of power now fed into the center of the antenna.” This would set up reception waves simultaneously in and from two to several directions from the antenna, he contends.

“Stations lying within range in those additional directional areas should be received if practical application of the theory proves successful,” Prof. Wells declared.

Ampex Sells to WISN-TV

WISN-TV Milwaukee has ordered a $50,000 Ampex video tape recorder, John B. Soell, station director, announced last week. The recorder will be installed in a new WISN-AM-TV center, scheduled for completion early next year.

Radio, Tv Receiver Output Off Slightly

PRODUCTION of radio and tv receivers for April fell slightly below 1955 levels, according to Radio-Electronics' ‘TV Monitor’. Radio output totaled 992,982 for April 1956, including 299,523 auto sets, compared to a total of 1,099,775 sets in the same 1955 month. Tv production amounted to 549,432 sets in April compared to 583,174 in the 1955 month. Current April production figures were well below those of March, a five-week statistical month. Four-month production totaled 4,525,225 radios and 2,394,264 tv sets compared to 4,739,195 radios and 2,771,426 tv sets in the same period 1955. Of the April 1956 tv production, 74,102 sets had uhf tuners and 2,150 had fm band tuners.

April sales of radios at retail stores totaled 471,193 sets, well above the comparable 1955 figure, 367,841. These sales do not include auto sets, which seldom move through retail channels.

Tv sales for four months of 1956 totaled 1,984,915 sets, compared to 1,609,182 in the same period 1955. Four-month tv sales were 2,036,808 this year, compared to 2,355,740 a year ago.

Factory sales of tv picture tubes totaled 830,902 units in April, compared to 788,317 a year ago. Factories sold 35.1 million receiving tubes in April, compared to 35.4 million in April 1955.

Following are radio and tv set production figures for April and the first four months of 1956:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>567,988</td>
<td>595,648</td>
</tr>
<tr>
<td>Feb</td>
<td>510,388</td>
<td>537,611</td>
</tr>
<tr>
<td>March</td>
<td>490,003</td>
<td>518,278</td>
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<tr>
<td>Apr</td>
<td>494,632</td>
<td>526,973</td>
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<tr>
<td>Total</td>
<td>2,036,808</td>
<td>2,132,978</td>
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</tbody>
</table>

New Armchair Tv Control Developed by Zenith Corp.

DEVELOPMENT of a new model remote hand-operated tuner to activate and control tv receivers was announced by Zenith Radio Corp. Last year Zenith introduced a “Flash-matic” gun device which serves the same purposes.

The new unit is standard equipment with all Zenith “Space Command" receivers. Suggested retail prices of the sets range from $259.95 for table models to $550 for full-door consoles, and from $349.95 to $359.95 for large-screen consoles.

CBS Buys GPl Projectors

SALE of eight 35 mm telecast projectors (Model PA-200) to CBS was announced last week by General Precision Lab, Pleasantville, N. Y. The units, finished and scheduled for early delivery, six to the West Coast and two to CBS’ New York operations.
Olympic Radio & Television Changes Name; Expansion Set

BOARD of directors of Olympic Radio & Television Inc., Long Island City, N. Y., has voted to change the corporate name of the firm and its affiliated companies to Unitronics Corp., which now becomes the parent company with ORT functioning as a separate division.

William H. Husted, chairman of the executive committee and a director, announced Tuesday that the reorganization is in step with an "activated expansion program." Negotiations are in an "advanced stage" to acquire several additional businesses, he said. One of them he identified as a west coast manufacturer of electronics equipment.

Another division of Unitronics will be David Bogen Co., maker of public address, high fidelity sound equipment and inter-communication systems and acquired by Olympic last February as a wholly-owned subsidiary. Olympic two weeks ago leased warehouse and shipping space in Brooklyn, N. Y. Another phase of its expansion program is the speeding up of efforts to develop new products and to improve existing ones in the radio, phonograph, tv and electronics equipment fields.

Olympic's first quarter sales increased from $4,800,986 in last year's period to $6,676,365 this year, with net income after taxes totaling $159,464, or 35 cents a share on 453,552 shares of common stock outstanding. Sales for the first quarter of last year were $82,631, or 18 cents per share.

Unit sales of Olympic tv sets last month rose 102% above the number sold in May of last year, Herbert Kabat, vice president in charge of sales, announced last week. According to Mr. Kabat the sales jump was attributable to Olympic's 14-inch and 17-inch portable tv sets and to the firm's increased number of dealers.

GE to Build New Facility

GENERAL ELECTRIC Co. will begin construction this summer on a new building near Gainesville, Fla., which will be the headquarters and manufacturing facilities of the company's Communication Equipment Section, it was announced last week by Harrison VanAken Jr., general manager of the section.

Mr. VanAken said that it will take about two years to complete construction. He estimated the cost of the project "in excess of $4 million." The Communication Equipment Section has four major product categories—two-way mobile radio communication, microwave, power line carrier and terminal equipments.

MANUFACTURING PEOPLE


James R. Ronk, engineering vice president, Howard W. Sams & Co., Indianapols, electronic engineering-publishing firm, appointed head of new research and product development division.

Lester H. Nelson named general production manager.


C. J. Gentry promoted from salesman to national car radio specialist at Motorola Inc., Chicago, with responsibility for development

WAGM-TV Presque Isle, Me., has ordered a 5 kw DuMont transmitter preparatory to going on the air. Present for the contract signing at DuMont headquarters in Clifton, N. J., are (1 to r) L. E. Hughes, chief engineer for the ch. 8 outlet; Frank O'Connell, DuMont representative, and WAGM-TV General Manager Harold D. Glidden and promotion of company's automobile radio field sales.

George H. Clark, 75, with RCA in various executive capacities for 27 years and retired in 1946, died June 3 in New York following long illness. He was founder and former president of Veteran Wireless Operators Assn.

NEMS-CLAVERE MODEL TR-1

WOWY KLEW KVOO KIDO WGBS WDMI KVAL WICA KLIK KFXJ CMQ KSTF KTRK KDRO KEBS WRTV KIMA WWTV WGLV

TV Rebroadcast Receiver NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

CBS WILL SET UP $50,000 IN COLLEGE DONATIONS

Organization continues plan of making grants to alma maters of top executives. This round: $2,000 each for 25 men at 16 schools.

GRANTS of $2,000 each for a total of $50,000 will be made this year by CBS Foundation Inc. on behalf of 25 top CBS executives to 16 colleges and universities.

This is the third year of the foundation's grant program which will have allocated $122,000 in the aggregate to educational institutions.

Grants are made to schools from which top-level CBS executives have graduated.

Grants made for 1956, indicating university, number of grants and executive or executives, follow: Amherst (1), Robert Strunk, copy chief, CBS-TV's advertising and sales promotion department; Dartmouth (2), Raymond D. Bultier, assistant controller, Columbia Records, and Dudley Faust, network sales staff, CBS Radio; Davidson (N. C.) College (1), Wilbur Edwards, general sales manager, CBS Television Film Sales; Doan College (Creté, Neb.) (1), Gerhart D. Wiebe, assistant to the president, CBS Inc.; Fordham (1), Merritt H. Coleman, director of business affairs, CBS-TV; Harvard (3), Milton Neaman, CBS Inc. senior attorney; Richard S. Salant, CBS Inc. vice president, and Newell T. Schwin, tv sales manager of Terrytoons (Div. of CBS Television Film Sales).

Massachusetts Institute of Technology (1),
1956 AWARDS PRESENTED BY ART DIRECTORS CLUB

Medals given to networks, stations, agencies and independent production firms at 35th Annual Exhibition of Advertising and Editorial Art and Design, held in New York City.

NETWORKS, stations, agencies and independent production firms cited in last week's 35th Annual Exhibition of advertising and Editorial Art and Design [48], June 4] submitted entries in categories ranging from live TV commercials to promotional brochures and newspaper advertisements. Listed below are the top winners—those receiving the club's highest award, the Art Directors Club Medal and those tapped for the second-place awards of Distinctive Merit. One special medal for extraordinary art conception also was presented.

Live commercials (16 mm kinescope)—Ford Motor Co., commercial on NBC-TV's Producers' Showcase, Kenyon & Eckhardt, N. Y.; David Bixby and C. F. yoga, art director; Blake Johnson, producer; David Bixby, artist (Distinctive Merit).

Film commercials (live technique)—General Products Corp. (Modessa), Young & Rubicam, N. Y., director: Elliot, Unger & Elliott, production firm (medal); Dade Div., Chrysler Corp., "I Built a Dodge" song commercial (not single); Grant Adv., Detroit; B. C. Marks, director; Van Press Productions Inc. (Distinctive Merit).

Film commercials (full animation)—Piel Bros., Brooklyn, N. Y., Young & Rubicam, N. Y., Jack Sidibotham, art director; Chris Dahl and Gene Delich, USA-New York, production firm (Special Art Director Club Metal for the "Irt and Harry" series); National Oil Co. (Snowdrift shortening); Fitzgerald Adv., both New Orleans; Art Babelot, art director; Storyboard Inc. production firm (medal); Diamond Crystal Salt Co., Benton & Bowles, N. Y.; John K. Kibbey, art director, Storyboard Inc. production firm (Distinctive Merit).

Station breaks (single frames, slides, telophs, titles, etc.)—CBS-TV's promotion for "The Price Is Right"; National Gold of Gold & Smith, art director (medal); Magazine advertisements (black and white)—CBS-TV, Joseph Golden, art director; Ludwig Belemann, artist, (Distinctive Merit).

Newspaper advertisements—CBS Radio; Lou Dorfsman, art director; Herb Lubalin, photographer; Robert Golomb, artist (medal); NBC; Grey Adv., N. Y.; Robert Dolkovich, art director; Hans Moller, artist; NBC Photo Dept. (Distinctive Merit).


Trade periodical advertising—CBS Radio; Lou Dorfsman, art director; Becker-Horowitz Inc., photographer (Distinctive Merit).

American Women's Clubs Cite Radio, TV Programs

RADIO-TV citations for 1956 were awarded by the General Federation of Women's Clubs at its 65th annual convention in Kansas City. NBC received seven citations, CBS six and ABC five.

Winners in radio:

News—Morgan Beatty, NBC; Entertainment—The Voice of Firestone, ABC; Education—Biographies in Sound, NBC; Youth or children—Adventures in Science, CBS; Promotion of Individual Responsibility—American Legion, ABC; Meet Production of Juvenile Delinquency—Wayne Press, NBC; Stresses Spiritual Values—The Greatest Story Ever Told, ABC.

Winners in television:

News—News Caravan, NBC; Entertainment—Hallmark Hall of Fame, NBC; Education—You Are There and Adventure, both CBS; Youth or Children—Let's Take a Trip, CBS, and Mickey Mouse Club, ABC; Promotion of Individual Responsibility—Home, NBC; Meets Problems of Juvenile Delinquency—Youth Wants to Know, NBC; Stresses Spiritual Values—Cross Roads, ABC; Special Awards for Variety—Wide World Wide, NBC, and Omnibus, CBS.

AWARD SHORTS

ABC-TV's Crossroads program (Fri., 8:30-9 p.m. EDT) cited by Salvation Army as an "eminent and memorable service to the community in the realm of fine arts."

WITH Baltimore awarded Certificate of Appreciation by American Legion, Dept. of Baltimore, for cooperation in legion activities. Presentation was second legion award to Maryland radio station in seven years.

Frank M. Folsom, RCA president, received honorary degree at commencement exercises conducted by U. of Notre Dame.

Arthur Hall Hayes, CBS Radio president, graduate of U. of Detroit, class of '26, will be presented with honorary Doctorate of Laws Thursday at university's 73rd commencement exercise.

Lawrence Walk, ABC-TV, cited with honorary degree of Doctor of Fine Arts, U. of Portland, Ore., for furnishing "the nation (with) clean entertainment."

Helen Delitch, producer, The Port That Built a City and State series on WMAR-TV Baltimore, received annual world trade award of Advertising Club of Baltimore and named Advertising Woman of the Year by Women's Advertising Club of Baltimore. She is maritime editor of Baltimore Sun.
EUROPEAN COLOR EXPERTS FAVOR AMERICAN SYSTEM


THE American color tv system is by far the best system now available to television stations all over the world. This is the essence of what European color tv experts from 25 nations said to the American, French, British and Dutch color television demonstrations.

The experts, who visited Paris, London, Eindhoven (Holland) and New York, learned that the French Broadcasting Service, Radiodiffusion et Television Francaise and French manufacturers, have developed three different color television systems. The first has been developed by Henry de France and is dubbed Line Sequence System. The second is a so-called double message system devised by Prof. Brouly and the third is the Valensi coding system. All of the three have reportedly considerable disadvantages compared with the American National Television Systems Committee method.

In Eindhoven the Philips Co. demonstrated before the experts two different color systems. The first is a European version of the American NTSC compatible system. The principle difference between the NTSC and the Philips experimental system is that Philips uses the 625-line standard dominant on the European Continent. The second Philips system uses two color sub-carriers. Philips people explained that the two systems are strictly experimental and that the company has no plans to promote one of the two before uniform European color standards are set.

The experts watched special test transmissions in London over the BBC’s Alexandra Palace transmitter, which has been set aside for such tests from the regular b & w transmissions.

Distance Overcome

AN ELECTRONICS engineer in Salisbury, Southern Rhodesia, has modified two commercial tv receivers and antennas which enable him to receive European tv programs regularly. George F. Cole, director of Electronic Services (Pvt.) Ltd. first began his television experiments to develop a receiver sufficiently sensitive to pick up tv waves reflected by the ionosphere, which could then be strengthened to provide satisfactory reception at long distances from the transmitter. Southern Rhodesia is located in south-central Africa.

He has modified an English and a German set and is now receiving regularly programs from London, Moscow, Switzerland and Italy. Mr. Cole says that the sound is cleaner, stronger and of better quality than is received from the local radio station. However, the picture still lacks sharp definition.

Mr. Cole believes his experiments may lead to the development of tv relay stations and has registered a patent for his system. He also submits monthly reports to the BBC engineering information department and plans to import an American made set to modify in an effort to receive U. S. tv programs.

Classified Radio

RADIO ADVERTISEMENTS in Afghanistan are sold and broadcast on the formula used for newspaper classified ads in this country, according to Abdul Hak Waleh, program director of Radio Kabul, government station in Kabul, capital of Afghanistan.

Advertisements, placed almost entirely by merchants, are priced at such a word and are read by an announcer one after another with no entertainment in between. These ads are broadcast during two periods each day, following the morning and evening newscasts, he said. Mr. Waleh is studying American broadcasting at WGAY Silver Spring, Md. (a Washington suburb), as one of a group of foreign broadcasters brought to this country by the State Dept. each year as part of its international educational exchange program.

F. H. Elphicke, vice president of CKWX Vancouver. Mr. Elphicke also told the Commission that Canada has the room and money to support a private network in competition with the CBC.

Canadian Embassy Protests Beer Ads on Border Outlets

U. S. AUTHORITIES have been informed that some American border radio and tv stations are violating the intent of Canadian broadcast regulations by carrying advertising for Canadian breweries aimed at Canadian viewers. The problem was raised in Washington by the Canadian Embassy, following complaints on the matter in the House of Commons.

Beer and liquor advertising is banned from Canadian radio and tv. To get around the ban, Canadian breweries have been buying time on American stations, among them WGR-TV and WBEN-TV, both in Buffalo, N. Y., which reach much of the heavily-saturated southern Ontario market.

A Canadian Washington correspondent (Harold Greer of the Toronto Daily Star) said the government's approach was half-hearted and was not expected to achieve anything. The question was raised only "informally" with appreciation that it was probably beyond the scope of the U. S. State Dept.

SUPERT 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 distributed in Canada: S. W. Caldwell, Ltd. 447 Jarvis St., Toronto

New York: Charles Michelson, Inc. 45 West 45th St.

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Germans to Tour U. S.

DEUTSCHES Stadlen-Reise-Gesellschaft, Nuremberg, West Germany, is planning a tour of German radio and television experts from the non-technical side of the industry through the U. S. from Jan. 5 to 24, 1957. DSRG is a private institution specializing in organizing study tours.

Fourth British Commercial

BRITAIN’S fourth commercial tv station, serving Yorkshire, will begin broadcasting test signals in July from Emley Moor. Station is scheduled to start program service Oct. 7. The fifth, to be built at Black Hill, near Glasgow, has a tentative target date of August 1957.

INTERNATIONAL PEOPLE

Shau Hui Yao, chief engineer, China Broadcasting Co., part of Formosan ministry of information, and Shih Chuan Chang, chief operating engineer, visiting U. S. electronic equipment plants under UN sponsorship.

Andre F. Rhoads, public relations director, Radio Free Europe, Munich, transferred to New York as field operations director, Crusade for Freedom, RFE’s parent organization.

INTERNATIONAL SHORTS

CKDA Victoria, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representative.

Radio receiver sales in first three months of 1956 in Canada were 105,024, up from 96,628 in comparable period of 1955. Projected production for second three months was fixed at 181,877 sets. Actual sales last year for second three months of year totaled 120,493 sets.

British color tv receivers will be shown for first time at Canadian National Exhibition at Toronto, Aug. 24-Sept. 8. Alongside latest in British tv receivers will be model of television equipment developed in 1926 by Dr. John L. Baird at London.

CKWX Vancouver to move into its new $300,000 building at end of June.

BIG BIRTHDAY PULL ON WZKO

WKZO Kalamazoo reports it received more than 60,000 pieces of mail from 50 Michigan and Northern Indiana counties and three other states in the 13 weeks it conducted its “Scramble-town” contest as part of the station’s 25th anniversary celebration. During the contest, listeners were given scrambled letters and hints of a town’s identity and asked to name it on post cards. A winning card was selected each week for a portable tv set and grand prize winners were given all-expense-paid vacations (for two) at Sarasota, Fla.

WBKB (TV) TAKES LAW IN HANDS

WBKB (TV) Chicago issued public subpoenas to all station talent, directing them to “view Mr. District Attorney” as part of a promotion campaign for two film series—Mr. District Attorney and Federal Man—in cooperation with Courtesy Insurance. Sponsor of both shows, and its agency, Malcolm-Howard Adv.

WBBM ASKS AUDIENCE HELP

LETTERS the audience write its commercial copy, the Gee Lumber & Coal Co. of Chicago has asked for a slogan to describe its goods and services in a contest conducted by Paul Gibson on WBBM (AM). The sponsor is offering $1,000 for the best slogan and major appliances to second and third-place winners, as well as merchandise certificates to others.

MONTGOMERY REPEATS ‘STOCK’

FOR the fifth consecutive year, NBC-TV’s Robert Montgomery show, sponsored alternate Mondays by Johnson’s wax and Schick shavers, will offer viewers an eight-week series of “Summer Stock Plays,” featuring groups of lesser known, but permanent stars and a rotating system of directors. The series gets underway July 2 and will be seen every Monday by Aug. 13 and 20 when tv coverage of the two major political conventions will pre-empt the Montgomery shows.

ABC AIRS FOUR NEW SHOWS

FOUR new programs have been announced by ABC Radio. They are Grand Central Station (Mon.-Fri., 11:15-11:45 a.m. EDT), starting July 2; The Jack Pearl Show (Mon.-Fri., 11:15-11:30 a.m. EDT), starting July 2; Disneyland (Sun., 5:05-5:30 p.m. EDT), effective yesterday (Sunday), and Unit 99 (Sat., 7:30-7:55 p.m. EDT), which started June 2.

‘CIRCLE’ TO SHOW KINE REPEATS

FIVE plays will be repeated by kinescope this summer on Circle Theatre (NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT), sponsored by Armstrong Cork Co. The repeats will start June 26 and conclude Aug. 21.

KAISER PICKS DIRECTOR TEAM

WORTHINGTON (TONY) MINER, creator of Studio One, Frontier and Medic, will head a four-man producer-director staff for Kaiser Aluminum Co.’s new 60-minute drama series starting on NBC-TV July 3, Young & Rubicam, Kaiser’s agency, has announced. Named to the team for the Kaiser Aluminum Hour (alternate Tuesdays, 9:30-10:30 p.m. EDT) were Franklin Schaffner, Fielder Cook and George Roy Hill, whose collective credits include Kraft tv Theatre, Ford Star Jubilee and Studio One.

TWAIN MEET ON WTOP-TV

WTOP-TV Washington, serving a city that is a modern crossroads, went to the ancient east-west crossroads of Istanbul to document the life of a typical government girl and one time Washington resident. The half hour report, filmed over a period of three weeks by WTOP-TV staffers, will be telecast tomorrow (Tuesday) evening. Viewers will follow Miss Mary Cather Thornton, U. S. Consulate secretary, among minarets and mosques and ancient bazaars in an account that includes not only the story of a government girl abroad but the story of how life in one of the world’s oldest cities is changing in a modern era.

FUTURISTIC RADIO ON MBS

RADIO and electronic developments of the future were demonstrated on a Mutual program carried last month in cooperation with the U. S. Army Signal Corp Research Labs as a salute to National Radio Week. Originating from the laboratories at Fort Monmouth, N. J., the program included a talk by Col. C. W. Janes, director of component parts research at SCRL. Col. Janes, who stressed that these developments would not be restricted for civilian use for five or ten years, discussed and demonstrated new solar energy converters (a transistorized solar set was placed by placing it under a 100 w lamp); a voice-power radio (sound waves activate the set); the latest tiny mercury batteries; a palm-sized walkie-talkie receiver, and -wave-control crystal units, designed to permit even more extensive usage of side-bands in radio transmission.

NTA SEeks GRASSROOTS FEELING

WHAT does the viewing public think about feature films, commercials and television in general? National Telefilm Assoc., New York, to get an answer from “grassroots America,” inserted paid advertisements in newspapers in North Carolina, Nebraska and Iowa several weeks ago, and reports more than 1,200 replies received so far. NTA found several areas of agreement among respondents. All wanted “top quality film” on tv; many said they “would think more of the sponsor’s product if he had a very good program on tv,” and most letters complained of “too many commercials all through the movies.”

KROX FAN STREAMLINES MAIL

NOBODY likes to be a “rubber stamp” for anybody else. But KROX Crookston, Minn., admitted to being rather pleased when it first found its listener correspondence addressed with a stamp. One loyal listener is saving time with a rubber stamp addressed to the “All Request Show, KROX Crookston, Minn.”
NEARLY 100 Coca-Cola trucks in Atlanta are displaying large billboards plugging Eddie Fisher's Coke Time on WAKE that city. The promotion also backs "Coke" participations in disc jockey shows on the station.

COPS FOR REAL ON WGR-TV
NBC-TV's Dragnet was cancelled by WGR-TV Buffalo May 31 to bring viewers a real-life law enforcement program—a discussion of the Crystal Beach Amusement Park fracas which some officials called a race riot. Eight Buffalo policemen, social and civic leaders took part in a WGR-TV 9-9:30 p.m. telecast to discuss the incident at the invitation of Van Beuren W. De Vries, WGR-TV program manager.

'$64,000' VET NOW QUIZMASTER
WHAT happens to the big-money winners of The $54,000 Question after they leave the CBS-TV program? One of them—James N. Egan, a Hartford lawyer, who with his brother copped $32,000 on the program—now is a quizmaster, himself. He holds forth on a competition, World Quiz, for secondary school students that is telecast Saturday afternoons on WKNB New Britain, Conn., and sponsored jointly by the station and the Foreign Policy Assn. of Hartford.

NBC SPOT MAILING POWER
AS a reminder that people now can carry their radios wherever they go, NBC Spot Sales attached a miniature transistor to a radio promotion piece sent to advertising agencies last week. The promotion material notes that transistors point up not only the portability of modern radios, but the flexibility of the medium: people can listen to the radio while preparing to go to sleep, while shopping or performing chores around the house.

REMEMBER FROM WBKB (TV)
SOME timebuyers may be forgetful, but they are not forgotten by WBKB (TV) Chicago. In its latest agency promotion mailing, WBKB is asking timebuyers and account executives to supply personal information to be inscribed on a laminated plastic "Remember Plate" for use as a key ring or in a wallet. One side of the plate will carry the agencyman's name, address, city and state, telephone number, blood type and social security number, while the other will remind him of birthdays and anniversaries of family and friends.

KYW TAKES TO 'OPEN ROAD'
FEEDING seasonal wanderlust, Open Road, Ohio, new weekend program service of KYW Cleveland, gives Ohioans most everything they need to know about travel, sports and recreation. Newscasts beginning at 5:30 a.m. Friday and running through Sunday night brief listeners on golfing, tennis, fishing, picnicking, road and weather conditions. KYW has set up a special telephone network to gather the Open Road information and added a man to the weekend staff.

CKAC SENDS WHOLESALE CHECKS
CKAC Montreal has been sending bank checks to advertisers and agencies made out to Jerry Timebuyer for the amount of 1,056,408 listeners, drawn on Canada's First Audience Bank and signed by Phil Lalonde, manager of CKAC. Each check also was marked "Certified, Elliott-Haynes Circulation Report, March 1956."

AIRBORNE NEWS ON KDKA-TV
WITH the help of its flying staff photographer, Chuck Boyle, KDKA-TV Pittsburgh, Pa., is bringing faraway newscasts home to viewers at record speeds. When a major train wreck occurred last month at Ravenna, Ohio, 90 miles away, Mr. Boyle and KDKA Radio's Al McDowell emplaced and within two hours had direct reports on the air, with film rolling shortly after the broadcasts. KDKA-TV also serviced the United Press with complete film coverage of the accident.
CAPSULE SPORTS ON ABC
A SERIES of 10 five-minute weekend sportscasts featuring Howard Cosell was to make its debut Saturday on ABC Radio. The capsule programs are heard at 2:05, 3:05, 8:25, 10:05 and 10:55 p.m. EDT Saturdays and Sundays at 5:30, 6:35, 7:05 and 9:55 p.m. EDT.

WCFL GETS BIRTHDAY WINGS
MARKING its 30th anniversary on the air this month, WCFL Chicago is planning to equip a helicopter and station wagons with necessary equipment for direct air pickups. Both facilities are now used for on-the-spot tape interviews carried later on WCFL newscasts. The “Voice of Labor” outlet recently appointed Vic Barnes news editor to direct the expanded operation for its 24-hour broadcasting schedule.

RADIO ON FLOOR OF CONGRESS
A FOLDER distributed last week by Radio Advertising Bureau to members contains a reminder to political campaigners of the important role radio plays in politics. Titled “Congressmen Really Are Like People,” the folder describes an episode at a House subcommittee meeting on Feb. 23, when Rep. F. Edward Hebert (D-La.) suddenly declared that President Eisenhower had announced his intention of running for re-election. Other subcommittee members were surprised that Rep. Hebert, without any visible means of receiving the information, had learned of the development. It turned out that the congressman was listening to a transistor radio with a hearing-aid-type earphone.

NEW weather and time sign in downtown Charlotte, N. C., was set up by Jefferson Standard Broadcasting Co.’s WBT and WBTV (TV). The sign contains red, blue and orange neon lights and creates 300,000 daily impressions on motorists and pedestrians, according to the Charlotte Traffic Bureau.

UCW 20TH BIRTHDAY TELECAST
UNITED AUTOMOBILE WORKERS, through Henry J. Kaufman & Assoc., Washington, D. C., will sponsor a special dramatic and musical telecast to mark its 20th anniversary June 10 on NBC-TV (5:30-6 p.m. EDT). It marks the UAW’s first such national tv venture. The telecast will originate in New York, replacing the regularly scheduled Zoo Parade.

WHEN-TV TELEVIS ED ORDINATION
ROMAN Catholic ordination into the priesthood was telecast for the second time in two years May 20 by WHEN-TV Syracuse, the station reported last week. The special, two-hour ceremony originated from Syracuse’s Cathedral of the Immaculate Conception.

NEW WAR STORY ON ABC-TV
A NEW half-hour adventure film series, Combat Sergeant, will be launched on ABC-TV on June 29 (Fri., 8:30 to 9:00 p.m. EDT). The series, centering around the battle for control of North Africa during World War II, was produced by Jack Skirball for National Telefilm Assoc., N. Y., and stars tv and motion picture actor Michael Thomas.

DR. GALLUP FEATURED ON NBC
DR. George Gallup, founder and director of the American Institute of Public Opinion, is appearing on NBC radio and television programs this spring and summer interpreting the polls and background of political opinion surveys made during the pre-convention and campaign periods.

LADIES’ MAN
LADIES’ Day at Hills Dept. Store, Milwaukee, proved such a resounding financial success it will be repeated next year—thanks to an unusual broadcast gimmick. John Michaels, WOKY Milwaukee, was the only male permitted to remain in the store for the one-day event, as all other men were escorted from the store—including male employees and the manager himself. Mr. Michaels made himself useful by offering gifts and refreshments and announcing on-the-spot price slashes by lady department heads on the public address system. A check of the cash register at day’s end prompted Store Mgr. Nat Zimmerman to request Mr. Michaels’ return in 1957.
FCC ANNOUNCEMENTS

New TV Stations . . .

ACTIONS BY FCC


Portsmouth, Va.—Portsmouth Radio Corp. (Champion of the South, Inc.) granted ch. 4 (546-552 mc): ERP 9 kw vis., 3.5 kw aur.; antenna height above average terrain 1,000 ft., above ground 1,008 ft. Estimated construction cost $682,000, first year operating cost $250,000, revenue $250,000. Includes saleable, excellent terrain: 240 acres, $12,000. Filed April 26, 1956.

Milwaukee, Wis.—Milwaukee Board of Vocational and Adult Education granted ch. 17 (166-174 mc): ERP 10 kw vis., 45 kw aur.; antenna height above average terrain 1,059 ft., above ground 1,090 ft. First year operating cost $65,000, revenue $85,000. Filed April 29, 1956. Includes saleable, excellent terrain: 1,000 acres, $100.000. Filed May 30.

Williston, N. D.—Meyer Cott, Co. vhf ch. 8 (160-166 mc): ERP 9 kw vis., 30 kw aur.; antenna height above average terrain 1,058 ft., above ground 1,085 ft. First year operating cost $76,000, revenue $85,000. Filed April 28, 1956. Includes saleable, excellent terrain: 1,000 acres, $100,000. Filed May 30.

BROADCASTING • TELECASTING

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Southern Daytimer
$15,000.00

In fastest growing area of South. High profits in ratio to gross.

Above average property for owner-operator with 30 per cent down and liberal terms. Wonderful place to live. Near Gulf.

WATM FM Bay City, Mich.—Granted request to cancel license of fm station and delete call letters. Granted June 4.

WUMZ FM Detroit, Mich.—Granted 15 kw. change in ant. height to 180 ft. change power to 3 kw. and make ant. changes. Granted June 31.

Chesapeake Bay, Va.—Granted extension of license term for 5 years to June 30, 1957. Granted June 6.

King Radio, Inc., Wa., & vicinity.—Granted extension of license term for 5 years to June 30, 1957. Granted June 5.

KBLS FM Corpus Christi, Tex.—Granted to increase power from 1 kw. to 6 kw. Granted June 2.

KICN San Antonio, Tex.—Granted to increase power from 1 kw. to 3 kw. Granted June 2.

KWWJ FM Homestead, Fla.—Granted to increase power from 1 kw. to 2 kw. Granted June 4.

KPKM FM Lake Charles, La.— Granted to increase power from 1 kw. to 3 kw. Granted June 3.

KVCN FM Cape Girardeau, Mo.—Granted to increase power from 1 kw. to 3 kw. Granted June 2.

KNOH FM Odessa, Tex.—Granted to increase power from 1 kw. to 3 kw. Granted June 4.

KXEN FM Muldrow, Okla.—Granted to increase power from 1 kw. to 3 kw. Granted June 4.

KVOX FM Brussels, Wash.—Granted to increase power from 1 kw. to 3 kw. Granted June 4.

KZEN FM Newton, Iowa.—Granted to increase power from 1 kw. to 3 kw. Granted June 3.

KMER FM McAllen, Tex.—Granted to increase power from 1 kw. to 3 kw. Granted June 3.

KWBN FM Canton, Ohio.—Granted to increase power from 1 kw. to 3 kw. Granted June 3.

KWNX FM West Branch, Iowa.—Granted to increase power from 1 kw. to 3 kw. Granted June 4.

KIRK FM Waco, Texas.—Granted to increase power from 1 kw. to 3 kw. Granted June 3.
List of changes, proposed changes, and corrections in assignments of broadcast stations mod. appendix containing assignments of Mexican stations continued to modifications of November 16, 1956, American Regional Broadcast Group Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List

April 30, 1956

750 Kc
XECY Camatlan, Tabasco—1 kw Class Ill 10/30/56

820 Kc
XEDU Cordova, Veracruz—(Delete assignment) 1 kw D Class Ill 6/20/56

1380 Kc
XEFJ Nueva Rosita, Coahuila—(Change in time of operation) 1 kw uni. Class IV 5/30/56

Routine Roundup

May 31 Decisions

ACTIONS ON MOTIONS
By Commissioner Robert T. Bartley

Miners Bcstg. Service Inc., Ambridge, Pa.—Granted petition for extension of time to and including June 2 to file reply to exceptions of Louis Rosenberg, Telawnce, Pa., to Initial Decision re its am application and that of Rosenberg.


By Chief Hearing Examiner

James D. Cunningham


By Hearing Examiners

James D. Cunningham and Jack A. Kyle

WGTW-TV Hartford, Conn.—On Hearing Examiners' own motion and with consent of all parties, the filing of new application for change of caption of WGTW-TV, granted that hearing conference is expected to be held June 13 re applications of Voice of Hermit, County, Niles, and Lake Broadcasters, St. Joseph, Action May 29, 1956.

By Hearing Examiner Hugh B. Hutchinson


By Hearing Examiner Badi F. Cooper

Port Clinton, Ohio—Issued Order controlling conduct of party in re an application of News TV Inc., Port Clinton, setting forth issues in the proceeding, and granting a prehearing conference. Action May 29, 1956.

By Hearing Examiner James M. Wilson

For hearing Conference Conduct of Hearing re application of B. L. Golden, owners of WSTM-TV, Portsmouth, Ohio—Ordered that parties agreed to at May 18 prehearing conference.

WCHS-TV Charleston, W. Va.—Ordered that prehearing conference be held June 3 re application of WCHS-TV for mod. of cp. Action May 29, 1956.

Cheboyan, Mich.—Ordered that further hearing be held June 26 re application of WCHS-TV for mod. of cp. Action May 29, 1956.

By Hearing Examiner H. Gifford Iroon

Pacific Television Inc., Coos Bay, Oregon—

NARBA Notications

Guard against embarrassing loss by having your unique, special INSURANCE which is adequate and surprisingly inexpensive.
FOR THE RECORD

Granted motion for continuance of date for commencement of hearing in ch. 16 proceeding, Cox Roy, involving its application and that of KOOS Inc., from May 31 to July 23. Action May 28.

By Hearing Examiner Annie Neal Hunting KUNI Grants Pass, Ore.—Ordered that prehearing conference will be held on June 5 at 9 a.m. application of KUNI. Action May 24.

W.F.K. - Fort Worth, Tex.—Filed first statement concerning prehearing conferences and order re am application of WLN, indicating agreements and stipulations of parties, to govern course of proceeding. Action May 26.

May 31 Applications

Accepted for Filing License to Cover Cp
KAMO Rogers, Ark,—Seeks license to cover cp which authorized new am.
W McM Rice Lake, Wis.—Seeks license to cover cp which authorized new fm on top of am tower and changes in ant. system.

Modification of Cp

KVMV Lancaster, Calif.—Seeks mod. of cp which authorized new am.
KJEO (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new fm) for extension of completion date. Action May 31.

Renewal of License

KRAY Amarillo, Tex.—Remote Control
WHBI New Bedford, Mass.

June 4 Applications

Accepted for Filing

Modification of Cp

KGIN Oregon City, Ore.—Seeks mod. of cp (which authorized new am frequency in power, and installation of DA-1) for extension of completion date.
WKVM San Juan, P. R.—Seeks mod. of cp (which authorized increase in frequency, change in power, and installation of DA-1), and other changes in ant. system for extension of completion date.

Renewal of License

KKHIL Fort Lupton, Colo.; WPRT Prestonsburg, Ky.; KBBO Las Vegas, Nevada; WRV Riverhead, N. Y.

Renewal of Licenses

KRKT Baytown, Tex.; KWHU Corpus Christi, Tex.; KREH Nebraska City, Neb.; KGVO Laredo, Tex.; KTAN Sherman, Tex.; KGKB Tyler, Tex.; KWWC Vernon, Tex.

June 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Applications for Filing

By the Broadcast Bureau

June 5 Applications

Accepted for Filing

Modification of Cp

WGHF (FM) Newnan, Ga.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

Renewal of Licenses

KVMC Colorado City, Tex.; KEOH Houston, Tex.; KSNV Las Vegas, Nevada; KLCR Parsons, Kan.; WREN Topeka, Kan.; KNGO Dodson City, Okla.; KASA El Cajon, Calif.; KRMN Osage Beach, Mo.; KCKW Casas Adobes, Ariz.

June 6 Decisions

BROADCAST ACTIONS

By the Commission

Amendment of Part Three—On petition by KSNV-AM Las Vegas, Nev., for extension of time for filing reply comments from June 4 to June 10 in matter in which Commission proposed to amend Commission's Rules and Regulations governing main studios and station identification of tv stations, Action June 5.

By Commissioner John C. Doerfer

Television Stations (TX) —Granted petition for extension of time to and including June 6 to file replies to oppositions to permitting reconsideration of License Proceedings, Boston, Va.-Tenn. Action June 5.

By Chief Examiner James D. Cunningham

Hearings—Ordered that hearings will be held on hearing am matter of Robert Radio and Television Stations Inc. and KBOO Broadcasting Corp., Lansing, Mich.; Southern Geor.
**CLASSIFIED ADVERTISEMENTS**

Paysable in advance. Checks and money orders only.

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

**Situations Wanted** 20¢ per word—$2.00 minimum. **Help Wanted** 25¢ per word—$3.00 minimum.

All other classifications 30¢ per word—$4.00 minimum. Display ads $15.00 per inch.

No charge for blind box number. Send box number to

**BROADCASTING** or **TELECASTING**.

**APPLICANTS:**

**BROADCASTING** or **TELECASTING** expressly reserve any liability or responsibility for their matter or return.

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**RADIO**

**Help Wanted**

**Managerial**

Central Kentucky daytimer needs manager. First class license preferable but not necessarily necessary. Send complete resume—photo in first letter. Box 949G, B-T.

Manager or sales manager, 5kw station, medium market, located northeast. Must have strong sales ability. Wonderful opportunity right package. Give full information first letter. Box 986G, B-T.

Have opening North Carolina for combination—manager-sales-salesman. 5kw station. Under same ownership over ten years. Send complete information first letter. Box 800G, B-T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We’re expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

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**Help Wanted**

**Salesmen**

Experienced radio salesman for Florida 5 kw indie. Minimum 2 yrs. radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you’re a hustler and like money you’ll be very pleased. Send resume and references first letter. Age limit 35. 500.00 weekly draw against 15%. Box 211G, B-T.

Immediate opening salesman highly populated Pennsylvania market. Considerable guarantees. Excellent opportunity family man. Utilize modern schools, simple housing. Must have car. 1 kw, 5 kw fm combination independent daytime, Box 689G, B-T.

Announcer-salesman—heavy on sales, news, sports. Local sales manager position open. Complete record with experience and ability. 500 watt network station in southern Oregon. Box 137G, B-T.

Advertising salesmen who have been selling in large cities or other services directly to radio or tv stations throughout the country, here is an opportunity for a permanent position with steady advancement. Large guarantee and commissions. Box 796G, B-T.


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**Help Wanted**

**(Cont'd)**

**Announcers**

**Florida**—Need top-notch pop DJ. Better than average salary with chance to sell and increase your earnings. Send short tape non-returnables of show, commercials and news. Box 505F, B-T.

Midwestern daytimer needs experienced staff announcers and salesmen. You must be B.T. and preprogrammed heavily commercial schedule. Normal staff, but a program director is needed. Average, or slightly above average pay with opportunity to grow. Good location. Excellent market. Contact Fin Markets, Box 949G, B-T.

Wanted—announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant New England city. Send photo, tape audition, resume and salary requirements to Box 681G, B-T.

 announcer-salesman needed at New Mexico full-time regional affiliate. Guaranteed salary plus commission. Box 991G, B-T.

Leading eastern Indie needs top-flight morning personality for No. 1 radio station. Must have proven sales and audience pull, warm, human personality. Send tape, photo, resume to Box 734G, B-T.

announcer—learn continually, newcomer. Purchase has shown $4,000 cash weekly. Box 797G, B-T.

Wanted: We are looking for an experienced announcer. Don’t want a wise guy or character but will consider man able to work along with others and to do a good job on news, commercials and all types of radio. One thousand dollars guaranteed. Nice town, ideal location if you are looking for permanent job and pleasant surroundings. Box 761G, B-T.

announcer-daytime station, southwest, excellent opportunity for all-around man. Good voice essence. Box 706G, B-T.

Wanted: 2 experienced announcers, must be family men. For network station in north Louisiana. A permanent to right person. Box 806G, B-T.

Opportunity for good married staff announcer. Send resume, ABC Network. KFRO, Longview, Texas.

Wanted . . . better than average sportscaster and staff man. Send tape, resume and references, to Ken Kendrich, KVBC, Pueblo, New Mexico.

Newman or disc jockey 1st class phone necessary. This is Wichita’s No. 1 Coop station therefore ability must be shown. Must know stations position in market. Airmail tape and phonograph necessary—Jim Traylor, P.O. Box 486, Wichita, Kansas.

Announcers wanted—live in nation’s top climate—work area’s number 1 station. Only permanent, and sincere men desired. Pay is good, and commensurate with opportunity. Call Ralph Petti, Station Manager, KBUY, Colorado Springs. Most listened to station.

Wanted: Announcer—first phone, also announcers with control board experience for new station, small eastern Carolina town. Send tapes, resume, photo, WBLA, Elizabethtown, N. C.
Announcing
Announcer wanted. Must have experience. Furnish complete information and salary expected first letter. WEAU, Eufaula, N. Y.

Announcer-copywriter, advancement unlimited, in excellent market, WRLZ, Kalamazoo, Michigan.

Announcer: Strong on news and DJ. Old established midwest daytimer has a good, permanent job. If you enjoy fast paced tape and personal summary. WLDS, Jacksonville, Illinois.

Wanted immediately—announcer with first class license. New station on the air soon. WMIC, Monmouth, Illinois.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

An experienced combo with first would like to do some selling. $100 per week plus commissions. WWBG, Bowling Green, Ohio.

Experienced basketball play-by-play announcer—sports-writer. If you are single, high school graduate and are interested in acquiring a college degree. Immediate openings. Maccobahn, Texas. (will not return) photo background, references with all phases of radio and television. Oklahoma City University, 2501 North Blackwelder, Oklahoma City, Oklahoma.

Technical

Chief engineer: for progressive daytime station in booming metropolitan market. High type. efficient and tape change man wanted. Write Box 668G, B-T.


Chief engineer, small station in metropolitan east. State ability to announce, background references, and salary expected. Box 705G, B-T.


Engineer-announcer. Combination position open. Contact Gene Ackley, ECOW, Alliance, Nebraska.

Have immediate opening for thoroughly competent. Apply in writing. Now one low going five. Top salary for right man. Apply KNIT, Stockton, California.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Chief engineer wanted at 12hw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Immediate opening, experienced engineer with first class license for transmitter watch at WDEE, Harrisburg, N. C. Call Police Officer 7-4124.

Wanted chief engineer with directional antenna construction experience—WBRR, P. O. Box 91, Mt. Holly, New Jersey.

First phone engineer who can assume some announcing duties for live wire small market kilowatt now preferred. Bob Yma, Manager, WCAT, Athol, Mass.

Engineer with first class license needed by July 1st. Would like to work in small market—kilo position with Gates equipment serving neighboring townships preferred. All replies confidential. Radio Station WCLB, Camilla, Georgia.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WCLB, Camilla, Georgia.

Engineer, permanent transmitter studio. First class radio telephone license. SWX network station. Apply in writing. Chief Engineer, WBDX, Utica, New York.

Attention:

DISC JOCKEYS

CONTINUITY WRITERS

NEWSMAKERS

SALESMAKERS

We’re buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There’ll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 786G, B-T
### RADIO

**Situations Wanted—(Cont'd)**

**Announcers**


- Radio school grad seeks opportunity in radio or tv. Start considered above wage. All details. Box 783G, B-T.

- Announcer, 4 years, excellent voice, DJ, news, first phone, tape. Box 784G, B-T.


- Excellent announcer. Extremely versatile DJ. Play-by-play, all sports, six years experience. $250 minimum start. Box 786G, B-T.


- TV-radio personality, audience participation, characters. DJ, good commercial. Featured on national daily network TV variety show. Write own material. 5 years TV; 15 years radio on leading stations. Age 31. Married. Not afraid to work. Box 788G, B-T.

- Outside broadcaster, fine news presentation, record player. Gaine board, college and school and discharge from Army 21 June. Box 789G, B-T.

- Country music DJ, recording artist, nationally known, top-ranked, 26, single, sober, reliable, not character, best references, desires to relocate. Box 790G, B-T.

- Female Negro, broadcast school graduate, desire DJ, woman's program—typist. Box 791G, B-T.

- Country and western disc jockey and musician for major market. Send tape, resume, photo. Box 792G, B-T.

- Announcer presently employed in south seeks employment north of Mason-Dixon Line. School graduate. Send resume and tape. Write Box 793G, B-T.

- Never underestimate the power, etc. Call deejay, fence, commentator, thoroughly experienced in all phases of radio. Seeks race market. Box 794G, B-T.

### RADIO

**Situations Wanted—(Cont'd)**

**Announcers**

- Announcer, seven years experience all phases. Presently employed. Desires relocate Florida permanently. Operate board, tables. Box 785G, B-T.

- Announcer, light on experience but ready to go. Strong on news and commercials. TV studio technician background. For tape and resume write Box 786G, B-T.

- Staff announcer, married. One year experience, all phases. Desires play-by-play opportunity. $70 minimum. Will travel. Box 787G, B-T.

- Platter spinner, sportscaster, newsmen, veteran, single. Tape on request and school experience. Box 788G, B-T.

- Bargain hunters, please note: Here's a two for the price of one deal that you can't afford to miss. Solomon—announcer with ten years sales experience, recent broadcast school graduate. Presently employed. Will work on sales commission, no salary or drawing required. New York, New Jersey, Conn. Box 789G, B-T.

- Same old story, young announcer needs first job. Great DJ, commercial and news. How about it? Box 790G, B-T.

- This young lady doesn't want to be a-miss any longer. Ambitious, willing to work hard at announcing, disc jockey work. Short on experience. Box 791G, B-T.


- Personal staff announcer, disc jockey, 1 year experience. Available immediately. Box 793G, B-T.

- Texas or southwest. Announcer-salesman, emphasize announcing. Nine years experience announcer-program director; last three years include selling. Excellent references. Would like small to medium sized town with opportunity for advancement. Reliable, investment opportunity welcomed. 31, married. Will consider any opportunity with future. Box 800G, B-T.

### RADIO

**Situations Wanted—(Cont'd)**

**Announcers**

- Delaware to Rhode Island: Announcer, some experience. Third ticket, can operate board. Tom Delotta, c/o Lowden Ave, Union, New Jersey, Elizabeth 3-0468.


- Combo man with limited experience, well qualified for farm programs and rural DJ shows. Hard worker. Not a drinker or drifter. Available immediately. Write Jack Herren, Box 192, Festus, Mo.

- One deejay-newsman, one news director. Must relocate as personnel at present 3000 watt AM FM tv station being reduced. Young, married, will travel. Available 15 June. References, tape. Phone 34-3740. Jack D. Hunter, 3239 W. Prospect Ave, Ashland, Ohio.


- Radio announcer-TV producer wants summer replacement position in radio or tv: Have over a year as commercial announcer—good voice for radio. Film narration, tv... have produced 140 tv programs... can adapt anything to tv... have produced and edited movies for tv... present work in Cleveland area. John Wiegand, 1827 Superior, Cleveland, MA 1-8860.

- Due to circumstances beyond my control, I must release one of my announcers, and I would like to relocate favorably. Age, twenty-five, single, draft-exempt, five years experience, currently news director, two-hour top pop dj show in evening. Have been thoroughly satisfied with his work. Good announcing and news. Good commercial work. No health problems. References. Tape and letter. Box 1801, Dept. S. Delaware to Virginia. John Underhill, 609 radio station KLOO, Lake Charles, Louisiana.

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**Here's why Broadcasters prefer Northwest's graduates...**

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest first. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

---

**SUBSCRIBER TO NARTB**

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**HOME OFFICE**

1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

**HOLLYWOOD, CALIFORNIA**

1440 North Highland
HO 4-7822

**CHICAGO, ILLINOIS**

540 N. Michigan Avenue
DE 7-3836

**WASHINGTON, D.C.**

1627 K Street N.W.
RE 7-0343

**BROADCASTING • TELECASTING**

Page 110 • June 11, 1956
RADIO

Situations Wanted—(Cont'd)

Technical

Wanted transmitter position, have 2 years am time, first phone. Box 871G, B-T.

First phone engineer now employed in north. Want to move to W. U. S. Alaska. Box 872G, B-T.

Engineer, first phone, 9 years am experience including directions. Amateur 20 years. No announcing. Permanent. Box 870G, B-T.

Chief engineer, 33, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 873G, B-T.

Engineer, 1st. 24 years, single, sober, lifetime experience 50 kw to 250 w, available transmitter operation, wants to stay where maintenance initiative is needed. Wallace V. Rockefeler, JU 2-5861, Wood River, Nebraska.

Programming-Productions, Others


Newman—begin in central, southern California. College grad. 28. Anything considered. Box 783G, B-T.

All-around—girl—experienced, New York music programming, 6 years, production, copy, secretary—relocate. Box 784G, B-T.

News editor—now working at it, wants new spot. Experienced gathering, writing, broadcasting local news, editing spot copy, writing features interviewing. University degree. Box 785G, B-T.

Merchandising-promotion—public relations director, Box 786G, B-T.

Qualified newsmen, 6 years experience, will also DJ. Available July. Box 787G, B-T.

Program manager, 9 years production, personnel administrative, announcing. Now assistant manager, want larger operation—midwest. Box 788G, B-T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Our top radio salesman on a 250 watt fulltime station is making $12,000.00 a year. Want a tv salesman who can match him. Station is an NBC affiliate, uhf, with plenty of power. In a good midwest city. Almost no competition. Starting draw $550.00 a month with much better than average commission. Has option who want a chance to make $12,000.00 this is it. If you want a pure fighter, better stay where you are. Tell all in first letter. Box 6880G, P-T.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WBBB-TV, York, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediately, engineer for permanent position with aggressive vhf station capable of operating and maintaining responsibility. Salary commensurate with experience. Box 880G, B-T.

Maximum power vhf station in midwest needs two engineers, experienced preferred but not necessary. Expanding staff to handle color near future, and early morning programming now in effect. Contact Chief Engineer, KCKT-TV, Great Bend, Kansas.

Engineer with first class ticket for work in television. Experience not necessary. Write Chief Engineer, WINK-TV, Fort Myers, Florida.

Engineer for the position of assistant chief with program director's group, must be qualified and capable of performing all operational and maintenance duties. Contact Chief Engineer, WZBP-TV, Augusta, Ga.

Newspaper owned television station has immediate opening for engineers. Send complete background and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Productions, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 880G, B-T.

News photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some news casting experience helpful. Slate salary requirements with resume. Box 881G, B-T.

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 882G, B-T.

Situations Wanted

Salesmen

Desires eastern market. Now key man in west. Must have $7000.00. Don't write unless you mean business. Box 884G, B-T.

Announcers

Versatile on-camera announcer earns $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency experience. Will fly anywhere for interview. Box 6880G, B-T.

Market of 500,000. Improve your announcing staff with versatile 10-year veteran tv-on-camera announcer and performer, who puts pride in preparation, personality into everything from station ID to one hour show. Box 784G, B-T.

TV sports director available, 6 years experience. Regional network play-by-play, studio. Box 785G, B-T.

YOU'VE SEEN AND HEARD ME

- ON GILLETTE'S "Cavalcade of Sports"
- CALLING THE NATION'S BIGGEST HORSE RACES
- PAINTING WORD PICTURES OF GRID CLASSICS
- AT COURTSIDE DURING BASKETBALL'S HOTTEST ACTION
- DOING MY OWN RADIO AND TV STINTS
- AND ON PLAY-BY-PLAY OF ALL MAJOR SPORTS

I've often been called "one of country's top five sportscasters."

Known and respected as energetic hunter. Reliable, inventive and industrious.

I'm seeking a connection with a more sports-minded operation. So, if you're looking for a Sports Director with a 15 year broadcasting and telecasting background, facile with words (I haven't read a line from a teletype machine in nine years...everything gets my inimitable rewrite treatment), and with a photographic mind which allows me to add-in telecasts while looking directly into camera lens, I'd like to talk with you. Address Box 880G, B-T.

Yes. References. They include a matchless set of names including network officials, agency bigwigs, college coaches and even state Governors.

BROADCASTING • TELECASTING

June 11, 1956 • Page 111
FOR SALE—(Cont’d)

MISCELLANEOUS

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 446G, B-T.

WANTED TO BUY

STATIONS

Do you have—station funding management? Do you want to sell part interest? 30 years experience all phases, answer to owner-manager. Interested inquiries, management only. Rockies or west please! Box 725G, B-T.

Station wanted within 500 miles Washington, D. C. All replies confidential. Box 768G, B-T.

EQUIPMENT

Wanted to buy: Studio equipment for small tv station including switching, film chain, slide, sync generator, live camera chain, audio and power slide facilities. Interested in whole package or any part. Indicate make, period of time, delivery date, and price in first reply. Box 738G, B-T.

Used 259 watt am transmitter and accessories. Box 746G, B-T.

New 100 watt station, SE North Carolina needs: console, turntables, 120 ft. tower and limiting amplifier. Give full details In reply to WBLA, Elizabethown, N. C.

5-10 kw fm equipment. Particulars, Independent Broadcasting Co., 230 West 37th Street, N.Y.C.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Blvd., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Pulichino, 185 Hancock, Everett, Massachusetts.

Miscellaneous

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alteka, Director, Vernon Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 18th Street, N. W., Washington, D.C.


Home study or residence course in staff announcing, newscasting, copy writing, traffic, inter-station, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 577 11th Street, N. W., Washington, D. C.

SERVICES

Do you need exclusive, low cost news and special events programming to boost sales and increase audience? If the answer is yes, then we can offer you this low cost, world wide news coverage...tailored especially for your station and sponsors by our corps of correspondents in the news capitals of the world. Write today for details. Laurence News Features, Burlington Hotel, Washington, D. C.

RADIO

Help Wanted

POPULAR COMMUNITY STATION IN
UPSTATE NEW YORK
WANTS TO IMPROVE PRODUCTION

Immediate employment for married, experienced men in the following positions:

First Class Engineer:

Able to handle two hours of early morning announcing—engineer remotes—and above all, keep audio, recording and transmitter equipment in A-1 condition.

2 Announcer-Salesmen:

Capable of building outstanding disc shows. One with ability to take charge of sales department.

Sports Announcer-Salesman:

Play-by-play experience.

News-Announcer:

With experience in collecting editing and delivering local news. Send photo, salary-demand and complete summary.

Box 807G, B-T

SALES ENGINEER

Leading broadcasting equipment manufacturer needs aggressive sales-minded engineer to call on radio stations in southeast. Should be self starter, experienced as Chief Engineer of am station. Desirable in south. Desirable high remuneration and expenses. Send complete resume with photo to Box 748G, B-T.

PROGRAM DIRECTOR

Top executive spot offers great opportunities in organization now expanding broadcast holdings. Age 32 to 38. Air work not required, but must have plenty of it in your background which should cover at least 10 years. Salary open—and good! All replies confidential. Major markets, Northeastern states.

Box 787G, B-T

TOPS?

If you're tops in personality air work, accustomed to attracting the largest share of audience as well as advertisers, we have excellent proposition on leading personality 5 KW in metropolitan southern market—one of the top 50 markets. Accent on daytime block. Send full background, photo. Box 803G, B-T.

OPPORTUNITY FOR

Announcer experienced and well educated, versatile. Chance for advancement particularly if station adds TV this Fall as expected. Send complete information tape picture. KBSP Box 930, Casper, Wyoming.

WANTED

AM PROGRAM MGR.

3 Figure Salary

Outstanding opportunity for a live wire radio program manager to improve his present earnings and insure a substantial future with a highly successful mid-western regional, with TV. Must have success story with top-rated metropolitan music and news station, the knowledge to build ratings, be able to hire and keep good personnel, and have proven promotional ideas. Confidential. Send complete resume, if you qualify.

Box 784G, B-T
WANTED TO BUY

FM TRANSMITTER
3 to 10 kw, complete, for cash.
Send all details, condition and price. Box 624G, B.T.

INSTRUCTION

PFCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM E. OGDEN - 10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary. All Classes-
Over 1500 Successful Students

SELECTED ANNOUNCERS AVAILABLE
Trained, reliable men and women, gradu-
ates of the Paulin-Newhouse School of
Announcing are interested in acquiring
experience. Complete information in-
cluding audition tapes sent on request.
Let us help you find the right man for
your staff. There is no charge for this
service. Write...

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

FOR THE RECORD
(Continues from page 106)
gs Bestg, Co. and WHBB Fitzgerald, Ga., on
July 30; Bill Mathis and Key City Broadcasters,
Alabama, Texas; Citizens Bestg Co. Terre Haute,
Ind., and Salem Bestg Co. Salem, Ill.; WYAO-
bridge, Mass., and Princess Ann Bestg Corp.,
Virginia Beach, Va.; WSGM Deer Park,
Long Island, N. Y.; WINS Homer Porter, Tex.,
Me., and Television and Radio Bestg, Hyannis,
Mass., all on July 25.

By Hearing Examiner H. Gifford Iron
Tampa, Fla.; St. Petersburg Beach, Fla.; Cre-
dinal prehearing conference will be held on
June 18 re am applications of Polly B. Hughes,
Tampa, and Holiday Lawyer Bestg Co., St. Peters-
burg Beach. Action June 4.

Valley Telecasting Co., Yuma, Ariz.—Granted
petition for continuation of hearing from June 6
to June 27 in ch. 13 proceeding, Yuma (Weather-

WANTED IMMEDIATELY
1 to 10 kw station in east, south or
southeast in a one to six station
market. We are in a position to
make immediate settlement for
suitable properties.
Connie B. Gay's
Town & Country Network
1122 North Irving Street
Arlington, Virginia
Jackson 5-5087

INTERESTED IN BUYING ONE OR MORE
RADIO STATIONS. HAS TO BE NUMBER
1 IN MARKET OR ONE OF THE TOP TWO
STATIONS. YEARLY GROSS BILLING TO
BE A MINIMUM OF $150,000. WILL DIS-
CUSS WITH PRINCIPALS OR BROKERS.
BOX 758G, B.T.

June 11, 1956 • Page 113
**Tv History—In Full Color**

RCA's announcement of a 21-inch color TV set to retail at $495 (following Admiral's earlier announcement of a $499.95 color set) makes it official that 1956 will go down in TV history as the year that color arrived.

Marketing experts have long set $500-minus as the price at which color sets could be sold in quantity. With Admiral and RCA having squeezed beneath the magic figure, other manufacturers will be obliged to follow suit.

Two months ago in an editorial prediction that manufacturers would break through the $500 color barrier this fall [B+W, April 16], we pointed out that "now in vogue is the portable black-and-white receiver, selling in the $100 range. It is the TV counterpart of the radio midget: high volume but low net return. It is reasoned that to maintain sales volume and build toward future volume and earnings, major set manufacturers perform will follow the RCA lead into color."

The push behind color set production at affordable prices is the main ingredient that has been lacking in color development. Broadcasters who have pioneered in color programming have been wondering when they would have an audience.

Already more than 200 stations are equipped to broadcast network programs in color. A third of that number can broadcast color films. About 30 stations have taken the expensive plunge into local live colorcasting.

The situation is not unlike that which existed in the early post-war development of black-and-white when the first TV stations struggled to keep programs on the air while TV households were counted by the dozen. Then suddenly black-and-white sets came on the market at prices the public could afford, and television burst into one of the most fantastic growth enterprises in history.

History, we believe, is about to repeat itself. The color explosion is apt to be as dazzling as that of black-and-white.

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**This Week's Spectacular**

This week the Senate Commerce Committee puts on its own television spectacular, with the three TV network heads in the key roles. If this extravaganza has a title, it would be "The Network Monopoly," written and scored by Sen. John W. Bricker (R-Ohio), the free enterprise zealot who has done an about-face by favoring more stringent government control of private business and who advocates the cutting back of coverage of existing TV stations to single markets or less.

Sen. Bricker's one-man report was released last month out of the blue. It brought a fiery rejoinder from CBS President Frank Stanton. The other networks to date have maintained silence. They will have their say this week through NBC President Robert W. Sarnoff and ABC President Robert Kintner.

Mr. Bricker's attack has had other repercussions. Without question it had a bearing on the formal organization 10 days ago of the Assn. of Maximum Service Telecasters, which had been incubating for months. Since one of the avowed objectives of Mr. Bricker is the curtailment of service of VHF stations to make room for drop-ins, the pioneer stations found they could tarry no longer to protect the sanctity of full service to rural and remote areas provided by maximum power operation, whether uhf or vhf.

Further light on Sen. Bricker's views is shed in an exhaustive article by Karl B. Pauly, published in the Sunday, June 3, issue of the Columbus (Ohio) Citizen, in the Senator's home town. Mr. Pauly reveals that Mr. Bricker first gained the attention of people in Ohio in the field of public utilities regulation and that his long public career "rests on the record he made and the reputation he built in that area of government." That was 33 years ago, when he got his first state position as counsel in the attorney general's office assigned to public utilities rate cases. Afterward he served three terms as governor and went to the Senate in 1947.

Mr. Pauly quotes Sen. Bricker this way: "I don't think the time has come, but it may, when the networks should be subjected to full public utilities regulation. Whether they ultimately are so regulated will depend on how they use the authority and power in their hands."

Then Mr. Pauly comments that he (Bricker) "concedes that full public utility regulation of networks probably would include rate-fixing on television advertising and regulation of a station's network rate."

We'll take Mr. Pauly's word for it. That Sen. Bricker, the stalwart right-wing Republican, would even think in terms of rate regulation in broadcasting is incomprehensible. He might as well advocate government fixing of newspaper and magazine rates. Both would mean control of editorial content and that would spell censorship, which Mr. Bricker says he abhors.

While there may be others in Congress who feel that the networks have grown too powerful too fast, we doubt whether any responsible legislator would swallow a philosophy that inexorably would bring complete government control of television. Television, already the most potent method of public communications, is journalism—"electronic" journalism. As such, it is entitled to the guarantees of the Bill of Rights. Mr. Bricker's chief, President Eisenhower, said so a year ago in personally addressing the NARTB convention in Washington.

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**More Hands in the Grab Bag**

The Democratic Party may not as yet have achieved unanimity on the candidate it will back this fall, but it apparently is solid on how to finance the man's television campaign. Solution: Make the nation's networks and stations provide it free.

There was a gesture in this direction last month when Rep. Percy Priest (D-Tenn.) introduced a bill that would require all television stations and networks to give to each bona fide candidate for President (or for use by his running mate) one half-hour of time per week during September, one hour per week during October and one hour during November preceding the election.

Rep. Priest obviously was only the advance runner. Last week the baton was picked up by a coalition of five Democratic senators and introduced in that chamber. The new backers: Sens. Humphrey (Minn.), Mansfield (Mont.), Sparkman (Ala.), Murray (Mont.) and Morse (Ore.)

The strategy is obvious. The Democratic campaign coffers are low. The party is up against a rugged test, and it is counting on television as the medium it knows to be most effective.

At the time of the Priest bill's introduction, B+W pointed out the extent of the time giveaway the Democrats proposed. Those figures bear repeating: one hour of prime network time is worth around $100,000, a half-hour about $60,000. Such legislation, if passed, would cost the networks alone time valued at $2,220,000 per candidate. For the two major parties: $4,440,000. Plus: equivalent time on all the independent stations, meaning a minimum campaign bill to U. S. broadcasters of $5 million.

Equally obvious in the Democratic strategy is that they don't mean to pass this legislation for 1960. They mean to do business now. Broadcasters can expect to see a concerted push behind both Senate and House bills in the weeks ahead. Today is not too soon for broadcasters to mount their opposition.
**KWK-TV continues to have the-**

**SHARE**

**IN OVERALL AUDIENCE IN ST. LOUIS**

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**KWK-TV St. Louis channel 4**

represented nationally by THE KATZ AGENCY, INC.