New and Improved Facilities—

to Deliver the Goods Even Better

Despite our move to larger offices just several years ago, meeting the mushrooming requirements of station representation has made this further expansion necessary.

It’s symbolic of what is happening to the representation of radio and television stations, which is fast entering a new era of specialized services. It is as radically different from what it used to be as the industrial techniques of today are to man working alone.

It is only logical that the Petry Company pioneered this new era. We were present at the birth of National Spot Radio—as the first exclusive national station representative. National Spot was chaotic at the time. The Petry Company pioneered in transforming the chaos into the great medium National Spot Advertising is today.

So, in addition to welcoming the increased space and more comfortable working conditions, we hope our move will be another important stride forward toward making National Spot Advertising even a more powerful medium than it is today.

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
The booming Greater Wheeling market, comprised of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in America! WTRF-TV, Wheeling, serving 312,400 TV homes, has kept pace with the march of progress. Every accredited method of audience measurement indicates WTRF-TV is by far the most popular TV station in this important market—the number one advertising medium in America’s industrial heartland—

the “rich Ruhr Valley of America!”

For availabilities and complete coverage information—call Hollingbery, Bob Ferguson, VP and GM, or Needham Smith, SM Wheeling 1177.
IN TEXAS
IT'S
KGUL-TV

KGUL-TV leads in more prime periods than other two stations combined*

In the May Telepulse for the Galveston-Houston Area:

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>KGUL-TV</td>
<td>92</td>
</tr>
<tr>
<td>Station B</td>
<td>62</td>
</tr>
<tr>
<td>Station C</td>
<td>12</td>
</tr>
</tbody>
</table>

(2 Ties)

New Super Tower Serves ¼ of Texas

KGUL-TV's section of Texas, Galveston, Houston and the Gulf Coast, represents one-fourth of the State's families and buying power. The only station delivering primary city service to both Galveston and Houston.

* (Source: Telepulse, May, 1956, 1 1/4 Hour Win 6 P.M.-Midnight 7 Days)
First in the West with

COLOR•TV

...KRON-TV, San Francisco's
Pioneer Color Station

KRON-TV now maintains its leadership

...with a series of hard hitting color clinics where local advertisers can see their packages, products and display material on closed circuit color TV.

FIRST IN THE WEST with...
NETWORK COLOR PROGRAMS
LOCAL LIVE PROGRAMS
COLOR FILM PROGRAMS
COLOR SLIDES

San Francisco
KRON-TV

Affiliated with the S. F. Chronicle and the NBC-TV Network on Channel 4

Represented Nationally by Peters, Griffin, Woodward, Inc.
WIND FOR SALE? • WIND Chicago, fabulously successful independent headed by Ralph Atlass since 1930, may be sold to one of four current bidders with offers in $6 million area, which would be highest price in history for radio station. Station reportedly grosses in excess of $3 million with net before taxes having run $1 million-plus during each of past five years. Biggest price on record to date is last year's sale of WNEW New York, independent, for $4.1 million.

RALPH ATLASS is 11% stockholder in WIND. H. Leslie Atlass Jr., his nephew and son of vice president of CBS in charge of Central Division, is trustee of 29% for himself and his brother and sister; Chicago Daily News owns 27%; Mrs. Wm. Wrigley and her three children own 26%, and John T. Carey, commercial manager, holds 5%. There was no inkling as to bidders when they indicated they included both Chicago and out-of-town interests. Station operates on 560 kc with 5 kw fulltime. While offers are being considered, there's no assurance that owners will sell.

WCAU GOES TO SCRANTON • Conversations looking toward acquisition by WCAU Inc. Philadelphia of 50% interest and voting control of Scranton Broadcasters Inc. (WGBI-AM-FM-TV) for about $650,000 were in progress last week. WCAU Inc. would acquire 15 of 20 shares of voting stock and 10 of 30 shares of non-voting stock, equalizing holdings, from Megaree family. WGBI, established in 1926, operates on 910 kc with 1 kw day, 500 w night, and is CBS affiliate. Ch. 22 WGBI-TV began operation in 1953 and is CBS-TV affiliate. If transaction is completed, with subsequent FCC approval, WCAU Inc. President Donald W. Thornburgh will supervise Scranton operations.

MILTON BLOW, former head of his own advertising agency, The Blow Co., understood to be opening offices at Savoy Plaza Hotel in New York, to act as advertising consultant.

SECRET SESSIONS • Steeped in mystery and intrigue were appearances last Thursday and Friday at closed session of full House Judiciary Committee of CBS Inc. President Frank Stanton and FCC Comm. Robert E. Lee. Both were permitted to secrecy by Chairman Emanuel Celler (D.-N.Y.), though stenographic record was kept. Dr. Stanton testified Thursday afternoon, returned to New York overnight because of illness of Mrs. Stanton, and flew to Washington again Friday morning for 9:30 a.m. appearance. Comm. Lee was on stand Friday afternoon.

WHILE no word seeped out of committee, it was generally thought that questioning might have centered around data gathered by committee from network files and from investigation conducted earlier this year by Evins subcommittee, going into trips made by commissioners, expense accounts, and other so-called extra-curricular activities. Reactions generally were that neither executive session witness fared badly.

MATTER OF MONEY • What's keeping Crowell-Collier from filing for FCC approval of its $16.5 million purchase of Bit- ner radio-tv stations? It's reliably reported C-C has had trouble getting bank money at terms it wants but has reason to think money will be available soon. That's real reason for joint announcement last week by Paul C. Smith, C-C president, and Harry M. Binler Sr., chairman of Consolidated Radio & Television Broadcasters Inc., that deal is "proceeding as speedily as possible" (see story page 70).

LONGER Crowell-Collier delays in submitting its Binler purchase to FCC, closer it gets to fast-approaching deadline in sales contract. Contract to sell to C-C provides transfer must clear Commission by Oct. 31. After that, unless Binler interests give extension, deal is off.

POWER PARLEY • First membership meeting of newly formed Assn. of Maximum Service Telecasters (AMST) has been called to convene Aug. 10 at Edgewater Beach, Chicago, by Acting Chairman Jack Harris, KPAC-TV Houston. Some 90 stations participated in formation of group, organized to defend full-power tv stations from encroachment, and it's expected 150 stations will be represented at meeting. Group, organized permanently last week (story page 60), already has approved nationwide field strength study of tv coverage under existing FCC standards. Its board last week advised FCC members of planned activity and offered cooperation down line. Greatest concern is being evinced over unverified reports that Senate Commerce Committee may urge fastest possible transition to uhf (earlier drafts since have been modified) (see page 21).

STAN LOMAS, vice president and commercial tv director, leaves William Esty & Co. to join McCann-Erickson, New York, in executive capacity. Joseph Foret, executive producer in Esty's television commercial department, succeeds Mr. Lomas as vice president in charge of television commercials for agency.

SUMMER RECESS • Final regular meeting this Wednesday of FCC prior to month's vacation may find several docket cases cleared, but number of tv hearing cases, as well as several important transfer actions, will await convening of regular sessions Aug. 29. Cases on which oral arguments recently were heard, such as St. Louis ch. 11 and Charlotte ch. 4, will be in order, as will Miami ch. 10 decision and such transfer cases as $3.5 million sale of ch. 13 WTIV (TV) by Tampa Television Co. to WKY Radiophone Inc. (Oklahoma Publishing Co.), Oklahoma City.

IF Fetter-Knorr, et al, $5 million-plus bid for Detroit Tigers is accepted (story page 68), John E. Fetter, president of Fetter Broadcasting Co., will become chairman of board; Fred A. Knorr, WKMH Dearborn and owner of other Michigan stations, will become president, with Walter (Spike) Briggs, present partner-owner of American League team, becoming executive vice president.

INTERESTED PARTIES • Talk by FCC and Senate Commerce Committee of full-scale movement of tv to uhf has provoked unprecedented interest of manufacturers in Washington scene. They recognize that wholesale move would open vast multi-billion dollar opportunities for replacement of some 33 million vhf-only receivers, but they also deplore effect of such talk now on sales of vhf-only receivers in stock. Few expect full-scale uhf move for some years, if at all.

REAFFIRMATION by FCC of faith in uhf, through its proposed deintermixture orders, has sent top receiving manufacturers back to laboratories in effort to produce engineeringly feasible uhf tuner rather than "piggy back" types now being employed in limited number of sets produced. Mass production of such tuners should result in sharp cut in all-hand set price from existing $30 average for uhf tuner, according to informed manufacturer opinion.

SILENT BUT SEETHING • There's quiet seething among tv stations over what they call unrealistic timing of next Friday's civil defense alert, which silences every broadcast station from 4:10-4:25 p.m. (EDT), except Conelrad participants. One major broadcast group has politely asked FCC why tv stations must lose entire 4:00-4:15 p.m. segment for quarter-hour programs when test could be just as efficient by letting tv stations stay on air until end of that 15 minute segment.
4 looks at the way Kansas City listens

All agree: It's WHB

March-April, 1956
Metro Pulse: WHB 1st
360 out of 360
¼ hours in and out of home, Mon.-Fri. 6 a.m.-midnight

Latest available
Area Pulse: WHB 1st
263 out of 288
¼ hrs... with 25-2nd place ¼ hrs., Mon.-Sat., 6 a.m.-6 p.m.

March, 1956
Area Nielsen: WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-midnight

Feb.-May, 1956
K. C. Hooper: WHB 1st
248 out 260 ¼ hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
Kansas City

Mid-Continent Broadcasting Company
"The Storz Stations"—President: Todd Storz

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

KOWH, Omaha
Represented by H-R Reps, Inc.

WHB, Kansas City
Represented by John Blair & Co.

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

WQAM,* Miami
Represented by John Blair & Co.

* Transfer subject to FCC approval.
Storer Trains Sights
On WMUR-TV Manchester

APPLICATION for FCC approval of purchase of ch. 9 WMUR-TV Manchester, N. H., by Storer Broadcasting Co. for about $850,000 from Francis P. Murphy filed Friday with FCC. Offering to divest itself of one of existing v's "if required to do so," Storer also asked permission to move WMUR-TV transmitter location to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 airmiles from Boston) and to boost power to maximum 316 kw.

WMUR-TV began operating in March 1954 and is affiliated with CBS and ABC. It is represented by Forjoe Inc. Storer, whose purchase last month of ch. 3 KSLM-TV Salem, Ore., is still pending FCC approval, owns am, fm and tv stations in Miami, Fla.; Detroit, Mich.; Toledo, Ohio; Cleveland, Ohio, and Atlanta, Ga.; and tv stations in Birmingham, Ala., tv in Portland, Ore., and am-fm in Wheeling, W. Va.

If FCC should lift limit on tv station ownership from present seven (five v's, two u's), to coverage of 25% of population, as advocated by Sen. Dirksen and in pending bills in Congress, necessity of selling one of existing Storer v's would be obviated. Storer obviously is interested in Greater Boston market, which presently has only two outlets.

Also filed Friday was application for transfer of control of ch. 23 WMCN-TV Grand Rapids, Mich., grant to H. & E. Balaban Corp. for $7,500. Exercising its option, H. & E. Balaban Corp. seeks FCC approval so that it will own 50% of Grand Rapids station, and present owners John D. Loeks and Howard W. Freck will own 33.3% and 16.3% respectively.

Balaban company will acquire other 40% from E. A. McCreasy Sr. and Jr.

NBC SCORES WESTINGHOUSE'S QUITTING, STARTS ACTIVELY SEEKING REPLACEMENTS

AFFILIATION of Westinghouse Broadcasting Corp.'s radio stations WBZ Boston, KFYW Cleveland, WOWO Fort Wayne and KDKA Pittsburgh terminates Aug. 26 with NBC, currently actively seeking "other radio arrangements" in those markets, letter from Robert W. Sarnoff, NBC president, to WBC President Donald H. McGannon reveals. Letter was sent to Mr. McGannon for his receipt over weekend and its contents to be released by NBC today (Mon.). Westinghouse already had announced it would not carry NBC Radio daytime schedules as of today (see story page 90).

Also being disclosed by Mr. Sarnoff: Westinghouse, in negotiations with NBC, had proposed that "we [network] convert to a program syndication service in radio, under which stations would buy programs from us for local sale." Mr. Sarnoff quoted Mr. Sarnoff, "this would have meant abandonment of our present system of radio network operations." Mr. Sarnoff noted that because this "insistence on special treatment" for Westinghouse stations and WBC's alleged "refusal to accept radio affiliation contracts on normal terms," NBC for "some time" has been providing service to Westinghouse radio outlets without any formal contract. He also observed that WBC in effect had rejected NBC's request (made July 1) that Westinghouse "reserve" its decision to sever affiliation until it had time to "evaluate our new daytime schedule which goes on the air in a few weeks and to discuss the matter further with me." At one point in letter, WBC's action was seen by Mr. Sarnoff as "based on a shortsighted policy" and as not "typical" of WBC management, "which helped pioneer and develop radio with NBC."

Mr. Sarnoff declared that NBC has "dedicated energy and money" as well as "incurred substantial losses" to effort to increase effectiveness of network radio medium. He said NBC Radio affiliates have been supporting network, recognizing "the national importance" of network service "although the changes in the business have reduced the revenue and audience they obtain from the radio network." Mr. Sarnoff declared Westinghouse's action indicated "no interest in the maintenance for the public" of radio network service, "because the revenue you obtain from network declined in recent years." NBC president also noted that WBC's move was in spite of its stations developing "important standing" and realization of "millions of dollars in profits" as result of affiliation with NBC Radio.

LONG GREY LINE

LARRY VALENSTEIN, board chairman, and Arthur Fatt, president, Grey Adv., New York, will celebrate agency's 35th anniversary, Grey started with two-man agency in single office that many years ago. Agency today employs nearly 500 people and occupies offices on several floors at 430 Park Ave. Among accounts: RCA Victor, NBC, General Electric, Grunen watch, Mennen Co. and Procter & Gamble. Original $100 investment in agency has been parlayed into what is expected to be billing of about $40 million in 1956.

Three More Blast Fund For Blacklisting Report

THREE WITNESSES before House Un-American Activities Committee Friday charged that Fund for Republic's blacklisting report (story page 29) was distorted and untruthful in descreiption of sympathizers of private individuals and groups in clearing individuals for employment in radio-television and rest of entertainment industry.

Paul Milton, representing AWARE Inc., group dedicated to keeping communists and sympathizers out of radio and movies, said persons who have been uncooperative or pled Fifth Amendment before congressional committee now find it hard to get into radio-television, but some still write for "fronts" men. More and more "fronters" are having attention drawn to them, he said. He said Red emphasis has shifted from open to underground activities.

Rep. Donald Jackson (R-Calif.) continued story page 9, column 3

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

OPTIMISTIC BUYER • U. S. Steel Corp., Pittsburgh, although in midst of national steel strike, apparently doesn't expect it to last beyond Thanksgiving. Firm is planning radio spot announcement campaign to start Nov. 6 and run for four weeks. Minutes in morning, with as many as 15 per week, per station, are expected to be used in institutional promotion before Christmas in about 48 markets. BBDO, N. Y., is agency.

233 FOR EX LAX • Ex Lax Inc., N. Y., through Warwick & Legler, N. Y., planning radio spot announcement campaign to start Aug. 13 and run through Dec. 21 in adjacencies to women's shows in 233 markets. Contract usually calls for Christmas hiatus and review of station list for Ex Lax' spring campaign.

PINKHAM PURCHASES • Lydia E. Pinkham Co., Lynn, Mass., through its agency, Harry B. Cohen, N. Y., buying spot announcement campaign in September for 10 weeks in over 100 radio markets and in about 25 tv markets.

DIGEST PLANNING • Reader's Digest, through its agency, Schwab & Beatty, N. Y., is planning one-week radio-television spot announcement campaign to run early in September in over 25 markets.

13 WEEKS ON • Union Carbide & Carbon Corp. (textile fiber dept.), N. Y., launching 13-week, nine-station spot radio campaign in Chicago, Milwaukee, Buffalo and Detroit for Dynel fabrics, starting Sept. 17. Agency: Anderson & Cairns, N. Y.

THIRD FOR REVLOHN • Revlon Products, N. Y., which currently sponsors two tv shows, $600,000 Question and $64,000 Challenge, both on CBS-TV, understood looking for evening time on any tv network for third program, entitled The Most Beautiful Girl in the World. Show, considered by Revlon before Challenge was purchased, now is ready to go as third entry for cosmetic firm if time clearances can be solved. BBDO, N. Y., and C. J. La Roche & Co., N. Y., are agencies for Revlon.

KELLOGG BUYS CHIMP • Kellogg Co., Battle Creek, Mich., understood to have signed as co-sponsor for Television Programs of America's new network show starring chimpanzee named "Waldo." Another co-sponsor is expected shortly. Kellogg reportedly looking for network slot in which to place program. Leo Burnett, Chicago, is agency for Kellogg.

TAKES STEP • General Mills, Minneapolis, to sponsor One Giant Step [Brit, July 9] starting in November on CBS-TV, Wed., 7:30-8 p.m. Program is quiz show with children and produced and packaged by Lew Cowan office. BBDO, N. Y., is agency for General Mills.

HEAVY BUY • MacFadden Inc., Hollywood, Calif., for its Hi-Fi lipstick, buying participations on Tonight on NBC-TV and Famous Film Festival on ABC-TV, starting July 19. Agency: Doyle Dane Bernbach, N. Y.

Broadcasting • Telecasting

July 16, 1956 • Page 7
In Omaha,
**WOW-TV - By a LANDSLIDE!**

**QUARTER HOUR FIRSTS**

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<th>WOW TV</th>
<th>OTHER STATION</th>
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<tr>
<td>PULSE</td>
<td>189</td>
<td>102</td>
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<tr>
<td>ARB</td>
<td>248</td>
<td>208</td>
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Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

**TOP 15 SHOWS**

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<th>WOW TV</th>
<th>OTHER STATION</th>
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<tr>
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<td>4</td>
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<tr>
<td>ARB</td>
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The New WOW-TV—CBS-TV ticket wins by a landslide!
The May Pulse (seven counties) and April ARB (Omaha & Council Bluffs) agree!
The votes are counted, and WOW-TV is No. 1!

The New WOW-TV—CBS-TV ticket wins by a landslide!
The May Pulse (seven counties) and April ARB (Omaha & Council Bluffs) agree!
The votes are counted, and WOW-TV is No. 1!
ALLOCATIONS PLAN 'WINDOW DRESSING,' CONGRESSMAN CHARGES; McC DEFENDS IT

FCC was charged with "window dressing" in issuing allocations report last month proposing serious consideration to move tv to uhf in all or major part of country and to deintermix 13 markets. Report is not worth "paper it is written in," Rep. Joe Quilligan said. This is charged during Friday morning session of FCC before House Antitrust Committee (see early story, page 31).

Rep. Joe Quilligan, Democrat claimed that from 1945 on FCC has said tv needs uhf, but it has never done anything for uhf. Latest report is cut from same pattern, he declared. It will do nothing to help uhf stations compete with vhf outlets.

Supported by Rep. John B. Keating (R-N. Y.), FCC Chairman George C. McConaughy entered spirited defense. That order, he said, is "most progressive thing ever done for uhf." The FCC "is the greatest hope for uhf." He added that Commission is not charged with helping keep solvent failing businesses. Mr. Keating backed chairman's statement, adding that he thought this was "first tangible step to cope with the problem."

Clash was precipitated when committee counsel entered into record FCC report showing that 59 uhf stations had gone off air, 153 had turned in their grants and only 94 remain on air.

Other highlights of Friday hearing:
- Chairman McConaughy rebutted implication that move to uhf would disrupt industry and obsolete public's investment in vhf sets. He said transition period would help stations and public amortize this investment.
- Chairman McConaughy said network study group will have some recommendations on revisions of network rules before June 30, 1955, as he favored Loyola U. (WWL) for last available New Orleans v, going against July 1955 recommendation by Examiner Elizabeth C. Smith, who favored Times-Picayune (WPTO) for the channel (BTV, July 11, 1955).

Corpus Christi, New Orleans

Final Decisions Handled Down

TWO FINAL tv grants—Corpus Christi ch. 10 and New Orleans ch. 4—were issued by FCC Friday, one (New Orleans) in which Commission refused to follow FCC hearing examiner's initial decision. Commission awarded Corpus Christi ch. 10 to K-SIX Television Inc. (K-SIX there), supporting January 1955 initial decision of Examiner H. Gifford Ilion (BTV, Jan. 24, 1955). FCC approved Loyola U. (WWL) for last available New Orleans v, going against July 1955 recommendation by Examiner Elizabeth C. Smith, who favored Times-Picayune (WPTO) for the channel (BTV, July 11, 1955). FCC was assigned Kansas City (K-SIX) and Kentucky Governor A. B. (Happy) Chandler asked Commission to allocate ch. 7 to Louisville, making city three-uhf community (Louisville now is assigned chs. 3 and 11, in addition to uhf chs. 15 [educational], 21, 41 and 51). Other proposals filed Friday: Ch. 28 WNQA-TV Raleigh, N. C., filed supplemental petition aimed at deintermixing Raleigh. WNQA-TV asks deletion of Raleigh ch. 5, assuming same to Rocky Mount, N. C., switching Raleigh educational reservation from ch. 22 to 50, and adding ch. 44 there. Ch. 35 WSEE (TV) Erie, Pa., requested FCC to make that city all uhf, moving ch. 12 (operating WICU [TV] to Cleveland and changing Erie educational reservation from ch. 41 to 66.

Cold Wind From Hill

SHUDDER swept radio-tv executive circles at week's end after report that House Antitrust Committee has recommended FCC establish jurisdiction over "exorbitant" salaries paid broadcasting officials.

Actually, committee counsel Herbert N. Malezit was quizzing FCC General Counsel Warren Baker when he ventured opinion that FCC should take into account profits and "mismanagement" of stations when considering whether to renew a license. Asked what he meant by mismanagement, Mr. Malezit replied: "I am supposing that the station licensee is paying exorbitant salaries to the executives of the station."

Mr. Baker replied that that might mean stations were not getting their share of profits. But that, Mr. Baker added, was no concern to the FCC.

past performance record of WWL (50 kw, 870 kc), which Loyola U. has been operating since 1922. Station is commercial outlet and is affiliated with CBS. WWL also was accorded clear preference in area of diversification of communications interests as compared to losing applicants WTPS and WNOE (James A. Nee).

Three More Changes Asked

THREE requests to change overall allocations setup were filed with FCC Friday (see earlier proposal, page 17). S. Robert Humphrey (D-Ky.) and Kentucky Governor A. B. (Happy) Chandler asked Commission to allocate ch. 7 to Louisville, making city three-uhf community (Louisville now is assigned chs. 3 and 11, in addition to uhf chs. 15 [educational], 21, 41 and 51). Other proposals filed Friday: Ch. 28 WNQA-TV Raleigh, N. C., filed supplemental petition aimed at deintermixing Raleigh. WNQA-TV asks deletion of Raleigh ch. 5, assuming same to Rocky Mount, N. C., switching Raleigh educational reservation from ch. 22 to 50, and adding ch. 44 there. Ch. 35 WSEE (TV) Erie, Pa., requested FCC to make that city all uhf, moving ch. 12 (operating WICU [TV] to Cleveland and changing Erie educational reservation from ch. 41 to 66.

Dan River Fabrics Set First Major TV Plunge

DAN RIVER MILLS Inc. (fabrics), Danville, Va., making initial move next Monday with heavy tv participation campaigns in 10 top markets. Firm, heretofore print advertiser, will promote "collector's cottons" through summer and fall on following stations: WAGA-TV Atlanta, WNAC-TV Boston, WBMB-TV and WNBQ (TV) Chicago, WJW-TV Cleveland, KRLD-TV Dallas, KABC-TV and KNXT (TV) Los Angeles, WABD-TV (TV), WRC-TV and WVT-TV New York, WOR-TV Philadelphia, KSD-TV St. Louis and KPIX-TV San Francisco. Grey Adv., New York, is agency.

Blacklisting Report Hit

Continues from page 7, column 2

committee subpoena "some" of "gray area" suspects (those not yet brought before congressional committee) for hearings to "lift the cloak of anonymity." Rep. Gordon Scherer (R-Ohio) felt purpose of fund report is to reflect discredit on House committee and question fund's motives.

Godfrey F. Schmidt, AWARE president, called report "nothing but a partisan political tract." He said AWARE would welcome back those who have lost jobs today because of alleged communist affiliations if they will "admit the error of their ways."

Francis J. McNamara, director of Veterans of Foreign Wars American Sovereignty Campaign and former editor of anti-communist publication, Counterattack, called fund report "propaganda ... slanted ... full of innuendo, etc." Statement by columnist Victor Riesel, entered in record, denied he had ever helped "clear" persons in entertainment.

Subcommittee announced hearings this Tuesday and Wednesday in Philadelphia, with actress Gale Sondergaard and several non-industry witnesses under subpoena to testify on probe of Fund for Republic.

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including Broadcasting Yearbook ($54 Issues): $9.00, or TELECASTING Yearbook ($54 Issues): $9.00. Annual subscription including BROADCASTING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadion and foreign postage. Regular Issues: 55 per copy; 54d and 54th issues: 52 per copy. ADDRESS CHANGE: please send requests to Circulation Dept., BROADCASTING TELECASTING, 1735 DeSales St. N.W., Washington, D.C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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32 Colon Ave., Hudson 2-694
James Montagne

coming in b*t THE TEXAS MARKET STORY

Another in B*T's continuing series on U. S. economic development. July 23

Page 10 • July 16, 1956

Broadcasting Publications Inc.
YOU CATCH MORE VIEWERS ON THE STATION THAT'S NO. 1 NIGHT AND DAY IN SOUTHEASTERN MICHIGAN*

Sales minded advertisers are hauling 'em in with the potent late night programming on

WJBK-TV
CHANNEL 2 DETROIT

Detroit's great wealth of consumer buying power comes from the industries of Southeastern Michigan. In turn, these industries make for unique time schedules and living patterns.

Twelve midnight is 12 noon to the man who works the night-shift. And his family must adjust accordingly. This is one reason why Detroit (America's No. 5 market) is the town with the BIG nighttime TV ratings.

And remember: WJBK-TV with its NEW Columbia-Screen Gems "Nightwatch Theater" gets most of these late-night viewers.

40% MORE THAN STATION B
55% MORE THAN STATION C
124% MORE THAN STATION D
(Competitive post-11:00 PM ratings, June ARB)

Yes, "night fishing" is great in Detroit . . . especially when you bait your hook with advertising on WJBK-TV.

* According to both Pulse and ARB
the power that's changing a river!
Washington, D. C.'s historic Potomac River is heading toward a new face and character. And a public service campaign by WRC and WRC-TV has been a major force in urging legislation to this end.

One of the most important steps toward cleaning up the famous (but polluted) river was a continuing television series on WRC-TV, titled "Our Beautiful Potomac," which provided a closeup of conditions menacing two states and the District of Columbia. WRC and WRC-TV followed up the series by airing opinions and suggesting constructive action.

Results? Here's how Variety summed up when it presented these stations with its 1956 Showmanagement Award for "Serving in the Public Interest":

"...the series so shocked viewers that the Washington newspapers jumped on the bandwagon and joined in the crusade for an end to pollution. Legislation urged by the stations is now pending in both houses of Congress."

This positive action is one more example of the community leadership generating from all stations represented by NBC Spot Sales. That these stations serve their advertisers with equal vigor is a matter of record, too. You'll learn why when you put the selling force of the stations represented by NBC Spot Sales behind your product.

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

---

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK WRCA, WRCA-TV
SCHENECTADY-ALBANY-TROY WRGB
PHILADELPHIA WRCA, WRCV-TV
WASHINGTON WRC, WRC-TV
MIAMI WCMY

BUFFALO WBUF-TV
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAQ, WHBQ
ST. LOUIS KSD, KSD-TV
DENVER KOA, KOA-TV
SEATTLE KOMO, KOMO-TV

LOS ANGELES WRCA
PORTLAND KPTV
SAN FRANCISCO KNBC
HONOLULU KGU, KONA-TV
AND THE
NBC WESTERN RADIO NETWORK

SPOT SALES
THE ERNIE KOVACS SHOW

FOR SOME time now, we've wanted to throw a pie at that lascivious baboon who gives out with a regular spiel on TV beginning, "Hello, I'm the Coty girl." Well, up to last Monday night, anyway, since Ernie Kovacs, of the love-him-by-his-hat look from Philadelphia, did us one better. He actually did throw the pie, and even if "the Coty girl" wasn't for real, we're sure the point got made nicely, thank you. He also tricked an NBC vice president (or what passed for an NBC vice president) into stepping through a hidden trap door; lampioned late evening feature film intermissions ("the late late Hungarian movie"); spoiled tv's hunger for more Elvis ("(The Pelvis") Presley.

Frankly, we'd rather walk that proverbial mile for a Camel than chronicle the details of the Kovacs show to date (there have been two, so far). Let's just say that between the hours of 8 and 9 Monday nights, Bedlam reigns supreme on NBC-TV. Next to relying on air-conditioning, we've made it a point to depend on Mr. Kovacs to get through the hot summer months—and, we hope—through the winter months as well. Given many more such programs as last Monday's Kovacs mad hatter tea party, we might even come out with a serious proposal for winter replacement shows. Sld, forgive us. . .

Production costs: Approximately $45,000. Sponsored by Helena Curtis through Earle Ludgen; Remington-Rand through Young & Rubicam; American Chicle through Dancer-Fitzgerald-Sample.

Stars: Ernie Kovacs, Edith Adams, Henry Lascoe, Hamilton Trio, special guest stars Lauritz Melchior and piano duo, Ferranti and Teicher.

Producer: Perry Cross; director: Barry Shear; musical director: Henry Sohnk; choreographer: Bob Hamilton; writers: Rex Lardner, Deke Hayward, Mike Marmer and Mr. Kovacs.

THE RUSSELL MORGAN SHOW

ADDING to the roster of tv's musical programs which seem to be this summer's specialist-tv, The Russell Morgan Show is a pleasant half-hour of orchestra numbers and solos, divided among Mr. Morgan, who sings and plays piano, as well as trombone, Helen O'Connell, permanent girl singer on the program, and the guest of the week. If guests for the rest of the series are as easy to take as Hoagy Carmichael was on the July 7 opener, The Russ Morgan Show will be required viewing in a lot of homes this summer.

Production costs: $25,000 to $30,000. Sponsored by Procter & Gamble Co. through Compton Adv. and Benton & Bowles on CBS-TV Sat., 9:30-10 p.m.


Stars: Russell Morgan, O'Connell.

COMBAT SERGEANT

THE CLASSIC tv dramatic formula of cowboys versus rustlers, cops versus robbers, or goodies versus baddies in any category, with the viewer given every opportunity to identify himself with "our side" and pull for the home team to outwit and outfight "them," is employed in its current form in Combat Sergeant, premiering Friday evening half-hour film series on ABC-TV.

Here, the locale is not the old West nor the city streets but North Africa during World War II. "Our side" is the U. S. Army, the "baddies" are the Nazis and their native spics. The hero is Sgt. Nelson, heroically portrayed by Michael Thomas. True to type, in the July 6 episode, "Pass Into Danger," Sgt. Nelson single-handedly located the hidden radio that was informing the Nazis of U. S. convoy movements, got captured, fought his way to freedom and back to headquarters in time to stop the convoy before it reached the pass, giving it time to disperse and to knock the enemy's strafing planes, and this, plus excellent production values, made the initial offerings of the new series not unpleasing summer entertainment.

Production costs: Approximately $33,000. Sponsored by General Electric through Young & Rubicam on ABC-TV, Tues., 9:30-10 p.m.


Stars: Russell Morgan, O'Connell.

THE CAB DRIVER

Never talks politics with passengers, but has the Inside Word on everything from McKinley's assassination to what the horse told Arcaro. Takes a strong stand against hillbilly singers, automatic transmissions, and the lively ball. Hates going to the barber. Gave up house painting temporarily during Coolidge's administration, has driven two million miles since; never wounded a pedestrian. Loses arguments to pet parakeet.

But there's none a loser among Washington advertisers who use WTOP Radio. 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.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales
"A PACKED HOUSE EVERY PERFORMANCE"

Your program will pull a "packed house every performance", sensational ratings and rave notices on WICU, Erie — the only VHF station within 100 miles.

TV's privileged bank rollers who hanker for ratings that slither up to the second balcony can throw away the book in Erie.

To elucidate... professional caliber NBC and ABC-TV programming that normally attains a national Telepulse rating of 23.4 — takes extra curtain calls for a whopping big 57.5 on WICU!

And time of day — day or night — is no exception. In any language, that's show business!

The accompanying program-by-program chart documents the story better than a portfolio of statistics. You'll do well to contact your Petry man. There are some top-rated daytime availabilities but going fast.

Now's the time to investigate a guest appearance on WICU in Erie, "The Nation's Number-One Test Market".

A LOOK AT THE BOX OFFICE*

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*Telepulse, February, 1956

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally by

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles
THE INA RAY HUTTON SHOW

MUCH ADO is made on The INA Ray Hutton Show, which opened July 4 for a summer run on NBC-TV in the 10:30-11 p.m. period, that it is an all-girl production, with "No Men Allowed." There is Miss Hutton who sings, and very prettily, and conducts her all-girl band, whose solo and ensemble performances are the program's mainstay. There is the lady announcer, who on the opening broadcast startled her neighbor in the studio audience by asking permission to pour Beads O' Bleach on her dress (to prove its homelessness). And there are the feminine guest stars, who, on the first program, were Kay Brown, rock 'n roll songstress, and Judy Canova, who sang one song in her inimitable hillbilly yodel and followed with a neatly stepped soft shoe dance, perhaps in tribute to show business' own Fourth of July baby, the late great song-and-dance man, George M. Cohan.

More restful and reminiscent than raucous or rock 'n roll, The INA Ray Hutton Show should provide a pleasant refuge for those who didn't like the opening half of the U. S. Steel Hour and may also attract many of the regular viewers of The Lawrence Welk Show, which it strongly resembles.

Production costs: Approximately $15,000.
Sponsored by Purex Corp. through Foote, Cone & Belding on NBC-TV, Wed., 10:30-11 p.m. EDT.

Announcer: Diane Brewster; executive producers: Harold Jensen; director-producer: Bob Lehman; special material by Jerry Bowen.

UNDERCURRENT

CBS new Undercurrent series, replacing Lineup on Friday nights, promises to be a taut production.

Called "No Place Like the Home," the first offering was a slight piece which elaborated the homecoming of someone who apparently (this was not too clear) had been run out of town by the local vice czar. In three acts (within the half hour), the returnee quickened the life of the town, had two but little starred throngs throw themselves at him, and concluded by shooting it out with the racket boss. The hero, it is presumed, was a federal agent, or was he? That, too, wasn't too clear. The part was played monosyllabically by Dane Clark.

Actually the best part of "No Place Like Home" was the opening, which used the camera expressively to set the scene for the return of the wanderer. All camera work, no speaking parts for at least a full three minutes. The play itself impressed us as a third act stretched out for three. But, productionwise the show had direction, pace and its moments.

Production costs: approximately $27,000.
Sponsored by Brown & Williamson Tobacco Co. through Ted Bates and Procter & Gamble Co. through Young & Rubicam on Friday, 10-10:30 p.m., on CBS-TV.

July 6 show: produced by Revue Productions Inc.; director: John English; writer: Lawrence Kimble
Cast: Dane Clark, Carl Benton Reed, Jean Howell and Maxine Cooper.

SEEN AND HEARD

BOTH THE charm and flair that have become synonymous with the name of Constance Bennett were very much in evidence when the tal-ented actress made her song-and-dance debut on television as headline on The Ed Sullivan Show (CBS-TV, July 8). The vibrant Miss Bennett chose two numbers from her current and highly successful night club tour to dem-onstrate her versatility: "Moritat," from Kurt Weil's "Three Penny Opera," which she sang in an intriguingly sultry manner, and, complete with dungarees and pony tail, a sock satire on the teenage rock and roll craze. In another portion of the show, a dozen or so Miss Universe candidates were introduced to the video audience, but despite this formidable competition, La Bennett easily emerged winner in the glamour department.

CREDIT Charles Garment with some of the best dramatic writing; the tv screen has presented this year in last Monday's "Song for a Summer Night" on Studio One Summer Theatre. Production, direction, acting and sets all maintained the high standard set by the script, making the telecast an outstanding event for all fortunate enough to see it.

BOOKS

THE PUBLIC ARTS, by Gilbert Seldes, Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 303 pp. $3.95

"This book is fundamentally the story of a revolution... which begins with the arrival of entertainment, via radio, into the privacy of the home. Until that moment entertainment had been individual; from that moment it began to be universal... It had become what entertainment had never been before—a free and continuous and integrated part of the daily home life of an entire nation."

So writes Gilbert Seldes on the first page of The Public Arts and for the following 300 pages he looks long and seriously... albeit lovably, at the effects of this revolution on the American scene. He considers not only the millions of listeners-viewers who make up the audience for the broadcast shows and the broad-casters who provide it and the ways in which they are meeting—or failing to meet—the opportunities and responsibilities that, in the author's opinion, they accept willingly along with their license to operate radio and tv stations in the "public interest, convenience and necessity."

A critic, author and editor who also served as critic of Friends of Freedom for CBS from 1937 to 1945, Mr. Seldes has views about everything on the air from giveaway shows to comedians and commentators and in this volume he expresses them entertainingly as well as thoughtfully.


AN EXCELLENT companion piece to The Public Arts is Broadcasting in America, which treats the same general subject of the place of radio and television in our society, but from the dispassionate viewpoint of the special his-torian rather than that of the critic-crusader. Where Gilbert Seldes is intensely personal, Syd-ney W. Head is coolly analytical; where Mr. Schuster, who has declared, not to the program struc-ture, Dr. Head presents a long-range view of the broadcast media. He explains in detail their physical, economic and legislative history, taking a long hard look at the various attempts to control broadcasting in the public interest and concluding with an evaluation of the func-tions of radio and television and the way in which they are carried out.

Director of broadcast and film services at the U. of Miami, Fl., and president of the Assn. for Professional Broadcasting Education, Dr. Head has written a book that well lives up to the purpose announced in his preface: "... to provide a basis for appraising American broadcasting by standards relevant to the service as it exists here and now."
NOW . . . along with many other great radio stations in the land . . . WWDC paces the big trend away from network affiliation. Effective August 1, WWDC goes solidly INDEPENDENT . . . the better to develop the highly successful local shows that have made it the sales-results station in the 2-million Washington market. Seven of its local shows are already in the Top 15 Week-end Daytime Shows,* making it FIRST on Saturdays and Sundays . . . and a close second in total share of over-all daytime audience. WWDC is FIRST in out-of-home audience—the rich and “vagabonding” Washington, D. C., audience. WWDC delivers 22.6%* of the entire out-of-home listening audience of 17 stations in the District area . . . outranks the second station by almost 2 to 1. See your John Blair man for the whole story.

*PULSE Report: March-April, 1956

Represented nationally by John Blair & Co.

WWDC

Radio Washington
ABOUT OKLAHOMA CITY TV VIEWING

Check your June ARB for Oklahoma City

...both prove KWT

Telecasting from —
World's Tallest Man-made Structure
1572-Foot Tower — Maximum Power
and LEARN

ABOUT OKLAHOMA TV COVERAGE
Check your July SRDS

FIRST in Audience...
FIRST in Coverage!

kw tv
OKLAHOMA CITY

EDGAR T. BELL, Executive Vice-President  FRED L. VANCE, Sales Manager  Represented by AVERY-KNODEL, INC.
our respects

to JOHN JOSEPH BERNARD

FINDING a broadcaster who never worked at anything professionally except broadcasting and still qualifies as a “pioneer” (20 year veteran) is something like finding a pat solution to the uh-vhf imbroglio.

John Joseph Bernard, vice president and general manager of WGR-AM-TV Buffalo, is one of those rare individuals.

Joe has performed practically every job the industry offers, starting from a standing start in 1934—shortly after his graduation from the U. of Missouri—when he joined WKY Oklahoma City as a “combination man,” old time station euphonism for an employe who handled four jobs for one salary. Specifically, at WKY Joe worked in sales and traffic while he also handled an announcing assignment and, in his spare time, wrote continuity.

Born June 23, 1913, in Kansas City, where he attended grammar school and got his secondary schooling at De La Salie Academy, young Joe displayed a selective nature by permitting three colleges to share the honor of completing his formal education. His freshman year was spent at St. Mary’s College, St. Mary’s, Mo.; his sophomore year at St. Louis U. in the city of that name, and his last two years at the U. of Missouri, where he earned a bachelor’s degree in journalism.

At college, Joe was a member of Kappa Sigma, social fraternity; Alpha Delta Sigma, professional fraternity, and Kappa Tau Alpha, scholastic fraternity. He received the John W. Jewell scholarship and was elected vice president of his class at Missouri. In addition to these scholastic and extra-curriculum activities, Joe also found time to follow the time-honored American tradition of working his way through college.

His four-part full-time job at WKY, launched in September of 1934, lasted for one year—when he was assigned exclusively to sales. And it might be said of Joe, as denizens of Madison Avenue and diverse other buy-ways in the nation know, that he’s still a salesman, with an ample supply of rate cards and contract forms in his managerial briefcase.

Joe stayed with WKY until 1940, when he migrated to WHLD Niagara Falls, N. Y., to become sales manager—only to make his way back to Oklahoma City a year later as sales manager of KOCY. By 1942 there was a war underway and Mr. Bernard qualified for service in the United States Navy. He was ground officer in an air squadron, saw three years service and emerged a full lieutenant.

The story goes that Lt. Bernard and his wartime skipper, who played what is known in the trade as “barrel-house piano,” managed to get an upright aboard a flat-top. The two of them, with Bernard at the drums, occasionally regaled the ship’s officers with a saltwater version of the Bourbon Street blues.

True or not, it checks with Joe’s penchant for Dixieland music. He’s a connoisseur in the field and possesses an extensive and valuable record collection. He likes old movies, too, and fights the temptation to program for himself rather than the audience when some of the old Hollywood product is screened for his consideration.

After leaving the Navy, Joe returned to Oklahoma City as sales manager of KOMA, later (in 1947) becoming vice president and general manager of the station. This gave him an interesting, and perhaps unique, selling background—having related the virtues of three radio stations resident within a single community. This offers some insight into his respected reputation as a salesman of remarkable durability.

During these years, Mr. Bernard was becoming a seasoned broadcasting executive as well as a top time salesman, gaining experience that stood him in good stead when, in 1954, he was offered the top executive post at the WGR stations in Buffalo—a somewhat frightening as well as flattering opportunity to follow such outstanding industry notables as Leo Fitzpatrick and Ike Lounsbury. WGR, a pioneer radio station which received its first license from Secretary of Commerce Herbert Hoover in 1922, had just moved into television, launching WGR-TV on ch. 2 the year in which Mr. Bernard joined the organization.

Joe has managed to find time for numerous industry services. Among them: past member of the Columbia Affiliates Advisory Board; past president and member of the Board of Directors of the Oklahoma Broadcasters Assn.; past member of the Advertising Council for the State of Oklahoma; past member of the NARTB labor relations and radio committees; present member of the NARTB copyright committee; member of the Board of Directors of the New York State Broadcasters Assn., and a newly-elected member of ABC-TV Affiliates Committee.

Joe’s hobbies run to photography, tennis and golf, and he is a particularly avid sports car fan. In fact, his daily detour from workaday worries comes when he commutes between the office and his home in Lewiston Heights, N. Y.—a distance of 23 miles each way, as the Corvette flies.

Mr. and Mrs. (Katherine Louise Hamana) Bernard were married on Oct. 4, 1941. All who have met the lady will acknowledge Joe’s pre-eminence in the field of persuasion. The Bernards have three children—Karan Hart, 11½; Joan Justice, 7½, and John Joseph Jr., 5.
She's won everything in San Antonio

...and so has K TSA

K TSA is now first in San Antonio, both Morning and Afternoon and increasing its lead every day!

MONDAY through SATURDAY

7 AM - 12 Noon

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12 Noon - 6 PM

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(TRENDEX, Inc., Monday through Saturday index — June 25-30, 1956)
for all accounts

For three minutes in 1948, Edward H. Mahoney, who recently joined Cunningham & Walsh, New York, as vice president in charge of radio-TV, was the “richest” 27-year-old government worker in Washington, D. C. While assistant public relations director for the International Bank for Reconstruction & Development (World Bank), Mr. Mahoney received a $100,000 bond signed by the bank’s then-president John J. McCloy (now board-chairman of New York’s Chase-Manhattan Bank) for his work in telling of the bank’s good work. The bond, however, was non-negotiable.

The $100,000 bond notwithstanding, most of Ed Mahoney’s other assets are being redeemed happily. A 1944 architect graduate (Harvard Cum Laude), Mr. Mahoney spent the following two years as a Naval Intelligence officer and, after VI-Day, was stationed in Washington as head of a 38-man illustration section producing USN training manuals.

After his discharge in 1946, he joined President Truman’s executive staff to act as liaison between the Cabinet and the Advertising Council, which was then involved in raising U. S. advertiser support in slaving off potential famine in areas of post-war Europe. Late that same year he joined the World Bank, resigning in 1948 to become a consultant art director.

In 1949 he moved to Benton & Bowles, New York, as tv art director and aided in the development of some TV firsts, e.g. the “Tide” animated commercials and set design for General Foods Corp.’s “Mama” series. He later became a vice president and executive producer and left B&B this past June to go with Cunningham & Walsh.

Regarding himself as a “veteran of TV’s dark ages,” Mr. Mahoney is constantly amazed at the speed of TV development. “Yesterday’s insoluble problems,” he said recently, “turn out to be today’s S.O.P. in networks and agencies. The sanskrit has become the alphabet. Everybody uses it.” However, this alphabet is constantly changing.

As a tv judge in the recent 35th annual national Exhibition of Advertising & Editorial Art and Design (B&T, June 4), Mr. Mahoney went on record as saying that each tv commercial, whether “hard” or “relaxed sell,” meets a certain, specific merchandise demand and that there is no yardstick for measuring the success of TV art “in general.”

A bachelor, he lives in a fashionable brownstone in Manhattan’s Turtle Bay section, collects unusual and off-beat phonograph records, fishes off Long Island’s Montauk Point and drives a zippy Austin-Healey sports car.
Michigan's mighty motor empire now goes on an annual spending spree of $9\frac{1}{2}$ BILLION DOLLARS! And, covering this 15 county area with the most popular features on radio are the 4 powerful Community Stations of the Knorr Broadcasting Corporation. Get in on the boom that's bringing advertisers the richest pay-off in Michigan's history!

**save up to 15%**

by buying two or more of these powerful stations

★ Buy all 4 stations . . . save 15%
★ Buy any 3 stations . . . save 10%
★ Buy any 2 stations . . . save 5%

represented by Headley-Reed
ONE WILL DO!

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

---

OPEN MIKE

Adequate Provocation

EDITOR:

It is really very nice of you to give so much attention to my recent radio speech in Ocean City, Md. [BT, June 25]. There has been a tremendous response to this speech and while it is gratifying to receive favorable comments, it is earnestly hoped that the objective of the speech will be achieved; and that is to provoke the industry into action.

As you indicated in your editorial, I too wish that the next time I speak the radio industry will have had a chance to demonstrate that this medium is really an effective channel for exposing advertising messages.

Once again, many thanks for the interest you have taken in this very serious situation.

Arthur S. Pardoll, Dir. of Broadcast Media
Foote, Cone & Belding, New York

Misplaced Credit

EDITOR:

[EDITOR'S NOTE: REVIEW OF MARTHA ROUNTREE'S PRESS CONFERENCE [BT, JULY 9] CONTAINS SERIOUS ERROR. AGENCY FOR CORN PRODUCTS REFINING IS C. L. MILLER CO., NOT THE UNSIGNED PUBLIC RELATIONS FIRM.]

John J. O'Leary, Pres.
John J. O'Leary & Co., New York

[EDITOR'S NOTE: BT regrets not catching the mistake in the information supplied by NHC.]

Information Wanted

EDITOR:

I wonder if you would give me a little information. Do you know of any television clinic where members of our staff could attend that goes into a thorough discussion of the merits of the different types of TV commercials now on the air? . . .

You see, this agency down here in Tennessee is forced to do a lot of guessing as to the effectiveness of certain TV spot techniques. I would certainly welcome an opportunity to get the experience of others on this matter.

George W. Doyne, Pres.

[EDITOR'S NOTE: If any reader knows of a clinic on TV commercials which members of the Doyne staff might attend, both Mr. Doyne and BT would be grateful for that information.]

Free Rider

EDITOR:

Apparently, Bob Hope's gratuitous plugs are not confined to his commercial shows. He has made some recordings for the President's Committee on Employment for the Physically Handicapped. One of them starts out with an auto horn sound effect, and then in comes Hope saying, "I am Bob Yellow Taxi—not just plain Yellow Hope."

Needless to say, we are not broadcasting this announcement.

Victor A. Sholis, Vice Pres. & Dir.
WHAS-AM-TV Louisville, Ky.

AAW Convention

EDITOR:

Thank you for the very fine play you gave our convention of the Advertising Assn. of the West in Los Angeles [BT, July 2]. The story is accurate and the photographs good . . .

You have made a tremendous contribution to the broadcasting industry, both in the field of radio and television. I know of no one who has done a comparable job.

Earl J. Glade, Pres.
Advertising Assn. of the West
Finance & Public Relations Consultant
Salt Lake City Corp., Salt Lake City
NOW — Another RCA first in Camera Tubes

MICRO-MESH

...the 750-mesh screen for RCA IMAGE ORTHICONS

RCA announces a major development—MICRO-MESH SCREEN—in Image Orthicon design that substantially improves the picture quality of TV cameras—even beyond present-day high-quality standards of performance!

In RCA MICRO-MESH, the fineness of the mesh has been increased from 500 lines per inch to a new high of 750 lines per inch—with a mechanical exactness heretofore unattainable. Here are a few ways this improvement works for you. (1) It eliminates mesh pattern and moiré effect without need for defocusing—both in black-and-white and color. (2) It permits improved picture-detail contrast. (3) It is particularly effective in color cameras where detail contrast cannot be improved by operating the tube above the knee.

Under continuous development for more than 5 years at RCA, MICRO-MESH in RCA Image Orthicons is evidence of RCA’s intensive engineering effort to bring telecasters camera tubes of the highest possible quality.

RCA Image Orthicons—with new MICRO-MESH—are available immediately from your RCA Tube Distributor. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Harrison, N. J.

ADVANTAGES OF MICRO-MESH

For black-and-white or color
- Eliminates mesh pattern and moiré effect without defocusing.
- More than meets all technical requirements of 525-line TV system.

For color only
- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA • HARRISON, N. J.
Capital consumers carry a lot of weight today. They're spending more than ever in Washington food stores.

Food sales are at an all-time peak. Up 38% in five years, they now stand at half-a-billion dollars annually. This increase in the Washington market over the past five years is greater than the total food sales last year in Charlotte, Salt Lake City or Jacksonville!

Food advertisers have kept pace of spiralling sales with a growing investment in the media that sell Washington best... WRC and WRC-TV, Washington's Leadership Stations. Today, 21 of the nation's top 25 food advertisers are on these stations' schedules. And over the past five years, food advertisers have increased their dollar investment on WRC and WRC-TV by more than 150%!

In the great and growing Washington market, more and more advertisers who want to bring home the bacon themselves are going with the biggest guns in Washington's selling boom...

WRC AND WRC-TV... SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.
UNDELYED MOVE TO ALL-UHF PUSHED IN SENATE COMMITTEE

- Commerce group drafts recommendations for uhf transition
- Meanwhile, in House, committees open other radio-tv probes
- Un-American Activities Committee takes look at blacklisting
- Antitrust Subcommittee questions FCC on network domination

THE Senate Commerce Committee has drafted a report urging the FCC to move rapidly on a broad plan of selective deintermixture and to proceed without delay on a long-range program aimed at shifting all or a major part of television to the uhf band.

The draft was briefly considered by the committee at an executive session last week, but because of the absence of Chairman Warren G. Magnuson (D-Wash.) no action was taken. It will be considered again July 19.

This is the third draft to be presented to the committee and is said to be a coalition of views of both Democratic and Republican members. However, Sen. Thomas A. Wolford (D-S.C.) last Wednesday released a dissenting report urging adherence to the existing allocations structure (see story, page 28).

Meanwhile, other congressional committees last week were maintaining the well-earned reputation of the 84th Congress as the most energetic inquisitor of broadcasting in legislative history.

- The House Un-American Activities Committee took lengthy testimony on the question of blacklisting in radio and television. (See story, page 29.)
- The Antitrust Subcommittee of the House Judiciary Committee summoned the FCC and Frank Stanton, CBS president, to answer questions about alleged network monopoly. (See story, page 31.)
- And the Senate Commerce Committee prepared to resume hearings this week on tv allocations and network regulation; subjects on which it has already held 29 days of hearings, heard 145 witnesses and taken 4,586 pages of testimony during this session. FCC members will be witnesses tomorrow (July 17), discussing the Commission's allocations plan.

Next day Mrs. Elizabeth Smart, legislative representative of the National Women's Christian Temperance Union, testified in support of Sen. John W. Bricker's (R-Ohio) bill to regulate networks, and John H. Battison, general manager, KAVE-TV Carlsbad, N. M., will talk about AT&T interconnection cost and problems of small market operations.

The draft of the Senate Commerce Committee's interim report offered a "general endorsement" of the FCC's save-uhf proposals of June 25. If the action outlined in the FCC's report is "expeditiously followed to its conclusion," the draft said, it promises to result in a "truly nationwide, competitive television system."

The committee recalled that its Communications Subcommittee held hearings on the uhf problem in mid-1954 when 127 uhf stations were on the air, 10 had suspended operation and 64 had surrendered their permits without going into operation.

"The opinion was commonly expressed that uhf broadcasting was then in a critical condition," the draft said. "It is now clear that its status has deteriorated even more seriously since then."

In all, construction permits have been granted for 363 uhf stations, but only 151 ever went on the air, and 56 of them later quit operating. Holders of 111 permits have returned them without going on the air, and 101 other permits "are being held in suspense and will undoubtedly be surrendered unless some solution to the uhf problem is soon found."

The committee draft said that if uhf "is permitted to die, it seems extremely unlikely that it can ever be revived" and with it "would die all chance for a really effective national television service with equal multiple outlets and widely distributed community stations."

The committee draft gave unqualified approval to four elements of the FCC's June 25 proposal: to relax present rules so that minimum uhf separations would be measured by the distance between transmitters, to promulgate new propagation data, to increase maximum uhf power to 5 megawatts and to retain present uhf antenna heights and powers in Zone 1.

The committee's only comment, beyond approval, on these points was to say that it hoped the FCC would require all stations to file new coverage maps calculated on the basis of the new propagation data and showing their interference-free coverage.

It was on other elements of the FCC's June 25 proposal—to study feasibility of shifting all or a major part of tv to uhf, to expedite research into improvements in uhf transmitters and receivers, to stimulate manufacture of all-channel receivers through tax relief, and to introduce selective deintermixture—that the committee draft dwelt extensively.

"The committee agrees," said the draft, "that an all-uhf television system would have many advantages. . . . Such a homogeneous system based on completely contiguous channels would make it possible for stations to compete on a much more nearly equal basis than at present."

But there are "substantial problems to be worked out before conversion to an all-uhf system can be instituted, much less completed."

First, improvement in uhf equipment must be sought so that it can be determined whether a shift to the uhf band would leave substantial areas without television service. Second, if conversion were undertaken, it must be done over a period long enough to "encompass the replacement cycle for television sets in the hands of the public."

Hence the committee feels that the FCC cannot now adopt a "firm and final" policy of moving to uhf.

"This," said the draft, "emphasizes the importance of the program of selective deintermixture upon which the Commission has embarked as an essential interim measure. . . . It also gives rise to the danger that this consideration of the possibility of shifting all or a major part of television to uhf might drag on indefinitely, as has been charged with respect to certain other Commission proceedings."

"The committee therefore serves notice that it intends to follow very closely the progress made with respect both to the long range project of a shift to uhf and to the intermediate proposals for selective deintermixture."

Meanwhile, however, the FCC should "expedite the granting of uhf channels in those areas where no interim proposals of deintermixture are involved," said the draft. "In a number of major markets comparative hearings have run on for an unconscionable time. This has resulted in restriction of program services for the public and in obstruction to the full development of a third network." The committee agreed with the FCC's "crash program" of uhf research and development but pointed out that in asking industry to finance this research the FCC was committing itself to act in "the most complete good faith. . . in pushing forward toward the development of an all-uhf or predominantly uhf television system just as rapidly as technical developments permit."

The only action of the FCC that promises prompt assistance and encouragement to uhf is deintermixture, the draft said.

"Substantial deintermixture in the very near future will provide areas of stable uhf television which can serve as the basis for a uhf holding operation until more long range solutions—such
as the possibility of shifting all television to uhf—can be more fully explored," the draft said.

“No nationwide, competitive system of television can be developed without employing the ultra high frequencies,” said the draft. The question, therefore, is not whether the uhf band is not important and should not be preserved, but rather how this vital asset, constituting 75% of the spectrum allotted to television, can be rescued from its present predicament and be made available to the public. For a competitive system to succeed, it should provide the essential role in an expanding television system.

To the factors which the FCC said it would consider in realocating channels, the Commerce Committee added some criteria of its own. They were:

1. All markets with existing uhf stations and with no vhf allocations could be preserved as uhf-only areas.

2. In those markets with existing uhf stations and with vhf allocations for which grants have not been made or where grants have been made but the stations are not yet on the air, the vhf channel or channels could be deleted.

3. In those markets with existing uhf stations and with one uhf station on the air, any vhf channels which have not been granted or which have been granted but the station is not yet on the air should be deleted; and the uhf station now on the air should also be deleted unless it can be shown that it provides the only television service for a substantial number of homes—provided, that if there is only one uhf allocation for the market, consideration should be given to the balance of interests as between (1) providing a sole service to certain remote areas and (2) providing multiple services to the greater number of people around the center of the market area.

4. In those markets with two or more existing uhf stations and with one or more uhf stations now or formerly on the air, every effort should be made to provide additional vhf channels in lieu of the present uhf allocations, thus deintermixing the markets by making them all vhf.

The draft said the Commerce Committee felt the FCC had in some cases made deintermixing more difficult by continuing to issue uhf grants. “The committee . . . will expect the FCC to deintermix on a broad basis regardless of the recent v grants,” the draft said.

Deintermixing should be effected as broadly as possible “to make clear to the broadcasting industry, to advertisers and advertising agencies, and to the public that uhf is not only going to be maintained but expanded to assume its necessary place in our over-all television system.”

The committee believes that the licensee or grantee of any uhf channel which is deleted in deintermixing should be granted a uhf channel and that if a new uhf channel is introduced in a community the licensee of a “falling” uhf station there or a uhf that has been “forced off the air” should be granted the new uhf channel. “If the Commission has any doubt as to its power to do these things,” said the draft, “it should immediately ask the Congress to give it such authority expressly.”

Turning to the lack of all-wave receivers, the draft said the committee believes that “a formal announcement by the Commission that uhf broadcasting will be discontinued on a fixed date in the future, coupled with an increased requirement for simultaneous uhf-uhf broadcasting by uhf stations, would afford economic inducement for the manufacture of all-channel receivers exclusively.”

In the meantime, however, the elimination of excise taxes on all-channel television sets would remove the present price differential between vhf-only and all-channel sets and would be an incentive to the production of all-channel receivers.

The committee recommended such a move to the Secretary of the Treasury last March, but was unable to get his support.

“The committee still favors removal of the excise tax from all-channel sets generally (color and black-and-white),” the draft said. However as a compromise, the committee urged the House Ways and Means Committee and the Senate Finance Committee to approve promptly legislation eliminating the tax on all-channel color sets. This would represent, at the outset, only a slight loss of tax-revenue.

In the draft of its interim report, the Commerce Committee described its own motives in urging preservation of uhf.

The committee has no desire “to go to the economic rescue” of uhf broadcasters, although it sympathizes with them. Rather, the committee is concerned with preserving uhf . . . so that the uhf frequencies will continue to be used and effectively developed,” the draft said.

“If in the process economic benefit inures to certain uhf licensees, that is simply an incidental result of policies which the committee feels are vital to the future development of American television.

“Conversely, if economic injury results to those who have applied for, or received, grants of uhf channels which are deleted in the process of deintermixing particular markets, that, too, is an unavoidable concomitant of the strengthening and preserving of uhf broadcasting for the benefit of the public generally.”

**DISSENTING VOICES ON SHIFT TO UHF: A SENATOR, A BROADCASTERS ALLIANCE**

**SEN. THOMAS A. WOFFORD (D-S.C.), in a dissenting report issued immediately after the Senate Commerce Committee meeting last Wednesday, said he believes“the current allocation plan should be maintained and all possible steps be taken to promote the growth of uhf stations in intermixed markets.”**

In a report prepared for possible co-signature by other committee members, Sen. Wofford, whose term in the Senate ends next year, said that “only an insignificant number of uhf broadcasters have as yet attempted to become competitive by using the maximum power and effective antenna heights authorized by the Commission.”

“In our opinion,” the report said, “the hearings have failed to produce an allocation plan superior to or as good as the existing one.”

Sen. Wofford also endorsed the statement of Comr. John C. Doerfer favoring the present intermixture. “We are in accord with the statements of Comr. Doerfer,” he added.

Sen. Wofford said the hearing record is full of statements by special interests seeking special consideration and financial insurance for their own particular phases of tv. However, the people have not been fully apprised of the facts, he continued, except for letters from the American Farm Bureau Federation, National Orange and National Council of Farm Cooperatives. All these letters oppose any reduction of present service to rural and smalltown areas, Sen. Wofford said.

Sen. Wofford said he concurred with the committee in recommending an FCC study of the feasibility of deintermixing and transfer of tv to the uhf band, but cautioned that “these proposals must be made the subject of an exhaustive and thorough inquiry . . . conducted by all available competent technical minds . . . to insure that . . . these proposals would not result in loss of tv service to the public” and impose unwarranted costs on both the public and the tv industry.

Until the issue of “premature” to invite comments on non-broadcast use of the uhf frequencies, he said. He felt the 12 uhf channels must be retained and uhf expanded and developed. The danger of a move to uhf is that many people would be deprived of tv service because of their remoteness from large metropolitan areas, he said.

**BOXSCORE**

**STATUS of tv cases before FCC:**

**AWAITING FINAL DECISION: 9**

Miami, Fl., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fl., ch. 12; Hartford, Conn., ch. 3; Patlchet, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fl., ch. 9.

**AWAITING ORAL ARGUMENT: 7**

Boston, Mass.; ch. 6; Milwaukee, Pa.; (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 12; San Francisco-Oakland, Calif., ch. 2; East-Ontario, S. D., ch. 9; Pittsburgh, Pa., ch. 11.

**AWAITING INITIAL DECISION: 3**

Hatfield, Ind.; (Owensboro, Ky.), ch. 9; Toledo, Ohio; ch. 11; Ogdondaga-Parma, Mich., ch. 10.

**IN HEARING:**

Beaumont-Fort Arthur, Tex.; ch. 6; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Cooke Bay, Ore., ch. 18.

**THE ATM. OF Maximum Service Telecasters**

last week told the Senate Commerce Committee the FCC's June 25 proposals for possible transition to uhf were "premature" and said the association was "unalterably opposed to any plan which would reduce or degrade service to the people in an attempt to provide assistance to a few broadcasters."

AMST's chairman, Jack Harris, KPRC-TV Houston, wired Commerce Committee members last Wednesday saying the association understood "that today" the committee intended to issue a report on allocations and the recent FCC plan.

Mr. Harris said his group endorsed the FCC's proposal for a program of "expedited research and development" of uhf equipment ready to assist in the project. But AMST feels there is an implication in the FCC's report and order that the FCC has "prejudged the eventual competitive effectiveness of the virtually unused uhf channel."

"The provisions of the report and order reflect this thought," Mr. Harris' wire read, "and cause us to wonder if the report and order is not a significant first step toward an allocations plan based primarily on reasons for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people."

**BROADCASTING • TELECASTING**
HOUSE EXPLORES BLACKLIST HASSLE

Fund for the Republic's controversial report last week spent four days hearing opposing testimony to the controversial report published by the Fund for the Republic on blacklisting in the radio and tv and motion picture industries and in the New York legislature.

The House Un-American Activities Committee last week spent four days hearing opposing testimony to the controversial report published by the Fund for the Republic on blacklisting in the radio and tv and motion picture industries and in the New York legislature.

Forster's BROADCASTING

Francis Walter, committee chairman during testimony "confirmed the committee's decision to hold public hearings 'as a means of clearing up charges that there is a blacklist system in radio and tv and that a few men in New York hold behind-the-scenes power which can determine the fate of persons employed in the industry were made by John Cogley, director of the Fund's report, and Arnold Forster, general counsel for the Anti-Defamation League of B'nai B'rith, national Jewish fraternal organization.

The witness that there is a blacklist and responses that the term "blacklisting" were entered by a group of witnesses who had been named in the report as the powerhouses of "clearance" men whose yesses and no's mean the difference between employment and unemployment in radio and television. Nevertheless, they all admitted that they had been engaged in the work of keeping communists or communist sympathizers out of the entertainment media or of "hounding" others who had seen the error of their ways.

This latter group of witnesses were Frederick Wolman, columnist for the New York World-Telegram & Sun (Scripps-Howard); James O'Neill, director of American Legion publications (American Legion magazine and The Firing Line, an anticommunist publication); Vincent Hartnett, "talent consultant" to the radio-television industry and co-author of Red Channels, a listing of alleged communists and sympathizers; Roy M. Brewer, manager of Allied Artists picture Corp.'s New York office; and from 1945-55, international representative in Hollywood, Calif. Area Stage Employees (IATSE); Paul Milton, board member of AWARE Inc., an anticommunist organization. George Sokolsky, syndicated newspaper columnist and one of the "clearance" men, the Fund's report was unable to appear because of illness and submitted a statement to the House group.

Scheduled to testify last Friday were Mr. Milton; Godfrey Schmidt, president of AWARE; and Francis J. McNamara, director of the Veterans of Foreign Wars' American Sovereignty Campaign and former editor of Counterattack, an anti-red organ which published Red Channels.

The hearing began Tuesday morning with Mr. Cogley on the stand, where he was subjected to intensive and often sarcastic questioning by Richard Arens, counsel for the House committee. During testimony Wednesday by Mr. Forster, chairman, Francis Walter (D-Pa.) commented that Mr. Forster's testimony "confirmed the committee's suspicions" that the Fund's blacklisting report is "not worth the paper it's printed on.

The committee's decision to hold public hearings was predicated on the report of Mr. Cogley to justify his study before the House Un-American Activities Committee as an unprecedented invasion of freedom of thought and expression in the United States." He said any questions about the report should be submitted instead to the Fund's board of directors.

Mr. Hutcheson's letter of protest to Chairman Walter at one point brought Bethuel Webster, counsel for the Fund, out of his seat in the audience to insist that the Hutcheson letter be entered in the committee record. He was gavelled into silence by Chairman Walter.

At one point during the hearing, Mr. Forster told the committee that whether or not the report was inaccurate, it would serve a public purpose. He said that he felt were definite blacklisting practices in radio and tv.

Chairman Walter agreed: "I think you are absolutely correct.

At another point, Mr. Hartnett called Mr. Cogley an "ass" and accused the report's director of "outrageous falsification." . . . This man Cogley . . . Whew!" he said.

Taking part in the hearings at one time or another were Chairman Walter and Reps. Clyde Doyle (D-Calif.), Edwin E. Willis (D-Ia.), Morgan M. Moulder (D-Mo.), James B. Frazier Jr. (D-Tenn.), Harold H. Veide (R-Ill.), Bernard W. Kearney (R-N.Y.), Donald J. Jackson (R-Calif.) and Gordon H. Scherer (R-Ohio).

Drews Beed on Cogley

Mr. Arens, who did most of the committee's interrogating, offered his most sarcastic questioning of Mr. Cogley about the statements attributed in the report to the "New York public relations expert" (Mr. Forster) and Mr. Cogley's conclusions drawn from the interview. This related to several persons who were described as "clearance" agents; i.e., those who had the power to "clear" a person's employment or re-employment in radio and tv. The report had said that not only was the approval of one or more of these men necessary to be cleared, but that some of these "clearance" men were the ones who had caused the prospective employee to be blacklisted in the first place.

Asked if Mr. Sokolsky was one of the group, Mr. Cogley said he had, but Mr. Wolman had much influence, but was not of the stature of Mr. Sokolsky; that Mr. O'Neill, through his capacity with the Legion, qualified as one of this group, and that Jack Wren, of BBDO, was equally influential: "If anyone wants to work at BBDO.

Mr. Cogley cited a letter to support his contention that often the person giving "clearance" to an individual is the one who was responsible for the individual being blacklisted in the first place. The letter, which he said was from Martin Gang, of Gang, Kopp & Tyre, Los Angeles law firm, to Daniel T. O'Shea of CBS, dated Oct. 1, 1953, said in part:

"Bill Robinson [William N. Robinson] passed every test, including recommendation from Mr. Vincent Hartnett, one of the authors of Red Channels, original listing which brought about his first problem in this field.

"He has passed the Larry Johnson of Syracus case test because of the assurance given him by Vincent Hartnett and the Motion Picture Alliance. He has been certified by Roy Brewer, and, I gather because of that, by George Sokolsky." Mr. Cogley, who appeared without counsel, said the planned counsel had decided not to accompany him after Chairman Walter announced that sessions would be opened to the public, instead of closed as previously planned.

Mr. Arens quizzed Mr. Cogley on the back-grounds of members of the blacklisting study project. Mr. Cogley said he knew Paul Jacobs, one staff member, had been a member of the Young Communist League, but that was 20 to 22 years ago, he said, adding that now Mr. Jacobs is well known as an anti-communist.

Mr. Cogley said Michael Harrington, another member, is a socialist and is anti-communist. This brought the rejoinder from Mr. Arens that Lenin, former head of the Soviet Union and one of communism's chief philosophers, once said that socialism represents only a transitional period from democracy to communism. Asked by Mr. Arens if he knew that Marie Jahoda, a woman staff interviewer, had belonged to the Socialist Democratic Party in Austria and had only come to the U.S. in 1945, Mr. Cogley said he only knew she had a foreign accent.

Mr. Cogley said there is "a multiplicity of lists" in the radio-television industry which are or have been used "in a most erratic way" by employers in the industry.

Mr. Cogley, admitting that the New York "public relations expert" referred to in the report by an initial was Mr. Forster, refused, however, to identify others identified in this manner on grounds he had agreed with these persons not to disclose their names. Mr. Forster had let it be known before the hearing that he suspected he was the person referred to in the report.

After Mr. Arens had questioned Mr. Cogley on the identity of other persons identified only by single initials in the report, Rep. Doyle objected. "This is an investigation into subversive activities and unless there is a shewing along that line, I think it is a violation of the freedom of authors and the press to go to this extent," he said. Reps. Frazier, Willis and Moulder sided with Rep. Doyle. Rep. Jackson said he agreed but that some distinction should be made between the right of the "free American press" to withhold sources of information and the right of someone hired by a tax-exempt foundation to do so.

Mr. Arens questioned Mr. Cogley closely about several persons which the report indicated were blacklisted from radio-television and motion picture employment after their names were circulated in Red Channels and other private organs.

Why, Mr. Arens asked, didn't Mr. Cogley explain in his report, in each instance, that these persons later were identified before the
House Un-American Activities Committee as having been identified with communism or having pleaded the Fifth Amendment.

Mr. Cogley said he explained in another part of the report that these persons had been so identified later before the House group, indicating he did not feel obligated to explain this after each name. He said there were "many ways" to write the report and he wrote it his own way.

Mr. Cogley said he understood there were two organizations in the business of supplying information on the background of employees or prospective employees in the radio-tv industry. He said he had "heard rumors" that "clearances" were sold but had no evidence of this. He said he understood there were "public relations" men who used their influence in "clearing up" charges against individuals and were paid fees by the sponsor of the program on which they were to participate.

During questioning of Mr. Cogley, Chairman Walter commented that he thought the views of the staff of the fund report "are all pretty well known and in one direction," and that he kept the report from being objective.

"Why Was I Called?"

Asked by Rep. Doyle if he had any statement to make, Mr. Cogley replied that he would "like to know why I was called."

Mr. Forster, who also was subpoenaed, said he knew of no solution to the Fifth Amendment before a congressional committee on communist allegations or who otherwise refuses to cooperate. He said he had helped "clear" at least eight people. He said ADL expresses "gratitude" to Mr. Sokolsky, Mr. Wren, columnist-commentator Victor Reisel and others for their help in clearing these persons. He felt persons "knowledgeable" of communism would "look twice" before hiring persons who have been associated with communism and are unrepentant or uncooperative.

He said he felt an employer has the right to hire actors and actresses against whom allegations of communism have been made, but only after the person has had an opportunity to "be heard."

Mr. Forster felt that there is a "serious problem" of blacklisting; that this is a "dreadful thing" that has "plagued the industry," but he knew of no solution.

Mr. Woltman said he had found no "blacklisting" in radio-tv and that he was "upset" to read the fund report, which mentioned his own name and those of others as being "clearance" men. He said he didn't recall ever being consulted by anyone about a prospective employee in the radio-tv industry. "I was dragged in by the heels," he said, in a reference to the blacklisting report.

He said the report uses the word blacklisting "recklessly." The report could have used another world, he said, but then it wouldn't have been able to "toss everything into the barrel."

The whole import of the report, he added, is that blacklisting is "universal and is a lousy setup."

He said he did not necessarily think it "reprehensible" for an employer to refuse a job to a person identified with communism, but that an employer who did so is taking the "easy way out!" Mr. Cogley, he added, "believes everybody is entitled to employment regardless of his political beliefs." He felt it is "up to the employer" to refuse employment to persons with communist records, but thought it "reprehensible to eliminate everyone on a certain list."

Mr. Woltman said it is "untrue" that he is one of the "clearance men" described in the report and criticized the journalistic principles employed by Mr. Cogley and the staff in making the report.

He admitted that he keeps several files in his office on persons alleged to have communist associations, but maintained this is necessary to write for a newspaper.

Mr. Woltman said the fund report "has put advertising agencies on the spot. They'll be much more careful now that they have been made to go."

Both Reps. Walter and Jackson complimented Mr. Woltman on his help in fighting communism. Rep. Jackson said the committee owed a "debt of gratitude" to Mr. Woltman and other "private persons" who work against communism and said he felt it would be bad if such persons were "in any way swayed." Rep. Walter told the witness he has "made a great contribution to this fight for freedom and liberty."

Mr. Sokolsky's statement said the report suffers from "inadequate research, from either an unwillingness on an inability to get at all the facts, from a double-standard of morals."

He said the report identified some persons by name, others by initials and that some are turned into composite personalities to hide their identities. This, he said, is characteristic of what Mr. Cogley and others have described as "McCarthyism... an accusation without adequate evidence."

Mr. Sokolsky said his interest has been entirely in the movies and never in radio-tv. He said there was a possibility of "rehabilitating" men and women in Hollywood so they might contribute to American life and that the movies are well-organized with few companies and headed by people of "responsibility," while radio-tv is a "fast arena of networks, local stations, advertising agencies, producing companies, and participants who come and go and about whom one learns only long after the event." Thus, he said, he felt it was "impossible to do anything constructive in radio and television."

Mr. Sokolsky described a "rehabilitation" procedure in which movie people stated their cases in letters, after which efforts were made on their behalf. He felt some 300 people had been helped in this way and that instead of a "blacklisting effort," this was "an effort in rehabilitation."

Referring to the "public relations expert" in the report, he said it would seem "that someone was boasting, was trying to give the appearance of being a big shot... His motive could only have been to advertise his importance. No one ever asked me to see 10 or 12 persons interested in radio and television."

Mr. O'Neil said the American Legion set up a system under which Legion posts throughout the country got an explanation from Hollywood if they accused any film people of having communist ties.

He denied ever being a "clearance man" and called the fund report a "distortion if not an untruth" in naming him as one of those "participating in clearances."

Information, Not Blacklist

Mr. O'Neil said the American Legion does not believe those identified with communism should be employed in the entertainment industry. Articles on communism in The Firing Line are written as information for local Legion posts and not for the purpose of a blacklist, he said.

The Legion, he said, is interested in rehabilitation work and "made a major contribution in helping to restore a climate of employment for the innocent, the stupid and the repentant guilty." He noted Hollywood.

Mr. Hartnett said he hadn't previously been in the business of "clearance," and never received compensation from individuals. He said he was employed directly by one network, "a couple" of advertising agencies and "several leading sponsors."

However, he said, he got so many requests for help in getting jobs that he "had to charge fees." He said that despite all the investigation by congressional and state committees, he felt not more than 5% of the communists "have been uncovered."

Mr. Hartnett said there are 30 known communists in the New York chapter of American Federation of Television & Radio Artists (AFTRA) and estimated there are 150 actual communists in the 5000-member chapter and a total of 400 who are sympathetic to communist aims.

He said there is an "extreme danger" in the exposure of young people to communism, since they go along with progressive movements to gain favor in obtaining jobs from communists who are in a position to use influence in their behalf.

Mr. Hartnett said the fund report shows an
amateurish grasp of the radio-tv industry and that it never gets to the "base of the whole issue. . . . Are communists in radio-tv and is it evil?"

"Blacklisting," Mr. Hartnett said, is "a nasty term that has become a symbol for honest and fair efforts to keep communists out of radio and television is a dangerous thing." He said a few non-communists had become unemployable in radio and tv because of "confused identity."

The 'Porcellein' Toxic

He said one well-known communist tactic is the use of "parallelism" in television programs. This, he said, is through the repetition of programs just as justice is frustrated, such as the movie, "Oxbow Incident," shown on television, and a tv film, "Tragedy in Temporary Town," both showing persecution of the "wrong" people. In "script after script," Mr. Hartnett said, the communist line shows "the wrong man sentenced." If you could believe television, he added, neither the courts, juries nor law officers are capable of rendering justice.

He accused Mr. Cogley of "cropping" (i.e., not stating all the facts in context) in preparing the fund report.

Mr. Hartnett said he had been accused of blackmail in one case where he asked $200 as his fee for clearing the name of Kim Hunt, an actress seeking employment on radio. He said Arthur Jacobs, Hollywood talent agent, had written him asking for work on the clearance.

Knowing, Mr. Hartnett said, that Mr. Jacobs himself was probably getting "five Gs" on this single account and maybe "fifty Gs" a year, "I'd be an ass if I did it for nothing." Mr. Hartnett admitted he keeps records on alleged communists. "I'm an honest man and try to do a good job," he continued.

Referring to a statement in the report which indicated that Jean Muir, actress, had failed to find employment after being identified with communism in Red Channels, Mr. Hartnett said Miss Muir later "admitted more than Red Channels, had charged." Actually, Mr. Hartnett said, Miss Muir doesn't work now "because she's not interested in acting." He described the fund report as "The White Paper on Communism."

Mr. Hartnett said he had been interviewed by Mr. Woltman in 1949 on persons identified with communism but that there "was no collu- sion on protecting them."

He said he also had forwarded letters to Messrs. Sokolsky and O'Neil from persons in Hollywood.

In Chicago, Donald F. Conaway, national executive secretary of AFTRA, answered Mr. Hartnett's charges with this statement:

"The New York local of AFTRA has already instituted proceedings against a New York AFTRA member for uncooperative last fall when questioned by a Congressional Un-American Activities Subcommittee. If Mr. Hartnett knows of "150 reds" who are actually members of AFTRA, he has only to submit the list of names and AFTRA will proceed to act under its own national constitution."

Mr. Conaway cited a constitutional rule amended by AFTRA this past May which reads:

"No person shall be eligible for or retain membership in the cooperative labor organization in knowledge of the special interests of, makes financial contributions to, or renders aid and assistance by lending his name or talent to the Communist Party or any organization known to him to be a party, branch or subdivision thereof, or any organization established by due federal process, legal or judicial, to be subversive."

Mr. Brewer said he had used what influence he had in the motion picture field to work against a very evil force (communism) and to help those "tricked" into difficulties involving communism. He said he had probably helped "rehabilitate" a hundred persons in the movie today. He felt that Hollywood has been cleaned up of communists, but that the reds still thrive in New York, on and off Broadway.

He said his and others' efforts to "shock off" the communists' hold on Hollywood brought charges of blacklisting. He admitted that he had made direct efforts to suppress one film, "Salt of the Earth," which he felt would prejudice Latin Americans and others against the U. S. He denied being a "clearance" man.

Although many communists have gone underground, Mr. Brewer said, they will have to expose themselves or lose their usefulness to communist causes.

Mr. Schmidt began testimony Thursday, but his appearance was continued to last Friday.

Chairman Walters, in an address Thursday to the annual encampment of the Pennsylvania Veterans of Foreign Wars, meeting in Philadelphia, said in part:

"The report pretends to be completely objective and impartial. Actually, it is about as partisan and prejudiced as it is possible to be. By the omission of some material and by the selection of other, by repeated emphasis on some facts and suppression of others, it makes propaganda of everyone who has been active in opposing the employment of communists and communist sympathizers in the entertainment industry. Moreover, several of the staff were already committed to a specific viewpoint before they began their work on the report and had backgrounds that made it difficult, if not impossible, for them to be anything approaching objectivity or impartiality . . . ."

HOUSE COMMITTEE ON MONOPOLY HUNT

THE staff of the House Antitrust Committee strove strenuously for two days last week to make the FCC say that CBS and NBC were monopolies and that option time and must-buy practices of networks were in violation of the antitrust laws.

The Commission, mainly FCC Chairman George C. McConnaughey with Commis. Rosel H. Hyde and John C. Doerfer and staff executives Warren Baker and Economists H. H. Goldin, refused to agree with the charges.

The two-day session also saw:

- Financial returns by the networks for 1955 made public (see separate story on this page).
- Recommendation that financial returns by stations and network affiliation contracts be made public regularly.
- CBS President Frank Stanton, required to attend a closed executive session of the committee with FCC Comm. Robert E. Lee, was scheduled to appear also in executive session on Friday. There was no comment by the committee or the principals on the subject under discussion.

The attack on CBS' and NBC's alleged dominance began at the start of the hearings when Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Subcommittee, released financial figures indicating the rate of return on investments "insulated" by the two major networks in the last few years.

The figures for earlier years were the same as those issued by Sen. John W. Bricker (R-Ohio) in a Senate Commerce Committee report [847, April 30]. The 1955 figures were new.

Mr. Celler termed these returns "extremely high. He said that the profits were so high because stations were "insulated" against competition because of the scarcity of frequency space. The high rate charges, the New Yorker declared, meant that only the more wealthy and highly concentrated companies can use television. This means small companies are frozen out, he added.

Chairman McConnaughey called attention to the fact that Congress, in the Communications Act, declared that broadcast stations were not common carriers. Therefore, the Commission cannot treat stations as it treats common carriers, regulating their rates of re-

CELLER TELLS WHAT NETWORKS MADE IN 1955

Network revenues for 1955 were disclosed last week when Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, revealed last year's figures for CBS, NBC and ABC. These figures are usually lumped together in an overall report by the FCC in the fall of the succeeding year.

Mr. Celler reported these 1955 figures, from information supplied by the FCC:

- CBS and NBC and their nine owned tv stations took in $312,658,470, or 41.99% of the revenues of all networks and all stations.
- CBS and its four tv stations received $135,614,317, or 20.6% of all tv revenues.
- CBS network only grossed $121,953,317.
- NBC network only took in $124,353,526. Both networks took in 87.2% of all network revenue, Mr. Celler said. That means ABC took in 12.8% of total tv revenues.
- Income before taxes, Mr. Celler said, was as follows:
  - CBS and NBC and nine owned stations—$65,050,186 (or 43.3% of all tv income). This is a 131% return on total tangible property investment of $30,067,737.
  - CBS and four owned stations—$34,870,837 (or 23.2% of all tv income).
  - NBC and five owned stations—$30,179,349 (or 20.1% of all tv income).
- Mr. Celler stated that WCBS-TV New York, the CBS flagship, reported a net 1955 income before taxes of $9,375,339 on a total investment of $409,044—a return of 2.29%. He also reported that WCA-TV New York, the NBC flagship, had a net 1955 income before taxes of $7,260,335 on a total investment of $486,728—a return of 83.7%.
- ABC and its five owned stations had a 1955 net income before taxes of $5,108,314. Mr. Celler reported. He said this represented a 78% return on a capital investment of $6,571,627.
- ABC and the five owned stations had a 1955 net income before taxes of $5,108,314. Mr. Celler reported. He said this represented a 78% return on a capital investment of $6,571,627.
- The New York congressman added, DuMont Stations (WABD TV New York and WTTG TV Washington) had a 1955 net loss of $1,048,753.
holds that NBC and CBS were the dominant radio networks. The questions were why the FCC had not done anything about this since then.

The same line of questioning was posed by the committee staff regarding option time and must-buys—also referred to as against the public interest in the 1941 Chain Broadcasting Report.

Mr. McConnaughey replied that the FCC, since 1949, had been asking for funds to make a new evaluation of network practices. It was only last year, he pointed out, that Congress had appropriated funds for this purpose. He said the network study staff was working on this and expected to report soon.

Aroused at the dominance allegations, Mr. McConnaughey stressed that networks were not dominant in radio anymore. He declared that this was true due to more stations being on the air, resulting in a more competitive situation. When all 70 of the uhf channels are in use, he declared, there will be no dominance by two networks; there will be "many more" networks.

Mr. McConnaughey agreed that CBS and NBC were "potent" in the tv field, but he also admonished that ABC was coming up strong. "We have to watch the final regulation of uhf channels," he said. "That's the answer to the whole problem. Natural competitive forces solved the radio problem and I think the same thing will happen in television."

Mr. Ring, in his opening statement, head of the network study staff, asked that he not be forced to make judgments on matters that the network study staff was in the process of collecting, collating and weighing. The committee agreed to his request.

Mr. Baker remarked, in answer to another question, that the FCC's network regulations do not insulate networks from antitrust action by the Dept. of Justice. There had been references to a Justice Dept. complaint against NBC and CBS in 1941 which was withdrawn when the Commission promulgated its network rules. The complaint charged that the networks' practice of option time and must buys violated the antitrust laws.

There have been reports from time to time that the Dept. of Justice is investigating these network practices for a possible antitrust complaint.

The committee questioned the commissioners and their aides on the alleged unfair practice of networks setting their affiliates rates for network programs. It also sought to determine what other networks discriminated between single station owners and multiple station owners in payments for network programs.

Option time was termed by Mr. Celler as a restraint of trade. He based this on the fact, he stated, that a network could cause a station to drop a locally sponsored program on 56 days' notice.

Mr. McConnaughey called attention to the fact that there have been no complaints on this score from advertisers. He said this attitude was held by a "disgruntled" broadcaster. He presumably was referring to Richard A. Moore, KTTV (TV) Los Angeles, who last March made these charges in an appearance before the Senate Commerce Committee.

The committee staff called attention to the fact that in the FCC's proposed network rules in 1941 option time had been forbidden. This was revised in the proposal to permitting networks to option no more than three hours in each segment of the broadcast day—8 a.m. to 11 p.m., 11 p.m. to 6 p.m., and 6 p.m. to 11 p.m.

Comr. Doerfer was asked about his testimony before the Senate committee regarding must buys. This is the practice whereby a network requires an advertiser to buy a minimum number of stations.

Mr. Doerfer stated he thought networks were doing a public service in forcing advertisers to sponsor programs for more people than they desired or required for selling their product. He maintained that the whole purpose of network operation must be examined before a charge of antitrust violation can be brought. Option time and must buys are only elements in this, he pointed out, and are not, "while a commissioner," Mr. Doerfer stated, "going to label something a crime without being convinced beyond a reasonable doubt."

The committee has announced that a further hearing will be held in New York in September. It is presumed that this will bring network officials to the stand.

Late last month, the committee quizzed the FCC on the Westinghouse-NBC station swap [B+T, July 2].

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**PLAYBACK QUOTES WORTH REPEATING**

**THE BROWNELL RHUBARB**

*Editorial in the Washington Post & Times Herald, criticizing Attorney General Herbert Brownell's announcement on NBC-TV's Press Conference that the Justice Dept. was instituting antitrust action against General Motors:*

THE MANNER of the announcement raised a very interesting question indeed. The condition on which a person is invited to be interviewed on the new program is that he or she must have what the producers of the program consider a worth-while news story to break for the first time.

This means, obviously, that time is bound to elapse between the birth of the news development, the confiding of it to the producers of Press Conference and (assuming their approval of it as meritorious) the disclosure of it to the public. It means, in other words, that news to which the public is entitled may be held up to suit the schedule and serve the commercial interest of a particular tv program.

When the Attorney General delays announcement of an antitrust action to present it under select conditions on a sponsored program, he is manipulating public property to serve a private interest.

Arthur Krock, writing in the New York Times of the Brownell announcement:

EVEN the many people here who give him [Brownell] full marks for boldness were not prepared for this unabashed and open use of his official position to save an item of vital news, to which all people were simultaneously entitled, to aid one company to sell its products and to favor a friend.

So far as the friend is concerned—Miss Martha Rountree, who was starting her new tv program and, of course, wanted to impress her sponsor—there is no fair criticism to be lodged against her. This is not the only place in the world where all but the envious agree you are entitled to what you get by honorable means. . .

The responsibility is with the Administration, and in the matter of the Brownell announcement it will be burdensome.

David Lawrence, editor of U.S. News & World Report, in his syndicated column (by the New York Herald Tribune):

EVERY "scoop" and every "leak" of news, to be sure, favors some "sponsored" medium of information. For in a sense, every publication that is dependent on advertising revenue is "sponsored" as the term is used on television.

There has always been a rivalry between the different mediums of communication and it is natural, when one of them gets a better break on the news, that the others sometimes indicate their disfavor. It's happening all the time in Washington when some news conferences are scheduled to be held at hours that favor morning newspapers over afternoon newspapers or vice versa.

Reporters who don't like the fact that a particular television program was chosen for the giving out of an important piece of news have a simple remedy available. They can dig out pieces of news like that of the other evening's program and print them ahead of time.

So far as the Attorney General or any other Cabinet officer is concerned, he may choose one medium today and another tomorrow. That's his prerogative. The press had no legitimate basis for protest the other day, for it couldn't have printed the news much sooner if Mr. Brownell had not appeared on the television program and had merely given it to the press in a mineographed "handout" . . .

The only folks who really had a kick coming were the rival networks in the television business . . .
A DIME

will go a long way these days on WHO Radio!

Take 1 to 3 p.m. as an example . . .

WHEN you dig out the facts, you find that early-afternoon radio time is really a bargain these days. For example, consider what one thin dime will buy on WHO Radio!

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 1 and 3 p.m. will deliver a minimum of 45,124 actual listening homes, in Iowa alone!

That's at least 95 homes for a dime, or 1000 homes for $1.05—ALL LISTENING TO WHO!

That's measured, at-home listening. In addition, WHO's 50,000-watt, Clear Channel signal is heard by thousands of extra, unmeasured listeners, both in and outside Iowa. There are over half a million car radios in Iowa alone—as well as thousands of bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward give you all the proven facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives
No, that mystery shape isn't really a whale, though it does spout consumer dollars like only a few other top markets that you'd recognize instantly as "a whale of a buy!"

Actually it's a map of "The Mystery Market"... one of America's richest... The Central South... a $2,713,371,000 market—richer than the cities of Denver and New Orleans put together...or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM... and that's WSM Radio in Nashville.

If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuild program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville - Clear Channel - 50,000 Watts
NETWORKS GET SET TO LOSE $5 MILLION AT CONVENTIONS

And that's a minimum figure, they'll hasten to explain. This even though advertisers will shell out $15 to $16 million to sponsor the most extensive coverage of any event in electronic history. Their loss will be the public's gain, however, as detailed preparations promise reporting of highest calibre.

THE NATIONAL political conventions next month—a "natural" for radio-tv coverage—will be blanketed by the media to an extent that will far surpass any event in electronic history.

Should the conventions run longer than now anticipated—despite GOP plans to "trim" its schedule to fit the demands of the electronic eye—the cost of convention coverage to the networks, over and above actual revenue gained from their sponsors of the convention-election package, will spiral upwards proportionately.

Already early estimates indicate that cost to networks this will be a costlier convention than in 1952. That year, the networks lost perhaps as much as $4 million in billings (although some was recaptured) despite sponsorship revenue entailing.

All the networks except Mutual which still hopes for an underwriting before gavel time, have sold their radio-tv convention-election packages to national advertisers. The lineup: Westinghouse Electric Corp. will pay about $5 million for the CBS package; Philco Corp. will shell out $4.3 million for ABC coverage, and three advertisers, its is understood, are picking up the approximately $5 million tab on the NBC package. The three are RCA, Sunbeam Lineups of General Motors Corp. The ABC, CBS and NBC sales include both radio and tv.

An estimated $14 to $15 million will represent the sum worth of the total radio-tv network packages, assuming sponsorship of Mutual's coverage, set at $1 million to $1.5 million.

Working against this formidable revenue will be the big network production expenses, preemption production charges, commercial program cancellations and rescheduling of certain programs. In tv, with station lineups greater and time more expensive, the billing base is higher and, as a result, any commercial time lost will be at a much greater dollar rate than in 1952 when the convention coverage spilled over into extra hours.

Specific Losses Unknown

Network spokesmen hesitate to pin down anticipated losses. Despite the iffiness, however, it can be projected that the minimum loss to the networks (after deducting the revenue from sponsorship) will total $5 million. The network executive is quick to predict that losses could go higher.

CBS, NBC, and ABC, for example, each will pay out about $1.5 million for actual convention production costs. This is a total of $4.5 million, to which Mutual's $250,000 for radio coverage only, gives a grand total of more than $4.7 million. This is the base from which the costs can be figured.

Add to this sum: $800,000 to $1 million in preemption production charges (payments which must be honored for talent and commissions for commercial shows that are cancelled) for each of the radio-tv networks (although ABC's total may exceed the others) in addition to Mutual's total would be less than $100,000. To all this is added the millions of dollars in time charges which preemptions, cancellations and rescheduling.

There will be many new coverage techniques utilized in network tv coverage of the Chicago and San Francisco conventions. Here is an example of what NBC-TV's five-way split screen could look like: Adlai E. Stevenson (center) and the reactions of Harry S. Truman (upper l), Sen. Estes Kefauver (D-Tenn.) (upper r), New York Gov. Averell Harriman (lower l) and Sen. John F. Kennedy (D-Mass.) (lower r).

They are the spilling over of schedules into extra days that gobble up costly commercial time.

The networks are not the only broadcast entities which will stand to lose should the conventions drag through extra periods. Under CBS' plan it's understood that stations will be compensated for the first 20 "clock hours" of each convention for a total of 40 clock hours for both conventions. On election night, CBS will provide stations with four hours compensation and four hours coverage.

A summary view of each of the networks' coverage plans:

NBC will have nearly 400 persons, three mobile units and some 40 cameras covering the conventions. This number of men and equipment, the network points out, would be more than is "customary" to operate two "full-scale" tv stations. Within two days the men and gear must be transported from Chicago to San Francisco.

A three-man anchor team, made up of newsmen Chet Huntley, David Brinkley and Bill Henry, will be headquartered in the network's "Tw-One" center to collect and disseminate the news for NBC-TV at both conventions. NBC's radio operation will be run by Pauline Frederick and Ned Brooks. NBC executives supervising coverage will include Davidson Taylor, vice president in charge of public affairs; William McAndrew, senior executive, and Barry Wood, director of special events.

Among the NBC reporters who will be covering developments are John Cameron Swayze, Morgan Beatty, Ray Scherer, Dave Garroway, Fred Boughrholzer, Merrill Muller and Ann Gilles. H. V. Kaltenborn will perform the specialized function of analyzing the events of the convention for the 12 to 16 year-old age group.

Roving mobile units, one-man cameras and radio transceivers will feed pictures and information to headquarters from various news points—airports, railroad stations, sidewalks. Film units equipped with high-speed developers will record events that break rapidly. An extensive telephone system will be arranged.

NBC plans to originate many of its popular news and discussion programs from the convention cities, including Today, Meet the Press, Home, NBC-TV News Caravan and News of the World. On the one of each gathering, NBC-TV will present a full-hour television program from each of the convention cities.

NBC equipment at the conventions will stress portability and mobility. Among the equipment to be used by NBC are the RCA "transceiver," a tiny, two-way radio that is a Lady's formal handbag, and the "creepie-peepie," a portable tv camera. Other gear to be unveiled at the meetings are a portable camera power supply, the 7½ pound magnetic film amplifier and a new photographic film projector that use new, fast film developed by Polaroid, permitting a film transparency to be projected only two minutes after the photograph is snapped.

Some Color Planned

Though color will not be a major factor in the telecasting of this year's conventions, NBC-TV is considering color in certain areas (activities related to the convention) from either San Francisco or Chicago and perhaps from both sites. Though plans still are in the making, the network has been thinking in terms of presenting interviews and special events and, for instance, having the politicians color their suits. Convention advertisers will not be required to pay the additional costs for color, according to a spokesman, since the convention coverage sales are for the entire package.

NBC-TV also is preparing for the contingency of overlapping conventions. In the event that the Democratic gathering extends beyond the expected schedule of four to five days and thus conflicts with the Republican meeting the following week, NBC-TV is considering the possibility of kinescoping the highlights of the GOP convention in San Francisco. This latter programming would be delayed for the overnight broadcasters and probably scheduled on adjacent periods to the coverage of Democratic developments. No extra charge to advertisers is contemplated for the kinescope service.

CBS is considering a record of some 350 reportorial, production and technical personnel to work directly on convention assignments and will use about 22 tons of equipment to cover the two meetings. It plans to fly 10 to 12 tons of gear from Chicago to San Francisco after the Democratic convention and on hand and have it in operation in less than 24 hours.

Sig Mickelson, vice president in charge of news and special events, will be the overall commander.
reporting team, which has been criss-crossing the country for background and on-the-spot coverage. Through the last week in June, the cavalcade had travelled more than 35,000 miles, reporting on presidential primaries and other significant political events. Top newsmen have travelled with the cavalcade on a rotating basis.

CBS plans to broadcast a special radio and television program before the opening of each convention, consisting of news commentaries and a tour of facilities at convention headquarters, with remote pickups from downtown hotel headquarters. Following the conventions, CBS Radio and CBS-TV will carry a weekly progress broadcast of the campaigns for a period of eight weeks between the close of the meetings and election day. Programming will be stepped up as election day approaches, and complete national coverage of returns will be carried on election night.

Mr. Michelson believes it is possible that "some 120 million persons will see or hear part of either or both conventions on home television and radio," calling it "by far the most fantastic audience ever assembled to witness a single event."

ABC is mobilizing a staff of more than 350 newsmen, production specialists and technicians for its coverage of the conclaves and is relying upon two newly-developed audio receivers, called "page boy" and "audipage," to maintain lines of communications between newsmen and headquarters.

John Daly, vice president in charge of ABC news, special events, sports and public affairs, is in charge of the corps of 30 news broadcasters and analysts assigned to the conventions. Thomas Velotta, vice president and administrative officer, will supervise overall planning and production. Assisting will be Francis N. Littlejohn, director of news and public affairs, and Donald G. Coe, director of news and special events. Frank Marx, vice president in charge of engineering and general services, will be in charge of technical operations, assisted by William Trevathen, director of engineering operations.

The team of ABC reporters and analysts at the meetings includes Quincy Howe, Julian Anthony, John Vandercook, John MacVane, Arthur Van Horn, Martin Agornsky, Bill Costello, John Edwards, Ruth Geri Huy, Edward P. Morgan, Bryson Nash, Erwin D. Canham and Paul Harvey.

In addition to the five pool cameras inside the convention halls, ABC plans to use about 25 of its own tv cameras at each convention. Newsmen covering the delegates on the floor will be equipped with portable television equipment and two-way audio sets to maintain contact with master control and the ABC booth, to receive instructions and to broadcast developments as rapidly as possible. The two Philco-developed devices for the convention coverage are "audipage," a receiver the size of a cigarette lighter for use inside the convention hall and the "page boy," a 30-ounce receiver designed for use outside the halls. The "page boy" will be "locked" to the frequencies of ABC stations in Chicago—WLS—and San Francisco—KGO—and each staff member carrying the device will have a particular signal indicating to him that he is to call ABC headquarters for instructions.

ABC will utilize three mobile tv units in each city. Two weigh 26,000 pounds each and are described as "self-contained television broadcasting units in station wagons." The third unit, called a "crash unit," weighs only 5,000 pounds.

During the periods of the conventions, ABC plans to originate several news and special
Indisputable evidence of pulling power resulted from a television campaign just concluded by a meat packing company over WBTW in Florence. Results: 94,763 post cards poured into the station in 11 days!

AND only 11 of WBTW's loyal 29 counties were eligible to participate in the voting for May Queen of the Great Pee Dee. Each piece of mail was a ballot . . . obtainable only at grocery stores stocking Balentine Meat Products. We weren't giving anything away . . . not even a free sample!

This one campaign offers positive proof of the influence WBTW exerts in the Carolinas' fourth largest market. Population in WBTW's 100 uv/m area is 1,347,800 with $1,248,415,000 in effective buying income.

This success story could have been yours. Contact CBS Television Spot Sales or WBTW, Florence.

WBTW  FLORENCE, S. C.
Channel 8  Top Power
JEFFERSON STANDARD BROADCASTING COMPANY
DEMOCRATS ARE KEEPING THE CAMERA IN MIND

SPECIAL PRODUCTION techniques are under study by the Democratic National Committee for use in connection with Gov. Frank Clement's (Tenn.) keynote speech opening the party's convention in Chicago Aug. 13.

The keynote talk is expected to incorporate some "gimmicks" designed to hold the attention of television audiences, and through what might otherwise prove a routine 30-minute session. One of the proposals under consideration is the use of tape-recorded inserts featuring excerpts from talks by former Presidents, it was understood.

In announcing Gov. Clement as keynote at a news conference in Chicago last Monday, Paul Butler, chairman of the Democratic National Committee, reported that Gov. Clement probably will be asked to limit his speech to 30 minutes in line with the overall convention program. Former President Harry S. Truman's major speech Aug. 16 also will be a highlight of radio-television network coverage.

Accordingly, it was understood, is a film production tracing the history of the Democratic Party and showing clips of former Presidents Franklin Roosevelt and Truman, with appropriate narration.

Meanwhile, at Democratic committee headquarters, J. Leonard Reinsch, assistant to Mr. Butler in charge of convention planning and executive director of the Cox stations, lauded the contributions made by the TelePrompTer Corp. Mr. Reinsch asserted that "much of the success in convention planning" stemmed from the untiring efforts of the company's executives.

TelePrompTer has been playing a leading planning role at the International Amphitheatre, designing the rostrum with built-in elevator, lighting and air-conditioning facilities. H. Schlafly, vice president in charge of engineering for TelePrompTer, has supervised rostrum work, resolving line-of-sight problems for live tv and newsreel cameramen and still photographers. The rostrum is designed so that the same eye-level will prevail for all speakers. Air-conditioning was incorporated after talks with Irving Kahn, TelePrompTer president.

KEY staff assistants to J. Leonard Reinsch, Democratic convention manager, go over "mockup" of film "mockup" was fraught with technical details; Elizabeth Forsling, committee staff member and recording secretary who covered 1952 conventions as executive coordinator for ABC, and Jack F. Christie, radio-television director of the Democratic National Committee.

UP Movietone Will Cover Conventions With 40 Men

UNITED PRESS Movietone News will cover the political conventions with a newsfilm staff of more than 40 men. It was announced last week by William R. Higginbotham, UP television manager, and Anthony Muto, Movietone's Washington chief.

Films from both conventions will be processed in laboratories near the convention sites and flown to UP Movietone subscribers. The television script wire will be installed at the laboratories for direct filing.

Misters. Higginbotham and Muto will head the newsfilm operation at the conventions. Their chief assistants will be John Zischang, UP television news editor; Charles Schuman, UP news script writer; and Art Lincer, Movietone's Washington film editor.

INS-Telenews to Feature Sidelights of Conventions

PLANS for INS-Telenews' coverage of the Democratic and Republican conventions were announced last week by William P. Montague, production director of Hearst Metrotone News Inc., producers of INS-Telenews newsfilm.

The operations at the conventions will be supervised by Charles Shutt, INS-Telenews Washington bureau manager; Marshall B. Davidson, executive news editor; Norman Alley, west coast bureau manager, and Frank Koza, Chicago bureau manager, according to Mr. Montague. He said seven camera crews will be assigned to the conventions, along with INS-Telenews technicians, editors and writers.

INS-Telenews coverage, Mr. Montague reported, will concentrate on backstage features of convention activities not normally carried on television. In addition to cameramen permanently stationed on the convention floors, INS-Telenews plans to have several crews roam the convention sites covering interviews with outstanding civic and political leaders.

Special laboratories will be established in both Chicago and San Francisco to assure speed in processing and shipping of film, Mr. Montague said. He added that crews will make use of "wireless mikes" and several portable 16 mm cameras to enable reporters to obtain sound-on-film coverage on the convention floors without the use of wires.

Saxton to Cover Conventions For Wisconsin Independents

COVERAGE of the national political conventions for independent radio stations in Wisconsin will be repeated this year by H. Ellis Saxton, political observer and owner of the Saxton Agency, Milwaukee.

Five broadcasts a day will be telephoned to subscribing stations by Mr. Saxton and a staff of reporters and announcers. The broadcasts will be three minutes of uninterrupted commentary or interviews transmitted to the convention floor and in the "smoke filled rooms."

The service will be offered to only one station in a city, according to Mr. Saxton.

Five or Six Broadcasts Set By Eisenhower for Campaign

PRESIDENT EISENHOWER will make five or six major broadcasts covering the Republican campaign in the autumn, according to Leonard Hall, Republican committee chairman. The President also will conduct "a vigorous campaign" traveling to different parts of the country, he added.

Even before the President's heart attack and operation, Mr. Hall said, the party had planned to give up whistle-stopping and make maximum use of radio and television, when the President goes on tv and radio he will address the biggest audiences in American history, reaching more than 100 million people, according to Mr. Hall.

Mr. Hall met other newsmen's questions about possible use of film, and said he indicated that the President gets the same impact using radio and tv as from a personal meeting and also can meet more people through the new media than by any other means.

Stevenson Wins NBC Poll Of State Party Leaders

AN OVERWHELMING vote favoring Adlai E. Stevenson for the Democratic presidential nomination was recorded in a nationwide balloting of state party leaders by NBC News, William R. McAndrew, director of NBC News, reported last week. Polled were 162 Democratic state chairmen, national committee men and committeewomen.

Mr. Stevenson was selected by 69% of the voters; Gov. Avverell Harriman of New York, 16%; Sen. Stuart Symington (Mo.), 8%; Sen. Estes Kefauver (Tenn.), 3%, and Sens. Lyndon Johnson (Tex.), Warren G. Magnuson (Wash.) and Gov. G. Mennen Williams of Michigan, each received a single vote.

Also asked was on which ballot would the contender receive the necessary votes for nomination. Of those predicting Mr. Stevenson's nomination, 32% thought he would receive the nomination on the second ballot 16% the third, and 20% the second or third.

Page 38 • July 16, 1956

Broadcasting • Teletcasting
more national advertisers using only one Baltimore channel select WBAL-TV find out why!

It's important to you to know why...
For eight solid years, more national spot accounts have been carried on WBAL-TV than on any other Baltimore station. The detailed data underscoring this preference is contained in the brochure "YOUR MAINSTAY IN MARYLAND"

Send for this free brochure, which outlines in full detail the many reasons for this outstanding record. You will want to have this information for ready reference when you plan to reach the Baltimore-Maryland market.

"Your Mainstay in Maryland" will be sent to you upon request. Write to Bud Freiert, Sales Manager—WBAL-TV, Baltimore 18, or contact our national representative in the office nearest you.

Represented by Edward Petry & Co., Inc.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • ATLANTA
SAN FRANCISCO • LOS ANGELES
Cost Claimed Deterrent To Men's Wear TV Ads

“HIGH cost of television” discourages its use as a medium for men's wear stores, according to a survey conducted by Louis Rothschild, executive director of the National Assn. of Retail Clothiers & Furnishers, Washington. The survey covered “92 typical men's wear merchants in all parts of the country,” he said. In 72 of these communities having tv, 47 men's wear stores have used tv advertising.

Mr. Rothschild reported 32 of the 47 stores in tv areas had discontinued the medium, with 23 saying they planned to use tv in their early fall campaigns when 16 stores now using tv, three report “excellent results,” nine “satisfactory” and three are “uncertain.” Of the 32 that discontinued tv, one said results were “excellent,” 12 reported “satisfactory,” nine “unsatisfactory” and 10 “uncertain.”

In discontinuing tv, 18 said it was too expensive, eight liked it for seasonal or isolated use and six said results were unsatisfactory.

The tv-using stores reported this use of the medium: Spot announcements, 29; sports news, 14; telecasts, two; movies, nine; other types (including fashion shows and golf instruction), nine.

Shaeffer Pen Co., P&G Sign For CBS-TV Comedy Series

SIGNING of W. A. Shaeffer Pen Co., Ft. Madison, Iowa, and Procter & Gamble Co., Cincinnati, for CBS-TV's new comedy series, The Brothers, was confirmed last week by William H. Hylan, CBS-TV Sales vice president.

The Brothers, starring Gale Gordon, and Frank Cady, will premiere Oct. 2, 8:30-9 p.m. EST, in the Tuesday time slot originally set for the first half of the hour-long Herb Shriner Show [B'T, July 9]. The Shriner show next season will probably be a 30-minute program, with Mr. Shriner guaranteed an hour-long show during the 1957-58 season.

Russel M. Seeds Co., Chicago, is the agency for Shaeffer, which is currently alternating sponsorship of Navy Log (with Maytag) in the Thursday, 8:30-9 p.m. EDT period, and Leo Burnett Co., Chicago, for P&G (Lava soap, Joy).

F&W Agency Incorporated

FEIGENBAUM and Wermen, Philadelphia advertising agency, has become incorporated, it was announced last week.

The agency, which was founded more than 40 years ago, also announced the appointment of J. Leonard Schor, account executive with the firm, as vice president in charge of the new business department. Other officers are Harry Feigenbaum, president; David Wermen, executive vice president and treasurer.

Previews Fall Shows

YOUNG & RUBICAM offices in Hollywood and New York will be host soon to the local chapters of the National Audience Board for preview of four new program series scheduled on the networks this fall. They include Broken Arrow, 77th Bengal Lancers, Adventures of Hiram Holliday and Playhouse 90. Representa- tives of 36 educational-cultural-civic groups identified with NAB will participate in the initial public reaction screenings with family reviews scheduled later.

GASOLINE-OIL

IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

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

NATIONAL (NETWORK) INDEX

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network</th>
<th>Total “Commercial of Broadcast”</th>
<th>Hooper Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>American Oil Co. (Joseph Katz)</td>
<td>1</td>
<td>1</td>
<td>107</td>
</tr>
<tr>
<td>2</td>
<td>Texas Co. (Kudner)</td>
<td>1</td>
<td>1</td>
<td>84</td>
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<tr>
<td>3</td>
<td>Gulf Oil Corp. (Young &amp; Rubicam)</td>
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CHICAGO INDEX (NETWORK PLUS SPOT)

<table>
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<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
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<th>Hooper Index</th>
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<tr>
<td>1</td>
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<td>2</td>
<td>Standard Oil Co. (D'Arcy)</td>
<td>1</td>
<td>1</td>
<td>281</td>
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<tr>
<td>3</td>
<td>American Oil Co. (Joseph Katz)</td>
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<td>1</td>
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<tr>
<td>4</td>
<td>Shaeffer-Pen Oil Co. (Compton)</td>
<td>3</td>
<td>1</td>
<td>109</td>
</tr>
<tr>
<td>5</td>
<td>Texas Co. (Kudner)</td>
<td>1</td>
<td>1</td>
<td>69</td>
</tr>
<tr>
<td>6</td>
<td>Shell Oil Co. (J. Walter Thompson)</td>
<td>1</td>
<td>1</td>
<td>41</td>
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<tr>
<td>7</td>
<td>Sinclair Refining Co. (Morey, Humm &amp; Johnstone)</td>
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<td>2</td>
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<tr>
<td>8</td>
<td>Phillips Petroleum Co. (Lambert &amp; Fearsley)</td>
<td>1</td>
<td>1</td>
<td>28</td>
</tr>
</tbody>
</table>

In the above summary, the 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 HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

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

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

'Disneyland' Backers Switch

AMERICAN MOTORS Corp. (Nash and Hudson autos, Kelvinator appliances) has eased up on the throttle in its sponsorship of Disneyland on ABC-TV (Wednesdays, 7:30-8:30 p.m. EDT). American, which has been backing one-half of Disneyland weekly, will sponsor its half on an alternate week basis in the fall. Its agency is Geyer, New York. Derby Foods, division of Swift & Co., Chicago, through McCann-Erickson, that city, which had been sponsoring the other half of the program on an alternating basis with American Dairy Assn., through Campbell-Mithun, Chicago, will pick up the period dropped by American Motors. As a result, American Motors and American Dairy will alternate on sponsorship of a half-hour on a weekly basis.

Kostka Resigns From Agency

WILLIAM KOSTKA has announced his resigna- tion as a partner in the advertising agency of Rippey, Henderson, Kostka & Co., Denver, to devote his entire time to his public relations firm, William Kostka & Assoc., of that city. Mr. Kostka said last week that the growth of the public relations firm necessitated his resigna- tion. His name will continue to be part of the RHK agency.

Buys Regional Football

STANDARD OILT of Kentucky, through Burton E. Wyatt & Co., Atlanta, Ga., will spend from $125,000 to $150,000 for regional radio network coverage of college football games in Kentucky, Alabama and Florida. Expenditures represent the only radio advertising by Standard and will cover U. of Kentucky contests on seven stations, Auburn U. on 14 outlets and U. of Florida on five. The starting date on regional coverage for at least one special net- work is Sept. 22. Distribution area of Standard of Kentucky embraces Alabama, Georgia, Flor- ida, Kentucky and Mississippi.

Walnut Group Names Bruner

CALIFORNIA WALNUT GROWERS Assn., Los Angeles, spot tv advertiser, has appointed Dennis C. Bruner as advertising manager, suc- ceeding Charles F. Meals who resigned, effective today (Monday), after 24 years with the organization. Mr. Bruner previously was with Buchanan & Thomas Adv., Omaha. Associa- tion this week changes its name to Diamond Walnut Growers Inc. and shifts its headquarters office to 1050 S. Diamond St., Stockton, Calif. Agency is McCann-Erickson, San Francisco.

Page 40 • July 16, 1956
"Procter & Gamble Uses KMTV to Help Cover the Omaha Market and Its Surrounding Area,"

Says LEE RICH, VICE-PRESIDENT & ASSOC. MEDIA DIR. OF BENTON & BOWLES, NEW YORK...

"In spot or network advertising, our experience shows that KMTV can aid in selling Procter & Gamble products in the Omaha market.

"KMTV's network affiliation, coverage, merchandising cooperation and experienced staff can be depended upon to reach prospects in this major trading area."

KMTV's low Channel 3 and maximum power, combined with flat terrain, cover a market area in five states. And this huge area is sold on KMTV's popular local and network programs... in color and black and white!

Why not profit from the experience of successful national advertisers. Contact KMTV or Petry today.
SELL ON THE STATIONS THAT

MORE LOCAL NEWS

MORE LOCAL SERVICE...

MORE MUSIC

WEATHER ... SPORTS ... TRAFFIC
WHERE TO GO ... WHAT TO DO
The trend is clear. Letters, 'phone calls, surveys—everything points to the evolution in daytime radio listening habits. People—your customers, bless 'em—want more intimate, easy-to-listen-to radio programming. Feed them more music, more on-the-scene local news, more community service, and they eat it up.

And audiences who get more of what they want, give more of what you want: attention . . . interest . . . desire . . . sales!

WBC's been listening to the people. And so, on July 16th, WBZ+WBZA, Boston-Springfield . . . KDKA, Pittsburgh . . . KYW, Cleveland . . . and WOWO, Fort Wayne will go all-local all day long. Hourly news reports, more weather, traffic and general service announcements, and more music will fill the bill today's radio audience prefers.

For the advertiser, this means more popular, top-rated time segments for your spot buys. Plus WBC's top power, top talent, top markets. For availabilities in the new, better-than-ever daytime WBC radio schedules, call A. W. "Bink" Dannenbaum, WBC Vice President-Sales at MUrray Hill 7-0808, New York. Or, call your nearest WBC station.

LISTEN TO LISTENERS

WESTINGHOUSE BROADCASTING COMPANY, INC.

<table>
<thead>
<tr>
<th>RADIO</th>
<th>TELEVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOSTON—WBZ+WBZA</td>
<td>BOSTON—WBZ-TV</td>
</tr>
<tr>
<td>PITTSBURGH—KDKA</td>
<td>PITTSBURGH—KDKA-TV</td>
</tr>
<tr>
<td>CLEVELAND—KYW</td>
<td>CLEVELAND—KYW-TV</td>
</tr>
<tr>
<td>FORT WAYNE—WOWO</td>
<td>SAN FRANCISCO—KPIX</td>
</tr>
<tr>
<td>PORTLAND—KEX</td>
<td></td>
</tr>
</tbody>
</table>

KPIX represented by The Katz Agency, Inc. • All other stations represented by Peters, Griffin, Woodward, Inc.
Spot Radio, Tv Shortchanged In Newspaper Booklet on Ads

SPOT RADIO and spot television are shortchanged in a media comparison graph included in the booklet, "1955 Expenditures of National Advertisers in Newspapers," published by the Bureau of Advertising of the American Newspaper Publishers Assn. A graph, showing newspapers as the top national advertising medium, uses gross revenue figures for network radio, network television, magazines, newspapers, farm journals and outdoor advertising, but net figures for spot radio and spot tv.

The booklet lists the 1,427 national advertisers spending $25,000 or more for newspaper advertising during 1955, when the total volume of national advertising in newspapers was $695,322,000, according to B. of A. calculations.

'Panorama' Spots Sold

THREE new accounts have purchased spots on KNXT (TV) Hollywood's and the CBS Television Pacific Network's Panorama Pacific, Sales Manager Robert D. Wood announced last week.

The new accounts are Carter Products (through Sullivan, Stauffer, Colwell & Bayles) for Arrid deodorant; ICT Liquid Concentrate (through W. B. Doner & Co.), and J. B. Williams Co. (through J. Walter Thompson) for Elective Shave.

Texaco to Air Games

TEXACO Co., New York, will sponsor a 10-week schedule of southern college football games this fall, broadcasting the contests of nine colleges each week within a particular state. Texaco, through Knudr Adv. New York, has set up state networks, ranging from two stations in Oklahoma to eight stations in Mississippi, to broadcast the games.

DON HELLER, timebuyer for Warwick & Legler, New York, was the lucky name selected by these four gentlemen for an all-expense one-week vacation for two in Miami Beach. Tab for the trip, and 12 more to follow weekly, is being picked up by WKAT Miami and its representative, Headley- Reed Co. The contest is open to all New York timebuyers who have their names in the hopper. Taking part in the first drawing are (l to r) Col Perley, WKAT national sales manager; Barry Keil, Headley-Reed; John Day, executive vice president of Grant Adv., and John I. Prosser, executive vice president and general manager of WKAT.

### LATEST RATINGS

#### TOP TV SHOWS (TWO WEEKS ENDING JUNE 9)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Net-work</th>
<th>Stations</th>
<th>Day &amp; Time</th>
<th>No. of Homes Reached</th>
<th>% of TV Homes Reached</th>
<th>No. of TV Homes Reached</th>
<th>% of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercer</td>
<td>Kayne &amp; Eckhardt</td>
<td>NBC</td>
<td>180</td>
<td>Tues., 10:30-11</td>
<td>15,513</td>
<td>9.0</td>
<td>15,513</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>$4,000 Question</td>
<td>Revlon</td>
<td>BBDO</td>
<td>CBS</td>
<td>165</td>
<td>Mon.-Sat., 8-9</td>
<td>14,929</td>
<td>8.3</td>
<td>14,929</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I Love Lucy</td>
<td>Paramount &amp; Gambler</td>
<td>McGraw-Hill</td>
<td>CBS</td>
<td>157</td>
<td>Sun., 8-9</td>
<td>12,565</td>
<td>7.3</td>
<td>12,565</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>$4,000 Challenge</td>
<td>Lorne Santen</td>
<td>Young &amp; Rubinc</td>
<td>CBS</td>
<td>111</td>
<td>Sun., 10-11</td>
<td>12,938</td>
<td>7.7</td>
<td>12,938</td>
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<tr>
<td>5</td>
<td>TV Quiz Show</td>
<td>General Foods</td>
<td>Young &amp; Rubinc</td>
<td>CBS</td>
<td>109</td>
<td>Mon.-Sat., 8-9</td>
<td>12,447</td>
<td>7.3</td>
<td>12,447</td>
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<tr>
<td>6</td>
<td>Cavalcade of Sports</td>
<td>Ford Motor Co.</td>
<td>Tatham-Island</td>
<td>NBC</td>
<td>161</td>
<td>Fri., 10-11</td>
<td>11,803</td>
<td>7.2</td>
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<tr>
<td>7</td>
<td>Perry Como Show</td>
<td>Armour</td>
<td>Wm. Esper</td>
<td>NBC</td>
<td>151</td>
<td>Sat., 9-10</td>
<td>11,856</td>
<td>7.1</td>
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<tr>
<td>8</td>
<td>Lux Theatre</td>
<td>Decor</td>
<td>John W. Sho</td>
<td>NBC</td>
<td>82</td>
<td>Sat., 8-9</td>
<td>11,680</td>
<td>6.8</td>
<td>11,680</td>
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</tr>
<tr>
<td>9</td>
<td>What’s My Line?</td>
<td>Gold Seal</td>
<td>Campbell-Mithun</td>
<td>NBC</td>
<td>86</td>
<td>Fri., 8-9</td>
<td>9,990</td>
<td>5.8</td>
<td>9,990</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Cellulotton</td>
<td>General Foods</td>
<td>Sullivan, Stauffer &amp; Colwell</td>
<td>CBS</td>
<td>95</td>
<td>Sun., 9-10</td>
<td>9,336</td>
<td>5.5</td>
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### TOP RADIO SHOWS (TWO WEEKS ENDING MAY 26)

#### Average Audience of TV Homes Reached

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Net-work</th>
<th>Stations</th>
<th>Day &amp; Time</th>
<th>No. of Homes Reached</th>
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<tr>
<td>1</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercer</td>
<td>Kayne &amp; Eckhardt</td>
<td>NBC</td>
<td>195</td>
<td>Tues., 8-9:30</td>
<td>1,466</td>
<td>8.9</td>
<td>1,466</td>
<td></td>
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<tr>
<td>2</td>
<td>$4,000 Question</td>
<td>Revlon</td>
<td>BBDO</td>
<td>CBS</td>
<td>177</td>
<td>Thurs., 8-9:30</td>
<td>1,372</td>
<td>8.8</td>
<td>1,372</td>
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<tr>
<td>3</td>
<td>I Love Lucy</td>
<td>Paramount &amp; Gambler</td>
<td>McGraw-Hill</td>
<td>CBS</td>
<td>174</td>
<td>Thurs., 8-9:30</td>
<td>1,372</td>
<td>8.8</td>
<td>1,372</td>
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<tr>
<td>4</td>
<td>$4,000 Challenge</td>
<td>Lorne Santen</td>
<td>Young &amp; Rubinc</td>
<td>CBS</td>
<td>173</td>
<td>Thurs., 8-9:30</td>
<td>1,372</td>
<td>8.8</td>
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<td></td>
</tr>
<tr>
<td>5</td>
<td>TV Quiz Show</td>
<td>General Foods</td>
<td>Young &amp; Rubinc</td>
<td>CBS</td>
<td>168</td>
<td>Thurs., 8-9:30</td>
<td>1,372</td>
<td>8.8</td>
<td>1,372</td>
<td></td>
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<tr>
<td>6</td>
<td>Cavalcade of Sports</td>
<td>Ford Motor Co.</td>
<td>Tatham-Island</td>
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<td>167</td>
<td>Fri., 9-10</td>
<td>1,372</td>
<td>8.8</td>
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<tr>
<td>7</td>
<td>Perry Como Show</td>
<td>Armour</td>
<td>Wm. Esper</td>
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<td>8</td>
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<td>Gold Seal</td>
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<td>Fri., 8-9</td>
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<td>5.8</td>
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<td>9,336</td>
<td>5.5</td>
<td>9,336</td>
<td></td>
</tr>
</tbody>
</table>

### Details on programs in preceding three tables, but not listed in top table

- I've Got a Secret: 9. I. Reynolds
- What’s My Line?: Jules Montenier, Earle Ludgin, and John Young
- Pennington Band: Ruthrauff
- People Are Funny: Tony
- Alfred Hitchcock Presents: Bristol-Myers

- Homes reached by all or part of the program, except for shows viewing only 1 to 5 minutes.
- Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1956 by A. C. Nielsen Co.
tell it to the marines on WITN

after 6 p.m. * 155% more viewers than the closest competitor in an area including the nation's giant Marine bases—Camp Lejeune and Cherry Point—a bonus market of 59,600 Marines!

before 6 p.m. * 246% more viewers than the second station. Tens of thousands of Marines and their families aren't included in the census, but they count in listener coverage and in strong purchasing power.

anytime * WITN is the only TV station with grade "A" service to either or both big bases in North Carolina. Add NBC programming, local programs beamed to Marines, and you'll see why WITN is by far the preferred station of the important Washington-Greenville market.

* two recent ARB surveys show more than 80% television saturation in WITN-Marine-land.
Unlimited system
plus superb picture quality...make RCA best

Improved technical quality in your film programs need not require a big investment

**ICONOSCOPE CONVERSION**
You can start simply and build gradually, if you prefer, first by converting iconoscope film cameras to RCA vidicon film cameras. You'll get marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, and provision for automatic black level control...all with a minimum of operating attention. The "snap," clarity and live effect will be immediately reflected in advertiser preference.

**MONOCHROME SYSTEM EXPANDABLE TO COLOR**
Or, you can start with the superior vidicon film system expandable to color. Using the RCA TP-15 universal multiplexer, color and monochrome film equipment can be completely integrated—by adding a TK-26 color film camera at any time. This new multiplexer accommodates up to four projector inputs, all of which are available to two film camera outputs.

**COLOR FILM SYSTEMS**
To go to color now, you can select from various equipment combinations which use the RCA TK-26 three-vidicon film camera. In TV stations where superb picture quality and operational simplicity count, the TK-26 is the preferred system for color film programming. It has been selected after careful comparative evaluation with other systems and found to produce finer quality film pictures in both monochrome and color. Superior results are achieved at minimum cost with maximum operational simplicity.

**LIVE COLOR, TOO**
It is possible to use the RCA three-vidicon film system for pickup of opaques, live commercial products and demonstrations within a limited area.

See your RCA Broadcast Representative for more details on Vidicon Film Systems. He will be glad to answer your questions. Let him help plan a film system that can start you on the road to the new and additional revenue that will come from color!
1. CONVERSION OF ICONOSCOPIC FILM SYSTEM TO VIDICON

1. Convenience provides maximum video and picture quality from the critical mechanical tolerances of the continuous reproducing film in color. A basic system employs two 16mm projectors and a dual-channel slide projector.

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR

Combines a TK-21 monochrome film camera with projectors and multiplexing equipment, which are usable in color as well as monochrome. At any time a TK-26 color film camera can be added, retaining the TK-21 for the monochrome channel.

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR

3. BASIC COLOR FILM SYSTEM

Permits two film projectors and a slide projector to be operated into a single TK-26 color film camera. Designed for maximum simplicity and economy, it can be used for both color and monochrome film.

4. DUAL COLOR FILM SYSTEM

Will handle a large number of inputs and therefore provides maximum program protection. Two completely independent program channels provide the ultimate in reliability and assure continuous programming. Permits previewing in color.

Best for color and monochrome because it uses proved-in-components!

VIDICON TUBE — RCA development

Vidicon storage tube is outstanding from standpoint of high signal-to-noise ratio, reliability and low-cost operation. It produces a sharp lifelike picture—equally good in monochrome or color. Replacement involves minimum of equipment readjustment.

STANDARD-TYPE PROJECTORS FOR 35 and 16MM

Standard of the motion picture industry, the interlaced projector produces a beautiful steady picture. It involves none of the critical mechanical tolerances of the continuous projector for 16mm. RCA now offers the TP-6 series projectors designed from the beginning for professional 16mm television use. Provides maximum video and audio quality with operating convenience and dependability. RCA neutral-density-filter light control makes it possible to achieve satisfactory results with practically all kinds of film.

NEW TYPE TP-15 MULTIPLEXER

Provides for complete integration of color and monochrome. Offers flexibility and protection of two-camera system without the necessity of buying separate projectors for each camera. Permits preview of one program while another is on-air.

OPERATING CONVENIENCE AND SIMPLICITY

Only two simple controls are employed in "on-air" operation. Pedestal level and Master Gain. For assuring picture perfection, all controls, together with waveform and picture monitors, are located at the operating position.
WXYZ radio has Detroit listeners nailed down good

The ratings, of course, prove our point. And that's important. But it's only half the story. The other half is simply sell. And the fact is: WXYZ radio personalities move mountains of merchandise. The figures prove this point, too. We suggest you get the whole story from one of our eager representatives at John Blair and Company.
LATEST RATINGS

TOP TV SHOWS (WEEK ENDING JUNE 7)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Network</th>
<th>Stations</th>
<th>Day &amp; Time</th>
<th>% Tv Homes</th>
<th>No. Of Houses (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>564,000 Question</td>
<td>B_handlers</td>
<td>CBS</td>
<td>155</td>
<td>Mon., 9:30</td>
<td>32.0</td>
<td>11,053</td>
</tr>
<tr>
<td>2</td>
<td>1 Love Lucy</td>
<td>B_handlers</td>
<td>CBS</td>
<td>155</td>
<td>Mon., 9:30</td>
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</tr>
<tr>
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<td>B_handlers</td>
<td>CBS</td>
<td>155</td>
<td>Mon., 9:30</td>
<td>32.0</td>
<td>11,053</td>
</tr>
<tr>
<td>4</td>
<td>Dragnet</td>
<td>B_research</td>
<td>NBC</td>
<td>125</td>
<td>Thu., 8:30</td>
<td>30.0</td>
<td>10,464</td>
</tr>
<tr>
<td>5</td>
<td>General Foods &amp; National Linen</td>
<td>B_research</td>
<td>NBC</td>
<td>125</td>
<td>Sat., 10:30</td>
<td>29.0</td>
<td>9,841</td>
</tr>
<tr>
<td>6</td>
<td>$64,000 Challenge</td>
<td>B_research</td>
<td>CBS</td>
<td>155</td>
<td>Sun., 10:30</td>
<td>28.0</td>
<td>9,186</td>
</tr>
<tr>
<td>7</td>
<td>You Bet Your Life</td>
<td>B_handlers</td>
<td>NBC</td>
<td>157</td>
<td>Sat., 6-30</td>
<td>28.5</td>
<td>9,718</td>
</tr>
<tr>
<td>8</td>
<td>The Honeymooners</td>
<td>B_handlers</td>
<td>CBS</td>
<td>187</td>
<td>Sat., 6-30</td>
<td>28.4</td>
<td>10,092</td>
</tr>
</tbody>
</table>

TOP TEN SPOT PROGRAMS** (JUNE 1-7, 1956)

<table>
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<tr>
<th>Rank</th>
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<th>Network</th>
<th>Stations</th>
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</table>

More in a minimum of 20 markets

Copyright, Videodex Inc.

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Magazine Advertising Rises

The largest increase in magazine advertising over a six-month period was reported last week by the Magazine Advertising Bureau which reported the January-June gain over the first six months of 1955 to be 7% in magazine pages and 13.5% in advertising revenue. Total 1955 advertising volume, according to MAB, was "in excess of $650 million." Expectations point to a $100 million revenue increase by the end of this year, it added.

AGENCY APPOINTMENTS


Robert W. O'r & Assoc., N. Y., reappointed agency for fifth year by National Guard Bureau, Washington, D. C. Agency held account from 1951-53, and was named again last year.

Westinghouse Electric Supply Co., Baltimore Branch, names The Shriver Co., Baltimore, to coordinate local radio-tv advertising during national political conventions in August and November elections.

NETWORK NEW BUSINESS

Mutual Benefit Health & Accident Assn. of Omaha, through Bozell & Jacobs, Chicago, sponsoring On The Line With Bob Considine

NETWORK RENEWALS

Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co., Detroit, has renewed its 12 weeks five-minute CBS Radio newscasts with Robert Trout and Allan Has- son for third consecutive year. Contract for 52 weeks effective June 29, calls for continuation of the three Sunday and one Monday-Fri-day newscasts by Mr. Trout and of four cap-sule programs by Mr. Jackson on Saturdays.

William Wrigley Jr. Co. (chewing gum), through Arthur Meyerhoff & Co., both Chicago, has renewed CBS Radio's Howard Miller Show (Mon.-Fri., 11:45 a.m.-noon EDT) for 52 weeks, effective today (Monday).

A&A PEOPLE

L. Dickson Griffith, vice president, Kenyon & Eckhardt, N. Y., named account supervisor.

John M. Eastman, assistant advertising manager, Canada Dry Ginger Ale Inc., N. Y., to advertising manager, Eastco Inc., White Plains, N. Y. Eastco manufactures such proprietary drug products as Clearasil and Epaspat.


W. B. Courtney, assistant advertising manager, Sunbeam Corp., Chicago, handling duties of late Albert E. Widdifield, advertising director who, with James K. Hadfield, member of Sunbeam advertising staff, was killed in Grand Canyon air crash June 30.

Albert R. Busch, advertising agency man for nine years, to Bozell & Jacobs Inc., Omaha, as account executive.

Thaine Yost, former senior merchandise executive of Lennen & Newell, N. Y., named director of marketing and merchandising department.

Roy T. Musselwhite, with General Electric Co. eight years, appointed sales manager for ranges and water heaters at Norge Div. of Borg-Warner Corp., Chicago. He has centralized management of promotion and sales.

Helen C. Harrigan, Chambers & Wiswell Inc., Boston agency, to Charles F. Hutchinson Inc. there as media director.

Algrid Pearson promoted from assistant copy director to copy director at Waldie & Briggs Inc., Chicago.

John J. Schneider and William Mahu, formerly with the Biow Co., N. Y., to Lennen & Newell, N. Y., as vice presidents and account supervisors. Both will serve Armstrong Rubber Co. account.

Alice Thompson, formerly editor and publisher, Seventeen Magazine, Robert M. Lehman, formerly associate director of merchandising, American Safety Razor Corp., and Ronald P. Carroll, formerly assistant sales manager, Sperry Rand Co., to Grey Adv., N. Y., as copy group head, specialist in packaged goods sales promotion, and assistant account executive, respectively.


Frederick H. Kittel, formerly with Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, same city, as art director.

Robert Lehman, producer-director, Horace Heidt show on NBC-TV, to Hollywood office of Guild, Bascom & Bondigliano, Francisco agency, as tv commercial producer. Gil Lumbard, freelance writer, to agency's San Francisco copywriting staff.

Christopher Garth, John W. Shaw Adv., Chicago, and Norman Fox, Campbell-Ewald, Detroit, to MacFarland, Aveyard & Co., Chicago as writers.

Wayne C. Williams, media traffic supervisor, Harry B. Cohen Adv., N. Y., to N. W. Ayer & Son, N. Y., in radio-tv traffic department. Other Ayer personnel changes in N. Y. office: Joseph H. Kibel, formerly estimator with Marshall & Pratt Div. of McCann-Erickson, to Ayer as timebuyer; Charles W. Liotta, transferred from traffic department to radio-tv production, and Jack Wohl, former assistant art director, Ashe & Engelson Inc., to radio-tv art department. Named to Ayer's Chicago office was Max G. Koeurr, former marketing brand supervisor, Pillsbury Mills, Minneapolis.

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COLORCASTING

Advance Schedule
Of Network Color Shows
(All times EDT)

NBC-TV
July 16-20 (3-4 p.m.) Mainline, participating sponsors (also July 25-27, 30-Aug. 3, Aug. 6-10).
July 18 (7:30-7:45 p.m.) J. P. Morgan Show, sustaining (also Aug. 1).
July 18 (9:10 p.m.) Kraft Television Theatre, Kraft Foods, through J. Walter Thompson (also July 25, Aug. 1).
July 19 (10-11 p.m.) Lux Video Theatre, Lever Bros. Co., through J. Walter Thompson (also July 26).
July 21 (8-9 p.m.) Julius La Rosa Show, Participating sponsors (also July 29, Aug. 5, 12, 19, 26).
July 22 (5-5:30 p.m.) Zoo Parade, sustaining (also July 29, Aug. 5, 12, 19, 26).
July 22 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America, through Fuller, Smith & Ross.

[Note: This schedule will be corrected to meet time of each issue of B-T]
THE CHURCH OF PRESIDENTS:

one of a series of paintings
of Washington by William Walton
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
THE CHURCH OF PRESIDENTS
by William Walton.
Sixth of a series of paintings of Washington
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.
GROUP BUYS CONTROL OF WARNER BROS.

Syndicate headed by banker Serge Semenenko reportedly pays $17 million for major portion of stock in film company. Jack L. Warner joins Semenenko group and retains his interest.

CONTROLLING INTEREST In Warner Bros. Pictures Inc. has been sold to a group of investors, headed by Boston banker Serge Semenenko for a reported $17 million.

An announcement from the company reported the sale but gave no other details. It reported only that "a group of investors headed by Serge Semenenko and including Charles Allen Jr. has successfully completed negotiations of several months for the acquisition of the major portion of the stock held by Harry M. and Albert Warner in Warner Bros. Inc."

Several months ago it had been reported that a syndicate led by Mr. Semenenko had negotiated for working control of Warner Bros. for $20 million (B&T, May 14). At that time, however, the Jack L. Warner stock was included in the transaction, but he now has joined Mr. Semenenko and has retained his stock interest in Warner Bros.

Though no details of the transaction were released, it is understood that the Semenenko group has acquired working ownership through the purchase of some 600,000 shares of stock from Harry M. and Albert Warner and other members of the family for about $17 million. This would be equal to $27.50 a share, compared with a market price that has hovered around $25 a share in recent weeks. "Jack Warner reportedly is now the largest single stockholder in the company with about 200,000 shares, said to be slightly less than 10% of the shares outstanding. It also is believed that the two other Warner brothers retain a stock interest in the company.

In a realignment of the top executive posts, Jack L. Warner, formerly vice president, becomes president and supervises production, succeeding his brother Harry M., who has resigned. Albert Warner resigned as vice president and treasurer. Both will remain on the board of directors.

Other officers of the company are Benjamin Kaimenlen, who will be executive vice president and a member of the board of directors, and Samuel Schneider, who continues as vice president and assistant to the president, and takes on additional duties as treasurer. New board members are Mr. Semenenko, senior vice president of the First National Bank of Boston, and Mr. Allen, senior partner in Allen & Co., investment bankers.

Warner Bros. has had experience in tv film production manager of Niles Productions, describes Camtronic as a mechanical system, while Electronica is an electronic or optical method. He claims: "We can use standard motion picture equipment without any alterations. Our process allows us to use any standard Mitchell motion picture camera on our plates and produce a film at competitive prices. It makes it possible for us to be competitive with live tv—and additionally the film can be edited."

Mr. Ryan noted that the Electronica system involves major changes in motion picture cameras as to viewing through camera lenses with the electronic view-finder. Referring to parallaxing (matching all lines of sight), he adds: "With the plate on which our video cameras and view finders are mounted, we are able to keep the same field of view on all three cameras.

With Camtronic there are the normal production, talent and set costs, but technical expense (basically labor) is considerably reduced.
the personal approach...
Small talk to you, maybe—but it goes a long way with women. Talk to them about what they want to hear, and they'll give you their undivided attention. They'll listen. And they'll believe. And they'll buy.

That's the gentle art practiced by WBBM's Jim Conway, Mal Bellairs, Eloise Kummer, Josh Brady, John Harrington, and Paul Gibson—an art that's won the confidence (and opened the pocketbooks) of women throughout the Midwest. Personalized selling, they call it. Whatever anyone calls it, sponsors keep coming back for more. Like to hear one of these star salesmen apply “the personal approach” to your product? We'll gladly prepare a special tape for you. For details, write, wire or phone CBS Radio Spot Sales or...

WBBM RADIO
Chicago's Showmanship Station
ROACH SALES RISE IN TV COMMERCIALS

Tv commercial division will post estimated 57.8% increase for first six months of fiscal year over same '55 period.

HAL ROACH Studios tv commercial division will post a 57.8% increase in billings for the first six months of the fiscal year, as compared to half-year figures in 1955, Sidney S. Van Keuren, vice president and general manager, announced last week.

Percentage increase for the six months was predicated on the acquisition of 12 new major advertisers during the period of January-June and repeat orders from such long-time Roach accounts as Bulova, Slendarella, Chevrolet and Johnsons wax, together with new business from AT&T, Nestle Co., Procter & Gamble and others.

Total 1955 billing for tv commercials was $125 million, Mr. Van Keuren said.

The production head of the Hollywood tv studio further revealed that the bulk of the new business continued to be placed by New York and Chicago agencies, which he said shows an ever increasing swing from East to West in commercial film production.

The Roach commercial division, which began just two years ago with one staff member, one office and one film cutter, has mushroomed into an autonomous unit with a staff of 13 members, including three full-time film editors, he said. It now utilizes all studio departmental facilities, under Managing Director Cecil Underwood, who joined the organization at the first of the year.

Quartet Films Organized, Will Use Storyboard Space

ALTHOUGH Storyboard Inc. closed its Hollywood doors to business today (Monday), key West Coast executives of the tv commercial film production firm have taken over the entire facilities to offer the services of a new company they have formed, Quartet Films Inc., 8480 Melrose Ave., formerly Arthur Babbitt as president.

Mr. Babbitt is former Storyboard animation director of the Snowdrift spot "John and Marsha," which won a Gold Medal at the Art Directors Club of New York (B&T, June 4).

He is joined in formation of Quartet Films by Arnold Gessleips, who directed the award winning Diamond Crystal Salt commercial; Stan L. Walsh, whose Speedwagon gasoline and National Bohemian beer spots won awards in the eastern competition, and Les Goldman, former Storyboard production manager. Mr. Gessleips is vice president and secretary of Quartet while Mr. Walsh is vice president in charge of production.

Quartet has hired members of the former Storyboard creative staff in Hollywood, Mr. Babbitt announced last week. Storyboard Inc. continues its New York office with John Hubley as president (B&T, June 25).

DuMont Doubles Film Capacity

WTH the addition of five new Electronicsam pick-up units, film recording capacity at the Allen B. DuMont Labs' Electronicam production services studio in New York has been doubled, the firm reported a fortnight ago.

The new machinery will provide DuMont with "much more flexibility of scheduling for filming tv commercials and programs as well as longer films for other uses," said John Auld, manager of the Adelphi Theatre unit.

Agency and advertiser users of the Electronicsam system, according to DuMont, include McCann-Erickson (Westhughe), Campbell-Ewald (Chevrolet), Kenyon & Eckhardt (Beech Aircraft), General Motors Refining Products, Lambert & Fieser (Listerine), Norman, Craig & Kummel (Ronson) and Warwick & Legler (Schick).

'Patrol' Sponsors Renew

ZIV Television Programs, New York, announced last week that 91% of first-year clients of the Highway Patrol tv film series have re-newed, including seven multi-market advertisers who have been sponsoring the program in 64 markets.

Regional advertisers and the number of markets renewed are Ballantining, 24; Lion Oil, 10; Kroger Stores, 6; Pfeiffer Banking, 10; Mission Macaroni, 4; Morning Milk Co., 6, and Wiedmann Brewing, 4.

FILM PEOPLE

Harris L. Kateleman, director of west coast operations for General Foods, Beverly Hills, Calif., named vice president of company. He joined Goodson-Todman in October and previously had been with MCA in New York and Hollywood.

Kenneth F. Drake of UPA Pictures Inc. N. Y. studio named production manager of UPA Pictures Ltd., London.

Radd Gardner, formerly producer at WBBM-TV Chicago, to Kling Film Enterprises Inc., same city, as account executive.

Nox Lempert, formerly executive producer of Filmwright Productions, N. Y. appointed production manager of the Commercials Div., Guild Films Co., N. Y.

Mel Epstein, CBS-TV producer, to TCF Television Productions, Hollywood, on producer staff for Broken Arrow series to be sponsored by General Electric Co. on ABC-TV in fall.

Sales

TCF Television Productions, Hollywood, reports Broken Arrow, half-hour adult Western series, bought by General Electric Co. for fall showing on ABC-TV, Tuesdays, 9:30-10 p.m. Agreement calls for 39 new and 13 repeat shows from TCF. Agency: Young & Rubicam, N. Y. Story stars John Lupton as Indian agent during 1870's.

National Telefilm Assoc., N. Y., has sold its package of 52 20th Century-Fox feature films in 10 more markets bringing total to 21. Firm also reports sale of Theatre With Lilli Palmer to WABD (TV) New York, WCPO-TV Cincinnati, WTIC (TV) Washington, KSD-TV St. Louis and WTHI-TV Terre Haute, Ind.

NBC-TV Films, N. Y., announces two regional sales of Crunch and Dobs have brought total number of markets in which the film series has been sold to 145. Utica Club Beer & Ale, Utica, has bought series in Binghamton, Utica, Altoona, Pittsburgh and Watertown, all N. Y., and Burger Brewing Co., Cincinnati, in Cincinnati, Huntington, W. Va., and Lexington, Ky.
NOW . . . ABOUT THAT LINE
THEY'RE HANDING OUT . . .

Me? I'm an expert on "Lines". And I'll bet you Time Buyers have heard them all, too.

In Minneapolis-St. Paul, for example, they're handing out a lot of wild claims about station ratings. But in spite of all the claims you hear, these facts remain indisputable.

1. WLOL is the No. 1 independent station in the Twin Cities. *
   (Leads all independents and 3 network stations)

2. More Twin Cities advertisers buy WLOL than any other station.
   (The sincerest kind of flattery by businessmen who are on the scene and who know the score.)

3. WLOL leads all stations in the Twin Cities in out-of-home listening.
   (Wherever they go, you are there.)

These are the reasons why you get more homes per dollar on WLOL than any station in the Twin Cities orbit.

* Latest Pulse.

WLOL
MINNEAPOLIS-ST. PAUL
1330 on the dial—5000 watts
LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

PULSE PROVES IT
No. 2 STATION IN THE TWINS CITIES
No. 1 INDEPENDENT STATION IN THE NORTHWEST

represented by AM RADIO SALES
# THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JUNE

### NEW YORK

<table>
<thead>
<tr>
<th></th>
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<th>SEVEN-STATION MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Highway Patrol (Ziv)</td>
<td>Mon. 7:00 WRCA-TV 12.1</td>
</tr>
<tr>
<td>2.</td>
<td>D. Fairbanks Presents (ABC Film)</td>
<td>Mon. 10:30 WRCA-TV 11.1</td>
</tr>
<tr>
<td>3.</td>
<td>Brave Eagle (CBS Film)</td>
<td>Wed. 7:30 WCBS-TV 10.4</td>
</tr>
<tr>
<td>4.</td>
<td>Science Fiction Theatre (Ziv)</td>
<td>Fri. 7:00 WCAU-TV 10.0</td>
</tr>
<tr>
<td>5.</td>
<td>The Goldbergs (Guild)</td>
<td>Thurs. 7:30 WABD 8.4</td>
</tr>
<tr>
<td>6.</td>
<td>Guy Lombardo (MCA-TV)</td>
<td>Thurs. 7:00 WRCU-TV 8.2</td>
</tr>
<tr>
<td>7.</td>
<td>I Search For Adventure (Bagnall)</td>
<td>Sat. 7:30 WPIX 8.1</td>
</tr>
<tr>
<td>8.</td>
<td>Highway Patrol (Ziv)</td>
<td>Wed. 9:30 WPIX 7.9</td>
</tr>
<tr>
<td>9.</td>
<td>Waterfront (MCA-TV)</td>
<td>Tues. 7:30 WABD 7.9</td>
</tr>
<tr>
<td>10.</td>
<td>Amos 'n Andy (CBS Film)</td>
<td>Sat. 6:30 WCBS-TV 7.3</td>
</tr>
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### MINNEAPOLIS-ST. PAUL

<table>
<thead>
<tr>
<th></th>
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<th>FOUR-STATION MARKET</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>I Search For Adventure (Bagnall)</td>
<td>Tues. 8:30 WCCO-TV 20.7</td>
</tr>
<tr>
<td>2.</td>
<td>Man Behind the Badge (MCA-TV)</td>
<td>Fri. 9:30 KSTP-TV 18.6</td>
</tr>
<tr>
<td>3.</td>
<td>Studio 57 (MCA-TV)</td>
<td>Wed. 9:30 KSTP-TV 16.1</td>
</tr>
<tr>
<td>4.</td>
<td>Life of Riley (NBC Film)</td>
<td>Mon. 8:30 KSTP-TV 15.9</td>
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<td>5.</td>
<td>I Led Three Lives (Ziv)</td>
<td>Wed. 8:30 KSTP-TV 15.4</td>
</tr>
<tr>
<td>6.</td>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>Sun. 8:30 KSTP-TV 15.3</td>
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<tr>
<td>7.</td>
<td>Turning Point (MCA-TV)</td>
<td>Wed. 8:30 WCCO-TV 13.6</td>
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<td>8.</td>
<td>Highway Patrol (Ziv)</td>
<td>Sat. 10:00 WCCO-TV 13.6</td>
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<tr>
<td>9.</td>
<td>Mr. District Attorney (Ziv)</td>
<td>Wed. 10:30 KSTP-TV 13.0</td>
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<tr>
<td>10.</td>
<td>City Detective (MCA-TV)</td>
<td>Thurs. 10:30 KSTP-TV 12.8</td>
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### CHICAGO

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<tr>
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<th>FOUR-STATION MARKET</th>
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<tbody>
<tr>
<td>1.</td>
<td>Secret Journal (MCA-TV)</td>
<td>Sat. 10:00 WGNQ 31.2</td>
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<tr>
<td>2.</td>
<td>Science Fiction Theatre (Ziv)</td>
<td>Sat. 10:30 WGNQ 25.5</td>
</tr>
<tr>
<td>3.</td>
<td>Highway Patrol (Ziv)</td>
<td>Thurs. 9:00 WBKB 17.4</td>
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<td>4.</td>
<td>Studio 57 (MCA-TV)</td>
<td>Tues. 10:00 WBKB 13.0</td>
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<td>5.</td>
<td>Badge 714 (NBC Film)</td>
<td>Fri. 10:00 WGNQ 12.5</td>
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<td>6.</td>
<td>Racket Squad (ABC Film)</td>
<td>Tues. 8:30 WGNQ 12.5</td>
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<td>7.</td>
<td>Confidential File (Guild)</td>
<td>Wed. 10:00 WBKB 12.2</td>
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<td>8.</td>
<td>Man Behind the Badge (MCA-TV)</td>
<td>Sun. 10:00 WBMB-TV 11.7</td>
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<tr>
<td>9.</td>
<td>Death Valley Days (MCE-E)</td>
<td>Mon. 10:00 WBKB 11.6</td>
</tr>
<tr>
<td>10.</td>
<td>Great Gildersleeve (NBC Film)</td>
<td>Mon. 9:30 WGNQ 11.5</td>
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### ATLANTA

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<tr>
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<th>THREE-STATION MARKET</th>
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<tbody>
<tr>
<td>1.</td>
<td>Racket Squad (ABC Film)</td>
<td>Sun. 10:00 WSB-TV 20.5</td>
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<tr>
<td>3.</td>
<td>Science Fiction Theatre (Ziv)</td>
<td>Tues. 9:30 WAGA-TV 19.0</td>
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<tr>
<td>4.</td>
<td>Great Gildersleeve (NBC Film)</td>
<td>Wed. 9:30 WSB-TV 18.7</td>
</tr>
<tr>
<td>5.</td>
<td>Annie Oakley (CBS Film)</td>
<td>Mon. 6:00 WLWA 18.1</td>
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<tr>
<td>6.</td>
<td>Highway Patrol (Ziv)</td>
<td>Fri. 10:00 WGNQ 16.5</td>
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<td>7.</td>
<td>Turning Point (MCA-TV)</td>
<td>Sat. 10:00 WSB-TV 16.3</td>
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<td>8.</td>
<td>Superman (Flamingo)</td>
<td>Fri. 7:00 WSB-TV 15.1</td>
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<td>9.</td>
<td>Man Called X (Ziv)</td>
<td>Sun. 10:00 WAGA-TV 15.1</td>
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<tr>
<td>10.</td>
<td>Jungle Jim (Screen Gems)</td>
<td>Mon. 6:30 WLWA 12.8</td>
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<tr>
<td>11.</td>
<td>Waterfront (MCA-TV)</td>
<td>Thurs. 9:30 WAGA-TV 12.8</td>
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### BOSTON

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<tr>
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<th>TWO-STATION MARKET</th>
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<tbody>
<tr>
<td>1.</td>
<td>Man Behind the Badge (MCA-TV)</td>
<td>Sun. 10:30 WNAC-TV 25.0</td>
</tr>
<tr>
<td>2.</td>
<td>Highway Patrol (Ziv)</td>
<td>Wed. 10:30 WBZ-TV 24.2</td>
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<tr>
<td>3.</td>
<td>Waterfront (MCA-TV)</td>
<td>Sun. 7:00 WCAU-TV 23.0</td>
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<tr>
<td>4.</td>
<td>Death Valley Days (MCE-E)</td>
<td>Fri. 10:00 WNAC-TV 22.1</td>
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<td>5.</td>
<td>I Led Three Lives (Ziv)</td>
<td>Mon. 7:00 WNAC-TV 21.2</td>
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<td>6.</td>
<td>Mr. District Attorney (Ziv)</td>
<td>Tues. 10:30 WNAC-TV 19.3</td>
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<td>7.</td>
<td>Studio 57 (MCA-TV)</td>
<td>Tues. 10:30 WNAC-TV 18.0</td>
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<tr>
<td>8.</td>
<td>Jungle Jim (Screen Gems)</td>
<td>Sun. 7:00 WNAC-TV 18.3</td>
</tr>
<tr>
<td>9.</td>
<td>City Detective (MCA-TV)</td>
<td>Fri. 11:05 WNAC-TV 16.6</td>
</tr>
<tr>
<td>10.</td>
<td>Superman (Flamingo)</td>
<td>Fri. 6:30 WNAC-TV 16.2</td>
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### WASHINGTON

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<tr>
<th></th>
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<th>FOUR-STATION MARKET</th>
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<tbody>
<tr>
<td>1.</td>
<td>Jungle Jim (Screen Gems)</td>
<td>Fri. 6:00 WMAH-TV 13.9</td>
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<tr>
<td>2.</td>
<td>Highway Patrol (Ziv)</td>
<td>Fri. 7:30 WTOP-TV 13.7</td>
</tr>
<tr>
<td>3.</td>
<td>Mr. District Attorney (Ziv)</td>
<td>Mon. 10:30 WRC-TV 12.9</td>
</tr>
<tr>
<td>4.</td>
<td>Annie Oakley (CBS Film)</td>
<td>Fri. 7:00 WTOP-TV 12.4</td>
</tr>
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<td>5.</td>
<td>Capt. Gallant (TPA)</td>
<td>Sat. Noon WTOP-TV 12.0</td>
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<tr>
<td>6.</td>
<td>Ramar of the Jungle (TPA)</td>
<td>Wed. 7:00 WTOP-TV 10.9</td>
</tr>
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<td>7.</td>
<td>Champ's Bowling (Swimmer)</td>
<td>Sat. 6:30 WMAH-TV 10.6</td>
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<tr>
<td>8.</td>
<td>Death Valley Days (MCE-E)</td>
<td>Mon. 7:00 WRC-TV 10.2</td>
</tr>
<tr>
<td>9.</td>
<td>Wild Bill Hickok (Flamino)</td>
<td>Thurs. 7:00 WRC-TV 10.2</td>
</tr>
<tr>
<td>10.</td>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>Tues. 10:30 WTOP-TV 10.0</td>
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### DAYTON

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<tr>
<th></th>
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<th>TWO-STATION MARKET</th>
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<tbody>
<tr>
<td>1.</td>
<td>Highway Patrol (Ziv)</td>
<td>Tues. 8:00 WHIO-TV 28.3</td>
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<tr>
<td>2.</td>
<td>Man Called X (Ziv)</td>
<td>Fri. 9:30 WHIO-TV 27.4</td>
</tr>
<tr>
<td>3.</td>
<td>The Whistler (CBS Film)</td>
<td>Sat. 10:00 WHIO-TV 21.2</td>
</tr>
<tr>
<td>4.</td>
<td>Badge 714 (NBC Film)</td>
<td>Sat. 10:00 WHIO-TV 18.1</td>
</tr>
<tr>
<td>5.</td>
<td>Roy Rogers Ranch (MCA-TV)</td>
<td>Sat. 5:00 WHIO-TV 14.8</td>
</tr>
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<td>6.</td>
<td>Follow That Man (MCA-TV)</td>
<td>Sun. 10:15 WHIO-TV 13.9</td>
</tr>
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<td>7.</td>
<td>Little Rascals (Interstate)</td>
<td>M-Th 6:00 WHIO-TV 13.8</td>
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<td>8.</td>
<td>Passport to Danger (ABC Film)</td>
<td>Sun. 9:30 WLWD 13.0</td>
</tr>
<tr>
<td>9.</td>
<td>Science Fiction Theatre (Ziv)</td>
<td>Sun. 10:30 WHIO-TV 11.6</td>
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<tr>
<td>10.</td>
<td>Amos 'n Andy (CBS Film)</td>
<td>Tues. 10:30 WHIO-TV 11.4</td>
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<tr>
<td>11.</td>
<td>I Led Three Lives (Ziv)</td>
<td>Fri. 8:30 WLWD 11.4</td>
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FROM the monthly audience surveys of American Research Bureau, [G] each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.
Something new under the Florida sun!

Miami, the nation’s 25th market, will have a great, new VHF television station starting July 29th . . . WCKT, Channel 7.

WCKT · CHANNEL 7
MIAMI
AMST expressed requirements for a plan to establish the legal details of establishing a permanent organization [BWT, June 25].

The executive committee, comprising the temporary officers and directors of AMST, elected to serve until permanent officers and directors are elected following the receipt of the organization's corporate charter, met in Washington Wednesday and approved the organizational plans submitted by Edgar Barton of White & Case.

The committee sent a telegram to all members of the Senate Commerce Committee voicing alarm at the FCC report and order [BWT, July 2] as indicating that "the Commission has in essence prejudged the eventual competitive effectiveness of the virtually untried uhf channels." Wondering if the report and order are not a significant first step toward an allocations plan based primarily on pressure for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people," AMST expressed "unalterable opposition to any plan which would reduce and degrade service to the people in order to provide assistance to a few broadcasters."

The AMST executive committee approved a set of bylaws drafted by the legal committee and White & Case, subject to final adoption by the membership, which will be called to a meeting early in August, date and place not yet determined, by Jack Harris, KPRC-TV Houston, temporary chairman.

These AMST bylaws place the management responsibilities of the organization's affairs in the hands of a board of 15 directors, to be elected to one-year terms at the annual meeting, to be held during January. The board then elects the officers: a president and vice president from its own members, a secretary and treasurer who need not be board members, may be the same person and may be salaried.

Membership in AMST is open to "any individual, partnership, firm or corporation who shall own and operate a television station, vhf or uhf, in the United States rendering maximum service by operating at maximum effective radiated power permitted for such stations by the rules and regulations of the FCC." Semi-annual dues are established as the highest quarter-hour rate as of Jan. 1 and July 1 each year, payable on the day after the annual meeting and on July 1.

It was decided that the maximum power provision would be measured by each station's status as of July 1, 1956, and that all educational stations complying with the eligibility terms be invited to become honorary members of AMST, with no dues.

Action on other matters, such as establishing Washington headquarters, appointing permanent legal communications counsel, naming public relations counsel and the like were left for the membership meeting in August. "AMST cannot be a ten-man organization," a spokesman told BWT. "The whole television broadcasting industry must understand the problems and take part in their solution if the solution is to be an effective one that will truly protect the interests not only of the telecasters but of the public as well."

The August meeting will elect officers and directors to succeed the temporary group, consider plans for the engineering tv coverage study now being made by a committee and by A. D. Ring & Assoc., Washington engineering firm retained by the executive committee for that purpose [BWT, June 25], act on recommendations of the legal and membership com-

INCORPORATION plans for Assn. of Maximum Service Telecasters were approved by the temporary board of the organization, meeting Wednesday in Washington. l to r: standing, Robert D. Swezey, WDSU-TV New Orleans; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; Harold Stuart, KVOO-TV Tulsa; David Baltimore, WBRE-TV Wilkes-Barre; seated, Charles Crutchfield, WBTU (TV) Charlotte; Harold Gross, WJIM-TV Lansing; Jack Harris, KPRC-TV Houston, chairman, and John H. Devitt, WSM-TV Nashville. Seated at right is Edgar Barton of White & Case, New York law firm retained to handle legal details.
The account executive has taken a "rough cut" at media selection for a new campaign. He and the media director sit down to refine the list. Your medium is questioned. They reopen the account man's copy of Standard Rate... and if you have a Service-Ad near your listing.

you are there

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

N. Y. C.—Murray Hill 9-9620  •  Cliff.—Hollycourt 5-3400  •  L. A.—Bunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.
Lucky Telephone membership. Safeway. biggest advertisers. Thursday presentation of how television Harold Hough, secretary WBTV Orleans, chairman said he expects have necessary. committees and meetings. 17% in quarters closure and AMST has Presentations last Hawaiian pineapple, Hills leading media allocations 1946 no-tv dollars First, he said, is BBDO with Pacific Telephone, a Telephone Co., M.I.B. coffee and Calbo gasoline. Second is N. W. Ayer & Son with Hawaiian pineapple, Hills Bros. coffee and Mauna Products. Third is Erwin, Wasey & Co. with Carnation, Chicken of the Sea tuna and Safeway. McCann-Erickson is fourth with Cali- fornia Packing, California Walnut Growers. Lucky Lager beer, Pacific Power & Light and SOS cleaner while fifth is Rocknett-Lauritzen with Lewis dog food. Assisting Mr. Treyz in the presentations are Gene Accas, Tyb director of operations; W. D. Rogers Jr., KDUB-TV Lubbock and KPAR-TV Sweitzer, Tex., chairman of the TVB board; and George Huntington, Tyb sales development director.

Co-op Advertisers Goal Of Latest RAB Promotion

WITH "almost half of co-op advertising dollars going unspent in all media due to retailers' failure to use the money in a specified time," Radio Advertising Bureau last week prepared to bridge the gap with a new promotional tool, the "Dealer Co-op Data Book." In explaining why RAB is sending its member stations the heavy-duty three-ring binder containing data on 1,600 products made by 450 manufacturers, RAB President Kevin A. Sweetey pointed out that "almost one-quarter of all advertising dollars spent in the most important

RAB Team Woos Chicago Advertisers Not Using Radio

SEVERAL of the Midwest's regional and local advertisers who, as a composite, spend an estimated $28 million annually on advertising but proportionately little on radio, were targets of Radio Advertising Bureau's "sales blitz team" in Chicago last week. Headed by President Kevin Sweetey, the RAB team gave over 55 presentations within five days, calling on banks, savings and loan associations, food chains, petroleum companies, utilities, food processors, furniture houses and department stores. Mr. Sweetey described ad- vertiser response to the radio pitch as favorable, with most firms showing interest in the presenta- tions. Agency representatives also took part in some of the presentations.

The presentations covered a representa- tive cross-section of categories. Responses en- countered by RAB's team were discussed in- formally with stations' sales representatives dur- ing the week. RAB will conduct its next "sales blitz" during August in San Francisco, third city to be can- vassed under plans approved by the RAB board early in June [B+T, June 11].

Watchmakers Are Targets Of RAB Color Presentation

THE SONG "Time on My Hands" apparently means nothing to nearly one fourth of all U. S. watch owners. According to Radio Advertising Bureau, 25% of watch owners cannot—without looking—identify by brand name the watch they wear.

With this fact and others combined in a special multi-color slide presentation, RAB's Car- roll McKenna is currently urging top U. S. watchmakers to buy more radio time in order to sell more timepieces. Titled "It's Time for Radio Advertising for Watches," RAB's present- ation is believed to be the only industry-wide survey on watches made public since 1947.

According to RAB's vice president and gen- eral manager, John F. Hardesty, the survey questioned watch owners in Baltimore, Detroit, New Orleans and Portland, Ore., taking into consideration age, sex and whether the watch was a gift or personal purchase.

RAB Sends Out 'Ammunition' On Radio's Sales Impact

RADIO salesmen have received some statistical ammunition from Radio Advertising Bureau in the form of two sales aids—both designed to show radio does the job of advertising quicker, better and cheaper.

On the first of a series of newsletters, Na- tional Radio Salesmen of RAB pointed out the difference in cost of network and spot radio with production costs of magazine advertising by stating that an advertiser "can make twice the sales impressions with radio for the pro- duction costs alone of a full-page, four-color ad in the nation's top magazine." The other sales aid, a 28-page booklet containing the latest readership figures compiled by Daniel Starch & Staff, breaks down readership into various advertising categories and shows that "true readership of advertising [is] not based upon total circulation but upon accurate reader- ship figures."
WCCO television has more quarter-hour wins than all other Minneapolis-St. Paul television stations combined*

*of the 448 quarter hours of programming from 8 a.m. to midnight, 7 days a week, Nielsen (March) gives WCCO television 66%; ARB (May) shows 62% are WCCO television's; Telepulse (May) puts it at 72%!

CBS Television for the Northwest

WCCO television
MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward
Now! Remote Switching of COLOR OR MONOCHROME...

10 Inputs

6 Outputs (3 modules)

CineScanner—Superior for Monochrome ... and Color!

* Designed for studio/master control applications—Low voltage D.C. relays eliminate costly video cabling.
* Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.
* Control panel and switching chassis designed to fit various station layouts—provides utmost flexibility in station design.
* Switching chassis designed for standard rack installation—minimum rack space required.
* Module design (10 inputs x 2 outputs) permits ease of expansion.
* Permits multiple control points.
* Built-in tally lights and order wire circuits—auxiliary contacts for program audio.

PHILCO CORPORATION
Here is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite... by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or live source can be transferred from studio to master control or to transmitter room in a matter of seconds. Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. BT today.

New TV Switching System proves "simultaneous" switching practical and desirable
COLOR AT WNBQ (TV): THREE MONTHS LATER

GRATIFYING if not sensational. . .

This in essence sums up the impact of WNBQ (TV) Chicago's first three months as an "all color" station, according to executives of NBC-TV's Central Div., whose overall view includes program exposure, the sale of color sets in the area and agency-client acceptance.

Since April 15, when it went into its pioneering operation, the network-owned-and-operated outlet has thrown all its weight—as well as the labyrinthine resources and facilities of RCA and NBC—behind color television, both in its laboratory (behind the scenes) and over the air (in programming).

Jules Herbuveaux, NBC vice president and general manager of WNBQ (and its radio affiliate WMAQ), will tell you that he did not expect the millennium overnight. He explains: "Operating a color television laboratory [for other NBC owned-and-operated stations and network affiliates] we learn and un-learn things every day...."

The "learning and un-learning" has provided answers to a number of problems, which by their very nature are not necessarily limited to WNBQ.

Mr. Herbuveaux and his assistants say that many anticipated difficulties, particularly those involving production, have never come up. The most vexing problems in pioneering color were those of lighting, makeup and sets. WNBQ learned quickly that it could use less lighting than expected for color—just as in the pioneer day of black-and-white—and found it advantageous to modify its sets. Generally, anything that looked good to the naked eye looked good on color cameras.

Some problems arose in the case of the Bob and Kay show when converted to color, according to Phil Bodwell, its producer. Production routines were revised when two color cameras were substituted for three monochrome ones to allow for slower movements of color gear. The crew found it harder to dolly the heavier color cameras. A video engineer was required for each camera; previously, one had sufficed for all three. Another difficulty arose on scripts. The station's continuity acceptance department found it advisable to call for use of colored paper, to avoid white blocs. Similar lighting problems came up with respect to display of white goods.

From the outset of its color conversion, WNBQ has been programming all local live studio shows, NBC spectaculars and across-the-board programs (like Matinee Theatre), some film and all station breaks and "promos" in color. Its local schedule (running about five hours daily) has remained substantially the same, with a breakdown of about 33 hours (Monday through Sunday), plus another eight hours of Fate every week or an average of over 40 hours weekly. By fall, with stepped up network programming, WNBQ probably will reach 10 hours daily.

The imminent completion of WNBQ's Studio "E," the last of its four studios to be converted to color, by Aug. 1, together with its pioneer experience in color tv, should place WNBQ in good stead to showcase color for the network's other outlets (such as WRCV-TV Philadelphia and others so equipped) at some early future date.

While WNBQ executives are reluctant to discuss plans at this time, it's known that a weekly live talent show (along the lines of the stations' Adults Only variety program) is under study and will be auditioned soon. It would be a limited presentation (not closed-circuit) and would serve to permit other NBC outlets to receive and transmit color programs. It would fall under the guiding hand of Charles Denny, NBC vice president in charge of network-owned stations and NBC Spot Sales.

In Chicago, according to Mr. Herbuveaux, WNBQ has received a good many more favorable than unfavorable letters on its color transmission, both from color and monochrome set owners.

It's acknowledged that RCA-NBC encountered technical problems on "C-Day," involving mostly color set adjustments. NBC Chicago received about 32 letters that first week of all color, the majority of them claiming transmission was good. Most of the complaints came from owners of black-and-white sets. As for color receivers, 90% of the complaints were about a new color map WNBQ used on its Clint Youle Weather Show. Instances of complaints from color owners were checked at once by the RCA Service Co. in honoring service contracts of set buyers. In recent months there have been few if any complaints on black-and-white reception of color transmission, according to WNBQ; the location of set owners seems to have been a factor, and some reported even better monochrome reception than before color.

Henry Sloegen, assistant general manager at WNBQ, sums it up in this manner:

"We must maintain a picture that is good in black and white and beautiful in color. The time is rapidly passing down for any differences between black-and-white and color production."

As to promotion, WNBQ plans to carry on with Master Tommy Tint, its puckish promotional character, with the aid and assistance of a female counterpart. The emphasis will be on cartoons rather than slides, according to Howard Coleman, advertising, promotion and merchandising director of the NBC outlet.

For some weeks now, even prior to "C-Day," WNBQ has been conducting color "orientation" sessions for its present advertisers and, laterly, their agencies. For the most part, the reaction of both groups has been favorable. There can be little criticism attached to a laboratory project, and advertisers to see their wares demonstrated on color tv and to experiment at no extra charge.

Mr. Herbuveaux is personally gratified with the enthusiasm shown thus far, as are a number of advertisers. Advertisers are finding out a lot about product designs, labels and other matters.

The regular Wednesday sessions were recently opened up to agencies on behalf of their clients. Typical of agency reactions are those of executives of Needham, Louis & Broboy Inc., Chicago, which, like WNBQ, has pioneered in color. Other agencies scheduled to take part are J. Walter Thompson Co., Wherry, Baker & Tilden and many others.

Among existing WNBQ clients which have been or are now presenting color commercials at this time are the following: Peoples Gas Light & Coke Co. (film); Peter Hand Brewing Co. (live on Dr. Huston's Secret Journal); Martin's Oil (film); TV Guide (slide); Armour & Co. (live on Clint Youle's weather show); Athicon, Topeka & Santa Fe (live on Youle); Miles Labs (film-20 second spots); Whirlpool-Seeger Corp. (live and film spots on Kubik, Ford & Ollie on WNBQ and also commercials on Milton Berle's NBC-TV show); Sears, Roebuck & Co. (live on Bob & Kay Show With Eddie Doccott); Sidney Wanzer & Sons (live on Youle); Commonwealth Edison Co. (live on Back of the Box); J. Walter Thompson Co. (live on Noontime Adventures); Home Federal Savings & Loan Assn. (live on Alex Dreier's news show), and others, including Joanna Western Mills, Rust-Oleum, Olson Rug, Canada Dry (Youle), Kresge's, Pepsi-Cola and duPont.

A goodly number of these clients have participated or expressed interest in WNBQ's color sessions. Among others who also have taken part are Coca-Cola, Swift & Co., Libby, McNeill & Libby and Mystik Adhesive Products Co.

Better Now Than Ever

Mr. Herbuveaux claims that more than 10% of WNBQ's clients are now in color television (compared to 2% late in May) and that clients are constantly evolving interest in filmed and other commercials. In the past few months, he says, have proved excellent businesswise for WNBQ despite what he calls a "historically dead season." He adds: "We're better off now than we've ever been."

WNBQ also has been receiving renewals at a steady pace from advertisers who converted to color. Among those reported a fortnight ago were RCA (for RCA Color Theatre, 13 weeks); Athicon, Topeka and Santa Fe Railway (Clint Youle Weather, for 13 weeks), and Rust-Oleum Corp. (for Jack Angell and News, 13 weeks).

In other new business, Folk Bros. department store chain has purchased an across-the-board 12 midnight-1 a.m. strip for two film series. Commercials will be done live and in color, and some color film will be used later.

Mr. Herbuveaux said "we have found out that, despite the elaborateness of some productions, good film commercials can be put together for no more than $25,000 over production cost of black and white." As would be expected, WNBQ points to its ability in turning out live commercials.

WNBQ makes no extra charge for color as

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such, save additional costs for added facilities. Established black-and-white clients at the station are protected against ballooning charges, though WNBQ does charge extra for announcements adjoining network programs (from $95 extra up).

WNBQ has no set formula at present for extra color charges and claims the problem is "full of variables." Any additional costs for facilities are used for routine and extra rehearsal time in the call for more elaborate sets. Theoretically, this could vary from 1% up. The feeling is that as production and technical people become more proficient, rehearsal time can be reduced and the net result is that WNBQ does not charge black-and-white clients any more per se for converting to color—and they pay the regular participation or program time rate. The same holds for any new advertiser on live commercials. In the case of film, color commercials could prove more costly, depending again on the type, although this is a production matter between the agency and client and WNBQ depending again on the color commercials could prove more time rate.

John Keys, WNBQ sales director, says color film costs the client approximately 25%-50% more than black-and-white, and agrees with any notions that costs will rise out of hand, multi-directionally. He notes that "our biggest job is to convince advertisers the impact of color pays off. The advertiser admits the impact but still is awaiting a greater number of sets in some instances." He added that agencies are more aware than ever of color's effectiveness.

Says Mr. Sjogren: "The reaction of advertisers has been enlightening. Our desire is to have advertisers convert as quickly as possible from black and white to color. The main thing of concern to advertisers is the number of sets on the market—shall they make the additional cost investment in terms of sets?" Mr. Sjogren makes reference to WNBQ's reputation for live programming and a rather obvious preference for live commercials as against color film. He also feels that as present clients realize the merchandising value of color, they will turn more and more to it. He also believes any station in the future should be able to "convert more easily to color" but expects a "slow pace.

Color seems to have proved acceptable to advertisers, to the end of greater experimentation. Here are some typical comments:

Armour & Co. (William Galbraith, foods advertising manager)—Claims there is no doubt but what the trend is toward color. "It's inevitable." Says commercials on Clint Youle's program "gives us a chance to experiment and we're getting progress reports all the time from our agencies, N. W. Ayer & Son and Tatham-Laid Inc. We've conditioned ourselves for experimentation." (Kenneth Skillen, general advertising manager)—"Food belongs in color tv." (Note—Armour also has used color elsewhere and on NBC-TV's George Gobel Show for its Shredded Wheat products.

George Hartman Co. (Bud Hartman Jr., account executive)—Agency handles Joanna Western, Sidney Wanzer and part of Sears account. Praised WNBQ lab setup for color commercials. Noted that Wanzer has "corrected" products for live commercials on Youle show and also will convert slides to color. Reported that Mystik Adhesive Products has tested color tape products in WNBQ tests, up to a station.

George Hartman Co. (Bud Hartman Jr., account executive)—Agency handles Joanna Western, Sidney Wanzer and part of Sears account. Praised WNBQ lab setup for color commercials. Noted that Wanzer has "corrected" products for live commercials on Youle show and also will convert slides to color. Reported that Mystik Adhesive Products has tested color tape products in WNBQ tests, up to a station.

It's known that Sears, Roebuck & Co. is very definitely color-minded. When WNBQ went all-color, Sears bought approximately 35 spots on the station and continues live color spots on Bob and Kay. Among products advertised in color are air-conditioners, electric ranges, fencing equipment, slip covers and draperies, and its short-wave color tv sets (manufactured by Warwick Mfg. Co.). It's understood that Sears has ambitious plans as a retailer for color tv.

Swift & Co.—Declined to comment on color sessions and its future plans.

Commonwealth Edison Co. (advertising department spokesman, who declined to be quoted by name)—Reports "we haven't given much thought to [color tv]." Claims firm has gone along because color is "good for demonstration purposes.

Peter Hand Brewing Co. for Melster Braun beer (Andrew S. Gantner, advertising director): "We feel we're doing better than many others with color spots (live and film) on Dr. Hudson's Secret Journal and other station time, but of course the number of sets probably will control the color situation. There is hardly any difference in cost at present for color, whether live or film. When pro-rated color film is not expensive." He noted that the company's brightly-colored cans lend themselves particularly to color treatment.

One station television advertising spokesman asked that his firm not be identified, was more critical of the color situation. He said his company had "no choice" but to convert to color but is still interested primarily in the black-and-white market. "Why appeal to the smaller segment of the market (color) and let the larger market (monochrome) go to pot?"

The answer would seem to be affirmative—favorably disposed and exposed. WNBQ executives point out that, with relatively few color sets on the market yet, an appraisal of ratings would mean nothing. There have been few tests of the industry long to reduce the amping up about transmission of color fare. (They reached the peak immediately after the "C-Day" debut, most of them from black-and-white set owners, according to Mr. Sjogren.)

Now definitely has a stake in the overall picture, aside from WNBQ's "pump-priming" role, and the NBC station is counting heavily on that prospect and bidding its time while pioneering the industry in color television.

**WHAT THE BOSS THINKS OF WNBQ COLOR**

If we've LEARNED any one thing from our first three months in color, we've learned that the job wasn't as tough as we cracked up to be. We anticipated many more problems, especially on the production side. Now, with some 300 hours of local color programming behind us, we wonder what all the nervous hand-wringing was about back around April 15.

There was much concern over the fact we had less than a week to color test the majority of our program on camera before beginning the all-color operation. If we'd have had two weeks, we'd probably have developed a set of pre-conceived notions about this color business which would have been tossed out of the window in the first hour of actual on the air color practice.

Before all this, I felt that perhaps I was guilty of oversimplifying the problems and difficulties facing the station in this pioneering project. Color is basic and natural. We live it, wear it, eat it and even ride in it—look at the nearest parking lot. Now we put an electronic camera on life in all its natural color. Generally, we've found that if it looks good to the eye, it looks good to the camera. This is the approach we wanted to take towards color. Color is a natural and that's the way we're treating it.

We had problems, but they were not different nor more difficult than those we faced in the early days of black-and-white television. Mostly they involved things like lighting, take-making, and sets. As an example, it didn't take us very long to realize that audience light needed for black-and-white, and we're learning to use less light than anticipated for color. We made an almost 100% overhaul of show sets, redesigning them with a lot of color simplicity. Now we have problems here except in one case where we allowed ourselves to become over-awed by the magic of color. We developed a fancy transparent, illuminated map for weatherman Clint Youle. It developed more bugs than a Skid Row flophouse and in less than a week Clint was back at his old map, which was colorful enough to begin with.

Operating as a color television laboratory, we learn and un-learn things every day. Like using slip covers on furniture to avoid possible clashes with talent wardrobe. I don't like to use the term "experimental." With more than two million viewers, most of whom are watching in black-and-white, you don't experiment on the air. Not noticeably, anyhow. The experimenting goes on behind the scenes, and I'm pleased by the enthusiastic agencies and their clients in the color orientation sessions we have made available to everyone. In this area, we are conducting a color educational campaign which will pay off in more advertising dollars going into color television. The introduction of lower priced receivers and the increase in network colorizing this fall should start color set circulation figures zooming in the Chicago area.
STATIONS

NATIONAL BREWING Co. (National Bohemian beer), Baltimore, signs for sponsorship of 4 1/2 innings of the Washington Nationals baseball games for the next three years on WWDC Washington. The brewery has sponsored Nat games on WWDC for the past four years and the station is in its 14th year of Washington play-by-play broadcasts.

Present for the contract signing are (l to r): seated, Herbert D. Fried, vice president, W. B. Doner advertising agency, Baltimore; Norman S. Almony, National director of sales and marketing; Ben Strouse, WWDC president; standing, Howie Williams, Doner account executive, and Herman M. Paris, WWDC vice president in charge of sales.

Fetzer-Knorr Tiger Bid
Turned Over to Officials

BID of John E. Fetzer, head of Fetzer Broadcasting Co. stations, and Fred A. Knorr, WKMH Dearborn and other Michigan stations, along with a group of other partners interested in buying the Detroit Tigers baseball team, is reported to have the best chance. The bid, said to be for $5 million, has been turned over to baseball officials along with three others. Announcement of the successful bidder is expected today.

Those in partnership with Messrs. Fetzer and Knorr include Harvey R. Hansen, Detroit lumberman and vice president-stockholder in the Knorr stations and Jackson Broadcasting & Television Corp., a Jackson, Mich., tv applicant; William H. McCoy, Detroit radio (Knorr secretary-treasurer) and insurance executive; Harry L. (Bing) Crosby, Bing Crosby Enterprises and vice president-director of KFEQ-AM TV St. Joseph, Mo., KGLC Miami, Okla., and stockholder in the Pittsburgh Pirates; Kenyon Brown, KWPT Wichita Falls and other stations; George L. Coleman, Miami, Okla., businessman, interested in the KFEQ stations and KGLC; Paul A. O’Bryan, Dow, Lohnes & Albertson, Washington law firm, officer of Vitasul Corp. and Quality Films.

The Bing Crosby interest is definite despite a published denial by his brother, Larry.

Other bids for the Detroit club were described as follows: Jack Cooke, owner of Toronto Maple Leafs baseball team, $5,180,000; Robert Goldstein, Hollywood movie producer, $5,050,000; Bill Veeck, baseball magnate, $5,250,000.
Beachboard, Buchanan
Managers of WFBC-AM-TV

KENNETH BEACHBOARD, radio manager of WFBC-AM-TV Greenville, S. C., has been promoted to television manager by R. A. Jolley, president. He succeeds the late B. T. (Bevo) Whitmire, who died suddenly in Puerto Rico of a heart attack during an Air Force indoctrination mission. Bruce Buchanan, in charge of radio programming, becomes radio manager, succeeding Mr. Beachboard.

Mr. Beachboard was with WMST Greenville prior to that station’s merger with WFBC and before that was manager of WLOS Asheville, N. C. He is president of the Greenville Sales Executive Club and past president of the Lions Club. Mr. Buchanan formerly was at stations in Columbia, S. C., and Wilmington, N. C. He is a Jaycee director and was cited by the state organization for his direction of the Jaycee auto show.

Just before his heart attack, Mr. Whitmire had written a story from Puerto Rico for the Greenville Pioneer, describing the Air Force mission. He was a former newspaper for the Pioneer, with which the stations are affiliated.

KENS-AM-TV San Antonio Deducates Building, Studios

THE NEW BUILDING and studios of KENS-AM-TV San Antonio were formally dedicated a fortnight ago, with Sen. Lyndon B. Johnson (D-Tex.) as principal speaker.

Attending the ceremonies were mayors of south Texas cities, newspaper, radio and television personalities, commanding officers of military installations in the area and local civic leaders.

The building and studios, fully air-conditioned, occupy more than 28,000 sq. ft. Two 40 by 60 ft. studios have been constructed for live TV shows on the first floor, and large double-doors which permit the entry of automobiles, buses, boats and other large props to be used on live programs.

Gunman’s BulletMisses
KBTV (TV)’s Carlisle

KBTV (TV) Denver News Director Tom Carlisle is under police protection following an attempt on his life by an unknown gunman the morning of July 7. A shot was fired through the windshield of the KBTV station wagon as Mr. Carlisle was turning into his driveway.

A. Noe has announced. Mr. Baldwin replaces Steve French, who has purchased WDBX Chattanooga, Tenn. He has been in broadcasting 27 years, including positions with NBC Chicago, WHO, KSO and KRNT, all Des Moines, Iowa, stations.

City Council Broadcasts
Reinstated in Galesburg

STEADY CAMPAIGN protesting against cancellation of broadcast coverage rights at Galesburg, Ill., City Council meetings led to reversal of the action and meetings again are being broadcast by WGIL, that city.

Newspaper support was given WGIL’s protests last May 7 when the aldermen voted 10-3 to ban broadcasts of meetings following a successful public vote in favor of a city manager type of government. A later vote was 8-3 against broadcasts, but a third vote reinstated radio by a 7-6 margin. At the time of this vote, David Loring, WGIL news director, called for equipment and the council session was held up until the gear was operating. P. A. Wilson, WGIL manager, said the station would ask the new government for broadcast rights when it takes over next spring.

Buskett Goes to KRAM

LARRY BUSKETT, general manager of KCBQ San Diego, a Bartell station, has resigned to become general manager of KRAM Las Vegas, Nev. Lee Bartell, managing director of the Bartell group, will act as general manager for KCBQ.

Edward B. Blair Dies

EDWARD BLAKE BLAIR, 84, father of John Blair and E. Blake Blair, president and treasurer, respectively, of John Blair & Co., national station representative firm, died Thursday in Chicago after a brief illness.

Mr. Blair, one of the guiding spirits behind the founding of his sons’ representative firm, was well known in the broadcast industry. At the time of his death, he was vice president in charge of advertising and sales, W. F. McClaughlin & Co. (Manor House coffee). He also is survived by his wife.
Storer Boosts Dividends
On Both ‘A’ and ‘B’ Stock

BOARD of director of Storer Broadcasting Co. has declared a quarterly dividend of forty-five cents per share on its common stock, it was announced last week by George B. Storer, president of the company. Payable Sept. 14 to stockholders of the record as of Sept. 1, the new dividend increases the annual dividend rate from $1.50 to $1.80 per share. Storer common stock is listed on the New York Stock Exchange.

Mr. Storer also announced that the board has declared a quarterly dividend of six cents per share on Class B common stock, increasing the annual dividend rate for this stock from 20 to 24 cents. This stock is not listed on the New York Stock Exchange.

Crowell-Collier Purchases
Expected to Be Filed Soon

CROWELL-COLLIER’s purchase of the Bitter radio and television stations, first announced last April 24, may be filed with the FCC “within the next few weeks,” according to a joint announcement of buyer and seller last week.

After a meeting in New York last Thursday, Paul C. Smith, president of Crowell-Collier, and Harry M. Bitter Sr., board chairman of Consolidated Television & Radio Broadcasters Inc., issued a terse announcement saying the acquisition “is proceeding as speedily as possible” and that both parties “believe the transaction will be filed with the FCC within the next few weeks.”

They added that “final financial details” would not be disclosed until formal application for transfer is placed before the FCC.

Under terms of the agreement announced last April 24, Crowell-Collier would buy 607,200 shares of Consolidate stock—315,600 shares of voting common and 291,600 shares of Class B (also voting) common—at $20 per share plus 5,060 shares of 5% preferred stock to be redeemed on closing date at par ($100) or better. In addition Crowell-Collier will assume about $3.5 million in Consolidate obligations—for a total purchase price in excess of $16 million.


WCLS Changeover Marked
By Big One-Day Celebration

WCLS Baton Rouge, La., celebrated its changeover to a 24-hour independent operation with a $2,000 newspaper campaign and $1,500 in prizes—including $550 in cash thrown from the roof of a downtown building.

WCLS disc jockeys Rex Jones, Bill Anthony and Joe Holcomb say they were “somewhat awed” at the large crowds that blocked the streets to catch balloons to which had been attached bills.

Other features of the celebration, which took place on Independence Day, were a mystery personality contest, a baby contest and an oldest-youngest related listener contest.

KRC (TV) to Increase Color

KRC (TV) Los Angeles will vastly increase its color telecasting schedule by Dec. 1, it was announced Thursday by Thomas C. McCray, vice president and general manager of the NBC-owned station. The NBC board of directors has authorized $400,000 for acquisition of two KRC color camera chains and one film chain for the expanded local color programming.

Mr. McCray said color telecasting will be increased over 100% and will include both local live and filmed programs. Network colorcasting on the West Coast will be increased next fall through the use of NBC’s newly developed lenticular color film kinescope for delayed re-broadcasting of eastern network originations.

KRGV-TV Now on Relay

KRGV-TV Weslaco, Tex., yesterday (Sunday) began telecasting live NBC programs via an AT&T microwave relay system carrying the signals from Corpus Christi, a distance of 165 miles. The relay involves six-tower automatic relay stations which transmit the programs to Weslaco for KRGV-TV pickup.

KRGV-TV, headed by O. L. (Ted) Taylor, has been on the air since April 1954.

Power Boost for WWTV (TV)

WWTV (TV) Cadillac, Mich., plans to increase its power to 316 kw by fall with the installation of a 25 kw Standard Electronics Corp. amplifier. General Manager Gene Ellerman announced. The station also is building a new main studio, larger than the one presently in use.

WCKT (TV) Miami Testing

WCKT (TV) Miami, the NBC basic affiliate in that city, now is broadcasting its test pattern on ch. 7 as a preliminary to regular telecasting starting July 29. The test pattern will be shown intermittently and for increased periods of time until the day of full telecasting.

KELE (FM) Target July 29

KELE (FM) Phoenix plans to go on the air July 29, programming from six p.m. to midnight daily on 95.5 mc with 18 kw, according to General Manager James T. Ownby. Charles Inman has been named program director. KELE is affiliated with KONI (AM) Phoenix and both stations will operate from enlarged quarters in the Mayer Heard Bldg.
Even a goat won't "goof"...on film

The advantages of film are virtually limitless. First, you can produce a show that's right—free from bugs. Next, you can try it out—know just what audiences think about it. And, finally, you can schedule it for maximum effect and convenience. Yes, you can save time and money—get a better show—when you USE EASTMAN FILM.

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR
... you'll be glad you did.

East Coast Division
342 Madison Ave.
New York 16, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
Four Are Promoted At NBC Spot Sales

ELEVATION of four executives of NBC Spot Sales to new posts was announced last week by John H. Reber, director, as part of a move designed to strengthen the organization's management structure.

George S. Dietrich has been named director of radio spot sales. He joined the organization in 1950 as a salesman and became eastern manager of radio spot sales in 1953. In 1954 he was promoted to national manager of radio spot sales.

Fred Lyons has been advanced to the post of manager, central division, radio spot sales, with headquarters in Chicago. He joined NBC Spot Sales in 1951 as an analyst and six months later was named a salesman for radio spot sales.

Larry Surles, who has been with NBC Spot Sales since 1952 as a television salesman, has been appointed eastern division manager of radio spot sales. Previously, Mr. Surles had served in various sales posts with WFBR Baltimore, ABC and WOR-TV New York.

Mort Gaffin has been elevated from manager to director of new business and promotion for NBC Spot Sales. He joined the organization as tv promotion manager in 1952 and the following year was appointed manager of advertising and promotion for radio and tv.

STATION SHORTS

KRKD-FM Los Angeles making available spot announcements for first time some time since station went on air. Announcement, by Frank Oxarart, executive vice president, KRKD-AM-FM, states number of commercial spots will be limited, consistent with present fm programming, and no hour, half-hour or quarter-hour programs will be offered.

KPDQ Portland, Ore., in new offices and studios at 4903 N.E. Sandy Blvd.

WOWL Florence, Ala., has added 5,000 w gasoline driven generator power plant to provide for emergency and power failure.

WGAN Portland, Me., has installed new 5 kw RCA transmitter.

WTVD (TV) Durham, N. C., has in service new truck to handle remotes and two-way radio equipped station wagon.

WIMA-TV Lima, Ohio, names Mrs. Elizabeth Beckjorden, station network representative, as WIMA-TV network and personal representative in New York.

‘Yikitty-Yak’ Sells

IN ITS first use of television, Johnson Bros. Furniture Store, Junction City, Kan., sold $60,000 worth of merchandise with the use of four 10:10 p.m. newscasts and 18 spots in four days on WIBW-TV Topeka, Kan. Gene McKinney, WIBW-TV weatherman appeared at the store with his cartoon character, “Yikitty-Yak.” Max Johnson, one of the store owners, said that he “was not prepared for the response.” Junction City (population, 16,000) is 70 miles west of Topeka.

The Midwest Merchandise Mart, Madison, Kan. (population, 600 and 75 miles from Topeka), sponsored five of the same newscasts and 22 spot announcements on WIBW-TV, featuring evaporating room coolers. Result: The entire stock ($10,000) of room coolers was sold, plus many higher-priced air conditioners. Following the sale, the store’s manager commented: “Our display rooms look like they have been stirred with a stick.”
REPRESENTATIVE SHORTS

Edward Petry & Co., N. Y., moved to 3 E. 54th St.

Radio-Tv Representatives Inc., N. Y., moved to 7 E. 47th St.

NBC Spot Sales has closed its Cleveland office and requests that all correspondence dealing with spot television be addressed to John C. Treacy, manager, Detroit Div., National Tv Spot Sales, 1165 Penobscot Bldg., Detroit 26.

REPRESENTATIVE APPOINTMENTS

WEAV Pittsbugh, N. Y., names Thomas F. Clarke Inc., N. Y., for national sales.

WGTO Haines City, Fla., to Adam Young Inc., N. Y.

REPRESENTATIVE PEOPLE

Robert J. Kizer, advertising-merchandising staff, Procter & Gamble Co., Cincinnati, to tv sales division of Avery-Knodel Inc., N. Y. Before joining P&G several years ago, Mr. Kizer was instrumental in setting up domestic division of National Time Sales, N. Y.

Robert E. Richer, sales manager, WABC New York, to Adam J. Young Inc., N. Y.

William Davis, CBS-TV Spot Sales staff, Chicago, transferred to New York as account executive, replacing Art Elliott, recently promoted to CBS-TV Spot Sales midwestern sales manager.

STATION PEOPLE

Saxie Dowell, Chicago disc jockey, to Scottsdale, Ariz., Jan. 1 as executive vice president of KPOK, now under construction. Dick Gilbert, disc jockey, KYTL Mesa, Ariz., is president of KPOK.


Ernest Howard, formerly program director of KARK Little Rock, Ark., appointed commercial manager.

Carl Zimmermann, news director, WISN-TV Milwaukee, appointed assistant manager of WISN. Don O'Connor, newsman, WEMP Milwaukee, to WISN-TV as news director.

Carl F. Runge, sales department, WIST Charlotte, N. C., named local sales director. Archie E. Deal, staff announcer, to production manager.

Frank Harms, producer, CBS, N. Y., to program manager of WBUR-Tv Buffalo, N. Y.

Ken Allbridge appointed program director, KHMO Hannibal, Mo.


Frank Morris, staff director at KABC Los Angeles, named program supervisor.

'-Window' Testimonial

Since it began sponsorship of Window on WBRE-Tv Wilkes-Barre, Pa., Fowler, Dick & Walker, The Boston Store, that city, has several successful sales stories to tell.

For instance: The day after the beauty salon was featured on the five-minute Home insert, it had its biggest day ever; hosiery was featured at regular prices on Window and the following day outsold special sales that had been advertised in the newspapers; a cooking utensil was sold out in two days after being featured. The telecasts are done live from the store and crowds viewing the program have increased each day.

Don Perris, publicity and promotion director, WEWS (TV) Cleveland, promoted to local advertising sales staff. John J. Moffitt, WEWS production department, named director of station public service bureau, new department.

Holland Engle, with news staff of WGN Chicago since 1942, promoted to operational manager.

David Bolton, Donn Bennett Productions, to sales staff of WIBG Philadelphia.

Charles F. Wister, WIP Philadelphia, to WPFH (TV) Wilmington, Del., as sales representative.

Howard J. Burnett, production manager, WIP Philadelphia, transferred to sales account executive. Paul Parker, tv writer and former program staffer, WCAU-Tv Philadelphia, succeeds Mr. Burnett as production manager.


Earl Wennergren, former tv-radio columnist for Rocky Mountain News, to head of publicity dept. KLZ-AM-Tv Denver.

Albert Odell, film director of KYW-Tv Cleveland, named to newly-created post of director of films for WRECA-Tv New York.

John Meyer, formerly with WBBV Belleville, Ill., to announce staff WIL St. Louis. Kenneth Olahan, recently discharged from U. S. Army, to WIL continuity dept.

Tex McBride of Pensacola, Fla., to announcing staff of KPLC-Tv Lake Charles, La.

Robert C. Miller, Cleveland public relations man and formerly with NBC in that city, appointed sales manager of KCRG-Tv Cedar Rapids, Iowa.


Grover J. Allen, Richy Victor, Carl Tuth and Herb Cunniff, all of WBKB (TV) Chicago production staff, selected to direct segments of ABC-TV's coverage of Democratic Presidential Convention, which opens in Chicago Aug. 13.

Mary Jane Pitcher, Ohio U. tv graduate, to WTAP-TV Parkersburg, W. Va., as continuity writer. Paul Hill, graduate of Marietta College speech school, to WTAP-Tv as staff announcer.

George Jelinek, engineer, WOW-Tv Omaha, to KHOW-Tv Holdrege, Neb.

Bob Evans, promotion manager, WPMO Fairmont, N. C., to announcing staff of WBKC North Wilkesboro, N. C.

Del Shock, producer-director, WISH-TV Indianapolis, to WDBJ-Tv Roanoke, Va., in same capacity. Ann Howard, former point-of-sale promotion manager, Parents magazine, to WDBJ-Tv for daily show.

Kerry Dennon, continuity writer, KODN-Tv Portland, Ore., to station's promotion department, replacing Jack Harris who has left industry.

ROBERT D. BISCHOFF, advertising superintendent of the State Farm Mutual Automobile Insurance Co., Bloomington, Ill., signs for sponsorship by his company of Hank Weaver's Corner, beginning July 4 on the ABC Western Regional TV Network. Present for the news staffer showing a 1 to r. J. English Smith, director of national programming; western division, ABC-TV; Paul E. Belknap, vice president, Needham, Louis & Brorby, Chicago; Mr. Weaver, and Michael W. Gradle, Needham, Louis & Brorby west coast manager.
| WCDA-B | Albany          |
| WAAM   | Baltimore      |
| WBEN-TV | Buffalo       |
| WJRT   | Flint          |
| WFMY-TV | Greensboro    |
| WTPA   | Harrisburg     |
| WDAF-TV | Kansas City   |
| WHAS-TV | Louisville    |
| WTMJ-TV | Milwaukee     |
| WMTW   | Mt. Washington |
| WRVA-TV | Richmond      |
| WSYR-TV | Syracuse      |

| Harrington, Righter and Parsons, Inc. | New York |
|                                      | Chicago  |
|                                      | San Francisco |
|                                      | Atlanta   |

**Take A New Look at Philadelphia**

WPFH CHANNEL 12 HAS CAPTURED A 10.1 AVERAGE RATING IN THE PHILADELPHIA MARKET DURING THE TOP VIEWING HOURS OF 9:00-11:00 P.M., MONDAY THROUGH FRIDAY. *

CHANNEL 12 has high powered coverage of a steadily increasing Delaware Valley market, with—richly varied sports and family entertainment programming for all, which—obtains high per-viewer advertising acceptance at low per-viewer costs.

**Represented by**

Paul H. Raymer Co., Inc.

*Based on the June, 1956 A.R.B. regular Philadelphia 8 county survey ONLY. Does not include the Wilmington-Southern New Jersey areas.

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**Missourians Shown**

SOUND-ON-FILM interviews with two principals in the four-way battle for St. Louis ch. 11 were provided to viewers in that city via ch. 5 KSD-TV there, which had the films taken immediately following oral argument before the FCC for the ch. 11 facility (see story). KSD-TV arranged for INS Teletnews to provide the coverage. The Teletnews cameraman filmed about 30 ft. of the actual oral argument proceedings (16 mm, without sound) and afterwards "interviewed" (16 mm Auricon, sound-on-film) William H. Biggs, board chairman of Broadcast House, and Harold Cowper, president of 22 Tv Inc., who told the unseen audience of their respective tv proposals. This followed by about two weeks full sound-on-film coverage of the Charlotte, N. C., ch. 9 oral argument, which was programmed the same night ch. 3 WBT (TV) Charlotte (B&T, July 2).

Frank Teas, former staffer on Bangor, Me., tions, to WKNE Keene, N. H., for afternoon show.


Bob Carrington, free lance tv announcer in Detroit and Chicago, to WKRC-TV Cincinnati.

Ruth Alampi named garden director WRCA-AM-TV New York, succeeding husband, Phil, named Secretary of Agriculture for State of New Jersey.

John S. Hayes, president, WTOP-AM-FM-TV Washington, elected vice president of local United Givers Fund.

Ben Strouse, president-general manager, WWDC Washington, to head

**JOEL KRISCH signs for United Pawn Shop, Roanoke, Va., to sponsor The Patti Page Show on WDBJ-TV that city. The contract for the Screen Gems series is for 26 weeks. Also present are Don Bryan, Screen Gems' sales representative, and Joe Mastin (right) of the tv station.**

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LEADERSHIP

WDEF TV

MARKET DATA
PRIMARY AREA
Population 883,000
Households 234,700
Effective Buying Income $870,063,000.00
Retail Sales $681,631,000.00

THE BRANHAM COMPANY

CHATTANOOGA • The 79th Market

BROADCASTING • TELECASTING

July 16, 1956 • Page 75.
A SPOT and program contract for the Democratic and Republican national conventions and the Nov. 6 election returns has been signed with WMAR-TV Baltimore by Westinghouse Electric Supply Co. Present at the signing are (l to r) seated: George Rogers, WMAR-TV commercial announcer for the electric supply company; H. Nelson Helm, consumer product manager for the company; Harold Carr, manager of sales promotion of the Baltimore Gas and Electric Co., and standing: E. A. Lang, WMAR-TV commercial manager; Locke H. Trigg Jr., radio specialties and TV manager for the electric supply company; William H. Shriver Jr., president of the Shriver agency, and Guy Griffin, WMAR-TV sales representative.

THE Utah Copper Div. of Kennecott Copper Corp. has signed for Kennecott Neighborhood Theatre on KUTV (TV) Salt Lake City. Present for the contract signing were (l to r) E. J. Drucker, KUTV local sales manager; Nat Berlin, account executive for Adamson-Buchman agency, representing Kennecott, and B. O. Strand of Kennecott public relations department. The program will feature full-length movies.

WSUN-TV St. Petersburg, Fla., had its most unusual contract signing aboard the boat Lone Star. The occasion was a 26-week deal for a half-hour weekly local live show to be sponsored by Treasure Island Marine—a show devoted to the entire field of water sports. L. to r: Barney Kobres, national sales manager for WSUN-TV; Floyd Rand, owner of Treasure Island Marine, and Jack Hitchcock, WSUN-TV salesman.

THE Utah Copper Div. of Kennecott Copper Corp. has signed for Kennecott Neighborhood Theatre on KUTV (TV) Salt Lake City. Present for the contract signing were (l to r) E. J. Drucker, KUTV local sales manager; Nat Berlin, account executive for Adamson-Buchman agency, representing Kennecott, and B. O. Strand of Kennecott public relations department. The program will feature full-length movies.

KRCA (TV) Los Angeles personalities Lee Giroux (l) and Jack McGivern (r) display the name of one of the station's new sponsors, Good Humor Co. (ice cream). Good Humor President Irv Hawkins is between the two performers. The ice cream company has signed for several programs and spot announcements weekly on the Los Angeles station.

COMPLETING arrangements for WCPO-TV Cincinnati to purchase the 20th Century Fox film package from National Telefilm Assoc. are E. Johnny Graff (l), NTA vice president, and Ed Weston, WCPO-TV assistant general manager. Mr. Weston said the movies will be shown this fall on Million Dollar Movie Sunday nights.

DENVER U. football this fall will be broadcast by KIMN Denver under the sponsorship of Pioneer Savings Stamp Co. Present for the contract signing (l to r): C. C. Harsten, Pioneer vice president; O. O. Seagraves, Pioneer president; George Morgan, KIMN assistant manager, and Mary Robertson, Marshall Robertson Adv. Agency, which services the account.

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Throughout the busy day at Cleveland's friendliest station, a steady procession of familiar and welcomed voices is beamed to the biggest buying concentration in northern Ohio... the attentive, well-heeled audience of WGAR.

These dozen personalities (and others, too), on whom northern Ohio relies for news, sports and entertainment, are capable salesmen as well. Their friendly, persuasive voices can effect the maximum buying action for your products in this 6-billion-plus market. Get the facts now from a WGAR representative.
UGF public relations plans board. William E. Coyle, advertising, publicity and public relations director, WRC-AM-FM-TV Washington, appointed special UGF assistant to Carlton D. Smith, general campaign chairman of fund and vice president-general manager of WRC stations.

George Lorenz, disc jockey, WKBW Buffalo, N.Y., appearing as guest m.c. with “Top Record Stars Show of ’56” in Toronto today (Monday).

Lloyd E. Yoder, vice president and general manager, WRCV-AM-FM-TV Philadelphia, elected to board of corporators of Woman’s Medical College of Pennsylvania, Phila.

M. J. Minor, transmitter and field engineering manager of Jefferson Standard Broadcasting

KMOX St. Louis and the Retail Druggists Assn. of Greater St. Louis have launched “Drugmarketing,” an exchange-facilities marketing plan. The plan combines radio advertising with drug store merchandising in 450 retail outlets represented by RDA. Working out details of the advertising-merchandising venture are (l to r) Robert Hyland, KMOX general manager; Larry Schreiber, chairman, Planning Council of the RDA; Ross Blanchard, KMOX merchandising manager, and Foster Brown, the CBS-owned station’s sales promotion director. Messrs. Blanchard and Brown originated the idea.


Robin Morrow, president, KJAN Atlantic Iowa, elected justice of peace of Cass County.


Bernard Garfield Erskine, writing staff, WKLO Louisville, Ky., elected president of Bellarmine College Alumni Assn.


William J. Murphy, announcer, KXOK St. Louis, married to Jean Patrick of St. Louis, July 7.

Del Shook, producer-director, WDBJ-TV Roanoke, Va., father of girl, Barbara Dee.

Ted Bryant, program assistant, KNTV-TV Seattle-Tacoma, married to Jean Mason.

Marge Anderson, weather girl, KOMO-TV Seattle, married to C. H. Hinshaw, account executive, KVTW (TV) Sioux City.

Wayne Haeris, program director, WWIT Canton-Asheville, N.C., father of girl, Wayne Ann. Barry Medlin, WWIT disc jockey, father of girl, LaDonna Charisse.

Charles Dwight Sigsbee III, 38, program director, KOMU-TV Columbus, Mo., who was killed in automobile accident June 20, buried July 10 in Arlington Natl. Cemetery, Va.

**SOLD DOWN THE RIVER!**

When Advertised on WOC-TV

**WOC-TV SELLS...**

because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1959).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,255,000.

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

**WOC-TV SELLS... because it offers the advertiser:**

Maximum power—1,000,000 watts video—transmitted over a 802-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

**WOC-TV SELLS...**

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

*1955 Sales Management “Survey of Buying Power”

CENTRAL BROADCASTING Co., Davenport, Iowa

G. R. J. Palmer, president - Ernest C. Sanders, resident manager

**CHANNEL 6**

**THE QUINT CITIES**

Page 78 • July 16, 1956
**Dulles Admits Cameras to News Conferences**

SECRETARY OF STATE John Foster Dulles last week lifted his ban on filming of his news conferences by television and motion picture news service cameramen.

Mr. Dulles previously had permitted radio tape recordings of the conferences, but to get news film, cameramen had to set up their equipment in another room, where the Secretary of State would re-enact highlights after the actual conference.

Film group complained to the State Dept. that this arrangement was not satisfactory. After numerous talks with department officials, Mr. Dulles permitted cameras on a trial basis at his June 27 conference. Last week it was announced that cameras would be permitted from now on.

The same rules that apply to White House news conferences hold true for cameramen covering the Dulles conferences, i.e., if the Secretary wants anything stricken from the conference record, cameramen, as well as reporters, must comply.

**$4.25 Million KGUL-TV Sale to Lone Star Corp. Approved**

THE $4.25 million sale of ch. 11 KGUL-TV Galveston-Houston, Tex., to Lone Star Television Corp. was approved by the FCC last week.

Lone Star, 90% of which is owned by the New York investment firm of J. H. Whitney & Co., and 10% by Paul E. Taft, present 40.5% owner and president—general manager of KGUL-TV, bought 89% of CBS-affiliated KGUL-TV stock from present owners, which include screen star Jimmy Stewart, oilman F. Kirk Johnson, banker R. Lee Kemper and attorney V. W. McLeod. Lone Star already owned 1.277%, which it purchased last May for $49,388 from the City National Bank (trustee for David M. and Katherine Lynn Cummings).

The purchaser also has the option to buy the remaining 10% held by oilman Wesley West for $386,520. Mr. West bought this 10% interest from Mr. Kemper a month ago. He will have on May 30, 1956.

Toft to Continue

Mr. Taft, who is president of Lone Star, also has an agreement with the new owners to remain as operating head of the station with a two-year contract paying $100 a month, $100 a day for the actual time put in at the helm of the station. His stock option is for 15,000 shares at $1 per share. Lone Star has 175,000 shares authorized, of which 135,000 have been issued.

The Whitney firm—a partnership headed by J. H. Whitney (Jock) Whitney—has various interests in oil, chemical and other companies. It also owns CBS-affiliated KOTV (TV) Tulsa, and community antenna systems in Wenatchee, Walla Walla and Richland, Wash.

**Margolis Purchases KRAM, Seeks Additional Stations**

EXPANSION in broadcast properties of David H. Margolis, realtor (Drake Motel Corp., Dayton, Ohio) and broadcaster (KCMJ Palm Springs, Calif.), was revealed in an application filed last week seeking FCC approval of the purchase of KRAM Las Vegas, Nev., for $120,000. Mr. Margolis told BT that his group currently is negotiating for additional station properties in several other California markets and plans to expand station holdings throughout the West.

Boulder City Broadcasting Co., which proposes to sell KRAM, said it desired to sell the station (920 kc, 1 kw day, 300 w night) so that its principals could devote themselves to the construction and development of ch. 4 KAKJ (TV) Reno, sale of KAKJ to Tower Telecasting [KRAM interests] awaits FCC approval). Only a fortnight ago the FCC returned to Ettinger Broadcasting Corp. an application for the already-occupied ch. 4 Reno facility [B&T, July 9]. The application was contingent upon vacation of the grant by permittee Robert C. Fisher.

Mr. Margolis said Larry Buskett has resigned as general manager of KCBQ San Diego, and will become executive vice president and general manager of KRAM and consultant to KCMJ as well (story, page 69). Robert D. Blashek, executive vice president of KCMJ, and Norman Loftus, general manager, are associated with Mr. Margolis in the expansion plan.

The sale of WPLY Plymouth, Wis. (1420 kc, 500 w day), to Melton Malte and Robert Wright, former employees of WKIM Jackson, Mich., was announced last week by Allen Kander, station broker. The sale, which is subject to FCC approval, involved $44,000.

**Hyland, Espy Seek New Am**

THE holders of a construction permit for KAIR Tucson, Ariz., William John Hyland III and Hawkins Espy, will file an application with the FCC soon seeking another new am—this time in Bakersfield, Calif.—it was announced last week. Named Valley Broadcasting Co., the new applicant will request $130 kc, 250 w unlimited.

Messrs. Hyland and Espy are equal owners.

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**THIS IS THE BEGINNING OF 16 MM!**

Talk was that other film sizes than 16mm could do better jobs in the industrial, educational and commercial fields.

Not while there is a film laboratory like Precision, bringing 16mm to the peak of perfection. In fact, we are demonstrating daily that 16mm can do more—and better—things in movies than have been done before.

Precision Film Laboratories developed unique equipment to realize the fullest potentials in 16mm, such as the optical track printer; timing, fades, dissolves, scene-to-scene color corrections, invisible splices without notching originals; direct electric printing and many others.

No, 16mm is just beginning. Depend on it for your next film project and, of course, depend on Precision to do exactly the right job in bringing life and sparkle to the best of your production efforts.
Nationwide Conelrad Alert
In Weeklong CD Exercises

FIRST daytime test of the Conelrad emergency broadcast system on a nationwide basis will be conducted at 4:10-25 p.m. (EDT) next Friday, highlighting the opening day of weeklong civil defense exercises. Only Conelrad-participating am stations will be permitted to operate during the quarter-hour test, with other am and all fm and tv stations remaining silent. Conelrad stations will operate on 640 kc and 1240 kc.

A government news control center will be set up within two hours flying distance of Washington. It will be available to all media, providing facilities for news contacts with any federal agency. Thirty-six government departments and agencies will send crews to emergency locations during the test, known as Operation Alert. FCC Comr. Robert E. Lee is defense commissioner with Comr. Robert T. Bartley as alternate. The FCC problems are expected to center around matters as circuits out of commission and alternate routing for defense transmissions.

Broadcast and other media are publicizing the exercises in advance. The plan was developed by Federal Civil Defense Adm., Office of Defense Management and FCC, with FCC Chairman George C. McConnaughey notifying stations of the silent period and detailing operation plans. The 4:10-4:25 p.m. time segment was selected to give Conelrad stations a chance to change over their transmitters between 4:00 and 4:10, with five minutes leeway at the conclusion to change back to normal operation. Non-participating am, fm and tv stations will be off the air only during the 15-minute Conelrad operating period.

Many types of programming are planned during the Conelrad operation. FCDA has made available a recording that includes announcements and band music. NBC is understood to be doing its own show. Many stations are working with local civil defense officials in local programming. Baltimore, for instance, will have a completely local program including high officials, according to FCDA.

FCC Returns Fisher Bid
For KSLM-TV's Ch. 3

FINAL application pending before the FCC which seeks a tv channel already occupied was returned to the applicant by the Commission last week. Involved was C. H. Fisher's bid for Salem, Ore., ch. 3, which is presently occupied by KSLM-TV.

Two other applications for occupied channels were returned by the Commission two weeks ago [B & T, July 9]. Sarkes-Tartar Inc. (WTV [TV] Bloomington, Ind.) had sought Louisville, Ky., ch. 21, now occupied by WKLO-TV, and Ettlinger Broadcasting Corp. had filed for Reno, Nev., ch. 4, now held by KAKJ (TV).

Storer Broadcasting Co. has a bid pending FCC approval to purchase the Salem outlet. Storer also requested to move the station to Portland to replace its ch. 27 KPTV (TV) there. Earlier this month, however, Storer amended its application to modify the KSLM-TV permit to move the station's transmitter location to a point 12 miles south of Portland [B & T, July 2].

Ridgcrest, Calif., Gets 3
Of 7 Am Grants Made by FCC

AMONG seven new am construction permits awarded by the FCC last week, three were grants to the Mojave desert boomtown, Ridgecrest, Calif. Ridgecrest grants, the town's first, went to Indian Wells Radio, Ridgecrest-China Lake Broadcasters and Ian S. Lansdown. Still pending at FCC is application of John C. Cohlan and John W. Mowbray, seeking 1400 kc, 250 w unlimited in Ridgecrest.

Indian Wells Radio was granted 1560 kc, 1 kw daytime. Sole owner Victor M. Farel is an engineer. Ridgecrest-China Lake Broadcasters was granted 990 kc, 1 kw daytime. Sole owner Harold C. Singleton is 52% owner of KTEL Walla Walla, Wash. 9.9% owner of KGAL Lebanon, Ore.; 100% owner of KRTV Hillsboro, Ore.; 14% owner of KITI Chehalis, Wash., and holds a cp for a new am to operate in Coos Bay, Ore. Ian S. Lansdown was granted 1240 kc, 250 w unlimited.

The Ridgecrest outlets will serve a population of about 45,000. Located in Kern County, Ridgecrest's economic position is boosted by the presence of a 2,000-man naval ordnance rocket test station.

Others cops awarded last week were:
Bay City, Mich.—Water Wonderland Broadcasting Co., 1220 kc, 1 kw daytime. Principals are President Patrick J. Trahan (5.88%); Vice President S. Franklin Horowitz (19.61%); Secretary Ralph J. Isaacs (3.92%), and Treasurer Reed T. Draper (7.48%).
Lakeview, Ore.—Pacific Northwest Radio, 1230 kc, 1 kw unlimited. Principals are equal partners Lynn C. Thomas and A. E. Freeman, livestock ranchers.

South Williamsport, Pa.—Jefferson Broadcasting Co., 1450 kc, 250 w unlimited.

Camden, Tenn.—Camden Broadcasting Co., 1220 kc, 250 w daytime. Principals are owners of WRKM-AM-FM Mayfield, Tenn.
Raccoon
Procyon lotor
Masked bandit of the forest, the Raccoon is a great favorite with Michigan hunters and trappers. He usually lives in a hollow tree, and rarely emerges in the daytime. Very fussy, the 'coon always washes his food before eating it.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

You can bet your coonskin cap that the folks in the picture never “wonder where the yellow went,” never buy cigarettes, beer, or anything else you advertise.

Look for the Raccoon when you visit the far-flung forests of Michigan. But when you look for sales, put your money where the people are—on WWJ, famed for complete news coverage, sparkling personalities, and programming that holds listeners, moves merchandise.

70 per cent of Michigan’s population commanding 75 per cent of the state’s buying income is within WWJ’s daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 114 million cars and spend over $5 billion annually for retail goods.

WWJ AM and FM
WORLD'S FIRST RADIO STATION
Owned and operated by The Detroit News
NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.
Guild's Policies Questioned
In Plea for FCC Hearing

CLARIFICATION of FCC policy with respect to station ownership by film syndication companies was called for last week by WFRV-TV Green Bay, Wis., which asked a Commission to set a hearing on the Guild Films Co. purchase of WMBV-TV Marquette, Wis. Guild is awaiting FCC approval of its $600,000 plus purchase from M & M Broadcasting Co. of the ch. 5 Marquette outlet and its sister station WMAM (570 kc) [BT, June 11].

In protesting the transaction, WFRV-TV criticized the past operation of WMBV-TV, charging that M & M neglected the Marquette area in the avid pursuit to become known as a Green Bay station. Guild's application to buy out M & M was characterized by WFRV-TV as replete with "vagueness and generality" with respect to programming policy and area to be served.

The entry of film syndication firms into tv raises serious policy questions, WFRV-TV told the Commission. WFRV-TV asked whether a film company which owns a station in a certain area would make its product available to other stations in the same area. The station suggested that film company ownership of stations might be comparable to network ownership and require rule-making to prevent restraint of competition.

In an answer to WFRV-TV's charges, M&M and Guild late last week told the FCC that WFRV-TV's arguments were "speculative" and "conjectural" and should be dismissed. M&M has always programmed in the public interest and Guild will continue that policy, the Commission was told. As to FCC policy on ownership of tv stations by film syndication firms, M&M and Guild said that if there is such a policy it is favoring such ownership because all the networks are in the film syndication business.

Small Business Committee
Gerts DBA Fight on Hours

THE Daytime Broadcasters Assn. has carried its fight to change the FCC rules regarding sunrise to sunset hours for daytime stations to the House Small Business Committee.

In a statement submitted to the House committee last week, Jack S. Youngs, WEEB Southern Pines, N.C., DBA chairman, asked for help in persuading the FCC to change its rules to permit daytimers to operate from 5 a.m. to 7 p.m., or from local sunrise to local sunset, whichever is earlier or later.

Present daytime rules were established 30 years ago, Mr. Youngs said. They benefit only "a handful of high power stations," he added. The daytimers situation has been before the FCC since 1947, Mr. Youngs said, and the current request for a change in daytime rules since 1954.

DBA's request earlier this year was taken under consideration by the Senate Small Business Committee. Sen. John F. Kennedy (D-Mass.) was appointed chairman of a subcommittee to investigate this plaint but last month announced that hearings would not be held until the new Congress convenes in January. Other subcommittee members are Sens. Wayne Morse (D-Ore.) and Andrew Schoeppel (R-Kan.).

Opposition to the DBA petition has been filed with the FCC by Clear Channel Broadcasting Service and a number of individual clear channel and regional am stations.

Arguments Against Grant
Of Channel to CBS Heard

CBS' "domination" in the broadcasting field should preclude that network from obtaining a final grant for ch. 11 in St. Louis, Mo., the FCC was told last week in oral argument for that channel. CBS was recommended for the grant in a September 1955 initial decision by FCC Hearing Examiner Thomas Donahue [BT, Sept. 12, 1955].

Mr. Donahue proposed denial of three competing applications filed by 220 Television Inc., St. Louis Telecast Inc. (WEW), both St. Louis Mo., and Broadcast House Inc. (operator of former KSTM-TV St. Louis) of East St. Louis, Ill. A fourth applicant, St. Louis Amusement Co., refused to participate in the hearing as long as CBS was a party and was held in default.

CBS, as the proposed grantee, drew most of the fire during the oral argument, receiving attacks in turn from WEW, 220 TV, Broadcast House and the FCC Broadcast Bureau. Besides the "bigness" charge, CBS also was criticized for its past programming record. The Broadcast Bureau attorney described the initial decision favoring CBS as "replete with error." He said the record of CBS shows a failure to stress the importance of local programming.

Defending the network and the examiners decision, the CBS attorney said that CBS program policy is no different from that of other networks, all which operate according to the rules of the Commission. An "attack on the networks" is in reality "an attack on the rules of the Commission," the attorney told the FCC.

30 YEARS AGO...we said:

LIKE A SOW with ONE PIG

You'll think that your account is the only one we have!

Today, in our 30th year, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Our 30th Year

Page 82 • July 16, 1956

Broadcasting • Telecasting
Parents and educators—more than twelve million of them—have recognized that Westinghouse Broadcasting Company rang the bell at last year’s White House Conference on Education. WBC’s part was to produce, and show on TV, four documentary films on the Conference... broadcast a one-hour dramatized radio documentary... give daily on-the-spot radio and television news coverage... and to create and broadcast local round-table discussions on the subject. For these activities, the National Education Association of United States has just presented a School Bell Award to WBC.

Citation:
“For distinguished service in the interpretation of education represented by comprehensive radio and television coverage of the White House Conference on Education held November 28-December 1, 1955.”

WBC is proud to receive one of the first annual School Bell Awards—along with Look Magazine, the Columbia Broadcasting System and the Associated Press. We are particularly gratified that the N.E.A. School Bell Award so well affirms our belief that Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

WESTINGHOUSE BROADCASTING COMPANY, INC.

Support The Ad Council Campaigns
FCC Says Hearing Likely In Mid-Continent Miami Buy

HITTING what it called a “giveaway” pattern of stations owned by Mid-Continent Broadcasting Co., the FCC last week informed the company that it was making no objection to its proposed $850,000 purchase of WQAM-AM-FM Miami from the Miami Herald-Knight interests [B&T, June 11].

Apparantly spying on the recent “treasure hunt” conducted by two Mid-Continent stations (WDGY Minneapolis and KOWH Omaha), both of which had people from near and far scurrying to locate $103,000 in hidden checks [B&T, June 18], the Commission said that its Mid-Continent operation indicates that the station-owner is “purchasing” the listening audience.

Alluding to the Minneapolis promotion, which saw another station there (WCCO) run a competing contest by which potential candidates to listeners, the FCC told Mid-Continent it appears that “...this pattern [give-away] of operation, with its apparent success, appears to be an inducement to other broadcasters to advertise for similar names, and that this pattern tends... to limit the ability of station licensees to provide the service they consider necessary to meet the tastes and needs of their communities and results in a deterioration in the quality of the service previously rendered to the public.”

Possibility that failure to dispose of WQAM immediately might delay the commencement of WCCT (TV) Miami, on ch. 7, was belittled by FCC sources Friday. It was pointed out that in other situations where duopoly was involved the Commission had been reasonable in permitting a station sale to be consummated without holding up the new operation until the FCC’s grant of ch. 7. Biscayne TV Corp. was conditioned on the disposal of one of the two am stations owned by principals in that vhf outlet. Biscayne is 42.5% owned each by the Cox and Knight newspaper-radio interests in Miami (WIOD and WQAM respectively) and 15% by Niles Trammell, former NBC president. On Friday, WCCT asked the FCC for special temporary authority to begin commercial programming July 29.

FCC Returns Poller Bids For Partial Pay Tv Plan

TWO BIDS which would have brought subscription tv to Milwaukee and Chicago have been returned by the FCC as not acceptable for filing. In sending the applications back to Lou Poller, owner of now dark ch. 25 WCAN-TV Milwaukee, the Commission pointed out that pay tv has not yet been authorized. Mr. Poller asked the FCC to waive its rules and allow him to operate WCAN-TV on a time-share basis [B&T, June 18]; he also filed an application to purchase ch. 44 WQPT (TV) Chicago, contingent on FCC authorization of parttime pay-tv operation on that station, too [B&T, July 2]. Both proposed facilities would have been 25% paid programming, 75% normal operation.

FCC Calls for Comments On Four Shift Proposals

FOLLOWING up its action on pending rule-making petitions [At Deadline, July 9], the FCC last week called for comments by Aug. 15 on the following tv proposals: (1) designate ch. 5 WTVN Columbus, Ohio, as a television educational station for transfer to grantee of ch. 20; (2) reserve ch. 12 instead of ch. 18 for educational use at Lincoln, Neb.; (3) substitute ch. 49 for ch. 11 for educational use in Lexington, Tenn., placing ch. 11 in St. Joseph, Tenn., for commercial use; (4) assign ch. 5 plus to Glenview, Mont. and delete ch. 6 minus to Pierre, S. D., and assign it to Reliance, S. D.

Meanwhile, ch. 17 KGTW (TV) Des Moines asked the FCC to take immediate action in shifting educational ch. 11 at Des Moines to the uhf band, making ch. 11 available for commercial use. KGTW pointed out that the FCC called for comments on the Des Moines shift over a year ago (June 2, 1955) and that the final comment was filed last July. KGTW said the proceeding “has long been ripe for decision.”

Candidates May Fade

THERE may be fewer political candidates on television this campaign year. That inference is left when the high cost of political campaigning was injected into the hearings on network “domina-
tion” being held by the House Antitrust Committee.

Congressionnal candidates are limited to about $4,500 for campaign expenses, explained Rep. Hugh Scott (R-Pa.). Tv time charges have gone up from about $350 to $700 for 15 minutes, he said, and that coupled with production costs makes a 15-minute tv appearance cost the candidate about $900. “If that trend keeps up,” Mr. Scott said, “I can’t see how a candidate can continue to use television.”

This sparked a discussion of network practices involving the equal time provisions of the Communications Act for political candidates (Sec. 315). Mr. Scott and Rep. Emanuel Celler (D-N.Y.), chairman of the committee, and Rep. Kenneth B. Keating (R-N. Y.), all agreed that Sec. 315 was being too rigidly enforced, particularly when many candidates got off the air, they declared.

Community Tv Made Subject To Non-Interference Rules

RESTRICTIONS on community antenna television system—so they do not interfere with tv or other broadcast reception—were made final last week by the FCC with the adoption of new radiation limits as an addition to Part 15 of its rules.

CATV systems were given to December 1959 to comply with the new radiation restrictions. The new rules follow proposals issued in April 1954 which suggested that radiation be limited to 10 microvolts per meter at 10 ft. from the CATV lines. Last week’s regulations were formulated after comments were received from Radio-Electronics-Television Manufacturers Assn., and National Community Tele-
vision Assn.

New in the Commission’s report is a separate, more liberal radiation limit for sparsely inhabited areas. This was defined as an area where tv signals are not in fact being received within 1,000 ft. of any part of the community tv system.

Based on frequencies being received and transmitted, radiation is limited to 15 uv/m at 100 ft., for frequencies below 54 mc; to 20 uv/m for 54-132 mc; to 25 mv/m and other services; to 50 uv/m at 10 ft., for 132-216 (ch. 7-13 and other services), and to 15 uv/m at 100 ft., for frequencies above 216 mc. In sparsely inhabited areas, the limit is the same for frequencies below 54 mc and above 216 mc, but is limited to 400 uv/m for 54-132 mc, and to 1,000 uv/m for 132-216 mc.

The FCC also said that objections to these limitations on radiations from Theodore Haeff
 and “time interlacing” are not covered in the liberalized limits established for sparsely inhabited areas. The “G” line is a development which permits high frequency signals to travel along the outside of an open wire without major attenuation or distortion from the elements.

Joe Julian Loses Libel Suit Against ‘Red Channels’ Book

NEW YORK Court of Appeals in Albany last week turned down an appeal by radio-tv actor Joe Julian, who had sought $170,000 in libel damages from Antitrust Consultants Inc., publisher of Red Channels. Mr. Julian had charged that the publication had characterized him as a Communist “sympathizer, dupe, tool and suckers,” and had impaired his ability to find work in the radio-tv industry.

The state’s highest court rejected the appeal by a 5-2 vote. The majority opinion held that the listening and viewing public has “a right to know if the public or the people seeking their patronage in a public field are being vic-
timized.” It asserted that “unless the person is falsely accused of wrong-doing, he or she must accept the criticism or comment,” and added:

“To characterize the plaintiff’s [Mr. Julian’s] political activities at Communist-front meetings as an impediment to employment in radio and television is not to determine his professional fitness for employment; it is mere opinion.”

Senate Okays Hansen Appt.

SENATE unanimously confirmed last week Victor R. Hansen, California Superior Court Judge, to be Asst. Attorney General in charge of the Dept. of Justice’s antitrust division. Mr. Hansen succeeds Stanley N. Barnes, named to the ninth circuit court of appeals.

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“To characterize the plaintiff’s [Mr. Julian’s] political activities at Communist-front meetings as an impediment to employment in radio and television is not to determine his professional fitness for employment; it is mere opinion.”

Senate Okays Hansen Appt.

SENATE unanimously confirmed last week Victor R. Hansen, California Superior Court Judge, to be Asst. Attorney General in charge of the Dept. of Justice’s antitrust division. Mr. Hansen succeeds Stanley N. Barnes, named to the ninth circuit court of appeals.

Joe Julian Loses Libel Suit Against ‘Red Channels’ Book

NEW YORK Court of Appeals in Albany last week turned down an appeal by radio-tv actor Joe Julian, who had sought $170,000 in libel damages from Antitrust Consultants Inc., publisher of Red Channels. Mr. Julian had charged that the publication had characterized him as a Communist “sympathizer, dupe, tool and suckers,” and had impaired his ability to find work in the radio-tv industry.

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SPONSORS WARM TO AP
Because it's better
and it's better known.

"JAILBREAK"

Just One Story—But
it needed (and got) six-sided coverage

Case History No. 22

Almost 300 miles southeast of Odessa, Texas, John Wilson was on his pre-dawn news beat for KONO, San Antonio. He was making a routine check with police when he picked up an alert.

Wilson quickly telephoned The Associated Press at Dallas:

"State Police say there's been a major jailbreak from Ector County Jail at Odessa. Six prisoners escaped. Some armed and dangerous."

Even as preliminary details began moving over AP news circuits, the first of five additional points began feeding details to the Dallas AP bureau.

From 310 miles east of Odessa, Goodson McKee, WACO, Waco, was on the phone with additional news of the bold escape.

Closer to the scene, J. N. Young, KBST, Big Spring, called AP with important vivid details: bloodhounds being dispatched to Odessa by Big Spring sheriff—five trusties overcome and bound—names of the six escapees. Then—as he talked—came word that one of the six had been captured.

At Odessa, newsman Paul Singer, KOSA-TV, was on the scene. A frightened prisoner told about hacksaw blades being smuggled into the jail, of threats on the lives of trusties, of the secret sawing of jail bars, and escape down lattice work on the wall.

George Murray of KECK, Odessa, rounded up quotes from authorities, descriptions of the fugitives, charges against them.

In early afternoon the ringleader was captured at an Odessa residence. Shortly thereafter a motorist was held up, bound, and his car stolen by two more of the prisoners.

Sixty-five miles northwest of the jailbreak, two more fugitives were captured. Hal Fees, KPET, Lamesa, told AP how they had been taken after a 90-mile per hour auto chase.

The fast coverage by six radio news men, spread over an area 400 miles in diameter, continued until the final capture. It was an important, fast developing story. AP member stations throughout Texas and elsewhere had the story first and in exclusive detail for many hours. But no one was surprised at this dragnet news operation. AP radio and TV members cooperate to make such news coverage possible—even routine.

Wilson, McKee, Young, Singer, Murray, and Fees are six among thousands who make AP better . . . and better known.

Those who know famous brands . . .

... know the most famous name in news is AP

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—
Pittsburgh TV Applicant Asks Interim Station Grant

PETITION seeking a declaratory ruling favoring interim trusteeship to permit commencement of a TV station on ch. 4 in Pittsburgh before the facility has been granted was filed at the FCC last week by Matta Enterprises, one of five applicants in the proceeding. Matta said it believes an agreement can be reached among the applicants to share the expenses of putting ch. 4 on the air, giving Pittsburgh a much-needed station.

Applicants for the Pittsburgh channel are Television City Inc. (KQV), WCAE Inc., Matta Enterprises (WLOA Braddock, Pa.), Wespex Television Inc., and Irwin Community Television Co. A hearing examiner's initial decision, released April 23, favored TV City for the grant, but the death of TV City's leading principal, Irwin D. Wolf, and the petitions to revise the record respecting the character qualifications of several other major principals will require more procedural steps of exceptions and oral arguments—all of which mean further substantial delays before a final grant in the case, said Matta. The ch. 4 case began early in 1954. At one time there was talk of a merger among the five applicants.

Pittsburgh's present TV stations are ch. 2 KDKA-TV, non-commercial; ch. 9, WQED (TV), and ch. 16 WENS (TV). Grant of Pittsburgh ch. 11 to WWSW Inc. has been made by the Commission but construction of this outlet has been stayed pending protest hearing.

In last week's petition, Matta pointed to the ch. 12 Shreveport case, in which the three applicants were allowed to operate an interim trusteeship station. The station operated 1 ½ years before it was transferred to Shreveport Television Co., which operates today as KSLA-TV.

Examiner Recommends Order To Stop EAO-TV Boosters

AN FCC hearing examiner recommended last week that the FCC order EAO-TV of Entiat, Wash., to cease operation of its unlicensed booster station. Examiner Hugh B. Hutchison found that the booster operations were causing interference to direct reception of authorized TV stations, bringing the booster within the definition of the Communications Act. He recommended that the FCC order EAO-TV and its members to cease and desist such operation without having first obtained an FCC license; from conducting the booster operations without a person licensed by the FCC, and from rebroadcasting TV signals without having first obtained permission to do so from the originating stations. EAO-TV has been rebroadcasting the programs of ch. 4 KXLY-TV, ch. 6 KXH-TV and ch. 2 KREM-TV all Spokane.

FCC Aims Sights on Use Of New Bingo-Type Program

The FCC has hoisted warning flags against a new type of bingo game on the air. This one is called "Ringo," and is a variation of bingo, according to information acquired by the FCC. The Commission sent letters to 70 radio stations asking for information on Ringo, it was learned last week. The FCC asked for the format of the program, how long the program had been carried and the method by which the winner was chosen. It asked for a reply by the end of this month. Attached to the letter was a copy of the Commission's ruling on the Play Marko case. The FCC held last May that Play Marko, also a bingo type program, was a lottery. This verdict has been appealed by the Caples Co., Chicago advertising agency and promoter of the program, to the U.S. Court of Appeals in Washington [B&T, July 2].

The Ringo program, it was understood, was being promoted by Airs Advertizing Agency, Baltimore, Md. The FCC secured a list of stations carrying the program, it was understood, when the recipient of one of the Baltimore agency's promotion pieces sent it to the FCC. The brochure listed stations carrying the program. It also claimed that the program did not violate the lottery laws, it was understood.

One station, it was learned, carried the program three months last year. It dropped Ringo of its own accord.

'Candidate' Daly to File Suit Seeking Equal Time

A SUIT seeking equal time from the radio-TV network for political talks will be filed in Chicago District Court early this week by Lar (America First) Daly, who claims to be a candidate for the Republical presidential nomination. Mr. Daly said he will ask for free time after all Republican principal's radio-TV talks, including public service messages, and claims he has been denied network facilities on two different occasions.

Basis of the suit will be FCC's political broadcast primer, issued in 1954, he said. Brief will be filed in Federal District Court for the Seventh District.

Democrats Name Quenstedt For Va. Congressional Seat

WARREN D. QUENSTEDT, communications lawyer with the firm of Segal, Smith & Hennessey, Washington, has been nominated by the Democratic Party for Virginia's 10th district Congressional seat. Mr. Quenstedt defeated two opponents in the July 10 primary and will be opposed by incumbent Joel T. Broyhill (R-Va.) in the November general election.

Before joining Segal, Smith & Hennessey, the 44-year-old Mr. Quenstedt was with the Broadcast Bureau and served in the general counsel's office of the FCC.

FCC's Flint Plea Denied

THE U. S. Court of Appeals last week turned down an FCC request asking that it be permitted to take into account all changes in the Flint, Mich., ch. 12 case (WJRT (TV) rather than only those involving the license. Earlier, the court also denied a request by WJRT for a reargument before the court en banc. The court last May ruled that a rehearing was necessary because WJRT proposed to move its transmitter to a new site after receiving the grant [B&T, May 28]. Appellants were WFDF Flint and W. S. Butterfield Theaters Inc., the unsuccessful applicants. The FCC said changes had occurred in those applications also.

Would Replace 'Courier'

THE U.S. Information Agency last week asked the Senate Appropriations Committee to include $2 million in a supplemental appropriations bill to build a land-based broadcasting facility in the Near East. Construction would take about 2½ years and the facility would replace the Voice of America's vessel Courier, which presently beams to Arab areas.
"You're looking at a million-dollar menu!"

"Only two years ago, we started freezing our Chinese food and selling it around Minnesota.  
"Now, we've sold millions of dollars' worth throughout the U.S.A.—captured half of a $25,000,000 market—all with food prepared in our one plant in Duluth!  
"Food brokers and buyers receive our Chow Mein, Egg Rolls or whole Cantonese dinners anywhere in the 48 states—within a few hours!  

"How do we do it? We pack these new delicacies in dry ice and rush them Air Express! With Air Express, they travel fast and sure, taking hours instead of days for delivery.  
"Air Express never fails us. In fact, it's opening up the whole country as our regular market.  
"And yet, most of our shipments cost less than any other air service. 15 lbs., for instance, Duluth to St. Louis, is $4.67. It's the lowest-priced complete air service by $2.98!"

Air Express  
GETS THERE FIRST via U.S. Scheduled Airlines  
CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
Summer Audiences
step your way
when you
program
the
"best music in America"

THE SESAC TRANSCRIBED LIBRARY
The Coliseum Tower
New York 19, N. Y.
celebrating our 25th Anniversary

FCC Denies Request to Stay Triangle New Haven Purchase

THE FCC last week turned down a request by WHP-TV Harrisburg, Pa., asking the Commission to stay its approval to the $5.4 million purchase of WNHC-AM-FM-TV New Haven, Conn., by Triangle Publications Inc. The FCC approved the transfer last month [BT, June 25] and WHP-TV asked that the grant be stayed pending results of the hearing involving Triangle's purchase of WLBR-TV Lebanon, Pa. WHP-TV is protesting the WLBR-TV purchase as is WTPA (TV) and WCMB-TV, both Harrisburg, and WHUM-TV Reading, Pa.

However, the Commission has advised Triangle (Philadelphia Inquirer-WFIL-AM-FM-TV) that its approval of its New Haven acquisitions is without prejudice to any action it may take as a result of the outcome of antitrust indictments returned against "certain Philadelphia broadcast stations." WFIL was named with nine other stations on charges of illegal rate fixing [BT, July 2].

Third Applicant Files
For Translator Service

THIRD application seeking the newly-author ized tv translator service was filed at the FCC last week by Mt. Grant Television Booster Service. Mt. Grant filed for approval of a ch. 70 service at Hawthorne-Babbitt, Nev., to rebroadcast programs of ch. 4 KRON-TV San Francisco. Applications seeking services in Bishop, Calif., to rebroadcast ch. 2 KNXT (TV) Los Angeles and ch. 4 KRCA-TV Los Angeles were filed two weeks ago by James R. Oliver, operator of KIDS Bishop, Calif. [BT, July 9].

Mt. Grant's transmitter output is 10 kw. Construction cost was estimated at $4,000, first year operating cost at $750.

MILESTONES

► WALTER B. HAASE, general manager of WDRC Hartford, Conn., celebrated his 32nd anniversary with the station in July.

► SPORTSCASTER TOM MANNING was honored by KYW Cleveland and the Chamber of Commerce for his 30 years of sportscasting. Festivities included special tributes: a testimonial luncheon June 29, a special radio show June 28 featuring Bob Hope, and presentation of an honorary plaque by Sport magazine. Mayor Celebreze of Cleveland proclaimed June 29 as Tom Manning Day.

► SULLIVAN, STAUFFER, COLWELL & BAYLES, N. Y., has celebrated its 10th anniversary.

► PAUL D. BEZAZIAN, partner in Burton Browne Adv., has celebrated his 15th year with the agency, which handles electronic accounts with offices in New York and Los Angeles.

► VIC KNIGHT, music director of WXLW Indianapolis, has begun seventh year with station.

► ANDREW G. HUBBELL has celebrated his 10th anniversary as general sales manager of WNBF-AM-TV Binghamton, N. Y.

► PLAYHOUSE PICTURES of Hollywood has marked its fifth anniversary.

► WISH-TV Indianapolis has celebrated its second year.

GOVERNMENT
1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 100 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas. In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

Covering LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

July 16, 1956 • Page 89
SHIFTING TREND BRINGS WBC-NBC SPLIT

That is the reason given by Westinghouse executives for dropping network daytime programming from four of its stations. Not affected is KEX Portland, which carries programs of the ABC Network.

TOP OFFICIALS of Westinghouse Broadcasting Co. emphasized this week that it was shifting trend in radio programming—particularly in the daytime—that basically moved WBC to originate locally all of the daytime Monday-Friday programs on four of its radio stations starting today (Monday) [CLOSED CIRCUIT, July 9].

Affected by the decision announced Wednesday were NBC Radio affiliates WBZ-WBZA Boston-Springfield, Mass.; KKYW Cleveland; WOWO, Fort Wayne and KDKA Pittsburgh. WBC's 8th radio outlet is KEX Portland, Ore., which carries ABC radio programs.

In support of this contention, Westinghouse executives point to research they have conducted during the past several months that charted a sharp drop in the listening audience, beginning with the stations' pickup of the network program service. It was understood that negotiations between Westinghouse and NBC failed to bring about a renewal of contracts when the present ones expired. Westinghouse thus had no contractual commitments.

The Westinghouse action had long been anticipated. NBC's Weekday radio service, in particular, was under fire from Westinghouse. This programming has been abandoned by the network. Effective July 27, a new format to include dramas, daytime series and music is to take its place. A secondary factor, according to Westinghouse, was the "network pricing" and station compensation. Donald H. McGannon, president of WBC, explained that the "serious audience situation, coupled with the underpricing of radio and station compensation, has precipitated this decision."

Audience Trend Cited

Mr. McGannon noted in his statement that the "downward trend in audience during network time periods" had been in review for the past 16 months by Westinghouse and NBC, contrasting with the dropping trend of network radio listeners. "This is an upward trend in local time periods," he noted.

Other developments on the split:

- In all probability, Westinghouse's radio outlets, which still are fed NBC Radio service about three hours nightly, will move even further to local emphasis. Speculation was high that NBC Radio soon might cast elsewhere in the Westinghouse markets for new radio affiliates. No confirmation for comment, however, could be obtained from NBC executives as of late Thursday.

- Westinghouse's future expansion of local programming on its stations was revealed by WBC. In the main, the programming will include an exclusive Washington news correspondent who will report the news of the Nation's Capital to each of the stations in terms of its effects on listeners; a group of "radio contributors" representing on cultural, theatrical, literary, and film topics; an enlarged schedule of news documentaries emphasizing local issues and problems and news forums and increased emphasis on locally-originated live religious shows. WBC's bimonthly news and weather reports and the "immediacy" of local news coverage complete the personal and local "image" of each of the stations.

- WBC, in dramatizing its change to home-origination in radio, flew a group of leading performers from each of the four stations to New York for the big day as guests of Mr. McGannon at a special reception and party. Record manufacturers and newsmen were invited to meet with the radio stars. Before the party, the top local and network disc jockey personalities met at WBC's headquarters with Richard Peck, vice president in charge of programming, for a review of plans for the stations' expanded local format.

In his announcement Wednesday, Mr. McGannon declared: "Radio is a more vigorous medium than ever, particularly in the new, more local, even more personal form it has taken. We feel that we can best serve our stations' listeners and advertisers by providing a more intensified 'home town' radio service, programmed at the local level and geared to the needs and expressed wishes of our public. And we feel that we will put our operation on a more productive basis if we localize it."

NBC, according to Mr. McGannon, had under option large blocks of time which, therefore, was not available for sale locally on the stations. Mr. McGannon said: "The almost minimal income received by the stations from the network was not in proportion to the time devoted to network programming." Network pricing policies, he declared, tended to divert national spot sales revenue from the stations—revenue, he underscored, that a station needs to exist.

Concluded Mr. McGannon: Research at Westinghouse revealed that the listening public "has come to regard radio" over the past year and a half as a "personal, companion medium." He cited audience preferences for stations which accent local personalities, music and news.

CBS Radio Affiliates Elect Three to Board of Directors

ELECTION of three members to the board of directors of the CBS Radio Affiliates Assn., was announced last week by Kenyon Brown, KWFT Wichita Falls, Tex., association board chairman. The appointments to the 12-man board become effective Sept. 10, with new members to serve for three years.

New members are Robert Trencher, WNAV Yankton, S. D., replacing Hugo Terry, KLZ Denver (Di.); C. C. Kellman, KTBC Austin, Tex., succeeding Mr. Brown (Dis. 8), and H. J. Chandler, KFLW Klamath Falls, Ore., replacing Saul Haas, KIRO Seattle (Dis. 9). The annual elections for directors-at-large will be held at the 1956 CBS Radio Affiliates Assn.'s meeting in New York, Sept. 10-11.

King Promoted at Mutual

CHARLES KING, MBS eastern station relations representative, last week was named station relations director, a post vacant for the past three months following the appointment of Robert W. Carpenter to vice president in charge of station relations.

Before joining Mutual in January 1954, Mr. King was general manager of WKAL Rome, N. Y., and with WAYS Charlotte, N. C.

Rockefeller Attraction

VISITORS on NBC's guided tour of the network's facilities in Rockefeller Center, New York, are being shown a new point of interest—an exhibit explaining how RCA's compatible color television system works. The exhibit, produced by Bertell Inc., New York designers, under the supervision of William S. Hedges, NBC vice-president in charge of integrated services, consists of nine illustrations. The illuminated display shows, step by step, how an image is transmitted from the studio to the tv set.

Allen Scores Against Sullivan With Elvis Presley's Help

APPEARANCE of Elvis Presley on Steve Allen's July 1 telecast not only attracted many viewers away from the opposing Ed Sullivan program [BIT, July 9] but made that show the most talked about one on record. During the week ending July 7, interviewers for Sindlinger & Co. found that 38,191,000 people, or 31.5% of the U. S. adult population, were "talking about" the previous Sunday's Allen program, highest "talked about" rating registered by any program in the 54 weeks the question has been asked.

Without Mr. Presley, Steve Allen's following fell off the next Sunday (July 8). Trendex on Monday reported that the Allen show had been rated at 14.7, while the Sullivan program got 20.8. These figures substantiated the advance Sindlinger prediction that Allen would rate 15.0 to Sullivan's 21.1 [AT DEADLINE, July 9].

NBC African Stringer Killed

THE BODY of Jack Yowell, 36, NBC stringer in Africa, was found July 6 near a pier at Bukama, a port on the Congo River in the southern part of the Belgian Congo. The canoe in which Mr. Yowell was making an exploratory trip down the Congo River had overturned six days earlier. Burial services for Mr. Yowell were held in Bukama July 6.

KBIX-TV to Be CBS Affiliate

KBIX-TV Dickinson, N. D. (ch. 2), will go on the air on or about Oct. 1 as a CBS-TV affiliate under the network's Extended Market Plan, Herbert V. Akerberg, vice president in charge of station relations, announced last week. KBIX-TV is owned and operated by the Dickinson Radio Assn., P. O. Box 1152, Dickinson, N. D.

Also announced was the joining last Monday of KBAK-TV Bakersfield (ch. 29) as a secondary interconnected CBS-TV affiliate. Effective next Jan. 9, the station will become a primary CBS-TV affiliate, replacing KERO-TV, Bakersfield, KBAK-TV is owned and operated by the Bakersfield Broadcasting Co.

WAIM-TV Now ABC Affiliate

AFFILIATION of WAIM-TV (ch. 40) Anderson, S. C., with ABC-TV effective yesterday (Sunday) was announced jointly last week by Glenn Warnock, WAIM-TV general manager, and Alfred Beckman, ABC-TV station relations director. WAIM-TV, owned and operated by the Anderson Independent & Mail, heretofore was a CBS-TV affiliate.
Only STEEL can do so many jobs so well

Perfect Sun And Light Control. Designed to stay up all year, this awning can be rolled down to any level for sun protection or rolled up against the house to admit light on cloudy days. These roll-up awnings are made from tough USS Galvanized Steel for sturdiness and long wear. In laboratory tests, the awning was raised and lowered over 20,000 times without failure.

The Day Of Judgment is depicted by this magnificent stained glass window in St. Gertrude's Church, Franklin, Illinois. This breath-taking window was designed and made in the United States, and its weight is supported by a network of slim USS steel mullions — further evidence of the versatility of steel, which serves industry, farm, home and church in so many ways so well.

2 Million Volts will be generated in this all-steel transformer tank. It is part of an x-ray machine used for industrial inspection. USS steel plates and sheets were used for the important parts.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE, AMERICAN STEEL & WIRE and CYCLONE FENCE, COLUMBIA-GENEVA STEEL, CONSOLIDATED WESTERN STEEL, GERRARD STEEL STRAPPING, NATIONAL TUBE OIL WELL SUPPLY, TENNESSEE COAL & IRON, UNITED STATES STEEL PRODUCTS, UNITED STATES STEEL SUPPLY, Division of UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC., UNION SUPPLY COMPANY, UNITED STATES STEEL EXPORT COMPANY, UNIVERSAL ATLAS CEMENT COMPANY

SEE The United States Steel Hour, it's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.
From where I sit
by Joe Marsh

Confused
"Sit"-uation

Been meaning all week to tell you about Curley Lawson's "baby-sitting" experience.

His Mrs. left him in charge, about seven p.m., with instructions not to let the children come downstairs. So Curley read his paper and whenever he heard footsteps on the stair-case he ordered the culprit back to bed. Happened three or four times.

Little while later, Mrs. Miller from next door came over to inquire if Curley had seen her Sonny. "Here I am, Mom" came a voice from upstairs, "But Mr. Lawson won't let me go home."

From where I sit, jumping to conclusions like Curley did, doesn't always make for an amusing story. I'm reminded of the people who—without due consideration—have concluded that I'm wrong to like an occasional glass of beer. Well, to my way of thinking, that's not only intolerant...but, what's more, "minding" the other fellow's business is not the American way.

Joe Marsh

Copyright, 1956, United States Brewers Foundation
Commercial Hotel T.V. To Start in September

THE OUTLINE of a new type of closed-circuit television service—providing guests in two New York hotels with filmed programming dealing with New York attractions, including night clubs, plays, sporting events and other tourist activities—was announced last week. An unusual part of the service will be the sale of spot announcements to national, local and regional advertisers.

Announcement of the new closed-circuit plan was made by Will Baltin, president of Hotel T.V. Broadcasting Corp., an affiliate of Magnetics Corp. of America, which will operate the system in association with Wells Closed-Circuit Television Inc. The latter is an affiliate of Wells Television Inc., installer and operator of master tv systems and receivers in hotels throughout the U. S. Mr. Baltin, who reported the service will begin in September, declined to name the two hotels to be used in New York, saying only that each has more than 1,000 rooms.

Mr. Baltin said that several national and local advertisers have inquired about the spot announcement potentialities of the new service. He pointed out that advertisers who cannot afford even the minimal spot card rate on New York tv stations could utilize the new service and obtain multiple exposure, because it is planned to repeat the commercials several times a day.

Under current plans, the service will use channel 6 and will not affect reception of commercial programs on other channels, according to Mr. Baltin. He said the programming will be on film and be continuous from 9 a.m. to 11 p.m. Film production on some of the programming already has begun, according to Mr. Baltin, and will include "What to See—Where to Go—What to Do," "The Movie Playhouse" of scenes from current motion pictures, "Fashion on Parade," Sports in New York This Week," and "Legitimate Stage Playbill."

The firm's president reported plans call for expansion of the hotel t.v. service to at least 25 other cities within the next two years, with Washington next on the list. He said that in two years, he expected a minimum of 50,000 hotel rooms would be providing the service.

PROGRAM SERVICE PEOPLE

Bill Bertenshaw, production manager, Hardy Burton Productions, N. Y., appointed general manager of Radio & T.V. Roundup Productions, Maplewood, N. J.

1.6 Million Listeners

MORE than 1.6 million replies were tabulated by World Broadcasting System as its one-year "Radio's big little man" promotion plan drew to a close. The campaign, designed to boost radio listening and backed by $1 million in promotional aids, was spotted over 500 WBS member stations for 13 weeks, asking listeners to submit to local WBS stations their reasons for liking and listening to radio. WBS named as the top three winners: Merle Price, Forest City, N. C., who won an all-expense paid 10-day trip to Paris, via WBBO Forest City; Peter M. Parun, New Orleans, a free, week-long vacation in the Virgin Islands, via WSMB New Orleans, and Mrs. John F. Ahlers Jr., Belgrade, Neb., via WJAG Norfolk, Neb.
AFTRA EYES GUARANTEED ANNUAL WAGE

National Secretary Conaway suggests to Chicago convention that union seek extra unemployment benefits such as enjoyed by auto workers. Discussions of controversy with Screen Actors Guild on agenda.

SUGGESTION that American Federation of Television & Radio Artists might well shoot for some form of industrywide “supplementary unemployment benefits,” similar to those in the automobile industry, in national and local negotiations was raised during opening day sessions of AFTRA’s national convention in Chicago Thursday.

Donald F. Conaway, new national executive secretary of AFTRA, projected the possibility in discussing the talent union’s efforts to gain improvements in unemployment insurance benefits and disability payments and the establishment of AFTRA pension and welfare funds throughout the industry two years ago. Urging that AFTRA pursue its efforts to get changes in basic legislation, Mr. Conaway cited supplementary unemployment benefits as “an alternative” and noted other unions have discussed it and other industries have put it into effect.

Such a plan, if adopted, would mean, in effect, a quasi-guaranteed annual wage for AFTRA performers and protection against radio-television industry layoffs. Mr. Conaway described this plan as a “long-range prospect.”

Mr. Conaway asked:

“Is there any reason why AFTRA cannot achieve some form of supplementary unemployment benefits on an industrywide basis—just as we established our pension and welfare funds? Is there any reason why such a plan, once achieved in our national negotiations, could not then be extended, as local negotiations take place, on a nationwide, industrywide scale?”

Other Thursday Topics

Mr. Conaway’s report highlighted Thursday afternoon sessions that included election of a resolutions committee, and other reports by AFTRA’s national counsel and treasurer. Evening sessions were devoted to appointment of subcommittees to discuss issues and working conditions for network radio and television, transcriptions, staff announcers and phonograph recordings.

Major item on the AFTRA convention agenda is the firming of wage and working condition demands for network negotiations looking toward a new contract. Present network contracts expire Nov. 15 and AFTRA would be required to give 60 days prior notice. Relations with other units, a report on AFTRA’s pension and welfare funds, and discussion of pay TV, video tape (Amplex), Electronicam (status of fight with SAG, which has been awarded jurisdiction), closed circuit tv and other developments were scheduled for Friday. Election of officers and adoption of resolutions were slated for Saturday.

Among resolutions offered were those by AFTRA’s Boston local, calling for a clause in the national tv code on network fees to “struck” stations (AFTRA personnel could “help” other members engaged in serious labor disputes on local levels), and by the St. Louis local, calling for an “unfair stations” clause in 1956 radio-television network pact.

On the latter, AFTRA is urged to negotiate for a clause “providing that no network shall provide network service to any radio or television station at which AFTRA members are on strike, provided that such strike has been duly authorized by the AFTRA local having jurisdiction and further provided that the national board of AFTRA shall have approved said strike and shall have given the servicing network 24 hours prior notice to terminate service.” If finally adopted, it would take the form of a “policing” clause with network cooperation.

AFTRA membership unanimously adopted a resolution Thursday in effect asking Mr. Henry Jaffe to remain as general counsel despite his announced resignation and controversy over his outside activities (participation in Showcase Productions Inc.). One resolution anticipated for adoption was one to extend AFTRA’s pension and welfare funds benefits to radio. All resolutions in final forms were to be drafted and submitted for approval Saturday.

Also high on the AFTRA agenda were discussions of the controversy with Screen Actors Guild, which has rejected AFTRA’s merger proposal [B&T, July 9, 2].

In his report Mr. Conaway reviewed the Electronicam dispute, and SAG, execution of the clarification agreement setting a fixed formula for re-use of programs and reinforcement of AFTRA’s jurisdiction on electronic video equipment, memberships gains, individual station strikes and other activities.

Mr. Conaway noted that “radio has been transformed to such an extent that we should come to it with new thought patterns” and “devalue new formulas,” in line with changes in thinking by networks and stations. He also urged AFTRA to be not “fearful” but “prepared” for automation.

AFTRA is “determined” this year to include radio artists in pension and welfare benefits in various collective bargaining units such as holds already for television artists in New York, Chicago and Los Angeles as “an industry obligation.”

Mr. Conaway pleaded for a wage-hour contract designed to reflect not only the general welfare and membership wishes but also rapidly changing conditions in both the radio and television industries. He called on the talent union to “break away from obsolete patterns of thinking and formulas that no longer apply effectively.” Standardization of a fixed formula for use of programs under the clarification agreement will encourage re-use of recordings, he said.

Some 65 delegates from 24 national locals attended the fourth annual convention in Chicago’s Knickerbocker Hotel. Aside from Mr. Conaway’s talk Thursday, Harry O’Reilly, executive assistant to the director of the AFL-CIO, discussed merger of the two labor organizations.

With respect to subcommittees for age demands, AFTRA set up units for actors, singers, dancers, staff and freelance announcers (separate) and specialty acts.

Pettrillo Attacks Swiss Meet

JAMES C. PETRILLO, president of the American Federation of Musicians, attended a meeting of the Committee of Experts of the International Labor Organization in Geneva, Switzerland, last week and outlined AFM’s royalty plan, under which royalties on the sale of recordings are made to the Music Performance Trust Funds and are used to provide employment for musicians. The Committee of Experts, consisting of representatives of labor and of the world-wide recording industry, met to set up a multi-nation covenant “to protect performers against the commercial exploitation of their labors by mechanical reproduction.”

Broadcasting • Telecasting
Clarence Froome

Or how to reduce your tax bill

"There used to be a saying back in 1921 when I joined Union Oil. It was 'The less government, the better.' We believed it, too.

"Today it's the other way 'round. People seem to think that more and more government can solve more and more of their problems.

"They look to government for pensions, for unemployment insurance, for federal housing, for medical aid—for all kinds of securities we used to depend on ourselves for.

"Now there's nothing wrong with taxes that pay for defense, and other necessities. But we're kidding ourselves if we think Uncle Sam is a rich relative with an inexhaustible supply of cash we can tap whenever we need it.

"Fact is, government is more of a poor relation. It produces nothing. It pays no taxes. Anything you or anyone else gets from it first has to be taken away from you and somebody else.

"So, obviously, the more you let the government do for you, the more it's going to cost you."

"THE MORE GOVERNMENT DOES FOR YOU, THE MORE IT COSTS YOU."

In 1921 when Clarence Froome started with Union Oil as a machinist, 1 person in 15 worked for the government. Today (Clarence Froome is now a Division Superintendent) 1 person in 8 is on government payroll. And Uncle Sam takes 11 times more money from you as taxes than he did in 1921.

Admittedly, there's a bigger job to be done today. But the danger of a constantly enlarging government goes far deeper than its cost to the citizen.

Because each time you let the government do a job you should and can do better, you give up a part of your personal freedom.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
CBS Inc. shuts down its radio, tv set manufacturing division in a not unexpected move as a last resort in treating troubles caused by low sales.

CBS INC. Wednesday chose what President Frank Stanton once called a "hopeless situation" two months ago (BWT, May 28) to be the last resort in treating the troubles of its sales-light radio and tv set manufacturing division, CBS-Columbia: It shut down the division.

The announcement that CBS-Columbia, after a five-year existence—the most recent years spent in the red—would go out of business was terse and sudden, though not unexpected. Only recently Dr. Stanton had predicted further losses for the first half of the year.

In a joint statement by Dr. Stanton and CBS' Board Chairman William S. Paley announced the company's decision after a regular monthly meeting of the board of directors in New York.

Matters. Paley and Stanton emphasized, however, that the future of other CBS manufacturing divisions was assured and its research and development laboratories would "in no way" be affected by the shutdown. They said CBS plans to continue to expand the activities of Columbia Records (records and phonographs), CBS-Hytron (tube and semiconductors) and CBS Labs (research and development).

Various moves and economies had been undertaken by CBS Inc. to improve its position that had worsened because of rocky going in set sales and a sore need for better plant facilities (at Long Island City, N. Y.).

Stanton's Observations Earlier

Dr. Stanton had noted last May that whenever there is a slump in tv set making, manufacturers with a smaller share of the market suffer first. Unit sales have been off an estimated 30% or more in the set industry. CBS-Hytron also lost money in 1955 but CBS Inc. feels that division will do better and even will expand in facilities.

Actually, the revelation that CBS-Columbia was to shut its doors was anti-climactic in a way. The announcement was reported by several of CBS-Columbia's distribution centers closing up shop. Several of the factory branches—company owned—were reported to be suspending operations as early as Tuesday. On Monday, Henry C. Bonfig, CBS-Columbia president, was being asked about a report that the firm had discontinued radio receiver production and was on the verge of doing the same with tv set making.

The report on radio sets stemmed from the disclosure that CBS-Columbia had abandoned its radio line by selling its stamping dies to Traveller Radio Corp., Chicago.

CBS acquired the receiver's and tube manufacturing properties in mid-1951 in an exchange-of-stock arrangement that was estimated at the time to be worth about $20 million. Companies acquired were Hytron Radio Corp., Hytron Interfering Camera Corp., including Air King Products Co. Air King became CBS-Columbia Div. of CBS and Hytron was changed to CBS-Hytron Div.

Three principals of the original ownership and management of the Hytron companies—Lloyd H. and Bruce A. Schultz, chairman and president of Hytron, and David H. Cogan, president of Air King—remained active in the management of the respective divisions for about three years. More recently, former president of Admiral Corp., succeeded Mr. Cogan as president of CBS-Columbia and was followed by the current president, Mr. Bonfig, formerly of Zenith Radio Corp.

Kelley to Leave DuMont, Will Head Kelco Corp.

WILLIAM H. KELLEY, vice president and general manager of consumer products for Allen B. DuMont Labs, will leave the post at the end of 1956 to become president of the newly organized Kelco Corp., Long Island City, N. Y., national merchandising and advertising representative for industry and manufacturing-marketing consultant firm.

In announcing Mr. Kelley's plans, David T. Schultz, DuMont president, said that Mr. Kelley's duties and responsibilities would have been assigned to Francis P. Rice, manager of the television receiver division, and Alfred Y. Bentley, manager of the cathode-ray division. They will report directly to Mr. Schultz.

Mr. Kelley will remain with DuMont until the end of the year as assistant to Mr. Schultz, concentrating on merchandising and advertising activities of the company. He has been associated with the radio-tv field since 1921, having served with DuMont and previously with Admiral Corp., RCA and the Garod Corp.

Olympic, Loewe Opta in Pact

OLYMPIC Radio & Television Inc., which recently acquired David Bogen Co., New York, and Presto Recording Corp., Paramus, N. J., as part of a diversification move (BWT, July 9), last week expanded its high-fidelity radio-phonograph operations, signing an import agreement with Loewe Opta A. G., West Berlin, Germany.

Under the terms of the agreement signed by Olympic President Morris Sobin and Loewe Opta President Bruno Piper, Olympic will import and distribute the hifi equipment under the name Olympic-Opta. For Loewe Opta, with offices and plants at Knaack, Duesseldorf and Berlin, it will be the first time the firm has gone into the U. S. market.

Tube Sales Up for May

SALES of receiving and picture tubes by factories in May exceeded the same 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The May sales totaled 906,732 picture tubes compared to 830,902 in April and 779,329 in May 1955. Five-month sales were 4,376,137 compared to 4,207,069 a year ago. Receiving tube sales were 33,015,000 units in May, 35,184,000 in April, 188,619,000 in five months of 1956 and 185,681,000 in 1955.

Sans Antennas

AN exclusive subdivision now being developed in Beverly Hills, Calif., will be the nation's first housing development to eliminate rooftop tv aerials through an underground electronics system, designed by RCA.

Known as the Antenaplex Master TV Control System, it will allow each home to operate up to eight tv sets without additional amplification costs. An underground cable is fed from a master pickup tower to each home. E. T. McGovern, RCA executive, announced the perfection of Antenaplex.
The 3 major NERVE CENTERS

of the Mighty FORRESTAL

The U.S.S. FORRESTAL... the most powerful carrier afloat... owes much of its fighting efficiency to its modern sensory system... including its advanced-design communication and air navigation "nerve centers" developed by Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation.

To guide its planes safely home through darkness, fog, and stormy weather, the FORRESTAL utilizes Tacan... revolutionary new system that continually indicates position of moving ship to its fast-flying planes.

To keep in constant two-way voice contact with its pilots in the air, the FORRESTAL uses a new ultra high frequency radio system... with an effective range over one-and-one-half times greater than many previous systems... beaming its power through new-type antennas in new locations below the level of the flight deck.

For ship-to-ship and ship-to-shore communication the FORRESTAL's medium-and-high frequency radio system provides clear and dependable transmission for voice, teleprinter, high-speed code and facsimile.

The same electronic "nerve centers" will be installed on the new super carrier U.S.S. SARATOGA and other great aircraft carriers to come.

These vital developments... Tacan, UHF and MHF radio... are outstanding examples of IT&T's continuing contributions to electronic progress... to the growing might of America's defensive forces.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.
Britain Getting Closer To Program Sponsorship

ANNOUNCING a new rate card, effective Sept. 16, Associated Television Ltd., program contractor for the commercial tv station in London on weekends and for the weekday programming of the commercial station in Birmingham, states that the new rate structure "is based on narrow time classifications which enable advertisers to book in specific time segments and reach a particular audience [CLOSED CIRCUIT, March 12]. It will now be possible for advertisers to produce their commercials to suit the type of programs in the segment of their choice. In this way commercials on ATV will gain added impact because they can be produced with a picked audience in mind. Advertisers also may book "fixed spots" in programs where they want a precise guaranteed time."

Some British observers see this as another—and close to a final—step toward program sponsorship, so far forbidden by the terms of the commercial television act, but strongly advocated by many advertisers and agencies. It is pointed out that originally tv was offered strictly on a run-of-schedule basis but even before the London station, Britain's first commercial outlet, began operations last September, advertisers were able to choose the day of the week and the time of day (afternoon or evening) at different rates for different times. Later, they could select specific programs in or adjacent to which their commercial spots could be broadcast. Now, the advertiser can pick the specific time for his commercial to be telecast. The next step, which some see as inevitable, the only uncertainty being how soon it will be taken, is for full program sponsorship by advertisers in the American manner.

British Advertisers Spend $11 Million for Tv Time

ADVERTISERS invested nearly $11 million in tv advertising during the first six months of commercial television in Great Britain, according to a report published by Media Records Ltd., London. Shell Oil Co. was the leading advertiser on British tv and J. Walter Thompson Co. the leading agency in the use of commercial tv for its clients, the report stated.

In the six-month period, starting with the inauguration of England's first commercial tv station in London Sept. 22, 1955 (the nine days of September being included with October), the London station was on the air for the full period, programmed weekdays by Associated Rediffusion and weekends by Associated Television. A Birmingham station was in operation for a month and a half, programmed weekends by Associated British Cinemas (Television). For these facilities, advertisers' expenditures totaled 3,918,492 pounds or $10,977,788, Media Records reported in a "Statistical Review of Independent Tv Advertising" that provides a product-by-product accounting for the period. For the next six months, with a Manchester station also now in operation, the tv advertising total should be about six million pounds ($16,800,000), Media Records estimates, making a first-year's total of some 10 million pounds or $28,000,000.

Canadian Am Rate Increases Trail Set Ownership Gains

WHILE Canadian radio homes have increased by 75% in the past 10 years, and the number of privately-owned stations has increased from 99 to 159, the average one-hour time-rate has gone up by only 27.9%. The average one-minute rate has increased 51.9% for all privately-owned stations during the 10-year period.

A study made of Canadian radio stations rate structure by the Canadian Assn. of Radio & Television Broadcasters shows that in 1946 the average one-hour rate of the 99 private stations in operation was $60.88 for Class A tone. On July 1, 1956, the average one-hour rate of 159 stations was $77.88. In 1946 the one-minute Class A average rate was $7.04; today with 159 stations it is $10.70. In the past year the average one-minute announcement rate has increased 3.98% and the one-hour rate 1.79%.

The number of radio homes has increased in the period from 2,214,300 to 3,877,000.

Pernice Named to Head Collins' European Office

JOSEPH R. PERNICE has been appointed managing director of Collins Radio Co. of England Ltd., a subsidiary of Collins Radio Co., Cedar Rapids, Iowa. He joined Collins in London July 1 after serving as chief of the electronics section of North Atlantic Treaty Organization's production and logistics division.

Mr. Pernice has been active in electronics for 30 years, divided about evenly between private industry and government activities. He will be in charge of all Collins operations in Europe. The firm manufactures specialized communications and electronics equipment.

Evans Buys CKGR Galt, Ont.

SALE of CKGR Galt, Ont., to John Vincent Evans for $70,000 has been approved by the board of governors of the Canadian Broadcasting Corp. The new owner has worked for various stations in Canada and the U. S. Until recently, he has been production manager of WNYW Watertown, N. Y. CKGR is a 250 w daytime outlet on 1100 kc.

Canadian Tv Set Sales Drop

CANADIAN TELEVISION set sales in Canada were down for the first five months of 1956 to 189,059 sets valued at $56,575,188, as compared to 218,350 sets worth $66,479,719 for the same months of 1955. The drop in May was from 21,167 sets that month in 1955 to 20,424 sets in 1956.

Figures of the Radio-Electronics-Television Manufacturers Assn. of Canada show projected production for the next three months at 153,000 sets.

Geographic distribution of sales for the January-May period showed Ontario with largest number, 73,318; Quebec Province, 10,971; British Columbia, 10,212; Alberta, 13,253; Manitoba, 11,983; Nova Scotia, 9,766; New Brunswick and Prince Edward Island, 6,613; Saskatchewan, 5,767, and Newfoundland, 2,599 sets.

INTERNATIONAL PEOPLE

Charles J. Curran, senior administrative assistant of BBC external broadcasting division, to Canadian representative of BBC, succeeding Gordon Winter, who returns to London.

Barton Richardson, formerly station supervisor for Armed Forces Network, Bremerhaven, Germany, named manager of KSBK Okinawa, only commercial English language radio station on island.

Cliff Wingrove, assistant manager and director of sales, CFPL-TV London, Ont., elected president of Sales Executives' Assn. of London.

R. Horley, CBW Winnipeg, and R. Stapley, CKY Winnipeg, named directors of Winnipeg Ad and Sales Club.

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All producers, performers, and sponsors looking for an even break (or better) in the first ratings of the new television season.

TV GUIDE offers you the attention of America's top 4,000,000 television families (the families who live, eat, breathe, and talk television.)

Television viewing habits don't carry over from one season to the next. Every fall, new shows, new stars, and new times make it necessary for the viewer to remake his own personal viewing schedule.

The time for promotion is when those schedules are made. The rating sweepstakes knows no stretch runners. A show makes the grade in the first six weeks, or, usually, not at all. Viewing habits are easier to make than to break.

Shows that want the maximum possible effective audience promotion should build their advertising plans around TV GUIDE. Its readers—100% television viewers—are concentrated in the key television areas, in the important city and suburban areas where mass audiences live.

4,000,000 families will begin making their fall viewing plans on September 12, the issue date of TV GUIDE's annual Fall Preview. In this important and eagerly awaited issue, TV GUIDE will offer a comprehensive analysis of the new season, giving every available fact about every entry, new and old, on the network lineups.

What an opportunity to capture the attention of 10,000,000 key viewers, to tell them your plans for the season, to get that all-important head start on your competition!

Fall Preview copy deadlines
   National Feature Section .......................... August 17
   Program Section ..................................... August 31

Reserve your space immediately

America's Television Magazine

National Advertising Office
400 North Broad Street
Philadelphia 1, Pennsylvania

New York Office
10 Rockefeller Plaza
New York 20, New York

Hollywood Office
6277 Selma Avenue
Hollywood 28, California
New Chicago Corporation Plans High Fidelity Shows

FORMATION of a new Illinois corporation to conduct cooperative high fidelity shows in various major markets under a special manufacturers-suppliers "package" deal was announced in Chicago last week.

The organization, Rigo Enterprises Inc., is headed by Henry Goldsmith and will stage the expositions in cooperation with local radio stations, newspapers and high fidelity distributors-dealers. S. I. Neiman, electronics public relations consultant, has been retained as publicity and show counsel.

Expositions have been scheduled for Columbus and Cincinnati, both Ohio, Atlanta, Miami, New Orleans, Dallas and St. Louis.

Hill Named School Director

APPOINTMENT of Kenneth P. Hill as director of Northwest Radio & Television School has been announced by W. A. Sawyer, the school's president.

Mr. Hill, a commander in the Naval Reserve who served in the recent Korean conflict, brings a background of 16 years in personnel work and business administration. He will assume many of Mr. Sawyer's past administrative responsibilities at Northwest and will headquarter at the school's home office in Portland, Ore.

Northwest has branch schools in Hollywood, Chicago and Washington, D. C.

PROFESSIONAL SERVICE PEOPLE

Robert L. Hardaker, formerly with Joseph W. Hicks public relations counsel, Chicago, announced the formation of own firm, with Mrs. Lynne C. Gunderson, also formerly with Hicks, as vice president. Organization will maintain offices at 540 N. Michigan, Chicago, and will specialize in product promotion and merchandising.

Buddy Clarke, former president of his own wholesale food firm, to Rogers & Cowan, N. Y., public relations firm, as head of commercial and industrial division.

Robert S. Windt resigned as director of public relations for CBS-Columbia, set manufacturing division of CBS, to join Bernard Reclin Assoc., N. Y., public relations firm, as account executive and member of plans board.

NAEB Given Funds By Ford Foundation

A GRANT of $94,000 by the Ford Foundation to the National Assn. of Educational Broadcasters is to be announced today (Monday) by NAEB President Frank E. Schoeley.

The grant will enable NAEB to carry out a program calling for engineering consulting service to educational tv stations and management, two educational tv seminars and continuation of its placement service for individuals and institutions. Other activities include the scholarship program for study in advanced television, consultant services and funds for some institutions in providing professional talent for specialized tv workshops.

Ford Foundation Grants To Six Colleges for Tv

SIX colleges have been awarded grants of varied amounts by the Ford Foundation which will enable them to release faculty members for appearances on educational tv stations. Receiving the grants were the U. of Illinois, the President and Fellows of Harvard College, the board of education of Detroit (Wayne U.), U. of Chicago, Chatham College (Pittsburgh) and the U. of Nebraska.

The grants were announced through the Educational Television & Radio Center, Ann Arbor, Mich., which earlier this year invited colleges and universities to apply for financial assistance on educational tv to cover a three-year period. Under the Ford grants, the schools are better able to make top teachers available to educational tv without disrupting the normal academic program.

WNBQ (TV), Education Board Offer High School Course

A COOPERATIVE adult education program involving a series of 30 weekly television programs on WNBQ (TV) Chicago, was announced jointly Wednesday by Jules Herbst, NBC vice president and general manager of the o & o station, and the Chicago Board of Education.

The program will be televised in color and consist of a high school credit course in freshman English, Sundays, 10:30-11 a.m. starting Sept. 16. Dr. Benjamin C. Willis, superintendent of schools, is representing the Board of Education on the project. Described as the first of its kind in Chicago it is part of an adult education program.

The plan calls for students to receive one weekly lesson by home television and another by attending evening high school classes for full credit. The board will select the instructor, with registration ($7.50) channeled through schools. The fee is similar to that charged for regular night classes.

The television series will be produced under general supervision of Betty Ross West, supervisor of WNBQ's public affairs and education department, assisted by Dr. Charles Hunter of Northwestern U.'s radio-television department. The program will be seen in the time period previously occupied by WNBQ's Live and Learn, which offered college telecourses for credit in cooperation with the U. of Chicago.

WKRC-TV Students Outscore Those in Regular Classroom

FIFTY students taking a psychology course via WKRC-TV Cincinnati made higher grades than 50 others who took the same course on the U. of Cincinnati campus, according to Dr. George W. Kisker, teacher.

The tv class did not go to the campus until time for the final exam and the same test was given both classes. Those taking the course by way of WKRC-TV made "consistently higher grades. In an effort to find out why," Dr. Kisker gave an intelligence test to all 100 students which showed that the level of ability of the tv class actually was lower than the campus class.

Dr. Kisker's research found that the tv class' grades were higher because each student feels that the instructor is talking directly to him and is able to come into the home.

Browne to Join WYES (TV)

DUFF BROWNE, director of educational WUNC-TV Chapel Hill, N. C., has resigned to become manager of WYES (TV), New Orleans educational outlet not yet on the air. Mr. Browne will join WYES Aug. 1. He has been head of WUNC-TV for the past year and prior to that operated his own consulting firm of Browne & Associates, Ft. Worth, Tex. He also was formerly program director of WAGA-TV Atlanta.

Stations Polled on Science

TO IMPLEMENT its National Awards in the Mass Media program, the Thomas Alva Edison Foundation, New York, currently is surveying local tv stations on what they are doing "to present and develop programs about science and the American Heritage." Stations are being questioned on what types of science education programs they feature, if they would be interested in carrying such programs, whether audiences for such programs exist, what television can do to further the career development of science and engineering and what can be done in the way of science programming to "compete with crime, violence and spy programs for the attention of young people."

EDUCATION PEOPLE

Lee Martin, professor and chairman of division of communications arts, Boston U., to Michigan State U. as head of radio-television in department of speech.

Carol F. Drisko succeeds Rita Levant as producer of daily Schooltime series on WQED (TV) Pittsburgh, education station. Mrs. Levant resigned to join her husband in Detroit.
An explosion shook Philadelphia's Market Street at 8:03 P.M., March 28, 1956, and WFIL-TV cameramen were on the scene moments later—their cameras loaded with Type 931 Motion Picture Film.

Well-known WFIL-TV News Director Gunner Back says: "Our photographers fed film back to the station for our 11 P.M. ‘RCA-Victor News Reel’ just as fast as it was shot. Although it was still coming out of the processing machine 10 minutes before air time, we were sure of the good pictures we would get."

Du Pont High Speed Rapid Reversal Film, Type 931, is a favorite of WFIL Photographer Harry W. Krause, who reports: "Du Pont 931 has what it takes for TV work—it's a rugged film with high speed, wide latitude, good contrast and never blocks up an optical sound track."

FOR MORE INFORMATION about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office or write the Du Pont Company, Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

WFIL-TV films “hot” news with Du Pont 931—and it’s on the air in minutes
**PROGRAMS & PROMOTIONS**

**WTAO LOOKS AHEAD 25 YEARS**

FORWARD-LOOKING Wallace Dunlap, general manager, WTAO Boston, believes in keeping the station program schedule set up well ahead of time. He has sent a time order to his traffic department reserving a spot on the first Sunday in June 1981. On that date, the tape made at the 25th reunion of Massachusetts Institute of Technology's Class of 1911 will be played. By then the class will be celebrating its golden anniversary. The WTAO tape features predictions for 1981 made by leaders of business and professions represented in the Class of '11.

**NO HANDLING CHARGE AT WKEI**

COMBINING civic spirit with its own enterprise is paying dividends for WKEI Kewanee, Ill., not only among local Chamber of Commerce members, many of whom are station clients, but in statewide publicity for the station. When WKEI sent out a program preference questionnaire to listeners, it also put a similar questionnaire from the Kewanee Chamber of Commerce in the envelopes. Response to both mailers was good and the promotion got enthusiastic coverage in the monthly publication of the Illinois State Chamber of Commerce's Local Chamber Highlights.

**NBC HELP FOR OLD AGE**

A SPECIAL series of six 30-minute radio programs devoted to the problems of old age, *Threescore and Five*, has been prepared for airing by NBC Radio in cooperation with the Twentieth Century Fund. The series, narrated by NBC newshubman H. V. Kaltenborn, will be heard Wednesdays, 10:30-11 p.m. EDT, starting July 25.

**NBC-TV TO GET USSR PICTURES**

NBC News' Helen Hall has joined members of the National Assn. of Home Builders on a 30-day, 12-city tour of the USSR. As the only news reporter in the group, Miss Hall will make exclusive film reports of building conditions in the Soviet Union for showing on NBC-TV's *Home and Today* programs.

**WTMJ-TV DEVELOPS SALES AID**

FORECASTS of programs on WTMJ-TV Milwaukee have become another tool in the station salesman's kit. The *Milwaukee Journal* station has sent to agencies and advertisers its forecast brochure covering program content for three months to come on *The Woman's World* and plans to follow up with similar promotion pieces for other shows, covering each one three times a year. The first in the series, *It's Time Now to Plan for the Woman's World*, takes up 16 pages, picturing and describing the program, showing future features on a *Woman's World* calendar and carrying promotional material on WTMJ-TV and Beatlaph Donohue, show hostess. Myriad possibilities for commercial tie-in with program content are shown in the booklet.

**ONTARIO AM WELCOMES YANKS**

CJET Smith Falls, Ont., has daily newscasts for American visitors to its area featuring top U.S. national and state news as well as latest U.S. sporting news, stock market closings and weather news. The program is sponsored by hotels in the Rideau Lakes area.

**TV WEEK TAXES WNB TV LUNGS**

IT took lots of lung power to launch *TV Week* in Binghamton, N.Y., last month. WNB TV Binghamton blew up a flock of several hundred balloons to fly over the city as one feature of the promotion. Some balloons carried certificates which finders redeemed at the station for savings bonds. WNB TV also let citizens know about *TV Week* by means of ID's, building decorations and other publicity forms.

**ABC CLAIMS POLITICAL SCOOP**

ABC Radio claimed a scoop last week in airing word of President Eisenhower's availability for a second term. ABC Newsman John Edwards, covering the Gettysburg convention of Republican Congressional leaders, arranged to hold a telephone wire open to the network's newswroom in New York, and within minutes after Sen. William Knowland (R-Calif.) made the announcement that Ike was ready and willing, read the report to New York where it was put on the air at 11:02 a.m. EDT.

**CBS-BV BUYS MESTA LIFE STORY**

THE rights to Mrs. Perle Mesta's life story were acquired last week by CBS-TV for use in its *Playhouse 90* series, the fourth story commitment made by the show [*Bet, July 9*]. Acquisition of Mrs. Mesta's as-yet-unwritten biography is said by CBS-TV to be the first instance in which the story of a world-famous personality has been presented on tv before appearing as a play, film or book. Mrs. Mesta, U.S. minister to Luxembourg during the Truman administration, will appear in person towards the end of the program, which will be written by Speed Lamkin. Money received by Mrs. Mesta for the rights will go towards subsidizing study of foreign students in the U.S.

**KAISER MAKES EDITORS COMFY**

The tv-radio publicity department of Young & Rubicam, New York, mailed aluminum beach chairs to editors to remind them of the new *Kaiser Aluminum Hour*, which went on the air July 3, 9:30-10 p.m. EDT, Tuesdays on NBC-TV.

**RKO MUSIC PLUGS SHOW**

RKO Radio Pictures, a division of RKO Teleradio Pictures Inc., New York, is making available to its film distributors three special spot radio transmissions featuring background score to "The Brave One" by Victor Young and played by the Munich (Germany) Symphony Orchestra. The musical spots are to be used in local promotion campaigns.

**POST STORY FEATURES DALY**

"The Lighthearted Battler of Ty" is what writer Bill Stocum calls newsman John Daly, ABC vice president and moderator of *What's My Line* on CBS-TV, in a *Saturday Evening Post* article July 14. The profile piece sketches Mr. Daly's career from a Washington, D.C., clerk for Capital Transit to his present position, describing some of his battles with various employers en route.

**WOV GIVES GRONCHI RECORDS**

A GOLD-EMBOSSED, leather-bound album containing records of his speeches and conferences during his recent visit to the U.S. was presented to Italian President Giovanni Gronchi by WOV New York. Presentation of the album in Rome July 6 was made by M. S. Novik, WOV's president.

**MBS SLATES TWO NEW SHOWS**

MBS affiliates will be offered two new programs on a co-op basis starting tomorrow (July 17), when the network launches *It's a Crime*, Mr. Collins, replacing *Squad Room and Big City*, replacing *Crime Fighters*—heard Tuesdays and Thursdays, respectively, both at 8:30-9 p.m. EDT.

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**KRUX MAKES SAFETY PAY**

THE 1.04 million residents of Arizona are beating a path to their local drug stores as guests of KRUX Phoenix. The station's disc jockeys had promised to buy every resident of the state a soft drink if no traffic fatalities were recorded in Arizona on the Fourth of July. There were none, so KRUX is footing the bill—taxes the tune of approximately $50,000.

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**IN CINCINNATI . . .**

**LOOK AT AUDIENCE**

**LOOK AT COST**

**LOOK AT POWER**

*The L.B. Wilson Station WCKY CINCINNATI . . . OHIO 50,000 WATTS*  
IT'S OBVIOUS . . . FOR MORE AUDIENCE . . . LESS COST . . . HIGHEST POWER

Page 102 • July 16, 1956
Titles Change Hands Quickly in Disc Jockey Marathons

DISC JOCKEY marathons at various radio stations throughout the nation are producing new "champions" practically every day.

Last week the title holder in the platter spinning competition appeared to be Bob Johnson of KICK Springfield, Mo., who began his Operation Spin-o-rama at 1 p.m., June 18 and continued it until 1 p.m., June 23—a total of 120 hours.

Not to be outdone by KICK disc jockey, Ed Sullivan, manager and disc jockey of KSET El Paso, Tex., last Tuesday began his own marathon with a goal of "at least" 125 hours.

WRIT Milwaukee Program Director Gene Edwards, not knowing of Mr. Johnson's accomplishment, began his own marathon on June 21, attempting to break what he believed to be the previous record of 113 hours set by a Moscow, Idaho, disc jockey. When Mr. Edwards finally called it quits June 26, he had been playing discs for a total of 115 hours.

On June 22, Wynn Alby of KECK Odessa, Tex., ended his marathon with 103 hours on the air, during which he played more than 1,600 popular recordings in a broadcast schedule which put him on public display 24 hours a day.

A marathon-sell-a-thon was conducted by WNOE New Orleans Program Director Larry Monroe and an appliance store salesman. Mr. Monroe lasted 55 hours and 24 minutes, and the salesman gave up six hours later.

All stations participating in the disc jockey competitions reported large audience interest.

Another stunt—reminiscent of the days when flag pole sitters were a fad—was reported by two other stations. Don French of KTSA San Antonio, Tex., seated himself on a high perch above a downtown motor company and reported that he plans to stay there "until KTSA is first in ratings, mornings and afternoons, in San Antonio."

"Come Down From Your Ivory Tower" was the theme of a week-long promotion by KSOO Sioux Falls, S. D., Disc Jockey Bob Helgeson vowed to keep playing records from his "ivory tower" on the marquee of a large department store until someone guessed a magic word. Tie-ins with the Ivory Soap Co., the store and other merchants provided the winner with cash and merchandise gifts.

CJAD MOBILE READY TO ROLL

WITH its new mobile unit, CJAD Montreal believes it has a studio adequate to cover all outdoors. The unit, custom built by Mccurdy Radio Industries Ltd. of Toronto on a GMC truck chassis, has standard mobile equipment with a good many plusses. There are, in addition to mobile telephone and shortwave link to CJAD studios, two tape recording and record playing channels, self-contained power supply, monitoring, talkback and cueing facilities. The CJAD rolling studio has a 30 w. public address system, fans for summer, heavy duty heaters for winter, emergency power for floodlights, 300-ft. microphone cables and a special roof platform.

NBC SPOT CHARTS EASY DEALS

FOR those in the broadcast business who deal daily with starting and expiration dates of contracts, NBC Spot Sales is circulating a new "Radio-TV Time Contract Chart," A pull tab insert next to a standard calendar indicates any date to June 30, 1958, when a contract that is 1 to 52 weeks in length will expire. A little more than pencil length and about three inches wide, the chart is handy for the desk. NBC Spot Sales lists tv and radio stations it represents on the reverse side of the chart.

WMCA AIRS 'LIBERTY' QUOTES

WMCA New York has launched a new nightly program series designed to highlight events associated with American freedom. The broadcast, which begin at 2 a.m. EDT and last from two to five minutes, are based on commemorative readings from the book, Almanac of Liberty, by Associate Justice of the Supreme Court William O. Douglas.

NBC-TV DAYTIME 'DOUGH' SHOW

NBC-TV will present Tie Tac Dough, new Monday-Friday audience participation program featuring Jack Barry (12 Noon-12:30 p.m. EDT) in the time period currently occupied by Feather Your Nest, starting July 30.
**PROGRAMS & PROMOTIONS**

**WDSU HAS GLASS ROVING UNIT**

IF old saws mean anything, WDSU New Orleans won’t be throwing stones anymore soon. The station’s especially designed, new mobile recording studio features three glass walls, taking up half of its total 35-foot length. The unit, champagne-launched by Robert E. Eastman, executive vice president of John Blair & Co., station representatives, already house two daily shows. It contains complete broadcasting facilities, and features a 30-ft. sign circling its top carrying call letters and kilocycles. Space is provided on the outside for signs identifying programs originating from the roving studio.

**KSJO BULLETINS AUTO MISHAPS**

CALIFORNIA motorists approaching the scene of an accident get early warning to go slow if their radios are tuned to KCIO San Jose. The station, in cooperation with the California Highway Patrol, is broadcasting these warnings immediately after accidents occur. The petrol telephone accident bulletins to KSJO in an effort to prevent compound traffic mishaps.

**WGY GETS THEM GOING, COMING**

GOING in for long, drawn-out promotion ideas is WGY Schenectady. The station has placed a pair of 100-ft. long billboards alongside New York State Thruway at Kingston and Utica, thus catching the eye of motorists traveling the 180-mile stretch of expressway serviced by the Schenectady station’s 50 kw signal. The 100 x 25 ft. signs, standing 500 ft. off the pavement, advise motorists “for latest weather, Thruway conditions, tune WGY, 810 on your radio dial.”

**NEWSMAN TURNS MEDIATOR**

WTVP (TV) Miami sent News Director Ralph Renick to Delray Beach, Fla., to cover a racial conflict and he ended up serving as organizer and mediator for a series of meetings which brought an end to the town’s 45 days of tension.

The conflict began in May when a group of Negros shunned a 100-ft. stretch of beach set aside for them and attempted to use the mile-long municipal beach of the city of 8,500 (3,400 Negroes). The city commission denied the municipal beach off-limits to Negroes and, on June 5, passed a resolution seeking to exclude the Negro area from the city’s limits.

That is the way the situation stood when newsmen Renick arrived and discussed the problems with civic leaders. In the next four days, he organized and attended 15 different meetings on the racial problem. On the fourth night he arranged and moderated a special meeting between commissioners and Negro civic leaders. An agreement was written on the spot, calling for the immediate construction of a Negro swimming pool, dropping the “exclusion” action and appointment of a five-man committee to obtain a suitable beach for the Negroes.

"It is more than anyone had hoped for," said Mayor Mike Yargas.

"Delray Beach owes Ralph Renick and ch. 4 (WTVP) a debt of gratitude." The entire story was presented on WTVP in a half-hour show entitled "The Beach at Delray—Florida’s Segregation Dispute."

---

**MILESTONES for August**

B&I’s series of program continuities are full hour-long presentations... simple to do, saleable, excellent listening. Each script in the August package commemorates a special event of national importance:

**"HOW ARE YOU TODAY?" (General Health Outlook)**
August 1, 1956

**"THE FRIENDLY ATOM" (In Peaceful Pursuits)**
August 8, 1956

**"THE COMPLEAT WALTON"**
Izaak Walton
Born: August 9, 1893

**"BULLWARK AGAINST DISTRESS" (Birth of Social Security)**
August 14, 1935

"Milestones" is available for commercial sponsorship; see your local stations for details.

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**FCC ANNOUNCEMENTS**

**New TV Stations...**

**ACTIONS BY FCC**

Louisville, Ky.—Sarkies Tartain Inc.'s application seeking cp for new tv to operate on ch. 7 in Lake County, Ind. rejected July 8.

Greenfield, Wis.—Application for WTVI for tv Best. Co. granted July 5.

"Milestones"

CHICAGO HOLLYWOOD

Each (Birth of Social Security)

July 8. (*Summary*)

WGY in July.

**APPLICATION**

Eureka, Calif.—Carroll R. Rausser, vft ch. 13 (WCHU-TV; ERP 1,500 kw sur. ant. height above average terrain 100 ft. above, (ground 214 ft. above) construction cost $90,552.50, first year operating cost $84,000.00, Time Inc., Post Office Box 1282, Eureka, Calif. Station location Eureka, Trans. location Eureka, Geographical coordinates 41° 00' N. Lat., 124° 02' W. Long., and ant. RCA. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer: George R. Townsend, Springfield, Springfield, Springfield. Licenses of (WGY, Springfield) WTVI (Eureka) Station will operate as satellite of WLWP (TV), granted July 8.

Reno, Nev.—Millington Best, Corp.'s application seeking cp for new tv to operate on ch. 4 returned. (Channel presently assigned to KARJ (TV)), Announced July 10.

Portland, Ore.—Salem Television Co.'s application seeking cp for new tv to operate on ch. 3 in Salem returned. (Channel presently assigned to KSLM-TV). Announced July 10.

**APPLICATION**

Eureka, Calif.—Carol R. Rausser, vft ch. 13 (WCHU-TV; ERP 1,500 kw sur. ant. height above average terrain 100 ft. above, (ground 214 ft. above) construction cost $90,552.50, first year operating cost $84,000.00, Time Inc., Post Office Box 1282, Eureka, Calif. Station location Eureka, Trans. location Eureka, Geographical coordinates 41° 00' N. Lat., 124° 02' W. Long., and ant. RCA. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer: A. E. Towne Associates, San Francisco. Mr. Hauger has written to FCC for a rule to deny a similar request by KSJO, Eureka, Calif., and 5% owner of KVEN, Ventura, Calif.Filed July 8.

**PETITION**

Pacific Television Inc., Coos Bay, Ore.—Petitions FCC for reconsideration of SEC. 3.606 of Rules so as to allocate ch. 11 to Coos Bay in lieu of ch. 24 as presently requested. (Original petition filed 4-18-56.) Announced July 8.

**PETITION DISMISSED**

KPQ Wenatchee, Wash.—Petition seeking amendment of Sec. 3.606 of Rules so as to provide for re-allocation of ch. 11 to petitioners, Wenatchee, Wash., and substitute ch. 46 for 18 in Bellingham, Wash., for Petitioners. Announced July 8.

**Existing TV Stations...**

**ACTIONS BY FCC**

WVTU (TV) (Peoria, Ill.)—Granted mod. of ch. 45% of rule to 100 kw, and make ant. and other equipment changes. Granted July 5.

WRIT TV (Henderson, Ky.)—Granted mod. of ch. 45% of rule to 100 kw, and make other equipment changes. Granted July 5.

KJKW (TV) (Kettle Falls, Wash.)—Granted waiver of and returned resubmitted request for STA to operate in Oklahoma City on ch. 11, which is assigned to Tulsa for non-commercial educational use, for new mod. to the air permitting ch. 26. Oklahoma Educational Television authority has petitioned FCC for WTVI on ch. 11 in Tulsa. (FCC on Feb. 1 denied similar request by KTVM.) Action July 8.

**PETITION**

KDVO (TV) (Corpus Christi, Tex.)—Petitions FCC for changes in Sec. 3.606 of Rules as to make following changes: (A) Redesignate ch. 6 or 10 as educational. (B) Assign to Corpus Christi and make ch. 10 available for commercial operation. (C) In alternative revision ch. 8 or 18, as follows: 1. Delete ch. 8 from Corpus Christi and assign to it one of following cities in Texas: Uvalde, La. Pryor, Carrizo Springs or Crystal City. 2. Delete ch. 18 from Corpus Christi and assign it to one of following cities in Texas: Pleasant, Fort Worth, Matagorda, Blossoming or Peco, sometimes referred to as Pflad Junction). Announced July 8.

**PETITION**

KVDX (TV) (Corpus Christi, Tex.)—Petitions FCC for changes in Sec. 3.606 of Rules as to make following changes: (A) Redesignate ch. 6 or 10 as educational. (B) Assign to Corpus Christi and make ch. 10 available for commercial operation. (C) In alternative revision ch. 8 or 18, as follows: 1. Delete ch. 8 from Corpus Christi and assign to it one of following cities in Texas: Uvalde, La. Pryor, Carrizo Springs or Crystal City. 2. Delete ch. 18 from Corpus Christi and assign it to one of following cities in Texas: Pleasant, Fort Worth, Matagorda, Blossoming or Peco, sometimes referred to as Pflad Junction). Announced July 8.
Station Authorizations, Applications
(As Compiled by B·T)
July 5 through July 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
Cp—construction permit
KA—directional antennas
FPX—effective radiated power
VHF—very high frequency, UHF—ultra high frequency
N—nearby, M—medium, V—visual, kW—kilowatts
W—watts, mc—megacycles, D—day, N—night
LS—local sunset, M—mod.
G—grant, T—termination of license by unlicensed hours, B—stations
SCA—subdivision communications authority, CS—commercial service authority
STA—special temporary authorization

Am-Fm Summary Through July 11

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<th>Type</th>
<th>License</th>
<th>Cps</th>
<th>Ing</th>
<th>Total</th>
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<td>Am-Fm</td>
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<td>3,583</td>
<td>154</td>
<td>3,737</td>
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<td>Fm</td>
<td>521</td>
<td>547</td>
<td>28</td>
<td>110</td>
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FCC Commercial Station Authorizations
As of June 30, 1956*

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<th>Type</th>
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<tr>
<td>Licensed (all on air)</td>
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<tr>
<td>Cps on air</td>
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<tr>
<td>Cps not on air</td>
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<td>16</td>
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<td>Total authorized</td>
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<td>540</td>
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<td>Applications in hearing</td>
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<td>10</td>
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<td>New station bids in hearing</td>
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<tr>
<td>Facilities change requests</td>
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<td>6</td>
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<td>Total applications pending</td>
<td>964</td>
<td>30</td>
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<td>Licensed to deleted in June</td>
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<td>0</td>
</tr>
<tr>
<td>Cps deleted in June</td>
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<td>0</td>
</tr>
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*Based on official FCC monthly reports. These figures are not always exactly current since the FCC must await formal notifications of stations going on the air, including ground, program, and other applications. Filed July 5.

APPLICATIONS

WTWH (TV) Pearls, Ill.—Seeks mod. of cp (which authorized new tv) to change ERP to 1982 kw, 124.6 mc aur., 356 kw, 148 mc aur., and other equipment changes. Filed July 5.

WPGY (TV) North Pole, N. Y.—Seeks mod. of cp to change corporate name from Great Northern Television, Inc. to Rolling Portrait-Telecasting of New York Inc. Filed July 9.

WAVY-TV Portsmouth, Va.—Seeks mod. of cp to make slight change in trans. location (no change in description other than coordinates). Filed July 9.

WAYN-TV Minot, N. D.—Seeks mod. of cp to make changes in facilities of existing tv: change ERP from 144 kw vis., 52.6 kw aur., to 306 kw vis., 53.6 kw aur.; and make other equipment changes. Filed July 10.

WTVH (TV) North Palm Beach, Fla.—Seeks to specify studio location as 759 N. 19th St., Milwaukee. Filed July 10.

APPLICATIONS RESUBMITTED

KXGO-TV Missoula, Mont.—Resubmits application seeking mod. of cp to change ERP to 190 kw Vis., 95 kw aur. Resubmitted July 9.

New Am Stations

ACTIONS BY FCC

Little Rock, Ark.—Ehny Radio granted 1440 kc, 1 kw D. Post office address Box 3127, Jackson, Miss. Estimated construction cost $12,200.00, first year operating cost $48,000, revenue $60,000.

WHLS MICHIGAN'S POWERFUL 250 WATTER

... WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

苗 BROADCASTING • TELECASTING

PRINT 5000 PRINT 5000 PRINT 5000

WILLIAMSPORT TIMES-HERALD

Represented Nationally—Avery-Knodel, Inc.

July 16, 1956 • Page 105

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhaul old programming concepts, KMBC-KFRM has introduced a new type of radio service that's tailor-made for 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, Woodward, Inc. Can't tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas

In the Heart of America

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets... (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.
O. Box 1510, Wenatchee, Wash. Estimated construction cost $31,185, first year operating cost $20,000. Principals own KWWN.

GRANTED JUNE 7.

APPLICATIONS

Evergreen, Ala.—Evergreen Best Co., 1417 ko, kw. Post office address, Evergreen, Ala. Estimated cost construction $19,000, estimated first year operating cost $18,000, revenue $15,000. Owner Cynthia M. McKeever, 203 E. 6th St., Post office address. Filed July 3.

GIAMBROS, John, 2400 1/2 E. Lincoln Ave., Chicago, Ill., 10 kw. Filed for new am. to be operated on 1450 kc. Estimated cost $12,000, first year operating cost $6,000. Revenue $2,000. Filed July 5.

Johnson, Robert L. 3510 E. 30th Ave., Denver, Colo., 5 kw. filed for new am. to be operated on 1500 kc. Estimated cost $20,000, first year operating cost $10,000. Revenue $5,000. Filed July 5.

San Juan, P.D.—M. de la Maza, 130 Ahumada St. 10 kw. Filed for new am to be operated on 1500 kc. Estimated cost $15,000, first year operating cost $7,500. Revenue $500. Filed July 5.

South Mountain, Ariz.—Ontario Broadcasting Co., 1390 kc, 5 kw. Filed for new station on 1290 kc. Estimated cost $60,000, first year operating cost $35,000. Revenue $15,000. Filed July 5.

Stevens Creek, Oreg.—Karen M. Bridges, 1114 N. 18th Ave., Portland, Ore., 1 kw. Filed for new station on 1500 kc. Estimated cost $1,000, first year operating cost $600. Revenue $600. Filed July 5.

Wheatland, Pa.—James A. Scott, 604 E. Allegheny Blvd., Pittsburgh, Pa., 5 kw. Filed for new station on 1500 kc. Estimated cost $85,000, first year operating cost $45,000. Revenue $30,000. Filed July 6.

APPLICATIONS AMENDED

ALVAREZ, Raul.—Application seeking cp to be on 1500 kc. to be operated on W MTL-AM-FM, 815 S. Dearborn St., Chicago, Ill. Filed July 6.

Avila, Ramon.—Application seeking cp to be on 1500 kc. to be operated on 225 W. 13th St., Colorado Springs, Colo. Filed July 6.

Burke, Avis.—Application seeking cp to be on 1500 kc. to be operated on 1500 kc. Filed July 6.

GENERAL AMENDMENTS

APPLICATIONS RESUBMITTED


COLORADO SPRINGS, Colo.—Application seeking to operate station in Colorado Springs, Colo. Filed July 6.

GREAT BEND, Kan.—Application seeking to operate station in Great Bend, Kan. Filed July 6.

GREER, J. E.—Application seeking to operate station in Greer, Ariz. Filed July 6.

New Fm Stations . . .

APPLICATIONS BY FCC

KOKD, Woodland Hills, Calif.—Applications seeking to operate station in Woodland Hills, Calif. Filed July 7.

KPOL, Apple Valley, Calif.—Application seeking to operate station in Apple Valley, Calif. Filed July 7.

KQNY, Anacostia, D.C.—Application seeking to operate station in Anacostia, D.C. Filed July 7.

KXK, St. Charles, Mo.—Applications seeking to change frequency from 1391 kc to 1390 kc and change station location and change ground system. Filed July 7.

KZTJ, Oswego, Ill.—Application seeking to change call letters to WYFX, license now to be issued to WYFX. Filed July 7.
Ownership Changes...

**APPLICATIONS**

**ACTIONS BY FCC**

**KRLA Little Rock, Ark.—Granted—assignment of license to WTCR Inc. for $12,000. Sole owner is Genevieve Hearne, and to James T. Cameron and Sidney M. Powell, of Pineapple, Miss., who have filed for $43,250. Transferees are equal partners in Cameron Powell, Inc., which is transferor. Granted July 5.**

**WCDT Winchester, Tenn.—Assigns—assignment of letter of assignment of license to Franklyn County Radio & Boost Corp. for $45,000. Franklin County, Tenn., as assignee, wishes to dispose of WCDT in order to operate a new station. Will pay Assignor his interest. Principals now will be Vice Pres. Melvin Mathis (47%), Sec’y-Treas. Robert W. Sullivan (33%), President, and Genevieve Hearne, Caroline Hearne, and Dr. John H. Grant, (10%). Granted July 3.**

**WPLY Plymouth, Wis.—Assigns—assignment of license to WKRM, Inc. for $20,000. Principals are Pres. Milon Milan (47%), employe at WKRM, Sec’y-Treas. Robert Wright (47%), employe at WKRM, and Vice Pres. Theodore Nieder (9%), employe at WKRM. Filed July 5.**

**WNJH-TV, Waukegan, Ill.—Seeks—acquisition of control of licensee, operator of WATW, 500 N. List, from Anthony Schluter (20%), owners of WATN, WATN, and Des Moines-WATW, Inc. who have filed for $250,000. Transferee is a new corporation, The American Broadcasters, Inc., 236 W. Madison, Chicago, Ill., which is formed for the purpose of operating television stations. Filed July 5.**

**WVTW-TV (Chicago), Ill.—Seeks—assignment of call of television Exhibitors of America, Inc. to WTVI, Inc. Corporation change. Filed July 5.**

**KFWI—Fort Worth, Colo.—Seeks—assignment of call of license to Note Best Corp. Corporation change. Filed July 5.**

**WNTM Vero Beach, Fla.—Seeks—assignment of license to WNTLA Inc. Corporate change. Filed July 5.**

**WFAI-TV (Philadelphia), Pa.—Seeks—assignment of license to The Washington Post Co. Corporate change. Granted July 5.**

**WLS Chicago, Ill.—Seeks—assignment of license to WBBM, Inc. for $13,500. Transferee is the Chicago Post Publishing Co., owner of the Chicago Daily News.Filed July 5.**

**WFMZ (Allentown), Pa.—Seeks—assignment of license to WFMZ, Inc. for stock in the corporation of WFMZ, Inc. Transferee is the Philadelphia and Reading Telephone Co. Corp. Corporate change. Granted July 5.**

**WGBB (Baltimore), Md.—Seeks—assignment of license to WJZ, Inc., Corp. for $13,500. Transferee is the Baltimore Sun Publishing Co.,—owner of WJZ, Inc., and 35% owned by the Baltimore Sun, a newspaper owned by the Baltimore News Co., which is 99% owned by the Baltimore Sun Publishing Co. Transferee is a new corporation, The American Telecasting Co., incorporated in Delaware. Filed July 5.**

**WASX (Richmond), Va.—Seeks—assignment of call of WTH, Inc. to s WTVI, Inc. Corporation change. Filed July 5.**

**PBC Chicago, Ill.—Seeks—assignment of license to WBBM, Inc., for $13,500. Transferee is the Chicago and North Western Railroad Co., owner of WBBM, Inc. Filed July 5.**

Finally, the document describes various applications and actions taken by the FCC regarding the management and ownership changes of different television stations.
July 6 Decisions

Broadcast Actions


Cuba Change List #3

May 23, 1956

Consolacion del Sur, Pinar del Río—New, Delete. Assign. 1 kw, ND, unit Class III. (Vide: 860 kc.)

CMAO Consolidation del Sur, Pinar del Río—Assign. call letters, 5 kw, ND, unit Class II.

CMZD Santiago de Cuba, Oriente—Assign. of call letters. 250 W, ND, unit Class II.

CMBD Bayamo, Oriente—Assign. of call letters. 250 W, ND, unit Class II.

Routine Roundup ...

July 5 Decisions

Broadcast Actions

By the Commission

Following were granted renewal of licenses on retail basis: KUGA Chardon, Neb.; KALT Lancaster, Tex.; KNRD McAlester, Okla.; KAND2 Belvidere, Ill.; KHNX Peashantau, Wyo.; KFBX Longview, Tex.; KBBJ Brownsville, Tex.; KAGF Galveston, Tex.; KBKZ Houston; KGBK Galveston, Tex.; KBDB Brownwood, Tex.; KGKR Tyler, Tex.; KGCD San Angelo, Tex.; KJKE-AM-FM Cuero, Tex.; KGNY New Braunfels, Tex.; KOMA Cameron, Tex.; KGHC Edinburg; KBRZ Brownsville, Tex.; KGHD Brownsville, Tex.; KCMC Port Worth, Tex.; KCIH Fort Worth; KCOH Houston; KCMC Port Worth, Tex.; KCHB Beaumont, Tex.; KCHF Midland, Tex.; KCHB-AM-FM Dallas, Tex.; KCFR Canyon, Tex.; KCDX Dallas-Sherman, Tex.; KCLT Longview, Tex.; KWTX Waco, Tex.; KJTX Temple, Tex.; KKEV Sherman, Tex.; KKNI Fredericksburg, Tex.; KREX Corpus Christi, Tex.; KNAL Victoria, Tex.; KMLP Floydada, Tex.; KNOK Ft. Worth, Tex.; KXHE Beaumont, Tex.

July 5 Applications

Approved for filing. Modification of CP

WDJ Homewood, Ill.—Seeks mod. of cp (which has been the subject of in absentia vote) for extension of operation date.

WOFW Woodford, Ill.—Seeks mod. of cp (which authorized new ant. and increase height) for extension by FCC of existing station.

WPBC Morningdale, Md.—Seeks mod. of cp (which application has been modified by DA-D, and changes in ant. system) for extension of operation date.

WIRR Mt. Clemens, Mich.—Seeks mod. of cp (which authorized new ant.) for extension of operation date.

WEOL Elyria, Ohio—Seeks mod. of cp (which authorized change in DA pattern) for extension of operation date.

WRTK Warrington, Va.—Seeks mod. of cp (which authorized new ant.) for extension of operation date.

WCRG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new ant.) for extension of operation date to 12-15-56.

WBYF (TV) Fort Myers, Fla.—Seeks mod. of cp (which authorized changes in facilities of existing station) for extension of operation date to 1-15-57.

FCC Board—WDAF Kansas City, Mo.

Renewal of License Returned

KTJJ Jasper, Texas—And (with mail and notary seal) License to Cover CP Resubmitted

WPHE Phillisburg, Pa.—Seeks license to cover cp which authorized new ant.

July 9 Decisions

Action on Motions

By Commissioner Robert E. Lee

WHP Inc. Harrisburg, Pa.—On Motions Commissioner ordered granting petition for extension of time to file petition in response to order to reopen and file reply by WIP Inc. re application to transfer control of WILS-AM-TV Lebanon, Pa.; petition was granted by hearing examiner assigned to proceeding by June 8.

Broadcast Bureau—Granted petition for extension of time to and including July 18 to file extensions to initial application issued in response to hearing examiner's grants of WOI Ames, Iowa, for SSA to operate additional hours from 7 a.m. to 12 midnight within CP of 1 kw. Action July 8.

By Chief Hearing Examiner

James D. Cunningham

KYAR (TV) Mesa, Ariz.—Ordered that hearing shall commence on petition by KVAR for mod. of license to change main studio location to Phoenix, Ariz. Action July 5.

TV and Radio Broadcast Corp., Rynalls, Mass.—Granted motion for dismissal without prejudice.

Continues on page 115

Page 108 • June 15, 1956
COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
FULL TIME SERVICE FOR AM-FM-TV
Q Box 7027 Kansas City, Mo.
Phone Jackson 3-5302

JANSKY & BAILEY INC.
Executive Offices
735 Dm Sales St., N.W., ME. 8-5411
Radio and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIP. CO.
INTERNATIONAL BLDG. 6L 7-1319
WASHINGTON, D. C.
O. Box 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-3947
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1081 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
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Crestview 4-8271
1100 W. Abem
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INWOOD POST OFFICE
DALLAS 9, TEXAS
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AM-TV BROADCAST ALLOCATION
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SPECIALTY
Directional Antenna Proofs
Mountains and Plain Terrain
1316 S. Kearney
Skyline 6-6113
Denver 22, Colorado

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4900 Euclid Avenue
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Republic 7-6446
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CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
Oliver 2-8520

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3378 Kanawha St., N. W., Wash., D. C.
Phone Emerson 2-8871
Box 2466, Birmingham, Ala.
Phone 6-2934
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
881 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUITE 1-7345

BROADCASTING • TELECASTING
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Service Directory

COMMERCIAL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
3324 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses.
Write for Free Catalog, specify course.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
3324 16th St., N.W., Wash. 10, D. C.
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Write for Free Catalog, specify course.

SPOT YOUR FIRM’S NAME HERE,
To Be Seen by 77,400* Readers
—among them, the decision-making
station owners and managers, chief
engineers and technologists—applicants
for am, fm, tv and facsimile facilities.
* 1956 ARB Continuing Readership Study

A. E. TOWNE ASSOCIATES, INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

Member AFCCE
**RADIO STATION WANTED**

Substantial new group entering radio field seeks 1 or more sound properties in promising markets. Minimum around gross $125,000, prefer $150-$300,000. Financially strong principals of highest integrity. Phone William H. Rich, NEWton 9-5954 or Bowling Green 9-8060, New York City, or write Suite 3500, 40 Wall Street, N. Y. C.

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**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline:** Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date. Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

**All other classifications 80¢ per word—$4.00 minimum • Display ads $15.00 per inch. No charge for blind box number.** Send box replies to Broadcast-Cable Publishing Co., Suite 602, Times Building, New York 1, N. Y.

**RADIO**

**Help Wanted—(Cont’d)**

**Announcers**

Wanted—Giib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever guips, novel record intros wanted by station in Ill., Mich., Wis., Upper N. Y. state, Penna., area. $125. Box 562, B-T.

Wanted: Minnesota station needs director. $800 week. Opportunity earn more. Must be good announcer. Able to type. Box 158A, B-T.

Wanted: Staff announcer for independent music and news station. Position open July 21. Send photo, experience, draft status. Box 136A, B-T.

Wanted: Multiple DJ (300 watt daytimer, 250 watt nighttimer) for sale. Send photo, resume, conditions. Box 162A, B-T.

Wanted: Central Florida, good announcer, routine maintenance, DJ. Send tape, letter to Box 153A, B-T.

We are a 250 watt fulltime independent first station in the market. We are looking for a top caliber personality DJ who can do a warm, interesting "Night" show. Please forward complete resume of your experience and background with an audition tape. Box 154A, B-T.

Wanted—September 1st. Reliable announcing/newswriter needed to work on our new board. Need mature man for permanent position with smooth functioning. Versatility. Send tape, photo, resume and salary requirements. Box 156A, B-T.

Wanted: Experienced announcer. Must have first class ticket, no engineering work. KYW, Shelby, Montana.

Wanted: Experienced announcer. Must have first class ticket, no engineering work. KYW, Shelby, Montana.

Wanted: Sports announcer wanted—KSAZ, Salina, Kansas, 5000 watt fulltime MBS affiliate, wants combinations, announcer-spotter and play-play man, If interested in permanency and opportunity write to Larry Getchell, KLIN Radio, Lincoln, Nebraska.

Announcers-sportscaster wanted—KSL, Salt Lake City, Utah. 5000 watt fulltime MBS affiliate, wants announcer-sportsperson and play-play man. If interested in permanency and opportunity write to Larry Getchell, KSL, Salt Lake City, Utah.

Announced: sports announcer local newsmen combination. Must do top job on football, no floaters or drinking. Complete data and references first letter, will require personal interview, must be available immediately, pay expectations. Contact Dale Phare, KXTM, Temple, Texas.


Wanted: experienced announcer-newspaper, sports. Experience necessary. Contact Dean, KXAL, Moody, Texas.

**Wanted:** DJ for sportscaster, 250 watt night timer, General maintenance and hospitalization, excellent salary. Contact Ray Gordon, WJTL, Wilmington, Delaware.

**RADIO**

**Help Wanted**

**Managerial**


**Salesmen**

Advancement has made opening in music and news chain for salesman who is presently handling accounts of 800 clients strong. Very good opportunity. Send resume and references to J. M. McCullough, Jr., 12th & Broadway, Longview, Washington.

Immediate opening radio salesman in 500 watt station. Position open January 21. Send photo, experience, and references. First letter, KCMC, P. O. Box 262, Denver, Colorado.

Established kilowatt daytimer needs reliable, competent salesman immediately. Contact Bob Morey, KDKK, Clinton, Missouri.

If you're a local radio salesman who is currently making good money but who would like to move to beautiful California ... here is your opportunity to make the break with little or no loss in immediate revenue, and with excellent opportunity for top earnings and advancement. KSHK-KSNO, Somers, Idaho, has two positions open. In March, the two happiest independent stations in Central California have positions open. Any man with a stature that you can show you are worth, and will definitely improve your position no matter how well you are doing at present. Here's the chance of a lifetime. Write Box 109, El Paso, Texas.

If you're a local radio salesman who is currently making good money but who would like to move to beautiful California ... here is your opportunity to make the break with little or no loss in immediate revenue, and with excellent opportunity for top earnings and advancement. KSHK-KSNO, Somers, Idaho, has two positions open. In March, the two happiest independent stations in Central California have positions open. Any man with a stature that you can show you are worth, and will definitely improve your position no matter how well you are doing at present. Here's the chance of a lifetime. Write Box 109, El Paso, Texas.

Wanted: Reliable wire experience, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Wanted: Reliable live wire experience, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Wanted to replace announcer entering college. Complete resumes received by WMID, Mt. Vernon, Illinois.

Wanted: Immediately, experienced announcerspecial events man. Applicant must be fully qualified. Excellent salary, 2500 per month for first season. Temporary position. Salary $900 to $1000 weekly, depending on experience. Contact Clay Clinic, WSEV, Sevierville, Tenn.

Wanted: Experienced announcer. Must have first class ticket, no engineering work. WBSR, West Palm Beach, Florida.

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Wanted: Experienced announcer. Must have first class ticket, no engineering work. WBSR, West Palm Beach, Florida.
Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating license. Please apply to Chief Engineer, Radio Station WRTY, 1 East Main Street, Riverhead, Long Island, N. Y. 

Programming-Production, Others

Newman for independent station in East. Must be interested in nothing but news. Good voice. This is a tough job but pays well. Box 112A, B-T.

Experienced Newman capable of handling expanding radio news department. Applicant must be versed in news editing, reporting, on-the-spot reporting, etc. Salary $90 to $105 weekly depending on experience. Contact Clay Cline. WZEV, Sevierville, Tenn. Personal interview necessary.

Situations Wanted

Managerial

I will manage 250 up station. 5 years a sales manager four different stations. Young, family man with best references and records. Available now. Write Box 171A, B-T.

Young, experienced sales manager—available for radio or tv. Good record, a real gross builder. Write Box 117A, B-T.

Manager-salesman-sports. If you're looking for a stable family man who has ten years experience in field—one who can manage, handle sales, excellent announce, handle play-by-play and sell at an appropriate rate that needs economical operation and more profits lets talk. Excellent references. Box 196A, B-T.

Sales executive with proven record; one of the best known stations in the Great Lakes area, long established and growing, offers an exceptional opportunity. Furnish complete information first letter. Box 190A, B-T.

Salesmen

Qualified salesman. Also have 1st license. Some announcing. Excellent references. Box 184A, B-T.

Top morning man—deserts—employed—wishes to relocate. Veteran—family. Box 996G, B-T.

Recent broadcasting graduate, good DJ. news, sports, board, tape. Box 190A, B-T.


Sportscaster-newscaster-staff. Heavy experience all over country play-by-play. Available football season, basketball winter, baseball next summer. Radio station in city, good market. $125 minimum. Box 197A, B-T.

Announcer-engineer, first phone. Eight years. Employed, available anywhere quick. Best references Box 184A, B-T.

Top-flight announcer—DJ, experienced, mature voice. Strong, friendly commercial delivery. Box 184A, B-T.

Midwest announcer—strong DJ, news. Prefer N. E. Available in 3 weeks. Box 186A, B-T.


Copy, 3 years experience. Prefer East Coast—Florida. Available now. Box 172A, B-T.

Announcer, negro, dig this rockin' soul. Some experience, tape available. Box 173A, B-T.

Announcer, negros, four years—four years. Hash Quality voice—sells. DJ, news, interviews and the works. Will consider DJ position with small market station. Box 198A, B-T.

Announcer—staff and/or DJ, handle pop or classical. Top voice that sells. Family man, reliable and ambitious. Has seen better years. Only interested opportunity advancement. Box 178A, B-T.

Radio school graduate—seeking opportunity in radio or television. All details. Box 179A, B-T.

Top-notch announcer, family, four years experience. Prefer station or near New York City or Florida. Send for tape to be convinced. Box 181A, B-T.


Better position wanted—3 years experience. Employed this station 2½ years. "PD" two years. Good common sense voice. Good DJ, school—"American Institute." All top city background. Tape, etc. on request. Box 165A, B-T.

Experienced sportscaster. All sports. Prefer East. Available immediately. Have tapes. Box 188A, B-T.

Experienced announcer-newswraper—sportscaster—rated high by Pulse. Available now. Box 190A, B-T.

Announcer-engineer with four years quality experience. Proven results on morning show. Tastes as hippeh—b & personality. Ad-lib artiste—strong commercials. Qualifies as chief engineer. Excellent references including radio station we have worked with stations with turnovers, however, need not apply. Alfred Arkel, P. O. Box 759, High Springs, Florida. F-1-4865.

Hi folks! Here we are! The morning comedy DJ you've been looking for. Wake up your area with our fast-paced show! Our first 1450 in the West and 50,000 there. Box 214A, B-T.


Male ballad, DJ, actor. available. P. O. Box 3011, El Paso, Texas.

Technical


Radio team, chief engineer, programming, announcing, wish to relocate in midwest. Box 181A, B-T.

Have 1st license. Also want sales work. Married. Excellent references. Box 202A, B-T.

Programming-Production, Others

PD announcer, 3 years experience, all phases of radio. Preferred station in southwest. Dwight Larich, 1012 East D. Street, Ontaria, California. Yukon 6-2891.

TELEVISION

Help Wanted

Salesmen

Tv time salesman wanted: Must be experienced in sales of television or radio, either on salesman or chief growing station in major western market. Liberal draw against commission. Box 996G, B-T.

Large vhf CBS midwest station has opening for local salesman. Applicant must be college graduate under 25 years of age and with television experience. Average above $500 monthly. Send complete details and snapshots to Box 168A, B-T.

One of America's best and best-known television stations has opening for experienced salesman. Excellent opportunity for large midwest city. Applicants must be college graduates, with at least 3 years experience in television sales. Send details of experience, personal, school and family background with snapshots to Box 186A, B-T.

Announcers

Tv personnel—medium market network operation is always looking for versatile people in announcing, production, traffic, film, etc. Established station. Southwest, Box 168A, B-T.
TELEVISION

Situations Wanted

Managerial

Tv-radio manager or sales manager. I offer growing organization over 15 years successful operation all phases tv and radio. Emphasis on sales and employee relations. Box 198A, B-T.

Salesmen

Television sales trainee. 23, single, vet, business administration degree, master's degree in public relations. Salary secondary to experience. Box 195A, B-T.

Technical

Engineer, 26, desires position on board and/or studio maintenance, 31/2 years technical school. 31/2 years experience in all phases. Box 197A, B-T.

Programming-Production, Others


Commercial copy-continuity. 6 years experience radio-tv. Employed large southwest station. References. Box 192A, B-T.

Ed Davis resigned KAKE-TV, Wichita. Desires relocate California or northeast for family's health. 10 years radio, 2 years tv. Frozen saleable programs your area. All phases production and on-camera. Available immediately. Call Martin Umansky, General Manager for references Whitehall 3-8221.

FOR SALE

Stations

Am station. Fulltime. One station market in east. Good growth possibilities. $35,000 down would swing deal. Box 199A, B-T.

FOR SALE—(Cont'd)

Stations

Massachusetts—Profit $22,000.00, gross $150,000.00, depreciation $6,000.00, manager's salary $15,000.00, asking $600,000.00, $100,000.00 down. New York $35,000.00, half cash, single, unlimited. Vermont—black, gross $10,000.00, asking $50,000.00, Virginias—unlimited, $50,000.00. West Virginia—gross $110,000.00, net $7,000.00, manager's salary $8,000.00, asking $100,000.00 for fixed assets including $60,000.00 building, $50,000.00 down. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Industrial mid-South medium market station with past, but not present history of earnings. Price within $100,000. Paul H. Chapman Co. 84 Peachtree, Atlanta.

Single station market in Carolinas. $35,000 total; $15,000 down. Paul H. Chapman Co., 84 Peachtree, Atlanta.


Equipment

Two Gates 3-speed turntables. Just refurbished. New motors, give away at $100 each. Two Gray pick-ups—perfect, $12 each. ADC, patch panel 24 double Jacks, cost $44, for $18. Write for complete list. WCRA, Effingham, Illinois.

Two Ampex 400 series portable recorders, $450.00 each, $650.00 for both. Box 5025, Jacksonville, Florida.

For sale—RCA radiomike. Frequency 22.20 Hz. Unused since factory overhaul. Best offer. W3W0, Laurinburg, N. C.

Mini studio: Coming out with new model portable studio. Comes out limited supply current model special $350. Details write Shopper Stopper Co., 124 South West Ave., Sioux Falls, S. D.


WANTED TO BUY

Stations

Attention! Owners of radio stations. We'll buy your radio station if price is satisfactory. Thirty years in broadcasting. Box 196A, B-T.

Radio station or majority interest in CP west or southwest. Joe Auer 2010 Delva Drive, Salt Lake City, Utah.

Part interest in profit making station. Young married man with capital to invest. Will not consider absentee investment. Experienced, have Bachelor of Science degree in Communications. Best references. Give full details. Confidential. P. O. Box 17, South Dartmouth, Mass.

SOLD. Listing J-1. My clients may mark their confidential brochures accordingly. I have clients waiting for desirable radio and tv property in Texas, Oklahoma, Arkansas, Colorado, Kansas, Missouri. Private sales. Ralph Erwin, Broker, 146 South Trenton, Tulsa.

SOLD. Listing AR-1. I have other clients waiting for radio and tv properties. Station sales handled privately. Ralph Erwin, Broker, 146 South Trenton, Tulsa. Cherryl 2-3646.

Equipment

Used 1 kw (am) transmitter. Must be in top condition. State best price. Box 192A, B-T.

5kw transmitter with frequency and modulation monitors. 6 or 8 bay Andrew multi-V antenna. Send details, condition and price. Box 194A, B-T.


SERVICES

Custom jingles that sell local sponsors! Guaranteed results! You sell; we price! Profitable! Me! Volume! Box 155A, B-T.

Save money—buy in lots,... with novelty, sound effect, or "straight sell" radio commercials. Provides that extra announcer for "change of voice", and "gimmick" commercials for those hard-to-sell accounts. Professionally produced on Lake of the Ozarks. From $25.00 each. Gimmie spots from $25.00. Postpaid, Full details, or order now from Box 194A, B-T.

Broadcasters throughout the country find...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest First. Our Employment Counselor John Birrel assures you of immediate, personal attention.

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W.
RE 7-0343

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE

1271 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

Page 112 • July 16, 1956

Broadcasting • Telecasting
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, 1216 11th Street, N.W., Washington, D.C.


The National Academy of Broadcasting, America's pioneer professional school, placed radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3330 16th Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

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 200A, B+T

RICH REWARD FOR A
GOOD RADIO SALESMAN

$7,000 Opportunity for 5 Star Salesman. Stop grubbing for nickels and dimes and start digging for Dollars. Our big bone covers the Metropolitan Detroit area of 4½ million population. Liberal guarantee plus commission but you must have some radio sales experience to qualify. Give complete background and enclose a recent picture in your first letter.

Box 185A, B+T

WANTED

Chief Engineer

Directional Antenna Experience New Station * Top Job For Right Man * Send Complete Resume and Picture * WBRRB Inc.
P. O. Box 91 Mt. Clemens, Mich.

ELECTRONIC ENGINEERS

Enjoy the advantages of living in a small midwest city complete with modern school, medical facilities, recreational and cultural opportunities, light traffic, and short distances to work. Immediate openings in expanding engineering department for men with experience in any of the following fields:

- TV transmitter and studio equipment
- Audio equipment
- Communication transmitters
- AM and FM transmitters

Permanent positions, chances for advancement, complete employee benefits. Please mail complete details and photo to Personnel Department, Gates Radio Company, Quincy, Illinois.

WANTED

DIRECTOR OF ENGINEERING

Outstanding opportunity for Director of Engineering for group of five AM stations. Must have experience in construction, directional antennas and FCC procedures. Must be willing to travel certain amount. Position based in New York City. Submit complete background and experience including references.

Box 188A, B+T

RADIO

Help Wanted (Cont'd)

Technical

THANK YOU MISTER MASI

For Your Letter

Laurence News Features, Inc.
Washington Bureau
Burlington Hotel
Washington 5, D. C.

Gentlemen:

To say that your newscasts and "promo" tapes have made us all ecstatic would be putting it mildly. Really we are very thrilled about the whole thing and everyone seems to be carried away with the truly authentic and authoritative manner in which the whole job is done.

We want you to know that your service has created quite an impact on our listeners.

Sincerely,
William A. Masi
Vice President &
General Manager
Radio Station WHBI
Newark, New Jersey

We happily thank Bill Masi for this kind, unsolicited letter.

Three weeks ago Mr. Masi engaged a world-wide corps of correspondents to broadcast their reports to Newark and New York City from WHBI newsrooms in Washington, London, Paris, Berlin, Rome, Cairo, Tokyo, and other vital news centers of the world.

Now, "Hello, Newark and New York City! This is WHBI foreign correspondent Donald Dixon, speaking from Cairo, Egypt . . ." is just one of the nine broadcasts Bill Masi schedules in one day to beef-up and sell WHBI newscasts around the Rock. When we asked Mr. Masi's permission to reproduce his letter in this space, he said:

"I only wish I had said more. I urge every small and medium-size radio station in America to grab your service fast. We premiered your correspondents on a Sunday. The next day one of the biggest savings and loan associations in New Jersey bought the whole works. I'll be happy to personally tell anyone why I think this is the most wonderful new idea in radio in years!"

Laurence News Features offers you own stuff of foreign correspondents, broadcasting over your station from the news capitals of the world-introducing themselves with your call letters and sponsors ID's exclusively in your area. The cost so remarkably low you will hardly believe it.

"Wire or write today for full information and an audition tape produced especially for your station.

Bill Mason, WQUA Radio
1319 5th Ave., Moline, Ill.

Davenport, Iowa—Rock Island, Moline, East Moline, Illinois

WQUA Radio is looking for experienced disc jockey personalities, interested only in GOOD radio operation. TOP salaries paid to TOP men—working conditions the best—permanent positions. No comedians! Send complete information including tape to

July 16, 1956 • Page 113
manager... with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from inactivity to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to Box 6946, B•T.

Manager
Available Soon
Expert in sales, promotion and programming, independent station. Outstanding record and reputation. Prefer opportunity to shore in ownership but will consider all offers. Let's talk it over. Box 1954A, B•T.

Announcers

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THE BIG SEARCH!
Strong, warm, authoritative disc personality with a broad knowledge of music, news, sports and life. Nine years experience with leading stations in one of the nation's largest cities. Interested in doing morning or afternoon show with personality impact. Excellent television background. Currently employed in $20,000 bracket. Want top deal only in major city.
Box 165A, B•T

"ANNOUNCER" FOR HIRE
Top man, with excellent selling voice and know how—available to give your station "another voice" at fraction of cost of regular employee—no social security, no "paid vacation", never gets sick.
He is your tape voice for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Minimum cost is monthly order for 12 spots at $2 each, plus $2 handling and mailing charge.
B. L. Runkley, Producer, Irving (Dallas), Texas.

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RADIO
Situations Wanted
Managerial

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TELEVISION
Help Wanted
Announcers

ARE YOU
A good on-camera announcer? Commercials—news—weather. Immediate opening KWTX-TV, CBS-A, Waco, Texas

FOR SALE
Stations

FOR SALE
RADIO STATION
$1,000,000 Cash
Based on 4 times earnings. No brokers Financial references required.
Box 197A, B•T

---

WANTED TO BUY
Equipment

FM TRANSMITTER
3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T

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INSTRUCTION

Did you let a good one get away?
The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!
For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.
* Or job.

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CALIFORNIA NETWORK VHF
Unusual sales opportunity with California network VHF going maximum power. Successful applicant will represent station in San Jose plus some work in the San Francisco Bay area.
Responsibilities include local and regional sales, arranging co-op through distributors and some account contact on national sales.
Moderate drawing account and travel expenses, with absolutely no ceiling on potential. We require an aggressive, experienced, stable, high-type man determined to build permanent future with outstanding and expanding organization.
All references thoroughly checked. Job open September 1. Send full information to Graham Moore, Sales Manager, KSBW-TV, Salinas, California.
Continues from page 108

prejudice of its am application. Action July 2.

WOPA Oak Park, Ill.—Granted petition for dismissal without prejudice of its am application. Action July 2.

Waxahachie Radio, Waxahachie, Tex.—Granted request to include station name other than station call letters in its am application and denied in all other respects; application allowed. Action July 2.

KXTR-AM-FM San Antonio, Tex.—Ordered that hearing shall commence on Sept. 10 to apply new station of control of KTXA-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

Dodge, Neb.—Granted petitions of J. D. Band Franklin Bostq, Co., Philadelphia, Pa.—Granted June 29 petition for leave to amend its am application to show "an additional dimension to the horizontal directional pattern to show the maximum expected operating range of the station." Action July 2.

WKMC Kansas City, Mo.—Authorized changes in facilities to add 1 kw to existing operation. Action July 2.

KIRO-AM-FM Seattle, Wash.—Granted petition to include station name other than station call letters in its am application and denied in all other respects; application allowed. Action July 2.

KXNASA-AM-FM Pontiac, Ill.—Ordered that hearing shall commence on Aug. 22 to apply for license to cover new station of control of WADD-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

KDFK-AM-FM Kansas City, Mo.—Ordered that hearing shall commence on Aug. 22 to apply for license to cover new station of control of WADD-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

KTOV-CW-AM-FM Kirkville, Iowa—Ordered that hearing shall commence on Sept. 13 to apply for license to cover new station of control of KTSW-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

July 8

Franklin Bostq, Co., Philadelphia, Pa.—Granted June 29 petition for leave to amend its am application to show "an additional dimension to the horizontal directional pattern to show the maximum expected operating range of the station." Action July 2.

KDFK-AM-FM Kansas City, Mo.—Ordered that hearing shall commence on Aug. 22 to apply for license to cover new station of control of WADD-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

KTOV-CW-AM-FM Kirkville, Iowa—Ordered that hearing shall commence on Sept. 13 to apply for license to cover new station of control of KTSW-AM-FM from O. R. Michelle to McLendon Investment Corp. Action June 29.

By Hearing Examiner Thomas H. Donahue Duane F. McConnell, Winter Haven, Fla.—Granted motion for continuation of hearing now scheduled for July 7 to re hear am application and that of Polk Radio Inc., Lakeland, Fla.; hearing is continued; date to be announced. Action July 3.

By Hearing Examiner H. Gibral Irlon Robert A. Mensel, Williamtown, Conn.—Granted motion for continuation of hearing now scheduled for July 7 to re hear am application and that of Polk Radio Inc., Lakeland, Fla.; hearing is continued; date to be announced. Action July 3.

July 9 Applications

Accepted for Filing

License to Cover Cp

KID-TV Idaho Falls, Idaho—Seeks license to cover cp which authorized new tv tower to cover proposed station in Roaring Springs, Pa. and Redland taxp. Co., all Homestead, Action July 3.

KID-TV Idaho Falls, Idaho—Seeks license to cover cp which authorized new tv tower to cover proposed station in Roaring Springs, Pa. and Redland taxp. Co., all Homestead, Action July 3.

July 10 Applications

Accepted for Filing

License to Cover Cp

WKOK Birmingham, Ala.—Seeks license to cover cp which authorized erection of new SW tower of DA array to increase in height of tower to support proposed tv ant, and side mount fm ant at top of tower.

KIRR Houston, Tex.—Seeks license to cover cp which authorized making changes in Da-D.

KYTC-TV Austin, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

July 10 Applications

Modifications of Cp

WZTA LaRonde, Ia.—Seeks mod. of cp which authorized new am for extension of completion date.

WBWA-EV-AM-FM Peoria, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 3-21-57.

WJEY (TV) Elmira, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 3-15-57.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 3-25-57.

Renewal of Licenses

KCDI Caldwell, Idaho; KSOP Salt Lake City, Utah.

July 11 Applications

Accepted for Filing

Modification of Cp

KCHZ Delano, Calif.—Seeks mod. of cp (which authorized changes in hours of operation; change in power, and installation of DA-2) for extension of completion date.

KOLO Dallas, Tex.—Seeks mod. of cp (which authorized increase in D power and changes in DA-D pattern) for extension of completion date.

WRBM-TV Rome, Ga.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KMVI-TV Wallulu, Hawaii—Seeks mod. of cp (which authorized new tv) for extension of completion date to date to 1-28-57.

License to Cover Cp

WBSE-FM Hillsdale, Mich.—Seeks license to cover cp which authorized new fm.

Renewal of Licenses


Renewal of License Returned

KTNN Tucsonerri, N. M. (Name incomplete.)

UPCOMING

JULY

July 5; NABTB board special relations committee, NABTB Hotel, Birmingham, D. C.

AUGUST

Aug. 16-17: RAB Western manager's conference, Fort Worth, Tex.


SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.


Sept. 15-14: RAB northeastern convention, Skytop, Pa.

OCTOBER


Oct. 4-5: Central Region AAAA Meeting, Hotel Statler, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.


NOVEMBER


OCTOBER

Region 5 (Minn., N. D., S. Dak., Iowa, Neb., Mo., S. Ill., Ky., Ohio, Mich., Wis.)

Region 6 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)

Region 8 (Kan., Okla., Tex., Ark., La., Calif.)

Region 2 (Pa., Del., Md., W. Va., D. C., N. C., S. C.)

Region 1 (New Eng. States)

Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis., Iowa)

Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)

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More Light on Blacklisting

THE House Un-American Activities Committee last week obtained a great deal of testimony but very little real information about the problems and practices of screening radio-tv performers for communist associations.

That a form of blacklisting has existed cannot be denied. That some innocent performers have wrongly been deprived of jobs and hence of their basic rights is a matter of record. But the need of some sort of screening to keep communists and their sympathizers off the air is equally apparent, not only to prevent the spread of communist propaganda but also to cut off a source of funds to communists and communist causes.

This need was ignored in the report on blacklisting issued by the Fund for the Republic [BT, June 25].

Most of the injustices which have been committed in the name of security have arisen because of the lack of a reliable source of official information. Too many decisions to deny employment to a performer have been made on the strength of information supplied by self-appointed and wholly unofficial "experts" on subversion or in response to protests from small but vocal pressure groups.

There are blotches on the record of broadcasting in this matter, but the record would be even less attractive if the hirers of talent had refused to recognize the problem of subversives on the air.

When That New Renewal?

FOUR months ago, the FCC agreed unanimously that the broadcast license renewal form (applicable both to radio and tv) should be amended. In an unprecedented forum at the NARTB convention in Chicago, all seven members agreed that the existing form (303), which hadn't been changed in a decade, was outmoded, onerous and unrealistic. There was support for elimination of the requirement of counting spot announcements and of calling everything commercial in between spots.

Since then, the Advisory Council on Federal Reports, working with the Bureau of the Budget, has met. The FCC has named a staff-level committee to consult with these groups.

Meanwhile, the same outmoded forms are being used, with stations under duress to measure commercials and program categories on the basis of standards established 10 years ago. In that period the completion of radio has changed radically, and television has skyrocketed. We have always questioned whether the FCC has either the legal or moral right to appraise mathematically commercial versus sustaining content.

It had been hoped that the FCC would act before its August vacation. The commissioners are on record. It should not be difficult, therefore, to draft a new renewal form that would comply with the composite judgment of the FCC.

Right Forum, Wrong Topic

ATTY. GEN. Herbert Brownell Jr. deserved the criticism he got for suppressing news of a government antitrust suit against General Motors until he could break it on Martha Rountree's new television program.

Unfortunately, however, most of the adverse press comment that ensued went far beyond the Brownell incident and turned into a general condemnation of television as a vehicle for public and government expression.

The thing that was wrong with Mr. Brownell's announcement was his choice of subject matter. An antitrust suit is not something to be whipped up like a television script. Such a suit requires painstaking investigation and preparation, and when it is ready, it should be filed. To withhold such a suit from filing until it can be announced on a prearranged television show is to pervert the processes of government.

But there would have been nothing wrong if Mr. Brownell had chosen some other kind of news to announce on Miss Rountree's program. He could have spoken, properly, of new investigations, of personnel changes in the department, of new policies, of almost anything but a formal legal action which had not yet been filed and which was being held up so he could obtain maximum propaganda benefits from announcing it beforehand.

Beyond that precise point, all criticism of the incident is meaningless.

The propriety, not to mention effectiveness, of using radio and television as journalistic media in which to issue news of vast public importance has been firmly established by government officials ranging from the President down.

Whether such announcements are issued on a sponsored program, like Miss Rountree's, or in sustaining time (which usually is re-captured from some advertiser in the case of Presidential appearances) is immaterial, although much of the adverse press comment professed outrage that Mr. Brownell appeared on a sponsored show.

To be sure, television is supported by advertising. If there is something wrong with that, there is something equally wrong with radio, newspapers, magazines and all media of journalism. To argue that Mr. Brownell should not make news on a television program which happens to be underwritten by Corn Products Refining is no sillier than to suggest that issues of the New York Times which carried stories of his suit against General Motors should have dropped all advertising from surrounding pages.

Broadcasting's Crying Need: III

IT IS pleasing to note the speed with which the NARTB combined board has moved toward implementation of an overall public relations project for broadcasting. A top level committee has been named by President Hal Fellows to consider the recommendations of the association's Television Information Committee. That committee holds its first meeting in Washington next week—just a month after the combined board acted.

Public relations, like public interest, convenience and necessity, almost defies definition. Is it the task of inculcating the public with the blessings of radio and television? The public must be pretty well pleased, because people look and listen in greater numbers than ever.

Is it to devise means of offsetting the criticism of politicians, educators, columnists, reform groups and competitive media?

Public relations is all these things and much more. It is the job of informing critic and booster alike, continuously and consistently. It is an affirmative, educational process. It is the job of combatting attitudes, particularly about commercial aspects.

It is now generally recognized that the primary functions of the NARTB are congressional relations and public relations. Actually, they mean the same thing. Call it lobbying, if you will. It is lobbying for the public good. It is because broadcasting is so important to the public (and hence to the politician) that it commands such great attention—beyond that accorded any other medium.

The task of the special board committee isn't easy. It is dealing with something intangible. Immediate action is indicated, along with longer planning. The committee must think big—and fast.

Page 116 • July 16, 1956
George Roesner, dean of Texas farm broadcasters, and his sidekick "Buck" Buchanan are the most widely travelled and best known farm reporters in the Southwest. When they offered seeds on their daily shows recently, they were literally swamped with requests. A total of 41,081 packages of seeds were ordered by ranchers and farmers living in 128 counties ... proof again of KPRC-TV's tremendous rural audience in the Houston Gulf Coast area.
Greatest food merchandiser in America!

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  1. A minimum of 60 store calls in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
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  3. 20 days of Bargain Bar promotions in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.

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

- **W-I-T-H Weekly Merchandising Service with independent GA Stores.**

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

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

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