WICHITA is BIG BUSINESS

Soaring ever higher is Wichita's daily retail sales rate...now topping $1,000,000! KTVH dominates this hub of the rich Central Kansas area...a diversified area with income derived from oil, cattle, agriculture, and aircraft industry.

To sell in this thriving Kansas market, buy KTVH with unduplicated CBS-TV coverage.

KTVH
CBS-TV FOR CENTRAL KANSAS

Main office and studios in Hutchinson. Office and studios in Wichita (Hotel Lassen). Howard O. Peterson, General Manager. Represented nationally by H-R Television, Inc.
WTVR EXCELS IN COVERAGE  
Operating on CHANNEL 6 WTVR is the only station in the Richmond area authorized to operate in the PREFERRED LOW-END OF THE VHF BAND. No other station in this area can equal WTVR's WIDE AREA COVERAGE.

WTVR EXCELS IN FACILITIES  
CHANNEL 6 with 100,000 WATTS is operated from one of the highest self-supporting antennas in America, 1049 FEET ABOVE SEA LEVEL. There is no higher elevation in the Richmond area, and only WTVR can assure coverage from its antenna located in the heart of the City of Richmond. WTVR is the only station in this area which has studio facilities in Richmond. In short "The South's First TV Station" is RICHMOND'S ONLY TV STATION WITH COMPLETE RICHMOND FACILITIES.

WTVR EXCELS IN PROGRAMS  
WTVR LEADS IN THE LATEST PULSE SURVEY ACROSS THE BOARD. No station in this area equals it. In one day WTVR produces more local programs, starting at 7 a.m. each day, than all other stations in this area combined. And remember, WTVR programs require no antenna to be received.

WTVR EXCELS THROUGHOUT THE DAY -- IN EVERY WAY

Represented Nationally by Blair Tv, Inc — Affiliated With ABC-TV Network.
Look at these commanding audience ratings!

**KRNT-TV**

- **337 FIRSTS**
- in 462 quarter hours surveyed

**KRNT-TV**

- **9 of top 10**
- multi-weekly shows—local news ratings up to 35.4

**KRNT-TV**

- **9 of top 10**
- once-a-week shows

**SOURCE:** LATEST A-R-B FOR DES MOINES METROPOLITAN AREA

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!
DALLAS
THE EYES OF TEXAS ARE ON
KRLD-TV

The BIGGEST buy in the
BIGGEST market in the
BIGGEST State

KRLD-TV HAS THE GREATEST DALLAS
VIEWING AUDIENCE BY, FAR, OF ALL
DALLAS-FT. WORTH TV STATIONS

<table>
<thead>
<tr>
<th>MONDAY THROUGH FRIDAY</th>
<th>7 AM - 12 MID. AVERAGE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRLD-TV</td>
<td>41%</td>
</tr>
<tr>
<td>STATION B</td>
<td>29%</td>
</tr>
<tr>
<td>STATION C</td>
<td>22%</td>
</tr>
<tr>
<td>STATION D</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUNDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRLD-TV</td>
</tr>
<tr>
<td>STATION B</td>
</tr>
<tr>
<td>STATION C</td>
</tr>
<tr>
<td>STATION D</td>
</tr>
</tbody>
</table>

These averages have been determined by the use of the Telepulse Report, Dallas Metropolitan Area, April, 1956.

NO OTHER TV STATION IN TEXAS
GIVES YOU AS MUCH COVERAGE AS . . . . .

Channel 4 Dallas
MAXIMUM . . . . . . . . . . . . POWER

Owners and operators of KRLD – 60,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

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

REPRESENTED BY THE BRANHAM COMPANY

Page 4 • July 2, 1956
INSIDE, SENATE SIDE • Here's inside on Senate Commerce Committee's approach to tv problem: Committee is revising its planned interim report on allocations in light of FCC allocations report last week and hopes for full committee approval of new draft. It would comment on FCC report, praising FCC for finally acting and expressing hope Commission is serious about carrying through its proposals. Comments would indicate approval of some FCC proposals, doubt about others. Senate report would replace planned interim reports by both majority and minority segments of the committee.

ORIGINAL majority report (before FCC action) had recommended selective deintermixture on broad enough scale to support uhf and removal of 10% federal excise tax on all-channel sets or at least all-channel color sets. Report asked "non-destructive" deintermixture: (1) keep vhf out of all-uhf markets; (2) hold back vhf's where not granted or not on air in uhf markets; (3) delete single on-air vhf's in uhf markets unless vhf provides only service for "substantial" number of homes, except for keeping balance between sole service to certain remote areas and multiple service to more people in center of market area; (4) substitute vhf if possible for uhf's in two- vhf markets; (5) try to provide vhf's for areas overshadowed by big-city vhf's and where geographic and physical conditions argue for utilizing advantages of vhf.

NEW BRICKER APPROACH • Minority report urged FCC to declare policy to (1) move all tv to uhf in major part of country after finding uhf is technically mature enough to support tv system; (2) find gaps in uhf technology and sponsor crash program to fill them; (3) hold continuing proceedings with comments during move; (4) authorize 5,000 kw for uhf's; (5) grant temporary "stop-gap" deintermixture to strengthen competition; (6) continue granting uhf's and vhf consistent with (5). Report called for 5-8-year transition period and simultaneous uhf-vhf transmission to amortize equipment and sets and use of vhf-only for certain geographical conditions. Plan would turn remaining vhf band over to non-broadcast services. Both majority and minority reports favored giving existing outlets priority at new grants.

WHERE'S PAT? • With special presentation reported to be one of most ambitious that network ever prepared, Sylvester L. Weaver Jr., chairman of board, last week had series of quiet meetings with top executives of automotive companies in Detroit. Essence of his presentation is that makers of autos and parts cannot hope to put needed push behind sales without extensive use of tv advertising. He's said to have renewed two accounts (A.C. Sparkplugs and United Motors) and to be hot on trail of new business.

IF AUTO MAKERS don't start jumping on tv bandwagon, they'll have only themselves to blame. They're getting lot of original research these days from tv missionaries trying to rid them of their ages-old newspaper bias, and they're due to get more. In addition to special auto studies revealed last week by TwB and ABC-TV (see stories page 35), NBC-TV is getting ready to break one conducted by Advertest Research and pointing up, like others, dealer preference for tv as means of getting prospects into show rooms.

NO BACKDOWN • While there's complete silence around NARTB headquarters about proposal of disgruntled group of tv code subscribers to form independent code unit, one thing is certain—association isn't scaring easily. Instead of letting up in announced crackdown against persistent code violators, it's known that code staff is under orders to toughen up its monitoring and station-contact work. Most tv code activity is handled quietly, on person-to-person basis. Some code officials contend publicizing of any station revolt from ethical structure is just what tv needs to convince critics that document is really doing effective job of raising caliber of telecasting.

HERSHEY Chocolate Corp., which since its founding early in century has never advertised, may change its policy. Both J. Walter Thompson Co. and BBDO reportedly are preparing presentations for Pennsylvania company to cover all media.

LOOKING IN CHICAGO • Anomalous situation whereby WGN-AM cancels its affiliation with Mutual effective Aug. 31 [BT, May 7] although it is minority stockholder, has sent Mutual President John B. Poor searching for new affiliate or acquisition of station. It's understood that offers were made to WJJD Chicago, owned by Plough Inc., for acquisition but was told that station was not for sale. Latest records show WGN Inc. to be 2.16% stockholder in MBS, but it's understood it disposes of that interest to General Tele-radio, MBS parent which holds 95.3%, upon disaffiliation.

FINAL two days of hearings by Senate Commerce Committee in probe of tv networks and uhf-vhf won't be held until sometime after July 9. Staff was shooting for that date at Chairman Magnuson's suggestion but ran into conflicting schedules. FCC testimony on its allocations report expected to occupy final day of sessions.

SLEEPER • Tucked away in FCC's new tv allocation report and order (see full text on perforated pages 91 to 97) is highly significant provision (No. 32) that could mean additional stations for number of markets without departing from engineering standards. It is provision to measure spacings (mileage separations) from transmitter-to-transmitter, instead of main post office-to-post office. Latter is unrealistic since post office locations aren't necessarily in center of cities. T-to-t separations, on other hand, do what FCC originally intended anyway.

PRESSURE of committee legislative activity has caused Edward Jarrett, chief clerk of Senate Commerce Committee, to reverse his decision to become chief aide to 1. Leonard Reinsch in handling of Chicago Democratic convention [BT, June 18]. Mr. Jarrett originally had agreed to accept appointment, with acquiescence of Chairman Magnuson (D-Wash.), but indications that Congress will remain in session until end of July, forced reversal.

STILL IN BALL GAME • Commodore E. M. Webster, whose term on FCC ended last Saturday, after nine years as commissioner and 47 years in government service, will retire from government but not from communications. While he will take short vacation, it is expected he will be available for private consultancy at policy level, headquarters in Washington. He is expert in marine, safety-of-life and communications engineering, and during his 30 years in Coast Guard served several tenures as chief communications officer.

NATIONAL Women's Christian Temperance Union apparently believes there's more than one way to skin cat. Failing to get legislation passed this year to ban liquor advertising on radio-tv and other media, they've asked to testify before Senate Commerce Committee in support of Bricker bill for network regulation.

GOTHAM BRANCH • Potent sniping at broadcasters, radio and tv alike, by organizations and all sorts of individual interests may bring about long-planned move to open NARTB office in New York. This would be designed to strengthen relations with other media, business associations and advertising pursuits as well as to service large number of inquiries that originate in New York.
That's okay, TIME Magazine . . .

. . . you transposed the call letters of Omaha's most-listened-to radio station 6 different times in the June 4th* issue . . .

. . . but Hooper, Pulse and Trendex have it straight:

The call letters of the radio station with the biggest audience all day . . . are K-O-W-H.

Hooper says so to the tune of 41.2% of the audience.

Pulse agrees to the tune of 204 out of 240 first place quarter hours for K-O-W-H.

Trendex chimes in with firsts for K-O-W-H in every time period.

For some good TIME in the right spots, call KOWH General Manager Virgil Sharpe, or the H-R man.

* . . . in a fulsome article featuring the Storz broadcasting formula—for building and keeping audiences.
NAME BANDS ON WEEKDAY MORNINGS NEW TACK FOR NBC RADIO PROGRAMMING

PLAN for two-hour daily program of live music featuring "name" orchestras was unveiled by NBC Radio Friday as its nomination for successor to morning portion of "Weekday service, which has been center of controversy since it started last November and which, NBC revealed, will go off air July 27.

Details of new programming, slated for 10 a.m. to 12 noon spot Mondays through Fridays and tentatively titled NBC Bandstand, were laid before NBC affiliates executives committee in all-day meeting Friday and will be presented to all NBC Radio affiliates by closed circuit at noon today (Mon.). Network officials said they definitely plan to start Bandstand July 30. It will be sold to advertisers on same basis as "Weekday"—in one-minute, 30-second, and six-second participations—and compensation to stations also will be on "Weekday" basis.

There was some discussion of station compensation during meeting, participants said, but prospects of raising it were linked primarily to whether or not new programming revitalizes advertiser interest. There was no question of raising compensation merely because of CBS Radio's similar action a few weeks ago [B&T, June 11, et seq.], authorities reported.

Among name bands being considered for Bandstand, NBC said, are those of Dorsey Brothers, Benny Goodman, Guy Lombardo, Freddie Martin, Sammy Kaye, Les Brown, Xavier Cugat, Harry James, Ray Anthony and Louis Armstrong. Bandstand idea attributed largely to William R. (Billy) Goodheart, show business veteran who joined NBC in March.

Lester W. Lindow of WFDF Flint, Mich., chairman of affiliates executive committee, reported after meeting that his committee had presented to NBC officials "a wide variety of views and opinions about radio broadcasting which had been received from the individual stations throughout the country. These were received with great interest by the network officials and were discussed and reviewed."

Network delegation was headed by President Robert W. Sarroff, who stressed commercial success of weekend Monitor (after which Weekday was patterned), and Board Chairman Syl- vestor L. (Pat) Weaver Jr. Other participants included Charles R. Denzy, vice president for owned stations and spot sales; Al Castaff, executive producer of Monitor, and Kenneth W. Bily, vice president for public relations.

Executive committee members are Mr. Lindow; George Harvey, WFALA Tampa, Fla.; William Rines, WCHS Portland, Me.; Ben Larson, KDYL Salt Lake City; George Wagner, KFI Los Angeles; David Baltimore, WBBR Wilkes Barre, Pa.; Leonard Reinsch, WBSA Atlanta, and Harold Hough, WBAP Fort Worth.

May Tv Network Gross Up 21.4% Over 1955's

MAY TV NETWORK gross time sales totaled $400,610,429, gain of 21.4% over May 1955 billings, Publishers Information Bureau reported Friday. For five-month period, January-May, 1956 gross for tv networks was $196,267,677, up 18.6% from gross for same period of last year. PIB's network-by-network comparision of 1956 and 1955 tv network gross time sales follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>1956</th>
<th>1955</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,070,132</td>
<td>$6,070,132</td>
<td>0.0%</td>
</tr>
<tr>
<td>CBS</td>
<td>18,360,994</td>
<td>15,978,060</td>
<td>+13.4%</td>
</tr>
<tr>
<td>DuDu*</td>
<td>13,951,489</td>
<td>10,951,489</td>
<td>+27.4%</td>
</tr>
<tr>
<td>NBC</td>
<td>15,710,403</td>
<td>13,591,687</td>
<td>+15.9%</td>
</tr>
<tr>
<td>Total</td>
<td>53,652,029</td>
<td>45,573,285</td>
<td>+17.8%</td>
</tr>
</tbody>
</table>


Crowell-Collier Announces Closing 'American Magazine'

CROWELL-COLLIER Pub Co. announced Friday it will (1) cease publication of American Magazine with August issue, and (2) raise advertising rates of Collier's and Woman's Home Companion, into which American's editorial content will be integrated starting with September issues. Collier's and Companion rates go up 12%, and another 10% will be added to Collier's based on guaranteed circulation from 3.7 million to 4 million per issue.

C-C, which retains American title "for use in another context in the future," explained decision by saying American's basic editorial functions are now "overlapped" by two others. Publisher Paul C. Smith said C-C's "reorientation-refocusing drive is taking us deeply into the television, radio and phonograph record business" but that C-C's "first order of the day will be to continue publishing national magazines.

C-C has bought, subject to FCC approval, KFWB Hollywood, Calif., KUL-A-AM-TV Honolulu, and Consolidated Television & Radio Broadcasters Inc. (Harry M. Bliner interests) in Indianapolis, Grand Rapids, Minneapolis and Flint, for total of six radio and four tv stations [B&T, April 30, et seq.]

Seeks Majority Control

FCC Friday was asked to approve transfer of control of KVMI-AM-TV Wailuku, T. H., to J. Walter Cameron, present 41.7% stockholder.

Mr. Cameron, local businessman, purchase, subject to FCC approval, 41% of stations held by Maui Pineapple Co., for $30,950. KVMI-TV is on ch. 12 and is satellite of KONA (TV) Honolulu. KVMI is 550 kc, 1 kw.

• BUSINESS BRIEFLY

Radio in 165 • Pharmaco Inc. (Feen-a-Mint and Chooe), Keenworth, N. J., planning radio spot announcement campaign using daytime minutes in about 165 markets, starting Sept. 17. Contract runs from 26 to 34 weeks depending on market. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

Time For Halo • Colgate-Palmolive Co. (Halio shampoo), N. Y., asking for radio and television availability starting July 31 to run through end of year. Approximately five to 15 announcements weekly will be used in each market. Nearly 100 radio and 70 television stations will be used for campaign. Carl S. Brown, N. Y., is agency.

Next to Mickey • Hassensfield Brothers (novelties manufacturer), Central Falls, R. I., buying chain breaks next to Mickey Mouse Club on number of ABC-TV stations, to start early in September and run to Christmas. Bo Bernstein, Providence, is agency.

Political TV • Alliance Tennarator (rotating antenna for television sets), Alliance, Ohio, considering tv spot announcement campaign to start in August on stations carrying political coverage of conventions and election. Fuller & Smith & Ross, Cleveland, is agency.

Clothes Buy • Howard Clothes, N. Y., to use three-week spot saturation campaign on 13 radio stations in New York, Philadelphia, Chicago and Boston, starting July 15. Agency: Peck Adv., N. Y.

Candidate Looking • Pennsylvania Democratic Committee, for candidate Joe Clark's U. S. senatorial race, looking for five, ten and fifteen-minute periods in television throughout Pennsylvania, to start Sept. 17 and run through Nov. 5. Group is interested basically in weather and news shows and women's participations in early and mid-evening. Radio and tv spots will also be used. Kastor, Farrell, Chesley & Clifford, N. Y., is agency.

Committee Won't Subpoena N. W. Ayer, 'Post-Dispatch'

NO SUBPOENAS will be issued against N. W. Ayer & Son, Philadelphia, or against St. Louis Post-Dispatch, Rep. Clarence Cannon (D-Mo.), chairman of House Appropriations Committee, announced Friday following voluntary appearance of Edward R. Dunning, executive vice president of advertising company, St. Louis newspaper refused to permit editorial writer to voluntarily appear. Committee was seeking information on $100,000 one-shot newspaper campaign by group of private power companies regarding atomic energy development and background on Post-Dispatch editorial on same subject.

Earlier in week, Rep. Frank T. Bow (R-Ohio), former WHBC Canton, Ohio, news-caster and general counsel for Cox committee which investigated FCC in early 40s, warned colleagues in House floor speech that committee's action to issue subpoenas was "dangerous and unprecedented." He said he feared committee's action "invaded the freedom of press" and was "political excursion."

July 2, 1956 • Page 7
This group of experienced Meredith station executives meet regularly, sharing their ideas, their know-how.

The result, their better broadcasting, better telecasting—and your better sales results.

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

ELDON E. SMITH, vice president, Young & Rubicam, appointed manager of Chicago office. He has been manager of merchandising department and member of agency's plans board in New York since 1935.

JOHN BROOKMAN, former vice president and manager of Ruthrauff & Ryan's Toronto office (recently closed), to BBDO, same city, as senior account executive.

NORMAN BAER, director of radio and television, Hilton & Riggio, N. Y., to Lewin, Williams & Saylor Inc. in same capacity.

W. SCOTT LEONARD, formerly vice president and account supervisor at Young & Rubicam, Chicago, and with agency past eight years, to J. Walter Thompson Co., same city, as account representative effective today (Mon.), ROBERT D. DOHN, formerly art director at Foote, Cone & Belding, Chicago, to Thompson in similar capacity, and BETTY STUART SMITH, director of radio-television publicity for all agency accounts, to New York, transferred to Thompson in Chicago as copywriter on Kraft Foods account.


ROBERT H. HARTER appointed sales manager of Central Broadcasting Co. (WHO-AM-TV Des Moines, Iowa).


POLLER WOULD BUY WOPT (TV) AS SUBSCRIPTION TV STATION

APPLICATION to purchase ch. 44 WOPT (TV) Chicago, provided FCC will allow station to be operated on partial subscription-TV basis, was filed with Commission Friday by Lou Poller, who early last month asked FCC to authorize pay-TV operation for his ch. 25 WCAN-TV Milwaukee [B&T, June 18].

Purchase of WOPT from Tom & Zachery, estate, failed no cash and did not involve WOPA-AM-FM. If FCC approves purchase (this assumes approval of pay-TV plan), Poller firm (TV Exhibitors of America) would issue WOPA Inc. 74% of non-voting, Class B stock in WOPT, according to application.

Proposed Chicago fee-TV operation would be similar to that contemplated for Milwaukee with 25% paid, 75% normal operation.

Right Once, Sindingler Again Predicts Sunday Duel

SUBSTANTIATING prediction of Sindingler & Co. that Steve Allen's first telecast opposite Ed Sullivan (June 24) would fail to attract half as many viewers as Sullivan [B&T, June 25], Sindingler interviewers early last week found actual viewing in ratio of 67.8% for Sullivan to 32.2% for Allen. Pulse rated Sullivan 35.3, Allen 15.1; Trendex, Sullivan 24.6, Allen 13.3. Sindingler Thursday estimated that Allen's second telecast (yesterday), would reduce audience ratio to three-to-two, 59.4% or 42,025,000 viewers for Sullivan, 40.6% or 28,766,000 for Allen.

FAST FASHIONS

IN WHAT was termed "another example of the importance of television as a news medium," Peter Pan sponsor in March, was entered into this year by WPTF WPTF (radio) and the Raleigh News Observer, Raleigh, N. C., to WRAL in Raleigh was precipitated on integration of ownership and management, diversification of business interests of principals, and diversification of ownership of media of communications. In letter Commission accepted examiner's reasoning which held that WRAL should be preferred because it would give that station dominant TV station in Raleigh, leaving WWAY television station.

Peter Pan sponsor marks first use of network show on major scale. He estimated that cost of filming fashions, plus expenditures for time and talent, would run to about $100,000.

AAA Names Top Officers For 1956 Committee Duties

APPOINTMENT of chairman and vice chairs of six committees and nine standing committees to serve for year ending May 31, announced by American Assn. of Advertising Agencies' board include renaming of Frank G. Silvernail of BBDO, N. Y., as chairman, and Jane Daly of Earl Ludgin, Chicago, as vice chairman of broadcast media unit. Also re-named: John F. Devine of J. Walter Thompson Co., N. Y., as chairman, and C. Burt Oliver of Foote, Cone & Belding, Hollywood, as vice chairman of television and radio administration committee. Both broadcast media and tv-radio administration are standing committees.

Named to six committees from among AAA directors-at-large were these chairman and vice chairman:


Designated to other seven standing committees were former chairs:


Hauser Seeks Eureka Ch. 13

APPLICATION for ch. 13 at Eureka, Calif. (v. radio in Humboldt), filed with FCC Friday by Carroll R. Hauser, owner of KHEU Eureka and 45%-owner of KVEN Ventura, Calif.
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Telem 1 Cast 1 Post 1 Telecasting Bldg.

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The MEETING of the INDUSTRY

Editor: Frank B. letter
Associate Editors: Paul G. Zsaurs, Maurice L. Wilson

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WOODLAND-TV is BIG territory!

Here's the business end of a high-powered motoring market you may be missing ... currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS ... when you buy WOOD-TV, Grand Rapids' only television station ... the country's 18th television market. Ask us to tell you more!

WOOD-TV WOODLAND CENTER GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBN-AM AND TV. INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV. MINNEAPOLIS • REPRESENTED BY KATZ AGENCY
The sun—the water—and the world's most beautiful beaches still remain the Miami Area's greatest commodity, and the Great American Tourist, its leading customer. Present hotels showed an average season occupancy of 83.3%, and some $40 million will be invested this year in new tourist facilities. Summer vacations are establishing remarkable new records. One airline experienced a 85% increase between April 15 and June 1 in package-vacation tours alone, while another predicts a 40% increase in all Miami trips during balance of summer. Railroads and bus lines are scheduling special trains and trips to carry greatly increased summer loads, greatest in Miami's history.

The beautiful Miami skyline is familiar to most of the nation, but behind this lovely scene is an important industrial boom. The county now ranks first in Florida in industrial production, and a total of some $316 million in new projects (cement plants, aircraft industries, etc.) will solidify that position.

While Florida's farm economy has been somewhat obscured by vacationland and industrial publicity, agriculture is an area of vast importance. The cattle industry ranks second in the nation, and the economic value to Dade County (Miami) of all farming interests is in excess of $75 million per year.
Deep channel port facilities bring ocean vessels (and voyagers) virtually to the center of Miami’s downtown area, and cruise ships add their facilities to a greatly expanded transportation system.

The University of Miami, possibly the nation’s most modern, is Florida’s largest with an enrollment of 11,077. The recent establishment of the state’s first medical school at the University has provided added prestige.

Every day is “moving-in” day in Greater Miami. 42,000 new permanent residents in each of the past five years have stimulated phenomenal residential construction, and new-record tourist seasons keep hotel-motel construction at an equally high peak.

1956 public school enrollment increased 12.2% over 1955 and a $34 million bond issue will provide over 1,000 additional classrooms for next year’s crop of youngsters.

Greater Miami is enjoying an increased earning power generated by 249,000 non-agricultural jobs, while all-important retail sales moved up to a new level of over a billion dollars in ’55 (a gain of 15.2% over 1954 against a national gain for the same periods of only 9.3%).

“Effective Buying Income” is measured at over $1.4 billion by Sales Management Magazine ($6,047 per family) in a population area of 744,000 as of January 1, 1956.

Federal Reserve “Bank Debits,” a reliable business yardstick, soared to a new high of over $6½ billion in ’55, a healthy 22.8% increase over ’54—and a remarkable 265% over ’45.

Serving this booming Florida market are two Storer Broadcasting Company stations: WGBS, a 50 kw CBS Network (radio) affiliate, and WGBS-TV. Both stations are enjoying new peaks in audiences and the widest coverage in their respective fields. A strong merchandising service keeps pace with the rapidly expanding retail store development. Like all Storer stations, program policies of both WGBS and WGBS-TV make them “local stations,” while maximum power guarantees best reception throughout the entire Greater Miami area.

114 MOVED IN TODAY
Happy Birthday

Those Gremlins who played such a big part in last season's "Alice in Wonderland" (Hallmark Hall of Fame) were back again last Monday night, stealing the show from the cast of "Happy Birthday," with such electronic effects as oscillating furniture, translucent liquor bottles, gurgling sound-effects, superimposed glassware and whatever else NBC-TV's sleight of hand hands could muster in the way of distractions. It was like taking away from a baby, considering that the storyline of Anita Loos' play is and always has been incredibly complex and downright silly most of the time.

If the play wasn't "the thing," it probably was the idea of bringing to tv this Decameron night in a Newark tavern. The decision to do it must have been somewhat hard for the network and agency, besieged as they are, by two opposing audience factions: the one demanding more sophisticated, mature tv; the other calling for more "wholesome American family entertainment."

Though the attractive Betty Field was handicapped by too-appealing looks and clothes to be a prissy old maid, she still managed to impress us as a frustrated dumbling having the time of her life on, under or astride the bar. Her performance was satisfactorily complemented by the colorcasting and the work of her supporting cast, notably, Barry Nelson, Emil Markey, Tina Louise, Bill Harrigan and Luella Gear.

Production costs: $140,000.
Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt Inc., June 25, on Producer's Showcase, on NBC-TV in color and black-and-white every Monday, 8-9:30 p.m. EDT.
Producer-director: Alex Segal; associate producer: Andrew McCullough; associate director: Dean Whitmore; author: Anita Loos; tv adaptor: Robert Wallstein; musical director: George Bassman; settings: Otis Rigs; technical director: Jack Coffey; production assistant: Edith Hamlin.

CBS Cartoon Theatre

As light (and lightweight) summer fare, CBS-TV's newest venture into cartoonland is not likely to create a stir around network quarters or any qualms in the Disneyland camp. Its June 20 CBS Cartoon Theatre offered viewers a group of Paul Terry cartoons, including Gandy Goose, Heckel and Jeckel, plus those two delightful hams, Tom and Jerry, pieced together with pattern by Dick Van Dyke. He commented on the authenticity of historical characters, inserted a plug for The Adventures of Robin Hood (also a CBS-TV series) and gave water safety tips for the small fry. Mr. Van Dyke has a pleasant and smooth manner about him which, far from being condescending, appears a bit too lofty for the juvenile audience.

Slated opposite ABC-TV's full-hour Disneyland for the summer, Cartoon Theatre is not apt to win many viewers during the 7:30-8 p.m. slot, any more than Arthur Godfrey is during the second half of Disneyland. Nor is it likely to influence advertisers (Cartoon Theatre is aired on a limited CBS-TV network, sustaining). It's hard to envision it as a tv staple.

This reviewer, an old Tom & Jerry fan, concedes that cartoons are popular, but isn't there a glut of them on tv already? And don't they belong on local stations instead of in prime network time?

Production costs (gross): $25,000.
Telecast June 20 by CBS-TV, 7:30-8 p.m. (EDT), sustaining.
Announcer: Dick Van Dyke; producer: Michael Grillkes; director: Howard Magwood; writer: Bill Dammie.

The Steve Allen Show

"The same old thing'' has no place in a Steve Allen format, as he has proved to nationwide audiences for the past few years on the Tonight show. Now he's in the big time as time spots—8-9 p.m. Sunday—and as imaginative as ever.

Things got off to a properly informal start when the show opened on comic Jerry Lewis instead of Mr. Allen. Then the inevitable appearance of Bob Hope, who took over the name of which won't be mentioned here). Then some clever jibes at the opposing Ed Sullivan show. Then a bit of business where Steve played the piano while various scenes gave the viewer something to look at: a meat grinder, Skitch Henderson's head on a platter, etc.

Hits of the show: The commercial parodies featuring "testimonials" by Diane Clark, Vincent Price and Wally Cox. Steve's routine with Kim Novak on "teaching while you entertain" television. The finale "Death of the Blues" duet with Steve and Sammy Davis Jr.

Misses: The opening Davis Jr. routines. Not that they were bad, but Mr. Allen relinquished much too much time to the act. For a while it looked more like The Sammy Davis Jr. Show.

Near miss: The rooftop ballet with Bambi Linn and Rod Alexander. It turned out to be interesting as novelty but poor as dance.

Verdict: Results may not always be the most expert, but the show promises to be exciting.

Production costs: Approximately $55,000.
Sponsored on NBC-TV by Brown & Williamson Tobacco through Ted Bates & Co., Mfg. through Compton Adv.; Andrew Jer- gens through Robert W. Orr Assoc.; three out of four Sundays, 6-9 p.m. EDT.
Executive producer: Jules Green; producer: Bill Harbach; director: Dwight Hamlin; musical director: Skitch Henderson; an- nouncer: Gene Rayburn; NBC program su- pervisor: Alan Courtney; writers: Steve Al- len, Stan Burns and Herb Sargent; unit man- ager: Jim Reina.

See & Hear

To meet NBC-TV's new challenge to his supremacy in the Sunday evening 8-9 period, Ed Sullivan on June 24 celebrated his eighth anniversary with 45 guests, practically all stars whose names are top flight audience attractions. True, most of them appeared only to take bows and join in a chorus of "Happy Anniversary to You," but they were there, as promised. Moreover, unlike too many anniversary celebrat- ions, Mr. Sullivan and his producers did not neglect to have a show as well as greetings, with songs by Kate Smith, Teresa Brewer and Harry Belafonte, comedy by Jack Paar and— not forgetting his younger fans—a troupe of performing bears. In other words, it was just the type of show that has put Sullivan into his enviable position and we predict Steve Allen's going to have a tough time usurping his throne.

Perhaps it's the heat that brought forth such talent last week in television. Whatever the case, kudos are demanded for at least two of the performers for performances of the week: Mr. Arden's "Mr. Arden in Monday's Radio One Summer Theatre production of the same name was both spellbinding and supremely professional.

WTOP Radio

Noted for her firm seat and fixed grimmates anim- al and high places but grew up with the motto "Never Say Die" on her bed- room wall. Proud of the Giddings-Robsjohn family tradition. Friends call her "Yoicks," refer to her intimates as "eablemates." Fond of down cushions and Chanel #5. Passionate about needlepoint, has drawer full of antimacasa- sars crocheted in secret.

But Washington advertiser-ers are keeping no se- crets when they advertise on WTOP. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

Broadcasting • Telecasing
Ready for lunch?

Just a few chapters ago you took off on United’s deluxe DC-7 nonstop. Another 700 miles will speed by between cocktails and dessert. Before you know it you’ve arrived at your destination — relaxed, composed. Ready for anything.

United offers 4 luxurious nonstops daily each way between New York and both Los Angeles and San Francisco . . . also deluxe DC-7 nonstops from Chicago to Los Angeles, San Francisco and New York. Enjoy this fine service on your next trip.
STAMPS OF APPROVAL
Advertisers are spending more dollars with the NBC Radio Network on weekends than with any other network...48% more than with the second network.

During its first year, MONITOR increased NBC Radio Network weekend revenues — in the face of a decline in weekend revenue on all other networks — by 278% over the preceding year.

MONITOR has moved steadily from 30% sold-out in the first quarter of 1956 to more than 78% sold-out for this August. By next month, NBC Radio will be delivering over 7,000,000 more listener commercial impressions, weekends, than any other network.

You belong on MONITOR, where advertisers have placed so many stamps of approval. NBC RADIO NETWORK
How Ayer Charges

EDITOR:

The article on the 15% commission in your issue of June 18 is very interesting and well written, but it is not up to date in regard to Ayer.

It is true that, until 1949, we charged a commission of 16½% on the net cost to us of time, space and other commissionable expenses. But in 1949 we changed to a straight 15% of the gross cost of time and space, and 15% of other commissionable expenses. This brought our charges exactly into line with those of other agencies, although in billing for space and time we use a formula which permits us to receive our compensation from our clients rather than from media. This is in accord with our long-standing policy of making sure that, both actually and legally, we are working for the advertiser.

If you would like some background on the reason for our 1949 change, here it is: Our 16½% of the net cost of space and time worked out as slightly less than the 15% of the gross charged by other agencies. Our 16½% of other commissionable charges was more than the charges made by other agencies. The differences just about cancelled each other out until television, with its high production costs, became an important factor. At that point in order to keep our charges in balance with charges made by other agencies, we dropped our policy of charging 16½% on the net and adopted the 15% system.

Richard P. Powell, Vice President
Ayer & Son Inc.

What's Newsworthy?

EDITOR:

In your June 18 issue you have published a report from Troy Knowles of the Helene Curtis Industries. On the subject of "Free Plugs Supported, Says Cosmetic Company," Mr. Knowles was quoted as saying: "The question of free versus paid time assumes that only thing newsworthay is on a commercial."

This remark is almost too absurd to warrant an answer. Mr. Knowles, suppose you try getting your so called "free plugs" or newsworthy notes to the various news services which serve radio. I feel sure that such accounts as Wrigley chewing gum and Coca-Cola do not evaluate their fine commercial copy, which in some cases has remained unchanged for years, as newsworthy. They want to sell merchandise and are willing to pay for it...

J. M. McDonald, Gen. Mgr.
KURF, Edinburg, Tex.

Vincent Hartnett, Researcher

EDITOR:

In the article, "Faulk Sues AWARE for 'Blacklisting,'" which appears on page 31 of the June 23 issue of your indispensable magazine, the following statement is attributed to me:

"I am hired by agencies, sponsors and networks to look into the qualifications of persons they plan to use on radio and tv programs. Following my investigation, I find and report on any political activity in which the person under examination may have participated.

This is not an accurate quotation of what I said over the phone to your able reporter. I did not use the word, "investigation." I am not an investigator and have not the training or facilities to conduct investigations. I am a researcher. I have comprehensive files on communists and communist-fronts in the entertainment industry. What I said was that I "check" names proposed to me, to ascertain whether the individuals involved have or do not have records of affiliation of one kind or the other with the Communist Party or with communist "fronts" and causes.

I did not use the phrase, "political activity." I am not concerned with individuals' political activity. I am concerned about whether they did or did not engage in communist or pro-communist activity.

The statement attributed to me in direct quotes was inaccurate and might well be damaging to me in my profession. I would appreciate your making a prompt correction.

Vincent W. Hartnett
New York

Jeweled Coach

EDITOR:

Mr. Mack [Larry Mack, Slenderella president] has read the article, "Radio: Jeweled Coach For Slenderella," in your June 4 issue and he has asked me to write and tell you how much he liked it.

It is an excellent article, as evidenced by the many compliments we have received on it, and your interest and consideration are very much appreciated.

Margaret Gibbs, Asst. to the Pres.
Slenderella, International
Stamford, Conn.

Free Speech in Action

EDITOR:

On June 28 Santa Barbara radio station KIST will celebrate the second anniversary of its Free Speech program, which is unique in that [it affords listeners] free opportunity to [exercise that right]. By merely picking up the receiver at home, place of business or telephone booth and dialing Woodland 3981 at a given time, one is soon connected with a broadcasting medium whereby he or she is "on the air."

Any person's views on public matters or officials, one's innermost thoughts or convictions, are permitted (within propriety) and expressed on this Free Speech program. Participants include hundreds of citizens who have spoken, many more than once...

Through the medium of this valuable program citizens have influenced public affairs in Santa Barbara City and County, as well as California State, as follows:

(1) A long overdue special election for state senator in Santa Barbara County and vicinity, being thoroughly publicized on the program by citizens in 1955, had much to do with forcing Gov. Goodwin J. Knight to obey the state constitution by calling this election.

(2) Free Speech was a large factor in Santa Barbara City whereby a majority of its speakers on the matter of a public golf course favored same and a bond issue for this purpose was approved by the voters.

(3) Discussions on traffic conditions, street improvements, education, taxes, city departments and the general welfare of the people socially, culturally and at business and work have created much public interest and practical results.

Free Speech is also a public forum—a meeting of the minds, so to speak. Controversial issues dealing with national and international affairs such as matters legal, moral, practical and ethical—of everyday living, have been presented and discussed pro and con.

Harry C. Butcher, owner of KIST and originator of the Free Speech program, his staff and moderators, are all to be congratulated on its moral success and achievements...

Irving Polstein (a listener)
Santa Barbara, Calif.
While the nation's harried, about-to-be-married No. 1 glamour girl* tried to give photographers the slip, United Press Newspictures' Joseph J. Gazdak made this shot.

*Marilyn Monroe, of course.
Sally is 18 this year. A beautiful and healthy 18, thanks largely to the good nutrition of Southern California Radio.

Since 1938 the Sally Shops have been a family enterprise of the Zuckermandl; Ted and Marvin and their father, H. Lew. Their object: bring high fashion to the Southland at popular prices. Their method: take the stores to the women in their residential neighborhoods.

Foreseeing both the growth and the decentralization of Los Angeles, Sally harnessed the giant of advertising media, Radio, to carry the bulk of advertising. Morning newscasts and a half-dozen weekend five-minute programs are on KBIG. Spots are run on two other fine Los Angeles independents.

Results? Sally Shops have grown from one small store to beautiful, modern fashion centers in 15 communities in Los Angeles, Ventura and San Bernardino Counties. Sales have increased substantially every year.

Says John Bainbridge, account executive, The Landsdale Company Advertising Agency: "Radio has been our indispensable tool in making Sally's the 'Most Walked about Clothes in Town'... by making them the 'Most Talked About'!

Huge, sprawling, rich Southern California is reached best by radio: KBIG RADIO, for greatest coverage at lowest cost-per-thousand.

> **CASE HISTORY - WOMEN'S WEAR**

**our respects**

**to ROBERT WILFRED CARPENTER**

ALTHOUGH he had no particular affinity for driving an ice truck, Robert W. Carpenter, vice president in charge of station relations for MB5, had reason to believe as a youth that the feeling wasn't mutual—insofar as the ice truck was concerned.

Twice during his career Mr. Carpenter guided such a vehicle on New Jersey highways because of the press of economic circumstances. Today, as he busily criss-crosses the country several times a year attempting to keep some 300-odd Mutual affiliates happy, Mr. Carpenter can look backward and comment wryly: "You can't beat those regular hours on the truck!" Mr. Carpenter's arduous schedule as station "trouble-shooter" for the world's largest network might faze an individual with a less formidable basic training in hard work.

Robert Wilfred Carpenter was born in Elizabeth, N. J., on Sept. 30, 1909, one of six boys in a family that believed all youngsters should perform household chores. He grew up in Roselle Park, N. J., and was graduated from the local high school in 1928.

Though Mr. Carpenter had set his sights on a college education, he had to defer his plans for lack of funds. He decided to work for a while, save some money and enter college at a later date. It was at this point that Mr. Carpenter had his experience in hauling ice.

Some months later, he switched to a factory job at the Western Electric Co. in Kearney, N. J., and later to one at the Ford Motor Co. in Edgewater, N. J. The arrival of the depression shattered Mr. Carpenter's hopes of attending college, and in the next four years, he worked at several jobs, including a second tour on the ice truck.

Early in 1934, a friend tipped off Mr. Carpenter to a job opportunity that held promise of broadening his occupational vista: CBS was going to have an opening in its accounting department in three months. Undismayed by his lack of background in accounting, Mr. Carpenter enrolled for a short course in accounting in the night division of the Drake Business College in Elizabeth. Armed with two months' worth of knowledge in accounting, he arranged for an interview for the job at CBS. He was hired by Samuel R. Dean, currently treasurer of CBS, as a clerk on the accounting staff. At CBS he displayed a penchant for figures as well as for administration. Three years after joining the network, he was promoted to comptroller of WBT Charlotte, N. C., then a CBS-owned station. In 1940, he was moved to St. Louis as comptroller of KNOX, and in 1941, he was appointed account executive.

In 1943, Mr. Carpenter responded to the war effort by joining the American Red Cross as an assistant field director. He served in various localities throughout the country and later was assigned to Morocco and Marseilles.

At the end of the war, Mr. Carpenter returned to the U. S. and accepted an offer from Mutual in 1945 as southwestern manager of the station relations department in Oklahoma City. Three years later, Mr. Carpenter was advanced to eastern manager of the department, with headquarters in New York, and in 1953 was named assistant director of station relations. He was appointed director in March 1954 and last April was elevated to vice president in charge of station relations.

As a veteran station relations official, Mr. Carpenter has come to know intimately the managers of the stations affiliated with Mutual. He estimates he spends a third of his working time on the road, conferring with station executives on their problems and receiving suggestions from them on the ways Mutual can better serve its affiliates.

"We've gone up and down the land, asking our affiliates what they want from the network," Mr. Carpenter explained. "Though the answers have been different, one pattern has emerged. We've found out that radio stations want these things from networks: news programs—not spot news—but commentary and interpretation, good special events coverage; some 'who-dunits' and drama. If that's what they want, that's what they'll get. Whether they pay us in dollars or oranges or time makes no difference."

Mr. Carpenter's comment about payment referred to Mutual's new affiliation contract [BeT, April 16], under which network option time was reduced from nine hours a day to an average of five hours a day. Affiliates were asked to "pre-clear" and carry without compensation some 16 hours of network programming a week in return for about 15 hours of programming, furnished free to the local station for local sales. Mr. Carpenter commented that the old contract form was "obsolete" and the new plan, which goes into effect on Nov. 1, is a blue-print that should work to the advantages of both the network and its affiliates.

In 1933, Mr. Carpenter was active in amateur theatricals in Roselle Park, and appeared in a play opposite a young lady named Isabelle Struthers. Two years later they were married. The Carpenters, who live in Old Greenwich, Conn., have three children—Barbara, 20, a junior at the U. of Connecticut at Storrs, whom recently was elected "Campus Queen" and president of the Women's Student Government Council; Robert, 17, and Heather, 15, both students at Greenwich High School.

Mr. Carpenter is an avid reader. Though he prefers non-fiction books, he will read "practically anything I find" in a hotel when he is on a business trip. He lists his hobbies as: work, golf, fishing, cabinet-making and bowling.
...climbing beautifully in San Antonio...

KTSA

In just THREE SHORT WEEKS of new independent operation (since Monday, May 21st), KTSA is already FIRST in the afternoon and a strong SECOND in the morning, probably the most meteoric rise in rating history!

BEFORE (March '56)

KTSA daytime average share 5.3%

AFTER (June '56)

KTSA daytime average share 20.2%

(C. E. Hooper March averages vs. C. E. Hooper June 11-15 special report.)

KTSA leads the nearest station by 1.2% in the afternoon and is second highest in the morning, trailing by only 4.3%

watch the ratings in San Antonio!

KLIF... DALLAS
KELP... EL PASO
KILT-AM... EL PASO*
KNOE... MONROE
KNOE-TV... MONROE
WRIT... MILWAUKEE
KTSA... SAN ANTONIO
WTAM... GREATER ATLANTA
WNOW... NEW ORLEANS

*in operation soon

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS
Who Does the Traveling -- Editors

J. Frank Beatty: Ubiquitous.

Roving assignments for B&T in past year took him 36,650 miles, had him inhaling the etter of gasoline in Texas, dodging flying chips in a High Sierra lumber mill, sampling Tillamook cheese, gazing at Wilson Dam turbines, eating scrod in Boston, abalone on Catalina Island, Olympia oysters on Puget Sound and swordfish in Miami. Aside from a fondness for sea food and no air sickness, Frank boasts a well-traveled Swiss typewriter which may well symbolize B&T's editorial approach: Get it first hand and get it all.

A radio-television trade magazine may be judged by the type of staffer who hits the road. Is he out selling advertising or is he out getting a story? Some books need only a scissors and paste-pot to "cover" the country; an editorial expense account for travel might include a couple of cross-town taxi fares, while the business of space selling uses 95% of their travel budget.

Don't get us wrong—there's nothing wrong with travel for space-selling. It's an essential part of the business of publishing a magazine. Our point is one of balance.

Here at B&T our editors and reporters do plenty of traveling. Take Senior Editor J. Frank Beatty for example. He has traveled 36,650 miles in the past year, making market studies in the Carolinas, the Gulf States, the Pacific Northwest, covering national advertiser meetings, digging into the impact of the Detroit newspaper strike, investigating uhf in Indiana and Pennsylvania, touring the major markets in Texas (and making an "informal inspection in Las Vegas which yielded no story but proved that gambling doesn't pay").

Frank is one of 35 editors, writers, production experts and stringers who cover the world of radio and television for
or Salesmen?

**B*T.** It's a staff that puts out a book of 85,000 informative, informed and pertinent words a week. Raw material is 100,000 words a day that reach B*T Wash D C via AP, UP and B*T's own communications to bureaus in New York, Chicago and Hollywood, plus on-the-spot Congressional and FCC coverage.

A recent survey* among 4,584 radio-television executives (42.2% replied) revealed that 90.4% read B*T regularly. Not only do they read it—if they could get only two of the seven publications in the field, 82.1% would choose B*T as one of the two; 78.4% prefer B*T's weekly frequency; 57.1% list B*T as the publication in which an advertisement would have the most impact on them (runner up scored 18.7%).

B*T's 77,440 readers every week find B*T indispensable. That's why B*T carried more pages of radio-tv advertising (3,832) in 1955 than all other vertical publications in its field combined.

*For a complete summary, write Executive and Publication Headquarters, Broadcasting Telecasting, 1735 DeSales St., N.W., Washington 6, D.C.*
During each of the past five years, WIBC has received among other honors for community service, the National Safety Council’s Public Interest Award for Exceptional Service in the Farm Safety Field. WIBC is the only Indianapolis radio station ever to receive this award.

Obviously, even WIBC’s community service programs build big audiences because in the 31 county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.4

Chiefly responsible for WIBC’s community service success and big audiences are WIBC’s well-known personality salesmen... Easy Gwynn, Jack Morrow, Joan Evans, Gordon Graham and many others. These same “personalities” are available on a “first come, first served” basis to help you sell your product or service.

To Sell Indianapolis, and Indiana, the Best Buy...the Only Buy Is... WIBC!

2825 N. Illinois Street
Indianapolis 5, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
The Friendly Voice of Indiana

THOMAS A. WRIGHT

on all accounts

AGENCY WORK has proved to be the “happy combination” of television and advertising at all media levels that Tom Wright first envisioned when he served as public relations representative for NBC in tv’s early days.

Today, during the growth period of television, Mr. Wright describes his media group supervisor role at Leo Burnett Co., Chicago, as one of “synthesizing a media plan upon marketing strategy.” In that capacity he is responsible for media recommendations in a Burnett client group that includes the Kellogg Co., Maytag, Tea Council and Campbell Soup Co.

A native of Plainfield, N. J. (born March 18, 1919), Thomas A. Wright majored in journalism at the U. of North Carolina and graduated with a B.A. degree in 1941. During the summers for two years (1939-40) he was a combination PR-guide representative for NBC at the New York World’s Fair.

After five years in the Marine Corps as administrative staff communications officer (he attained the rank of major), Mr. Wright set out to make advertising his career.

Joining BBDO, Mr. Wright worked on every phase of agency tv operation from 1946 to 1951, preparing and planning budget presentations for Hit Parade, Betty Crocker and other programs; developing programs and talent-time sales recommendations, and supervising contract preparations and negotiations. He also organized and staffed the tv traffic section and worked closely with studio producers. (Among his other credits: planning and placement of the Chiquita banana minute movie campaign for United Fruit Co.) At BBDO he was variously head of tv account service, business manager of the tv department and head of motion picture and tv film department.

Mr. Wright left BBDO to join Dundes & Frank as vice president and radio-tv director with general agency assignments in 1951 and the following year became associated with NBC as account executive in radio and tv sales.

Mr. Wright came to Burnett in September 1955 and now handles all media in his particular account group. All four clients have been especially active in network and spot tv and one of them, the Tea Council, recently announced a $248,000 spot television campaign in major cities. Burnett handles the Franco-American line, frozen soups, tomato juice and tomato catsup for Campbell.

Mr. Wright married the former Christine Allen. They have three children—Laura, 10, Thomas Jr. 6, and Cynthia, 4—and live in suburban Woodstock. His hobby is golf.
Morning! Noon! Night!

7 DAYS A WEEK

WKMH TOPS 'EM ALL In Out-of-Home Audience!

HERE'S PROOF! WKMH gets the biggest tune-in share of Detroit's tremendous automobile traffic . . . not just in the morning . . . not just in the afternoon . . . not just at night . . . not just 5 days a week . . . BUT, MORNING, NOON and NIGHT . . . 7 DAYS A WEEK!

These figures prove that WHenever you're on WKMH, you're getting Detroit's Biggest Share of Audience!

6 A.M. TO 12 NOON

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12 NOON TO 6 P.M.

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6 P.M. TO 12 MIDNIGHT

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PULSE REPORT FOR JULY, 1955

Save up to 15%

By Using 2 or More of these Powerful Stations

WKMH—Dearborn
WKMF—Flint
WKHM—Jackson
WSAM—Saginaw

HERE'S HOW:
Buy All 4 Stations: SAVE 15%
Buy Any 3 Stations: SAVE 10%
Buy Any 2 Stations: SAVE 5%

Represented by HEADLEY-REED

WKMH
DEARBORN—DETROIT
Fred A. Knorr, Pres.
JOHN CARROLL, Mg. Director

5000 WATTS NIGHT and DAY!

The Community Stations

KNORR Broadcasting CORP.

Broadcasting • Telecasting

July 2, 1956 • Page 25
KTHS—Basic CBS Radio in Little Rock—is Arkansas' only 50,000-watt station. Its audience includes hundreds of thousands of people throughout the state.

Take Yale (Ark.), for example. Population-wise, it can't compare with its Ivy-League counterpart. But combined with hundreds of other communities, it helps account for KTHS's interference-free daytime coverage of more than 3,370,000 people!

Ask your Branham man for all the facts on KTHS—Arkansas' BIG radio value.

KTHS 50,000 Watts CBS Radio

Broadcasting from
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

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

Page 26 • July 2, 1956
FCC SKETCHES AN OUTLINE OF WAY TELEVISION MAY GO

- Long range plan leaves door open for major shift to uhf
- For the present, it proposes deintermixture in 13 markets
- Reactions are lukewarm, most far from optimistic
- The educated guess: final decision at least three years away

TELEVISION's allocations future was sketched out by the FCC last week when the Commission issued its long-awaited decision in the eight-month-old allocations proceeding.

The FCC held out the possibility of moving all television—or those assignments in a major geographic area—to the uhf band in the unspecificed future.

It also proposed to deintermix 13 markets immediately and it raised the uhf maximum for power to 5 million watts and revised its mileage separations standards from city-to-city to transmitter-to-transmitter.

The prospective move of television to the uhf band was predicated on the hope that uhf propagation and equipment can be improved to more nearly equal that of vhf.

The deintermixture proposals—which do not become final until after the Commission has studied comments and counter-comments and probably heard oral argument—were issued with the idea of equalizing competitive facilities in the 13 markets. Some were authorized on slim four to three votes.

Comments on the deintermixture proposals were requested by Sept. 10, on the long range plan by Oct. 1.

Comr. John C. Doerfer issued a general dissent to the entire report, and most emphatically to the proposals to deintermix the 13 cities. Comr. Richard A. Mack urged that no moves be made now until the long-range project was completed. Other commissioners expressed varying views on separate items of the report.

But, even as the industry was studying the document, the Commission went ahead and approved vhf grants in Peoria and Springfield, III.—two of the prospective deintermixture cities. The grants were made to WIRL, Peoria (ch. 8) and WMAY TV Inc., Springfield (ch. 2), but forbidding construction and conditioned on any changes which might take place in the channels assigned after the proposed rule-making is concluded.

The FCC also finalized the grant of ch. 5 to WRAL Raleigh, N. C.

Reaction from broadcasters and manufacturers was slow in coming. However, some comments were made late in the week by:

Committee for Competitive Television: CCT said the Commission's proposals offer a "promising blueprint" for establishing an all-channel television system. "It now remains to be seen whether the Commission will develop the system according to the plan." CCT called on the Commission to refrain from granting vhf channels in the 13 areas proposed to be deintermixed.

It added that "failure to do this would virtually nullify the deintermixture proposal." It also urged as "mandatory" that the Commission immediately institute proceedings to shift vhf to uhf channels in these markets "in order that the deintermixture proposal may become deintermixture in reality."

Radio-Electronic-Television Mfrs. Assn. had no comment on the proposals, but one unidentified manufacturer was quoted as saying that "The FCC has just laid a great big egg. This will change nothing."

Another set maker expressed doubt that anything substantial would be decided for another year. "Maybe we'll get a final ruling by next June or July," he said.

The Senate Commerce Committee, it was understood, instructed its counsel, Kenneth Cox, to study the Commission's action and make any required changes in its own proposed report on the subject. Individual Senators were reported to have expressed satisfaction that the FCC had finally acted. The committee held hearings on allocations earlier this year.

Benedict V. Cottone, counsel to the Uhf Industry Coordinating Committee: Mr. Cottone declared that uhf operators must be gratified that the Commission has accepted the principle of deintermixture. However, he felt "keen disappointment" that the FCC refused to permit vhf squeeze-ins with lower power and antenna heights at reduced mileage separations.

Other reactions were varied. Telecasters who stood to be hurt were naturally resentful; those who stood to benefit were happy.

Most observers were certain that the long range plan was at least three years from any sort of start. It will be that long, engineers and attorneys felt, before any development program could attain worthwhile improvements bringing them to the level of vhf.

As to the deintermixture proposals, it was

HOW THEY VOTED IN DEINTERMIXTURE CASES

| Evansville   | Yes | Yes | No  | Yes | Yes | Yes | Yes | No  |
| Charlston    | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Elmira       | No  | Yes | No  | Yes | Yes | Yes | No  |
| Springfield-St. Louis | Yes | Yes | No  | Yes | Yes | Yes | No  |
| Miami        | Yes | Yes | No  | Yes | Yes | Yes | No  |
| Hartford-Providence | No  | Yes | No  | Yes | Yes | Yes | No  |
| Duluth-Superior | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Mobile-New Orleans | Yes | Yes | No  | Yes | Yes | Yes | No  |
| Madison      | No  | Yes | No  | Yes | Yes | Yes | No  |
| Norfolk-Portsmouth-Newport News | Yes | No  | No  | Yes | No  | Yes | Yes |
| Peoria-Rock Island | Yes | Yes | No  | Yes | Yes | Yes | No  |
| Fresno-Santa Barbara | Yes | Yes | No  | Yes | Yes | Yes | No  |
| Albany-Schenectady-Troy | No  | Yes | No  | Yes | Yes | Yes | Yes | No  |

* Although concurring, also voted to delete existing vhf operation in these markets.
the consensus of some broadcasters and Washing- 
ton attorneys that final decisions on these 13 cases would not be reached before the end of this year, or early in 1957. They also felt that there probably would be only three or four cities actually deintermixed. And, it was point- ed out, there were bound to be appeals to the courts which would stretch out the completion of the process another year.

Some observers noted that Comr. Webster's place would be taken by T. A. M. Craven (who takes office today). A change in one vote, it was pointed out, would reverse five out of the 13 proposed deintermixtures.

The allocations proceeding was begun Nov. 10, 1955, when the FCC denied a group of deintermixture peti- tions. The Commission said then that the question had be- come nationwide in scope and could not be resolved on an in- dividual basis.

Prior to that time the FCC had been called on to deintermix some 30-40 cities. It held an oral argument on five of these cases and then decided in its November ruling that a general, overall allocations proceeding was required.

The allocations proceeding drew more than 500 comments, plans, suggestions and counter comments. It was the subject of almost weekly Commission meetings since the end of April.

At various times it had been reported that the Commission was favoring a "selective deintermix- ture," large-scale deintermix, division of the country into an eastern uhf area and a western combination uhf-vhf area, and no change in present principles of allocations assignments.

It is known that at one time recently the Commission was ready to issue its long range proposal and invite individual comments on specific deintermixtures [BT, June 11].

Television began commercial operations in 1941 when the FCC allocated 18 channels in the 50-294 mc band. In 1945, the television operations was contracted to 13 channels in the band from 44 mc to 216 mc, and fm broad- casting moved up to its present 88-108 mc. The following year, ch. 1 (44-50 mc) was deleted from the television band and allocated for industrial, public safety and transportation services.

It was in 1945 that the Commission said that the 13 (now 12) vhf channels were insuf- ficient for a nationwide, competitive television service, and that tv must expand in uhf.

In 1952, following the four-year freeze, the

**COMPLETE TEXT OF FCC REPORT AND ORDER IS IN THIS ISSUE, BEGINNING ON PAGE 91**

**THE PROPOSED-TO-BE-DEINTERMIXED THIRTEEN**

THERE are 13 cities which have been tapped by the FCC for deintermixure—more or less. It is these cities—some of which were proposed to be made all uhf, some uhf and vhf, and some with a single uhf operating station remaining in a sea of uhf assignments—about which proposed notices of rule making were issued last week. Comments requested by Sept. 10. The proposals:

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Comrs. McConnaughey, Doerfer and Mack dissented. Ch. 9 had been allocated to Elmira Nov. 30, 1955.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 2 to 5. This would give Evansville chs. *7, 50, 56, 62. Comrs. Doerfer and Mack dissented. WTVT (TV) holds a grant for ch. 7.

Fresno-Salinas, Barbara, Calif.—Make Fresno no all uhf by moving ch. 12 to Santa Bar- bara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. *12, 20 and 26. Comrs. Doerfer and Mack dissented. KFRE-TV operates on ch. 12.

Hartford, Conn.—Providence, R. I.—Propose Hartford all uhf by deleting ch. 3 and moving it to Providence, transmitting ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36. Comrs. McConnaughey, Doerfer and Mack dissented. Comr. Doerfer suggested that if ch. 3 is taken away from Hartford, ch. 13 from New York should be substituted.

Madison, Wisc.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *21, 27 and 33. Comrs. McCon- naughey, Doerfer and Mack dissented. WISC-TV is on program tests on ch. 3.

Mobile, Ala.—New Orleans, La.—Make Mobile all commercial uhf by moving ch. 4 from New Orleans, moving ch. 42 (now edu- cational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 5, 10 and *48. New Orleans would have 6 (WDSU-TV), *8, 20, 26, 32, 42 and 61. Comrs. Doerfer and Mack dis- sented. Comrs. Webster and Barney concurred, but would also propose the deletion of ch. 6 from New Orleans.

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galesburg, Ill. This would give Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 5, *30, 36 and 42. Comrs. Doerfer and Mack dissented. Ch. 8 would be granted to WIRL Peoria, Friday.

Springfield, Ill.—St. Louis, Mo.—Make Springfield all uhf by deleting ch. 2 and mov- ing it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substitut- ing ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and 65, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36, and 42. Comrs. Doerfer and Mack dis- sented. Ch. 2 was granted to WMAY-TV Inc., that city, Friday.

Tulsa, Okla.—Madison-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area) and adding ch. 47. This would give Albany- Troy-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Comrs. McConnaughey, Doerfer and Mack dis- sented. Comrs. Webster, Bartley and Lee concurred but would also propose the de- letion of ch. 6 from this area. Ch. 10 had been assigned to Vail Mills Nov 10, 1955.

Charleston, S. C.—Make Charleston pre- dominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educa- tional reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

Miami, Fla.—Make area predominantly vhf by dropping ch. 6. This would give Miami chs. *2, 4, 6, 7, 10, 23 and 35. Comrs. Webster and Mack dissented.

Norfolk-Portsmouth-Newport News, Va.—Make area predominantly vhf by adding ch. 13 to Norfolk from New Bern, N. C. and add ch. 12 to New Bern. This would give Norfolk area chs. 3, 10, 13, 15, *21 and 33. Comrs. Hyde, Webster and Mack dissented.

or live. This would give a wide choice of programs, and whether the lower vhf band might not be utilized by the mobile services.

This is considered one of the most dangerous elements in the FCC's document.

Key to any changeover, the Commission em- phasized, was uhf's capability to reach many areas, as well as vhf does. This means, the FCC said, that uhf transmitters, receivers and antennas must be upgraded.

At present, uhf stations suffer in comparison with vhf stations in lesser coverage, with prob- lems of shadow areas, and in the requirement for higher powers to adequately serve their markets. Uhf receivers also are more expensive and less sensitive and selective than vhf sets. Receivers are more expensive, and many uhf receivers, while positioning of antennas also is considered more critical than for vhf.

The Commission urged that a program of
RADIO, TV, OTHER ADVERTISING MEDIA REPORTED FACING GREATEST CHALLENGE

Delegates to 53d annual convention of Advertising Assn. of the West in Los Angeles are told by principal speakers of new demands in an expanding economy, where automation has been so successful in destroying manufacturing bottlenecks.

TELEVISION, radio and the other major advertising media are facing the greatest sales challenge of their history in the basic revolution taking place in retail marketing today, some 1,000 delegates to the 53d annual convention of the Advertising Assn. of the West were told in Los Angeles last week.

The demands on media of a rapidly expanding economy, where automation has broken the traditional manufacturing bottleneck and shifted the burden of continued business growth instead to mass distribution and consumption, were highlighted by several keynote speakers.

Others pointed out that media are being given more and more total sales responsibility—not just a role of pre-sales conditioning—as the concept of self-service retailing spreads and does away with the human link with the consumer, the clerk or salesman at the place of purchase.

The expectation that color tv will capture new local retail dollars, traditionally poured heavily into newspaper advertising, also was voiced.

Held Sunday, June 24, through last Wednesday at the Hotel Statler, the convention of representatives from major agencies, media and advertisers in the 11 western states was marked for its general lack of specific "pitches" for any one advertising medium. Rather, speakers brought attention to the growing awareness that the bigger sales demands being placed on advertising call for integrated and more effective use of all media, indicating that radio-tv will be afforded new opportunities to prove themselves as advertisers traditionally linked with older channels of consumer communication adapt themselves to the new marketing situation.

Speakers were divided, however, on the extent of aggressiveness or superlative appropriate in ad copy although agreeing that the sales problem, medium and prospects should govern.

John Karol, vice president in charge of network sales for CBS Radio, the only broadcaster on the agenda, told a Tuesday luncheon meeting that all major media are good media when used correctly but that radio, for instance, has the extra attribute of personal persuasion as well as other unique qualities.

Addressing himself to the women delegates and the wives of the men also present, Mr. Karol noted that the purchasing power of the American woman today is such that any time an advertiser forgets or ignores her importance he will soon find out that the "hand that rocks the cradle can just as easily rock the boat."

"In virtually every product category, you are the goal," Mr. Karol told his feminine listeners. "You are the reason for almost every product brought attention to the growing awareness that the bigger sales demands being placed on advertising call for integrated and more effective use of all media, indicating that radio-tv will be afforded new opportunities to prove themselves as advertisers traditionally linked with older channels of consumer communication adapt themselves to the new marketing situation."

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"In virtually every product category, you are the goal," Mr. Karol told his feminine listeners. "You are the reason for almost every product innovation and every ad in print and on the air. You are the subject of endless research. Your marrying age, your employment status, your shopping days, your color preferences, your convictions about calories, cigars, hard water, foam rubber and form fix—all these things are of unbelievable great importance to American business."

"It is the same story in selecting advertising

NEW OFFICERS of the Advertising Assn. of the West, elected at last week's convention in Los Angeles, are (I to r) Burt Oliver, vice president of Foote, Cone & Belding, Los Angeles, treasurer; Earl J. Glade Sr., public relations executive and former mayor of Salt Lake City, president; John Hoefer, co-founder of Hoefer, Dietrich & Brown, San Francisco, senior vice president; Mrs. Ella Breazeale, assistant cashier of the Valley National Bank, Tucson, Ariz., vice president at large, and Eugene M. McKim, director of advertising for Western Farm Life, Denver, Colo., secretary.

BROADCASTING • TELECASTING

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media. Will the life span of a four-color ad in a woman's magazine carry more, or less, impact that the greater frequency of radio commercials in the framework of believability of a daytime serial? Will the costly glamour of big-audience nighttime television produce more, or fewer, sales than a double truck in a general magazine?Even as we are prejudiced as you might believe, I admit freely that no one medium for any given product is likely to be the best answer in reaching you and convincingly.

Mr. Karol emphasized, "I must go on the record, however, as saying that the low-cost combination of reach and frequency that good radio provides, both locally and on a network basis, gives it a unique status among media. It cannot, of course, claim the exclusive privilege of moving women to buy Brand A over Brand B.

"Actually, the choice of a media depends on the perception behind the copy approach. Which, for example, would impress you most? A picture of a new shade of lipstick, or a voice telling you what this new shade of lipstick will do for you. Without minimizing the value of pictures and copy to be read, I believe that for many products, what they will do for people that is most important. And I think advertisers tend to overlook this. There is no fact of selling so important as one person talking to another—telling the prospective the product or service will do for the potential buyer."

The CBS Radio executive felt manufacturers and agencies sometimes fail to match the product to the needs of the consumer and "sheep-like" copy other advertising. "The eye-patch for shirts, the animal for liquor, the man's man for cigarettes," he called, commenting that "imitation may be the sincerest form of flattery but we're not in the business of flattering each other; we're in the business of selling goods and services.

"There is too often apt to be a similar pattern in media selection. Some of you remember when radio burst on the advertising scene and became the great glamour medium. The fact that radio was a fine new selling tool should not have detracted from the fact that newspapers and magazines and comics and the rest were also still good.

"In our growing economy we can use more ways of communicating with the consumer."

We must keep our perspective. We're going through—actually, we're one of the way through—a similar situation with television. It has taken time to absorb this new glamour medium. Now, more and more advertisers have reached conclusions as to what TV can do and cannot do and we are finding that, again, all media are settling into their proper places to be used singularly and in combination to produce the best results for the particular product.

Problems of selling to women and a defense of the excited adjective in radio, and other copy were set forth in a talk before another session of the convention by William G. Werner, director of public and legal services, Foote, Cone & Gamble Co.

His theme was "Four Guideposts in Advertising": good, pre-tested products, fully supportable claims, scrupulous regard for the law, and a constant concern for public opinion.

"Reviewing in detail the research and laboratory testing of products before they are presented to the public, Mr. Werner said that: "When it comes to translating provable product facts into pleasing, persuasive advertising, however, we need more than a tabulation of points of superiority."

Two problems in advertising creation appear here, the P&G executive said, both tied up with the word "supportability." One is that a firm like P&G must sell to women and the second concerns "the strength and steam of our competition."

Comparing the "quiet" approach of ethical medical advertising to that of selling to women, Mr. Werner said "if advertising is to be persuasively the fullest possible measure with our lady-folk, it cannot talk to them in a strictly logical and technical tone of voice. It must contain superlatives. It should sound excited and convinced—carry on in a way that a serious male critic of advertising might not like."

Quoting what he considered typical woman-to-woman conversation, Mr. Werner continued, "No advertising on earth could begin to match the hype that the average woman hears and bubbles forth in an hour over the bridge table. What then is wrong with talking to women in advertising in the sort of language they know best?"

Observing that it is mostly "professional critics" who take exception to the strength of such enthusiastic claims and the use of quite a few superlatives in P&G advertising, Mr. Werner said "we have done a great deal of research among housewives and we know that the public-at-large is not confused by our claims or disturbed by our vigor."

"Please keep in mind, though, that here I am not advocating the use of any claims which cannot be technologically supported. I am referring here only to such things as legitimate puffery as 'reasonable excitement'; the warmth and vigor of copy that springs from sincere enthusiasm for a good, honest product, that fully deserves and earns that kind of enthusiasm from its loyal users."

Concerning the aspect of intense competition in his range of products, Mr. Werner said that "I have been in fields where competition is expressed more vigorously than the one by personal selling; by house-to-house work or in other ways."

"In our business, the vigor of competition in advertising is a characteristic of the industry that we just cannot ever forget for a minute."

"There is nothing about clean and decent, hard-driving competition that should be considered anything but helpful to the strength of our nation."

Noting the rapid technological advances in recent years in soaps, detergents, cooking products and dentifrices resulting from the competitive drive, Mr. Werner said "when you couple this keen competition in the laboratory with the strength that we rapidly replaced household products, you are bound to have a need for vigorously competitive advertising as the quickest..."
cheapest way to tell the good news to the public. In this sort of rivalry for attention, we have learned that we just have to state our claims forcefully and with confidence and enthusiasm, if we want to register them effectively against the other fellow.

Similarly, because women have varied preferences in the form of product they want, P&G developed its own competitive brands there, these needs and promotes each equally intensively through radio, tv and other media, he indicated.

Referring to the close "constructive" cooperation of the legal services staff with the P&G advertising department, Mr. Werner explained how such legal aid contributes to the continuing creation of effective advertising. Legal review makes certain that the advertising complies with national, state and local laws, he said and also involves packaging and promotion (contests, premiums, "free" offers). Equally important, he said, is "the law of the man on the street corner," which calls for the careful review of all advertising, promotion and packaging by the public relations staff.

Too much blatant advertising in all media, including radio and t.v., however, was held responsible by Don Belding, chairman of the executive committee, Foote, Cone & Belding, Los Angeles, for lowering the sales effectiveness of both the ad and the medium. Addressing the convention on the subject, "Don't Shout So Loud--I Can hear You," he analyzed common faults which build up reader, listener or viewer resistance.

Function Is to Sell

"We must never forget that the function of advertising is to sell," Mr. Belding said, "and when it fails in that responsibility or performs it poorly, our industry suffers, business suffers and we have not performed our duty."

Mr. Belding noted that "some of the television and radio commercials for local distributors are good examples of shouting in the hog-calling manner. It's hard to tell one from another. They are all hurry, hurry, hurry, breathless, faintly dishonest--by implying that you can trade your three-year-old car in for a new one and it doesn't cost anything, when what they mean is that it doesn't cost you anything right then. They also say you can drive a high priced car for just 16 cents a day, but it turns out to be 16 cents a day more than a medium priced car, not 16 cents a day."

"The most objectionable part, however, is that they beat you to death and scream so loud, so fast. If a lawyer shouts to a jury he is looked upon as a hollow boodle. The man who talks calmly and straight from the shoulder, using simple common sense, is the one that wins juries and customers."

"Several competitors shouting the same thing get a little monotonous, too."

"A recent study indicated that most t.v. set manufacturers seemed glued to the illustrative idea of a family around a t.v. set. Most mechanical refrigerator manufacturers show an open refrigerator to the woman standing there, normally pointing her grubby little fingers at the food. Whiskey distillers all like a big bottle and a glass. Car manufacturers show the car with a lot of people around. But buyers are not impressed by the obvious."

The FCB & executive observed, "we drive to work by a similar route each day. The landscape becomes commonplace. As long as it stays that way our attention is seldom diverted toward it with any enthusiasm or interest. But burn down one of the buildings on our route tonight and tomorrow we will immediately notice the change." Creativity in advertising is something like that, from an attention standpoint. It sets the ad or commercial apart from the ordinary.

"A good illustration might be the current Pepsodent campaign. 'You'll wonder where the yellow went when you brush your teeth with Pepsodent! A salesmanship in print idea. But left in minor space it will not reach its potential, just like a tree or vegetable will not grow to maturity without ample water.'

"So this idea was moved into saturation radio and is accomplishing a great sales result. And when you hear it you'll note it doesn't shout. It sells you."

Mr. Belding said it is fine to stick with a good idea, but all ideas wear out sooner or later.

"SMFT is a good example of this," he said. "When George Washington Hill first introduced this with the telegraphic sounder on radio and the tobacco auctioneer testimonials in print, the force of selling just persisted."

With the high cost of automation equipment, sales increases were phenomenal and he had no trouble maintaining first position among all the cigarette manufacturers. But now the line is part of the scenery.

"And by this, I don't mean that we are not advertising to a parade, since new millions reach the buying age each year. But don't forget, we see a lot of the parade at once these days as our vision is expanded through radio, television and print. And if progress has done anything to human nature in America, it has made people a little deaf to continuous shouting, a little blind to dazzling claims, and a little numb to the continuous repetition of the commonplace. A good creative idea in such an expander of shouting, dazzling claims and mediocrity is like a pretty sailboat sailing along in the ocean. You can't help but see and admire it."

Norman Strouse, president of J. Walter Thompson Co., New York, pointed to advertising's new status with management in his keynote address to the convention. "Now advertising is looked upon as the generator of sales rather than sales the generator of advertising," he said.

In an economy of scarcity, advertising's function is to inform and thus guide products through the channels of distribution, Mr. Strouse related, but in an economy of abundance, "advertising must sell, it must create wants dynamically in order to close the gap between an ever-ascending line of productivity and the desire to consume."

Mr. Strouse said "advertising multiplied the force of selling far beyond what could have been possible through human selling contact" and made mass production effective. But today with automation "instead of the sales department belaboring the manufacturing department for more and more production, all of a sudden the sales executive almost finds himself in the role of the sorcerer's apprentice with machines spewing out the finished product in embarrassing quantities."

BETWEEN October 1953 and March 1956, spot television advertisers in the U. S. invested $204,081,000 in that medium. B&T asked TVB, which supplied the total tabulation, to break down that expenditure by regions. The map above shows the results for nine sections of the country during the six-month period.

WHERE DO THEY BUY THEIR SPOT TV?

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<thead>
<tr>
<th>Region</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Pacific</td>
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<tr>
<td>South Atlantic</td>
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<td>Mid-Atlantic</td>
<td>$60,227,000</td>
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<tr>
<td>South Central</td>
<td>$7,954,000</td>
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<tr>
<td>W. South Central</td>
<td>$4,829,000</td>
</tr>
<tr>
<td>W. North Central</td>
<td>$16,314,000</td>
</tr>
<tr>
<td>Mountain</td>
<td>$4,300,000</td>
</tr>
</tbody>
</table>

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nel training effort in the agency and advertising field.

George P. Hitchings, manager of economic analysis department of the Ford Motor Co., told the convention the American economy would grow 40% in the next decade and outlined how the auto industry has proven that there are benefits to be derived from an aggressive search for expanded markets through advertising.

Hal Stebbins, head of his own Los Angeles agency, cautioned delegates that the purpose of advertising is to "communicate ideas and images, not words." An outspoken advocate of "polite persuasion" and truth rather than a "shammy" approach, he admonished, "If you don’t believe it, don’t say it." Detailing major marketing changes, Mr. Stebbins noted that advertising is becoming virtually the "total sales force" for more and more products now sold through self-service stores.

Henry Meyers, also head of his own Los Angeles agency, discussing "The National Retail Chain and National Advertisers" indicated retailers will continue to rely primarily on newspaper advertising but have become more active in radio and tv, noting color tv will appeal particularly to department stores.

Mrs. Ivy Baker Priest, U. S. Treasurer, told the luncheon meeting Monday that while 1955 saw the first principal effective use of television in a political campaign, the use of all other media increased too. She noted the big trend to use of advertising in politics has come since the first impact of radio in 1920.

Remarking about the ability of government to instantly communicate with every segment of the people, Mrs. Priest said, "There is no excuse for ignorance today" and expressed her respect for the intelligence of the public when informed about a political issue. She commended advertising for helping create America's high standard of living and thanked all media for extensive support of the Treasury Dept.'s savings bonds program.

Of political advertising per se, Mrs. Priest said, "We need a better business bureau for politics. Now we stop at the point of libel as dictated by an attorney. Business has grown stronger on the theme of 'truth in advertising.' We need that slogan in politics. The people of today are not gullible."

In a panel before the junior program June 24, Kenneth Harwood, chairman of the department of telecommunications at U. of Southern California, said the day of the single medium expert is over and the need for the "professional communicator" familiar with the strength and weaknesses of all media has arrived. Citing automation's impact in radio's expansion and predicting even a pocket set in tv, Mr. Harwood felt an even closer marriage of the press and broadcast media will take place through the years with facsimile.

NBC-TV talent presented an advertising pageant for the opening convention session Monday morning with Today in the West, the network's coast-to-coast program, featuring a 10 minute segment saluting western advertisers. It was seen at the convention by a large screen projector. ABC-TV presented Lawrence Welk and his orchestra for Monday night entertainment at the Beverly Hilton and NBC-TV also supplied talent for the AAW president's banquet Wednesday night.

Winner of the N. W. Ayers three-minute speaking contest Wednesday noon was John Kimball, student at the U. of Utah and part-time employee at D. W. Evans & Assoc., Salt Lake City. The award was presented by Dore Schary, MGM Studio head, luncheon guest speaker. The convention voted to hold its annual meeting next year in Honolulu.

### CHICAGO INDEX (NETWORK PLUS SPOT)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total “Commercial of Broadcast Advertisers”</th>
<th>Hooper Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bufferin (Young &amp; Rubicam)</td>
<td>5</td>
<td>10</td>
<td>163</td>
</tr>
<tr>
<td>2</td>
<td>Anacin (Ted Bates)</td>
<td>13</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Alka-Seltzer (Geoffrey Wade)</td>
<td>5</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Bromo-Seltzer (Lennen &amp; Newell)</td>
<td>1</td>
<td>3</td>
<td>7</td>
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<tr>
<td>5</td>
<td>Rolaid Antacid (Ted Bates)</td>
<td>(P)</td>
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<td>1</td>
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<tr>
<td>6</td>
<td>Pepto-Bismol (Benton &amp; Bowles)</td>
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<td>1</td>
<td>13</td>
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<td>7</td>
<td>Ena Antacid (Atherton &amp; Currier)</td>
<td>(P)</td>
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<td>3</td>
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<tr>
<td>8</td>
<td>Bisodol (Sullivan, Stauffer, Colwell &amp; Bayles)</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Bayer Aspirin (Dancer-Fitzgerald-Sample)</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Phillips Tablets (Dancer-Fitzgerald-Sample)</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)</td>
<td>(P)</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

### Advertisers & Agencies

**ADVERTISERS & AGENCIES**

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

**Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)**

<table>
<thead>
<tr>
<th>Rank</th>
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<td>248</td>
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<td>2</td>
<td>Alka-Seltzer (Goeoffrey Wade)</td>
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<td>3</td>
<td>Bromo-Seltzer (Lennen &amp; Newell)</td>
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</tr>
<tr>
<td>4</td>
<td>Rolaid Antacid (Ted Bates)</td>
<td>(P)</td>
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<td>2</td>
</tr>
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<td>Anacin (Ted Bates)</td>
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<td>Rolaid Antacid (Ted Bates)</td>
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<td>1</td>
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<td>7</td>
<td>Pepto-Bismol (Benton &amp; Bowles)</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>St. Joseph Aspirin (Lake-Spiro-Shurman)</td>
<td>(P)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)</td>
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<td>2</td>
<td>1</td>
<td>13</td>
</tr>
</tbody>
</table>

(P) Participations, as distinguished from sponsorship.

In the above summary, monitoring occurred the week ending May 19, 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 HTBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting • Telecasting. No reproduction permitted.

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**Kneip Meats Buying Spot**

E. W. KNEIP Inc., Chicago independent meat packer, on behalf of its corner beef products, has purchased a series of five weekly spots on WNBQ (TV) Chicago. The firm will extend its television activity to Davenport, Des Moines, Cedar Rapids, Omaha and other markets in future months, with participations in cooking shows, according to its agency, C. L. Miller Co., Chicago. Present tv expenditures will run at the rate of $1,000 a month, it was reported.
Yessir Podner! This H-R "Spread" is a workin' outfit. And that doesn't mean only the hired hands. There's a rule around here that even the bosses gotta work. And they do! The working partners that head up H-R are out on the "range" everyday, aroundin' up orders. No wonder this is the "brand" of representin' so many fine stations like. They know they'll get it at H-R because we "always send a man to do a man's job."

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President
KLZ-TV dominates the Denver market!

34 out of top 50

13 out of top 15 Non-Network Shows
11 out of top 15 Once-A-Week Shows

<table>
<thead>
<tr>
<th>NON-NETWORK FILM SHOWS</th>
<th>ONCE-A-WEEK SHOWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life of Riley</td>
<td>Ed Sullivan</td>
</tr>
<tr>
<td>Dr. Hudson's Secret Journal 29.2</td>
<td>What's My Line 37.0</td>
</tr>
<tr>
<td>Highway Patrol</td>
<td>George Gobel 35.4</td>
</tr>
<tr>
<td>I Led Three Lives</td>
<td>I Love Lucy 34.9</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>Your Hit Parade 33.4</td>
</tr>
<tr>
<td>Celebrity Playhouse</td>
<td>$64,000 Challenge 32.7</td>
</tr>
<tr>
<td>Guy Lombardo</td>
<td>Life of Riley 31.4</td>
</tr>
<tr>
<td>Wild Bill Hickok</td>
<td>Alfred Hitchcock 31.0</td>
</tr>
<tr>
<td>Confidential File</td>
<td>Climax 30.7</td>
</tr>
<tr>
<td>Stories of the Century</td>
<td>Disneyland 29.8</td>
</tr>
<tr>
<td>Liberace</td>
<td>Jack Benny 29.7</td>
</tr>
<tr>
<td>Range Rider</td>
<td>Groucho Marx 29.4</td>
</tr>
<tr>
<td>Crunch and Des</td>
<td>Phil Silvers 29.4</td>
</tr>
<tr>
<td>Buffalo Bill, Jr.</td>
<td>Dr. Hudson's Secret Journal 29.2</td>
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<tr>
<td>Studio 57</td>
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<td></td>
<td>KLZ-TV 20.0</td>
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<td>KLZ-TV 20.9</td>
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<td>Stat. B 20.9</td>
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<td>Stat. C 20.1</td>
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<td>Stat. B 20.1</td>
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<td></td>
<td>Stat. B 20.1</td>
</tr>
</tbody>
</table>

More Quarter Hour Firsts—from sign-on to sign-off—seven days a week—than all other Denver TV stations combined.

See the complete story! Call your KATZ man or wire Jack Tipton, general sales manager, KLZ-TV.
ABC-TV, TyB STUDIES IN AUTOMOBILE FIELD SHOW STRONG STANDING FOR TELEVISION

Network-sponsored Trendex survey finds that car dealers rank TV tops for drawing traffic to showrooms. TyB's questioning of customers draws even stronger conclusion. Both are part of major drive to convert automotive manufacturers to greater use of medium.

THE DEALERS SAY . . .

ALTHOUGH newspapers get the bigger slice of the national automobile advertisers' budget as compared to television, the automobile dealer is partial to the sight-and-sound medium in attracting customers to showrooms and as the preferred selling medium for the auto manufacturer.

A decided favor toward TV as the medium auto dealers like best is detailed in a new study prepared for ABC-TV by Trendex Inc. The data will be incorporated into an ABC-TV sales presentation that the network plans to unveil shortly before auto advertisers and their agencies in Michigan.

At a news conference in New York held last week in advance of the survey's release today, (Monday), Donald W. Coyle, director of sales development and research at ABC-TV, noted that the study was instituted after much comment on the effectiveness of TV as a medium had followed remarks made by Ernest Jones, president of MacManus, John & Adams, Detroit, before the Pittsburgh AAAA council.

Cadillac, were favorably inclined toward TV as a means of selling automobiles with the pattern indicating that "dealers who are supported by successful TV programs are the most enthusiastic toward TV . . ."

Nearly half of all the dealers contacted favored TV as the medium that brings in most showroom traffic and as the medium that should take first preference for factory advertising. In the third category, that of using one, 43%, selected TV while 46% preferred newspapers.

Breakdown on the question of the medium preferred by dealers as bringing in the most showroom traffic: TV, 48%; newspapers, 36%, and direct mail, 5%; if only one medium was to be used: newspapers, 46%; TV, 43%, and direct mail, 5%; and in recommending media for factory advertising: TV, 43%; newspapers, 37%, and direct mail, 8%. (The other three media scored negligibly in the survey.)

Along with the survey results, ABC-TV disclosed figures which showed that television receives 28% of the automotive (national) advertising budget while 50% goes to newspapers, 2% for network radio, 14% for magazines and 6% for outdoor advertising. Mr. Barnathan pointed out that the TV figures include all costs (time and talent) of network and spot.

Narrowing the results further to the Big Three in the auto industry, General Motors, Ford and Chrysler, Mr. Barnathan reported the following data from dealer groupings made in analyzing survey results:

Chrysler. These dealers favor TV most. (Chrysler's ad budget last year was 40% to newspapers and 42% to TV.) Using a combined newspaper-TV budget, the breakdown is 51% to TV and 49% to newspapers. TV, moreover, was liked by 67% of the Chrysler dealers as doing the best job for the showroom (33% for newspapers—breakdown as to auto manufacture identity is confined to TV vs. newspapers, thus percentages add to 100%), 60% thought TV was the medium to use if the factory and dealer were restricted to one, and 69% named TV as the top in preference (all six media were rotated in rank among the dealers so as to prevent bias).

Ford (its ad budget last year was 52% to newspapers and 27% to TV). Combined basis, 66% to newspapers and 34% to TV. TV among Ford dealers scored as follows: for the showroom, 65%; as only medium, 50%, and as the top medium preferred, 61%.

Because of the interest in Lincoln-Mercury (which sponsors the highly-successful Ed Sul-

TARGET FOR TV: GIVEN THE CHANCE, IT CAN MOVE THOSE CARS

[BT, April 9, 2]. Mr. Jones had questioned the ability of TV to move durable goods. Julius Barnathan, ABC-TV's manager of research, said that results of the study to newsmen, emphasized that they came at a time when the auto industry is having its second highest year of passenger auto production in the last five years.

The survey was conducted during the week of June 11, and covered interviews of 627 auto dealers in 16 major markets where newspaper penetration is the highest. The markets included Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Denver, Detroit, Kansas City, Los Angeles, Minneapolis-St. Paul, Nashville, New York, Philadelphia and Washington, D.C.

Only dealers of the five top auto makers were surveyed: General Motors, Chrysler, Ford, American Motors and Studebaker-Packard. Three questions were asked of each of the dealers as to which form of national advertising did the best job in bringing customers to the showroom; if factory and dealers had only one kind of national advertising to use, which would he recommend, and how would he rank the sis media (radio, newspapers, magazines, outdoor, direct mail and television) in the order of preference if he was making up the national advertising budget of the factory.

It was revealed that all of the dealers, except

ABC -TV has among its sponsors for next fall: Dodge Div. of Chrysler; American Motors; Chevrolet Div. of General Motors, and Ford.

THE CUSTOMERS SAY . . .

A NEW STUDY showing that television out-ranks newspapers—or any other medium—by almost 2 to 1 in getting prospective automobile purchasers into the showroom was revealed by Television Bureau of Advertising last week in special presentations to car makers and their agencies in Detroit.

The study was made in more than 40 markets in 26 states, with two-thirds of the interviews conducted at automobile showrooms and the rest among people who had shopped for cars in the past few months. Approximately

71% of the total said they had shopped because of commercials they'd seen on television, as against 32% who attributed their interest to newspaper ads.

TyB President Oliver Treyz outlined highlights of the study—conducted for TyB by the Institute for Motivational Research—in a presentation to some 365 automotive executives, advertisers and agencies in Detroit Thursday, and also in separate showings to individual advertising agencies.

Mr. Treyz stressed that auto makers, who put approximately twice as much into newspapers as into television last year, are "underspending" in TV. "We believe," he said, "that the relatively light television promotion provides a dangerously weak underpinning for the gigantic marketing task of 1957.

"It is apparent that one of the nation's most dynamic industries—the automobile—views the nation's most dynamic advertising medium—television—as a supplementary rather than a primary sales vehicle. It seems to us that the big question which faces Detroit in its 1957 model sales campaign is not nearly so much the share of sales established by the Buicks, Pontiacs, Mercuries and Chryslers, as it is the total sale of new cars, which, in turn, determines the automobile production rate.

"Automotive advertisers stand virtually alone
In “San Francisco Beat,” even the very setting’s exciting. Filmed on location in photogenic, steep-inclined San Francisco, it’s a powerful, eye-filling show...combining the drama of real cases from the files of San Francisco’s Police Department with the thrill of the chase through some of the world’s dizziest, most breath-taking scenery. The uptilted streets...the Golden Gate...Chinatown...the waterfront and Fisherman’s Wharf...it’s a setting that puts extra wallop into every half hour of this action-laden film series.
And what a wallop the series packs! In the Albany-Schenectady-Troy area, “San Francisco Beat” is one of the top fifteen programs, drawing bigger audiences than such shows as Kraft Theater, Gobel, Martha Raye and Montgomery Presents. In film-happy Los Angeles, it’s among the top ten syndicated films. As “The Lineup” on the CBS Television Network, it has averaged a higher rating than “Dragnet” throughout the past season. “San Francisco Beat” provides a hard-hitting setting for your sales messages. Get details and market availabilities from the people who bring you the fastest-moving films in all television...

CBS TELEVISION FILM SALES, INC.
Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Atlanta, Dallas. In Canada: S. W. Caldwell, Ltd.
NEW SPOT
Tv character keys all-media sales drive

NOT ONLY does television drama set the theme for the upcoming major market tv campaign of Wynn Oil Co., Azusa, Calif., but the chief character on the new tv spot itself, "Auto Medic," sets the theme for copy in all other media, including radio, magazines, trade papers and point-of-sale. The national campaign will be placed by Kennedy, Walker & Wooten, Los Angeles, starting this month.

Earl Kennedy, partner in the agency named by Wynn earlier this year, thought up "Auto Medic," who would use the company's oil additive, Wynn's FrictionProofing, to get rid of sludge and carbon and make cars feel healthy again. He reasoned that most people could understand this idea easily even though they could not comprehend the chemistry of engine combustion and how the product helps improve engine operation.

The cartoon character, who is the hero of the successful operation on a "sick" car depicted in the tv spot, is being featured also in presentations to office statisticians as operators as part of the Wynn educational campaign to increase product identification. The tv spot will be used in one-minute, 20-second and 10-second versions. The animation was done by LaBrea Productions, Hollywood, under the supervision of Gail Papineau and his associates, formerly of Kling Studios.

Now being tested on KNXT (TV) Los Angeles, the Auto Medic spot opens with tense drama in a hospital operating room as the unseen patient on the operating table obviously is on the brink of operation—from "auto anemia." Auto Medic enters with self-assured flourish, peers at the patient and with a groan of compassion quickly diagnoses the illness as metal ulcers caused by "the usual sludge, gums and friction spots." Confirming his observation by several clinical tests, Auto Medic calls for "auto plasma" and the nurse gives him a can of Wynn's Friction Proofing.

The patient recovers amid glad exclamations from the onlookers and is revealed to be a little car, now smiling. It 2,000 feet from the table and down a row of shopping at a light next to a little girl car and says: "Say, did I ever tell you about my operation?" After this line, the scene fixes on the stop light which becomes the round Wynn's Friction Proofing label.

operations. W. D. Rogers Jr. of KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., chairman of the TbV board, introduced the presentation, which included, in addition to the audio of advertisers' survey, much of the material shown earlier by TbV to advertiser, agency and membership meetings in Chicago and New York [B&T, April 23, May 28]. Norman E. (Pete) Cash, vice president, and George Huntington, sales development director, also participated in the Detroit sessions.

Similar presentations are slated in Los Angeles July 10 and San Francisco July 12.

Dr. Leon Arons is TbV director of research.

Admiral Corp. Places $2.5 Million Order

IN what was described as "largest advertising schedule ever purchased on NBC-TV's participating program," the Admiral Corp., Chicago, has placed an order amounting to almost $2.5 million for the agency named by Wynn & Co., Chicago, for a final case of advertising, an order amounting to almost $2.5 million for the agency named by Wynn & Co., Chicago, for a final case of advertising, an

Newspaper Ad Rates Gain Over Circulation Increases

AVERAGE net paid circulation of U. S. daily newspapers has increased 10.3% since 1946 while their average open line rate has gone up 52% and their average maximum rate up 37.8%.

This difference between newspaper circulation gains and their increases in rate is shown in a study issued by Assn. of National Advertisers last week and described by ANA as "the most comprehensive report ever made on daily newspaper circulation rate trends."

Using an index of 100 as the 1946 base, the report shows that average net paid circulation of U. S. English-language dailies has increased steadily to 110.3 in 1956, while the average open line rate has gone up 152.0 and the average maximum rate to 178. A sharply rising maximum rate represents the cost of one line of advertising per million circulation at the open or flat line rate, which is the maximum rate charged for national or general advertising.

Number of newspapers involved in this comparison was 1,566 in 1956 as against 1,490 in 1946.

Carnation Boosts Chamberlin

HUGH R. CHAMBERLIN has been appointed associate advertising manager for Carnation Co.'s evaporated milk, Paul H. Willis, vice president in charge of advertising, announced last week. Mr. Chamberlin will assist E. A. Gunpert, general advertising manager for Carnation on dairy products, in the supervision of advertising for Carnation evaporated milk and seven regional brands produced by the company. Prior to joining Carnation in Los Angeles, Mr. Chamberlin was associated with Procter & Gamble, where he helped introduce Pin-It home permanent, worked with Shasta cream shampoo and was assistant brand manager for Gleem toothpaste.

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Stronger than ever...

The strongest, steadiest Pulse in the booming Pacific Northwest belongs to Radio KING.

Pulse Inc. rates Radio KING first in the morning ...in the afternoon... and, in the evening... seven days a week.

This healthy report is from a 15 County Area Study taken by Pulse in March-April, 1956. The study measures radio audiences by time periods...

...both in-the-home and out-of-home... and covers all of Western Washington.

Hypo your sales in the important Puget Sound market with Radio KING. Ask your Blair rep for details.

50,000 Watts
ABC—Blair, Inc.

FIRST IN SEATTLE
Radio KING
Radio and television are so vital a part of today's advertising economy that it's shocking to realize how very young they are. Broadcasting's growth has been electric; this business that chalked up over a billion dollars in time sales last year didn't even exist thirty-five years ago. Even more startling — the good right arm that wrote one out of every three of those sales-dollars didn't exist twenty-five years ago.

And yet it was just shy of twenty-five years ago that pioneering advertising men like Paul H. Raymer created the system of exclusive national broadcast representation. It's fair to say that the Paul Raymers built this way of doing business.

But it's not enough to build a business...to grow with it...or even to survive in it.

To satisfy broadcasting's voracious demands on its national spot arm — the Paul H. Raymer Company has traced a spiralling growth pattern...a pattern that outlines the only kind of stability that can stand up to competitive fire. It's been a growth in service and skills, in coverage and depth, in sales techniques and in men.

Most of all, perhaps, in responsibility to the stations it represents.

Few representatives can match the twenty-four year Raymer record of growth, progress and leadership in national spot sales.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LÔS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA
Revlon, Hal March Face Broadway Producers’ Suit

REVLOn INC., New York, the cosmetics manufacturer which hyped sales with its The $64,000 Question on CBS-TV, found itself involved last week in a $250,000 suit that charges the firm with depriving two Broadway producers of the services of star Hal March.

The producers, Alexander H. Cohen and Ralph Alswang, charged in New York Supreme Court that Revlon persuaded Mr. March to break his contract to star in a forthcoming comedy, “The Brass Section.” The star, according to the complaint, was signed for the show on March 8 and was to receive 10% of the gross box office receipts, but was “intentionally and maliciously” induced to breach the agreement so that he could take on an additional tv program for the firm. Mr. March, however, stated that he no longer wished to honor his contract.

At the same time, the producers instituted a proceeding against Mr. March with the American Arbitration Assn. The play was to have gone into rehearsal late next month.

Revlon, which has 20 days to answer the complaint, said only that George Abrams, vice president in charge of advertising, had “categorically denied all the allegations.”

Mr. March was quoted variously as terming the suit as “ridiculous” in that Revlon used no coercion and as expressing himself “ready, willing and able” to start rehearsal no later than Aug. 15. Mr. March’s attorney, Morton Becker of Jaffe & Jaffe, New York, told that so far as he was informed, Mr. March was willing to star in the new Max Wilk comedy. Revlon’s attorneys are Blumberg, Singer & Blumenhal, New York.

In a statement Wednesday, Mr. Cohen declared that “if this sort of conduct is to be tolerated,” a producer could spend a year in preparing a play, hiring his star and “plan production around him,” only to find the actor “can disregard his commitments merely by saying that he no longer wishes to honor his contract.”

Mr. Cohen asserted that Mr. March, and his representatives, vacillated as to carrying out the contract dependent “upon the daily progress of his negotiations with Revlon.” The complaint against Revlon was prepared by Milton R. Weir, attorney with Cohen & Alswang, New York.

Slenderella Ups Budget, Buys CBS, ABC Radio Time

SLENDERELLA INTERNATIONAL, which recently upped its radio budget to $1.92 million [BT, June 4], last week added another $250,000 to the total by purchasing participations on both CBS Radio and ABC Radio shows. On CBS—via its agency, Management Assoc. of Connecticut, Stamford—it signed a 13-week contract for three segments weekly of The Bing Crosby Show, The Mitch Miller Show and The Galen Drake Show. The contract, effective today (Monday), marks the first buy of Slenderella on CBS Radio, although it has bought time on both Columbia Pacific Network and local CBS stations.

It also has purchased segments of ABC Radio’s morning serial program, When a Girl Marries, for 26 weeks, effective Aug. 6 (see story, page 74).

Meanwhile, CBS Radio also announced that Bronze Tan, a division of Shulton Inc., Clifton, N. J., through the Wesley Assoc. Inc., New York, had bought its first network radio campaign, effective last Friday. The suntan lotion will be featured on 15-minute portions of The Arthur Godfrey Show throughout July.
*and only one

In the Baltimore market

one station*

delivers the most listeners

at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY
NOBODY'S LISTENING BUT PEOPLE

-4,115,000 EVERY MINUTE!

Five days a week, 12:00 noon to 2:45 pm, CNYT an average of 4,115,000 people a minute listen attentively to CBS Radio.

Mostly, they're homemakers, too busy for other advertising media. They're listening to the 11 dramatic serials that are the strongest lineup in all daytime radio.

In the course of one week, these programs reach one out of every four households in the U.S.
this is the right time to buy...

THE CBS RADIO NETWORK
ARF STARTS STUDY OF COUNTY TV SETS

Figures to be based on Census Bureau and Nielsen surveys. No definite release date set.

THE Advertising Research Foundation last week began work on a project designed to produce individual county estimates of television households as of February 1956, similar to a tabulation released by ARF earlier this year [B+T, April 30] on tv households as of June 1955. The project will cost about $17,000, according to ARF, and is being underwritten by ABC, CBS-TV, NBC, NARTB and TVB.

The ARF report will be based on information obtained on television sets in 1956 by the U.S. Bureau of the Census in conjunction with its Current Population Survey, the foundation reported. ARF's general plan is to combine this information with data from the Nielsen Coverage Service as of March 1, 1956.

The statistical procedures to be employed are described as "similar" to those used in the earlier ARF tv household report, "U.S. Television Households by Region, State and County—June 1955." It was pointed out that some modifications may be necessary.

The foundation observed that it is "difficult" to predict the completion date of the project "before the census and Nielsen data are examined in detail to determine whether any unusual statistical problems may be involved."

"If there are no unusual problems, then it is expected that county estimate computations will be completed by September. However, computation of standard error depends in part on a calculation that only the Census Bureau can perform. Because of the heavy workload, including commitments to other U.S. government agencies, it is possible that the bureau may not be able to complete these calculations by the time the county estimates have been completed. Therefore, if ARF's technical committee decides that the standard error should be included in the report, it may be that another month or two will be required for completion and publication of the report."

ARF reported it has made arrangements with the Census Bureau to add tv household questions to its August 1956 Current Population Survey questionnaires, with the cost being defrayed by the aforementioned underwriters. ARF added that it "does not now contemplate computing individual county estimates based on the August data."

Fried Named Doner V.P.

HERB FRIED, account executive for W. B. Doner & Co., has been appointed vice president in charge of the advertising agency's Baltimore office, it was announced last week.

Mr. Fried began his advertising career in 1942 with Foote, Cone & Belding, Chicago, served in various departments and was named account executive in 1952. From 1954 to 1955, he was an account executive for Howard & Geller, Chicago, and joined Doner in the same capacity in 1955.

Ted Bates Announces Changes In Its Radio-Tv Department

NEW assignments in the radio-tv department of Ted Bates, New York, were announced last week by James C. Douglass, vice president and director of the department.

Changes include Herbert Gunter, vice president, who becomes director of television commercials in addition to continuing to work with copy and account groups and supervising all commercial film production; Thomas F. McAndrews Jr., assistant vice president, who was named director of operations, supervising all programming and live commercial production; Thomas W. Halton who becomes assistant director of the film department, and Robert Margules, formerly with Young & Rubicam, who was appointed a film producer.

Brother Adv. Agency Expands

THE D. P. Brother advertising agency, Detroit, has expanded its West Coast office by 22,000 sq. ft. and combined its staff into two adjacent buildings on the same floor level. The agency's offices in the General Motors Bldg., and the service office out of the Ford Bldg., are connected by an overhead bridge. Other company offices are located in New York and Los Angeles.

No Bait-Switch Ads On Networks, BBB Says

INDISCRIMINATE attacks on the telecasting industry for so-called "bait-switch" advertising is unjustified because these criticisms fail to distinguish between network practices and those followed by some independent stations, according to the June issue of News Bulletin of the National Better Business Bureau Inc.

The lead article in the publication declared the bureau "knows of no case where 'bait-switch advertising has appeared on any of the three national tv networks." It pointed out that each of the three tv networks maintains full-time continuity departments or divisions which are "scrupulous in their denial of broadcasting facilities to fraudulent advertisers," and each network rejects "very substantial revenue in the form of professed advertising which is held to be not in the public interest."

"The continuity acceptance experts of the three networks are in daily contact with the National Better Business Bureau," the article revealed. "During 1955, for example, they sought the assistance of the bureau in determining the reliability of radio and television products or the validity of proposed advertising claims in more than 700 instances."

The article said that "the only instances" of "bait-switch" broadcasting to which the criticisms coming to the NBBB's attention have occurred on non-network broadcasts. It added that the bureau "does not suggest that all, or a majority, of local stations, independent or otherwise, have been guilty of such practices."

Judge Rules Out Indictment Charging False Advertising

INDICTMENT of four men on charges of "bait" advertising on television was dismissed in Chicago Criminal Court June 22 as "too vague and evasive."

Judge Wilbert F. Crowley quashed the indictment against Irving Rocklin, president of Rockling Irving & Assoc.; Ira Segall, copywriter at the agency; Irwin Cole, president of Cole-Finder (automobile agency), and Kenneth Sieg, former Cole-Finder salesman. Judge Crowley cited the indictment as "very indefinite" and "vague," and dismissed particular parts as "insufficient to sustain the charge against any of the defendants." He recommended the state attorney's office discard the indictment.

The indictment was returned by the Cook County (Ill.) grand jury after an investigation by Chicago Better Business Bureau, which cited tv advertisers aired on WNBQ (TV) that city Feb. 25 and 27. The original charges were broadened to include the advertising agency at the request of State Attorney John Gutknecht [AT DEADLINE, May 28; B+T, April 30].

Kenyon & Eckhardt to Open Regional Office in Atlanta

KENYON & ECKHARDT, New York, is establishing a regional advertising office at 795 Peachtree St., N.E., Atlanta, according to William B. Lewis, president. Until now, K&E has maintained a service operation in Atlanta for the handling of Lincoln-Mercury Dealers Assoc.

Other accounts to be serviced initially in the new office are Pepsi-Cola, RCA television and radio sets, RCA-Whirlpool washers, dryers and other appliances. "K&E's move to Atlanta is in recognition of our clients' needs for strong regional merchandising support. Also K&E expects to attract casual and regional tv advertisers with top calibre advertising developed especially for their needs," Mr. Lewis said.

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BROADCASTING • TELECASTING
The Prestige Station of Wichita, Kansas

KANS

Announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
220 PARK AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

July 1, 1956
RCA introduces a completely
"family" of audio

A model to "fit" every station requirement...

All have "built-in" power supplies, monitoring amplifiers and speaker relays

Here is a "family" of three consolettes that give you the widest choice of facilities ever offered. All have printed-wiring amplifiers in modular construction, providing the utmost in circuit uniformity and performance. Each model has its own "built-in" power supply (the BC-6A has two). Each has built-in monitoring amplifiers and speaker relays.

Installation is quick, easy...Inexpensive

The "self-contained" feature of all three models makes them easy to install. There is no need for costly external wiring and "hunting" for a place to mount such items as power supplies, monitoring amplifiers and speaker relays. The reduction of external wiring minimizes the chance of stray hum pick-up greatly improving system performance.

Convenient Operation

The low height of each consolette affords maximum studio visibility...no stretching to observe cues. Relaxed wrist comfort is provided by mixer controls on the right slant...at the right position above the desk top. RCA-developed finger-grip knobs provide convenient, positive control and are color coded for "function identity."

Ease of Maintenance

Routine maintenance time is reduced by the quick accessibility of all components...easy-to-clean mixer pads, simple-to-adjust leaf-spring contacts on key and push-button switches. This is achieved by a snap-off top cover and a tilt-forward front panel, in addition to strategic placement of components.

RCA Matched Styling Permits Expandability

Styled with 30-degree sloping panels which match previous equipments such as the BC-2B consolette, BCM-1A mixer, and compatible among themselves, a wide range of augmented facilities is possible. Paired BC-5As provide dual channel operation and extended facilities. Addition of the BCM-1A mixer to any of these consolettes is simple and provides added microphone inputs.

They work well into custom arrangements

Simple functional design and "engineered" compactness makes any number of custom installation arrangements possible. A custom "U" arrangement of two BC-5As flanking a BCM-1A mixer is possible. The 30-degree front panels match the slope of video control equipment making them suitable for use in television studio custom applications as well as in radio.

Ask your RCA Broadcast Sales Representative for detailed information

Radio Corporation of America
Broadcast and Television Equipment • Camden, N. J.
NEW CONSOLETTES

BC-5A NINE INPUTS
—facilities for 4 microphones, 2 turntables, 2 remote lines, 1 network or tape. 4 mixer positions. Built-in power supply. Easily expanded for dual channel use by "pairing." Block building lends "custom touch" when paired with existing BC-2B's. $875*

BC-3B THIRTEEN INPUTS
—facilities for 6 microphones, 2 turntables, 2 remote lines, 1 network, 2 utility inputs which may be used for additional turntables, tape, or as required. Eight mixer positions. Built-in power supply. Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack. $1095*

BC-6A TWENTY-TWO INPUTS
—facilities for 10 microphones, 2 turntables, 2 tape, 2 film, 5 remote lines, 1 network. Dual or single channel operation with "split-mixer" faders. Master fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. Two built-in power supplies (one for each channel) for greater reliability. Two monitoring channels, one for program monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack. $1750*

*Less Tubes—Prices subject to change without notice.
Amoco Buys More Spots

AMERICAN OIL Co. will up its radio-tv budget for the year in excess of $1 million by buying 14 five-minute spots on NBC Radio's Monitor each weekend starting next Saturday. The segments will feature a "top tune of the week," up-to-the-minute sports news with NBC's Lindsey Nelson and a series of Bob and Ray commercial satires. In addition to the Monitor purchase, Amoco will launch a 26-week spot radio campaign in 44 eastern markets, starting today (Monday), through its agency, The Joseph Katz Co., New York and Baltimore (Art Directors Club of New York). First show is running Friday 10:30-11 p.m. slot on CBS-TV with a summer replacement show for Person-to-Person (see story, page 98).

Lorillard Appoints Yellen

MANUEL YELLEN, west coast sales manager, P. Lorillard Co. (Old Gold, Kent cigarettes and other tobacco products), New York, last week was named to succeed Alden James, who recently resigned as advertising director of the firm.

Mr. Yellen has been with Lorillard since 1933, beginning as a salesman, later becoming divisional manager at Cleveland, and, after service in the U.S. Navy, was appointed by Lorillard as head of the firm's west coast sales operations.

D'Arcy Names Four V.P.'s

ELECTION of four new vice presidents and one new director was announced last week by D'Arcy Adv. Co., New York. Newly-elected vice presidents are Gene M. Cowall, art director, St. Louis; Dean Coyle, art director, New York; Lee White, account supervisor on Anderson, Clayton & Co. Foods Div. and Vern Eastman, manager of Los Angeles office.

The new director is James B. Orthwein, who has been a vice president of the company for 10 years in the St. Louis office.

13th Year for Gillette

GILLETTE CO., Boston, has renewed sponsorship of the Cavalcade of Sports on NBC-TV and NBC Radio on Friday, starting at 10 p.m. EST effective Sept. 27, it was announced last week by George H. Frey, vice president in charge of sales for NBC-TV. Maxon Inc. is the agency. According to NBC-TV, this marks the 13th year that the boxing bouts have been sponsored by Gillette on the network, starting on a local basis on WNBT (TV) New York (now WDBA-TV) on Sept. 29, 1944.

AGENCY APPOINTMENTS

Halco Products Inc. (Southern Gold orange juice, other citrus products), Orlando, Fla., appoints Kenyon & Eckhardt, N.Y.

A. Goodman & Sons Inc. (noodles, other products), Long Island City, N.Y., formerly handled by Al Paul Lefoton Inc., N.Y., to Doyle Dane Bernbach, N.Y.

Gibraltar Savings & Loan Assn., Beverly Hills, Calif., names Dreyfus Co., L.A.

SPOT NEW BUSINESS

American Tobacco Co. (Lucky Strike cigarettes), N. Y., through BBDO, N. Y., preparing 52-week television spot announcement campaign in limited number of markets.

Page 50 • July 2, 1956
Hi, ho
Hi, ho
It's off to fun we go
With ABC
Personalities
On our ra-di-o.

WABC  New York
Home of ERNIE KOVACS, MARTIN BLOCK,
BEA WAIN and ANDRE BARUCH, ARTHUR VAN HORN,
FRANK FARRELL, HOWARD COSELL and
many more favorites.

Represented nationally by JOHN BLAIR & CO.
NIELSEN (Cont'd from page 50)

Evening, Multi-Weekly
1. News of the World World News
2. One Man's Family 
3. Lowell Thomas United States
Division of General Motors

(Average for All Programs) (710)
NRC 194 Mon.-Fri., 7:30-8.45 1,419
NRC 182 Mon.-Fri., 7:45-9 1,527
CBS 198 Mon.-Fri., 6:45-7 1,088

Weekday
2. Wendy Warren Standard Brands Texi Y & R
4. Wendy Warren Hazel Bishop Remington Remington

(Average for All Programs) (1,183)
CBS 185 Tues. & Thurs. Mon. & Wed., 12:30-3.45 1,797
CBS 190 Thurs., Mon.-Fri., 12:15-3.30 1,797
CBS 191 Mon. & Thurs., 12:15-3.30 1,797
CBS 189 Mon.-Fri., 12:15-3.30 1,797

6. Outing Light Procter & Gamble General Foods
7. Arthur Godfrey American Home Remington
8. Arthur Godfrey General Foods Chesterbrook
9. Young Dr. Malone Texi General Motors
10. Young Dr. Malone Some sponsors as above

(Average for All Programs) (474)
CBS 199 Tues., 1:30 1,041
CBS 185 Wed., 10:15-11 831

Day, Sunday
1. Woolworth Hour National General Foods
2. Robert Trout News/general Foods
3. News

(Average for All Programs) (668)
CBS 200 Sat., 12:30-1.45 1,561
CBS 197 Sat., 11:15-noon 1,227
CBS 176 Sat., 12:15-3.00 780

Day, Saturday
1. Oenomake Lindsay & Myers
2. Robert Q. Lewis Miller
3. Allan Jackson News

CBS 95 95 95

D T O P P L U S E

TOP REGULARLY SCHEDULED ONCE-A-WEEK-TV SHOWS

Program Sponsor Agency
1. 164,000 Question Revlon BBD0
2. Ed Sullivan Lincoln-Mercury BBD0
3. I Love Lucy General Foods BBD0
4. You Bet Your Life General Foods BBD0
5. $4,000 Challenge Pat Tardit General Foods
6. Perry Como Armour General Foods
7. The Big Drum American Tobacco
8. The Collegen Hour American Tobacco
9. Hollywood Helene Curtis
10. Your Hit Parade General Foods
11. This Is Your Life General Foods
12. Lux Video Theatre General Foods
13. Medici Dow Chemical
14. Procter & Gamble General Foods
15. Robt. Montgomery General Foods

No. of Stop- tations
1. 165 165
2. 180 180
3. 157 157
4. 127 127
5. 111 111
6. 81 81
7. 82 82
8. 85 85
9. 90 90
10. 95 95

CBS (Average) May 1956

Top Ten Regularly Scheduled Multi-Weekly Shows

1. Mickey Mouse Club sponsored segments and various agencies
2. Guiding Light Procter & Gamble
3. Search For Life Procter & Gamble
4. Love of Life Procter & Gamble
5. Vaillant Lady Procter & Gamble
6. Arthur Godfrey Procter & Gamble
7. News Coronation Procter & Gamble
8. Big Payoff Procter & Gamble
9. CBS-TV News Procter & Gamble
10. Pinky Lee Procter & Gamble

CBS (Average) May 1956

Top Ten Regularly Scheduled Multi-Weekly Shows

1. Mickey Mouse Club ABC 194 Mon.-Fri., 5-6 19.7 19.9
2. Guiding Light ABC 113 Mon.-Fri., 12:45-1 11.8 12.1
3. Search For Life ABC 125 Mon.-Fri., 4:45 11.0 10.8
4. Love of Life ABC 153 Mon.-Fri., 12:15-12:30 10.5 10.3
5. Vaillant Lady ABC 97 Mon.-Fri., 12:15-12:25 10.9 10.9
6. Arthur Godfrey ABC 121 Mon.-Fri., 11:30-12:00 9.7 9.7
7. News Coronation ABC 116 Mon.-Fri., 7:45-8 9.4 9.8
8. Big Payoff ABC 121 Mon.-Fri., 9:30-10:00 9.1 9.2
9. CBS-TV News ABC 99 Mon.-Fri., 6:30-7 9.1 9.2
10. Pinky Lee ABC 70 Mon.-Fri., 6:30-7.00 9.0 9.0

Standard Brands (Hunt Club Dog Food), N.Y., planning extension of television spot announcement campaign in three markets—Bay City, Mich.; Toledo, Ohio, and Fort Wayne, Ind.—starting July 2 for about 20 weeks. Ted Bates Inc., N.Y., is agency.

Clairol Inc. (hair preparation), N.Y., will sponsor The Rosemary Clooney Show for "double exposure" each week on WPXI (TV) and WRC-A, TV, both New York. Exact time and program date will be presented will be announced shortly. Agency is Foote, Cone & Belding, N.Y.


NETWORK NEW BUSINESS

Union Carbide & Carbon Corp., N.Y., has signed as third advertiser for Omnibnus on ABC-TV Sunday evenings, to begin in the fall. Other advertisers on show continue to be Aluminum Ltd. and J. P. Stevens Co. Union Carbide's agency is J. M. Mathes Inc., N.Y. Network expects to sell fourth portion of show shortly.

Gulf Oil Corp. (Gulf-Spray), Pittsburgh, sponsoring this summer 30 7/8-minute portions of CBS Radio daytime programs, divided among Romance of Helen Trent, Young Dr. Malone and This Is Nora Drake, effective June 25. Agency: Young & Rubicam, N.Y.

Mogen David Wine Corp., through Weiss & Geller, both Chicago, signed for ABC-TV's Treasure Hunt, new $2,500 tv quiz program, starring Jan Murray. Premiere for Treasure Hunt, scheduled Fridays, 9:30-10:30 p.m. EDT, is Sept. 7.

William Wringley Jr. Co. (cheewing gum), through Ruttrauff & Ryan, both Chicago, has dropped option on Sunday, 6:30-7:00 p.m. EDT time slot on CBS Radio (vacated this spring following Gene Autry's retirement from radio) and purchased strip of five-quarter-hour daytime shows for 52 weeks on CBS. New series, titled Just Entertainment, will be heard Mon.-Fri., 2:45-3 p.m. EDT, effective today (Monday), replacing Hunt Jenny, which moves to 1:15-1:30 p.m. EDT. Star of new series is Pat Buttram, veteran of old Autry show.

Sinouzi Co., Chicago, and American Tobacco Co., N.Y., both through Sullivan, Stahrer, Colwell, & Bayles, N.Y., will sponsor Best in Mystery, which occupies the summertime spot of Big Story on NBC-TV (Fri., 9:30-10:30 p.m. EDT), starting July 13.

NETWORK RENEWALS

Aluminum Co. of America, through Fuller & Ruben, both Chicago, has renewed NBC-TV's Alcoa Hour (alternating Sundays, 9-10 P.M. EDT) for another year, effective Oct. 14.

Toni Co., Div. of Gillette Co., through North Adv., both Chicago, has renewed three CBS Radio daytime serials for another year, effective June 25. Programs are Romance of Helen Trent, Young Dr. Malone, and This Is Nora Drake.

Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, both N.Y., will continue to sponsor Gunsmoke throughout summer, Saturdays, 10-11:10 p.m. EDT on CBS-TV. Cigarette manufacturer announced earlier it

BROADCASTING • TELECASTING
ask yourself
these questions before you buy a syndicated film show

1. DEPENDABLE?

2. MERCHANDISEABLE?

3. PROMOTABLE?

4. ADAPTABLE?

Q. 1. Is it a dependable program—a tried and proven audience builder of the same high quality every week?

Q. 2. Is it a merchandiseable program—will it work for you right through to point-of-purchase?

Q. 3. Is it a promotable program—will it attract a steady following readily and hold it week after week?

Q. 4. Is it an adaptable program—flexible enough to suit programming needs in a variety of time periods?

A. The answer is YES—every time—when you select an audience-proven syndicated hit from NBC TELEVISION FILMS. Every show is a top television attraction—tailored to TV's exacting requirements and starring outstanding personalities. You're always sure of a program that will build large and loyal followings quickly—when you buy from NBC TELEVISION FILMS.


1. Badge 714
2. Steve Donovan, Western Marshal
3. Crunch and Des
4. The Great Gildersleeve

NBC Television Films
Programs for All Stations—
All Sponsors
A DIVISION OF KAGAN CORPORATION
would continue alternate sponsorship of \textit{Do You Trust Your Wife?} on Tuesdays, 10:30-11 p.m. EDT, also on CBS-TV.

\textbf{Radio Bible Class}, Grand Rapids Mich., through John M. Camp & Co., Wheaton, Ill., has renewed \textit{Radio Bible Class} on ABC Radio, (Sun., 8:30 a.m. EDT), effective July 1.

\textbf{A&A PEOPLE}

Joseph R. Burton, associate copy director, J. Walter Thompson Co. Chicago office, William J. Lorie and John V. Sandberg, account representatives, all elected vice presidents. William Rega, radio-tv director at Campbell-Mitham Inc., Chicago, to Thompson, same city, as creative writer.

William E. Palmer, merchandising executive at William Esty Co., N. Y., has been appointed vice president of agency. Before joining Esty last year, Mr. Palmer was general manager of consumer products, Ball Bros. Co., Muncie, Ind. George T. Hobgood, account executive, Manning Public Relations, N. Y., to William Esty Co., N. Y., as member of publicity staff.

Philip A. Cleland, vice president, account supervisor on General Foods Corp. and member of plans board, Benton & Bowles, N. Y., to C. J. LaRoche & Co., N. Y., as account supervisor.

William H. Steele, vice president and senior account executive on PepsiCo tooth paste, L. A. office of Foote, Cone & Belding, to N. Y. office as account group manager for Rheingold beer.

John O’Brien, formerly with Ruthrauff & Ryan and also head of own marketing counseling service, and Bridg Griswold, formerly account executive on National Sugar, Fletcher D. Richards, N. Y., appointed account supervisor, Regent Cigarettes and account executive, package products, respectively, at MacManus, John & Adams, N. Y.


Burton Kessler, office manager at Beltone Hearing Aid Co., Chicago, appointed advertising and promotion manager of firm.

Henry George, assistant copy chief, Frank Block Assc., St. Louis, named account executive, succeeding Jack M. Rafield, vice president, and account executive, resigned to return to N. Y.

Philip R. Hinerfield, account executive, The Biow Co., N. Y., to Kenyon & Eckhardt Inc., N. Y., in similar capacity. Albert F. Remington, previously advertising manager of Studebaker-Packard Corp.’s Packard-Clipper Div., and Bruce E. Miller, formerly advertising-merchandising director for Plymouth Div. of Chrysler Corp., to new Detroit office of K&E. Albert Gilinsky, formerly freelance research and psychology teacher at Tufs and Vassar Colleges, to K&E, N. Y., as assistant account research supervisor. Harold Wallis, formerly with Geyer Adv., N. Y., and Richard Whitson, formerly with McCann-Erickson, N. Y., also have joined agency as art director and assistant tv art director respectively. John Hickey, media department of N. Y. office, transferred to Detroit as media buyer.

Fremont J. Knittle, vice president in charge of marketing and merchandising, Robert Orr & Assoc., N. Y., to Ted Bates & Co., as market development manager.


Mary Forrest, North Adv., Chicago, to Gordon Best Co., that city, as timebuyer.

Russ Nordstrom to Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., as art director of agency’s Minneapolis office.

Wallace J. Gordon, Ruthrauff & Ryan Inc., Chicago, to creative department of Walker B. Sheriff Inc., same city, as copy group-supervisor.

Michael Hitzig, public relations director and advertising manager, Lambretta Div., The Innocenti Corp., to publicity and promotion dept., Grey Adv., N. Y.

Rolf Jensen, formerly with Biow Co., N. Y., to Warwick & Legler, N. Y., as art director.

Robert C. Wilson, advertising department, J. L. Hudson Co., Detroit department store, to creative staff of Zimmer, Keller & Calvert Inc., Detroit.

Nancy Webb, formerly with Bernard L. Lewis, N. Y., to BBDO, N. Y., in public relations department as publicity account executive for Maine Sardine Industry.

Clare Acton, formerly copywriter with Chicago Tribune, and Montgomery Ward & Co., to copy department of Wadie & Briggs Inc., Chicago.


James M. Mathes, chairman, J. M. Mathes, N. Y., advertising agency, elected director of Oration Inc., Dobbs Ferry, N. Y., manufacturer of hearing aids, acoustical testing devices and other electronic products.

\textbf{A&A SHORTS}

Foote, Cone & Belding will open Detroit office in next few months to handle advertising for Ford’s new medium-price automobile, new being designed and engineered.

Rocklin Irving & Assoc., Chicago, has an announced resignation of Cole-Finder Mercury (Chicago automobile dealer) account.

Rozie Bell, 21-year-old student at Fresno State College, Calif., chosen by Assn. of Advertising Men & Women from among 56 top advertising seniors, representing colleges from coast to coast, as outstanding advertising student in America, 1956.

\textbf{Research Co. of America, N. Y., distributing 15th annual edition of \textit{Brewing Industry Survey} giving sales, consumption, production and other figures and data on industry in U. S., Canada and Mexico.}

Frank B. Sawdon Inc., N. Y., agency for Robert Hall Clothes, moved to larger quarters at 60 E. 56th St., N. Y. Telephone: 1-2156. Move was stimulated, agency says, by increased activity of Hall account. Robert Hall plans to open additional 22 outlets in 17 cities coast-to-coast, bringing total number of stores to 240 in 140 cities.

Fairfax Adv., N. Y., has retained Monroe B. Scharff & Co., 270 Park Ave., N. Y., as public relations counsel.

Remington Arms Co., Bridgeport, Conn., elected subscriber to Advertising Research Foundation, N. Y.

Wellman-Buschman Co., Cleveland, elected to membership in American Assn. of Advertising Agencies.


McKim Adv. Ltd., Toronto, moved to 1407 Yonge St.


Aubrey Williams Adv. Inc., New Orleans, moved to 923 Barracks St.
MAP

Means

MAXIMUM AUDIENCE PENETRATION

...and that's exactly what WPRO-TV (channel 12, Providence, R.I.) delivers in a Southeastern New England area of over 1 million television homes. WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets - PROVIDENCE, R.I., plus FALL RIVER and NEW BEDFORD, MASS. For proof, ask BLAIR-TV! For results, use WPRO-TV.

WPRO TV

PROVIDENCE, RHODE ISLAND

Ask your Blairman
NTA TELLS ABOUT ITS FILM NETWORK

New York conference sketches broad outline of film-for-time arrangement, said to have 50 stations signed, 25-35 others in prospect for October start.

PLANS of the long-heralded NTA Film Network were disclosed last Thursday by Ely A. Landau, president of National Telefilm Assoc., New York, parent company, at a news conference last week in New York.

A broad outline of the network plan was presented by Mr. Landau during testimony before the Senate Commerce Committee in Washington two weeks ago (RET, June 25). During last week's news conference he answered reporters' questions on details. He insisted his new operation constitutes "a fourth television network," though he acknowledged to several unconvincing newsmen that it was not a network in the conventional sense of the word.

He reported that 50 stations have signed affiliation agreements, and expected to have between 75 and 85 affiliates by October, when the film network will begin operation. He said the station client list is expected to cover 60-75% of the country's tv homes, pointing out that contracts have not been signed as yet with stations in the 12 top markets having four or more tv outlets. Mr. Landau listed Cincinnati, Denver, San Diego, Richmond and Savannah as some of the markets in which the film network will operate, but did not specify call letters. A client list, he said, will be released in a few weeks.

Under NTA's film network plan, affiliates will be given a station library of 500-800 films, including features, serials and short subjects, in exchange for a minimum of one and one half hours of time weekly which NTA will offer for sale to national advertisers. Mr. Landau revealed that the time will vary from market to market but will be "prime feature film time." Most of the contracts, he said, will be for 78 weeks.

Under questioning, Mr. Landau revealed that neither the library to be turned over to stations nor the option time programming will include the feature films produced by 20th-Century-Fox, J. Arthur Rank, David O. Selznick or the Paramount short subjects library. He said the affiliates' library will consist of other features and short subjects NTA already has, or is in the process of acquiring. He reported the option time programming will be "first-run superspec-taculars" of "a quality never before available to tv on a continuous programming basis." He indicated the time period would be filled with "quality feature films," and said he would be "more specific" on the subject in a week.

In larger markets, such as New York and Los Angeles and perhaps others, the NTA Film Network is in the process of developing a "multi-affiliation" concept, Mr. Landau said. Without going into much detail, Mr. Landau said that in New York, for example, the NTA Film Network might sign contracts with two affiliates, under which the same feature film could be played at the same time, giving a sponsor "syndication" pattern applicable in a large market.

The network, Mr. Landau stated, will tap program sources outside of the parent company to obtain the "best programming." He stressed the point that the film network is "completely autonomous" from the parent company, and NTA will continue to make its film programming available to its syndication clients.

At the outset, he said, the network will supply only film programming, but added that "we are exploring and do expect to program live major sporting events" and "we expect to supply an up-to-the-minute news service on film."

The question was raised whether NTA intended to enter the station ownership field, and Mr. Landau said it was NTA's "hope" to be "involved in multiple station ownership before the year 1956 draws to a close." He did not elaborate on this point.

Officers of the NTA Film Network will be similar to those of NTA with Mr. Landau as president; Oliver A. Unger, executive vice president; Harold Goldman, vice president, and Edythe Rein, vice president and secretary. In addition, the operating head of the film network will be Raymond E. Nelson, vice president and general manager.

Screen Gems' Lancers' Sold to General Foods

CLAIMING a new high in national sales for any tv organization, Columbia Pictures' tv subsidiary, Screen Gems Inc., has sold to the Herbert B. Leonard production Tales of the 77th Bengal Lancers to the Jello Div. of General Foods Corp. for 1956-57 season it was announced Thursday in Hollywood by Ralph Cohn, vice president and general manager, Screen Gems. New series makes the ninth Screen Gems package to be sold for network telecast next season. Lancers will be scheduled Sundays, 7-7:30 p.m.

Producer Leonard also will have two other Screen Gems packages on the networks next season. His Adventures of Rin Tin Tin will be sponsored on ABC-TV by National Biscuit Co., and Circus Boy will be sponsored on NBC-TV by Reynolds Metals Co. Other Screen Gems package for next season include filmed season of CBS-TV Playhouse 90, Ford Theatre on ABC-TV, Father Knows Best on NBC-TV for Scott Paper Co., Tales of the Texas Rangers on CBS-TV for Foods and Captain Midnight on CBS-TV for Ovaltine. Screen Gems currently has eleven other programs in syndication.

'Dr. Christian' Sales Made

REGIONAL and station sales for Ziv Television Programs' new Dr. Christian series were announced last week by M. J. Rifkin, vice president in charge of sales for Ziv TV. Total number of markets on the regional transactions was not available pending station clearances, but Hekman Biscuit Co., Grand Rapids, Mich., has signed for its entire midwest marketing area, with Detroit, Cleveland, Toledo, Grand Rapids, and Youngstown already set. Adolph Coors Co. (Coors beer) has bought the series for the entire Rocky Mountain area, plus five Texas markets.

Film Firm Holds Seminars

A WEEKLY SERIES of television film seminars, to which advertisers and agencies are invited, is being conducted by Keith & Harton Film Co., Dallas. The Dallas staff of Ruthrauff & Ryan attended the first session a fortnight ago. At a typical session, visitors watch a demonstration of each step in the production of a filmed television spot.
For centuries man tried unsuccessfully to fly. Yet, in less than 60 seconds of staying aloft with their heavier-than-air machine, the Wright Brothers made history. Mankind was no longer earthbound.

Today, to get your sales campaign off the ground and winging—whether you're selling transportation... for a time-saving business trip to the North, or a flying vacation plan to the South—or any other service... 60 seconds is all it takes on Spot Radio.

Spot Radio 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 more with the right, bright buy—Spot Radio.

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WTAR ............... Norfolk
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WRNL ............. Richmond
KCRA ............... Sacramento
WOAI ............. San Antonio
KFMB ............... San Diego
KMA ............... Shenandoah
KTBS ............... Shreveport
KVOO ............... Tulsa
ABC ............... Pacific Radio Regional Network

Texas Quality Network
KRON-TV Buys Warner Films

IN A TRANSACTION estimated at almost $1 million, KRON-TV San Francisco last week purchased the Warner Bros. library of feature films and cartoons from Associated Artists Productions, New York. Bob Rich, AAP general manager, announced the sale, noted that the library currently is sold in 40 markets.

Negotiations on the transaction, said to be KRON-TV's largest film purchase, were conducted by Norman Louvau, KRON-TV sales manager, and Robert Kronenberg, AAP western division manager. The sale included three groups of Warner features, comprising 174 films; 337 Warner cartoons, and 234 "Popeye" cartoons.

FILM PEOPLE

Leo Salkin, UPA Pictures writer, cartoonist and director, UPA Pictures, Burbank, Calif., named managing director of UPA Pictures Ltd., London.

Fred Aherne, recently in executive capacity with RKO Pathe in New York, appointed assistant supervisor of television operations for RKO Radio Pictures' television film service unit, Culver City, Calif.

Clyde L. Krebs, formerly sales promotion manager and account executive at Sarra Inc., Chicago, appointed vice president in charge of Chicago operations for Galbreath Picture Productions Inc., Fort Wayne, Ind. He will headquarter in Board of Trade Bldg., 141 W. Jackson Blvd.

Hal Davis, formerly head of West Coast Adv. and previously with KVAR (TV) Mesa-Phoenix, Ariz., A. Ettinger Assoc., Hollywood, western states film distributor. He will handle agency sales of syndicated film properties in Los Angeles and San Francisco and will be station account executive in southwestern U. S.


William Kirchner, formerly producer-director-writer at WKAR-TV East Lansing, Mich., to Capital Film Productions, same city, in similar capacity.

Grant Atkinson, formerly head of tv department, Campbell-Mithun Inc., Chicago, signed by Fred A. Niles Productions, Chicago, as writer-producer for series of industrial films.

FILM SALES


Cheryl Tv Corp., Hollywood, has sold tv package of 20 feature movies in 20 new markets in past 60 days, making total sales in 141 markets for subsidiary firm of Realart Pictures Corp., which handles theatrical reissue of Universal films.

Sterling Brewers Inc., Evansville, Ind., in its first tv advertising effort, has purchased MCA TV Film Syndication's The Ransome Cloney Show, a show for southern and midwestern markets. Sterling will sponsor series for 52 weeks in Indianapolis, Evansville, Nashville, Tenn., Chattanooga, Tenn., Louisville, Ky., and Terre Haute, Ind. Agency is Smith, Benson & McClure, Chicago.

NATIONWIDE WIRE NETWORK IN PROSPECT

UNDER PLAN SPARKED BY TELEPROMPTER

FORMATION of a nationwide, privately-owned broadcasting industry wire communications network appeared closer to reality this week with the announcement that an organization committee, comprising some of the nation's leading broadcasters, has been established.

The announcement was made last week and followed a closed meeting earlier last month in Washington.

The prospective private wire communications system is planned to provide facilities for the complete exchange of radio-telegraphic news, station representatives, advertising agencies and programmers. The estimated $3.5 million non-profit system would be financed cooperatively by the users, with Western Union furnishing the equipment and wire facilities. The idea was sparked by TelePrompTer Corp., maker of visual prompting aids for performers on television or those making public addresses.

The proposed system would be called the Program Communications Wire Assn.

Expected to report back in a month or six weeks on questions of incorporation, finance, and operation, the organizational committee comprises the following:


Messrs. Lane, Houwink and Brown are chairman of their respective network affiliated committees.

Within the next two weeks, Western Union personnel throughout the nation will call on stations to study traffic loads and cost of present systems which would be supplanted, by the proposed association wire. Notification of this survey will be sent to affiliates by their respective networks this week. Results of the survey will be collated by Western Union and reported back to the organizational committee next month. Meanwhile, similar studies will be made among representatives, agencies, advertisers and networks.

Similar to other private line communications systems used in the banking and aeronautical industries (and by a number of major manufacturers), it is estimated the system would utilize 35,000 miles of line to link 500 cities. Five message centers would be established—one each in New York, Chicago, Los Angeles, Philadelphia and Atlanta. Flexibility would be assured so that any subscriber could send a message to any other individual subscriber or to multiples of one. Punch tape would be used to speed messages. The message medium, it was explained, for time clearances, orders, messages, etc. The possibility that it could be used for an instantaneous rating service was also indicated.

Mr. Kahn told B&T that after the system was fully operating, it was envisaged many uses for it beyond that of a rapid message exchange for time clearances and other such traffic. It would be ideally adaptable to a national rating setup to provide ratings much faster and from a bigger sample of homes than existing services provide.

Mr. Kahn said the TelePrompter company had already perfected a small device which could be placed in selected homes and would forward television tuning information from the individual set to a central point. The tuning information collected almost instantaneously from sample homes in each market could then be transmitted through the communications network to a tabulating center in New York. It is Mr. Kahn's estimate that within 15 minutes after a given program's conclusion a rating would be obtainable, with perhaps as many as 50,000 homes in the total national sample.

Cost of operation of the communications network would begin at $1.5 million yearly, it was estimated. Savings over present use of teletype service is clearly indicated, it was explained.

TelePrompter has shown its proposals to members of the Radio-Television Executives Society in New York and before an NARTB convention last year. "This intra-industry private wire will be infinitely faster than any other service now available, because of its automatic design, considerably less expensive," Mr. Kahn commented. "It provides the means for quick transmission of integrated data. Further, we anticipate that the use of the system will lead to standardization of certain routine messages, thus providing basic savings to the industry."

PROGRAM SERVICE PEOPLE


Mark Knight, regional membership executive for Associated Press in California, Arizona and Nevada, appointed correspondent in Fresno, Calif., with responsibility for area radio stations and newspapers.
The Fund for the Republic is pleased to announce the Winners of the 1956 ROBERT E. SHERWOOD AWARDS for television programs dealing with freedom and justice

THE BEST NETWORK DRAMA
$20,000
to the National Broadcasting Company's production of ALCOA's TRAGEDY IN A TEMPORARY TOWN
PRODUCER ......Herbert Brodkin
DIRECTOR ......Sidney Lumet
WRITER ..........Reginald Rose

THE BEST NETWORK DOCUMENTARY
$20,000
to the National Broadcasting Company's production of Armstrong Circle Theatre's I WAS ACCUSED
PRODUCER ......David Susskind
DIRECTOR ......William Corrigan
WRITER ..........Jerome Cooper Smith

THE BEST PRODUCTION BY AN INDEPENDENT STATION
$15,000
to WAAM-TV, Baltimore, Maryland for its production DESEGREGATION: BALTIMORE REPORT
PRODUCER ......Herbert B. Cahan
DIRECTOR ......Kennard Calfee
WRITER ..........Mrs. Gray Johnson Poole

Honorable Mention

OMNIBUS:
Constitution
Columbia Broadcasting System
KRAFT THEATRE:
One
National Broadcasting Company
PHILCO PLAYHOUSE:
A Man Is Ten Feet Tall
National Broadcasting Company
PAGEANT:
In Freedom
KOMO, Seattle, Washington
IN THE MINDS OF MEN
KPIX, San Francisco, California

THIS IS OUR FAITH
—March 28, 1956
WATV, Newark, N. J.
TWIN CITY
HEART BEAT:
The Invisible Fence
KEYD, Minneapolis, Minn.
CAMERA THREE SERIES
Columbia Broadcasting System
FRONTIERS OF FAITH SERIES
National Broadcasting Company
FRONTIER SERIES
National Broadcasting Company

Jurors:

Kermit Bloomgarden
Buell G. Gallagher
Robert M. Purcell
Mrs. Eleanor Roosevelt
Gilbert Seldes
Robert Taft, Jr.
Harrison Tweed
Philip H. Willkie

The Awards for television programs dealing with freedom and justice presented on commercial television between October 1, 1955 and May 31, 1956 are in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Awards will be made again next year, for programs presented between October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-profit corporation devoted to increasing public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, Chairman of the Board
ROBERT M. HUTCHINS, President

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Radio-Tv Code Established For N. Y. City Departments

TELEVISION and radio code has been adopted by New York City to guide its various departments on negotiations with agencies and broadcasting program producers, packagers, networks and stations seeking the cooperation of the city on program material. Called a code of municipal television and radio standards, it is believed to be the only broadcasting code of its kind in any municipality in the country, according to a spokesman for New York's Mayor Robert F. Wagner.

The code, which was adopted by the Mayor's Television & Radio Advisory Committee on June 22, specifies that "each department or agency of the city is the sole authority for the approval of its cooperation with a television and radio producer, network, station, program developer or author." The code is intended as a guide for each head of a department or agency and for the Mayor, radio and television aide, Arnold Cohan, who will be available for consultation and advice to all heads of departments and agencies.

The adoption of the code came as an aftermath of a controversy last fall when radio-tv producer Theodore M. Granik was granted rights to produce a tv film series based on New York City department files [BWT, Oct. 31, 1957]. Objections were made by unidentified tv film producers and by local newspaper citing Mr. Granik's long-time friendship with Mayor Wagner as a possible reason for choosing Mr. Granik as producer without benefit of competitive bids. Another furor erupted when New York's police commissioner said he would refuse access to his department's files on the grounds that the only cases that would interest a producer would be dramatic ones, leading perhaps to distortion. Mayor Wagner shortly thereafter called a halt to the Granik project and appointed a committee to explore the situation.

Among the members of the Mayor's Television & Radio Advisory Committee, which drafted the new code, are: G. Tyler Byrne, National Assn. of Broadcast Employees & Technicians; Ted Cott, DuMont Broadcasting Corp.; Sam Cook Digges, general manager, WCBS-TV New York; the Rev. Timothy Flynn, Archdiocese of New York; Seymour Siegel, director of communications for the City of New York; Robert L. Stone, WABC-TV New York; Gordon Gray, WOR-TV New York; Thomas B. McFadden, WRCA-TV New York.

TelePrompTer Promotes Tyrrell To Assistant to President

THE ELECTION of Albert R. Tyrrell as assistant to the president and vice president of TelePrompTer Corp. was announced last week by Irving B. Kahn, president. Mr. Kahn said that Mr. Tyrrell "will be concerned solely with the functions of management and the implementation of policy."

In his new position, Mr. Tyrrell will headquarter in New York. He formerly was in charge of the firm's Washington, D. C. office and prior to that was in the aviation industry.

THE controversy NBC-Westinghouse Broadcasting Co. swap of radio-tv stations in Cleveland and Philadelphia—and the FCC's explanation of why the transaction was approved without a hearing—overshadowed all other subjects last week during two days of hearings by the House Antitrust Subcommittee in its hunt for monopoly in the television industry.

At the end of the Wednesday-Thursday sessions, subcommittee Chairman Emanuel Celler (D-N. Y.) asked the FCC to return for three more days of hearings, July 11-13, and in a surprise announcement said the House group will hold lengthy hearings in New York in September. At these sessions, he said, his group will hear testimony from networks, advertising agencies, uhf representatives, talent and others on antitrust problems in the tv broadcasting field.

Although FCC members undertook some questioning on allocations problems and on the ABC-Paramount Theatres merger in 1953, the subcommittee directed its main fire at NBC's swap of the former WNRK (TV) and WTAM-AM-FM Cleveland for WBC's former WPTZ (TV) and KYW Philadelphia. The House subcommittee based its whole case on three memorandums prepared within the FCC's Broadcast Bureau during the Bureau's five-month investigation of the facts surrounding NBC's swap of its radio-tv properties in Cleveland for WBC's radio-tv stations in Philadelphia, with WBC receiving $3 million "to boot."

High points of these documents:

- That investigators found WBC executives bitter at what they felt was NBC "pressure," and that they felt that they might not only lose NBC affiliation at WPTZ (TV), but also at KDKA-TV Pittsburgh and WBZ-TV Boston, if WBC failed to go through with the transaction.
- That Chris J. Witting, then WBC president, in the heat of anger fired off a memorandum to WBC Board Chairman E. V. Huggins suggesting these alternatives for WBC: (1) possible affiliation with CBS at Pittsburgh, San Francisco and Boston and with ABC at Philadelphia; (2)...

THE Dept. of Justice last week put the NBC-Westinghouse station exchange before a federal grand jury in Philadelphia. In accord with the customary secrecy that surrounds federal grand jury sessions, no official word leaked out of Philadelphia. It was understood, however, that four key Westinghouse executives who were personally connected with the negotiations leading to the NBC-WBC swap testified Thursday.

They were reported to be Chris Witting, who was president of Westinghouse Broadcasting Co. at the time of the station exchange but who has since been elevated to vice president in charge of the Consumer Products Div. of Westinghouse Electric Co.; E. V. Huggins, chairman of WBC; John W. Steen, WBC attorney, and Joseph E. Bau-dino, WBC vice president in charge of the Washington office.

Complete details of conversations, meetings and exchanges of correspondence regarding the station swap were reported to have been sought in questions asked by Dept. of Justice attorneys during the jury session.

Also under subpoena to appear before the Philadelphia grand jury the second week of July are RCA-NBC executives who were involved in negotiating the Cleveland-Philadelphia deal. They reportedly are Brig. Gen. David Sarnoff, RCA chairman; Robert W. Sarnoff, NBC president; Joseph V. Heffernan, NBC financial vice president, and Charles R. Denny, NBC vice president in charge of owned stations.

All NBC and Westinghouse records pertaining to the deal also were understood to have been subpoenaed.

They're asking questions in Philly...
Several million U.S. families and businesses today are in a peculiar position for Americans. A twist of federal laws puts them in a "favored class" with special privileges in buying electric light and power.

Folks in the "favored class" don't pay taxes on their electric light and power as you do. In fact, you are taxed more to pay their share of federal, state and local taxes.

Your taxes go to build the government power plants that serve these people. Then you are taxed further to pay part of their electric bills!

This favoritism is one of the unpleasant and little-known facts about federal government electric power. And it is a far cry from normal American standards of fair play. That's why these facts are brought to you by America's independent electric light and power companies.*

*Names on request from this magazine
“work up a proposal for CBS,” (3) seriously consider severing all relations with NBC; and
(4) determine the status of the “A-1 agreement”—under which NBC programmed WBC stations from 1932-40 after Westinghouse divested itself of its holdings as main stockholder in RCA.

- That Mr. Witting saw RCA Board Chairman Brig. Gen. David Sarnoff and asked him if “this muscling job” was RCA company policy, and that the general answered that it wasn’t a “muscling job,” that he was acting to protect RCA stockholders by getting more financial support for NBC and that RCA felt it had to have WPTZ for this purpose.

- That WBC officials said they were told in negotiations that NBC was considering the purchase of WFIL-TV Philadelphia if WBC failed to go through with the transaction. Investigators said WFIL-TV owner Walter H. Annenberg denied he ever talked to RCA-NBC officials on this subject, but did tell an “unidentified” person he would swap WFIL-TV for 400,000-500,-000 shares of RCA stock, making him that company’s largest stockholder.

- That the Broadcast Bureau felt, after McFarland letters had been sent to WBC and NBC and replies received which indicated no “duress,” that no hearing was warranted on this point, but that NBC’s stations and planned acquisitions in the mid-Atlantic area posed questions of area concentration of owned stations, with some overlap.

- That WBC Board Chairman E. V. Huggins, in talking to Broadcast Bureau investigators, left the inference that WBC had decided to go through with the swap to protect its NBC affiliations in Boston and Pittsburgh.

High points during last week’s hearing:

- Testimony by FCC Chairman George C. McConnaughey that FCC approved the transfer, after digesting the Broadcast Bureau report.

(1) WBC and NBC replies to FCC McFarland letters indicated no pressure by NBC and the Broadcast Bureau felt officials of these companies would not be “candid” at any hearing called by the FCC; (2) although the Broadcast Bureau memorandums questioned whether the total NBC acquisitions might not pose a question of “area concentration,” Mr. McConnaughey said he got the “impression” from talking to Bureau personnel at an FCC meeting that “nothing new would be developed” at a hearing on this subject.

- Congressional questions directed at FCC’s liaison with the Justice Dept.’s Antitrust Division. Congressmen wanted to know why the FCC, which began its investigation in July 1955, didn’t inform the Justice Dept. until August. They also wanted to know why the FCC held to its Dec. 21, 1955, approval (published Dec. 28) after Justice had delivered a letter to the FCC Dec. 27 informing the Commission it was investigating the case.

- When Mr. McConnaughey and other commissioners said they did not learn of the letter until later, the subcommittee asked why FCC did not rescind or withhold action on the approval during the 30-day limit within which it is empowered to do so. Mr. McConnaughey said Justice had not indicated it had any more information than the FCC did on the case.

- FCC Comr. John C. Doerfer testified he thought there was nothing illegal then about the transfer and still didn’t. He said he felt the broadcast industry shouldn’t be “harassed” by “three or four” government agencies. Asked whether, as a member of the FCC’s network study committee, he would be “disturbed” if it were found that the “dominance” charged to networks in the FCC’s 1941 report on chain broadcasting also apply to television, Comr. Doerfer said, “not at all.” “Somebody has to be dominant,” he said. “Dominance is just the natural result of the ebb and flow of business relations from day to day.”

Chairman Celler told Mr. McConnaughey he didn’t think WBC “had much of a chance” and was “in a sort of box.” The fact that the Broadcast Bureau memorandums flashed a “danger signal” gave emphasis to the need for an inquiry, he said. Several other members agreed with him, although Rep. Hugh Scott (R-Pa.) said he saw no wrongdoing on the part of WBC, NBC or the FCC. Others present included Reps. William M. McCulloch (R-Ohio), Peter W. Rodino Jr. (D-N.J.), Kenneth B. Keating (R-N.Y.), Byron G. Rogers (D-Colo.) and James M. Quigley (D-Pa.).

The Wednesday session began with an opening statement by Chairman Celler on the purposes of the investigation. At the end of the Thursday testimony, he told newsmen that the subcommittee would hold the hearings in New York in September. The group, he said, would investigate financial setups of the networks and their owned stations, network practices and uh-vhf problems.

Also to be investigated, he said, are the “star systems” (for talent), “bottling up” of talent by such things as long contracts, the “tyranny of ratings,” “chewing up” of talent by the heavy demands of television, the “short life” of comedians and other talent, racial segregation of talent on network programs, newspaper and magazine control of broadcasting media in specific geographic areas, the “power” of advertising agencies, pre-emptions of network time and the “film monopoly.” He said
the NBC-WBC swap will be explored further, but that WBC will not be called to testify unless it asks.

Much of the testimony dealt with the respective jurisdictions of the FCC and the Justice Dept. in enforcing the antitrust laws and whether an FCC decision can "immunize" a case from action by the Justice Dept.

It was developed in the hearing that NBC Vice President Charles V. Denny (owned stations and spot sales) first suggested the Cleveland-Philadelphia swap to NBC management in February 1954 and that NBC's original proposal also included the trade of NBC's WRC-TV Washington and WBC's WBZ-TV Boston, which WBC quickly vetoed, according to the Broadcast Bureau reports.

Actual negotiations did not begin until September 1954, with an estimated 25 meetings of the two firms' officials from Sept. 28, 1954, to May 16, 1955, when the transaction was closed. WBC tried to get a "tax-free deal," but failed, the reports said.

No Commitments from NBC

WBC during negotiations tried to get commitments from NBC to protect its NBC affiliations, especially Boston, but got only one letter from Gen. Sarnoff to the effect that NBC, with its proposed acquisitions in Philadelphia, New Britain, and Buffalo, would have its plans for station ownership complete in the eastern area, the investigators' report said. The Broadcast Bureau probe was conducted by Lester W. Spillane, then chief of the FCC's Renewal & Transfer Division, and Robert Leahy, FCC accountant-investigator.

The Bureau report also warned that if the FCC made the grant without a hearing and no protest was filed, it would be "difficult if not impossible to redress any undesired condition" resulting from the transfer.

The reports indicated Joseph E. Baudino, WBC Washington vice president, felt that although no discussion took place concerning NBC affiliations with WBC stations, WBC executives felt there was a "veiled threat" of such a condition. Mr. Huggins told investigators, according to the report, that WBC applied for NBC affiliation for KDKA-TV Nov. 5, 1954, but that NBC withheld it until it received a Nov. 15 letter from WBC indicating Westinghouse would go along "in good faith" with the transaction.

Questioned on WBC's reply to the FCC's McFarland letter, Mr. McConnaughey said he couldn't conceive of a firm the size of Westinghouse "not telling the truth."

Mr. McConnaughey said the WBC answer indicated the firm felt withdrawal of the NBC affiliation from WPTZ would reduce the income of the station considerably; that Cleveland was the type of community in which WBC was interested; that it was more in the public interest and to WBC interests to make the exchange than to operate without an NBC affiliation; that Westinghouse Electric and RCA have been competitive in the manufacturing fields and that both companies make decisions they believe is best for their respective interests; and that WBC and NBC "in our own interests" decided to try to work out an agreement.

Chairman Celler commented that the WBC statement "speaks volumes." He said the subcommittee had been told the proposed purchase of WPIL-TV by NBC was a "hoax" used to obtain bargaining power and said he felt the WBC letter should have prompted the FCC to ask "many, many questions."

Comr. Rosel H. Hyde answered questions about the ABC-Paramount Theatres merger, on which the FCC held 93 days of hearings in...
Bill Seeking FCC Salary Raise
To Go Into Hearing Thursday

A HEARING will be held Thursday by the Senate Post Office and Civil Service Committee on a Senate bill (S 2628) and a House measure (HR 7619) to raise the salaries of members of the FCC and other executive agencies and heads of executive departments. FCC members now get $15,000 a year.

Committee Chairman Olin D. Johnston (D-S.C.) said he believed there were "many inequities" in the legislation as now presented. The House-passed HR 4127 was passed in the first session of the 84th Congress, but the Senate has taken no action on it. The bill would raise FCC members' salaries from the present $15,000 to $19,000.

The Senate measure (S 2628), introduced in the first session by Sen. Johnston and Sen. Frank Carlson (R-Kan.), the committee's ranking Republican, calls for FCC salaries of $20,000. This figure was recommended by the White House.

Blacklisting Report Author Faces Hill Committee July 10

JOHN COGLEY, author of the controversial Fund for the Republic report on blacklisting in the entertainment industry (B&W, June 25), has been subpoenaed to appear July 10 before a closed session of the House Un-American Activities Committee. The announcement was made by Rep. Francis E. Walter (D-Pa.), chairman of the House group, which only two weeks ago postponed an investigation of the fund which was scheduled to begin last Wednesday.

Rep. Walter said the report on blacklisting "levels very grave charges against organizations and persons in the entertainment industry which have been directed toward eliminating the menace of the communist conspiracy in the United States." He also added that the committee is not now in a position to pass judgment on the conclusions reached in the report.

The Fund for the Republic was established with a $15 million Ford Foundation grant. It has been under heavy criticism as "soft" on communism. Mr. Cogley, former editor of the Catholic periodical Commonweal, criticized the alleged blacklisting of "controversial" performers and directors by entertainment employers.

Protests Bring Postponements Of KTSA, KVAR (TV) Actions

THE FCC last week postponed the effective dates of its May 2 grant for transfer of control of KTSA-AM-FM San Antonio and its April 25 grant to KVAR (TV) Mesa, Ariz., for a change in facilities. This action followed protests and petitions for reconsideration filed by KITE San Antonio against the KTSA grant, and by KTVK (TV) Phoenix against the KVAR grant.

KTSA was sold by O. R. Mitchell Motors to McLendon Investment Corp. for $306,000. The McLendon Corp.—Baron R. and Gordon B. McLendon—owns KHJ-D, Dallas, KELP El Paso, WRIT Milwaukee, WGLS Decatur, Ga., and KOKO (TV) El Paso. Mr. McLendon must return control of KTSA to the assignor, the FCC said. Hearings were set for Sept. 10, with KITE bearing burden of proof. KVAR (TV) sought to change its main studio location to Phoenix and maintain an auxiliary studio in Mesa. KTVK will be party to the proceeding when hearings begin.
Tampa, Evansville, Rochester Purchases Submitted to FCC

Topping the monetary list of station sales filed with the FCC last week was the $3.5 million sale of WTVT (TV) Tampa, Fla., to WKY Radiophone Co. (WKY-AM-TV Oklahoma City The Daily Oklahoman and Oklahoma City Times) [At Deadline, June 25].

Also filed was the over-$500,000 purchase of ch. 62 WFIE (TV) Evansville, Ind., by WAVE Inc. (WAVE-AM-TV Louisville, Ky.) [B&T, June 26], and the previously announced sale of WHAM-WHFM Rochester, N. Y., by Transcontinent TV Corp. to Riggs & Green Inc. [B&T, June 18]. Price paid for the Rochester outlets was $500,000, the same amount Transcontinent paid to Stromberg-Carlson outlets in the previous announced purchase of the previously announced purchase of the Transcontinent paid to Stromberg-Carlson.

Caples Asks Court to Review Lottery Tag on ‘Play Marko’

Petition for a review of the FCC’s order of May 23 [B&T, May 28] which declared the bingo-type program Play Marko a lottery was filed last week in the U. S. Court of Appeals in Washington by the Caples Co., Chicago advertising agency which distributes the program.

The Commission’s May order was in response to a request for declaratory judgment sought by Caples in May 1955. At that time Caples was reported to have been airing the program on some 25 stations. The Commission, in a letter to KTAL (TV) Los Angeles, one of the stations carrying the show, declared its belief that the program was a lottery. This action, Caples said, caused all but one station to terminate their contracts.

A suit by Caples in the U. S. District Court in Washington seeking a hearing on the controversy was dismissed on grounds the FCC had issued no legal, official action against Marko. In last week’s petition, Caples claimed it was adversely affected by the Commission’s declaratory order; that Play Marko is not a lottery since it lacks the essential element of consideration, and that the FCC’s declaratory ruling is an uncodified rule and wrongfully deprives Caples of a valuable property right, contrary to the April 5, 1954 Supreme Court radio lottery decision.

FCC Clarifies Angle To Equal Time Provision

It’s all right for a station to give sustaining time to one candidate even though a second candidate refused an offer of similar facilities, the FCC has ruled — providing stations with one more signpost on the eve of the 1956 political campaign.

For the ruling was made by WSAZ Huntington, W. Va., through its Washington law firm, Cohn & Marks. The station said it desired to make a sustaining period available for use by political candidates for a local office for which there are two principal contenders. One of the candidates accepted the offer, WSAZ said, but the other said he did not desire the time.

The Commission said that under the facts stated there would be no violation of Sec. 315 of the Communications Act if the station went ahead and made the sustaining period available to the candidate who had accepted. However, it added, if the candidate who refused subsequently requested time, the question of whether he was entitled to equal time would have to be determined in the light of all the facts and circumstances then present.

Sec. 315 of the Communications Act requires that if a station permits its facilities to be used by one candidate, it must offer equal facilities to all other candidates for the same office.

Webster’s Farewell

A farewell reception in honor of Comr. Edward M. Webster, who retired yesterday after 47 years of government service, was held Thursday by the FCC. The retiring FCC commissioner was given an illuminated scroll, presented by FCC Chairman George C. McConnaughey, and a high fidelity radio-phonograph set. He was also presented with a “DSC”—“deintermixture service cross”—by the staff. The reception, attended by several hundred FCC officials and staff, was held in the reception room of the Post Office Building.

MILWAUKEE’S NEW WISN PRESENTS

JACK DENTON SHOW

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

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

Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties!

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

FOR AVAILABILITIES call, wire or write
WISN SALES or

Edward Petry & Co., Inc.

150

Milwaukee’s First Station

Broadcasting • Telecasting

July 2, 1956 • Page 65
ADDED REGULATION OF TV SEEN UNLIKELY

Kenneth Cox, special counsel to Senate Commerce Committee, tells ATAS luncheon in New York that there is a good chance Congress—and probably the Justice Dept.—will continue to keep close watch to guard against "abuses."

THERE’s no general feeling in Washington that there is a need for additional regulation of television. It is "necessary or desirable" at this time, but there’s a good chance that Congress—and probably also the Justice Dept.—will continue to keep a close watch to make sure that no "abuses" develop.

Mr. Cox, who is director of FCC operations in the interim report, said, "There are some indications that the FCC may be looking into the problem of television. It is possible that the FCC may make some recommendations to Congress."

Mr. Cox’s address was made at a Tuesday luncheon meeting of the Academy of Television Arts & Sciences in New York. He substituted for Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, who was kept busy in Washington by the impending Senate vote on Air Force funds.

With regard to the committee’s inquiry into network practices specifically, he said “everyday advertisers are “essential to television” and that they perform an important function and have performed it well. The problem would be considerably lessened if there were enough stations in major markets, he noted, but added that at least “one of the key problems” must be expected that Congress, and perhaps also the Justice Dept., will continue to keep an eye on network practices to see that abuses do not develop.

He suggested, answering a question, that “anti-trust” action against the networks might come if some person or company felt sufficiently aggrieved to file a triple damage suit under anti-trust laws.

He observed at one point that the FCC, in its desire to avoid any appearance of censorship has not always looked closely enough—in renewal proceedings—at stations’ performance records when compared with their promises.

He also expressed his view that stations’ right to editorialize would be essential as television "comes of age," but also pointed out that editorializing poses a number of problems including that of assuring opportunity for the presentation of opposing viewpoints and that of making sure that editorialists are not misconstrued as newscasters.

Sen. Magnuson, he observed at another point, feels that newscasters should not read commercials. He also cited a British practice of never showing the newscaster on camera.

The idea that of getting three, and later four and five stations in all important markets—is an “acute” one for which a number of solutions have been advanced, he observed. UHF is vital, he said, but also “in a bad shape” if it is to continue and be successful, he asserted, present high-pushed uhf broadcasters will have to be “salvaged”—their operations made profitable—or there will be no incentive for other broadcasters to get into the field.

Mr. Cox summarized some of the solutions that have been proposed, reporting that witnesses appearing before the Senate committee appear to agree that deintermixture is the "essential first step" that should be taken now. Among others: proposals that all television be moved into uhf, which he said have "certain appeal" but many problems; uhf drop-ins, which he said might be used in some areas; and excise tax relief to boost the manufacture of all-channel sets, which he termed a "desirable" move that should also be extended to color sets so that when color begins "flooding the market," there will be assurance that sets will receive all channels.

Mr. Cox said in Washington Thursday that the Senate Commerce Committee’s proposed intended report of proceedings directed the FCC to be a document setting out broad principles for the FCC to follow in its reallocations proceeding—is being redrafted in the light of the FCC’s issuance last week of its “Report on Television Allocations” (see story, page 27).

The revised report will be substantially different from the one the committee staff had planned to present for approval at a meeting of the Senate committee last Wednesday, he said. The redrafted document probably will be presented for committee approval next week, he added. Mr. Cox said senators at the committee meeting were in general agreement that the interim report should be issued, despite the FCC action last week, but in view of this action, senators want to take a “more careful look” at its contents.

Windup of the committee’s hearings are in sight, although no date has been set for the next sessions, Mr. Cox said. The committee plans to have the FCC as the last group of witnesses on the Commission to be questioned, among other things, on its allocations action last week. He felt two more days of hearings could conclude the committee’s sessions, with the FCC appearing last on the stand. There are no present plans to hear film syndication interests, Mr. Cox said, adding that “up to now they have been avoiding us like the plague.”

Storer Amends Salem Bid

STORER Broadcasting Co. last week filed amendment to application seeking FCC approval of its $27,277 purchase of KSLM-TV Salem, Ore. The commission said its request to move the ch. 3 Salem uhf to Portland was "avoided" ch. 27 KPTV (TV) there. Storer instead asked the Commission to grant a modification of the KSLM-TV permit to move the station’s transmitter location to a point 12 miles south of Portland. This amendment follows an application two weeks ago for Salem ch. 3 by Salem TV Co. (C. H. Fisher), accompanied by a petition asking the FCC to vacate the ch. 3 grant to KSLM-TV (AT DEADLINE, June 25).

BOXSCORE

STATURE of tv cases before FCC:

AWAITING FINAL DECISION: 10
Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 6; Seattles, Wash., ch. 4; Charleston, W. Va., ch. 12; Hartford, Conn., ch. 3; Pat- riot, Wash., Ky. 6; Indianapolis, Ind. 4, 53; New Orleans, La., ch. 4; St. Louis, Mo., ch. 5; Charleston, W. Va., ch. 3; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

AWAITING ORAL ARGUMENT: 7
Boston, Mass., ch. 9; Orlando, Fla., ch. 9; McKeepsport, Pa., ch. 4; Buf- falo, N. Y., ch. 5; Miami, Fla.; St. Francisco-Oakland, Calif., ch. 2; Lead- deadwood, S. D., ch. 3.

AWAITING INITIAL DECISION: 3
Hatfield, Port. (Owensboro, Ky.), ch. 9; Pittsburgh, Pa., ch. 17; Toledo, Ohio, ch. 11.

IN HEARING: 5
Beaumont-Port Arthur, Tex., ch. 4; Che- boygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Gooding-Parma, Idaho, ch. 10; Coos Bay, Ore., ch. 16.

WWBZ Asks FCC to Grant One-Year Probation Period

REQUEST for license renewal on a “proba- tionary” one-year basis was filed last week by WWBZ Vineyard, N. J. If license was revoked by the Commission last November [B&W, Dec. 5, 1955] because of over- emphasis of horse racing programs. In ordering the station to cease operation within 60 days, the FCC found that WWBZ’s horse-race broad- casts were helpful to, and being used by, illegal gambling interests. Since the decision, the station has been granted two 60-day grace periods, the latest only a fortnight ago [B&W, June 25, Jan. 30].

The unique request for probationary status suggested alternative actions by the FCC, either of which would be acceptable, the station said—renewal for one year on a probationary basis or suspension for one year of FCC action which denies the station’s request for license renewal.

Deadwood Grant Proposed

INITIAL DECISION recommending that tv ch. 5 at Deadwood, S. D., be awarded to the lone applicant, The Heart of the Black Hills Stations, was issued last week by FCC Hearing Examiner Robert Sharfman. Heart of the Black Hills (KDSI Deadwood, KRSI Rapid City) became the only applicant following the withdrawal of Black Hills Broadcasting Co. (KOTA-AM-TV Rapid City). Mr. Sharfman found that as Heart of the Black Hills was a qualified, unopposed applicant, “nothing stands in the way of a grant . . .”

Radio Shares in UAW Lobby

A TOTAL of $5,320 was spent on radio spot an- nouncements in a campaign by the United Au- tomobile Workers designed to “influence votes” against the natural gas bill, Walter P. Reuther, UAW president, told a Senate Lobbying In- vestigating Committee last week in Washington. All told, his union spent $38,762 in newspapers and radio to defeat the bill, Mr. Reuther in- formed the senators. He compared the union figure with the $1,750,000 spent on behalf of the bill by the oil company backed Natural Gas & Oil Resources Committee. The contro- versial gas bill was vetoed by President Eisen- hower because of what he called “arrogant” lobbying.
Federal grand jury charges outlets, nine officials, city's broadcasters association with illegally fixing time rates.

A FEDERAL grand jury in Philadelphia last week indited the Philadelphia Radio & Television Broadcasters Assn., 10 Philadelphia radio stations and nine of their officers on charges of illegally fixing rates for radio broadcast time.

The indictment charged that since 1952 the defendants have been parties to an agreement to maintain published advertising rates on radio time in Philadelphia in violation of the Sherman Antitrust Act. The indictments were returned to U. S. District Judge Francis L. Van Dusen.

The charges came at the same time the Philadelphia grand jury was investigating allegations of conspiracy in the NBC-Westinghouse Broadcasting Co. exchange of stations (see story, page 60). Statements of denial against last week's indictments have been issued by a spokesman for the 10 stations and WBC President Donald H. McGannon. Named in the indictment were: WHAT and William A. Banks, its president; WPEN and William B. Caskey, its vice president; WIP and Benedict Gimbel Jr., its president; WFLN (FM) and Raymond S. Green, its general manager; WDAS and Robert A. Klein, its secretary; WBIG and John Mahoney, its general manager; WJMJ and Patrick J. Stanton, its president; WCAU and Donald W. Thornburgh, its president; Westinghouse Broadcasting Co. and Robert Teter, sales manager for former Philadelphia Westinghouse station KYW; and WFTL.

Action in May

Charges against the stations developed late in May, when the outlets were served with subpoenas by U. S. marshals [V57, May 28]. The subpoena was by the antitrust division of the Dept. of Justice, asked for documents and correspondence from 1952 concerning rate fixing, rate maintenance, charges in rates at a fixed time, agency recognition standards, standard contract form for political broadcasting, standard advertising contracts, fixing of salaries for employees and talent, standard policies regarding department store or chain store advertising, use of uniform standards for broadcasts, filing of information on rates and contracts with a central office. The stations were ordered to furnish this information to the Philadelphia grand jury this month.

Commenting on the indictments, a spokesman for the 10 stations said:

"The radio stations of Philadelphia are shocked that the government has decided to proceed against them under the antitrust laws. Everyone is aware of the keen competition that exists among these stations. The stations do not believe that their effort to keep the competition among them in a dignified basis of encouraging the fair treatment of their clients violates any law. The government's action will be contested vigorously with confidence that the stations will be vindicated."

WBC President McGannon said:

"Westinghouse Broadcasting Co. has always established and published its rates independently and has always adhered to its published rates so as to avoid any discrimination or unfairness of its treatment of different customers. Its policy of adhering to its published rates has long been known and recognized throughout the advertising industry. Similarly, WBC policies as to relations with other broadcasting stations have been carefully considered, firmly established, and widely known throughout the organization. Nothing that may have been done in Philadelphia in any way affected the operation of the WBC station and it was not involved in any offenses charged by the grand jury."

Stockholders Try to Block Cisler-to-Segal KEAR Sale

A ROADBLOCK may be thrust in the path of Steve Cisler's sale of KEAR San Francisco to broadcaster David Segal for $500,000 [AT DEADLINE, June 25]. San Francisco attorney Milton Stern Jr. last week announced that legal action will be taken in behalf of KEAR preferred stockholders to establish their right to constitute a majority of the board of directors. Prospect also was held of protesting the transfer application before the FCC in an effort to retain the station's classical music format.

KEAR has resumed its "good music" operation. The Treasury Dept.'s auction of the physical property was forestalled by the Segal purchase.

Mr. Stern said Mr. Cisler owned all common stock and appointed all board members but preferred stockholders had the right to name a majority of the board when dividends were in default for 24 months. Time to exercise this right became effective May 1, Mr. Stern said, and a meeting was called for June 20 but Mr.
Cister sold the property the morning of the meeting despite Mr. Stern's efforts to present him with a court restraining order.

Mr. Stern told B&I the preferred stockholders invested $60,000 in KEAR while good music fans in San Francisco contributed $42,000 in the past 2½ years as a result of broadcast appeals for contributions to keep the station on the air.

Mr. Cister was unavailable for comment Thursday.

### Dannenbaum Elected WBC Vice President

**APPOINTMENT** of Alexander W. (Bink) Dannenbaum Jr., national sales manager of Westinghouse Broadcasting Co., New York, as WBC's vice president in charge of sales, is being announced (today) by Donald H. McGannon, president. Mr. Dannenbaum was named national sales manager earlier this year (B&T, March 9).

A veteran of 20 years in broadcasting, Mr. Dannenbaum joined WBC in 1933 at the time the company had purchased WPIT (TV) Philadelphia.

He began in radio as a salesman for WDAS Philadelphia in 1933, remained with the station (except for four years in the Army during World War II) until 1946, resigning his position as station manager at that time to join WPEN Philadelphia as commercial manager.

When NBC-TV and Westinghouse effected a sale and switch of their respective Cleveland and Philadelphia stations this past winter (B&T, Feb. 13), Mr. Dannenbaum stayed on with the Philadelphia stations (renamed WRCV-AM-TV by NBC), as commercial manager, and rejoined WBC as national sales manager two months later to replace Eldon Campbell, who had resigned.

In his new position, Mr. Dannenbaum will take charge of the overall sales and sales policies of WBC stations in Boston, Cleveland, Ft. Wayne, Pittsburgh, Portland, Ore., and San Francisco. He will continue to headquarter in New York.

### KSD-AM-TV to Get New Home In 'Post-Dispatch' Expansion

**ACQUISITION** by the St. Louis Post-Dispatch (KSD-AM-TV) of an 18-acre tract in that city as a future home for its combined radio-tv and newspaper operations was announced by the newspaper last week. Also announced was the purchase of another tract, 42 acres, which will serve as site for KSD-TV's new transmitter and 1,088 ft. (above average terrain) tower.

The proposed tower, billed as one of Missouri's tallest man-made structures, will be 1,649 ft. above mean sea level, 1,114 ft. above ground and will replace the station's present 540-ft. tower. The new facility will add 7,000 sq. miles to KSD-AM's present 10,000 sq. -mile coverage area, the station said.

Plans call for either a two- or three-story building on the new property, which is located in the west-central part of St. Louis. The Dispatch properties now are housed in an eight-story, downtown building, which was built in 1917 and cannot be expanded.

### ARTHUR G. RYDSTROM (II), newly appointed vice president-director of TV Denver Inc. (KBTV [TV]), is "welcomed aboard" by John C. Mullins, president of the corporation who announced the appointment last week. Mr. Rydstrom is senior vice president of Webb & Knopp, New York real estate firm headed by William Zeckendorf. Webb & Knopp and Mr. Mullins each own 50% of TV Denver Inc., which was organized to acquire several radio and tv properties [B&T, Dec. 5, 1955].

### New WISN-AM-TV Center To Be Begun This Month

**CONSTRUCTION** of a $1,250,000 radio-television center for WISN-AM-TV Milwaukee will begin this month, it was announced last week by John B. Soell, manager of the stations.

WISN currently is celebrating its 34th year of broadcast service. The anniversary observance is including transcribed salutes from civic leaders, congratulatory messages from entertainment celebrities and other special program features.

The radio station began broadcasting in 1922 with the call letters WSOE. WISN now is affiliated with ABC, with most of its programs originating locally.

### Harry Burke Resigns Post As KFAB Omaha Manager

**HARRY BURKE**, general manager of KFAB Omaha since 1945, has resigned that post and will announce future plans after returning from an extended vacation.

Prior to his association with KFAB, Mr. Burke was with WOW Omaha for 13 years, serving as program director and later as assistant general manager in charge of sales.

Mr. Burke has served on the Advisory Board of CBS and is a past president of Nebraska Broadcasters Assn.

### Lawyer Charged in Attack On KSEK Manager Sandstrom

A. S. GRAHAM, Pittsburg, Kan., lawyer, has been charged with assault and battery upon Thad Sandstrom, manager of KSEK in that community.

The lawyer was charged with striking Mr. Sandstrom at the radio station following a news broadcast concerning rejected petitions for recall of the city manager form of government in Pittsburg. Mr. Graham is a leader in the effort to get a special election on such a recall. His trial has been set for July 17 in Pittsburg City Court.

### Beverly T. Whitmire, 53, WBFC-AM-TV Manager, Dies

BEVERLY T. WHITMIRE, 53, manager of WBSL Station, passed away Saturday evening after a long illness.

The three stations in which he held an interest were WAYS, Charlotte, N. C.; WCOG Greensboro, N. C., and WAKN Aiken, S. C.

**Mr. Whitmire** was widely known in the broadcasting industry. A raconteur, he was asked at the April NARTS convention in Chicago to tell some of his famous stories while the TV Board election results were being tabulated.

After schooling at Sewannee Military Academy in Chattanooga, Mr. Whitmire went to the University of Georgia Tech and Columbia School of Journalism. He worked on the Greenville Piedmont, published by ex-Sen. Roger C. Peace, becoming assistant city editor. When the Piedmont started WFBC in 1933, he persuaded Sen. Peace to name him station manager.

In Greenville, Mr. Whitmire was a leading figure in a little theatre movement, Kiwanis Club and many local charities. Many of the nation's leading figures in politics and entertainment have enjoyed rides on his boat, "Lollipop," cruising around the Saluda River where Mr. Whitmire had a cottage. He taught a high school boys class at an Episcopal Sunday School.

The body will be flown back to Greenville Saturday, July 19, 1956, for memorial services there.

### KDB Sold for $125,000

**SALE** of KDB Santa Barbara, Calif., by F. Robert Bauer to a group headed by James Harford for $125,000, was announced last week. Sale of the 250 w, 1,490 kc, MBS-affiliated outlet is subject to FCC approval. Mr. Harford is part owner of KONE Reno and KITO Las Vegas, both Nevada. The sale was negotiated by Arthur Hogan, president of Albert Zugschmitp Corp., Hollywood. Mr. Harford said there would be no changes in personnel.
Intercontinental Elects
Albert Zugsmith President

ALBERT ZUGSMITH has been elected president of Intercontinental Broadcasting Corp., which is seeking FCC approval for purchase of KVSM San Mateo, Calif. [BT, May 28]. Mr. Zugsmith is a Universal Pictures producer, chairman of the board of the Albert Zugsmith Corp. (newspaper-broadcast brokers) and chairman of the board of KRKD Los Angeles and KITO San Bernardino, Calif.

Other Intercontinental principals include Vice Pres. Arthur B. Hogan, who is seeking FCC approval for purchase of KFOX Long Beach, Calif.; Sec.-Treas. Frank Oxart, executive vice president of Albert Zugsmith Corp.; Melville Tucker, Universal executive, and John Feldman, owner of KDON Salinas-Monterey, Calif.

Petry to Open New Offices

EDWARD PETRY & CO., station representa-
tive, will open its new offices in New York next Monday at 3 E. 54th St.

In announcing the move, Edward Petry, presi-
dent of the firm, noted that both his clients and agencies contributed to the Petry concern's growth. He declared the shift was "significant" to the whole broadcast industry "because it shows dramatically the increased service station representatives are providing their stations and the advertising profession." New quarters for the company, formerly at 488 Madison Ave., will have more sales and executive offices, including space for the firm's new sales development and special services department.

Hudelson on WBC Project

BEN A. HUDELSON, production supervisor, WBZ-TV Boston, will take a leave of absence to work on a special assignment in New York at the headquarters of the parent Westinghouse Broadcasting Co.

In New York, Mr. Hudelson will work with WBC Education Director Ordon Hawkins and William J. Kaland, the group's national program manager, on development of several new radio-tv educational and public service pro-

programming’s as simple as

A B C

Alphabetical

ridges, Moods & Themes

classified

with SESAC’s great Alphabetical, Bridges Moods & Themes and Classified Catalogs . . . only three of the many new, unique program aids that come as part and parcel of America's most complete Program Service which features hundreds of network-quality scripts. All yours in the

SESAC TRANSCRIBED LIBRARY
(now also available in sections)
designed for your specific AM, FM and TV program needs and featuring SESAC Music . . . "the best music in America!"

SESAC 475 FIFTH AVE. NEW YORK 17, N. Y.
Celebrating Our 25th Anniversary

expert tv lighting

low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST
Department BT
234 Piquette Ave.
Detroit 2, Michigan

KANS Wichita, Kan., has appointed Sim-
mons Associates as its national sales representative, it was announced last week. At the contract signing are (l to r): Gale Block Jr., Simmons vice president; Kenyon Brown, president of KANS; Dave Simmons, president of Simmons, and Frank J. Lynch, the station's general manager.
Civil Defense Volunteers
Goal of WCBS Program Series

AN ATTEMPT to "humanize" Civil Defense and to attract volunteers was launched last week by the New York State Civil Defense Commission in conjunction with WCBS New York and Kasstor, Farrell, Chesley & Clifford Inc., New York, radio-tv consultants to the commission.

Over 30 New York State radio stations have contracted to run a new series of programs titled Civil Defense Means You! They take listeners to local CD demonstrations, allow them to meet active volunteers, "some of whom might be neighbors," according to the commission. The programs are produced and narrated by Martin Weldon, producer of WCBS's This Is New York and other local public affairs programs.

Petry Promotes Steese

WILLIAM H. STEESE, member of Edward Petry & Co. sales promotion staff, has been named promotion-research-sales development manager.

In the station representation firm's radio department. In addition, Jack Keiner, also on Petry sales promotion staff and former radio-tv director of Allen & Reynolds Adv., Omaha, has been promoted to advertising and sales presentations director for the Petry firm.

REPRESENTATIVE SHORTS

Forjoe & Co. and Forjoe-tv Inc. have moved to new quarters at 451 N. LaCienega Blvd., L. A. 47. New phone: Oleander 5-7755.

Burke-Stuart Co., station representative, moved N. Y. offices to larger quarters at 60 E. 56th St., effective today (Monday). Telephone: Plaza 1-2156.

REPRESENTATIVE PEOPLE

Buxton Johnson, assistant to president, Dunn & Jeffrey Inc., N. Y. advertising agency, to Blair-tv, N. Y., as member of sales staff.

Dick Kelliler, formerly with WWJ-tv and WBK Detroit, to San Francisco office of McGavren-Quinn Co. effective July 15.

STATION SHORTS

WFRV-tv Green Bay, Wis., moving studios from present Scryss Hill site to new quarters at Mason & Roosevelt Sts., Green Bay.

KYW Cleveland, Ohio, went on 24-hour broadcast schedule June 25.

KPOJ Portland, Ore., operating new mobile unit built by Pacific Body Builders, Portland.

STATION PEOPLE

Thomas B. Sawyer, commercial manager, WIST Charlotte, N. C., named general manager of WAVY Star, succeeding James P. Fosston, resigned to join ABC in New York.

Robert E. Moen, program director, KDKD Clinton, Mo., appointed station manager.

Jack Silver named resident manager of WCRE Cheraw, S. C., by Roy Zex, new owner and partner-manager of WGMA Moultrie, Ga.

Harvey Lucas, account executive, WCE Akron, Ohio, appointed assistant station manager.

Martin Backsy named national sales manager, WGLV-TV Easton, Pa. Bill Latham to WGLV local sales manager.


Dale Allison to KPDQ Portland, Ore., as program director.

Fred Mueller, formerly of KMOX and KWK-TV St. Louis, to KSD-AM-tv as promotion manager, succeeding David Pasternak, appointed assistant circulation manager of St. Louis Post-Discasts.

Albert Dowling, Croiskey Broadcasting Co., Cincinnati, to KYW-AM-FM-tv Cleveland as merchandising manager.

John Francis Dunn, Procter & Gamble Co., N. Y., to the newly-created post of merchandising manager of WABC New York.

Don Dickerson, advertising manager for Dallas, Tex., Div. of Safeway Stores Inc., to WFAPA-tv Dallas on local sales staff.

Harrison Wooley, San Francisco radio executive, to KCBS there as sales account executive, succeeding Robert Price, promoted to CBS Radio Network sales.


Campaign in Campaign

WTJ1 (tv). Miami believes it has found the answer to the ticklish, often irritating business of political advertising on television. It's recent "campaign within a campaign" has turned viewer complaints of yesteryear into words of commendation.

Long before spring primaries exploded in Florida, the station had mapped out its plan. Its premise was simple: protect the viewer by limiting and selecting time for each candidate and protect the candidate by putting him in the right time slot with the best production possible.

The first step was to secure a list of state and local qualified candidates. WTJ1 General Sales Manager John S. Allen then sent each a form letter describing the maximum time he and the other candidates in his particular race were allowed and the procedure for buying time.

"This assured voters that the 'rich' candidate could monopolize tele-

vision time," said Mr. Allen. "And since voters are viewers, it assured them that they would not miss their favorite pro-

grams week after week."

Every effort was made to steer away from the time-wary picture of the can-

didate who sat motionless while his mouth moved. Candidates were asked to bring visual aids—platform charts, maps diagramming proposed highway plans and pictures. Professional lighting techniques were brought into play, and numerous background props were used. Film shows were aired by some more enterprising candidates.

WGTW-tv Hartford, Conn., carried all four days of the Insurance City Open golf tournament last Wednesday-Saturday at Hartford's Wethersfield Country Club. The $20,000 tournament was co-sponsored by the Connecticut Bank & Trust and Con-

necticut Medical Service. Checking the contract (1 to r) are William B. Dixey, ac-

count executive, Wilson, Hight, Welch & Grower advertising agency; Charles Stew-

A rt, WGTW-tv account executive; Graham R. Treadway, Bank & Trust vice president; Jack Downey, WGTW-tv general man-

ager, and Adrian Conway, director of public relations, Medical Service.

vision Pacific Network, promoted to account executive, succeeding Ray Beindorf, joining CBS-tv Spot Sales, Chicago. Bruce Huffman, sales service coordinator for station and net-

work, succeeds Mr. Van Nostand as national sales representative. Van Rubenstein, chief assistant, commercial traffic department, to sales service coordinator.

Charles Harrison, news director, WFLI Phila-

delphia, to WCKT(tv) Miami, Fla., as di-

rector of news and special features.

Myron Wagner, formerly in radio-tv in Mid-

west, to KSFO San Francisco as account ex-

ecutive.

William J. Moyland, recent graduate of Wis-

coon State College, Milwaukee, to sales staff of WTMJ Milwaukee.

Cy Kassel, newscaster, appointed news direc-

tor, WHIL Medford, Mass.

Jack Vaught, formerly production director of KWIE Kennewick, Wash., named radio pro-

ducer for WBZ Boston, where he will super-

vise station's music library.

Dick Richmond, news director, WIRT Milwau-

kee, Nee-Mac station, transferred in same capacity to KTSA San Antonio, Tex., also Nee-

Mac outlet.

Dick Covington, WHIBQ Memphis, Tenn., and Don Norman, WMC Memphis, to WHHM there.

Nancy Wallace, continuity assistant, WTIC Hartford, Conn., appointed continuity editor.

Fred Bennett, early morning m.c., WPEN Phila-

delphia, resigned to join Voice of America.

Larry Cott, formerly news editor, KFRS San Francisco, to newswriting staff, KGO-AM-FM-

tv San Francisco.

Bob Scott, WGEM-tv Quincy, Ill., to talent staff of WOOD Grand Rapids, Mich.

Jack D. Hunter, WICA Ashbula, Ohio, to WTAY Robinson, Ill., replacing Wayne W.

Cody Jr., resigned to take position in Salt Lake City.
James E. Ship, former salesman, WDBJ Roanoke, Va., returned to WDBJ-TV there as announcer. Dudley Townsend, WDBJ announcer, assigned show on WDBJ-TV. Ron McDonald, WDEV Waterbury, Vt., to WDBJ-TV as newscaster. Sturm Cable, WBLT Bedford, Va., to WDBJ-TV as audio engineer. Pat Darden, Kyle Compton, James Dalmas and Al Dyson also to engineering staff. Toby Garrett, Roanoke College student, and David Conner, Roanoke TV advertising department, to WDBJ-TV as floormen. Irene Richardson to station receptionist and Rita Riley named secretary to production manager.

William C. White, assistant brand manager, Procter & Gamble, Cincinnati, to WMUR-TV Manchester, N.H., as executive assistant. Mary Lou Guiney, station staff, promoted to traffic chief.


Renetta Jacobson named continuity chief, KVOO-TV Tulsa, Okla., replacing Barbara West, resigned to join Seidenbach's as advertising director.

Don Sherman, WAFB Baton Rouge, La., to WBOS Boston as disc jockey.

Charles Masella, on staff of Hotel Kenmore, Boston, to WBZ Boston as assistant traffic manager.

Jake Ruhl, formerly announcer at WPBN Traverse City, Mich., to WKZO-TV Kalamazoo in similar capacity.

Speak Beckman, personality, WTVN-TV Columbus, Ohio, emceeing daily radio show on WTVN.


DeLois Faulkner, fashion coordinator, WKY-TV Oklahoma City, married June 23 to Max Boydston, former U. of Okla. All-American football player.

Malcolm Klein, assistant general sales manager, KABC-TV Hollywood, father of boy, Daniel Louis, June 20.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., father of girl, Susan Marie, June 19.

Gene Webster, producer-writer, KNX Hollywood, father of girl, Jill Meredith, June 19.

Mrs. Carleton D. Smith, wife of NBC vice president and general manager of WRC-AM-FM-TV Washington, died June 25 after short illness.

Jeanne Kenna, known professionally as Jeanne MacKenna, performer on WGN-TV Chicago's Lunchtime Little Theater, died in Augustana Hospital, Chicago, June 23. She formerly worked for NBC and CBS in Chicago.


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Rising Power

TV was the yeast that upped the sales of Spruan Bread Mix from 20 cases a month to 750, according to when-7V Syracuse. All it took, the station reported, was one 60-second spot a week on WHEN-TV's Kay's Kitchen, a half hour cooking show. The 3,000% sales increase said the station, is due completely to that one spot a week.

PIPER AIRCRAFT Corp., Lock Haven, Pa., using northeastern Pennsylvania as a test market, is sponsoring Let's Fly with Piper, a weekly program on WILK-TV Wilkes-Barre, Pa. The program gives flight instructions with actual film shots of student pilots. Completing arrangements are (I to r): Thomas P. Shellburne, WILK-TV managing director; William D. Stromheier, Davis, Parsons & Stromheier advertising agency, New York, and Harold Swank, owner-operator of Scranton Airways and Piper distributor.

In the progress towards automation, the Gates "Sta-Level" offers broadcasters a highly efficient average level amplifier that relieves the operator of most gain riding. Rated at 1% or less distortion at 30 Db. compression at +20 Db. output threshold level. "Sta-Level" is 100% self-contained including regulated power supply and drop down to service front panel. Rack size only 5 3/4" x 19". All Gates products include tubes in the selling price. "Sta-Level" complete only $225.00.

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GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.

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PLAYBACK

QUOTES WORTH REPEATING

REACTIONS ON BLACKLISTING

Lawrence Laurent, writing in the Washington Post & Times Herald on the Fund for the Republic’s report on “blacklisting” [8*7, June 25]:

NO ONE KNOWS how many patriotic and innocent persons have been damaged in the blacklisting process. The answer is not to be found in the “Report on Blacklisting” and the answer won’t be given by the television industry. There is no way to tabulate silence.

And since there are no concrete answers to the specific questions, the whole practice raises much larger issues. The first issue, of course, is the integrity of the communications industry. It is difficult to admire an industry which runs from “controversy” and refuses even to risk the possibility of “bad publicity.” A mature industry has to stand on its own right to determine the fitness of its own personnel. The television industry ran from this responsibility. The responsibility was assumed by self-appointed list makers, professional patriots and, from all reports, a few racketeers.

If the “Report on Blacklisting” has any durable validity, it is this: The television industry must accept the responsibility for its own operation and, surely, a new set of standards is to be found.

The Washington Daily News, Commenting editorially on the blacklisting report:

UNDER the guise of a factual report on what it chooses to call “blacklisting” in the radio-television industry, the Ford Foundation-financed Fund for the Republic has come up with a curious treatise which apparently sees anti-communism a greater menace than communism.

Like its president, Robert M. Hutchins, the one time “boy” head of the U. of Chicago, the Fund for the Republic does not distinguish between activity and the communist conspiracy.

Nowhere in the report is there anything about how many unfairly have been banned tv or radio jobs. Most of the alleged “victims” are unnamed, and so are the sources of the information on which the report is based. Considering Mr. Hutchins’ avowed distaste for faceless informers, that’s an ironic commentary.

The report smacks more of boondoggling than usefulness.

ABOUT PUBLIC INTEREST

Harry M. Brawley, director of public affairs, WCHS-TV, Charleston, W. Va., addressing the Ohio State Institute for Education by Radio-TV:

MOST DEFINITIONS of “operating in the public interest” include a statement about “improving” the public in some way or other. Usually we say that any program which informs, educates or inspires is one which will improve the listener. We would like to add another verb to that list. We would like to say that any program which “relaxes” the listener or viewer is also in the nature of an improvement and is therefore in the public interest.

Everyone knows the value of relaxation when one gets home from the office or the job. A farmer wants his market reports and his informational programs from the Dept. of Agriculture, but he also wants his fun. After a day with the crops he will be in no mood for a program on how to outmaneuver army worms. He would much rather watch Jack Benny, and who is to say he won’t be a better farmer tomorrow if he can relax and enjoy himself tonight?

We must have our forums, our interviews, our classrooms of the air, and our religious programs—but let’s brag a little about the other things, too! Let’s stop saying that broadcasting must operate in the public interest. Rather let us realize that, properly done, broadcasting—all of it—is the public interest!

IN CINCINNATI:

LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER

The L.B. WILSON STATION
WCKY
50,000 WATTS
CINCINNATI... OHIO...

IT'S OBVIOUS...
FOR MORE AUDIENCE
LESS COST
HIGHEST POWER

— PERSONNEL RELATIONS —

READ GETS STAY OF AFM EXPULSION

Court grants temporary restraining order to union’s Hollywood rebel leader. Local 47 elects five pro-Read supporters to board.

EXPECTATION that AFM President James C. Petrillo soon will use his new powers of trusteeship to take over insurgent Local 47 in Hollywood appeared last week as Local 47’s Rebel leader Cecil F. Read obtained a temporary court order staying his membership expulsion and anti-Petrillo forces scored victories in the fight to control Local 47 at an all-night membership meeting Monday night.

Court tests of Mr. Petrillo’s powers are in prospect. Also significant in the rebellion against Mr. Petrillo’s policies and the AFM Music Performance Trust Funds (which are bolstered by radio, tv and recording royalties) was the open stand taken by tv star and board-leader Ozzie Nelson in support of Mr. Read.

Mr. Nelson challenged pro-Petrillo leader John J. Groen, Local 47 president, to explain his defense of Mr. Petrillo and the manner in which AFM treated Mr. Read and 11 other Local 47 rebels when they appeared before the AFM Atlantic City convention June 12 to appeal their expulsion by a trial board. The convention sustained the penalties [8*7, June 18].

Los Angeles Superior Court Judge John J. Ford granted Mr. Read a temporary restraining order last week returning him to membership pending a formal court appeal. Mr. Read said he intends to be a party, among others, “to one or more law suits which will be filed shortly to determine the validity of the trust fund, and which will challenge the right of the Federation to make or modify collective bargaining agreements without the approval or consent of the musicians covered by these agreements.”

Mr. Read also said, “I intend to ask for further congressional investigation of the AFM, the undemocratic provisions of its constitution, the arbitrary powers granted to the president (Petrillo) and the executive board, the trust fund policies and collective bargaining agreements which are under the domination of the International Executive Board and Mr. Petrillo.”

By a three-to-one margin between political local membership meeting elected five Read-supporters to fill vacancies on the board; provided for election of the local’s trial board by the membership instead of appointment by the president and board, and voted that the local’s ten business agents be appointed by the board instead of just by the president.

It was expected that at least one of the local’s business agents, Vincent Augustine, would be replaced soon since he has been charged with “bugging” by secret tape recorder the Feb. 27 caucus meeting at which rebel leaders planned their strategy to win membership support for outsider of pro-Petrillo president to Groen. Mr. Petrillo played portions of the tape to the Atlantic City convention, Mr. Read said, and the tape reportedly played a role in the trial and expulsion of the Read group from AFM.

SAG Details Reasons For Anti-Merger Stand

SCREEN ACTORS GUILD last week sent its national membership a special report detailing reasons why the SAG board of directors has unanimously rejected a proposal by leaders of...
the American Federation of Television & Radio Artists that the two organizations merge.

The report by SAG President Walter Pidgeon condemns an AFTRA move "to invade" the guild's long-established motion picture jurisdiction. It lists six major reasons and other supplementary reasons why the guild refused to merge with AFTRA. It also pledges that the guild will work for a stronger federation of actors' unions (the Associated Actors and Artists of America) and a "simplified membership card plan for the entire entertainment industry."

Among reasons given for turning down the idea of merger with AFTRA, the guild report said that "AFTRA spokesmen and publications have made clear that AFTRA policy is to promote live television at the expense of television motion pictures" and that had the guild "succumbed to AFTRA's arguments and pressures years ago, in all probability there would be little employment for actors in television motion pictures today." It added that "AFTRA's attitude toward television motion pictures is inequitable" and "would adversely affect thousands throughout the United States who are presently employed as performers in television motion pictures and filmed television commercials, under Screen Actors Guild contracts."

"Because the Screen Actors Guild won its fight (against AFTRA) six years ago, the performers today are part of a thriving and growing television motion picture industry," the report said.

The SAG report also declares that "merger would not lower union dues and probably would raise them . . .", and refers to "the political fights and schisms between various wings in the union, which periodically plague AFTRA, and from which the Screen Actors Guild has remained singularly free."

--- PROFESSIONAL SERVICES ---

Porter, Winsor Nuptials

PAUL PORTER and the former Kathleen Winsor are honeymooning in Spain following their wedding last Tuesday in New Haven, Conn. Mr. Porter, former chairman of the FCC and OPA administrator, is a partner in the Washington law firm of Arnold, Fortas & Porter. Miss Winsor is the author of "Forever Amber." They will make their home in Washington.

PROFESSIONAL SERVICE PEOPLE


George T. Land, former operations manager, WLBT (TV) Jackson, Miss., to Phil Dean Assoc., radio-tv station public relations firm, N.Y., as southern and southwestern regional manager.

Robert W. Bloch, account executive for Dine & Kalmus, N.Y., public relations firm, for more than two years, resigned, effective July 1, to open public relations organization at 20 E. 53d St., New York 22.

William R. Day, who resigned as publicity director, KLZ-AM-TV Denver [BST, June 11], has opened Denver public relations firm, Ethell & Day, with Edward O. Ethell, public relations consultant.

60 EAST 56th STREET
NEW YORK 22, N.Y.  tel. PLAZA 1-2156

Are you getting your full share of the booming national spot business? Let us show you how you can increase your sales. Today! Now!

Write, wire or telephone.

The "SELLINGEST" Rep in Town

BURKE-STUART CO., INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

TED OBERFELDER — PRES.

NEW YORK  CHICAGO  LOS ANGELES  SAN FRANCISCO
**NETWORKS**

**AFFILIATES FAVORABLE TO MUTUAL PACT**

Network officials wind up two weeks of regional meetings to discuss new contract with affiliates and declare results are ‘by and large’ pleasing.

MUTUAL NETWORK officials last week wound up a two-week round of regional meetings to discuss their new affiliation contract with affiliates and described themselves as well pleased with the overall results.

They conceded that some stations probably will be lost when the new contract goes into effect on Nov. 1, but said that “by and large” the reaction of affiliates was “good” and that there undoubtedly would have been some defections no matter how small a change had been proposed.

The Mutual officials could give no exact accounting of acceptances because some of the new contracts have not as yet been sent to stations. This task may take another week or ten days, they indicated.

Station Relations Vice President Robert Carpenter said he was pleased with the overall reaction and reiterated his view, expressed when the plan was first unveiled officially to the network during the NARTB convention [BT, April 23], that “if this were the first contract ever offered by a network, every station would be beating down our doors to get it.”

The new contract—which network officials say will go into effect Nov. 1 “regardless” and will be the only affiliation contract that Mutual has—asks stations to “pre-clear” and carry without compensation 16 hours of network time a week, but cuts the amount of network option time back from the present 63 a week to 35, and provides free programming for stations to sell locally.

‘Share the Wealth’ Plan

Another feature of the new MBS system of operation, although this is not written into the new affiliation contract, is a “share the wealth” plan whereby stations that clear for network programs will share in MBS profits (after operating costs are paid) in proportion to their respective network rates [BT, June 18]. Officials said this plan also will go into effect Nov. 1.

Other new features include the so-called “block music” programs to be made available to stations without charge (9 p.m. to midnight Sunday through Friday, 6-8 p.m. Saturday, and 11 p.m. to midnight Saturday), and the “automation” plan whereby affiliates are urged to install or adapt equipment to permit integration of network shows with local spots or breaks for evening or weekend programming hours [BT, June 18].

Mr. Carpenter estimated that 250 affiliates attended the six regional meetings, held between June 15 and June 27 to explain the new plans in detail. The last two sessions were held last week, with one in Atlanta on Monday attended by some 70 affiliates and the windup in New York on Wednesday with 31 present. Network officials making the rounds of the meetings included Mr. Carpenter, President John Poor and Sales Vice President Harry Trenner.

**ABC Radio Reports Billings Of $500,000 for Morning**

BUSINESS representing approximately a $500,000 net billing in ABC radio’s morning schedule was to be reported today (Monday) by the network’s national sales manager, George Comitos.

Topping the sales was a 52-week contract signed by Admiral Corp., Chicago, for five segments weekly on Breakfast Club starting at various dates this month on behalf of the manufacturer’s portable and standard tv sets and refrigerators. Agency is Hurst & McDonald, Chicago.

Other news included Thomas J. Lipton Inc. (Lipton soups), Hoboken, N. J., another 15 segments of Breakfast Club, starting Oct. 2 on a schedule not yet firm; Magla Products (silicone ironing board covers), Newark, N. J., taking eight segments of Breakfast Club, starting Sept. 13 and through Edward Lieb Agency, Newark; Slenderella International salons (slenderizing system), Stamford, Conn., through management Assoc. of Connecticut, same city, contracting for segments on Mondays, Wednesdays and Fridays of When a Girl Marries for 26 weeks starting Aug. 6.

Renewals included Beatrice Foods Co. (Make-A-Shake milk shakes), Chicago, via Mason Warner Co., same city, for Mondays and Wednesdays segments of Breakfast Club, starting July 9; the Dromedary Co. (cakes and mixes), division of National Biscuit Co., New York, through Ted Bents & Co., New York, for Tuesday, Wednesday and Thursday segments of When a Girl Marries, effective July 17, and General Foods Corp. (Calumet baking power), White Plains, N. Y., through Young & Rubicam, New York, for Tuesday, Thursday segments weekly, effective tomorrow (Tuesday).

**NBC Radio Will Top Rivals In Weekend Business—Ayres**

NBC RADIO claimed last week that by this month it will be doing a bigger dollar volume of business on weekends than any other radio network. Charles T. Ayres, vice president in
Levitt New General Manager Of NBC Film, Merchandising

APPOINTMENT of Robert D. Levitt as general manager of NBC-TV Films and the merchandising (licensing) division, effective July 9, was announced last week by Alan W. Livingston, president of the Kagran Corp., an NBC subsidiary. Kagran supervises the activities of NBC-TV film sales, network licensing, film production and NBC's theatrical operation.

Mr. Levitt, who has been director of national sales at Screen Gems, New York, since the beginning of 1956, will headquarter in Kagran's New York office and will report directly to Mr. Livingston. From 1942 to 1946, Mr. Levitt was a vice president and director of the Hearst Pub-

Deitch Joins CBS-TV Div.

GENE DEITCH, formerly creative supervisor of Robert Lawrence Productions, New York, has been appointed to the newly-created post of creative supervisor of Terrytoons, a division of CBS-TV Film Sales. It was announced last week by William M. Weiss, general manager of Terrytoons.

Mr. Deitch was with CBS from 1945-46 as assistant art director in Hollywood. In 1946, he joined United Productions of America in Hollywood and left in 1949 to join the Jam Handy Organization (motion picture products) in Detroit. Mr. Deitch rejoined UPA in 1951 to become organization manager of a branch office in New York and served the company for more than four years as supervising director.

GOVERNORS SEE NEW GEAR FOR CONVENTION USAGE

NBC demonstrates electronic equipment to be used in reporting Democratic, Republican nominating sessions.

A REPRESENTATIVE group of state governors, their aides and a number of newsmen were guests of NBC Tuesday at the first public preview of the network's new electronic gear that will be used to cover the national political conventions this summer. The briefing and demonstration were held at the Shelbourne Hotel, Atlantic City, N. J., where the annual governors' conference was in session.

On hand for NBC were Davidson Taylor, vice president in charge of public relations; William R. McAndrew, director of news; Barry Wood, director of special events; Chet Huntley, newsman and one of the NBC-TV convention announcers; Richard Haskins, and various other NBC News correspondents who will cover the conventions.

Emphasis was placed on the portability and mobility of equipment, in particular the RCA "transceiver"—a tiny, two-way radio that is the size of a lady's formal handbag, and the "creepie-peepee," a portable tv camera.

A display of equipment used in radio-tv coverage of the 1952 conventions with their 1956 counterparts dramatized the evolution of...
electronic broadcast gear toward lightweight, easier-to-handle devices. Included were a portable camera and a supply of that is used in place of the weighty power pack; the pistol grip Airflex for 16 mm or 35 mm film and the 16 mm Auricon sound camera, compared to heavier film camera and associated equipment; the portable scope lights and portable light carried with pack vs. bulky flood lights, and lapel and wireless microphones, including the BK-6A mike, as compared to hand microphones and the old-type headsets used four years ago.

Of interest to the observers was the 7½-lb. magnetic film amplifier which makes obsolete the 130-lb. combination of sync recorder and 34 mm magnetic tape recorder formerly used. The "creepie-peepee" (camera and pack), which elicited the most comment from the audience, was seen by Mr. Wood as the "most exciting" equipment yet devised for such an event as the conventions. The camera weights 10 lbs., the pack 48 lbs. A receiving antenna, operated separately, aids pickup. On display was $35,000 worth of camera gear, booms and cables which was needed for the 1952 conventions. Also shown was a "cue receiver" that resembles a hearing aid device.

Cellomatic projector equipment was demonstrated. It will use new, fast film developed by Polariod to picture (film transparency) to be projected only two minutes after the photograph is snapped. The projector also handles such optical effects as dissolves, fades, cartoons, etc.

A special film was shown of progress to date in setting up both the International Amphitheatre at Chicago and the Cow Palace in San Francisco, where the respective Democratic and Republican conventions will be held. Various camera and microphone positions were explained, as well as seating arrangements.

Mr. Taylor noted that no sooner does one convention year end than the networks start plans improving coverage of the next one, four years later. He said that "concentrated work to improve coverage" started as long as 18 months ago. Mr. Huntley disclosed that equipment to be moved about 1,900 miles (from Chicago to San Francisco with about 48 hours to do the job) would be the equivalent to outfitting three TV stations. Mr. McAndrew spoke about the NBC News people assigned to various tasks at the convention, summarizing NBC’s purposes as objectivity in the presentation and "gavel-to-gavel" coverage.

ABC-TV Promotes Curran

ROBERT E. CURRAN, manager of the ABC-TV Cooperative Program Dept., last week was named assistant regional manager of ABC-TV's Station Relations Dept., reporting to Alfred R. Beckman, director, whom he also will serve as general administrative assistant. Mr. Curran joined ABC in 1930, resigned for a four-year duty in the U.S. Navy and returned to the network in 1954, serving successively as sales representative, tv cooperative program supervisor and then manager of the co-op department.

CBS Radio Press Names Berk

APPOINTMENT of Howard Berk, formerly publicist director of MCA Tv Film Syndication Div., as trade news editor of CBS Radio Press Information was announced last week by George Crandall, director of the department. Mr. Berk succeeds Harry Feeney, who recently transferred to the CBS-TV press information department. Mr. Berk previously had served in public relations capacities with the New York Yankees baseball team and with David O. Alber Assoc., New York.

More Video Recorders Purchased by CBS-TV

CBS-TV has ordered a "substantial number" of Ampex video tape recorders in addition to the three prototypes scheduled for delivery in August, William B. Lodge, network vice president in charge of general engineering, said Tuesday afternoon during a demonstration of rec- order at CBS Television City in Hollywood for delegates to the 53d annual convention of the Advertising Assn. of the West. (story, page 29)

Mr. Lodge declined to specify exactly how many units are on order because of excessive publicity already issued about the new technical development, but he assured his audience the number is considerable. He indicated that if initial "shake-down" tests of the units are successful, the recorder will replace film kinescopes in Hollywood as early as October for West Coast broadcast network programs. The West will be four hours behind New York time that when the East continues on extended daylight savings time.

Mr. Lodge frankly admitted "we are not certain of all the capabilities and limitations of the recorder yet," explaining a lot of study is needed on practical application of the machine in addition to its immediate prospect as an economical substitute for film kinescoping of delayed telecasts. He said a single tape can be used "fifty or a hundred times" for delayed telecasting whereas the practice has been to shoot a full hour of 35 mm film for each hour of delayed program, play it back once, and then discard the film.

Mr. Lodge told his advertising audience that problems still must be ironed out on splicing and editing the wide tv tape too, another factor which indicates the recorder won’t immediately obsolete all other tv production procedures as feared in some quarters.

The recorder has no erase mechanism for the video section of the tape because it would have to be precisely synchronized with the high-speed whirling recording heads. The tape must be bulk-erased on another special device before being re-used on the recorder, thus the producer cannot immediately back up the tape and re-record over a flub as can be done with a sound recorder.

Mr. Meighan and other network executives, including Mr. Lodge and Frank Samuels, Pacific sales manager, were hosts to the delegates on a CBS Television City tour and a cocktail party.

NETWORK PEOPLE

William M. Koblenzer, account executive on ABC-TV’s special project sales staff, who is responsible for network’s Film Festivals, to ABC-TV general sales staff in a similar capacity. Mr. Koblenzer is succeeded in his former post by John R. Porterfield, WABC-TV New York account executive.

Ray Beindorf, account executive, KNXT (TV) Hollywood, to CBS-TV Spot Sales, Chicago, in similar position.

Technical Employment Status Good—Walker

ASSUAGING fears of heavy technical unemployment by virtue of remote control of radio station transmitters, A. Prose Walker, NARTB engineering manager, said last week that in the three years since the FCC authorized remote control operation of non-directional am and fm stations using transmitters with powers up to 15 kw, there has been no widespread loss of employment.

"On the contrary," Mr. Walker said, "it is still increasingly difficult to obtain qualified technical personnel..."

Mr. Walker, who addressed the summer meeting of the Pacific Division of the American Institute of Electrical Engineers in San Francisco, also stated that 98% of all remote control stations are operating in conformance with the FCC Standards of Good Engineering Practice. He also reported on a 1954 survey which showed that 53% of the stations replying reported no time loss through failure of remote control equipment.

Meanwhile, the FCC last week postponed the deadline for filing comments on the proposal to permit all the deadline for remote control equipment.

The competitive practice.

North Carolina Broadcasters Hold Nags Head Meeting

RADIO and tv will be used on a sponsored basis in future campaigns, North Carolina Assn. of Broadcasters was informed Thursday.

TESTIMONIAL on behalf of the industry was presented June 22 to C. E. Arney Jr., retiring NARTB secretary-treasurer, by NARTB President Harold E. Fellows, who presided at the luncheon. Mr. Arney was given $2,500 cash gift, radio and tv sets and other gifts on completion of 17 years.

The only way you can really

reach...all of this rich central Texas market is with

kmbc-kfrm

the New Sound of

kmbc-kfrm

the new sound of

kmbc-kfrm

The big news in Kansas City radio is the New Sound on KMBC-KFMR! By completely overhauling old programming concepts, KMBC-KFMR have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Wood- ward, Inc. Colonel can tune in on the New Selling Sound of KMBC-KFMR.

kmbc of Kansas City

KFMR for the State of Kansas

in the Heart of America

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H. Dennison Parker Named To Head Fla. Broadcasters

H. DENNISON PARKER, WTAN Clearwater, was elected president of the Florida Assn. of Broadcasters at the June 21-23 meeting in Clearwater. He succeeds Harold P. Danforth, WDBO Orlando. Other officers elected were James L. Howe, WIRA Fort Pierce, first vice president; John H. Phipps, YTAL Tallahassee, second vice president, and Charles Fernandez, WKXY Sarasota, secretary-treasurer.

Elected to the FAB board were Larry Rol- lins, WSIR Winter Haven; Mr. Danforth; M. A. Reynolds, WFTW Fort Walton Beach; Lee Ruwitch, WTVJ (TV) Miami; Tom Gilchrist, WJHP Jacksonville; Frank Hazleton, WNTN Tallahassee, and Myron A. Reck, WTRR San- ford.

FCC Commr. Richard A. Mack, banquet speaker, said the uhf problem was due mainly to failure of manufacturers to provide enough all-wave receivers. Robert L. Heald, NABT chief attorney, reviewed legal problems affecting broadcasters. James W. Blackburn, Blackburn & Hamilton, station brokers, spoke on methods of appraising station properties.

Mr. Howe was named head of a committee to study relations of broadcasters with educational bodies in coverage of sports. Resolution were adopted calling for a study of music licensing and ratification of North American Regional Broadcast Agreement. John Brown- ing, WSPB Sarasota, was chairman of the resolu- tions committee.

Rhode Island Assn. Re-Elects H. William Koster President

H. WILLIAM KOSTER, WEAN and WPJB-FM Providence, was re-elected president of the Rhode Island Broadcasters Assn. at the June 22 meeting held in Providence.

Other officers elected were Edward Boghosian, WJAR-TV Providence, vice president; and Milton Miller, WADK Newport, secretary- treasurer. The name of the association originally was Rhode Island Radio & Tele- vision Broadcasters Assn. Mr. Koster is serving his third one-year term as association president.

Ad Group Installs Officers


SDX Accepting Nominations For Fellows in Journalism

SIGMA DELTA CHI last week announced opening of nominations for the election of Fellows in Journalism, setting a deadline of Nov. 1 for entries. Under SDX rules, not more than three living journalists may be selected.

A committee of past SDX presidents will review the nominations, presenting a maximum of six candidates to the national convention of the professional journalism fraternity at Louis- ville, Nov. 28-Dec. 1. Alden Waite, president of Southern California Associated Newspapers, heads the committee.

Nominations are being accepted (in writing) from individuals, chapters and fraternity members at Sigma Delta Chi headquarters, 35 E. Wacker Drive, Chicago 1, Ill. Twenty-four journalists have been honored in the past by SDX with fellowships.

Monroe Elected to Head La.-Miss. AP Broadcasters

BILL MONROE, news editor, WDSU-AM-TV New Orleans, was elected president of the La.-Miss. Associated Press Broadcasters Assn. at the group’s meeting in Natchez, Miss., June 23-24. Granville Walters, general manager of WAML Laurel, Miss., was elected vice presi- dent.

Roundtable work sessions were held, dealing with both wire and local news matters, and Don Rowland, KSIS Crowley, La., took top honors in a “cold reading” newscasters contest. Fifty- two newscasters and their wives attended the sessions.

RAB Moves Into Boston For 5-Day ‘Sales Blitz’

ANOTHER MOVE to hype local radio sales was taken last week as Radio Advertising Bu- reau launched the first of a series of five-day “sales blitzes” in the Boston area. The drive, scheduled to blanket 22 U. S. cities, will at- tempt to “talk radio” to local food manufactur- ers, grocery chains, retail stores, industrial firms, utilities and banks (B&T, June 11).

For five consecutive days last week, RAB vice president and general manager John F. Hardesty, aided by RAB salesmen, Ted Max- well, Jim Baker and John Curry, called on Boston “prospective” advertisers on behalf of stations WBZ, WEEI, WHDH, WNAC and WVID all RAB members. Results of the push will be made known to station managers concerned “some time this week.”

TRADE ASSOCIATION PEOPLE

Helen Murray Hall, manager of advertising and promotion, NBC Western Div., Hollywood, elected president of L. A. Advertising Women Inc. Others elected: Betty Kizer, Trans World Airlines, first vice president; Dee Davis, Miracle Mile Assn., recording secretary; Dorothy Writ- ter, BBDO, corresponding secretary; Marlon Vilmure, Roy Rogers Enterprises, treasurer; Mildred Carruth, KIEV Glendale, Calif., as- sistant treasurer. Board members: Jane Collins, Hixon & Jorgensen Inc.; Fran Harris, Harris- Tuchman Productions; Lucile Liete, Liete Ad- vertising; Helen Pine, Times-Mirror Co.; Mar- jorie Lenz, Charm magazine; Claire Hughes, KFWK-AM-FM Pasadena, Calif.


Brand Plugging

BRAND NAMES FOUNDATION is dis- tributing two tv spot commercials on the value of brand advertising and brand buying to tv stations in major market areas. Time for the foundation’s adver- tising is being contributed by the stations. The tv spot campaign is similar to the in- stitutional advertising on brand themes used in printed media and on radio. The announcements were created by Dancer- Fitzgerald-Sample, New York, volunteer agency this year for the foundation’s consumer advertising.
Snyder Adds Duties
In Ampex Expansion

BECAUSE of expanded production and sales in video tape recorder field, Ampex Corp. has expanded its sales staff, with Ross H. Snyder named manager of video sales in addition to his duties as sales manager for theatre stereo-phonics and custom audio products, Ampex President George Long announced Thursday.

Walter Goldsmith is in charge of video customer relations while Charles P. Ginzberg, project engineer for development of the video tape recorder, has been named chief video engineer. Senior video project engineer is Charles E. Anderson. Ampex is increasing its engineering staff by 150% and adding 50,000 sq. ft. For its Redwood City, Calif., plant to handle the TV recorder.

Before the Ampex TV tape recorder demonstration Tuesday at CBS Television City, Hollywood, for the Advertising Assn. of The West (page 29), Ampex officials met with executives of KTTV (TV) and KHI-TV Los Angeles and KRKN-TV San Francisco to explore potential of recorder in addition to immediate function for total backlog yet due to handling the TV recorder. Some 70 units were ordered by 35 stations while CBS-TV bought the first three prototypes and since has ordered two more, to be delivered this fall. After three units go to NBC-TV, CBS-TV also has ordered seven production units for total of 12 machines and is understood to have planned progressive acquisition of additional units later.

Ampex Plans Free Service
At Both National Conventions

AMPEX Corp., Redwood City, Calif., has announced plans to furnish materials and recording services free to accredited broadcast representatives covering the Democratic and Republican nominating conventions in August. Ampex will install complete recording studios, equipped with Ampex Model 350 console recorders and Model 600 lightweight portable recorders at hotel headquarters and convention site for both conventions.

The Ampex studios in Chicago for the Democrats, who convene Aug. 13, will be located on the second floor of the north wing of the International Amphitheater and the Conrad Hilton Hotel. From Aug. 17, beginning in San Francisco Aug. 20, Ampex will occupy studios in the North Barn at the Cow Palace and the Fairmont Hotel. The studios will be open several days in advance of the conventions so that newsmen may cover the arrival of their home state delegations.

Microphones for the studios will be furnished by Altec-Lansing Corp., and recording tape will be supplied by Minnesota Mining & Manufacturing Co. Ampex will provide all necessary supplies for addressing and mailing of recorded tapes to radio stations throughout the country.

$22 Billion in Electronics
By 1965, Sylvania Men Aver

AN ANNUAL $22 billion or more electronics business by 1965 was seen last week by several key executives of Sylvania Electric Products Inc., who met with the firm's radio-television distributors at a three-day conference in Buffalo on the forthcoming sales picture.

Not only will the industry set a new record of over $11.5 billion this year, said Sylvania's chairman and president, Don G. Mitchell, but set production will surpass the 7.5 million mark by the end of this year. Color set production, Mr. Mitchell predicted, will reach 275,000 units this year, of which 200,000 will ultimately reach the consumer; by the end of 1957, he added, color set production will climb to 900,000, with black-and-white set production dropping to 6.7 million units.

"Color television," Mr. Mitchell declared, "is definitely on the way . . . However, it will be some time before color sets will be marketed in relatively large quantities and it will be four or five years before color sales catch up to black-and-white.

Mr. Mitchell and his vice president in charge of operations, Marion E. Pettigrew, underscored that point when they introduced Sylvania's second and third color set model to date, the "Granada" and "Saratoga," retailing at $595 and $695, respectively. Sylvania's first color set, introduced last year, retails at $850.

WHYY-TV Buys Equipment

WHYY-TV, Philadelphia ch. 35 educational outlet, has ordered a $300,125 kw transmitter and related studio equipment from RCA, Richard Burdick, the station's managing director, announced last week. Studio equipment will include three image orthicon cameras, one vidicon camera for slides and 16 mm films and kinescope recording equipment. WHY-TV has not as yet announced a target date.

Three Outlets Order From GE

GENERAL ELECTRIC Co. reported last week it had shipped a 10 kw transmitter to KLAS-TV Las Vegas, Nev. (ch. 4) and a six-bay antenna to WMBR-TV Jacksonville, Fla. (ch. 4). GE also has an order from WCYB-TV Bristol, Va. (ch. 5) for August delivery of a 30 kw transmitter and three-bay batwing antenna.

DuMont Ships to WDBJ-TV

A 50 kw transmitter, with associated equipment, was shipped last week by Allen B. DuMont Labs to WDBJ-TV Roanoke, Va. (ch. 7), as a replacement for the station's 5 kw transmitter. The station reports that the power increase will boost its effective radiated power from 27.78 kw to 316 kw.

MANUFACTURING SHORTS


Philco Corp. Government & Industrial Div., Philadelphia, reports Telestetenta Mexican S. A. (XEX-TV), MBC-TV, MHTV (TV), XEX-TV, XHGC-TV Mexico City and XHNL-TV Monterey (TV) purchase of 1 kw vhf transmitter. Transmitter and associated studio equipment to be installed at network's plant, Guadalajara, Mexico's second largest city.

Sylvania Electric Products Inc., N. Y. reports installation of 1,050 special combination radio-television sets at Toronto (Canada) Royal York Hotel.
ANNUAL AWARDS BY AAW HAVE BEEN MADE AT CONVENTION

Radio jingle prepared for Southern Pacific Railroad and tv spot created for Chevrolet by Five-Star Productions are winners of top honors.

NEWEST radio jingle prepared for the Southern Pacific Railroad by Song Ad Film-Radio Productions, Hollywood, took top awards in the craft competitions of the Advertising Age, at the West 53d annual convention last week as a tv spot created for Chevrolet by Five-Star Productions, Hollywood, won first honors in that medium.

Foote, Cone & Belding's San Francisco office, which is testing the Southern Pacific spot on stations in both that city and Los Angeles, reported the radio campaign "very successful" and pointed out that the jingle and its train-rhythm style permit it to be fully integrated by disc jockeys within their programs as though it were a hit tune itself. Song Ad president Robert Sande wrote and sang the jingle, backed by four all-student and instrumental group directed by Vice President Larry Greene.

Agency placing the winning Chevrolet tv commercial in the western markets is Campbell-Ewald Co., Detroit.

Full list of radio and tv awards follows:

RADIO ADVERTISING AWARDS

Perpetual Trophy—Donated by Vancouver Advertising & Sales Bureau, Vancouver, B. C., for all tv commercials, won by Southern Pacific Company, San Francisco; spot announcement in city of 100,000 or more population; agency, Foote, Cone & Belding, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

COMMERCIAL PROGRAMS

(A) Prepared and used primarily in cities of 100,000 or over, or networks, won by Sturdy Dog Food Co., San Francisco; program, Sturdy Dog Food Newscast; station, KBIG Avalon, Calif.; agency, Mogge-Privett Inc., Los Angeles.

B. Prepared and used in cities of less than 100,000, won by Johnson Pontiac Co., Colorado Springs; program, Sabena Lounge; station, KRDO Colorado Springs; producer, KRDO Radio Copy Dept.

COMMERCIAL SPOT ANNOUNCEMENTS

(A) Prepared and used primarily in cities of 100,000 or over, or on nets, won by Southern Pacific Co., San Francisco; agency, Foote, Cone & Belding, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

Special Honorable Mention: Delsom Estates, Devon Gardens, New Westminster, B. C.; station, CKNW New Westminster, B. C.

B. Prepared and used in cities of less than 100,000, won by Johnson Pontiac Co., Colorado Springs; program, Sabena Lounge; station, KRDO Colorado Springs; producer, KRDO Radio Copy Dept.

TELEVISION COMMERCIAL AWARDS

Sweepstakes Award, donated by Hollywood Advertising Club for best over-all entry selected from the winners of all classifications, won by Chevrolet Motor Co., Flint, Mich.; agency, Campbell-Ewald Co., Detroit; producer, Five-Star Productions, Hollywood.

Classification 1, local advertisers, film commercials (one minute or less), won by Shoestring Radio, Inc., Salt Lake City; agency, none; producer, Paul Mortenson, Salt Lake City.

Classification 2, regional advertisers, film commercials (one minute or less), won by Rheingold Brewing Co., Los Angeles; agency, Foote, Cone & Belding, Los Angeles; producer, UPA Pictures Inc., Burbank, Calif.


Classification 4, general, live or kine, any length, won by Utah Copper Div., Kennecott Copper Corp., Salt Lake City; agency, Adamson, Buchman & Associates, Salt Lake City.

Promotion Managers Contest

Won by KARD-TV's Leon Bert

LEON BERT, promotion manager of KARD-TV Wichita, Kan., has been named first place winner of the eight-state, station Skelly Oil Co. promotion managers contest. The contest was to select the most outstanding promotion and merchandising support offered Skelly Oil's weekly Waterfront television program, for the period of April 29 to May 31.

Runners-up were WDSD-TV, Duluth, Minn.; WOYV-TV, Madison, Wis., and WMT-TV, Cedar Rapids, Iowa.

Meanwhile, Skelly reported that retail sales had jumped 103% in the greater Wichita area.
INTERNATIONAL

CBC's Board of Governors Refuses New Station Bids

THE board of governors of the Canadian Broadcasting Corp., meeting June 22 at Ottawa, refused all new applicants for am and tv stations. Approvals were given only for share transfers, changes of corporate name and expansion of CFRQ Gravelbourg, Sask., to nighttime operation with 250 watts on 1230 kc.

New radio stations at Calgary, Winnipeg, Burlington (Ont.), Welland (Ont.) and Toronto, were denied, primarily because the board felt there were already enough stations in the areas giving service. The Toronto request was for an fm station, which had been turned down last year and which would have been used to some extent for storecasting service.

Applicants for tv stations at Yorkton, Sask., and Rouyn, Que., were turned down, the first because financial basis of applicants was held not satisfactory, and the second was turned down for further study in view of petitions from the area that CBC open a station there.

Power increase for CKOT Tillsonburg, from 250 watts on 1510 kc to 1 kw on 1510 kc was deferred for further study.

Canadian Radio-Tv System Backed by Station Manager

PRESENT SET-UP of Canadian radio and television, with government-owned and private stations, is the only workable system for Canada, according to Finlay H. MacDonald, manager of CICH Halifax, N. S., and a former president of the Canadian Assn. of Radio & Television Broadcasters. Mr. MacDonald aired this view before the Royal Commission on Broadcasting in mid-June, pointing out that in his opinion a private television network is not feasible at present.

If second tv stations are to be licensed to private owners in cities now having one station, these second stations should also form part of a second tv network controlled by the Canadian Broadcasting Corp. Mr. MacDonald felt that demand for an independent regulatory body could be met by having two members of the CBC board of governors, in addition to the chairman, placed on full-time salaries. He criticized CBC for its administrative structure which he said deprived staff of initiative, and for what he termed its pre-occupation with tv to the neglect of its radio responsibilities.

CFCL-TV Timmins on Air

CFCL-TV Timmins, Ont., began telecasting to northern Ontario's gold mining region on June 30, on ch. 6. The station, which is programming 75% in English and 25% in French, is affiliated with CFCL, a French-language radio station at Timmins. Owner is Conrad Lavigne. Rene Barrett, general manager of CFCL-TV, plans at least one hour local live program nightly. Omer Renaud & Co., Toronto, represents the station in Canada, Joseph H. McGillvra in the United States.

Canadian Ty Set Sales Drop

SALES of television sets declined 14% in the first four months of this year, according to figures released by the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. Sales of sets to dealers in the January-April period totaled 168,635 valued at $50,478,605, compared to 197,183 sets at $60,754,- 034 in the January-April 1955 period.

1-2 sales punch in WESTERN MONTANA

MISSOULA, MONTANA

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RAdio and TELEVISION STATIONS

50 EAST 5th STREET EL 5-0405
NEW YORK 22, N. Y.

All Inquiries Confidential

GILL-PERNA, 1926

4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
Heeny Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Jewish Market
of Metropolitan New York

July 2, 1956 • Page 81
**INTERNATIONAL**

**Buss Heads Canadian Group**

BOB BUSS, manager of CHAT Medicine Hat, Alta., has been elected president of the Western Assn. of broadcasters, succeeding Vern Dallin of CFQC-AM-TV Saskatoon, Sask. WAB directors elected were Gil Seabrook, CJIB Vernon, B. C.; Norm Botiller, CJOC and CJILH-TV Lethbridge, Alta.; Vern Dallin; Jack Blick, CJOF Winnipeg, Man., and Chuck Rudd, CHUB Nanaimo, B. C.

**INTERNATIONAL PEOPLE**

Lorrie Potts has purchased Toronto office of James L. Alexander Co., representative firm, where he has been manager for some time. Company name is to be changed to Potts & Co. Montreal office of Alexander Co. continues to be managed by Jim Sheridan.

W. H. Clerk, supervisor of commercial radio and tv and Canadian Broadcasting Corp., Toronto, Ont., to supervisor of radio and tv at Young & Rubicam Ltd., Toronto, succeeding Bill Morgan, resigned to join H. N. Stovin & Co., station representative firm at Toronto, executive vice president.

Dick Sheppard, film sales manager of S. W. Caldwell Ltd., Toronto, film distributors, to supervisor of tv production at McKim Adv. Ltd., Toronto, Ont.

Keith Chase, tv director of McKim Adv. Ltd., Montreal, and prior to that sales manager of CPPL London, Ont., to sales and promotion manager of CKCW-TM Moncton, N. B.

Ross Hamilton to sales manager of CKNX-TV Winnipeg, Ont., succeeding Vin Dittmer, resigned after more than decade with CKNX-AM-TV.

Gilles Morin to sales representative, Montreal office of Jos. A. Hardy & Co. Ltd., station representative.

Donald Ferguson, formerly sales representative of All Canada Radio-Television Ltd., Toronto, Ont., to radio-tv timebuyer of Harold F. Standfield Ltd., Toronto.

Earl Conner, chief engineer of CFAC Calgary, Alta., jointly chosen of engineering section of Western Assn. of Broadcasters at annual meeting in Vancouver. He succeeds Bill Forst of CKOM Saskatoon, Sask.

**INTERNATIONAL SHORTS**

CKSL London, Ont., has started operation with 5 kw on 1290 kc. J. Lyman Potts, formerly of CKOC Hamilton, Ont., is manager, John C. Morris sales manager and Francis R. Kirton program manager. Station is represented in Canada by National Broadcast Sales and Horace N. Stovin & Co., and in U.S. by Canadian Station Representatives Inc.

CKSW Swift Current, Sask., now on air with 250 w on 1400 kc. D. W. Scott is general manager, Wilf Gilby station manager and Alec Maxwell commercial manager. Station is represented in Canada by Radio Representatives Ltd., Toronto, Ont.

Standard Brands Ltd., Montreal, Que., and Frigidaire Products Canada Ltd., Toronto, Ont., jointly on July 4 sponsorship of new summer half-hour variety show The Barris Beat, with Alex Barris, Toronto Globe & Mail theatre critic, as master of ceremonies. Program is being aired on CBC tv network, Wed., 9-9:30 p.m. A agencies are J. Walter Thompson Co., Montreal (Standard Brands), and Baker Adv. Agency, Toronto (Frigidaire).

**EDUCATION**

**Fund Spends $500,000 In Media Over 3 Years**

OF THE $5.4 million spent the past three years by the Fund for the Republic, more than $500,000 was spent on a variety of educational projects on radio, tv or both. In addition, there is more than $85,000 granted but not yet spent on projects which may bear directly on the broadcast media.

These figures, contained in a three-year report summarizing the fund's activities, were released June 22 in New York. A breakdown includes $127,462 for blacklisting study in movies and radio, $54,564 for a general work-in radio-tv, encompassing attempted placement on programs on air; $20,000 for experimental tv films (aired by KRON-TV San Francisco); $5,000 for American Friends Service Committee's radio programme (aired on rural radio outlets and school systems); $4,211 for recordings of Senate Judiciary Subcommittee hearings on constitutional rights (aired on various radio stations); $5,000 for the series to feature Herbert L. Block, cartoonist for Washington Post & Times Herald, which failed to materialize; $65,383 for experimental expansion of newsfilm and radio research started in California last September; $59,799 for tv script competition (written off by fund); $17,937 (not including sums for actual awards) to Robert E. Sherwood tv awards, and others. The organization now has $20,000 in reserve.

In general, the projects authorized bore on such subjects as civil liberties, constitutional rights, education, freedom and justice. Commenting on its extent, cost $200,000 project of exploring and developing ways to place programs on air "that might otherwise not be shown," the fund noted that pilot film of half-hour series entitled "Challenge," based on loyalty oaths, was made and thought "widely praised" by people in "industry, advertising and television . . . the sale effort was a failure." Fund now is distributing prints on non-commercial basis.

Other series being prepared under this project include "Integration in St. Louis" and "A Date With Liberty." A number of pilots of Al Capp, filmed series starring cartoonist in commentary on current events, were "reluctantly" abandoned because producer and fund could not agree on acceptable format.

The organization also wrote off its original, near $60,000 in competition, saying it "must be regarded as failure." In competition on historical role of civil liberties in America, 19 prizes were given for hour-long dramas and half-hour documentaries with plan to have some scripts produced on commercial tv. Concluded fund: "Despite efforts by the fund and the authors' agents, the attempt was unsuccessful."

**Closed-Circuit tv System Planned for Md. Schools**

TELEVISION will become an important part of the curriculums at two high schools and six elementary schools of Washington County, Md., under a plan gone into effect in September. In 1958 all 47 schools in the county system will be equipped for closed circuit tv instruction.

Plans for the educational project were announced Thursday by Wm. F. B. Beatty, county superintendent. Over 6,000 pupils in the eight schools will receive daily instruction by tv. Member manufacturers of Radio-Electronics-Tv Mfrs. Assn. are donating equipment. Fund for the Advancement of Education, a Ford Foundation project, is financing the training of personnel and supervising the program. Also participating are U. S. Office of Education, National Education Assn. and Joint Council on Educational Television.

Two main objects of the test, Mr. Beatty said, are to discover ways of using closed-circuit tv to improve public education and to test ways of meeting the teacher shortage in the face of increasing enrollment and lack of facilities.

First tv instruction will be offered in high school level in 9th grade science, 10th grade mathematics, 10th grade history and 12th grade English. Elementary work will include 6th grade science, 5th grade arithmetic, 4th grade social studies, and reading and number readiness in the first three grades. During the first term no pupil will receive tv instruction in more than one course.

The first tv workshop will be held in Hagerstown July 9-Aug. 17, with 40 teachers participating.

**High School Students Get College Credit on KQED (TV)**

OUTSTANDING high school students in the San Francisco area will be able to earn three hours of college credit this fall via a television experiment being conducted by San Francisco State College and educational KQED (TV) there.

Between 150 and 200 students will take a psychology course, which will be financed by a $125,177 grant from the Fund for Advancement of Education. Two weekly 45-minute tv lectures will be supplemented by a two-hour campus discussion every other week. Philco Corp. is participating by making tv sets available to each of the high schools.

The college will present four other regular undergraduate courses on KQED this fall.

**Radio-TV Institute Begins**

SIXTH annual Barnard College-NBC Summer Institute of Radio & Tv opened last week at the NBC studios in New York for six weeks of classes devoted to various phases of radio and television. The institute is designed to introduce beginners to radio and tv for application in the community, in education and in the commercial field. NBC reported a registration of 56 students.

**EDUCATION PEOPLE**


James E. Lynch, instructor in radio-tv, State U. of Iowa, Iowa City, to Indiana U., Bloomington, as assistant professor of radio and television and program supervisor.

**EDUCATION SHORTS**

WFAA Dallas, Tex., cooperating with Southern Methodist U., Dallas, for second year in presentation of summer workshop course at station's studios. Station staffers aid in directing classes.

Allen B. DuMont Labs, Clifton, N.J., has instituted tuition aid plan for salaried employees who take engineering or science courses at college level. Under plan, employee who receives grade "A" or equivalent is refunded 100% of tuition paid by the company; grade "B" 75% and grade "C" 50%.

Raytheon Mfg. Co., Waltham, Mass., has instituted new engineering development program to encourage employees to attend evening college classes and obtain scientific training. Qualified employees will be granted tuition and other fees and stipend for books and study at accredited colleges and universities with evening divisions, such as Boston U. and Northeastern U.
HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (>): station on air with regular programming. Date of grant is shown for permits, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and representative, estimated sets in coverage area and station’s highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations. Asterisk (*) = non-commercial outlet.

Data on station color equipment: N, equipped for network color; L, local color slides; LF, local color film; LL, local live color.

LITTLE ROCK

- KARK-TV (4) NBC; Petry: 159,904; N: $650
- KXSTV (11) CBS; Bollingbery: 135,149; N: $450
- KATV (7) (See Pine Bluff)

PINE BLUFF

- KATV (7) ABC; Avery-Knodle: 118,694; N: $450

TEXARKANA

- KCNC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD

- KBAK-TV (29) ABC; Weed: 100,000; $300
- KBCT-DT (10) NBC; Bollingbery: 183,000; N: $560

BROKEN ARROW

- KFBK (4) CHICAGO

BEAVERTON

- KOHD (4) KXAN

BURLINGTON

- KVYA

CALIFORNIA

- KSAN (22) 9/16/53-Unknown

CHICAGO

- WBBM (7) ABC; Katz: 977,688; N: $700
- WBBN (9) NBC; BCC Spot Sls.: 371,886; N: $650

DALLAS

- KDFW (4) Hearst-Blair: 277,089; N: $500

GRAND JUNCTION

- KVXV (5) NCB; CBS; Holman: $150

MORESTO

- KFXM-TV (13) 9/16/53-Unknown

WOOD stationary

- WJDM (18) 12/31/53-Unknown

STANDFORD

- WSTF (27) 5/27/53-Unknown

WATERBURY

- WATR-TV (33) ABC; Stuart: 217,554; $200

DELAWARE

- WILMINGTON

- WPPR (12) NCB; Rayber: 2,081,000; N, LS, LF: $1,000

DISTRICT OF COLUMBIA

- WASHINGTON

- WMAL-TV (7) ABC; H-R: $1,200
- WRC (4) NBC; BCC Spot Sls.: 754,000; N: $250
- WTOP-DT (9) CBS; CBS Spot Sls.: 704,300; N: $650
- WTTG (5) Raymer: 700,000; $500
- WOOL (14) 2/26/54-Unknown

FLORIDA

- DAYTONA BEACH

- WESS-TV (2) Petry: $200

- FORT LAUDERDALE

- WFTL (17) ABC; Forjoe: 375,000 (also Miami); $300
- WFTL (7)

- FT MYERS

- WMCN (7)

- FORT PIERCE

- WTVI (15) 4/9/55-Unknown

JACKSONVILLE

- WJXT (9) ABC; NBC; Petry: 98,866; N: $600
- WJAG (4) NBC; CBS; CBS Spot Sls.: 397,228; N, $700
- WJXX (36) Statt National; 818,5/53-Unknown

MIAMI

- WMMB (9) NCB; Katz: 977,688; N: $700
- WMYT (6) 
- WTVW (4) CBS; ABC; Petry, Griffith, Woodward: 22,000; N, LS, LF, LL: $1,000

- WTVY (17) See Port Lauderdale

- WCIK (7) 1/5/48-Unknown

- WMMB (33) 12/8/53-Unknown

MIAMI BEACH

- WRAT Inc. (10) Initial Decision 3/30/55

- WDNA (4) CBS; ABC; NBC; Holman: $150
- WPCA (20) 12/31/53-Unknown

OMAHA

- WKOW (9) ABC; CBS; NBC; Holman: 150,000; N: $300
- WPTW (15) See footnot

ST. PETERSBURG

- WUSN-TV (38) ABC; Venard: 301,800; $400

July 2, 1956 • Page 83
NEW TV STATIONS

The following tv stations started regular programming within the past month:

WESC-TV Dayton Beach (ch. 2); WSOC-TV (1) York, N. Y. (ch. 35); WISC-TV Madison, Wis. (ch. 3); WTAV Tupelo, Miss. (ch. 9), and CFCL-TV Timmins, Ont. (ch. 6).
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FOOTNOTES:
- Explains Programs in italics, sustaining; Time: EST, L, live; F, film; S, sustaining on network; T, sustaining on network.

(c) 1966 by Broadcasting Publications, Inc.
**American Research Bureau**

March, 1956 Report
GRAND RAPIDS-KALAMAZOO

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NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

**March Air Top Twenty All on WZKO-TV**

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<td>Lone Ranger</td>
<td>42.3</td>
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**WKZO-TV**
Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives
TEXT OF FCC REPORT & ORDER ON TELEVISION ALLOCATIONS

(See story, this issue)

FCC 56-587
33117

Before the
FEDERAL COMMUNICATIONS
COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Part 3 of the
Commission's Rules and
Regulations Governing
Television Broadcast Stations.

REPORT AND ORDER

By the Commission: Commissioners Hyde, Web- ster, Bartley, and Mack concurring and issuing statements; Commissioner Doerfer dissenting and issuing a statement.

1. Prior to Nov. 10, 1955, when this proceeding was initiated (Notice of Proposed Rule Making, FCC 55-1124), television broadcasters and other elements of the television industry had submitted numerous suggestions and, in some cases, formal petitions for revisions of the television allocation plan.

2. The scope of these proposals and the methods employed varied widely. They ranged from channel assignments affecting a single city to major revisions affecting the entire country. The methods included such diverse and mutually inconsistent approaches as conversion to an all vhf system, conversion to an all uhf system, and continued use of both bands under a wide variety of proposals. Some of the latter envisaged the more or less extensive increase of the number of vhf channel assignments through the use of new vhf channels, the use of the present 12 vhf channels under reduced spacings, or both. Others contemplated the elimination or transfer elsewhere of vhf commercial channels and the substitution, locally, of uhf channels.

3. Briefly stated, those objectives were to encourage the development of a nationwide, competitive television system in which:

(a) All areas would have at least one service;

(b) The largest possible number of communities would have at least one local television station;

(c) Multiple services would be available in as many communities and areas as possible to provide adequate program choice to the public and encourage the development of competition—among broadcasters, networks and other elements of the industry.

4. Among these three basic objectives, the greatest progress has been made in achieving the first. It is estimated that over 90% of the population can receive service from at least one television station. Less progress has been realized toward achievement of the second objective. Of the 1,260 communities to which at least one television channel is assigned, fewer than 300 have one or more stations on the air. As for the third objective, approximately 75% of the population receive service from two or more television stations. Slightly over 100 communities have two or more television stations in operation, as compared with 348 communities to which two or more television channels are assigned.

5. The foregoing reflects substantial progress during the four years which have elapsed since the present television allocation plans and engineering standards were adopted. Serious problems have arisen, however, which are impeding the continued expansion of the nation's television services. There is general agreement on the sources of these problems:

(a) The limitation to 12 channels in the vhf band; and

(b) Difficulties which have been experienced in achieving fuller utilization of the 70 uhf channels. These difficulties have been ascribed chiefly to:

(1) The large number of vhf-only receivers in use and the high proportion of vhf-only receivers which continue to be manufactured.

(2) Performance deficiencies of uhf transmitting and receiving equipment during the initial 4-year period of the utilization of uhf for television broadcasting.

(3) The consequent preference of program and revenue sources for vhf outlets.

6. While some of the numerous suggestions, proposals and petitions before the Commission last November appeared to merit consideration, none was sufficiently free from disadvantage and difficulty to warrant adoption without extensive study and evaluation. Therefore this proceeding was initiated on Nov. 10, 1955, to provide an orderly basis for examining and comparing the proposals and comments of all interested parties. Because the problems were nationwide in scope, and because widely divergent approaches to their solution required evaluation initially on a broad, nationwide basis, the Commission stated, in its Notice of Proposed Rule Making, that it would be premature at the outset to consider proposals whose scope was limited to areas of only one communities or local areas.

7. Accordingly, the Commission requested the submission of proposals and comments relating to overall solutions on a broad, nationwide basis. At the same time the Commission terminated five rule making proceedings which had been initiated earlier on petitions for the deintermixture of five individual communities (Report and Order, Nov. 10, 1955, Dockets 11238, 11333, 11334, 11335 and 11336, FCC 55-1125), and denied a number of other similar petitions on which rule making had not been initiated (Memorandum Opinion and Order, Nov. 10, 1955, FCC 55-1126).

8. Aided by the proposals, comments and data submitted in this proceeding, the Commission has now had an opportunity to examine and compare the different basic approaches which are advocated by members of the television industry. The material filed has been painstakingly studied and evaluated in the endeavor to accomplish the object of the proceeding, which was to reach a decision as to the basic lines on which it would be in the public interest to revise the nationwide television system, and thus provide a basis for determining the specific realignments which could usefully be made in individual communities in conformity with the national policies adopted.

9. In evaluating the proposals before us it has been necessary to recognize that, while actions by this Commission determine the number of channels which are available for television broadcasting, the extent to which they are actually utilized depends upon the construction and operation of stations by qualified broadcasters who are able and willing to enter this field of private, free enterprise and to cope, as entrepreneurs, with the conditions of the market place. The opportunity for profit is accompanied by the risk of loss. Whether broadcast operations yield one or the other is dependent on economic and technical factors, many of which are beyond the Commission's control.

One important economic factor is the high cost of the construction, operation and programming of television stations as compared with similar costs for radio stations. Because of this, under the present economics of television, fewer communities are able, at this stage, to support television stations than can support radio stations. Also, because of the dependence of television stations on network and other nationally distributed programming, the techniques, developed over the years in the aural broadcasting service, which enable numerous radio stations to operate successfully with a high proportion of local, non-network programming, have not so far been developed to as great an extent in the television field. This has meant that both vhf and uhf stations which have been built to secure the principal programs from a major network have found survival difficult, if not impossible. But since it has also meant that the stations able to offer the largest viewing audience in any given community will normally secure the principal network affiliations, many uhf stations which normally cannot provide a viewing audience comparable to those of their vhf competitors have been forced to operate on a marginal or subminimal basis or cease operation.

10. Disparities which occur frequently between the audiences which vhf and uhf stations are able to offer advertising program sponsors and national spot advertisers have resulted from the serious problem of receiver incompatibility and from limitations which have been experienced to date in the power of uhf transmitters and in the sensitivity and selectivity of uhf

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receivers as well as the different propagation characteristics of the uhf band.

11. While we are cognizant of the juridical and practical limitations which restrict the extent to which the Commission can ameliorate the present state of technical flux, we have endeavored to determine the realistic possibilities for improvement through revision of existing television allocations. It has become apparent that the construction and successful operation of television stations has been impeded in numerous markets by the absence of additional outlets. Accordingly, in our evaluation of the numerous, diverse proposals before us, and in our determination of the course which in our judgment offers the best possibilities for both the immediate and long range expansion of the nation's television services, we have kept in mind the paramount need for more competitive services.

Remedial Action Proposed by the Parties

12. Some of the proposals submitted under this proceeding were based on the allocation of additional uhf spectrum space to television broadcasting. These proposals would provide assignment of additional channels which this would make possible. Before this proceeding was initiated the Commission had undertaken negotiations with the Office of Defense Mobilization to ascertain whether any of the uhf frequencies allocated to governmental services might be made available for television broadcasting. The Office of Defense Mobilization made a careful study of the matter but concluded, in a report issued by that Office on April 13, 1956, that "national security requirements and the needs of air navigation and air communications preclude the release for non-Government use of any of the very high frequencies now utilized by the Federal Government." Moreover, this Commission has concluded that it would not be practicable to obtain a significant number of additional uhf channels using uhf frequencies under our control and now allocated to governmental services might be made available for television broadcasting. The Office of Defense Mobilization made a careful study of the matter but concluded, in a report issued by that Office on April 13, 1956, that "national security requirements and the needs of air navigation and air communications preclude the release for non-Government use of any of the very high frequencies now utilized by the Federal Government." Moreover, this Commission has concluded that it would not be practicable to obtain a significant number of additional uhf channels using uhf frequencies under our control and now allocated to governmental services might be made available for television broadcasting. As a result, the Commission has therefore, of the uhf band for television broadcasting. As early as 1945, recognizing the inadequacy of 13 uhf channels for a fully developed nationwide television system, Commission policy has looked toward the extension of use of the uhf band for television broadcasting. The expectation that ultimately the major part of television broadcasting would be carried on in the uhf band was implicit in the Commission's decision, in May 1939, of 70 uhf channels to supplement 12 previously available uhf channels. But so far this expectation has not been realized owing to difficulties which some of the proposals already discussed have attempted to overcome. A remedy for these difficulties has been recommended in this proceeding and has been advocated in the past by industry representatives in submissions to the Commission and to Congress, should be examined. That is the proposal to shift all television broadcasting in the United States, or in a substantial portion of the country, to the ultra-high frequency band.

17. Although it would be premature at this stage to interpret the conclusions concerning the feasibility of transferring television to the uhf band throughout the United States, or, alternatively, in a minor portion of the country, we believe that our effort to find a solution to the nationwide television allocation problem should not be considered without a careful and thorough exploration of this approach. Another major consideration is involved. As discussed later in more detail,
there are growing indications that the needs of other services for additional spectrum space are increasing rapidly. The fact that the lower part of the vhf spectrum seems well suited to their needs indicates the likelihood that it will be possible to make effective use of the vhf frequencies without at all interfering with television, for other non-broadcast services.

18. If suitable means could be found to overcome the difficulties inherent in so major a frequency reallocation as moving television to uhf, and if uhf could be sufficiently developed to permit the elimination of vhf channels without loss of service, a number of basic advantages would result. All stations would be able to compete on a much more nearly comparable basis and the transmission and reception of uhf-uhf receivers, would be simpler in design, less costly, and more efficient than today's vhf-only or combination uhf-vhf receivers, owing to the fact that the ratio between the top and bottom uhf television frequencies is smaller than between the top and bottom vhf frequencies now allocated to television. The Commission believes, however, that despite disappointments that have been experienced during this initial four-year period of development of uhf transmitting and receiving equipment, it would be erroneous to base our policies on an assumption that transmission and reception is not susceptible of significant improvement. On the other hand, additional facts and data are needed in order to make a sound determination as to whether the fullest possible utilization of uhf will result in technical potentialities will enable uhf to render a service which will justify elimination of vhf broadcasting in a major part or throughout the United States.

19. Before it would be possible, however, to achieve these impressive advantages it would be necessary to find solutions for numerous problems which a transition to all uhf television would involve. These problems fall into several major groups. The first group relates to the technical transmission and reception potentialities of uhf. It will be necessary to ascertain the degree to which transmission and reception can be improved, in order to make a realistic determination as to whether conversion to all-uhf television throughout the United States or in a major portion of the country would be possible. Now or potentially available with the use of vhf channels. In order to ascertain the capacity of uhf transmitting and receiving equipment to render satisfactory service without the constructive use of multiple services to a greater portion of the population than would be possible with the combined use of the uhf and vhf bands.

20. The Commission will cooperate fully with all interested groups in organizing the orderly conduct of the foregoing research and development program. While it would be premature to anticipate the results of this program, the Commission believes that considerable encouragement is afforded in increasing the power of uhf transmitters and in tubes for improving the characteristics of uhf receivers. Notwithstanding the disadvantages frequently associated with uhf broadcasting there are some respects in which the uhf band is superior to the vhf channels allocated to television. Uhf reception, for one thing, is freer than vhf from interference caused by local noise generators such as ignition systems, electrical appliances and machinery susceptible to interference due to multipath reflections. Also, if future developments result in the production of single-band uhf receivers they could be simpler in design, less costly, and more efficient than today's vhf-only or combination uhf-vhf receivers, owing to the fact that the ratio between the top and bottom uhf television frequencies is smaller than between the top and bottom vhf frequencies now allocated to television. The Commission therefore, has been considering the fact that broader sensitivities which have been experienced during this initial four-year period of development of uhf transmitting and receiving equipment, it would be erroneous to base our policies on an assumption that transmission and reception is not susceptible of significant improvement. On the other hand, additional facts and data are needed in order to make a sound determination as to whether the fullest possible utilization of uhf will result in technical potentialities will enable uhf to render a service which will justify elimination of vhf broadcasting in a major part or throughout the United States.

21. The answer to this question will not depend on whether all the disparities between uhf band and vhf band can be completely eliminated. We recognize that some differences inherent in the essential characteristics of the two frequency bands and that it may never be possible to eliminate them entirely. The problem is not, however, whether these disparities can be totally eliminated, but whether uhf transmission and reception can be perfected sufficiently to enable an all uhf system to render service to the public at least as good as or better than the services now being provided to the public under the present system. It may very well be that owing to the opportunities which a one band system with 70 channels will open up for increased competition, and for the construction and operation of a greater number of stations and successful operation of more networks and other program sources, a one band system would permit more communities to have local service and would provide a larger number of multiple services to a greater portion of the population than would be possible with the combined use of the uhf and vhf bands. This may be possible despite certain advantages in the use of vhf frequencies for television broadcasting. The critical factor is that there is an inadequate number of these frequencies, and the use of the 12 vhf channels has discouraged the utilization of more than a fraction of the uhf assignments which were made available for television broadcasting in 1953.

22. When we learn the results of the suggested program of uhf research and development, we will be better able to ascertain the full practical capabilities of uhf. On that basis we will then be able to evaluate uhf's capacity to supplant vhf broadcasting without loss of service. We are now in a position to determine whether uhf alone would render adequate service throughout the country, or whether it would be necessary to confine all uhf television to areas, such as in the east of the Mississippi River, where owing to the greater population density, and the larger number of cities able to support stations, service areas need not be as large as in the less densely populated areas to the west.

23. The second major group of problems involved in an all-uhf television system concerns the need to establish methods and timing for transition from the present system which will minimize cost and dislocation to the public and to the television industry. It would appear that a transition period would have to be sufficiently long to cover the useful life of vhf-only receivers in the hands of the public, and to permit development, on a reasonable period, of uhf transmitting equipment. Such equipment should be discontinued when vhf broadcasting would be terminated in designated portions of the United States. One method which may merit consideration is to require vhf stations to broadcast simultaneously on uhf channels during all or some part of the transition period. It would seem probable that if it should be decided to go to an all-uhf system, the announcement of a definite period when the development of simultaneous uhf broadcasting by vhf stations, would lay the necessary basis for discontinuance of the manufacture of vhf-only receivers.

24. The problem of getting uhf-equipped sets into the hands of the public would not, however, subject to complete control, under existing law, by either the Commission or the industry. For even if it were to be determined that on a mass production basis improved all-channel sets can be developed at only a small commercial loss from vhf-only sets, the forces of price competition in the industry are such as to magnify the effects of such slight differentials and in the absence of some additional spur or protection, to have the effect of keeping the uhf-complete set drive out the all-channel set. Any private agreement among manufacturers to manufacture only uhf-equipped sets would run the risk of violating the anti-trust laws. And in view of this fact, and the public's reluctance to make additional sums in anticipation of future developments in the television art, we believe it may be essential for the Congress, contemporaneously without explorations of the technical problems of uhf operation, to examine the advisability of legislation to relieve this situation. Such legislation might take the form of special tax relief, such as that already suggested, to equate all-channel receiver costs with those of vhf-only sets, or perhaps more drastic remedies such as the prohibition of the shipment in interstate commerce of other than uhf-equipped receivers might be found to be necessary. We can make no definite recommendations at this time as to specific legislation; we believe, however, that this is an important facet of the overall problem which cannot be overlooked.

25. For all the foregoing reasons the Commission is convinced that it should now undertake a thorough, searching analysis of the possibilities of improving and expanding the nationwide television system through the exclusive use of the uhf band throughout or in a major portion of the United States. In order, however, to lay the basis for the formulation of a definite plan or proposal in a sufficiently comprehensive form to be subjected to formal rule making proceeding, it will be necessary first to obtain facts and data relating to the basic problems, discussed in paragraphs 19 through 24 concerning uhf's capacity to provide a complete television service without the concomitant use of vhf channels, and the best means of effecting a transition to
The Commission will welcome the submission of comments and data on the subject matter by all interested parties. These comments should refer to "FCC Inquiry Into the Feasibility of Transferring Television Broadcasting to the Uhf Band," and should be submitted, in an original and 4 copies, by Oct. 1, 1956. The Commission will decide what further proceedings will be appropriate after considering these comments.

26. Concerning the first group of problems relating to the technical performance of uhf transmitters and receivers we believe that it will prove to be of some practical value to have some programs of research and development before it will be useful to establish an extensive record on these subjects. The Commission will, however, accept any comments which interested parties may feel may be useful to submit on this aspect of the matter at this time. We will especially welcome comments at this time concerning the most effective methods for conducting and expediting this suggested research and development program.

27. A group of problems concerns the question of the most efficient utilization of the uhf frequencies now allocated to television broadcasting, taking into account both the problems of television allocations and the use of uhf frequencies by other services. It would be premature to examine the latter uses in detail, at this stage, since even assuming the successful disposition of the technical problems of an all-uhf system, developments in the interim may considerably alter the present circumstances of the other services. At the same time, it may be useful to note briefly several developments which indicate growing need of additional space in the uhf portion of the spectrum for other services.

28. Recently there has been considerable development of techniques employing ionospheric scatter from point-to-point or fixed communications. Uhf scatter facilities are available to mobile units. Only the lower frequencies suited to governing factor, however, will be feasible and are, therefore, of interest to the industrial uses of radio continue to develop. These factors raise basic questions concerning spectrum allocation which go further than the requirements of uhf alone, and which take into account the rising needs of other services. Thus the question of the transfer of television broadcasting to uhf has the dual potential of improving the opportunities for the nationwide television system upon the one hand and of accommodating expanding needs and requirements of industry on the other.

Interim Action

31. There remains the problem of interim action which should be taken pending resolution of the long range problems already discussed. Since some years would be required in any event for the full implementation of an all-uhf system, the Commission believes that steps should be taken in the interim to improve the opportunities for effective competition among a greater number of uhf channels.

- The Conditions

Recentz there has been considerable activity in the intermediate uhf frequency bands.* In some cases it is possible to make use of uhf frequencies of the uhf band, and should be used in the revision of the Table of Assignments.**

Implementation of Interim Revisions of the Table of Assignments

33. This proceeding has served the purpose for which it was instituted, i.e., determination of the basic lines on which revisions of the existing uhf assignments would be feasible, and to set forth the public interest in the present rules in order to permit new assignments that can be utilized within reasonable distance from the city in competition with the minimum transmission spacing requirement. In this way additional service can be provided without departing from the engineering standards.

* Chairman McCaughhey and Commissioners Doerfer and Mack dissented from this proposed rule making.
** Commissioners Doerfer and Mack dissented from this proposed rule making.

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to assign an additional vhf channel because there are none available which would meet minimum transmitter spacings. Nor would it be practicable to encourage the expansion of local services on locally assigned uhf channels by eliminating a local vhf assignment because, apart from the absence of significant uhf conversion in the area, the reception of signals from vhf cities located elsewhere (in this case, Detroit) would almost certainly result in the effective deinter­mixture could be achieved.

37. Parties interested in these proceedings will have full opportunity to submit comments in support of or opposition to these proposals, and to submit counterproposals. The proposals put out for rule making at this time do not cover all the amendments to the present Table of Assignments which have been proposed in the petitions received. We will endeavor to act on all petitions as rapidly as possible, including those already before us which have not yet been acted on and in those on which rule making proceedings have been initiated but not yet concluded. Parties desiring to file petitions for additional or alternative amendments to the Table of Assignments may do so.

38. The Commission is evaluating proposals for channel reallocations which involve the removal of an existing vhf assignment for which an application is on file or a construction permit has been granted, it is requested that the parties file briefs and comments in accordance with the procedure set out in paragraphs 39 and 40, showing the service of all stations in the area involved.

39. The Commission pointed out in the Sixth Report and Order and other documents, there is no available means for predicting precisely the service areas of a specific television station. Certain changes in location and time will take into account time varia­tions and variations in location, with particular reference to uneven terrain. Propagation data gathered since the Sixth Report and Order are now available. These latest data, as analyzed by the Commission's staff and others, should be used, since they improve somewhat the predic­tions which can now be made in the average case. The new data and methods for employing them are set out in Appendix A attached to this Report and Order.

40. The data supplied should be based on the following assumptions:

(1) In computing coverage, stations should be considered to be operating with maximum power at 1000 ft. above average terrain, with the transmitter located in the center of the principal community, except where the minimum transmitter separation requirement requires transmission location elsewhere.

(2) 1000 ft. antenna height above average terrain should be used for all pertinent directions.

(3) The contour should be drawn for the limit of the Grade B contour as limited by noise or interference, as the case may be.

(4) The extent of Grade B service should be computed in accordance with the tables attached to the Report and Order as Appendix A.

(5) Only co-channel interference need be considered.

(6) Simple station method of interference should be employed, i.e., the station caus­ing the greatest penetration is assumed to be responsible for all other stations.

(7) In computing interference or service, all stations presently on the air or author­ized, and pending applications, should be taken into account, whether uhf or vhf. However, where a station that is not yet authorized for vhf has been considered, this fact should be indicated.

If the parties desire, data based on other assumptions may be submitted in addition to the foregoing.

41. In a Notice of Proposed Rule Making adopted June 22, 1955 (Docket No. 11433, FCC 55-50), the Commission announced its intention to raise the maximum power of uhf television stations from 1000 kw, to 5000 kw, and to substitute new curves in Figures 3 and 4 of Section 3.699 of the Rules governing the maximum power, antenna height, and effective radiated power of uhf stations. The Commission has made these changes in the Rules to reflect the current usage and availability of uhf television facilities. The Commission also increased the permissible antenna height of uhf stations from 1000 ft. to 2000 ft. in order to increase the service potential of uhf television facilities.

In a Further Report and Order adopted Dec. 14, 1955, the fore­going rule making proceeding was incorporated as part of the broad rule making pro­ceeding under Docket No. 11532, and the pro­posal is accordingly before us for review in the instant proceeding. After careful examination of the comments, the Commission has reached the conclusion that the proposed changes would make the uhf vhf allocation and spectrum usage more efficient and cost-effective, and that the Commission would be justified in proceeding to adopt the proposed change. The Commission has accordingly before us for review in the instant proceeding, that the public interest would be served by increasing the maximum power of uhf stations to 5000 kw. It has accordingly decided to amend the relevant rules, including the curves already mentioned, and the proposal to increase the maximum power of uhf stations to 5000 kw has been adopted.

In a Further Report and Order adopted Nov. 30, 1955 (Docket Nos. 11181 and 11532, FCC 55-1198), the Commission brought within its jurisdiction a number of petitions for amendment of the Rules which involve the removal of an existing vhf channel assignment, and the Commission has determined that such a proposal to increase the antenna height at which maximum power could be authorized for uhf television stations in Zone I. Previously, on July 20, 1955 (Report and Order, Docket No. 11181, FCC 55-802), the Commission had announced the adoption of an amendment to Section 3.614(b) of the rules which would permit uhf television stations in Zone I to use maximum power at antenna heights up to 1250 ft., instead of up to 1000 ft. as provided in the rules. The effective date for that amendment was designated as Aug. 31, 1955. This effective date was subsequently extended in a series of Orders issued on Feb. 20, 1955, at which time the Commission vacated the Report and Order of July 20, 1955, and made the record in Docket No. 11181 part of this general television allocation proceeding. The rule making proposal under the former Docket No. 11181 is accordingly before us for decision.

In re-examining this proposal we have again carefully reviewed the comments, sup­porting and opposing the change. We also have considered a number of petitions for reconsideration or for stay of our Report and Order of July 20, 1955 (Docket No. 11181). We have also considered the impact of maximum antenna heights and power levels for vhf sta­tions in Zone I in the light of the conclusions reached in this proceeding concerning the measures which will best facilitate the building and operation of greater numbers of television sta­tions in both large and small markets. This is an objective paramount, and furnishes the basis for our conclusion that it would be undesirable to alter the limits of the vhf television authorized at this time. As we pointed out in our Report

*Filed by Elm City Broadcasting Corp. The Air Transport Assn. of America, The Ultra High Frequency Coordina­tive Committee, Grey­bar Broadcasting and Televi­sion Broadcasting (WPLP), Plains Tele­vision Corp. (WOKL), WCNW­TV, Rossmoyne Corp. (WCMG-TV), Southern Connecticut and Long Island Television Co. (WRC-TV).

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since we are now terminating this proceeding.

48. On Oct. 7, 1955, the American Broadcast-

ing Co. filed a petition requesting the deter-
mination of some communities, the reduction of vhf separations and other revisions to the present rules. These proposals of the American Broadcasting Co. have been superseded by amend-
ments filed under the instant proceeding. It is not necessary, therefore, to give separate con-
sideration to this petition.

49. On Nov. 9, 1955, Scharfeld and Baron of Wash-
ington, D. C., filed a petition proposing that channel assignments be made on the basis of individual applications rather than under a fixed Table of Assignment. The Commission has given careful consideration to this proposal, but is not persuaded that it would serve the public interest to abandon the Table of Assign-
ments at this time. Before the Sixth Report and Order was adopted the Commission con-
sidered the advisability of substituting fixed television channels on the basis of individual applications. It was decided, however, for reasons set out in that document, that it would be preferable to estab-
lish a table of assignments subject to modification by individual proceedings. Although not all the reasons given at that time are applicable now to the full extent they were in 1952, when a large backlog of applications would have resulted, the Commission considers that the application of this rule is almost unmanageable, the Commission hesitates
to discard the Table and thereby incur delays which may occur in cases where applications propo
conflicting assignments. Moreover, re-
tention of the present system of fixed assign-
ments subject to modification in rule making proceedings is desirable for implementation of the policies adopted in this Report and Order.

50. In our further Report and Order adopted in this proceedings on Nov. 30, 1955, the Commis-
sion gave notice that it would consider herein the petition which Northern Pacific Tv Corp.
of Seattle filed on Nov. 7, 1955, request-
ing the amendment of Section 3.614(b) of the Rules so as to permit stations operating on
Channels 2-6 in Zone I to operate with maximum power of 100 kw irrespective of anten-
na height. On the basis of careful considera-
tion of this proposal the Commission has con-
cluded that it would not serve the public in-
terest to remove the maximum limitations set out in the amendment. The basic consider-
ations which apply here are similar to those already discussed in paragraphs 43 and 44, above, relating to the proposal to increase the maximum height at which vhf sta-

tions in Zone I are permitted to operate with maximum power.

51. In accordance with the decision reached on the proposal to increase the maximum power of vhf stations to 5,000 kw discussed in para-

graph 41, above, IT IS ORDERED, that effec-
tive Aug. 1, 1956, Part 3 of the Commission's Rules is amended as follows:

A. Section 3.614(b) is amended by deleting in the Table the expression “30 dbk (1,000 kw)” and substituting therefor “7 dbk (5,000 kw).”

B. Section 3.699 is amended by the deletion of Figures 3 and 4 and the substitution therefor of the attached Figures 3 and 4. [Editor's Note: Figures 3 and 4 are not reproduced in this text.]

52. Another factor for a forecoming amendment is contained in Sections 303(a), (b), (c), (e), (f), (g), (h) and (r) and 4(i) of the Commu-
nications Act of 1934, as amended.

53. In accordance with the conclusions reached herein, IT IS ORDERED, that this proceeding IS TERMINATED, including that portion of this proceeding concerning amend-
ment of the rules governing maximum antena

highs and powers in Zone I, which was for-
merly considered under this Part. 11181.

FEDERAL COMMUNICATIONS

COMMISSION

Mary Jane Morris, 
Secretary.

Adopted: June 25, 1956.

Released: June 26, 1956.

*See attached concurring statements of Commis-
sioner Webster, and Commissioner Kahn.
*See attached dissenting statement of Commis-
sioner Doolittle.

NOTE: Rules changes herein will be included in Amend-
ment No. 3-16.

APPENDIX A

The accompanying tables, which have been drawn up on the basis of new propagation data, provide the basis for determining the Grade B service contours of television stations in the presence of noise and co-channel interfer-
ence.

In order that rapid determinations may be reached, an abbreviated method is to be used in emp-
loring the tables. In constructing the tables it has been assumed that a contour which reflects the effect of each interfering sta-
tion separately will approximate that derived from computing the simultaneous effect of sever-

er interfering signals since the interference from the nearest station will predomi-
nate.

The tables are based on the

 obsolete minimum local field

intensities of 35, 44 and 53 dbu in the pres-

cence of noise for low vhf, high vhf and uhf, respectively, and on a maximum receiving

antenna discrimination of 6 db for vhf and 13

db for uhf. These new figures are employed in light of experience and improvement in the art since the Sixth Report and Order. They represent the follow-

ing changes from the values employed at the time of the Sixth Report and Order:

A 6 db improvement in the receiver

noise figure for low vhf, a 4 db improve-
ment in the receiver noise figure and a 3 db improve-
ment in the receiving antenna gain for high vhf, and a 5 db improvement in the receiver

noise figure and a 2 db improvement in trans-

mission line loss for uhf. Maximum power for vhf stations, 1,000 kw for uhf stations and

1,000 kw for uhf is to be used in computing the tables. All of the data underlying the tables are based on the

foregoing assumptions and on 90% service time as the basis.

Table I gives the distance of a television sta-

tion’s signal as limited by noise for 50% and 70%

of the locations for the low band vhf, high

band vhf and uhf in the presence of noise only. Table II gives the minimum spacing between co-channel stations in order that their Grade B contours will be limited by noise only. When stations are spaced at distances less than those indicated, their service areas will be limited by the results in Table II. Table III gives the point, on a direct line between, at which Grade B service will be limited by co-channel interference on the basis of the single station method of computa-
tion. 3 Limiting values may be used for distances between those listed.

Table IV gives the radii of the interfering signals which reduce the 70% noise limitation to an overall limitation of 50%.

The following example explains how the tables should be used:

Consider three co-channel tv stations in the

low vhf band: Stations A, B and C (see Figure 1). [Editor's Note: Figure 1 not reproduced in this text.] The stations are offset. Station A is


3The figures in the table were computed by calculating the point on a line between stations at which the desired Grade B service is limited by the required ratio. This does not give the precise point at which Grade B service is limited since receiver noise factor is not considered. In dealing with stations in a low band, it would be necessary to consider non-offset sta-
tions as far removed as 600 miles in order to take noise also into account. When using the simple method employed here for the spacing

usually encountered the results may place the opposite contours from 1 to 3 miles beyond the actual figure that will be obtained if noise were also taken into account. Nevertheless, we believe the suggested method affords sufficient accuracy for present purposes.

BROADCASTING • TELECASTING

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TABLE I

Table distance to Noise Limited Contour for Locations Indicated

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Non-Offset</td>
<td>Offset</td>
</tr>
</tbody>
</table>

**TABLE II**

Minimum Spacing Required So That Grade B Service Contour Is Limited by Noise Only

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

**TABLE III**

Distance (di, in Miles) to Grade B Interference Free Service Contour in the Direction of an Interfering Station at Designated Locations

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

**TABLE IV**

Distances (di, in Miles) to Uninterfered Station at Which Interference Free Service Contours for Interfering Station Coincide with Limitation of Desired Station to an Overall Grade B Limitation

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Offset</td>
<td>Non-Offset</td>
</tr>
</tbody>
</table>

180 miles from Station B and 225 miles from Station C. Station B is 290 miles from Station C.

**Table V** gives the problem to determine the limitations of the Grade B contour of Station A in the presence of noise and the interfering signals from Stations B and C.

From Table I draw the 50% and 70% loca-
tion contours as limited by noise. These are

found to be circles of 78 and 71 mile radii, re-

spectively. The contour limitation of Station A in the direction of Station B can be obtained by finding from Table III the distance to the interfer-
ence free Grade B contour, d, for a spacing of 180 miles for low vhf stations operating on an offset basis. This contour is found to fall 50 miles from Station A, and this point should be plotted on a line between Stations A and B.

Two additional points should now be located to determine the limitation of the Grade B contour of Station A in the presence of noise and interference from Station B. These addi-
tional two points may be located from Table
IV. From this table find the pertinent distance d. The required points will be the distance from Station B—the undesired station—will lie on the 70% location noise-limited contour of Station A, i.e., at points x and y in the diagram. In the example d, is 208 miles. These points will be connected symmetrically with relation to the point already determined above and will indicate where noise will limit service to 70% of the locations and the interfering signal will limit service to 70% of the locations. The cumulative effect would thus be a limitation of service to 50% of the locations.

The Grade B contour of Station A as limited by noise, and interference from Station B will be determined by a circle drawn through the three points which have been located. The above procedure should be repeated for Station C.

The Grade B contour limitations for Station A as shown in the figure as indicated by the arrows.

CONCURRING STATEMENT OF COMMISSIONER E. M. WEBSTER

I concur in the thinking of a majority of the Commission that ultimately commercial television broadcasting may have to be moved to the uhf band. But, like my colleagues, I am of the opinion that a decision to make such a shift at this time would be premature in view of the present status of this phase of the radio art. Therefore, I am in accord with the Commission's desire and suggestion that the industry immediately launch an expedited research and development program designed to hasten the day when uhf will be able to assume its proper role in the nationwide television system.

The Commission, by this Report and Order, expresses its growing concern in regard to the rapidly increasing needs of other radio services for additional spectrum space and points out that the transfer of television broadcasting to the uhf band would provide accommodations for the expanding requirements of industry in the lower part of the vhf spectrum which is well suited to the needs of the land mobile services. However, it does not appear that there is any intent that the present rate of frequency assignment to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be temporary in the light of the Commission's acknowledgment that further development of the uhf portion of the spectrum is well ahead of that for the vhf band, it would be desirable for the Commission to make a determination as to the frequency requirements of the entire band in the near future.

CONCURRING STATEMENT OF COMMISSIONERS HYDE AND BARTLEY

We concur in the adoption of the order, although we do not agree with discussion in the report concerning the allocation of certain priority allocation proceedings on which we have previously stated our views.

STATEMENT OF COMMISSIONER MACK

The Commission's Sixth Report and Order (FCC 52-234; April 14, 1952) adopted channel assignment principles and standards for television broadcasting which have afforded a sound foundation for the public and industry and which have promoted the rapid development of television in the United States. Today more than 90% of the homes in the United States are within range of at least one station and the greater majority can receive two or more stations. The construction of additional stations already approved by this Commission will bring still more service.

Consequently, it appears highly speculative, on the record before it, that any changes should be undertaken at this time to alter the principles set forth in the Sixth Report and Order prior to the adoption of a long-range program. To the contrary, the growth of the vhf television industry will increase the value of the uhf portion of the Sixth Report in bringing television service to the greatest number of people. We may well recognize the industry's problems, but we cannot overlook the fact that in the present channel assignments the public is well served.

I do believe that the long-range program undertaken in conjunction with all segments of the broadcasting industry may well answer many problems which presently face the Commission.

DISSenting STATEMENT OF COMMISSIONER DOERFER

Although I concur in that part of today's action soliciting comments as to the feasibility of moving all television broadcasting to the uhf portion of the spectrum, I cannot concur with that part of the proposed interim action which would deintermix a mere handful of so-called uhf markets. The proposed action would not make a significant contribution toward the full utilization of the seventy uhf channels.

Although the avowed purpose of deintermixing is to provide a better competitive situation in these markets in the interim, actually this action is confined merely to those pending vhf applications which incurred delays in processing. This is a fortuitous circumstance and not a substantive solution to the problem.

The Federal Communications Act provides that the public interest and the public convenience and necessity shall be the paramount consideration.

The Federal Communications Act provides that the public interest and the public convenience and necessity shall be the paramount consideration. The present status of this phase of the radio art is such that the public interest and the public convenience and necessity must be served by an objective analysis of the market situation.

The interim measure, some have argued, would provide a sound foundation for the future development of television service in the United States. The Commission's interim measure is a sound foundation for the future development of television service in the United States.

But, like my colleagues, I am of the opinion that the decision to make such a shift at this time would be premature in view of the present status of this phase of the radio art. Therefore, I am in accord with the Commission's desire and suggestion that the industry immediately launch an expedited research and development program designed to hasten the day when uhf will be able to assume its proper role in the nationwide television system.

The Commission, by this Report and Order, expresses its growing concern in regard to the rapidly increasing needs of other radio services for additional spectrum space and points out that the transfer of television broadcasting to the uhf band would provide accommodations for the expanding requirements of industry in the lower part of the vhf spectrum which is well suited to the needs of the land mobile services. However, it does not appear that there is any intent that the present rate of frequency assignment to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be temporary in the light of the Commission's acknowledgment that further development of the uhf portion of the spectrum is well ahead of that for the vhf band, it would be desirable for the Commission to make a determination as to the frequency requirements of the entire band in the near future.

I believe the Commission should immediately issue a notice of proposed rule making for the purpose of developing such data as it may require to determine the best use to be made of the lower vhf spectrum.

CONCURRING STATEMENT OF COMMISSIONER MACK

The Commission's Sixth Report and Order has allocated 85% of the television spectrum space for uhf television broadcasting. The proposal today gives or proposes to give a uhf portion to serve less than 10% of the present or the foreseeable demand. The deintermixing proposed will not create any new markets for uhf transmitting equipment or receiver sets. Consequently, this proposal is not intended to provide new markets already substantially converted to uhf sets. At best, such action provides only a replacement market for less than 4 million sets and maintains the status quo—work no reasonable prospect for improvement.

The proposed action will also deny to the Commission the opportunity to gain reliable experience upon which to base future action. By creating uhf islands, the Commission also creates new markets and new television sets. Hence, there will be little opportunity to observe how successfully a uhf service can compete with a vhf service in the same market with a slight change in the network rules.

The willingness to study the feasibility of moving all television broadcasting to the uhf band is conditioned upon a big "IF." Neither this nor future Commissions will order this move unless there is practical assurance that uhf broadcasting and transmission will develop a quality of performance equal to that of vhf. It is inconceivable that the present or future Commission will take any action which would disenfranchise thousands of people now receiving service in the fringe area of a present uhf operation without such assurance.

I have grave doubts as to the eventual feasibility of an all-uhf system, I consider it to be the shrewdest speculation to take steps now which would, for a long time, consign uhf to small and insignificant islands of competition. Even with possible improvement of equipment, the best that a uhf operator could show a competitive system using uhf broadcasting to the public—a regional station operating in the future from uhf to a service without proof of competitive ability in a mixed market.

No petitioner or Commission has indicated how this transition from an all-uhf market to a mixed market of vhf's and uhf's in the future will be accomplished. At best, nothing more is required than a hope of success in the future. The interim action of today is in the opposite direction from realizing the full utilization of the uhf and vhf portion of the spectrum to effect a truly nation-wide competitive system.

If anything useful can be done to afford uhf a chance to compete in a mixed market in the interim, it should be in the field of programming. To this extent, some help may be ventured by the adoption of a network rule designed to prevent a single vhf from skimming all the best network programs within a given market. Such rule may even prove helpful in a 2-only uhf market for a seeding uhf to grow. In any event, such a rule would give a more realistic promise, abort of the full realization of an all-uhf system, of a truly nation-wide competitive system using both vhf and uhf frequencies than a proposal to solidify a large number of uhf islands unworkable now and in the future from uhf competition.

As an interim measure, some readjustment of competitive facilities in predominantly vhf markets today may be worked out. But I cannot concur that it should be done by an utter disregard of the equitable provisions of the Communications Act or the possibility of under-determining the only available foundation for the growth of uhf in intermixed markets.
RECORD PULL IN WOR-TV CONTEST
THE HEAVY audience pull of WOR-TV New York's Million Dollar Movie Album Week Contest was underlined in an observation of the Reuben H. Donnelly Corp., New York, that going back to 1939 that company's records show that "no sponsor has produced in a local New York contest as many entries as received in this contest." A total of 97,347 entries were received, according to the Donnelly Corp., the contest's judges, which noted that the figure represented "approximately double that of other successful New York contests."

The contest, which ran from May 28-June 10, required viewers to select the motion pictures that WOR-TV plans to run during Album Week (July 9-15) and their playing dates. Names of the contest winners—those who came closest to selecting the seven films and their playing dates—will be announced shortly. Among the 100 prizes are a Ford Thunderbird and $1,000 cash, and round trips to Paris for two.

WBC NATIONAL EAR ON NEA
THE 94th annual meeting of the National Education Assn., starting in Portland, Ore., today (Monday) will be covered in part by all five of Westinghouse Broadcasting Co.'s radio stations, KEX Portland, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and WBZ-WBZA Boston-Springfield, Mass. The news and speech programs will cover preliminary meeting, recording the two principal keynote speeches of special U.S. Ambassador to the Middle East Eric Johnston and NEA President John Lester Bufford, feeding reports to the other four WBC stations.

SALLY SET FOR LIFE ON WJMJ
SALLY STARR, conductor of the twice-daily Jamboree show on WMJ Philadelphia, has just signed what the station calls an "unprece-
dented" contract with West Side Lincoln-Mer-
cury, Janboree sponsor. West Side contracted for lifetime options on Miss Starr as talent for the WMJ show, marking what the station calls a "good fit." The lifetime agreement was made through Benjamin Katz Agency, Philadelphia.

GLAMOUR TEAM FOR NBC SPOT
NBC SPOT SALES sent a quartet of glamorous starlets into the field to promote its station's fall football lineups. The team of New York models, dressed in abbreviated football costume, carried megaphones with promotion brochures attached which they left with clients. Promotions were handled by a telegraph operator reading: "Be on the lookout for All-American girl between 9 a.m. and 1 p.m., June 20th. She will get in a huddle with you for the latest on top lineups (penalties for holding)."

NO REST FOR KFAB STAFF
KFAB Omaha newsmen may vacate station premises sometimes in the summer, but for them there's no vacation in the usual sense of the word. Ken Headrick, vacationing in Fremont, Neb., June 11 turned in what KFAB says was the first report on a robbery-murder occurring on the outskirts of that town. Another staffer, vaporizing in Seattle June 21, got his report of an airplane collision he witnessed into the station newsroom before wire services.

LIVEIER NETWORK AFTERNOON
STARTING today (Monday), NBC-TV's week-
day afternoon schedule goes into high gear with a total of two and a half hours of live telecasting. The major change, announced last week, was made in Queen for a Day, formerly a 30-minute show, now extended 45 minutes. Queen, previously scheduled at 4:30-5 p.m., moves back to 4:45-5 p.m., replacing Date With Life (off the air), while Modern Romances shifted from 4:15-4:30 p.m. to the 15 minutes immediately following Queen. As NBC-TV's schedule reads now, the network goes live at 2:30 p.m. starting with the Ten-
essire Ernie Ford Show, followed by the semi-
color Matinee Theatre which in turn precedes Queen.

WFAI, CBS HIT SILK
WFAI Fayetteville, N. C., and the CBS Radio Network, anxious to leave no corner of radio reporting unexplored, went into the air with the 18th Airborne Corps. of the U. S. A., Fort Bragg, N. C., via facilities of the Air Force's 464th Troop Carrier Wing, and came down with two private moments. The chuckles carried handle-talkie radio and reported thoughts and sensations during the 50 seconds it took to fall 1,200 feet to earth. WFAI recorded the report for broadcast on the network.

WDRC SALUTES CIVIC OFFICERS
WDRC Hartford, Conn., isn't waiting for local civic organizations to knock on its door. The station has inaugurated a series of air salu-
tes honoring new officers as they are erected by each group. On election, each officer comes in for at least two minutes of congratulatory messages during the broadcast day.

ABC GETS LISTENER PROFILE
UNION sponsors and ABC Radio, as a result of a 19-market survey by Pulse Inc., now know the age, sex, economic level, occupation and union membership status of listeners to Edward P. Morgan's AFL sponsored news pro-
gram and John W. Vandercook's CIO newest, both on the network daily in the evening. The nationwide survey is said to be the first of its kind.

In addition to composite ratings, total homes and listeners per home, Pulse learned that approximately 65% of both audiences are over 35 years old, 5% are teenagers and 30% be-
tween 18 and 35. Men predominate in the audiences to the extent of 55-60% of the total. The group was determined by breaking the total into "upper, upper middle, lower middle and lower" quartiles, which was used for each program, with slightly more listeners falling into "lower middle." Union-member listeners to Mr. Morgan were 51.9% of his total listenership and 45.5% for Mr. Vander-
cook. Occupationally, craftsmen and operatives accounted for nearly half of listeners to both stations, whips scattered among all other work classifications.

PILOTS GET CHANCE ON NBC-TV
A NEW summer series to be sponsored by Procter & Gamble Co., Cincinnati, will consist of "pilot" reels of tv film series which have never been shown to the public and many of which probably will be shown on tv in the fall or at some other time in the future, according to NBC-TV. The station's network announced last week that the series, Sneak Preview, will occupy the time slot in which Jane Wyman's Fireside Thea-
ter (Tues. 9-9:30 p.m. EDT) regularly ap-
pears. John Egan of Compton Adv., New York, is in charge of production for the summer series.

MORE MUSIC ON ABC
ABC RADIO adds nearly two hours of mood music to its weeknight schedule, beginning today (Monday). The Mon.-Fri. series, entitled Imagination-Milton Cross, will be broadcast 10:05-11:55 p.m. EDT, with five minute new music summaries interspersed at 11:10-12:00, 12:15 and 12:59. The starting date is one day after the network began airing its new Sunday 2:30-4:00 p.m. country music show [B+T, June 25].

'PANTOMIME' SUBS FOR 'PERSON'
AMERICAN OIL CO., through Joseph Katz Co., both Baltimore, and Time Inc., through Young & Rubicam, New York, will continue to hold the Friday, 10:30-11 p.m. time slot on CBS-TV through the summer while Edward R. Murrow's Person To Person takes its summer hiatus. Replacement show is Mike Stockey's Pantomime Quiz, starring Rocky Graziano, Carol Hansy, Robert Straus, Dorothy Hart and Hans Conrel.

BREAKS WITH TRADITION
WMCT (TV) Memphis, Tenn., has broken with tradition and is now telecasting live, remote station breaks. The station sets aside one day each week and sends its mo-
obile equipment, crew and talent to a spot overlooking the Mississippi River where water, rail and bridges converge, or to the airport for station breaks from the aircraft themselves and from the weather bureau located there. Another week finds the team stationed at a point over-
looking a busy street, where the cameras catch glimpses of traffic from 11 a.m. until 7 p.m. The WMCT program department is currently busy planning an itinerary for its remote station breaks which have become a regular weekly feature on the WMCT schedule.
KXXY takes loss on cash

TO prove it really does want to give away money on the Kath Box show, KXXY Houston, Tex., sent Johnny Edwards into the streets during one broadcast to sell $5 bills for a bargain $4. Stationed on a busy street corner during the last half-hour of the 1-3 p.m. program, Mr. Edwards and aides were virtually mobbed as a dollar-happy crowd surged around them. The stunt attracted attention of the Houston Press which sent a reporter and photographer for front page coverage.

"BAXTER TAKES FIVE" ON CBS

Dr. Frank Baxter, professor of English at the U. of Southern California and known for his various series of tv programs on Shakespeare on CBS-owned KNXT (TV) Los Angeles, is doing a nightly capsule commentary series on CBS Radio titled Dr. Baxter Takes Five. The sustaining program is now scheduled 7:25-7:30 p.m. EDT and will be rescheduled later this month.

BIG RESPONSE FOR RALSTON

RALSTON-PURINA Co., St. Louis, need look no further for the rating of Grand Ole Opry on ABC-TV since they’ll find the magic number in an avalanche of mail pouring into the premises of WSM-TV Nashville, which originates the show.

Several weeks ago, viewers were invited to write in—for 10 top prizes of a round-trip ticket to Nashville—stating what they thought of the show. Two days later the WSM-TV mailroom reported a count of 25,000 letters, by the end of the week had topped the number to 250,000. Since the program is carried live on 40 ABC-TV affiliates with 110 others carrying it on a delayed basis, WSM-TV estimated a flux of 6,000 letters from each station. By the time the names of the winners were scheduled to be read June 23, the number was about to reach the 600,000 mark. Rabston’s agency is Gardner Adv., St. Louis.

FOR THE RECORD

Station Authorization, Applications
(As Compiled by B•T)
June 21 through June 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:
---Fp-construct permit, DA—directional antenna, ER—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, an—antenna, sl—signal level, kHz—kilowatts, kw—watts, mc—megacycles. D—day, N—night, LA—local sunset, W—morning, MD—monday, TM—transmitter, UN—unlimited hours, ke—keystone, S—street, KA—knot above sea level, SMA—special service authorization, STA—special temporary authorization.

Am-Fm Summary Through June 27

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<th>On Air</th>
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FCC Commercial Station Authorizations
As of May 31, 1956

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<td>Cps not on air</td>
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*Based on official FCC monthly reports. These figures are not always the same. The FCC must await formal notifications of stations going on the air, operating schedules, and other license or grants, etc. These figures do not include noncommercial broadcast stations and tv stations.

FCC ANNOUNCEMENTS

New TV Stations...

ACTION BY FCC

St. Paul, Minn.—Twin City Area Educational Television Corp. granted vhf ch. 2 (69-60 mc); ERP 36 kw vis., 35 kw aur.; ant. height above average terrain 775 ft., above ground 795 ft. Estimated construction cost $415,000, first year operating cost $77,000. Post office address 207 W. Broadway Ave., St. Paul. Station location Falcon Heights. Fcc-licensed Oct. 10, 1955. Based on petition of Educational TV Corp., pending.

APPLICATIONS

Salem, Ore.—Salem Television Co., vhf ch. 3 (60-66 mc); ERP 1.4 kw vis., 28 kw aur.; ant. height above average terrain 775 ft., above ground 795 ft. Estimated construction cost $65,000, first year operating cost $39,000, revenue $132,000. Post office address C. H. Fisher, 3506 N. Klischkat, Portland, Ore. Studio location Salem.

Trans. location Salem, geographic coordinates 44° 55’ 14” N., 123° 59’ 15” W., Trans. location Salem. Fcc-sponsored petition of Ch. 3 Owners of Salem, Wash., KDSL The Dalles, Ore., KUMA Pendleton, Ore., Mr. Fisher owns KIHF Hood River, Ore., and 33.6% of KVAL-TV Eugene, Ore. Filed June 21.

Aberdeen, S. D.—Aberdeen Television Co., vhf ch. 9 (166-172 mc); ERP 3 kw vis., 2 kw aur.; ant. height above average terrain 204 ft., above ground 220 ft. Estimated construction cost $81,000, first year operating cost $64,250, revenue $87,000. Post office address Aberdeen. Studio location Aberdeen. Station location one mile west of Aberdeen on 8th Ave. Geographical coordinates 47° 28’ 30” N., 112° 1’ 30” W. Filed June 26.

KXGI Port Madison, Iowa; William D. McNaughton (25%), 15% owner of WMGN and 10% owner of KXGI, and F. H. McNaughton (15%), 19% owner of WCRA. Filed June 26.

PETITION

Mount Airy, N. C.—Paul A. Johnson petitions FCC to amend Sec. 3.650 (b) of Commission’s Rules by issuance of rulemaking for allocation of ch. 9 to Mount Airy and deletion of ch. 55 from Mount Airy. Petitioner also requests amendment of Sec. 3.654 of Rules so as to permit operation of a tv station on ch. 9 at Mount Airy. Filed June 22.

PETITIONS DISMISSAL

WANE-TV Fort Wayne, Ind.—Petition seeking amendment of Sec. 3.650 of Rules by changing educational tv station’s operating assignment and assignment of Special Educational Authorization from WANE-TV at 69 to 67, dismissed at request of petitioner. Action June 22.

KOYA-TV Rapid City, S.D.—Petition seeking amendment of Sec. 3.654 of Rules to provide for reallocation of ch. 3 from Miles City, Mont., to Glendive, Mont., or, in alternative, to delete ch. 3 from Miles City, dismissed at request of petitioner. June 23.

Existing TV Stations...

APPLICATIONS BY FCC

KKTU (TV) Colorado Springs, Colo.—Granted mod. of cp to increase ERP to 215 kw vis., 28.5 kw aur., change studio location, and waived rule to permit installation of DA. Granted June 26.

WNBV Daytona Beach, Fla.—FCC designated for hearing to consider oral argument applications of WNBV to transfer control of WESH-TV from W. Wright Esch, Adelaide B. Esch and Louis Os- tanek, P. O. Box 1104, Daytona Beach, Fla.; and Theodore Granik and William H. Cook, who protest, that WNBV’s failure to notify them of the petition to, parties to proceedings hearing burden of proof, denial of right to be heard, and other matters. Action June 23.

KLSV (TV) Moreno, La.—Granted STA to operate ch. 15 for 30 days June 27, Granted June 20.

WKNO (TV) Memphis, Tenn.—Granted STA to modify of cp to change ERP cancelled at request of attorney. Action June 25.

AM-FM Summary Through June 27

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>305</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>22</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>309</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>22</td>
</tr>
</tbody>
</table>

Total Applications in U. S.

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,001</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>61</td>
</tr>
</tbody>
</table>

Total, 1,062 331 818 581 1,406

TV Summary Through June 27

168 cps (23 Vhf, 145 Uhf) have been deleted.

One educational tv station and 12 tv stations.

One applicant did not specify channel.

Includes 42 applications.

Includes 674 already granted.
Pool Corp., Southbridge
Herbert Everitt
$$11,194, 40% raterized in WTVW
June

APPLICATIONS

KHTV (TV) Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) to change studio location to 465 Carpenter St., Evansville, and make other equipment changes. Filed June 25.

WHUM-AM Reading, Pa.—Seeks mod. of cp (which authorized new tv) to maintain studios at trans. location; change ERP to 214 kw, 107 kw aux; maintain DB system authorized in current STA, and make other changes. Filed June 25.

KRFV-TV Austin, Tex.—Seeks mod. of cp (which authorized new tv) to change trans. location 4 miles northwest of Texas State Capitol near Austin; change ERP to 318 kw, 158 kw aux; change to non-DB, and make other equipment changes. Filed June 25.

KHTV Bellingham, Wash.—Seeks mod. of cp (which authorized new tv) to change location to Evansville, Ind., and change power 3%. Filed June 25.

New Am Stations . . .

Eureka, Calif.—W. A. Hansen granted 790 kc, 3 kw. Post office address 463 W. 11th, Medford, Ore. Estimated construction cost $31,860; p.m. year operating cost $1,900. Mr. Hansen owns 53.1%, KROY Medford, Ore., and 32.3% of KLAD Klamath Falls, Ore. Granted June 24.

Palm Springs, Calif.—George E. Cameron jr. granted 1500 kc, 1 kw. Post office address 1335 Beverly Estates Dr., Beverly Hills, Calif. Esti-
mated construction cost $50,000; first year operating cost $32,500, revenue $35,000. Mr. Cameron is the owner, former 70% owner of KOTV (TV) Tulsa, Okla., and 19% owner of KFTE (TV) Miami, Fla., a p.c. for the applicant for March, Hartfort, Conn. Granted June 26.

Jerome, Idaho.—Northshore Broadcasters Inc. granted 1490 kc, 250 w. Post office address 65 W. Main St., Jerome, Idaho. Estimated construction cost $11,000; first year operating cost $925, revenue $35,000. Principals are F. K. Peterson (50%), P. H. Peterson (20%), and K. Peterson (30%). Jerome, Idaho. Granted June 26.

Las Vegas, Nev.—Western Broadcasting Co. granted 1470 kc, 100 w. Post office address Las Vegas Blvd., Boulder City, Mass. Estimated construction cost $12,000; first year operating cost $9,500, revenue $50,000. Mr. Miller is pres.—50% owner; WEGO Southshore Broadcasting Co., 50%. Las Vegas. Granted June 26.

Austin, Texas.—George A. Hormel II's application for permit to operate on 1220 kc, 500 w D, returned. (Dated wrong.) Action June 25.

Columbia, Texas.—Columbia-Mc. Pleasant Springs (TV) Columbia, Mo. Estimated construction cost $30,501, first year operating cost $20,000, revenue $50,000. Principals are C. D. Turner (35%), manufacturer of church furni-
ture, and Sec. Treas. J. C. Dunn (65%). June 25.

Grafton, W. Va.—WVVY Inc.'s application seeking cp for new am new to be operated on 1230 kc, 500 w, D, returned. (Dated wrong.) Action June 21.

APPLICATIONS

Bay Minette, Ala.—Southwest Alabama Bestco, Co., 1190 kc, 1 kw D. Post office address % Howard Mall, Mobile, Ala. Estimated construction cost $18,500, first year operating cost $9,000, revenue $19,000. Principals include Fred T. Mooney, 20%, owner; James N. Faulkner (52%), owner of Southwest Alabama Pub. Co. (Mobile); Mooreville, Monticello, and Golden Times, Bay Minette), and 50% owner WMPC Montgomery, William M. Rostow (25%), 50% owner of Southwest Alabama Pub. Co., and WMPC Montgomery. Granted June 25.

Huntington, W. Va.—WDRK Inc.'s application seeking cp for new am new to be operated on 1290 kc, 500 w, D, returned. (Dated wrong.) Action June 21.

APPLICATIONS

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DA) to make changes in DA pattern. Filed June 15.

WORC Worcester, Mass.-Seeks mod. of cp (which authorized increase in D power) to make changes in DA-N. Filed June 15.

KAXT Tucson, Ariz.-Seeks cp to increase power from 1 kw to 5 kw and change from DA-N to DA-S. Filed June 15.

KFQT Fremont, Neb.-Seeks mod. of license to change hours of operation from unit to specific hours 6-10 a.m. to 3:30 p.m. Filed June 21, Wilmington, N. C.—(Call letters unassigned.) East Coast Radio Co. seeks mod. of cp (which authorized new am) to change frequency from 700 kc to 884 kc and change power from 500 w to 5 kw. Filed June 22.

WYSR Franklin, Va.-Seeks mod. of cp to change frequency from 1450 kc to 1480 kc and increase power from 250 w to 1 kw. Filed June 22.

APPLICATIONS AMENDED

KDAY Santa Monica, Calif.-Application seeking to increase cp to change frequency from 1500 kc to 1580 kc, increase power from 250 w to 5 kw, and change hours of operation from unit to D, amended to change frequency to 1580 kc and change power from 250 w to 5 kw. Filed June 22.

WPHS Fitzgerald, Ga.—Application seeking to change frequency from 1340 kc to 1380 kc, increase power from 250 w to 5 kw, and change hours of operation from unit to D. Amended to change to 1500 miles south of city limits on U. S. 22129, and operate by remote control from studio location. Amended June 25.

WIBX St. Paul, Minn.—Application seeking to install DA-D and change station location from South Pole, Minn., 90 miles n. w. to change freq. from 1360 kc to 630 kc, change power from 250 w to 5 kw, and change trans. location to 30 mile south of U. S. Hwy. 2129, 3.5 miles east of St. Paul, make changes in DA system, and change ground system. Amended June 21.

New FM Stations ...

Existing FM Stations ...

STORIES FROM THE SPORTS REPORT

Continues for July

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the summer sports scene.

July's continuity package contains 15 fifteen-minute programs featuring the sports of the summer season, baseball, the Olympics, swimming meets, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly, if not, please write to B.A.I.'s Station Service Department for "Stories from the Sports Report."
WEDB Chattanooga, Tenn.—Seeks assignment of license to French Inc., for $100,000. Principals are William F. French, Jr., and Raymond Crump, Jr., owner of R&R Representatives Inc., 33% owner of WATO Oak Ridge, Tenn., and 10% owner of WLAF Lufkin, Texas. Filed June 21.

WFGR Warren, Va.—Seeks assignment of cp to WCFK Inc. Station is being assigned by Oliver M. and Martha R. Pressley as partners of Old Dominion Best, Co. In consideration of a deed of gift of 70% stock of WCFK Inc. to the Bests, which will hold 50% interest, that it will loan up to $150,000 to WCFK Inc. for construction and operation of station. Principals include Martha R. Pressley (33%), 50% owner of Rountree-Pressley Productions Inc.; Oliver M. Pressley (33%), 50% owner of Rountree-Pressley Productions Inc.; and 10% owner of WNOH New Orleans. Filed June 21.

WMCN Grand Rapids, Mich.—Seeks assignment of control of WMCN-AM FM Radio Inc. through purchase of 60% interest from Harold C. and Estelle F. Singleton for $52,800. Mr. Keating will be sole owner. Filed June 25.

Hearing Cases...

PALATKA, Fla.—FCC ordered that initial decision which looked toward grant of application of Baymac Inc. for new am to be operated on 900 kc. in Palatka, Fla. (Petition for review by Shelden-Phillips Inc.) to be held June 25, and further review by FCC. Granted June 21.

WWBZ Vineland, N. J.—FCC granted petition by Community of Coplay, Inc., that it be authorized to continue temporary operation of WWBZ for period of 28 days from and for filing of appeal. By virtue of filing of petition by Community of Coplay, Inc., that it be allowed to continue operation of WWBZ pending further review by FCC. Granted June 25.

KCHS-Las Vegas, Nev.—Seeks voluntary assignment of WCHS-TV license to Citizens Bestg., Corp. by Herman M. Greenspun. Mr. Greenspun will acquire 50% interest in license. Filed June 21.

KHIO-TV Las Vegas, Nev.—Seeks assignment of control of KHIO-TV license to Citizens Bestg., Corp. by Herman M. Greenspun. Mr. Greenspun will acquire 50% interest in license. Filed June 21.


WHAM-AM-TW Rochester, N. Y.—Seeks assignment of control of WHAM-AM, WMTW, WHAM-TV and WHAM-FM to Transcendent Television Corporation. Application is filed for purpose of having Sinton-Carlos authorization assigned to Transcendent upon consummation of transfer from General Dynamics. Assignment will include WHAM-AM, WMTW, WHAM-TV and WHAM-FM to Transcendent upon consummation of transfer. By virtue of filing of petition by Citizens Bestg., Corp., that it be directed to consider Transcendent's petition. Granted June 21.

WHAM-AM-TW Reading, Pa.—Seeks transfer of WHTF, WHTU and WHTN to Citizens Bestg., Corp. By virtue of filing of petition by Citizens Bestg., Corp., that it be directed to consider petition. Granted June 21.

KDKS Dallas, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date. Filed June 21.

KDDB Sandusky, Ohio.—Seeks mod. of cp (which authorized new am) for extension of completion date. Filed June 21.

KVDH Colorado Springs, Colo.—Seeks assignment of license to Speidel-Fisher Bestg. Corp. of Charles E. Speidel, Inc., and others, executors, and trustees of Albert T. Fisher Jr. and Joe Speidel III, Speidel-Fisher Bestg. Corp. There are equal to $20,000 by operation. Filed June 21.

KJSL Jacksonville, Fla.—Seeks assignment of control of WJSL and WJSK to Florida Citizens Bestg. Corp. Filed June 21.

KNSA-Baton Rouge, La.—Seeks extension of period of license rather than transfer of control. Granted June 25.

KULP New Orleans, La.—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 21.

KSLC Salt Lake City—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.

KWTX Waco, Tex.—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.

KZTV Elko, Nev.—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.

KZUN-Cedar City, Utah—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.

KZTV Waco, Tex.—Seeks transfer of control of KZTV license to Citizens Bestg., Corp. By virtue of filing of petition by petitioner, that it be directed to consider petition. Granted June 25.

KZTV Elko, Nev.—Seeks transfer of control of KZTV license to Citizens Bestg., Corp. By virtue of filing of petition by petitioner, that it be directed to consider petition. Granted June 25.

KZTV Waco, Tex.—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.

KZTV Waco, Tex.—Seeks extension of license by 28 days from and for filing of petition by petitioner. By virtue of filing of petition by petitioner, that it be directed to consider the extension. Granted June 25.
COMMERCIAL RADIO ENGINEERING CONSULTANTS

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Member APCR

A. D. RING & ASSOCIATES
30 Years Experience in Radio Engineering
Pennsylvania Blvd., Piscataway, N. J.
Member APCR

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
Washington 4, D. C.
Member APCR

WELDON & CARR
Consulting Radio and Television Engineers
Washington 6, D. C.
Member APCR

W. R. CARR
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
Washington 4, D. C.
Member APCR

GUY C. HUTCHESON
P. 0. Box 32
Crestview 4-8721
1100 W. Abiem
Arlington, Texas

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Blvd., N. A., 8-2898
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

JANISKY & BAILEY INC.
Executive Offices
1525 DeSales St., N. W., Washington, D. C.
Member APCR

COMMERCIAL RADIO ENGINEERING COMPANY

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**HELP WANTED**

**California Radio TV Station**

VHF Network TV Station and Radio Station—Commercial operation needs help immediately in all departments, located in ideal small market on California coast. Outstanding organization, room for advancement. These newest openings were brought about by our extensive expansion. Send photo, complete details to:

Box 997G, B'T

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**CLASSIFIED ADVERTISEMENTS**

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situated Wanted: 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to:

**BROADCASTING** • **TELECASTING**, 1735 DeSales St. N.W., Washington 6, D. C.

Advertisements: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. **BROADCASTING** • **TELECASTING** expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted**

**Manager**

Manager-sales manager . . . successful small market 1 kw daytimer needs your services. This is the opportunity some young broadcaster has been looking for. Tell us why you’re the man for the job and what you’ll cost us. Box 918G, B'T

We have an outstanding opportunity and situation to offer complete sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 946G, B'T

Sales manager—five figure earnings and exceptions! “Controle” sales manager (who can sell, hire and inspire) with major in New England. Write full please. Box 965C, B'T

Sales manager: If you can sell radio, why work for salary and commission alone? Acquire ownership through your efforts, too. We have it for you. Box 916G, B'T

Assistant manager-program director, Top Hooper station Capital City—Jackson, Mississippi. Race programming. Experience plus position open immediately for ambitious, imaginative, intelligent young man 24-26 who wants to move up to manager with rapidly expanding organization. No clock-watchers. Box 975G, B'T. Southerner preferred. Send complete resume, photo, and references first letter or application will not be considered. John McLeod, WOKJ, Box 2687, Jackson, Miss.

**Salesmen**

Salesman who can sell. Box 805G, B'T

Experienced salesman capable of becoming commercial manager successful small market operation . . . able to make good written sales presentations and brochures . . . state related abilities. For immediate consideration with photo and references. Salary $100.00 weekly minimum guaranteed. Box 965C, B'T

Chehalis’ fastest growing station desires creative, enthusiastic, experienced man who can prove record and who wants stability and future. Full benefits. Please send all information in first letter. Box 954C, B'T

Need experienced salesman, versatile all phases 250 watt indie, southwest, Excellent opportunity. Box 958G, B'T

Immediate opening radio salesman in 5000 watt San Joaquin Valley independent. $300 guarantee plus commission. Interested, please send photo and sales experience first letter. KCJH, P.O. Box 262, Delano, California.

Wanted—reliable live wire experienced, aggressive radio salesman, good future for right man. KCJM—Radio, Texarkana, Tex.—Ark.

Very good opportunity and plan for steady, solid salesman with limited announcing. Adequate guarantee. KHIG, Okmulgee, Okla.

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**RADIO**

**Help Wanted**

**Salesmen**

Experienced salesman. Attractive offer to right man. 1000 watt fulltime independent. Contact Manager, KOKK, Keokuk, Iowa.

Expanding our facilities. Need experienced radio time salesman, excellent area station. Our staff know about this. WESO, Southington, Mass.

Expanding Indiana independent has good opportunity for experienced salesman. If you are content with average earnings this isn’t for you. If you want to build your income along with growth of this station, located in the fastest growing market in Indiana, Send complete resume and photo to Ken Kilmer, WMRI, Marion, Indiana.

Wanted: Experienced salesman! Good salary plus company car and expense. Contact Don Wirth, WINS, Winona, Wisconsin.

1st class engineer who needs practically no maintenance, with experience as an announcer (good voice, excellent memory), will only be scheduled 3 or 4 hours a day on announcer duty, operating own controls, and will be expected to devote half day to selling. Starting salary $75 to $70 weekly plus 15% commission on sales. Radio Station WINSY, Rochester, N. Y.

Salesman’s dream! Build your way because we believe your success is ours. Define salary. No draw or backlogs. (You never owe us anything). Plus commissions or billing bonuses for billing over $2,500 a month. Up to $45 commission for all over $3,500 billing a month. Plus bonuses on every order or contract turned in at $75 bonus per sale. Plus vacation bonus up to $250. Plus profit sharing bonus up to $1,000 or more. Good producer in first year should net many hundreds over salary. Second year many thousands. Tell us about yourself when you write for the most successful independent stations . . . WINSY, Schenectady, New York.

Southeast radio station needs experienced time salesman—opportunity for advancement for man who will cooperate and understand. Write John G. Williams, P. O. Box 396, Savannah, Georgia.

Announcer-seller with sufficient ability to take over managers position within six months. Send audition tape to: Skyline Network, Box 368, Tupelo, Mississippi.

**Announcers**

Good announcer-copywriter . . . Must excel in both. Successful small market operation. Experienced in both preferred. Send all details including expected starting salary. Box 997G, B'T

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 918G, B'T

Announcer, first class license for new Alabama daytimer. Best equipment, ideal working conditions. Write complete information first letter. Box 921G, B'T

Announcer. First class license for experienced announcer. Good pay to right man. Send resume and tape immediately. Box 916G, B'T

**Announcers**

Immediate opening for announcer—salesman, announcer—copywriter, announcer-program director. Better than average for right man. Good Virginia job. Must be above average, for growing, independent daytimer. If interested . . . if good . . . you know what to do. WBCR, Box 96, Christiansburg, Virginia.

Immediate opening for announcer—salesman, announcer—copywriter, announcer-program director. Better than average for right man. Good Virginia job. Must be above average, for growing, independent daytimer. If interested . . . if good . . . you know what to do. WBCR, Box 96, Christiansburg, Virginia.

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Box 997G, B'T

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**RADIO**

**Help Wanted**

**Announcers**

Negro rock and roll announcer wanted at once. Send audition tape, disc, all information about self first letter. Box 908G, B'T

Top-flight announcer—DJ personality, experienced with all phases radio wanted for Woodstock, Georgia. Top-flight, warm, personality-type show and come up with the audience, here’s permanent position at $60 weekly with insurance and other business benefits plus liberal vacation plan. Only those previously employed in similar type of job need to be considered. Beginners do not apply. Send full resume and tape with first letter to Box 997G, B'T

Announcer, DJ, strong air salesman, independent Washington, D. C. Profit sharing, morning. Box 907G, B'T

Midnight to 6 a.m. Station in million midnight market seeks announcer. Experience not necessary, plus commission on sales. Send complete details, no phone. Box 910G, B'T

Announcer with first class ticket for KCSB, Truth or Consequences, New Mexico. Contact Tynes, Box 123, Albuquerque

Wanted—good reliable experienced announcer. 250 watt station seeking night man. Good opportunity to right man with good references. Send tape and background. KCMM-Radio, Texarkanas, Tex.—Ark.

Established kilowatt daytimer needs reliable, versatile talent. Contact Bob Morey, KDKD, Clinton, Missouri.

We need an adult announcer that sounds like an adult. Multilines plus. No experience necessary. Accounts are heavy on sports . . . if you are “recent gradu- ate” with high school announcer board-type, please don’t take our time . . . don’t waste our time . . . don’t waste our money . . . please advertise! Must know how to really sell a commercial. Rush resume and photo to Dave Martin, KHAS, Radio, Hastings, Nebraska.

Need two good, experienced announcers. One man. Staff. Must be DJ personality, good at ad lib and commercial. Large population market. Top money for the right man. Armstrong, P.O. Box 338, Hartwell, Georgia. Contact Bob Tynes, Manager, WBGG, Hampton, Va.

Immediate opening for announcer—salesman, announcer—copywriter, announcer—program director. Better than average for right man. Good Virginia job. Must be above average, for growing, independent daytimer. If interested . . . if good . . . you know what to do. WBCR, Box 96, Christiansburg, Virginia.

Immediate opening for announcer—salesman, announcer—copywriter, announcer—program director. Better than average for right man. Good Virginia job. Must be above average, for growing, independent daytimer. If interested . . . if good . . . you know what to do. WBCR, Box 96, Christiansburg, Virginia.
RADIO
Help Wanted—(Cont'd)

Announcers
Opening-July 15th for announcer, strong on news and commercials. Independent 500 watt station. Must have local news and music pattern. Possible to go to college parttime. Three men have completed entire college career by working for us. Airtime training, experience, college credit. Camera work, tape and photo to Bill Baker, Program Director, WMK. Middlesex, Kentucky.

Top rated nighttime independent needs staff announcer to replace announcer entering college. Complete resume, tape and salary requirements first letter. WMKT, Detroit, Georgia.

Wanted: Experienced announcer. Must be family man. Job permanent to right person. Send complete resume, tape and salary requirements first letter. WMKT, Detroit, Georgia.

Top caliber announcer wanted by 5000 watt CBS radio-tele affiliate in metropolitan southeastern market. Must be well experienced in all-around staff work. Good starting salary commensurate with ability. We want steady, qualified announcer. Send tape, photo, and letter to WRDW Radio, Augusta, Georgia.

Announcer with first class license for new music station. WSHL, Sheboygan, Wisconsin.

Announcer 1st class, with emphasis on announcing, excellent opportunity for advancement. Send audition tape to: Skyline Network, Box 363, Tupelo, Mississippi.

Technical
Engineer, with first class phone for 50 kw radio and/or maximum view VHF with color. Contact Box 874G, B-T.

First class chief engineer: Maintenance and improvement of first requirement. Mobile and stationary remote work mandatory. Air work fine but secondary. Salary above average. Box 868G, B-T.

Comio man with first class license. Permanent job with clean operation. Salary $55 to $100, Box 882G, B-T.

Chief-announcer capable putting new California station on air, full time or annual am or fm. Must be good. Box 972G, B-T.


Engineer, first phone: Manage Washington, D. C. Independent. Experienced only. Box 906G, B-T.

Chief engineer with directional array experience for $5 kw fulltime. Must have Texas independent. Very few hours required on board. Mostly studio work. Maintenance, supervising salary, hospitalization, Christmas bonus and merit raises. Full details first letter. Box 899G, B-T.

Chief-announcer for 250 watt daytime. Must be strong on announcing. $85 for 48 hours to ship Rush picture, tape and details. Box 946G, B-T.

Chief engineer, prefer man who can also announce, permanent position, KGIE, Pueblo, Colorado.

Wanted engineer with 1st class FCC license. Ability to get times for home town but must be late. Average pay, KVWO Radio. Daytime Network. Call Box 936, Cheyenne, Wonderful, Wyoming.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer capable of maintenance. Can be local Newman if fit. Contact Manager, WDLG, Port Jervis, New York. Phone: 2-2820.


Immediate opening 1st phone engineers. Contact Frank Leinhim, WCGM-AM-FM-TV, Channel 10, NBC-ABC, Quincy, Illinois.

RADIO
Help Wanted—(Cont'd)

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WNEW, Wilson, N. C.

Wanted: Radio engineer: first class radio-telephone license; strong on maintenance. No op- tions. Announcing, Radio Station WHNL, 1 East Main Street, River- head, Long Island, N. Y.

Programming-Production, Others
Program director-announcer with good voice and realistic programming ability. Must be creative and able to develop programming with sell appeal — based on news, music and local public service. Send complete details. There is a small market operation that's successful. Tell us what you'll work for. Box 966G, B-T.

Gol Friday. Practical woman broadcaster to handle continuity and do some air work. 1 kw daytimer in small market. Box 980G, B-T.

Wanted: Combo program director and sports an- nouncer. Fulltime station in midwest extremely heavy sports skid. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 936G, B-T.

Stringers wanted. Europe, Far East, Middle East, South America. Box 976G, B-T.

Newsmen: Fulltime to gather, edit and air news casts. Also adlib remote news. Above average starting salary. Box 976G, B-T.

Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage with advancement. Box 989G, B-T.

Sales manager — good sales position—radio-television experienced. Excellent record. References from present and former employment. Box 941G, B-T.

Experienced, mature manager can improve your profit and business situation. Many proven salable ideas for busy worker. Mature family man. Box 947G, B-T.

Combination-manager, sales, program, copy, announce—small market. Married. 35. Experienced—employed—permanence desire. Sober. Box 945G, B-T.


Salesmen
Salesman, announcer-salesman, ten years sales experience, two years radio, college, married, family. Prefer south. Permanent connection. Box 940G, B-T.

Announcers
Sales manager, 35, strong on radio and tv sales, some account selling, looks forward to future. Salary plus incentive. Veteran, family stable. Resume and references. Box 932G, B-T.

WDSU Radio is looking for experienced record personalities interested in good radio operation. Offering top salaries in South for brisk, bright, friendly personalities—No Comedians! Send tape, photo, background data to

Hal Fredericks, WDSU Radio
520 Royal Street, New Orleans 16, La.

RADIO
Situations Wanted—(Cont'd)

Announcers
First phone, combo. Announcer, DJ, news mainte- nance. Now working midwest station, wish to relocate northeast or Florida. Box 946G, B-T.

Hold it—need—a versatile deejay, personality, staff? I love work! Have broad pop music, artist repertoire. Know board, copy, shows. Also guitar, commercial delivery. (Highly trained Cambridge grad.) Box 951G, B-T.

Top morning man—selling—employed—wishes to relocate. Veteran-family. Box 969G, B-T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 966G, B-T.

Stop here—young man, low on experience, high on ambition. Looking for right position. Try me. Box 963G, B-T.

Look—young man knocking at the door of radio. Will be an asset to any radio station and will easily be made into a personality disc jockey. Box 965G, B-T.


Announcing school grad, presently employed in Dixie, seeks position as a staff announcer in a station in N. Y., N. J., Conn. or Penna. (Any- where in northeast). DJ, board, write Box 971G, B-T.

Top announcer on 5 kw, CBS station desires to relocate. Prefer deep south but all offers will be considered. Some experience in tv. Box 981G, B-T.

Announcer, Negro, here's a rocking show, light experience, tape available. Box 985G, B-T.

Experienced staff announcer, two years, desires to relocate to permanent position, strong news, news, commercials, independent type. Salaries commensurate with ability. Box 981G, B-T.

Experienced announcer, versatile DJ, smooth commercial delivery. Immediately available. Tape. Box 982G, B-T.

Commercial DJ, staff, some experience, strong in news, sports board, excellent references, tape, will travel. Box 986G, B-T.

Announcer-DJ, Young, single, vet., light on experience. Desire permanent move. Heavy on sales, good salary. Tape resume available. Box 986G, B-T.

Negro announcer, disc jockey, college, radio school, continuity writer, light experience in metropolitan area. Will travel. Box 987G, B-T.

Outstanding sports announcer, excellent play-by-play, board, DJ, versatile personality. Not only advance possibility with present station. Good experience, special equipment. Employer will give reference. Box 988G, B-T.

Recent graduate Midwestern Broadcasting School. Age 24, single, veteran. Interested in all phases of radio. Experience, not wages, prime factor. Box 989G, B-T.

Recent graduate Midwestern Broadcasting School. Age 25, single, veteran. Graduate University of Florida. Tape sent on request. Box 990G, B-T.

Young announcer—currently working midwest station. Strong DJ, news. Prefer N. E. $70-78, Box 991G, B-T.

Reliable, vigorous staff announcer, 13 months experience. 3rd class ticket. Box 998G, B-T.

(Continued on next page)
Radio

Situations Wanted—(Cont'd)

Announcers


Staff and sports announcer. 20 months experience. Strong on news, commercials, music and play-by-play. Control board. Third ticket. Write: Glenn Martin, 1506 North Market Street, Frederick, Maryland.


RADIO NORTHWEST 973G, Situations trained 106 years. Phone Maryland. Radio time sales. With some experience, includes play-by-play, temporary. Our previous managers have all been promoted. Must have all details and proof of ability in first letter. Box 965G, B.T.

Executive and staff positions. Expanding multiple ownership group operating radio and television stations in major and secondary markets interested in reviewing applications immediately for all executive and staff positions. Box 989G, B.T.

Television

Help Wanted

Managerial

Successful vhf television station in non-competitive market of smaller size in far west has immediate opening for aggressive local sales manager. Salary commensurate with ability to produce. Our previous managers have all been promoted. Must have all details and proof of ability in first letter. Box 965G, B.T.

Salesmen

Tv time salesman wanted: Must be experienced in tv or radio time selling. With fastest growing station in major western market, Liberal draw against commission. Box 965G, B.T.

Television salesman, ABC affiliate—vhf—good market—desire minimum 3 years in radio or television. Good weekly guarantee—excellent commission arrangement. Send resume, full details, first letter to Robert C. Miller, Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Announcers needed for new southeast vhf television station. Please send tape, photo and information. Write Box 896G, B.T.

Example—Practical TV Training

NRTS Students Do Remote From Movie Premiere in Hollywood

This is a typical example of the practicality of ALL Northwest training. These Hollywood students are actually doing a live remote from a recent movie premiere. All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For top TV people call John Birrel, Employment Counselor.
**TELEVISION**

**Help Wanted—(Cont'd)**

**Programming-Production, Others**

Producer—medium market operation, southwest, excellent opportunity for man who can organize small staff. Network affiliate. Box 969G, B-T.

Experienced director for midwest net affiliate. Medium-sized station. Should know RCA switcher. Rush details to Box 969G, B-T.

Commercial continuity writer for Michigan full power vhf. Rush resume to Box 964G, B-T.

Traffic manager, vhf station, NBC-ABC-Michigan's second market. Male or female, above average in selling ability. Contact John J. Keenan, WNEM-TV, Bay City, Michigan.

**Situations Wanted**

Managerial

Salesmanship, showmanship, profit. Veteran of 12 years radio-tv sales, production, seeking permanent connection as tv station manager or assistant manager. Know-how, energy, enthusiasm means a shirt-sleeves seller who gets things done. Full power sales or executive capacity vhf top 50 markets. Box 953C, B-T.

**Technical**

Looking for C.E. who has spent past three years observing economical operation and produce, provide full authority given? Can you pay minimum attention to building, operation, maintenance, operation and supervision? Available after proper notice present employer. Box 953C, B-T.

**FOR SALE**

**Stations**

Well-established fm station with good background music contract located on West Coast. Expansion imperative but owner lacks capital. Box 969G, B-T.

Owner of CP for new em station cannot give personal attention to management. RCA or Armstrong. Will transfer CP and materials on hand for $5,000. Necessary, 6 kw transmitter, frequency monitor, microphones, transcription link and required licenses. Necessary that interested parties act immediately. Wonderful opportunity. Box 896G, B-T.


California, $42,000, 20% down, isolated, single station, full, Mountain, Mono, 1000, 1443, 270B, 270G, Flemish, Caliente. Box 969G, B-T.

Owner of CP for new em station cannot give personal attention to management. RCA or Armstrong. Will transfer CP and materials on hand for $5,000. Necessary, 6 kw transmitter, frequency monitor, microphones, transcription link and required licenses. Necessary that interested parties act immediately. Wonderful opportunity. Box 896G, B-T.


East Coast: 250w fullerine—Independent combo operation in owned building. Gross $19,500, $6,000. Asking $65,000, $20,000 down, $5,000 in receivables. See John Hanly.

Eastern 2 station team—show good net-grossing about $35,000, asking $150,000 with 25% down. Eastern 2 station team—show good net-grossing over $175,000. Asking $350,000, over $75,000 down. See John Hanly.

**FOR SALE**

Midwestern 200w fulltimer in larger market. Grossing about $175,000, offering $32,000—balance mostly cash. See John Hanly.

Eastern state 1kw daytime indie. Studio and transmitter on 414 acres of company owned land. Asking $45,000 per month. Operating cost about $5,000 per month. Operating in black for past five years. Asking $60,000—all cash. See John Hanly.

Information on many other excellent properties, from Maine to Florida, is available for inspection by qualified buyers. Complete, and confidential service offered to owners and operators. Just write—John Hanly, J. L. Stoll & Associates, Colony Building, 1737 De Sales Street, N. W., Washington, D. C.

**WANTED TO BUY**

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

RCA BTA 250L transmitter in excellent condition. Spare parts. All reasonable offers considered. Contact Harry McAdams, KEWZ, Hobbs, New Mexico.

Staendl Hofman minitape—new battery, new motor and battery charger, almost like new. Best offer. 250 watt, Western Electric am transmitter. Excellent condition. Increasing power and will sell for $1,900. F.O.B. station. W. H. Guest, Jr., WPMF, Pascagoula, Mississippi.

Used television equipment. Federal microwaves STL—500mgs. Dual Isocope film chain—DuMont, with six usable camera tubes. Two Holme 16mm film projectors—TV 16. Many spare projector parts, including Mr. M. Burleson, WTIC, Washington, D. C.

Commercial crystals: And new processing equipment. Crystal grinding—or separate. Contact: Grantham, Hobbs, New Mexico.

WANTED TO BUY

Stations

All accounts services by the broker personally. Ralph Erwin, Broker, 1463 South Trenton, Tulsa, Okla.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1463 South Trenton, Tulsa. Cheri 2-3944.

Equipment

Wanted to buy: 2 used 16mm television film projectors, RCA or Eastman. Must be in top condition. Contact Bill Hargen, Chief Engineer, KSBW-TV, P. O. box 1651, Salinas, California.

Rex-O-KIN 3-1/2H tunable with console cabinet. William Kirk, 1597 Stout Street, Denver 4, Colorado.


**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, 273 10th Street, N. W., Washington, D. C.**


**RADIO**

**Help Wanted**

Salesmen

CALIFORNIA CALLING! You if you're a hard hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.

Box 206G, B-T.

**BIG FUTURE IN AUSTRALIA**

for a First-Class Announcer and Disc Jockey with the capacity to grasp a front-rank career in an expanding country. We are looking for a man with top-flight American experience and a proved capacity to sell, preferably with his own shows: a man who can hold a nation-wide audience and develop with us in television. Televising starts in Australia late this year. Applicants must be prepared to live in Australia for at least two years. Traveling expenses to Australia will be paid. Attractive salary and bonuses. Box 856B, B-T.

**NOEMAC Seeking Top Disc Jockeys**

Noemac disc jockeys, in Dallas, Milwaukee, San Antonio, El Paso, Atlanta, Monroe and New Orleans, have been and are being promoted to keep executive positions. If you’re a top disc jockey with a fine "different" style or gimmicks, and want to find a future with America’s largest group of independent radio stations, send audition tape to:

Gordon McLendon
2104 Jackson St.
Dallas, Texas

July 2, 1956 • Page 107
RADIO

Help Wanted—(Cont'd)

Announcers

ARE YOU THIS MAN?
The man we are looking for is currently the Sales Manager or Assistant Manager of a small radio station. He's now looking to take over the number one spot in a small Midwest community. He's married, full of ideas, energetic and very sales minded. He'd be happy working with owners who know radio thoroughly and who want to build a management team for several radio properties. He works well with people and has a warm and friendly "small town" personality. If you are this man tell us about yourself, your experience, salary and references. Let's have the facts with as little fantasy as possible.

Box 916G, B.T.

DISC-JOCKEYS LOUISIANA
Performers with a Capital P
We need persons who can keep a top rating—Employ gimmicks—Inject personality—Produce an entertaining show—and Sound alive on the air. You will be with a sharp music and news operation. Send tape, photo and brief history to Box 594.

CAN YOU QUALIFY?
Aggressive 10 Kilowatt full time radio dropping network for independent format. Adding to staff which makes great opportunity for personalities who can deliver as a DJ not just an announcer. Tell us all about yourself including experience, age, money, marital status with a complete audition tape that samples Dee Jaying—News—Commercials. Write Jim O'Neill, P. O. Box 1402, Wichita, Kansas.

TELEVISION

Help Wanted

Technical

KERO-TV
1420 Truxtun Avenue
Bakersfield, California

STUDIO SUPERVISOR
Need engineer capable assuming duties studio supervisor—strong maintenance background RCA equipment. Permanent position aggressive VHF STN. Provide resume training, experience references, availability to Director Engineering.

FOR SALE

Equipment

WANTED TO BUY

Equipment

FM TRANSMITTER
3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B.T.

FOR THE RECORD

(Continues from page 102)

WAZI-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KGW-TV Portland, Ore.—Seeks mod. of cp for extension of completion date.

WMVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WKRF-TV Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WACA-TV Camden, S. C.—Seeks mod. of cp for extension of completion date.

KNUZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date.

WOKK-TV Washington, D. C.—Seeks mod. of cp for extension of completion date.

KEEP-PM Pasco, Wash.—Seeks mod. of cp for extension of completion date.

KIMA-TV Yakima, Wash.—Seeks mod. of cp for extension of completion date.

WAGA-FM Atlanta, Ga.—Seeks license to cover cp which authorized changes in licensed station.

KDBA-FM Pittsburgh, Pa.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KGAS Carthage, Texas; KMCO Conroe, Texas; KSOI Fort Worth, Texas; KVMM Monahans, Texas; WWRF (FM) Muncie, Ind.

Renewal of Licenses Returned

KXJ Jasper, Tex.—(Signed by Gen. Mgr.); KRCG (FM) Colorado Springs, Colo. (Improperly filed.)

June 26 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 22

WGBB Freeport, N. Y.—Granted authority to operate trans. by remote control from 44 S. Grove St.

KHMU Eureka, Calif.—Granted license covering change of facilities in radio station and charge transfer.

WFNX Calhoun, Ga.—Granted license to cover cp which authorized P-A-N and charge transfer for studio location.

WSTL Eminence, Ky.—Granted license for am station.

KHIL Fort Lupton, Colo.—Granted license for am station.

WRLD Lanett, Ala.—Granted license to cover cp to replace expired cp which authorized changes in ant. system.

WBIF Fernandina Beach, Fla.—Granted license to cover cp for replacement.

SERVICES

ANNOUNCEMENT

Laurence News Features proudly announces three of the top news and music stations are the latest outlets to engage our corps of foreign correspondents.

KSEK—Pittsburg, Kansas

KVMA—Magnolia, Ark.

WHBI—Newark, N. J.

TheseEnterprise stations will begin broadcasting exclusive air-expressed tape reports and interviews from the news-capitol of the world by their own foreign correspondents Sept. 1. All broadcasts are personalized with station call letters and sponsor ID's . . . for full information and audition tape, produced especially for your station, write:

Laurence News Features, Inc.

Washington Bureau

Burlington Hotel

Washington, D. C.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.

Reservations Necessary All Classes—Over 1700 Successful Students

BROADCASTING • TELECASTING
covering increase in power and to operate trans. by remote control from 5nd and Atlantic Sta.
KEOK Fort Dodge, Iwca.—Granted license for am station.

Actions of June 21

WNES-FM Central City, Ky.—Granted license for station.
KSD-TV St. Louis, Mo.—Granted cp to change transmitters and antenna, and other minor equipment changes.
WNES-FM Central City, Ky.—Granted mod. of cp to change ERP from 1 kw to 700 w.


Actions of June 20

WMCD Welch, W. Va.—Granted license covering increase in power.

Actions of June 19

WNES Central City, Ky.—Granted license covering erection of new am tower and side mount plate, to be erected by June 23.
WHJP-TV Jacksonville, Fla.—Granted license for tv station and to specify trans. location as 4008 Phillips Hwy., near Jacksonville.

WHEN Beaumont, Texas.—Granted license covering changes in facilities.

Following were granted extensions of completion dates as shown: WYTH-TY New Britain, Conn., to 1-15-27; WILU Salem, Va., to 9-1-27; WPRP Provincetown, Mass., to 9-5-26; KOEL Del- wein, Iowa, to 8-31-26; WGRF Aguadilla, P. R., to 9-12-26.

Actions of June 18

KTTU-FM Springfield, Mo.—Granted license for changes in licensed station.
WAFB Birmingham, Ala.—Granted license covering changes in facilities of existing station.

WFMY-FM Greensboro, N. C.—Granted license to cover cp which authorized changes in facilities of station and to specify location as Phillips Ave. at Wachovia and a move.

WWFC-TV Hampton, Va.—Granted extension of completion date to 1-1-57.

June 26 Applications

Accepted for Filing License to Cover Cp

KCCF-FM Corpus Christi, Tex.—Seeks license to change cp which authorized changes in licensed station.

Modification of Cp

KVAN-TV Vancouver, Wash.—Seeks mod. of cp for extension of completion date.

KLTV (TV) Wheeling, W. Va.—Seeks mod. of cp for extension of completion date.

Renewal of Licenses

KSTV Bisquick, Okla.; EKBJ Carlsbad, N. Mex.; KERC Eastland, Tex.; WTVH (FM) Huntington, Ind.

Remote Control

WGBB Freeport, N. Y.; WQXF Oxford, N. C.

June 27 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Deercer

WLOX Biloxi, Miss.—Granted petition for extension of time to and including Aug. 1 to file extensions of initial decision in ch. 13 proceeding. Biloxi. Action June 26.

Broadcast Bureau.—Granted petition for extension of time to and including June 29 to file comments to petition to enjoin issues filed by Huntington-Montauk Bestg. Co. Deer Park, L. I., N. Y. in am proceeding re its application. Action June 26.

By Chief Hearing Examiner

James D. Cunningham

WPQA West Point, Ga.—Ordered that hearing will be held Sept. 10 at application for mod. of cp. Action June 21.


Willimantic, Conn.—On chief hearing examiner’s own motion, ordered that oral argument on petition of M. Pajo, Tex., to be held on June 28, at 9:30 a.m. Action June 22.

YOCO-TV Pachuca, Miss.—By memorandum opinion and order denied June 18 “Petition for Leave to File Supplement” to Opposition to Petition To Enlarge the Issues” in ch. 7 proceeding Pachuta-Laurel. Action June 25.
Is It A Crime To Be Honest?

TEN Philadelphia radio stations are under federal indictment for agreeing to adhere to sound business practices. If that sounds screwy, don't blame us. Blame the Sherman Antitrust Act.

The stations, all members of the Philadelphia Radio and Television Broadcasters Assn., were indicted for allegedly agreeing not to deviate from their published rate cards.

The government cannot object, of course, to any station's unilateral decision to stick by its published prices. But a joint agreement among several stations to do so is a violation of the law—even though each station individually set their own rates. Or at least that is the contention of the U. S. attorney general.

In Philadelphia we have a good example of how well-meaning businessmen can be ambushed by legal technicalities while on route to a perfectly lawful objective.

Like good radio broadcasters everywhere, the Philadelphians were trying to sell advertising as though it were a desirable commodity, not distress merchandise to be unloaded at panic prices. The mistake of the Philadelphia stations—if indeed they made one—was to propose a united front in defense of their rate cards.

It is altogether probable that some advertisers may seek to use the Philadelphia indictment as an argument against the maintenance of rates. If so, we fervently hope that broadcasters will not be misled.

The grand jury's indictment in no way pertains to the practice of dealing openly and honestly and at card rates. It was aimed solely at the alleged agreement among several broadcasters.

The "Seventh" Report & Order

THERE, least that can be said for the FCC's tv allocations "report and order" of last week is that the Commission did the best it could with what it thought it had. The most: that it is a first, if somewhat hesitant, step in attempting to meet the critically dangerous "economy of scarcity" issue in television allocations.

What the FCC majority has done will be damned or praised, depending upon how applicants and competitors are affected. Those are normal reflexes. Anyone adversely affected will regard the FCC's action as cruel and inhuman. The FCC, however, will argue that it must look at the public and what it will do the greatest good for the greatest number.

The FCC has Congress breathing down its neck. No action could have produced an effort by Congress itself to try its inept hand at allocating. That much may have been averted.

There are many aspects of the FCC's overall action that appear strange indeed. For example, the open invitation to other non-broadcast services to come in and bid for vhf spectrum space. And the proposed assignment of two uhf's to non-commercial educational where they will do the least good for the smallest number, if they're ever used at all. Or the incongruity of pulling a couple of vhf assignments out of the table of allocations with no apparent places to go.

But what the majority did was the minimum step it felt it could take in applying "uniform criteria" to all areas. It seems to have missed here and it should be remembered, however, that nothing yet is final; that this is proposed rule-making. Those "comments" the FCC requests will practically inundate its staff, we predict.

The long-range project looking toward a Utopian all-uhf tv world, is wishful at this writing. It probably won't be acted upon by any member of this Commission. It is years away. In the interim it is to be hoped that scientific genius will come up with developments that will make this all-uhf program feasible.

There's the other side of the coin. The short range "interim" action, which could bring 13 cases of deintermixture, has to commend it the recognition that separations and standards will be maintained, avoiding indiscriminate drop-ins that could demoralize existing service. Of equal significance is the recognition that there must be uhf if the scarcity enigma and all the evils it portends are to be dispelled. That should trump the hands of those who espouse public utility rate regulation, including Sen. John W. Bricker (R-Ohio).

We question whether all or even most of the proposed changes in this initial batch of deintermixture will occur. All parties will get their day in court. Nearly all the cases came by split votes. A swing of a vote might be sufficient to change the picture. And a new commissioner (T. A. M. Craven who succeeds E. M. Webster) will be in on them.

Last week's action was an about-face for the majority which acted last Nov. 10 for "one-shot" rule-making, now superseded. Comrs. Hyde and Bartley held out then, but for somewhat different reasons. A couple of weeks ago the sentiment was for wholesale drop-ins, with uhf all but abandoned. The new action, whatever the evident short-comings, rejects down-grading and recognizes uhf in tv's future. This is a combination of the original thinking of Mr. Hyde combined with the crash program for uhf espoused by Chairman McConnaughy.

The FCC majority tried to look at the whole broad picture. Some people are hurt; others helped. These are penalties of all risk businesses, and broadcasting is peculiarly sensitive because the most precious asset—the license— is subject to omissions and commissions of government.

Two Communicators

THE "engineering guard" on the FCC changes this week. Comr. E. M. Webster ends his distinguished nine-year tenure as a member of that agency. He turns over mythical command as watchdog of the megacycles and the kilowatts to his old friend and colleague, T. A. M. Craven, who moves in where he left off 12 years ago.

Comr. Webster retires from the FCC at 67, but it's our guess he won't retire as an active, vibrant personality in communications. He tried to retire several times from the Coast Guard but was called back to active duty, winding up as a commodore, whereupon he promptly became a private communicator, and then accepted a call back to the FCC.

Comr. Craven, at 63, is young for his years. He served his country as a naval officer, and has been in on allocations since his junior lieutenant days in the 20's. He will fit in admirably on those specialized assignments handled by his predecessor.

Comr. Webster is an expert in international communications. He is highly respected by foreign communications administrations. He is a diplomat-engineer. In his "quasi-retirement" we are certain he will have opportunities to serve his government again and again on special missions in the sensitive and important field of international communications.
Channel 11 • NBC in Maryland

in a red-hot sports town

"SPORTS PAGE"

is a "grand-slammer" in sales!

Here's the fellow who's earned the confidence of the Baltimore sports fan. He's Joe Croghan, our Radio and TV Sports Editor. Joe's "SPORTS PAGE" has a tremendous following of avid sports fans, eager for the early evening run-down ... with facts, unbiased commenting, and interviews with sports personalities. It's the third leg of our powerful News-Weather-Sports presentation at 6:45 p.m. with news and sports sponsored respectively by American Beer and Shell Oil Co.

"SPORTS PAGE" is now available for sponsorship—Monday thru Friday 6:50 to 7:00 p.m.—and it's a terrific opportunity!

WE’LL TALK TO YOU IN TERMS OF RESULTS

Nationally Represented by Edward Petry Co.
16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

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<thead>
<tr>
<th>WXEX-TV</th>
<th>STATION B</th>
<th>STATION C</th>
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<tbody>
<tr>
<td>Number of TV homes in Grade B area</td>
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<tr>
<td>TV homes per rating point projected to Grade B area</td>
<td>2,050</td>
<td>1,754</td>
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</tbody>
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- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a bonus of better than 2 TV homes with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President
Irvin G. Abeloff, Vice Pres.