**BROADCASTING TELECASTING**

**COMPLETE INDEX**
Page 10

**IN THIS ISSUE:**
- Promotion Practices jeopardized by FTC
  Page 31
- 25-Year Spot Plan
  Page 33
- B.C Offers Solution for Major Market TV
  Page 39
- Congressional Probes produced few laws
  Page 46
- Revenue for 1955 was $744.7 Million
  Page 50

**16% more viewers per rating point!**

The dominant station serving Richmond, Petersburg and Central Virginia

<table>
<thead>
<tr>
<th>WXEX-TV</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Grade B area</td>
<td>205,000</td>
<td>175,400</td>
</tr>
<tr>
<td>TV homes per rating point projected to Grade B area</td>
<td>2,050</td>
<td>1,754</td>
</tr>
</tbody>
</table>

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a bonus of better than 2 TV homes with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D.C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

Tom Tinsley, President
NBC BASIC—CHANNEL 8
Irvin G. Abeloff, Vice Pres.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.
...NOT SEVENTEEN?

YES... WBRE-TV
does have
a 17 County Coverage

To reach the Top TV audience in Northeastern Pennsylvania
there is only one station to buy.... that's WBRE-TV....
which gives you a Million Watts of Power, the highest
program ratings, a colossal set count of *315,000, the
Nation's 24th market with a population of almost
2,000,000, 33 1/3% more coverage than the second
station and 60 to 400% more than all the
other TV stations in the market.

WBRE-TV is the local, regional and Na-
tional advertisers' logical medium to
reach the 400,000 families on N. E.
Pennsylvania with a buying poten-
tial of nearly $2,000,000.

* RETMA Report of April, 1956

It is a Zoological fact that the height of a
Giraffe from the bottom of its front feet to the
top of its head has towered 17 feet and more
.....the better to reach the choice tender leaves.

WBRE
TV Channel 28
WILKES-BARRE, PA.
The Radio Leader in Des Moines!

KRNT

A COWLES OPERATION

DES MOINES RADIO --- CBS

72 FIRSTS OUT OF 72 QUARTER HOURS
In NEW Pulse Survey!
TUNE-IN UP --- COST PER THOUSAND DOWN!

KRNT Leads Morning, Afternoon and Evening!
...and has for years and years!

KRNT Is Your Basic Buy In Iowa!

KATZ HAS ALL THE FACTS ON THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL RATINGS
DALLAS: THE EYES OF TEXAS ARE ON

KRLD-TV

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

MONDAY THROUGH FRIDAY

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

SUNDAYS

<table>
<thead>
<tr>
<th>STATION</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION B</td>
<td>31%</td>
</tr>
<tr>
<td>STATION C</td>
<td>12%</td>
</tr>
<tr>
<td>STATION D</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

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

Channel 4 Dallas

MAXIMUM POWER

Owners and operators of KRLD – 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

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

REPRESENTED BY THE BRANHAM COMPANY
CBS NOW IN ACT • Philadelphia federal grand jury investigation of NBC-Westinghouse swap of Philadelphia-Cleveland stations now has been extended to CBS. Company records and memoranda bearing on Westinghouse-NBC, it's understood, have been subpoenaed by grand jury, which previously had examined top executives of both NBC and Westinghouse. It's presumed that data sought covers not only affiliation matters but also Westinghouse sponsorships on CBS networks.

NARTB this week is mailing to its "opinion leader" list new brochure titled "Americans Speak Out for Free TV." It quotes independent surveys, newspaper polls and letters to FCC as overwhelming vote of confidence for present system of free broadcasting as against pay television. "Opinion leader" list includes members of Congress, governors, college presidents, school superintendents and others in upper strata, to extent of about 3,000 names.

MONEY IN THE POT • Still cooking on front burner is $10 million dollar offer of J. H. Whitney & Co. for Midwest radio properties (one vhf tv and one am in major market, plus one uhf tv and 250-watt in secondary) with likelihood that it will go one way or other this week [CLOSED CIRCUIT, July 23]. Stations' identities not revealed by B&T in event principals decide not to sell. Acquisitions would give Whitney company (Jock is brother-in-law of CBS Chairman William S. Paley) its third and fourth CBS-TV affiliates. Whitney now owns ch. 6 KOTV (TV) Tulsa and controls ch. 11 KGUL-TV Galveston-Houston.

FRANK P. SCHREIBER, former vice president and general manager of WGN-AM TV Chicago, is functioning in executive capacity these days at Chicago Local 1031 of International Brotherhood of Electrical Workers. He's assistant to President Frank Darling, with whom he's enjoyed close personal friendship for years. It seems better than even bet, however, he will return eventually to radio-tv.

INTERESTING QUESTION • There will be surprise in "dissenting" opinion of FCC Comm. John C. Doerfer on transfer of Miami's WQAM from Miami Herald to Todd Storz' Mid-Continent for $850,000—approved by FCC at its final pre-recess meeting July 26—official announcement of which is being withheld until Doerfer opinion is ready. Mr. Doerfer, instead of chastising Mr. Storz' giveaway contest operations, will pose question whether FCC shall regulate "by lifted eyebrow" or whether it should frankly admit to Congress and to broadcasters that it has no power to involve itself in programming.

FORMER FCC Comm. Frieda B. Hennock, who entered private law practice in Washington upon expiration of her term year ago, on Aug. 1 leaves law firm of Davies, Richberg, Tydings, Beebe & Landa. It is understood she plans to open her own law office, specializing in communications and administrative matters.

SUGG'S SOJOURNS • With approval by FCC fortnight ago of $3.15 million sale of ch. 13 WTVT (TV) by Tampa Television Co. to WKY Radiophone Inc. (Oklahoma Publishing Co. subsidiary, which also owns WKY-AM TV Oklahoma City and WSFA-AM TV Montgomery, Ala.), P. A. (Buddy) Sugg, executive vice president and general manager of OPC's broadcasting properties, personally will manage Tampa facilities, spending three weeks each month there. Eugene B. Dodson, now assistant manager of WKY-AM TV, becomes resident manager of those stations upon formal transfer.

WHATEVER happened to Dr. Edward Bowles, MIT professor, and his ad hoc committee of engineers? They're not in limbo, although news of activities has been mighty slim in recent months. Report to Senate Commerce Committee has been drafted by subcommittee under Ralph Harmon, Westinghouse Broadcasting Co. This draft was submitted to Dr. Bowles, who hopes to get full committee to okay it so it can be submitted to Senate by mid-Septemner. Proposal is, unless changed by full committee, for major Congressional appropriation so FCC can farm out research contracts among universities and laboratories to make independent audit of spectrum from technological as well as economic and social viewpoints.

BRANCH OFFICE: SEATTLE • Kenneth Cox, special counsel of Senate Commerce Committee on its tv investigation, returned last week to his home in Seattle to resume his regular law practice, but he also will establish committee branch office there to handle assignments from Chairman Warren G. Magnuson (D-Wash.) and to complete editing of transcript and preparation of final draft report. There are still some 4,000 pages to be digested.

BEFORE embarking for Seattle, Counsel Cox and Nicholas Zapple, communications expert of committee, spent couple of days in New York checking on "talent end" of network-syndication operations in tv. That phase was launched early this year, and then dropped to give full attention to allocation (vhf-uhf) controversy. It's logically presumed that at new Congress next January, talent aspects will figure prominently, notably in connection with exclusive arrangements by networks, and activities of talent booking agencies like MCA and Wm. Morris organization.

MATERIALIZING • Shuffling of NBC-TV's fall nighttime program plans still in process but probable outcome is beginning to take form. It's all still unofficial but Goodyear and Alcoa reportedly have now agreed to cut their alternate sponsorship of Sunday 9-10 p.m. period from 26 to 20 apiece, with 10 of remaining 12 being filled by Bob Hope Chevy Show on monthly basis and other two to be filled by "one-shots." Dinah Shore, who had been slated to share Tuesday nights with Hope under Chevrolet sponsorship, seems headed for Friday 9-10 period once a month, while Tuesday 8-9 time is apt to be filled by half-hour shows three nights out of four. Hallmark's six Maurice Evans productions seem destined to move from Sunday afternoon to Sunday evening time, some at 7:30-9 p.m. and others at 9-10:30.

NEGOTIATIONS are underway for sale of ch. 5 WJNO-TV West Palm Beach (NBC and CBS affiliations) by Theodore Granik-William H. Cook and WINO that city, to John H. Phipps, owner of WCTV (TV) Thomasville, Ga., WTAL Tallahassee and WTYT Marianna, both Fla., for sum in excess of $750,000. Sales agreement may be signed this week.

BIG 10 PLANS • Big 10 is on the threshold of precedent-departing deals involving its live basketball and filmed football packages. On former, innovation in network tv is involved with proposed formation of independent network comprising 30-plus tv stations in conference's seven state area. Newly-formed Sports Network Inc., New York, which has been serving as sort of cable broker with AT&T, is handling deal now and obtaining station clearances. Plan is to sell 13-game series (starting Dec. 15) to one national advertiser or two co-sponsors. If that fails to materialize, co-op arrangement among stations is seen possible by Big 10.

RE BIG 10 football: Conference, which has been faced with stops and starts on its fall filmed football highlights package, has finally decided on syndication, now that ABC and one other party have dropped option. Arrangement has been approved by Big 10 TV Committee and officials and is now in selling stage.

ONLY BEGINNING • Any notion that Celler monopoly subcommittee has let down on its investigation of business of television broadcasting and regulation can be written off. Attorneys and investigators of committee last week resumed their examination of files of networks, advertising agencies and talent offices in New York.
No matter who asks the question in OMAHA, the answer is KOWH.

46.8%—that's the average share of audience Hooper (June-July) gives KOWH. Latest Trendex for Omaha-Council Bluffs gives KOWH top spot in every time period. Latest Pulse gives KOWH top spot in 204 out of 240 daytime quarter-hours. KOWH has placed first in audience year after year... consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

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

KOWH OMAHA

"The STORZ Stations" Todd Storz, President

WDOY, 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.
7% OF HOMES HAVE MORE THAN ONE TV; FARM CIRCULATION SHOWS MARKED GAIN

SEVEN percent of homes in large cities have more than one television receiver, according to Census Bureau analysis of February sample study which showed 73% of all U. S. homes have more than one TV set. About 4% of all TV homes have more than one TV set. Study was conducted by bureau for Advertising Research Foundation, including NARTB, networks, agencies and advertisers.

Rural farm sets increased from 42% to 53% between June 1955 and February 1956, whereas large-city circulation rose at slower rate, 81% to 84%.

Bureau found TV circulation increased from 67% to 73% of all households between its first study in June, 1953 and last February's study. Only 12% of homes had TV sets in 1950 at time of decennial census. Recent circulation has increased fastest in areas that had smallest TV ratio year ago.

Lowest ratio of sets found in South, where regional increase was greatest—55% to 62%. Northeast had highest concentration. Home owners (78%) are more likely to have TV sets than renters (65%). Smaller households are less likely to have set than larger households.

Charles Thieriot Survives Sea Crash; Brother Lost

U. S. COAST GUARD Friday reported that Ferdinand (Pete) Thieriot, 39, circulation manager of San Francisco Chronicle (KRON-TV) and wife Frances were among Andrea Doria passengers listed as "missing and presumed dead" after sea tragedy. Story, page 74) but that their son Peter, 13, was saved. Thieriot family boarded ill-stricken vessel in Gibraltar. Mr. Thieriot was one of grandsons of Chronicle founder, Mike deYoung. Among survivors is Charles Thieriot, brother, president of KRON-TV.

Succor for the Stranded

EVENTS moved swiftly at KDKA-TV Pittsburgh Friday morning.

Three survivors of the Andrea Doria were brought to the studio by a local representative of the Italian Line—Frank Macchione; Julia, his wife, and Katherine (Kady), their nine-month daughter. Mr. Macchione, who had been working in Chicago, was bringing his family from Italy to live in Pittsburgh.

The Macchiones were put on Pat Kielty's Woman's Angle program. And then—the switchboard jam started. In a brief interval, clothes, food, a home and a job for Mr. Macchione were provided. Offers kept pouring in for hours. Mr. Macchione, who speaks English, told about the family's rescue by the Ile de France, whose passengers gave them clothing. A welfare agency gave them train fare to Pittsburgh.

RCA Says Radar Blameless

RCA issued statement Friday that "present indications are that the radar was in no way responsible" for accident last Thursday when liners Stockholm and Andrea Doria collided (see story, page 72). Information, RCA said, was provided by officials of Swedish-American line in response to request from Radiomarine Corp. of America, RCA subsidiary, to inspect RCA-manufactured radar equipment aboard Stockholm. RCA reported that radar equipment on Stockholm was serviced by Radiomarine technician last Wednesday when liner was docked in New York and ship's officer checked and approved radar units while technician was still aboard.

It's Now RKO Television

GENERAL Television's film division will change its name to RKO Television, a division of RKO Television Pictures, officials reported Friday. Change is effective immediately. Robert Manthy continues to head unit as vice president of RKO Television. (See story, page 56).

AFFAIR OF STATE

ALL downtown Chicago department stores have banded together for first time in common advertising campaign to promote special "State Street Days" observance Aug. 8-10, with heavy emphasis on radio. Total of 117 spot announcements has been allocated Aug. 6-10 on five radio stations, along with newspaper space, for event sponsored by State Street Council to lure shoppers to Loop. It marks first time also that store buyers have ordered special merchandise (no markdowns) for any occasion and are using common theme ("three great days to save on the world's greatest shopping street").

Stations are WMAQ, WGN, WBBM, WLS, WIND. Success of promotion will determine size of budget for next year's campaign when use of TV is planned, it was reported.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

LYSOL'S BIGGEST • Lehn & Fink (Lysol brand disinfectant), N. Y., planning widest ad- vertising campaign in its 70-year history, understood to be set to sponsor, beginning early in fall, two daytime shows on NBC-TV. Ad- vertiser announced it would start on Queen for a Day Aug. 7. Other show, as yet unannounced officially, reportedly would be It Could Be You. O. G. (Red) Kennedy, general manager of L & F sales division, said that "by aiming our sales messages directly at our two most important customers, the housewife and the career wom- an, via television and a long list of national magazines, we expect greater consumer coverage and sales interest than ever before." McCann-Erickson, N. Y., is agency.

WESTERN WHOOPER • Boyle-Midway, Inc., N. Y., maker of household products, including Aero-Wax, Griffin shoe polish, Sani-Flush and 3-in-1 Oil, has signed 52 week contract effective Aug. 1 for five quarter-hours weekly of Frank Hemminger newcast in 80 stations of Don Lee, Intermountain and Arizona networks, it was announced Friday by Norman Boggi, vice president in charge of sales for Don Lee Agency: J. Walter Thompson Co., N. Y.

LAXATIVES ON TV • Dr. Caldwell's (laxa- tive) Div. of Sterling Drug, N. Y., planning television campaign to break Sept. 3 and run through end of year in about 70 markets. One-minute spots, daytime only, will be used. Carl S. Brown, N. Y., is agency.

MONARCH ON RADIO-TV • Monarch Wine Co. (Manischewitz kosher wines), Brooklyn, N. Y., reportedly planning extensive spot radio and television campaign to break in October. Number of markets not set but campaign understood to involve 10 to 20 spots per week on 13-week basis. Agency: Emil Mogul Co., N. Y.

DOLL DEALS • American Character Doll Co., N. Y., in process of signing its fall schedule with a syndicated show—Associated Artists production Fuzzy—in 50 major markets, and network show, Super Circus, on ABC-TV. Latter contract still in the negotiation stage.

POLITICAL PURCHASE • New York State Democratic Committee Friday was buying time on statewide network of ABC-TV stations for coverage of Gov. Averell Harriman's Aug. 2 address to preconvention dinner in Albany, 10:10 p.m. EDT.

TWO WEEK TRY • Golden Gift orange juice, through Kastor, Farrel, Chesley & Clifford, N. Y., breaking two-week radio spot announce- ment campaign Aug. 6 in nearly dozen markets.

Q-TIPS SPOTS • Q-Tips Inc. (sterilized swabs), Long Island City, N. Y., planning 13-week spot announcement campaign starting Sept. 10 on 16 radio stations in about 10 markets. Lawrence C. Gumbinner, N. Y., is agency.
There's A Best Buy In Every Market...

and in

KANSAS CITY   SYRACUSE
PHOENIX and OMAHA

it's The Meredith Station:

Smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management—these are the things which make one station stand out in every market.

The 8 Meredith stations have all of these factors. That's why discriminating local advertisers buy their local Meredith station. National spot buyers also know that the smart buy in Kansas City, Syracuse, Phoenix and Omaha is the Meredith station!

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

KANSAS CITY  SYRACUSE  PHOENIX  OMAHA

KCMO  WHEE  KPHO  WOW

RADIO 810 kc.  TV Channel 5  RADIO 910 kc.  TV Channel 6
CBS   CBS   ABC   CBS
NBC Radio Signs WKJG As Replacement for WOWO

SECOND market which it "lost" through disaffiliation of Westhouse radio stations has been regained by NBC. 10's completed negotiations with WHK Fort Wayne, 5 kw Mutual affiliate (1380 kc), as successor to Westhouse's 50 kw WOWO as NBC outlet there. WKJG, owned by Northeastern Indiana Broadcasting Co. and under general management of Edward G. Thoms, reportedly is set to take virtually entire NBC lineup today (Mon.).

Earlier, NBC signed WHK Cleveland, Mutual minority stockholder as well as affiliate, to possible KKNV alliance in that area (story page 58). Still sought: successors for KDKA Pittsburgh and WBZ Boston.

IBEW Files Heavy Attack To Remote Control Proposal

INTERNATIONAL Brotherhood of Electrical Workers Friday loosed heavy attack on NARTB's petition to allow all radio stations to be controlled by remote control. In 40-page comment on NARTB request (filed last February and proposed as FCC rule-making last April), IBEW asked that industry petition be dismissed without hearing or argument. Material filed by NARTB, IBEW said, "fails to make out a case for the proposed rule-making."

At same time, IBEW filed petition with FCC for rule-making to require all stations using remote control of transmitter to be capable of functioning in Conelrad system. Present rule permits remote control of radio stations with up to 10 kw power and semi-directional antenna. NARTB proposal would extend this to all stations, no matter what power or type of antenna. In addition to legal points raised by IBEW in its opposition, union also claimed NARTB data supporting its position does not stand up. IBEW listed outage reports on 32 radio stations, 19 of which operated with 50 kw. This showed that these 32 stations operated 254,931.2 hours during year, but were "out" for 25 hours, 23 minutes and 39 seconds.

FCC Urged to Keep Peoria Vhf Channel by WIRL-TV

WIRL-TV Peoria, Ill., which late last month received ch. 8 non-construction grant conditioned on possible KTNV affiliation (story page 28 last Thursday), asked FCC to reconsider rule-making proposal which would move ch. 8 to Rock Island, Ill. WIRL-TV said Peoria needs vhf service whereas Rock Island already is serviced by ch. 4 WBBF-TV there and ch. 6 WOC-TV Davenport, Iowa.

New request for rule-making was filed by Bayou Broadcasting Corp., permittee of ch. 40 Baton Rouge. Bayou proposes switching ch. 18 Jackson, La., for ch. 40 at Baton Rouge. If effected, Baton Rouge would have chs. 2, 18, 28 and 34 (educational).

Following were comments on overall rule-making proceedings: WICC (TV) Bridgeport, Conn. (ch. 43), endorsed FCC's long-range uhf plans but, from measure to uhf shift that Commission give case by case consideration to vhf allocations at less than current minimum separations.

WWLP (TV) Springfield, Mass. (ch. 22), asked FCC to reconsider report and order insofar as it proposes increasing maximum uhf power from 1,000 kw to 5,000 kw; suggests revision of order so that over 1,000 kw powers will be issued on case by case basis.

WMGT (TV) Pittsfield, Mass. (ch. 19), requested FCC to reject application for ch. 10 Vail Mills, N. Y., filed by WCDA (TV) Albany, and any subsequent applications until final decision on proposal to delete that channel.

RCA First Half Sales

Show Gain; Earnings Drop

SALES of products and services of RCA and subsidiaries totaled $256,488,000 for first six months of 1956, gain of 8% over previous record established during same period of 1955. Earnings amounted to $1,464,000, including $1.32 per share earnings on common stock, as against $1.46 for first half of last year.

Second-quarter 1956 sales totaled $251,640,000, also representing 8% gain over like period of 1955. Common-share earnings for second quarter amounted to 47 cents as compared to 62 cents in same 1955 period.

Compact New VHF Tube Is Announced by RCA

DEVELOPMENT of new, small Vidicon camera tube—No. 6326-A—for use in compact color TV cameras using method of simultaneous pickup of film or live subjects, announced Friday by RCA Tube Div., Harrison, N. J.

For use in color TV camera, three such tubes are needed—one for each color channel. They need "information" to create color TV image. In black-and-white cameras, 6326-A (boasting resolution of about 600 television lines) is said to provide picture "of high quality for broadcasting or industrial TV applications."

Warner Deal Formalized

PRM Inc. reported Friday formal signing of contract whereby PRM acquired from Warner Bros. film library of more than 750 feature films and 1,500 short subjects. Signing took place in Wilmington, Del., last Thursday. Since memorandum of sale March 1 (TVT, March 5), PRM has acquired control of Associated Producers, New York's TV film distribution company which has been distributing Warner Bros. library and other TV film products.

DuMont Labs Report Loss

ALLEN B. DuMONT Labs last Friday reported loss of $484,000 for first six months of 1956 after tax carryback credit of $608,000, compared with loss of $1,249,000 for comparable period of 1955. Sales for first half of 1956 were listed at $6,711,000, as against $29,741,000 in 1955 period.

Texas U Suspends Operation

KBMT (TV) Beaumont, Tex. (ch. 31), wired FCC Friday that it was suspending operations "temporarily" Aug. 1. Station, affiliated with NBC and ABC, did not amplify.

at deadline

PEOPLE

CHARLES H. DISSMORE, assistant general sales manager, White King Soap Co., Los Angeles, named acting sales manager succeeding E. C. HOFFMAN, resigned. Firm has no present plans to replace WILLIAM J. TORREY, vice president and director of sales and advertising, who also resigned. LAWRENCE W. NOLTE continues as advertising manager. Major western radio-TV advertiser, White King announced Erwin, Wasey Co., Los Angeles, to handle account and revised campaign with new basic selling theme will be announced about mid-August.

JOHN L. GWYNN, media director, and HIL- LIARD S. GRAHAM, mechanizing director, vice president of Erwin, Wasey & Co. in Chicago, it will be announced today (Monday) by FREDERICK J. WACHTER, general manager of office. They will continue in present positions.


IRWIN RESS, formerly with Foote, Cone & Belding, N. Y., to McCann-Erickson, N. Y., as account executive in consumer department on Bulova watch account.

THEODORE R. PAULSON, office manager, Atlanta office, J. Walter Thompson Co., to Kenyon & Eckhardt, Atlanta, as account executive. Mr. Paulson had previously been an account executive at JWT, San Francisco, and also had been with Benton & Bowles.

MILLIE T. TRAGER, director of public relations, Raymond Spector Adv., and publicity director, Hazel Bishop, both N. Y., has resigned. Miss Trager had been with agency six years and with Hazel Bishop since its inception. She also is member of agency's plant board and consultant in copy and TV departments. HARRIET LEVY, account executive, and Miss Trager, also has resigned.

CHARLES B. STRAUB, advertising and sales promotion manager, Seeco Fashion to Ogilvy, Benson & Mather, N. Y., as account executive.

Funeral services were to be held Saturday for KEITH BALDWIN, 49, CBS Radio Spot advertising report of new basic selling theme today (Monday) by GROUSE Point Cottage Hospital after prolonged illness. Before joining CBS Radio Spot Sales year ago, Mr. Baldwin was sales manager at WAKR Akron and before that in similar post at WERE Cleveland. He also has been with WGR Cleveland, WKRC Cincinnati, WBAP Fort Worth, WFAA Dallas and WPAY Portsmouth, Ohio. Survivors include Henriet and two daughters, Sue, 14 and Barbara, 13.

• BUSINESS BRIEFLY

Continues from page 7, column 3

RADIO CAMPAIGN • Chapstick Co. (Chap Stick), Lynchburg, Va., planning radio spot announcement campaign—early morning and evening spots plus adjacent to disc shows and news programs—for 13 weeks in more than 50 markets, using one or two stations in each market. Starting date on northern stations will be Oct. 1; in South, Oct. 15. Law-rence G. Fischmann, N. Y., is agency.

BABY BUSINESS • Clapps Baby Food Div. of Duffyl-Mott, N. Y., plans to air about nine markets and renew in about 45 markets radio spot announcement campaign starting Sept. 3 for 52 weeks. Young & Rubicam, N. Y., is agency.

July 30, 1956  • Page 9
the week in brief

FCC figures also show tv stations and networks earning $150.3 million last year; revenue up 25.6%, net income up 66.4% over 1954

84TH CONGRESS WINDS UP

Many members spent much time in probing practices of broadcasters, seeking remedies for real problems, and alleged evils of radio and tv, but little legislation resulted...46

1955 TV REVENUE: $744,700,000

Six cosmetic firms, accounting for more than 75% of all lipstick sales, plan increased use of tv in fall-winter campaigns...34

DO THEY BUY WHAT THEY SEE?

ABC unveils five-figure research study made by Advertiser to determine just how effective television advertising is in creating sales and changing brand preference in competitive product fields...35

AMPHITHEATRE WELL COVERED

Communications engineers are trying to make it impossible for delegates at Democratic Convention to elude microphones and cameras...62

TINY CAMERAS FOR BIG PICTURE

All three tv networks announce plans to use hand-held, easily portable tv cameras to cover intimate details of political conventions...64

OCEAN TRAGEDY WELL COVERED

Radio-tv news crews go into round-the-clock operation to keep public abreast of minute-to-minute developments after two liners collide off Nantucket Island...72

CBC LOSES $1,300,000

Canada's broadcast system had income of $389.9 million for fiscal year ended March 31, 1956, expenditures of $386.6 million, annual report shows; radio's falling revenue blamed for deficit...85

CONELRAD, MARINES SUCCEED

System proves it can keep public informed without giving guides to enemy aircraft; Iowa Marine reserve group proves a few organized men can easily tie up a city's communications...44

BANDSTAND' BOWS ON NBC

Two-hour morning program starts on NBC Radio today (Monday) as replacement for ill-fated Weekend; daytime dramas go into afternoon hours...58

35 MILLION U. S. TV HOMES

February 1956 survey of Advertising Research Foundation finds tv sets in four of U.S. homes, up 3 million from June 1955 total...32

LATEX FIVE-YEAR TV PLAN

Noncancellable multimillion-dollar spot tv campaign plan, involving RKO library and C&C time-for-programs exchange, announced by International Latex Corp. ...33

LIPSTICKS TO FIGHT IT OUT ON TV

Six cosmetic firms, accounting for more than 75% of all lipstick sales, plan increased use of tv in fall-winter campaigns...34

ABC'S ALLOCATIONS PLAN

Network suggests shortening minimum distances between tv stations and increase deinterlacing to equalize tv facilities in nation's top 200 markets...39

departments

Advertisers & Agencies 31
At Deadline 7
Awards 66
Closed Circuit 5
Colorcasting 35
Editorials 102
Education 70
Film 56
For the Record 98

Government 39
In Public Interest 83
In Review 18
International 85
Lead Story 31
Manufacturing 80
Milestones 84
Networks 84
On All Accounts 26

Open Mike 15
Our Respects 22
Personal Relations 83
Pol. Bstg. 62
Program Services 70
Programs & Promotion 127
Stations 72
Trade Assns. 66

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*Reg. U. S. Patent Office

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In a "blind" survey by the research firm of Erdos and Morgan (their's was the only name disclosed) conducted this spring, radio, tv and advertising executives were asked to indicate their preference as to trade paper frequency. "Weekly" is the overwhelming preference."

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<th>Frequency</th>
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<td>DAILY</td>
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<td>SEMI-MONTHLY</td>
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4,584 executives were queried, 1,936 replied.
** B•T, as you know, is a weekly.
Already bought by:

COORS BEER . . . in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas
HEKMAN BISCUIT . . . in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima
NEHI BOTTLING . . . in Grand Rapids
SEALY MATTRESS . . . in Toledo, Lima
BLUE CROSS . . . in Buffalo
KSL-TV . . . Salt Lake City KPHO-TV . . . Phoenix
KOPO-TV . . . Tucson KBOI-TV . . . Boise
KOB-TV . . . Albuquerque KTVK . . . Los Angeles

His office a CROSSROAD OF ADVENTURE!
People from ALL WALKS OF LIFE SEEK HIS HELP!

Warm! Friendly!
The kind of man you'd want for your family physician and friend!
NEWEST HERO!

Favorite Family Show!

CHRISTIAN

Starring DONALD CAREY

Playing role of Young "Dr. Mark Christian"

PULSATING with new EXCITEMENT

PACKED with new ADVENTURE

SPARKLING with new ENTERTAINMENT

PRODUCED IN ZIV's LAVISH BIG-TIME WAY!

Truly a series to quicken the heart-beat of your community, increase SALES of your product!

WRITE or PHONE for an early audition. Markets are closing fast... yours may still be open!

HURRY!
"A PACKED HOUSE EVERY PERFORMANCE"

The box office principles of the theater certainly apply to television. In particular, WICU television. This only-VHF station within a hundred miles attains a "standing room only" rating every time it stages a show or doilies-in a camera. Talk about show business - and buyers are always talking about the business they get from WICU - the box office speaks for itself. Network blue chip programming that normally attains a national Telepulse rating of 25.3 climbs to the top of the bar graph for a dominant 54.5 in the Erie market.

For a "packed house every performance" in the nation's number 1 test market, contact your Petry man today.

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 Texas Story

EDITOR:

CONGRATULATIONS ON THE TERRIFIC TEXAS STORY [B&T, July 23]. TRULY THE BEST I HAVE EVER READ.

W. D. (Dub) Rogers, Pres.
K Dub-AM-TV Lubbock, Tex.

EDITOR:

...A very interesting story on Texas. In it is important information on the cattle industry.

For the past 31 years, I have had a spare time business hobby of collecting interesting information and yarns about the cattle. I am particularly anxious to get further details on the use of the helicopter in handling cattle on the range...

Will A. Foster, V. P.
Borden Cheese Co.
New York

[Mr. Foster has been sent the information he requested.]

The Other Side

EDITOR:

Here is a copy of a letter to George W. Patton, general manager of WMIB Macon, Ga. [Open Mike, July 23]:

"I was very disappointed to hear from you in regard to our recording of the 'Gettysburg Address' but very disappointed in your reaction.

With a national release and in a great country such as ours, we naturally encountered different tastes and reactions but I am sure that we all agree on the principles set forth by Lincoln in this great address.

It was with this idea in mind that we decided to record both versions of this great work, realizing that by so doing we could reach more of the American public, both young and old. Both Lou Kimsey, editor of Dig, the teenager magazine, and myself, after getting the national reaction to Lord Buckley's article in Dig on 'The Discovery of America' in 'hip', decided that this would be the best possible way to bring this vital message to the teenagers of this great land. It was with this thought that this 'hip' translation was produced.

"In these times, with teenage delinquency rampant, we sincerely believe that anything we can do to bring this true American story to the youth of America is vital..."

Lyle Griffin, Pres.

Mr. Hartnett Clears Things Up

EDITOR:

The article, "House Explores Blacklist Hassles" [B&T, July 16]... contains several errors... On page 30, column three, the impression is conveyed that I am in a business of "clearing" people and that I now charge fees "for help in getting jobs." This impression is directly counter to my sworn testimony... I am hired by advertising agencies, sponsors and networks to "check" names proposed to me, to assess... affiliation... with the Communist Party or with communist "fronts" and causes. I report the facts (supported by documentation) to my clients, and give my opinion on the significance of the facts. My clients make the final decisions. I cannot "clear" anyone...

In only one case have I asked for a research fee from a representative of an individual having a Communist-front record. Arthur P. Jacobs, the well-known Hollywood public relations man, wrote me in 1953 and asked me if I could supply a documented report on his client, actress Kim Hunter, who wanted to "clear" herself... I answered Mr. Jacobs that I could furnish a research report and that it would cost him $200... Mr. Jacobs is well paid for his professional efforts. There is no reason why I should work for him for free. However, had Miss Hunter directly informed my opinion and advice, I would have assisted her at no fee whatever...

... The B&T story specifically says that I "asked $200 as (my) fee for clearing the name of Kim Hunter..." Here is the final paragraph of my letter to Art Jacobs, as I wrote it and as I read it in my sworn testimony...:

"I am sure you and Miss Hunter, who is a talented woman, realize that no individual and no agency or committee can 'clear' her. That is a job she alone can do—not merely by a statement acknowledging and repudiating past mistakes, but by concrete pro-American acts. For her country's sake, for her own sake, and for her admiring public's sake, I hope she will do so."

... Referring again to the B&T story, it is wrong when it states I testified I forwarded letters to Messrs. Sokolsky and O'Neil from persons in Hollywood. Messrs. Sokolsky and O'Neil forward copies of such letters to me and to other individuals and organizations...

Vincent W. Hartnett
New York

[EDITOR'S NOTE: In regard to Mr. Hartnett's letter, B&T believes, without taking sides, that anyone who is engaged in the business of "checking," "researching," and "analyzing" a person's past or present Communist or Communist-front affiliations, to use Mr. Hartnett's words, is acting as a "clearance" agent when such documentation is used in determining the employability of such a person in the radio-television industry. B&T did not and does not imply that such "clearance" agent exercises or has the power to remove or discount such associations, even if the person concerned subsequently acknowledges and repudiates them, publicly or otherwise.]

Conerlad Opportunity

EDITOR:

We wonder how many broadcasters, in returning to the air after the Conerlad blackout Friday (July 20), took the opportunity to remind listeners of the importance radio plays in their lives, and of how much they depend on radio.

Too many folks (advertisers included) take radio for granted. The Conerlad test was a wonderful opportunity for folks to realize they'd miss the entertainment, enlightenment and companionship of radio if all stations were silenced for an extended period.

Things are taken pretty much for granted by most of us, until we're forced to do without. So with radio, WPFA got this point across when we returned to the air after the test with a three-minute promotion entitled "Fifteen Minutes Without Radio..."

George Goethberg, Pres.
WPFA Ft. Payne, Ala.

Wrong Impression

EDITOR:

An area television station chooses to present its Sports Final each evening with two announcers seated in front of the camera, holding a newspaper before them. Even though the paper bears the banner "SPORTS FINAL," the impression is given that they are reading the sports items directly from the paper. At WETZ, we are proud of our news coverage. In addition to the Associated Press radio wire and Mutual's news features, we maintain a full time local news editor to gather and edit the local news. It seems to me that we radio and television broadcasting stations should be proud of our own news media and not give the impression we are dependent upon a newspaper for our news items.

Harry G. Bright, Pres. & Gen. Mgr.
WETZ New Martinsville, W. Va.

KSL-TV, with nearly 25 percent more spot accounts on the air during the past four quarters than the nearest competitor, has a real sales success story."

For more information and spot availabilities, call CBS-TV SPOT SALES, or

*Robburgh Reports

KSL-TV
Salt Lake City
putting the spot on local color!

WNBQ AND WMAQ, CHICAGO, ARE SOLD BY NBC
With WNBQ's historic Color "break-through" in Chicago, a new era of entertainment and advertising is here!

WNBG is now the world's first All-Color Television station. All live studio programming is telecast in full color... complete with Color commercials.

And Color is spreading rapidly over all of the Television stations represented by NBC Spot Sales. KOMO-TV Seattle is the only completely equipped Color station in the Pacific Northwest. KRCV Los Angeles and WRCA-TV New York are now telecasting live programs in Color.

Right now, all NBC Spot Sales Television stations are fully equipped to transmit in Color... and are well on the way to All-Color local programming.

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

OF ALL THINGS

GAY, chatty, informal, light and breezy—those adjectives, so appropriate to the summer season, just about sum up Of All Things, half-hour weekday morning show on CBS-TV with Faye Emerson as star, interviewer and mistress-of-ceremonies that is replacing the Garry Moore Show for a six-week spell.

High spot of last Tuesday's show, second telecast of the new series, was a monologue by Cliff Norton who would have convulsed this viewer if he'd been watching with a group in the evening but which seemed somehow out of place for solitary watching at 10:20 a.m. For the rest of the half-hour, Faye interviewed five teen-age youngsters from foreign lands, now living in New York because their fathers are working at U. N. Headquarters there; Jack Haskell and Ilene Woods, regular vocalists on the program, sang pleasantly in spite of an annoyingly over-cute presentation; Del Sharbutt did much better by Best Foods mayonnaise than the commercial copy deserved. Copy was written in doggerel: sample rhyme: "potatoes" and "rates oh's."

Opinion, after one viewing: A basically enjoyable program with a few irksome flaws that should not be hard to eliminate. Suggestion: In the fall this could make a fine early evening series.

Production costs: Approximately $40,000 per week.

Sponsored on multiple sponsorship basis on CBS-TV, Mon.-Thurs., 10:10-11:30 a.m. and Fri., 10-11:30 a.m.

Star: Faye Emerson; vocalists: Jack Haskell and Ilene Woods; announcer: Del Sharbutt; orchestra: Bill Clifton.

Producer: Bryan Paul; director: Ken Whelan;
written by: Virginia Schone, Lois Peyer,
NOW ... 63-county total coverage!

WDBJ-TV goes to maximum power — 316,000 watts — about mid-August ... backed by a power-packed viewer promotion program throughout its coverage area of more than 2 1/2 million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here's the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city — Roanoke — is one of the 50 fastest growing cities of over 100,000 population in the U. S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives
PRESTIGE BEGINS AT HOME

When Burdine's, Miami's oldest department store, ran a huge, closed-circuit TV "Color Cavalcade", the television personalities were drawn exclusively from WTVJ, channel 4.

FIRST IN TALENT

Call your Peters, Griffin, Woodward Colonel for the complete WTVJ story.
Always **WTVJ** in S. Florida... and no wonder

**FIRST IN EXPERIENCED PERSONNEL**

WTVJ's staff of 189 TV-trained personnel is the largest and most experienced of any station in the South. Twenty-nine engineers and twenty-two production personnel have a total of 268 years of experience with WTVJ Television.

**FIRST IN FACILITIES**

WTVJ's facilities are unequalled by any other South Florida Television Station.

- Full 100,000 watts power
- 15 studio and remote cameras
- 1,000 ft. tower
- Complete network and local facilities
- Award-winning merchandising department
- Three studios

**WORLD'S LARGEST REMOTE UNIT**

Designed and built by WTVJ's own staff of engineers, who have worked as a team for over 7 years.

... so, no wonder WTVJ IS THE STATION THAT DOES SO MANY NETWORK ORIGATIONS FROM FLORIDA.

**FLORIDA'S FIRST TELEVISION STATION**
IN THE continuing competitive scramble for radio-tv station supremacy in the nation's second largest market, the role of a "trouble-shooting" executive is not one to be taken lightly, nor a responsibility to be envied.

C. W. Doebler has such a role as executive assistant to H. Leslie Atlass, CBS vice president in charge of the central division and general manager of WBBM-AM-TV Chicago. Mr. Doebler has primary responsibility for the day-to-day, operational mechanics of the network's Chicago radio-tv operations. One of his present duties involves keeping an executive eye on the station's "blue baby"—a set of blueprints of the reconverted Chicago Arena into which all facilities, to be known as CBS-Chicago, eventually will be moved.

The realignment stemmed from FCC's reallocation of ch. 4 in Chicago and ch. 2 in Milwaukee, CBS' purchase of Balaban & Katz' WBKB (TV) Chicago (now WBBM-TV), WBBM-TV's channel dispute with Zenith Radio Corp. and the separation of CBS-Chicago's major departments into radio and television.

Shortly thereafter, Mr. Doebler became executive assistant to Mr. Atlass. He has been filling the position with quiet, meticulous efficiency since early 1955, following two years as sales promotion manager of WBBM-AM-TV.

Soft-spoken in word and mild-mannered in approach, he belies the characteristics usually attached to a trouble-shooter in an organization generally conceded to be rather autonomous as network divisional operations go.

Carrington Wood Doebler was born in Kirkwood, Mo., Sept. 18, 1912. He moved around considerably in his youth, partly because of his mother's health and climatic conditions. He lived in Gallup, N. M., and in Lawton and Enid, Okla., before going to Texas where he attended Amarillo High School. Hard times struck the family and the youth, after completing his junior year, dropped out of school in 1929 because the Doebler's couldn't afford his books. He took a job as a receiving and shipping clerk at White & Kirk Dept. Store. Before long, Mr. Doebler became advertising manager, holding that position for 11 years. He also freelanced on copy and layouts for the Amarillo Daily News and Globe, jointly-owned morning and afternoon newspapers.

Turning the '40s, Mr. Doebler put this same promotional acumen to work for the Shreveport Times, whose salesmen were too burdened with many of their own accounts for such special promotions as "Dollar Day" and other events. Once again, he proved his mettle as a copy-layout expert and "idea" man. He later became advertising manager of one of Shreveport's larger department stores, Scher Bros.

Mr. Doebler was persuaded to put his sales promotion talents to work in radio in 1943, joining the staffs of KWTH and KTBS Shreveport, where he organized the stations' first sales promotion department. Before the division of ownership of KTBS and KWKH, Mr. Doebler moved to KMOX, the CBS owned and operated station in St. Louis, as sales promotion manager.

After two years at KMOX, in March 1947, Mr. Doebler joined with Oliver Ford to form Ford & Doebler Adv. Agency in Shreveport, La., specializing in department store, oilfield equipment and other accounts. Before the agency folded in 1950, at least half of its clients, most of which previously had never maintained agencies, were using radio. Mr. Doebler then rejoined KMOX and two years later was transferred to WBBM sales promotion.

Reorganization of CBS Central Div. got underway in earnest after FCC's approval of the merger of ABC with United Paramount Theatres Inc., the sale of the facilities of WBKB from UPT to CBS for $6 million and the Commission's dismissal of Zenith Radio Corp.'s bid for ch. 2 (which it had used experimentally since 1939). WBBM-TV operation began officially on Feb. 10, 1953.

Shortly after these changes, Mr. Doebler was placed in charge of sales promotion for WBBM-AM-TV. When radio and tv were separated in line with CBS policy, separate departments were set up for sales promotion, public relations and publicity. In February 1955, Mr. Doebler was promoted to executive assistant, succeeding Newell T. Schwin. He hired Tom Dawson for tv and Al Greenberg for radio sales promotion.

The multi-million Chicago Arena project has proved to be a vast undertaking of problems not anticipated. "We found that allocations originally made for some departments were either over-adequate or inadequate," says Mr. Doebler. WBBM-Tv began moving last March and "it's possible we can be in overall basic operation there by the end of the year," he adds.

With the move to these new facilities, "CBS-Chicago will continue to develop good shows for its advertisers with the purpose of originating more and more shows of network calibre," Mr. Doebler said. In keeping with a gradual transition into color tv, technical provision has been made in the new CBS-Chicago facilities toward this eventual objective. "At any time there is sufficient demand for color television, we'll be on the air with it," he says.

Mr. Doebler is described by his associates as a likeable guy socially (they refer to him as "The Reverend"). His hobby is carpentry. He lives in Lombard, Ill., with his wife (the former Lucille Martin) and their five children, Glenn, Anne Marie, Glenn, John and Deborah, ranging in age from 2 to 15 years. He belongs to the Broadcast Adv. Club of Chicago.
KCRA-TV reaches 43% of audience noon to midnight

**Strong Local Programs** give KCRA-TV more noon to midnight audience and Sacramento’s three highest-rated local participating shows:

**Woman’s Daytime Participating Show**—“Valley Playhouse,” 12.4 Average Rating; 74.4% Share of Audience; follows “Queen for A Day” daily with Warners Bros.-Columbia Screen Gems double feature.

**Kid’s Show—Captain Sacto,** 11.4 Average Rating; 44.6% Share of Audience; 6-7 P.M. daily

**Late Movie—“Three Star Theatre,”** 9.5 Average Rating; 59.4% Share of Audience; 11 P.M. Saturday and Sunday.

In addition, KCRA-TV has 58.8% Share of Audience, noon to 6 P.M.—no other station heads KCRA-TV from noon to 5 P.M.—and 39.4% Share of Audience from 6 P.M. to Signoff.

KCRA-TV and Fall Schedules get along beautifully together.

*K Sacramento Television Audience
ARB: June 2-8, 1956*
There can be little argument that a representative's responsibility goes far beyond its primary role as a national sales agent. Today a representative must be program architect, promotion strategist, sales planning analyst and management consultant... in short a right and a left arm to the stations he represents.

Moreover those arms must have capable hands... men whose background gives them a solid grasp of research, intuitive program feeling and audience motivation.

In recent months, for example, the Research and Sales Development Department of the Paul H. Raymer Company has made a microscopic audience flow study of better than forty radio stations affiliated with a major network in an effort to find a skeleton key to the why, where, when and how those stations magnetize an audience... as well as the why, where, when and how they don't. That study revealed startling evidence of the peculiar inability of all such stations to beg, borrow or steal an audience whenever they relied on the most successful program formula in radio today—the popular music "disc jockey" show.

On the basis of that research, a major group of Raymer-represented stations have been given new insight into program and audience development... a master blueprint of the kind of program structure that will recruit and hold an audience they can serve and sell to national and local advertisers.

It's that kind of research, that kind of probing, that kind of ingenuity that radio demands today... and that stations have a right to expect from their representative.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932
NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA
*ARB 36-County Area Survey proves WLBT Mississippi's most-preferred station - night or day! (June 7-13, 1956)

WLBT has 15 of top 20 night shows!

WLBT has 9 of top 10 day shows!

WLBT has 8 of top 10 film shows!

TOP 20 DAYTIME SHOWS*
1. Queen for a Day 27.9 WLBT
2. I Married Joan 26.6 WLBT
3. The Little Rascals 25.2 WLBT
4. Looney Tunes 20.5 WLBT
5. Circle 3 Ranch 20.3 WLBT
6. Feather Your Nest 19.7 WLBT
7. Six Foot Show 18.5 WLBT
8. NBC Kaleidoscope Theatre 18.1 WLBT
9. It Could Be You 14.4 WLBT
10. Today 12.8 WLBT

TOP 10 FILM SHOWS
1. The Little Rascals 33.9 WLBT
2. Looney Tunes 30.5 WLBT
3. Annie Oakley 28.7 WLBT
4. Grand Ole Opry 28.6 WLBT
5. My Little Margie 28.1 WLBT
6. Highway Patrol 27.8 WLBT
7. Celebrity Playhouse 26.5
8. I Led Three Lives 26.5
9. Rodge 714 25.4 WLBT
10. Dr. Hudson's Journal 24.2 WLBT

Al Gannaway

OLD COWBOYS never die. They just ride away and sneak up on you from the other edge of the screen—sometimes with a guitar.

At least that's one way Al Gannaway likes to express the idea that "outdoor adventures" are always popular on the small screen and equally effective as a sales vehicle for the sponsor's products.

With more Hollywood film producers turning to the country and western themes for the next season, Mr. Gannaway is well prepared to sustain his quota. His Stars of the Grand Ole Opry, half-hour syndicated through Flamingo Films, is running in more than 100 markets. A newer half-hour series featuring many of the same stars, Country Show, is being used by Ballard flour and Pillsbury in 100 markets, too. Both are filmed in Nashville.

While filming theatrical western features at Kanab, Utah, Mr. Gannaway is shooting three pilots of a projected half-hour Carl Smith Show in TV. It's part of the Gannaway technique for turning the most economy into a TV package—using top technical crews to film TV during days when they are off production on the Gannaway movie schedule. He has two more syndicated TV western series in production at Kanab. One is titled The Sheriff and the second is Daniel Boone. Both are being shot in color.

Carlyle Gannaway was born April 3, 1920, in Charlotteville, Va. The young film producer grew up in Little Rock, Ark., and attended the U. of Arkansas. During World War II he served overseas in the Army, was captured and escaped from the Germans, and ultimately was made head of the "Soldier Show Company" which entertained the troops. This explains how he met and married blonde Dana Gibson in 1945. She had been touring with a USO unit.

Back in civilian life, he sold autos, Fuller brushes and then music, soon writing musical material for Nat King Cole, Bob Hope and Dorothy Shaw. He helped form Mark Wurnow Music Pub. Co. with Mark Wurnow and Raymond Scott in 1947 and now is sole owner of the firm. In 1948 he went into TV with both local and network productions, including the documentary series The Big Picture on ABC-TV which he created for the Army and the Dept. of Defense. He syndicated a radio serial, Star of Space, and ventured into feature film production with Tom Hubbard on "Mike Malloy," also syndicated as a radio series.

Whenever asked how to make a sponsor happy he always replies: "Give me the wide open spaces—and a camera. The combination will always sell."
With 4 WKMH Reporters for On-the-Spot News Coverage

WKMH’s Mobile Broadcasting Unit is ready for round-the-clock coverage of news, anywhere, anytime! And, its 4 able reporters get the facts FIRST! No wonder Detroit’s news-hungry listeners just naturally tune to WKMH for the latest, most accurate news every hour, on the hour!
"ALL-IN-ONE" PROCESSING AMPLIFIER

SPACE SAVING EQUIPMENT

RCA LIVE COLOR CAMERA

All-electronic unit provides identical control equipment for both live and film camera chains.

Only 100 inches of rack space required for all equipment necessary to operate camera chain. With monitors and processing amplifier at the console, only 3/4 of a rack needed for efficient complete installation.

NEW POWER SUPPLY

CENTRALIZED CONTROLS

Occupies only 1/2 space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.
means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television...adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane
KJEO, Fresno
KMTV, Omaha
KOMO, Seattle
KRCA, Los Angeles
KRON, San Francisco
KTLA, Los Angeles
WBAP, Fort Worth
WBAL, Baltimore
WBEN, Buffalo
WBTV, Charlotte
WCBS, New York
WCCO, Minneapolis
WDSU, New Orleans
WFBM, Indianapolis
WGN, Chicago
WJAC, Johnstown
WKY, Okla. City
WNBQ, Chicago
WOAI, San Antonio
WRCA, New York
WTVJ, Miami

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION OF AMERICA
BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.
KWKH reaps a big portion of the sugar-cane country in its 80-county daytime SAMS area—an area containing nearly 2 million people, and hundreds of towns, farms and villages like Sugar-town (La.).

And in the sweetest market of all—Metropolitan Shreveport—March, 1956, Pulse figures show KWKH leading in 26 daytime quarter hours, against 21 quarter hours for all other stations combined! At night, KWKH leads in ALL 18 QUARTER HOURS!

KWKH delivers 22.3% more daytime homes than all the six other Shreveport stations combined!

The Branham Company has the figures.

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).
MERCHANDISING PRACTICES JEOPARDIZED BY FTC ACTION

- Commission calls in-store promotions ‘discriminatory’
- Nine manufacturers of grocery items face charges
- Also mentioned, but not charged: CBS, NBC and ABC
- Question: is there ‘hidden compensation’ in rate cards

THE federal government last week placed in jeopardy some of the merchandising practices used by hundreds of radio and television stations and networks.

Using a backdoor technique, the Federal Trade Commission on Wednesday filed complaints against nine major manufacturers of products sold in grocery stores—including paper, beer and cigarette items. The FTC charged that the firms violated the anti-discrimination provisions of the Robinson-Patman Act.

In effect the federal agency responsible for policing the nation's business claimed that firms paid retail grocery chains for in-store promotions of their products without making the same allowances available to all other customers proportionally.

They did this, the FTC alleged, by buying time at regular card rates on network-owned stations in New York and Chicago which included as a "special inducement" in-store promotions for their products in chain outlets. These promotions, said the FTC came via an arrangement these chains had with the stations whereby the chains were traded spot announcements on the stations in return for permitting this kind of merchandising service.

The FTC alleged in essence that the advertisers were giving these chain outlets promotion allowances which they were not offering other retail customers.

Nine Defendants


Named, but not made defendants, were CBS, NBC, and ABC. The FTC charged that the grocery chains (not identified) received free time from owned stations amounting to the following weekly:

- CBS—$100 to the smallest chain to $4,700 to the largest chain; NBC—$100 to $6,600; ABC—$750 to $9,500.

In the aggregate, FTC said, these payments totaled more than $1.4 million.

CBS’ merchandising program, begun in 1951, is called “Super Marketing”; NBC’s, also started in 1951, is called “Chain Lightning,” and ABC’s, begun in 1952 for tv, is called “Mass Marketing” and, in 1955 for radio, is called “Radiodizing.”

The FTC complaint implied that when the national advertiser bought time on the network stations, it was actually paying also for special in-store promotion of its products in the grocery chain outlets. It claimed that the time charges—although the regular card rates—contained “hidden” compensation for these promotions.

There was a strong implication, acknowledged by FTC sources, that the rate card charges might have been lower if the merchandising aids were not included.

One FTC official said that the FTC believes that the advertisers knew that the networks were giving free time to the grocery chains in order to have the right to use that chain’s outlets for promotions. He continued:

"It makes no difference whether a company already planned to advertise or had bought other advertising not connected with the promotional allowance scheme. All the FTC must prove is that a grocery chain got free radio spot announcements for pushing a firm’s merchandise, and that these free spots weren’t available to all grocery stores on a proportionally equal basis."

ONLY THE FIRST

IN ANNOUNCING the issuance of FTC complaints against the nine grocery store suppliers, FTC Chairman John W. Gwynn noted that the practices complained of were widespread. He stated that similar actions are being contemplated against other manufacturers.

"The Robinson-Patman Act outlaws discriminatory allowances," Mr. Gwynn said, "and the use of third party intermediaries does not absolve the manufacturer of his duty under the law to refrain from giving such allowances."

The Robinson-Patman Act was passed in 1936 as an amendment to the Clayton antitrust legislation. It applies to companies and products in interstate commerce. Where a company engages in purely interstate commerce, the Act’s provisions would not apply.

An element of potential collusion was injected into the situation when an FTC source said that although it appeared that the networks developed the practices, there was no certainty that they did not establish the activity after talking it over with the big food companies. The FTC termed the networks “intermediaries” for the major producers.

According to the FTC, the promotional plans operate this way:

"The networks, serving as intermediaries, enter into agreements with grocery chains whereby, for free radio or tv time, the chains agree to give in-store promotions to named products in their stores located in the area reached by the network station used; with this additional promotion as extra inducement, the networks then solicit the named manufacturers to buy tv or radio time at regular rates."

How Much They Spent

The complaint listed the following amounts spent by the national advertisers in buying time on the network owned stations, including merchandising services:

- General Foods Corp., WABC-TV New York, from April 1953 to December 1953, $89,315.

The respondents were given 30 days to answer the complaints. Hearings before an FTC examiner were scheduled as follows:

- Oct. 4, Coca-Cola Bottling Co., in New York;
- Oct. 15, Sunkist Growers Inc., in Los Angeles;
- Oct. 17, General Foods Corp., in Los Angeles;
- Oct. 30, Sunshine Biscuits Inc., in New York;
- Nov. 5, Piel Bros. Inc., in New York;
- Nov. 7, Hudson Pulp & Paper Co., in New York;
- Nov. 9, P. Lorillard Co., in New York.

It was understood the FTC complaint followed a two-year-long investigation of merchandising practices by networks and stations. The investigation was sparked by a complaint to the FTC.

Hundreds of television stations and more than 1,500 radio outlets engage in some form of merchandising as part of their normal operations. Although the plans have many variations, basically they work like this:

A station makes an arrangement with a chain of retail outlets (foods, drugs are mostly used) whereby a certain number of spot announcements are traded off to the chain in return for
TELEVISION HOMES REACH 35 MILLION

Three out of four U. S. households now have tv, according to ARF study covering gains in nine months following survey completed in June 1955.

TELEVISION'S growth in nine months boosted it to a point where approximately three out of four households had television sets in February-March of this year, as compared to two out of three in June 1955. The total number of sets in U. S. households grew from 33 million to almost 37 million in the same period.

This is the focal point of a report being published by the Advertising Research Foundation today (Monday). "In round numbers," ARF's announcement states, "over 35 million, or 73%, of all households had television sets in February-March 1956, as compared with 32 million, or 67%, in June 1955."

The report, "National Survey of Television Sets in U. S. Households—February-March 1956," is the first and only ARF tv accounting for which data was obtained as a supplement to, and in conjunction with, the U. S. Census Bureau's current population study. The first, released last spring, detailed set ownership as of June 1955 [BRE, April 30].

ARF said the "increase of more than three million television households in less than a year is a continuation of the rapid growth since 1950, when only about five million households had television sets."

The foundation also noted an increase in multiple-set television households. Among tv homes, about 4.8% had two or more sets in February-March, compared with 3.5% in June 1955. These figures, ARF noted, yield an average of 1.05 tv sets per tv household in February-March, as compared to 1.04 sets nine months earlier.

Officals noted that ARF plans to issue a county-by-county breakdown of tv penetration as of March 1956 sometime during the next two months. For this reason, the February-March report contains less geographic detail than the one for mid-1955. The forthcoming county-by-county calculations will be made by ARF on the basis of the tv set survey supplement to the Census Bureau survey, plus the second Nielsen Coverage Service.

A third survey of television sets in U. S. households is scheduled for August of this year. ABC, CBS, NBC, NARTB and Television Bureau of Advertising undertook the cost of obtaining the tv information and preparation of the report. The same group is underwriting the August study, also through ARF.

CAR RADIOS REACH 35 MILLION IN '55

Detailed study by Radio Advertising Bureau shows that 83% of all automobiles bought last year had radios.

HIGHLIGHTS of a detailed study of the nation's car-radio audience were revealed last week by Radio Advertising Bureau, which said the number of automobile radios in the U. S. reached a record 35 million in 1955.

The report shows that 83% of all automobiles bought last year were radio-equipped and that 64% of U. S. families have at least one radio-equipped car. The 35 million total comes with 28.8 million reported by Alfred Politz Research in the Advertising Research Foundation study of May 1954.

"This is by far the most important and most complete study on the car radio audience to reach us yet," said RAB President Kevin B. Sweeney. "It further proves our contention that the car radio—by itself—is rapidly responding to the K&E questionnaire had a merchandising plan offering preferred displays. It was also determined that 97% made trade calls (solicit and/or place displays, store checks, solicit tie-in advertising); 92% made trade mailings (letter, post card, broadside, merchandising bulletin); 91% offered advertising support (newspaper tie-in ads, lobby windows, billboard, car cards, store displays); 95% on-the-air support (giveaway prizes, product mentions, tune-in announcements, client participation in special program), and 81% were prepared to aid client representative in product distribution.

In 1955, K&E found that 34% of the 232 television stations responding to its questionnaire had a merchandising plan offering preferred displays. Other tv merchandising aids were trade calls, 96%; trade mailings, 99%; advertising support, 96%, on-the-air support, 100%, and aiding client representative in product distribution, 88%.

It is presumed that the promotional aid listed as offering preferred displays is the target of the FTC's complaint. Most of them, it is believed, involved agreement with chain store companies.

Although newspapers offer many of the same types of merchandising and promotion services to their advertisers they do not have anything to do with the "Super Marketing" "Chain Lightening" and other such broadcast plans. They have no plan whereby the newspaper ranges in-store displays for advertisers, it is reliably understood.

Hospitable Texans

MEDIA men traveling through Dallas now have a room from which to operate, furnished by the Crook Adv. Agency, that city. Just off the Crook reception room in the Adolphus Tower, the "Rep Room" furnishes city maps, directories, telephone, transportation time tables, typewriters, stationery and other facilities.

Media representatives using the facilities are invited by Crook to "Put your feet on the desk and phone our competitors."

becoming one of the most important advertising media in America."

Full details of the report, showing the extent to which car radios are in use during various periods of the day and night and how these car listeners boost the total radio audience into several million during virtually any quarter-hour of the broadcast day, will be sent to RAB members about mid-August.

The highlights released by Mr. Sweeney:

- A total of 55% of all families owning car radios listen at some time during an average winter weekday. Biggest number of these are the active-work audience of men during the morning hours.
- More than 75% of all car radio families can be reached by radio during any seven-day period. That 75% represents more than 23 million families.

The full report also goes into detail on audience sizes during morning, afternoon, and evening time periods and gives breakdowns on the audience composition among men, women, teenagers, and children for specific periods.

It also shows a close relationship between tv families and car-radio families, officials reported.
MASSIVE 5-YEAR SPOT DRIVE MAY COME FROM C&C DEALS

- Films-for-time trade could trigger Latex Corp. campaign
- To blanketed nation with 10 daily tv spots, 7 days a week
- Involved: millions in broadcast time for 740 RKO films
- Advertiser feels push could triple sales in two years

SPECTACULAR plans for a multimillion-dollar, non-cancellable five-year tv spot campaign in the nation's top 100 markets were announced last week by International Latex Corp., parent company of C&C, and the last gasp in a constant drive to triple the company's sales in two years.

The project was worked out with President Matthew Fox of C&C Television Corp., which acquired the RKO Radio Pictures library of 740 feature films in a $15.2 million deal last December [B&T, Jan. 2]. And Latex authorities confirmed that it involves station time "bought" by C&C in selling the RKO package to stations. C&C authorities declined to discuss the Latex project "at this time." Nor would they reveal the number or identities of stations on which they have acquired time that would be available for re-sale (subject to station approval) to Latex or other advertisers. But there were indications that C&C was near the "break-even" point in recouping, through sales of the package to stations, its original investment in the films.

While C&C held mum, however, Latex announced that its arrangements called for an average of 10 television spot announcements a day, seven days a week for half a year, in each of the nation's 100 major markets for a period of five years. In "selected" markets, the announcement added, radio also will be used, at a rate of five to 20 spot announcements a day.

A. N. Spanel, Latex board chairman, who announced the deal at a news luncheon in New York Wednesday, called it the most extensive schedule ever placed by any business organization. Just how big it is, in dollar terms, no one would say.

An explanatory line on some pictures released at the same time with the announcement, however, said the pictures were taken from commercials in Latex's "$100 million spot commercial series." A key official of the company said afterward that he was confident this figure resulted from a "mix-up" and should have been deleted. Another referred to it as a $25 million project.

Latex officials also maintained that it was a straight money deal with C&C, involving neither exchanges of stock nor interests in the RKO pictures themselves. There were reports that Mr. Fox was an important stockholder of Latex Corp. Queries at C&C were answered with "no comment," but Latex authorities de- nied that Mr. Fox had any ownership interest in their company; that Latex owned any part of C&C, or that there was any interlocking association of any kind between the two companies.

Latex Corp., they pointed out, is publicly owned, being a wholly owned subsidiary of Stanley Warner Corp.

Mr. Spanel said the campaign will begin Aug. 1 in a number of markets representing more than 50% of the tv homes in the U. S.; that within 90 days Latex expects to increase the number of stations to represent a total of 75-80% of the nation's sets, and by the first of the year to boost this to markets representing 85-90% of U. S. tv homes.

Although neither C&C nor Latex would release a list of stations on which the commercials would be placed, individual sales of the RKO package—in which C&C simultaneously agreed to buy considerable station time over a long period—have been reported from time to time by stations involved.

Triangle Publications' WFIL-TV Philadelphia, WBEN-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa., for example, acquired unlimited rights to the 740-film library for 10 years for a total of $2,475,000 in cash to be paid on a month-to-month basis over a period of five years, with C&C at the same time agreeing to buy, over the same five-year period, $1 million in advertising on the stations, to be paid in cash at card rate [BT, May 7].

Similarly, Westinghouse Broadcasting Co. acquired RKO film rights for its stations—

KDKA-TV Pittsburgh, KFYW-TV Cleveland, KPIX (TV) San Francisco, WBBZ-TV Boston—while at the same time signing C&C for an undisclosed number of spot announcements on the stations. Both Triangle and Westinghouse reserved the right to approve the products and/or services to be advertised in the time thus bought by C&C.

Latex's Playtex products—including baby pants, girdles, brassieres, and household gloves—and Isodine antiseptic and other pharmaceuticals being developed by the Latex company, will be promoted on the commercials. Spokesmen said the commercials would be 60 seconds in length, for the most part, with some of 20 seconds duration.

The commercials are being produced—at least thus far—by the Latex company itself, rather than by its agencies (Foote, Cone & Belding and Reach, Yates & Mattoon, both New York). They are being produced under the direction of Don McClure, well-known broadcasting and film figure who joined Latex several months ago as director of films.

Another widely known tv-radio and film ex-
LIPSTICK MANUFACTURERS NOW READYING EXPANDED SCHEDULES FOR TV THIS FALL

Heavy use of both spot and network television to be used by six leading cosmetic manufacturers: Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein during coming season.

Six leading cosmetic manufacturers, together accounting for more than 75% of all lipstick sales in America, are readying for their lipsticks expanded fall schedules which will include heavy use of spot and network television, according to a special survey made last week by BT.

The six advertisers are Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein.

Revlon Products Inc., New York, whose share of the nation's lipstick sales has risen from 15 to 28%—with full credit for the leap frankly attributed to television by company spokesmen—is looking for an additional half-hour of network time on which to place its new advertising and sales programs, according to Mr. Franklin Bruck, president of the agency. Hazel Bishop, Inc., New York, is the agency.

Hazel Bishop Inc. is actively looking for another two shows and time period, Raymond Spector, president of the agency for Hazel Bishop, told BT. One order has been placed by the agency, reportedly with NBC-TV for Tuesday, 8:30-9 p.m., but acceptance by both network and advertiser will depend on the choice of program to be placed in that time period. Meanwhile Hazel Bishop is participating in sponsoring two evening shows, Arthur Murray and His CBS-TV and This is Show Business on NBC-TV, and two daytime programs, Bob Hope and Bob Crosby, both on CBS-TV. Hazel Bishop's sales dropped from 28% to 24%. Hazel Bishop is also participating on Monitor on NBC Radio.

Avon Products Inc., a firm that relies exclusively on house-to-house selling of its product to sustain its third-ranking place in the lipstick derby, used television for the first time two years ago in three major cities as a test. The firm proved so successful that last year the advertiser increased the spot coverage to seven major cities. Once again, the pattern of sales as a result of using television was so great that the company decided to use television this fall. Avon now accounts for about 14% of the lipstick market. Details and recommendations for its tv schedule are now being worked out by the company's advertising agency, Monroe F. Drucker, New York. September will probably be the starting date with Avon products expected to approve the recommendations by mid-August.

Coty Inc., through its agency, Franklin Bruck Inc., is formulating its fall plan, with an increase in television spot budget expected. Coty lipstick sales jumped from 3½% to 8%. The firm used an extensive spot schedule last year in about 70 markets. Specific details for fall are expected to be ready by late August.

Max Factor & Co., Hollywood, through Doyle Dane Bernbach, New York, recently [BUSINESS BRIEFLY, July 16] started participation on Tonight on NBC-TV and Famous Film Festival on ABC-TV for its Hi-Fi lipstick. In addition, the firm will continue its television spot schedule of minutes and station breaks in 65 markets. Max Factor is understood to account for 11½% of lipstick sales.

Helena Rubinstein Inc., which has used a very limited television spot campaign in the past, is expected to use more tv this fall. But no advertising plans will be set until the return of Miss Rubinstein from a European trip the second week in September. The Rubinstein lipstick has about 1% of market, it is understood. Ogilvy, Benson & Mathieson, New York, is the agency.

Westinghouse Electric Corp. Recouping Losses from Strike

AN intensive advertising campaign and a heavy backlog in consumer as well as industrial orders put Westinghouse Electric Corp. back in the black column for the second quarter following settlement of its five-month strike earlier this year.

The firm's second quarter net income was $6,662,000, equal to 38 cents a common share. Losses accountable at the end of the first quarter came to $18,857,000, equal to $1.14 a common share, Mr. Price recalled, saying that a disproportionate level of operations (production in "great excess" of actual sales) throughout April, May and June, narrowed the gap and replenished the pipelines to Westinghouse distributors. Net sales for the second quarter of $380,731,000 lagged only $7,927,000 behind those of 1955's second quarter.

The backlog of orders for industrial equipment is too high, Mr. Price told board members, that sales "soon" may be expected to surpass last year's.

Shortly after settlement of the 40-plant strike March 20, Westinghouse, through its two agencies, Keating, Ketchum, MacLeod & Grove, and McCann-Erickson, New York, launched an intensive all-media advertising campaign in an attempt to recoup its lost orders. Last week, Westinghouse again raised its advertising and promotion expenditures, adding $5 million (on behalf of its consumer divisions) to the previously announced $5 million radio-tv "1956 campaign package" on CBS-TV and CBS Radio.

Hinkle Tentative Replacement For Mullen at Miller Brewing

EDGAR E. HINKLE, branch office manager with Mathison & Assoc., has been appointed to direct advertising of Miller Brewing Co. on a tentative basis following the resignation of Vernon S. Mullen Jr. from the post with Miller in Milwaukee [BT, July 23].

Mr. Hinkle has been resident manager of the New York office of Mathison, which handles the Miller account, for the past four years. A permanent successor to Mr. Mullen will be chosen at a later date.

Mr. Mullen resigned after more than six years as Miller advertising manager. He has not yet announced his future plans.

During Mr. Mullen's tenure, Miller Brewing Co. was credited with a substantial rise among national breweries in sales volume and an acceleration of broadcasting activity.

William G. Power (l), advertising manager for Chevrolet Motor Div. of General Motors, shows singer Smokey Lanson a model of the new Chevrolet during a break in rehearsal for Chevrolet on Broadway. The show, starring Mr. Lanson, is the summer replacement for Dinah Shore (Tue.-Thur., 7:30-8:45 p.m., EDT on NBC-TV). Campbell-Ewald, New York, is the agency.

P. Lorillard Co. Elects Lewis Gruber President

LEWIS GRUBER, vice president and director of sales, P. Lorillard Co., New York, has been elected president of the tobacco firm, succeeding William J. Halley, who resigned to become chairman of the finance committee. Both changes are effective Aug. 1. Mr. Gruber joined P. Lorillard in 1923 as a retail salesman. In 1946 he became sales manager and member of the board of directors. In 1947, he was named general sales manager, and in 1952, vice president and director of sales.

Mr. Gruber was division manager for the Manhattan area in 1925 and became headquarter manager of the Turkish cigarettes and little cigar departments in 1935. He became assistant sales manager in 1940.

Highlights of Future Movies Dropped From Warner's Show

ABC-TV and Warner Bros., jointly announced last week that, effective next season, they will drop the closing segment of Warner Brothers Presents, subtitled "Behind the Cameras." This portion of the program—which sometimes lasts as long as 10 minutes—has been devoted to publicizing and exploiting future Warner Bros. theatrical releases.

Though this feature of the Warner shows has come under critical fire this past season, as have similar publicity treaties in the late M-G-M Parade, also on ABC-TV, and The 20th Century Fox Hour, on CBS-TV, a spokesman for ABC said last week that the move was being made to accommodate longer versions of the "Cheyenne" and "Conflict" film stories.

Admiral Plans Ad Drives For Color, Portable Tv Sets

SEPARATE campaigns for color receivers and its new portable tv line will highlight an intensive national advertising drive by Admiral Corp. in network radio-TV and other media for its 1957 electronics-appliance line.

Edward I. Eger, vice president-advertising,
announced last week it will be Admiral’s “most comprehensive advertising campaign in recent years.” Admiral’s $2.5 million purchase of participations on NBC-TV’s Today and Tonight and other spots on ABC Radio’s Breakfast Club over a 52-week spread will be focal point of the campaign [Bt, July 2].

In addition to radio and tv, newspaper ads, posters and Sunday supplements will be utilized to push the color and portable tv themes. Admiral companies are building up their biggest competitor for the advertising dollar—television and radio—with publicity running two-to-one for paid advertising. At the same time, motion pictures, using five times as much advertising space as television and radio, received publicity and news on a ratio of 50% to advertising.” He added figures for radio-television publicity do not include space newspapers give to logs, except in two cities. If logs were included, ratio of free space for tv would be even greater. In San Francisco, inclusion of free radio-television logs raises publicity to three and one-half times that of paid advertising.

Mr. Rhoden said papers give free log space to radio-television while theatres must pay higher than commercial rates for movie listing. “This disproportionate relationship between publicity and the theater advertising more good business not good journalism,” he said. “We were astonished when Div. Manager Robert Selig initiated this survey in Denver to find out how much space was being given to tv and radio in relation to the movies. But Deser was not unique. The same conditions were found to prevail in other areas.”

In Los Angeles and Milwaukee the survey was conducted for seven days in late April-early May. Other cities besides Denver included San Francisco, Oakland, Seattle and Kansas City. Major dailies in each were checked.

**Toigo Heads Stassen Study**

ADOLPH J. TOIGO, president of Lennen & Newell, New York agency, has been named a member of a group aiding Harold E. Stassen in a project to survey national political strength of Vice President Richard E. Nixon and Gov. Christian A. Herter of Massachusetts. Mr. Toigo will directly supervise the project, according to Mr. Stassen. A professional polling organization will do the field work. Mr. Stassen, an assistant to President Eisenhower for disarrangement, created national excitement last week by proposing that Gov. Herter replace Mr. Nixon on the Republican ticket.

**FREE Radio-Tv Space In Newspapers Decried**

THE NATION’s newspapers are committing “journalistic suicide” by devoting excessive free space to radio-television while movies are buying far more space, Elmer C. Rhoden, president of National Theatres, has charged in Hollywood in releasing results of a survey of 16 metropolitan newspapers. He called upon local managers of the nation’s second largest theatre chain to visit newspaper publishers and editors and acquaint them with the trend, which he said is hurting both newspapers and movies. He emphasized that radio-television get free directory listings while theatres must pay premium rates for them.

“Much to our amazement,” Mr. Rhoden said, “our advertisers are building up their biggest competitor for the advertising dollar—television and radio—with publicity running two-to-one for paid advertising. At the same time, motion pictures, using five times as much advertising space as television and radio, received publicity and news on a ratio of 50% to advertising.” He added figures for radio-television publicity do not include space newspapers give to logs, except in two cities. If logs were included, ratio of free space for TV would be even greater. In San Francisco, inclusion of free radio-television logs raises publicity to three and one-half times that of paid advertising.

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**Program Influence on Buyers Surveyed**

Study made for ABC by Advertist Inc. called “one of most comprehensive ever undertaken” attempts to show extent viewers actually use products of the show’s sponsor.

New research undertaking to determine the extent to which a program’s viewers actually use the products of the program’s sponsor—and whether lightly or heavily, and to what extent as compared to competing products—is being unveiled today (Aug. 4) by ABC.

The study, made for ABC by Advertist Inc. at a cost described as “well into five figures,” was said by ABC research officials to be “one of the most comprehensive ever undertaken to evaluate the influence of programs on product purchases.”

It covers such factors as light and heavy usage of products, brand loyalty and switching, viewing and listening habits, program selection and frequency of viewing, and the influence of children on family purchasing habits. In all, 13 product categories were studied and 50 different TV programs—25 daytime and 25 nighttime—were evaluated.

The data being revealed today deals with cake mixes. ABC emphasized that the data shows that ABC-TV’s Mickey Mouse Club—on which Betty Crocker cake mix is advertised—is the only cake mix program whose audience gives Betty Crocker an advantage over Pillsbury in sales. It also points out the effectiveness of children’s programs in selling adult-purchased products, ABC noted.

Among 3,015 housewives interviewed, 59% were found to use cake mixes of these, half spend over $1 a month on cake mixes and were classified as “heavy” users; the other half were “light” users. Pillsbury and Betty Crocker were found to be the brands used “most often,” named respectively by 37% and 36% of the users.

Among all TV homes, 24% reported “regular” use of Pillsbury as against 22% for Betty Crocker. Even among audiences of programs on which Betty Crocker is advertised, the report showed, Pillsbury still is used by more people than is Betty Crocker—except, ABC stressed, Mickey Mouse Club. Among homes in Mickey Mouse Club territory, 25% use Betty Crocker, one of the sponsors of the show, as against 26% for Pillsbury. (Among non-viewers of Mouse Club, the usage was 22% for Pillsbury and 19% for Betty Crocker)

Another exception: The Saturday Lone Ranger program on CBS-TV, whose audience was divided equally between Betty Crocker and Pillsbury.

Donald W. Coyle, ABC-TV director of research and sales development, took the presentation to Chicago last week for showing to advertisers and agencies there. Mickey Mouse Club, an hour-long Monday through Friday program, is currently selling more than half sold out for fall, officials said.

For the 1956-57 season, ABC reported, Pillsbury will be among the sponsors. General Manager of Betty Crocker of St. Louis, holding sponsoring of four-quarter-hour specials.

Mr. Coyle emphasized that while “the tremendous values of this program, in terms of circulation, are well known,” the Advertist survey proves that along with this great circulation comes tremendous sales effectiveness, and impact on the housewife as well as on the child.”

Distributions of many phases of the study are still in progress. Product categories studied in addition to cake mixes are dessert mixes, cold cereals, dog food, candy bars, baked beans, face soap, evaporated milk, floor wax, Frankfurters, salt, scouring pads, toothpaste.

The survey was conducted in Boston, Philadelphia, Detroit, Kansas City, Dallas-Ft. Worth and San Francisco.

**Reassignments Announced For Geoffrey Wade Adv.**

TWO key appointments, involving the Miles Labs account and a switch of New York and Hollywood executives, were announced last week by Geoffrey Wade Adv., Chicago. Robert E. Dwyer, executive vice president and manager of Wade Adv. Agency, Hollywood, transfers to the parent Geoffrey Wade Adv. in Chicago as senior account executive on the Miles Labs account. Forrest Owen Jr., manager of Geoffrey Wade Adv.’s New York office, succeeds Mr. Dwyer in Hollywood as vice president and general manager. Mr. Owen’s successor will be announced at a later date.

Mr. Dwyer has headed Wade’s West Coast operations for the past 15 years and will concentrate on the Miles account, which has been handled heretofore by Albert G. Wade II, president of the Wade agencies in Chicago, Los Angeles and Hollywood. Since holding Wade operations in Hollywood in 1941, Mr. Dwyer has worked on many accounts, including 15 national and regional advertisers. Before assuming management of Wade’s New York office, Mr. Owen was radio-telephone director for Wade’s national operations on the West Coast.

Miles reportedly spends between $8 and $10 million on overall advertising annually, with perhaps 75% of expenditures allocated to broadcast media, according to estimates.

**Advance Schedule Of Network Color Shows**

(NBC-All times EDT)

**July 30-Aug. 5 (3-4 p.m.) Matinee, participating sponsors**

Aug. 1 (7:30-7:45 p.m.) J. P. Morgan Show, sustaining (also Aug. 15).

Aug. 1 (9-10 p.m.) Kraft Television Theatre, Kraft Foods, through J. Walter Thompson (also Aug. 8, 29).

Aug. 5 (5:30 p.m.) Zoo Parade, sustaining (also Aug. 26).

Aug. 9 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America, through Fuller & Smith & Ross.

Aug. 9 (10-11 p.m.) Lux Video Theatre, Lever Bros. Co. through J. Walter Thompson Co. (also Aug. 23, 30).

Aug. 12 (7:30-9 p.m.) Sunday Spectacular, Atlantic City Holiday, participating sponsors.

Aug. 14 (8-9 p.m.) The Chevy Show, Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co.

Aug. 18 (8-9 p.m.) Tony Bennett Show, participating sponsors (also Aug. 25).

[Note: This schedule will be corrected to press time of each issue of B-T]

**COLORCASTING**

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Cox & Grace Agency Formed

THE FORMATION of Cox & Grace Inc., advertising counsel, with offices at 3037 Book Tower, Detroit, was announced last week by Florence E. Cox and Louise C. Grace. The firm will conduct a general advertising agency with emphasis on research, public relations and special merchandising promotions.

Louise Grace formerly was director of research and media for the Detroit office of Grant Adv. Florence Cox has been engaged in a regional agency business for a number of years as partner in Cox & Dunbargar and more recently in Cox Adv. Agency.

Grey Opens on West Coast

THE OPENING of Grey Adv.'s new west coast office—its first regional office—at 1750 N. Vine St., Hollywood, is being announced today (Monday) by President Arthur C. Fatt. Grey has been located solely in New York for more than 35 years. Named as vice president and head of the new west coast operations was Robert D. Wolfe, former vice president in charge of Kenyon & Eckhardt's Hollywood office.

Lee Joins Paris & Peart

KENNETH E. LEE, president of Leeof Adv., N. Y., last week announced that he was closing his agency and its principal account, Remington-Rand Div., Sperry-Rand Corp., to Paris & Peart, N. Y., as senior account executive. The move becomes effective Wednesday. Leeof shores advertising for the Remington-Rand electric shaver with Young & Rubicam, the latter handling the tv portion only.

NETWORK NEW BUSINESS

John H. Break Inc. (hair and scalp preparations), Springfield, Mass., through H. B. Humphrey, Alley & Richards, Boston, has placed $150,000 gross billing order for 13 participations in NBC-TV's Matinee Theatre (Mon.-Fri., 3-4 p.m. EDT). Contract, which started July 20, calls for participations every Friday for 13 weeks over 143 NBC-TV affiliates.

Bourjois Inc., N. Y., for its Evening in Paris perfume has doubled television advertising budget for 1956. Result of last year's participation in Home and Tonight on NBC-TV. Expanded Christmas campaign for Evening in Paris will add sponsor participation on Today pilot run, to be shown Home, on 96 stations, running Nov. 27-Dec. 14. Agency is Lawrence C. Grumbinner, N. Y.

AGENCY APPOINTMENTS

Colgate-Palmolive Co., N. Y., to John W. Shaw Adv., Chicago, for all Colgate shaving products.


Miron Woolen Mills, Clinton, Mass., appoints Leber & Katz, N. Y.


Edward Petry & Co., N. Y., station representative firm, names Wesley Assoc., N. Y.

Walter H. Johnson Candy Co. (Power House candy bars), Chicago, with more than $1 million in billing, appoints Hicks & Greist, N. Y., for all advertising. Account will use 60 and 20-second tv animated commercials in Los Angeles and Indianapolis, starting late in August as test. Expansion is expected shortly.

ARLENE FRANCIS, editor-in-chief of Home (NBC-TV), in which Toastmaster is to buy participations, demonstrates the company's new steam iron to W. E. O'Brien (1), Toastmaster vice president, and Frederick J. Wachtler, general manager of Erwin, Wasey & Co., the company's ad agency. Miss Francis appeared in person on a closed-circuit color tv program broadcast by the appliance company to distributors in 21 cities from coast to coast. The company also will participate in Today and Tonight on NBC-TV.

Stokely-Van Camp, Indianapolis, to Lennen & Newell, N. Y.

Lever Brothers Co., N. Y., transferring its Spray and Instant Spry products from Foote, Cone & Belding to Kenyon & Eckhardt, both N. Y., effective immediately. Advertising budget for Spray is approximately $750,000, Foote, Cone & Belding continues to handle other Lever products.

A&A SHORTS

U. S. Borax & Chemical Corp., N. Y., has been formed with merger of U. S. Potash Co. and Pacific Coast Borax Co., with executive headquarters in New York, and administrative offices in Los Angeles. Four operating divisions, one of which will deal directly with consumer advertising, were set up. Aside from Pacific Coast Borax Co. Div. (industrial borax manufacturing), U. S. Potash Co. Div. (industrial potash manufacturing), and Research Div., USB&C will maintain 20 Mule Team Products Div., which will handle sales and advertising of household products. McCann-Erickson, N. Y., will continue to service company.

The Edwards Agency, L. A., has bought Nine Fifteen N. La Cleenga Corp. and will move to that address Sept. 1.

Hogan & Hall Adv., Salt Lake City, moved to 116 S. Fifth East.


SPOT NEW BUSINESS

Brading Breweries Ltd., Toronto, Ont. (beer), in September starts Rosemary Clooney Show weekly on WGR-TV Buffalo, WWJ-TV Detroit, and WCNY-TV Cartilage, N. Y. Agency is F. H. Hayhurst & Co., Toronto.

A&A PEOPLE

Herman C. Nolen, executive vice president in charge of wholesale drug department, McKeon & Robbins, N. Y., elected president, succeeding George Van Gorder, chairman of board and chief executive officer.

J. Lewis Ames, vice president and secretary, Ruthrauff & Ryan, N. Y., and J. E. Fleisch, vice president and account supervisor, Chicago office, elected directors of agency.

George B. Anderson, head of radio-tv department, Chicago office of Ruthrauff & Ryan Inc, elected vice president. Also elected to vice presidencies: Gerald V. Kelleher and Ray A. Washburn, account executives.

M. C. Patterson, vice president in charge of manufacturing operations, Dodge Div. of Chrysler Corp., Detroit, named president of Dodge, succeeding William C. Newberg, as assigned as group vice president-automotive of Chrysler Corp.

William M. Nevin, director, market development department, Compton Adv., N. Y., named vice president. Mr. Nevin has been with agency since January 1955. Wilson A. Shelton, vice president and creative director, The Blow Co., N. Y., to Compton Adv., N. Y., as vice president and assistant creative director.

Alfred R. Tennyson, director, commercial productions department, Kenyon & Eckhardt, N. Y., elected vice president of agency. Roger F. Moran, creative director, North Adv., Chicago, to creative staff of K&E, Chicago.


Robert W. Wright, eastern divisional sales manager, Durkee Famous Foods, to Habitant Soup Co., Manchester, N. H., as general sales manager, with office in Boston.


K. C. Jones, associated with sales and public relations work at United Airlines Inc., Chicago, for nearly 20 years, promoted to public relations director, new UA post.

E. W. B. Lewis, staff assistant in treasury department of Westinghouse Electric International Co., N. Y., elected treasurer, and J. P. Boyer, with Westinghouse International since 1944 in various accounting capacities, named auditor.

Harty Hoff promoted from Chicago sales division to assistant advertising director, Wilson Sporting Goods Co., same city.

Carroll O'Meara, freelance tv writer and advertising consultant, to C. J. LaRoche & Co., N. Y., as director of tv commercials. He formerly was with Young & Rubicam, L. A., and NBC-TV on West Coast.

Lee Carrau, executive producer, KGMB-TV Honolulu, Hawaii, to Van der Boom, Hunt, McNaughton Inc. as director of radio-tv department.

James Butz promoted to assistant director of advertising, sales promotion and public relations, and Don Young to public relations manager at Wilson & Co., Chicago meat packer.

Page 36 • July 30, 1956
A QUARTER will go a long way these days on WHO Radio!

Take 12 noon to 1 p.m. as an example...

When you consider that a shoe shine plus tip now costs you a quarter almost anywhere, twenty-five cents invested in radio is a tremendous value—especially on WHO Radio!

Let's look at the record...

On WHO Radio, a 1-minute spot between 12 noon and 1 p.m. will deliver a minimum of 100,058 actual listening homes, in Iowa alone!

That's at least 405 homes for a quarter, or 1000 homes for $0.62—ALL LISTENING TO WHO!

That's the measured minimum. Over and above this proven audience, 50,000-watt WHO delivers thousands of additional listeners via Iowa's half million extra home sets and half million car radios—plus a vast bonus audience in "Iowa Plus"!

Your PGW Colonel will be glad to tell you the whole story 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
Louisville's
BEST KNOWN FIGURE

Since January 1, this little fellow has been seen by more individuals than any other man, woman, child... creature or character... live or animated... in the Louisville market.

The Channel 11 figure of WHAS-TV is seen on every station identification and promotion slide, every poster and printed piece, every mailing and display.

At a glance he means WHAS-TV, the dependable friend of Kentuckians and Hoosiers... the selling friend of local and national advertisers.

He should remind you that for individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times
ABC DRAFTS PLAN FOR EQUALIZING TV FACILITIES IN TOP 200 MARKETS

Proposal, sent both to Senate Commerce Committee and to FCC, would equalize facilities' allocations, network contends. Included: reducing mileage separations to squeeze in vhf's, power reductions, directional antennas and move of some existing stations.

NEW PLAN to equalize tv facilities in the top 200 markets was submitted to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and to the FCC last week by ABC President Robert E. Kinster.

Key to the plan (detailed below) is ABC's request that stations on the same channel be relaxed in order to squeeze in more vhf assignments. ABC recommended a minimum of 100 miles separation between vhf co-channel stations (compared to 170 mile minimum in Zone 1 under present rules). Coupled with mileage separation reductions are recommendations that FCC permit also reductions in power and directional antennas to permit vhf assignments as well as to move some of the existing stations.

If adopted, the ABC president said, plan would permit the following distribution in the top 100 markets: 50 cities with four or more tv services; 25 with three vhf, 23 all uhf, one with two vhf and one with one vhf. In the second 100 markets, the plan would permit 17 cities to have four or more vhf facilities, 49 with three vhf, 29 all uhf, two with two vhf and three with one vhf.

Among the all-uhf cities proposed by ABC are the following which at present have a vhf channel assigned: Hartford-New Britain, New Haven-Waterbury, both Conn.; Fresno, Calif.; Utica-Rome, N. Y.; Peoria, Ill.; Erie, Pa.; Lancaster, Pa.; Madison, Wis.; Evansville, Ind.; Springfield, Ill.; Columbus, Ga.; Campagnol-Urbana, Ill.; Elmira, N. Y.; and St. Joseph, Mo.

The FCC has already instituted deintermixting proceedings in Hartford, Fresno, Peoria, Madison, Evansville, Springfield and Elmira. This was part of its allocations report June 26 (BTW, July 2).

In its petition to the FCC to reconsider its June 26 report and order, ABC strongly urged that these additional deintermixing moves be made so that facilities in major markets would be equal. It said that in only 15 instances would mileage reductions be necessary to assure at least three competitive services in each of the first 100 markets.

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<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Present Commercial Vhf</th>
<th>Proposed Commercial Vhf</th>
<th>Remarks</th>
<th>Total Commercial Vhf</th>
<th>Resulting</th>
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<tr>
<td>1</td>
<td>New York</td>
<td>2, 4, 5, 7</td>
<td>same</td>
<td></td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Chicago</td>
<td>2, 4, 5, 7</td>
<td>same</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Los Angeles</td>
<td>2, 4, 5, 7</td>
<td>same</td>
<td></td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Philadelphia-Wilmington</td>
<td>3, 5, 10</td>
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<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Detroit-Windsor</td>
<td>2, 4, 5, 7</td>
<td>same</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Boston-Manchester</td>
<td>4, 5, 7</td>
<td>same</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>San Francisco-San Jose</td>
<td>4, 5, 7, 9</td>
<td>same</td>
<td></td>
<td>13</td>
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<tr>
<td>8</td>
<td>Pittsburgh (Irvn)</td>
<td>4, 5, 7</td>
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<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Washington</td>
<td>4, 5, 7</td>
<td>same</td>
<td></td>
<td>4</td>
<td></td>
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<tr>
<td>10</td>
<td>Cleveland</td>
<td>3, 5, 8</td>
<td>same</td>
<td></td>
<td>8</td>
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<tr>
<td>11</td>
<td>St. Louis</td>
<td>4, 5, 11</td>
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<td></td>
<td>12</td>
<td></td>
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<tr>
<td>12</td>
<td>Minneapolis-St. Paul</td>
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<td></td>
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<tr>
<td>13</td>
<td>Baltimore</td>
<td>2, 11, 13</td>
<td>same</td>
<td></td>
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<td>14</td>
<td>Buffalo</td>
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<td>15</td>
<td>Kansas City</td>
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<td>Houston-Galveston</td>
<td>2, 11, 13</td>
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<td>13</td>
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<tr>
<td>17</td>
<td>Milwaukee</td>
<td>4, 6, 12</td>
<td>same</td>
<td></td>
<td>12</td>
<td></td>
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<tr>
<td>18</td>
<td>Braddock-Baltimore</td>
<td>6, 12</td>
<td>same</td>
<td></td>
<td>12</td>
<td></td>
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<tr>
<td>19</td>
<td>Dallas-Fort Worth</td>
<td>4, 5, 8</td>
<td>same</td>
<td></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Portland-Tacoma</td>
<td>3, 5, 8</td>
<td>same</td>
<td></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Seattle-Tacoma</td>
<td>4, 5, 7</td>
<td>same</td>
<td></td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Miami</td>
<td>4, 6, 7</td>
<td>10 or all uhf</td>
<td>same</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Atlanta</td>
<td>2, 5, 11</td>
<td>same</td>
<td></td>
<td>11</td>
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<td>24</td>
<td>Detroit</td>
<td>2, 4, 5, 9</td>
<td>same</td>
<td></td>
<td>9</td>
<td></td>
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<tr>
<td>25</td>
<td>Indianapolis-Bloomington</td>
<td>4, 5, 8</td>
<td>same</td>
<td></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>San Diego-Tijuana</td>
<td>3, 5, 10, 12</td>
<td>same</td>
<td></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Hartford-New Haven</td>
<td>none</td>
<td>none</td>
<td></td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>New Orleans</td>
<td>4, 6, 11</td>
<td>or 4, 6, 10</td>
<td>all uhf</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Providence-Fall River</td>
<td>10, 12</td>
<td>3, 10</td>
<td>all uhf</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Albany-Schenectady-Troy</td>
<td>6, 10</td>
<td>all uhf</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Bridgeport-Stamford-Norwalk</td>
<td>none</td>
<td>none</td>
<td></td>
<td>none</td>
<td></td>
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<tr>
<td>32</td>
<td>Louisville</td>
<td>3, 11</td>
<td>3, 7, 11</td>
<td>same</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>New Haven-Lower Waterbury</td>
<td>8</td>
<td>none</td>
<td></td>
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<td></td>
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<tr>
<td>34</td>
<td>Columbus</td>
<td>4, 6, 10</td>
<td>same</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>San Bernardino-Riverside</td>
<td>none</td>
<td>none</td>
<td></td>
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<td></td>
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<tr>
<td>36</td>
<td>Rochester</td>
<td>5, 10</td>
<td>5, 10, 13</td>
<td>all uhf</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Memphis</td>
<td>3, 5, 13</td>
<td>same</td>
<td></td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>
What a time to talk about food...while 4,115,000 people a minute are listening attentively to daytime CBS Radio.

Mostly they're homemakers, too busy for other advertising media. They're listening to 11 serial dramas on CBS Radio, starting at 12:00 noon, CNYT, Monday through Friday.

In one week, these programs reach 20,548,000 different people.
From left to right:

12:00 N.  WENDY WARREN & THE NEWS
12:15 PM  BACKSTAGE WIFE
12:30 PM  ROMANCE OF HELEN TRENT
12:45 PM  OUR GAL SUNDAY
1:00 PM  ROAD OF LIFE
1:15 PM  AUNT JENNY
1:30 PM  YOUNG DR. MALONE
1:45 PM  GUIDING LIGHT
2:05 PM  RIGHT TO HAPPINESS
2:15 PM  SECOND MRS. BURTON
2:30 PM  THIS IS NORA DRAKE

this is the right time to buy...
### ABC'S PLAN FOR TOP 200 MARKETS

**(Continued)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Present Commercial Vhf</th>
<th>Proposed Commercial Vhf</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>Salt Lake City-Ogden</td>
<td>2, 4, 5, 9</td>
<td>same</td>
<td>Total Commercial Vhf: 5, 10</td>
</tr>
<tr>
<td>69</td>
<td>Harrisburg</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Des Moines</td>
<td>5, 8, 13</td>
<td>5, 8, 11, 13</td>
<td>Change ch. 11 to commercial.</td>
</tr>
<tr>
<td>71</td>
<td>Canton</td>
<td>none</td>
<td>none</td>
<td>all</td>
</tr>
<tr>
<td>72</td>
<td>Trenton-Philadelphia</td>
<td>3, 6, 10</td>
<td>same</td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>Knoxville</td>
<td>6, 10</td>
<td>2, 6, 8, 10</td>
<td>Receives services from Philadelphia ch. 3, 6, 10. Move ch. 2 to Knoxville from Snedville and changes to commercial. Add ch. 8.</td>
</tr>
<tr>
<td>74</td>
<td>Utica-Rome</td>
<td>13</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>Wheeling-Steubenville</td>
<td>4, 6</td>
<td>4, 6, 8</td>
<td>Move ch. 6 from Peoria.</td>
</tr>
<tr>
<td>76</td>
<td>Charleston-Huntington, W. Va.</td>
<td>3, 8, 13</td>
<td>3, 5, 8, 13</td>
<td>Can receive 2nd and 3rd services from Huntington ch. 3 and 5. See Market 165. Move ch. 9 from Westinghouse and make commercial.</td>
</tr>
<tr>
<td>77</td>
<td>Reading, Pa.</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>Peoria</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>Spokane</td>
<td>2, 4, 6</td>
<td>same</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>South Bend</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>Dubuque-Superior</td>
<td>3, 6</td>
<td>3, 6, 8</td>
<td>Add ch. 11. Chg. ch. 6 to commercial.</td>
</tr>
<tr>
<td>82</td>
<td>Charlottesville</td>
<td>3, 12</td>
<td>3, 9, 12</td>
<td>Move ch. 9 from Ch. 3, Georgia.</td>
</tr>
<tr>
<td>83</td>
<td>Bakersfield</td>
<td>19</td>
<td>8, 10, 12</td>
<td>Move ch. 12 from Cleveland. See Market 10.</td>
</tr>
<tr>
<td>84</td>
<td>Erie</td>
<td>12</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>Tacoma-Seattle</td>
<td>4, 5, 7</td>
<td>11, 13</td>
<td>same</td>
</tr>
<tr>
<td>86</td>
<td>Fort Wayne</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>87</td>
<td>Lancaster</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>88</td>
<td>Lansing</td>
<td>6</td>
<td>5, 10, 12</td>
<td>Can receive service from Plattsburgh ch. 5 and 6. See Market 10. Move ch. 5 from London.</td>
</tr>
</tbody>
</table>
| 89   | Beaumont-Port Arthur | 4, 6 | 4, 6, 9 | Move ch. 5 from Restaurant.

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Present Commercial Vhf</th>
<th>Proposed Commercial Vhf</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>90</td>
<td>Stockton-Sacramento</td>
<td>3, 10, 13</td>
<td>13</td>
<td>same</td>
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<tr>
<td>91</td>
<td>Greensboro-Winston-Salem-High Point</td>
<td>2, 12</td>
<td>2, 6, 8, 12</td>
<td>Add ch. 2 and 13.</td>
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<tr>
<td>92</td>
<td>Brownsville-Harlingen-McAllen</td>
<td>4, 5</td>
<td>2, 4, 5, 13</td>
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<tr>
<td>93</td>
<td>Johnstown-Altoona</td>
<td>6, 10</td>
<td>3, 6, 8</td>
<td>Add ch. 2.</td>
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<tr>
<td>94</td>
<td>Shreveport</td>
<td>4, 12</td>
<td>3, 12</td>
<td>Same</td>
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<td>95</td>
<td>El Paso-Cuidad Juarez</td>
<td>2, 4, 5, 9</td>
<td>11, 13</td>
<td>Add ch. 6.</td>
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<td>96</td>
<td>Charlotte</td>
<td>5, 10</td>
<td>3, 9, 11</td>
<td>Same</td>
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<tr>
<td>97</td>
<td>Corpus Christi</td>
<td>5, 10</td>
<td>3, 8, 10</td>
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</tr>
<tr>
<td>98</td>
<td>Scranton</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>99</td>
<td>Little Rock-Pine Bluff</td>
<td>4, 7, 11</td>
<td>2, 4, 7, 11</td>
<td>Receives 3rd service from Pine Bluff ch. 7. Chg. ch. 2 to commercial.</td>
</tr>
<tr>
<td>100</td>
<td>York, Pa.</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>101</td>
<td>Rockford, Ill.</td>
<td>13</td>
<td>3, 12</td>
<td>Move ch. 3 from Madison, Wis. See Market 106. Add ch. 2 and 4.</td>
</tr>
<tr>
<td>102</td>
<td>Binghamton, N. Y.</td>
<td>12</td>
<td>2, 4, 12</td>
<td>same</td>
</tr>
<tr>
<td>103</td>
<td>Mobile-Pensacola</td>
<td>3, 5, 10</td>
<td>3, 5, 10</td>
<td>Ch. 3 Pensacola can provide 3rd service.</td>
</tr>
<tr>
<td>104</td>
<td>Huntington-Charleston</td>
<td>3, 8, 13</td>
<td>3, 8, 13</td>
<td>Can receive 3rd and 4th service from Charleston ch. 3 and 8. See Boston and Providence.</td>
</tr>
<tr>
<td>105</td>
<td>Brockton</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>106</td>
<td>Atlantic City</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>107</td>
<td>Tucson, Arizona</td>
<td>4, 9, 13</td>
<td>same</td>
<td></td>
</tr>
<tr>
<td>108</td>
<td>Madera, Wis.</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>109</td>
<td>Portland, Me.</td>
<td>6, 13</td>
<td>6, 11, 13</td>
<td>Chg. ch. 11 Durham ed. to commercial and move to Portland.</td>
</tr>
<tr>
<td>110</td>
<td>Evansville, Ind.</td>
<td>7</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>111</td>
<td>Hamilton-Middletown</td>
<td>7, 11, 13</td>
<td>7, 11, 13</td>
<td>same</td>
</tr>
<tr>
<td>112</td>
<td>Austin, Tex.</td>
<td>none</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>113</td>
<td>Albuquerque, N. M.</td>
<td>4, 7, 13</td>
<td>same</td>
<td></td>
</tr>
</tbody>
</table>

Page 42 • July 30, 1956

**Broadcasting** • **Telecasting**
More use U. P. news and radio wires
More use U. P. facsimile newspictures
More use U. P. Movietone newsfilm
CONELRAD SUCCESS; DES MOINES ‘RAIDED’

Iowa Marine reserves pull surprise ‘attack’ on city to show what can be done by small group. Broadcasters report that civil defense test accomplishes purpose.

BROADCAST stations proved during a six-day civil defense maneuver that the Conelrad alert system is a successful way of maintaining air silence and delivering emergency messages to the public. The vulnerability of the communications network also was shown when a group of Marine reserves “captured” key facilities of Des Moines, Iowa, last Wednesday night.

Already informal protests have been made to civil defense officials about the incident at Des Moines, where the 20th Marine Reserve Rifle Company decided to capture the city’s key facilities at the conclusion of its weekly drill. According to a Des Moines broadcast source, the Marines were led by Maj. Don Plato, acting on their own initiative and without any civil defense or Marine Corps authority.

Sgt. Plato said their purpose was to “wake the people up to what a few men can do in a short time in silencing a city ahead of an air attack.’’

Radio-tube stations were invaded around 11 p.m. reserves carrying what appeared to be rifles and grenades. They induced stations to go off the air for a minute—all, that is, but KCBC, a 24-hour outlet. After 9 p.m., KCBC operated from the transmitter. Staff personnel on duty there obeyed standing instructions not to let anybody in at night so the Marine squadron decided to leave. The Marines extended their maneuver, however, to WOI-AM-TV at 15 miles away.

Arthur S. Fleming, director of the Office of Defense Mobilization, told BWT he had not been officially informed of the Des Moines incident. He described the invasion and silencing of broadcast stations as “fantastic” but said ODM was taking no action at this point. ODM would have control, he added, in case of a general mobilization or emergency. He suggested FCC and other defense authorities might investigate the incident.

FCC Defense Comr. Robert E. Lee, who spent six days on location at the communications setup, told BWT, “This business of staging exercises for civil defense has to be done. It could be extremely important. I have no sympathy with anyone who gets cute. The act of forcing a broadcast station off the air could violate the Communications Act”.

“The government spent a lot of money to learn important lessons. I can’t treat these lessons lightly. When the facts come before me, I will refer the matter to the Commission. If the law has been violated, the Dept. of Justice may want to take a look at it.’’

The Conelrad portion of the week’s drills [BWT, July 23] was handled efficiently, judging by informal reports to CD and FCC officials.

Nathan P. Colwell, chief of the Audio-Visual Div. radio-tv branch, Federal Civil Defense Adm., told BWT the exercises provided important lessons in restoration of communications in case of attack. Col. Richard F. Lynch, director of the Los Angeles civil defense unit, praised radio-tv cooperation in the Conelrad test. He said the exercise “helped make the public far more alert and informed’’.

Joining FCC Comr. Lee at the FCC’s location point during the exercises were Harland R. Morris, defense coordinator; Robert D. L’Heureux, secretary’s office; Warren E. Baker, general counsel; J. Smith Henley, assistant general counsel; Harold G. Cowgill, chief, Communications Carrier Bureau; Robert C. Fox, executive office; James E. Barr, assistant chief, Broadcast Bureau; Curtis E. Plummer, chief, Safety & Special Radio Services Bureau; Frank M. Kratochvíl, assistant chief, Field Engineering & Monitoring Bureau; George V. Stengenmüller, representing the chief of the engineering office, and Annette E. Hutterly, secretary’s office.

Hartford Ch. 3 Winner Files to Keep Allocation

PETITION asking that the FCC reconsider its June 26 allocation report which proposed to move Hartford, Conn., ch. 3 to Providence, R. I., was filed by WTC Hartford last week. The FCC approved the change of ch. 3 to WTC two weeks ago but officially announced its decision last week [BWT, July 23].

WTC claimed the deintermixture proposal for Hartford violates the equal facilities provisions of the Communications Act. It is designed to protect existing stations from competition, illegally modifies WTC’s grant without due process, and is repetitious rule-making.

When the Commission made its final determination in favor of WTC by a 6-0 vote, it conditioned the grant on the outcome of its pending rule-making proceeding proposing to move ch. 3 to Providence. It therefore forbade WTC to begin construction until completion of that proceeding.

In making the grant to WTC and denying the application of Hartford Telecasting Co., the FCC upheld a June 1955 initial decision by former Examiner Fanney N. Lifvin. Comr. John C. Doerfer voted to make the grant without any conditions.

WTC, owned by Travelers Insurance Co., was favored by the FCC in areas of local residence, civic participation and past broadcast experience. The Commission found that WTC’s broadcast preference lost some of its significance, however, because of the strong showing in that category by Telecasting—headed by Harry C. Butcher, owner of KIST Santa Barbara, and KEYV (TV) same city, wartime aide to Gen. Eisenhower.

Telecasting was given preference for diversification of business interests (Travelers owns stock in other insurance companies, banks, public utilities, railroads, among other businesses). Telecasting was criticized for what the FCC called “irresponsible” charges made against Traveler principals.
It's rows of roses rambling over yards of unpressed pleats—in this fresh new cotton designed by Alex Colman of California.

It's acres of flowers—an eight-million-dollar garden, within the KRCA signal area, that produces 45% of America's rose crop.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use...

KRCA 4
SOLD BY NBC SPOT SALES
NBC LEADERSHIP STATION IN LOS ANGELES
ADJOURNMENT OF 84TH CONGRESS BRINGS COLLECTIVE SIGH FROM INDUSTRY, FCC

Questions and answers dominate seven-month session. Left undecided: Possible regulation of networks by Commission, prohibition of TV networks 'must buy' and 'option time' practices, and pay-as-you-see TV. Commission allocations report supported.

THE buffeted broadcasting industry and its regulator, the FCC, breathed a collective sigh last week when the 84th Congress reached the end of its final session. They had undergone a January-to-July grilling that outdid all advance billings as congressional committees on both sides of Capitol Hill put them through a rope-jumping session that rallied all the way through an endeavor to frank and brazen headline-hunting.

Anyone with a story to tell got to tell it several times as one congressional committee after another grabbed the ball and tried to outdo each other. Broadcasters and Congress fed so much material—by choice and under duress—into the legislative maw that staff people in both groups complained of damaged health from working late into the night on short orators' speeches by day.

Out of it all there came a little legislation, thousands of pages of hearing records and a reallocations plan from the FCC which envisages a long-term modernization of all television to uhf. Left undecided were new and long-standing issues of possible regulation of the networks by the FCC, prohibition of TV networks' 'must buy' and 'option time' practices and pay-as-you-see television.

SENATE COMMERCE COMMITTEE

In terms of accomplishments, the Senate Interstate & Foreign Commerce Committee was well satisfied with its own hearings and investigations. In its investigation of the television networks and the uhf-uhf allocation problem, the Senate group held 31 days of hearings and listened to nearly 150 witnesses during this session. There is a possibility, not definite, that the Commerce Committee, headed by Sen. Warren G. Magnuson (D-Wash.), will hold additional hearings this fall, according to a committee spokesman.

The Senate group heard from all phases of the television broadcasting industry—uhf and vhf broadcasters, the TV networks, network affiliates and non-affiliates, set and TV broadcasting equipment manufacturers, pay-tv advocates, competitors of the two networks in the radio and TV industry, the Justice Department, and labor and talent unions and groups and others.

On the uhf-uhf problem, uhf broadcasters saw the end of uhf broadcasting and of tv without deintermixture or an allocation plan to help uhf, while vhf people generally favored the FCC's 1952 Sixth Report & Order. The tv networks held varying views on deintermixture and reallocations.

As hearings progressed, several witnesses charged the networks with monopolistic practices or violations of the antitrust laws. The two main charges against the networks were brought by Richard A. Moore, independent KXTV (TV) Los Angeles, who charged network must buy and time option practices violated antitrust laws, and Sen. John W. Bricker (R-Ohio), who issued a report, "The Network Monopoly," using figures obtained by the FCC on network financial transactions.

Networks and their affiliates denied these charges and added that must buy and time option practices are necessary to the present system of TV broadcasting and that these practices are responsible for the rapid growth of television in a few years.

Broadcasters, for the most part, formed ranks against the threat of toll television, insisting that pay-tv advocates are trying to make profits in an industry where they have taken no risks, and that a pay-tv system would destroy broadcast by skimming off the cream of the present "free" video programs, while adding little of its own.

Under repeated demands from senators and witnesses, especially forward in its reallocation plan, the FCC issued its Report & Order on TV Allocations [87, June 25] after a reallocation proceeding which lasted eight months. The Senate committee gave support to the FCC reallocation plan in a committee report issued last week [87, July 16, et seq.].

The Senate group expects allocation recommendations from the volunteer industry ad hoc engineering committee named by Sen. Wm. Fulbright (D-Ark.) and the Massachusetts Institute of Technology Prof. Edward L. Bowles. Committee spokesmen did not know last week when this report will be forthcoming, but hope for it "shortly."

The committee, as the Senate Appropriations subcommittee, will be faced with consideration of whether TV networks should be regulated by the FCC, as proposed by Sen. Bricker in his bill (S 825); or whether must buy and time option practices should be prohibited; whether legislation is needed to limit multiple television station ownership, and the pay television question.

During the Senate committee's hearings several members of Congress composed of anticommunist and anticongressional group.

The committee, as the Senate Appropriations subcommittee, also was instrumental in appropriating extra money to the Federal Trade Commission with the understanding the FTC would increase its monitoring of radio-Television commerce. The committee asked FCC and FTC to establish closer liaison in curbing offensive advertising.

The Senate Commerce Committee also held three days of hearings in February on a bill (S 923) to prohibit advertising of liquor on radio and TV and in other media. Dry proponents of the bill spoke for the measure and broadcasters, advertising spokesmen and the beer, wine and distilling industries against it.

HOUSE COMMERCE COMMITTEE

The House Interstate & Foreign Commerce Committee's Harris subcommittee held hearings on several bills to amend Sec. 315 (a) (political broadcasting) of the Communications Act and other measures affecting the broadcasting industry (see bills). The parent committee also heard pro and con arguments on the House bill (HR 4627) to prohibit liquor advertising.

EIVINS SUBCOMMITTEE ON HOUSE SMALL BUSINESS COMMITTEE

This House group, after announcing in the first session that it would hold hearings, opened up in March this year with sensational charges in which it said FCC Chairman George C. McConnaughey, in talks with the committee staff, admitted that FCC staffers are reluctant to participate in a decision against networks for fear of losing their jobs. Mr. McConnaughey denied this statement and said he had been misquoted.

To open its hearings, the House group, headed by Rep. Joe L. Evins (D-Tenn.), subpoenaed thousands of FCC documents from CBS and NBC concerning their correspondence and transactions with the FCC. Charging White House influence in FCC decisions, the House group also subpoenaed two principals of WEXX-TV Pittsburgh, asking them on allegations influence was used in the grant of ch. 8 at Petersburgh to WEXX-TV. The committee's staff's questioning brought charges from GOP committee members and other Republicans that the House group was taking part in a "fishing expedition."

The committee also heard testimony from uhf broadcasters, but asked few questions.

HOUSE ANTITRUST SUBCOMMITTEE

The second blast from the double-barrel shotgun aimed at the FCC came when the Commission was brought before the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.).

Congressmen asked the FCC in a late-June session why it had approved the NBC-Westinghouse Broadcast Equipment Co. swap of collective radio-television stations in Cleveland and Philadelphia, pointing to an FCC staff investigation, made before the FCC approval, which indicated WBC was high with the offer. The firm was afraid that otherwise it would lose its NBC-TV affiliations in Philadelphia and elsewhere. The staff study also saw a possibility of NBC concentration of owned-station coverage from "Connecticut to Virginia."

Commissioners replied that McFarland let ters sent afterward to both parties brought back replies that indicated there was no pressure involved. The House subcommittee earlier had heard Secretary Blankenbaker, then head of the Justice Dept.'s Antitrust Division, testify that the Justice Dept. had the WBC-NBC swap under investigation.

In a second session in early July, the subcommittee staff swore mightily to make the FCC admit that CBS and NBC are monopolies and that must-buy and time option practices violate the antitrust laws. The FCC refused to agree.

The House Antitrust Subcommittee has announced it plans lengthy hearings in New York in September at which the tv network presidents and others in the industry will testify.

HOUSE GOVERNMENT OPERATIONS SUBCOMMITTEE

This House unit heard testimony from the FCC Feb. 17 in the former's inquiry to find if government agencies and departments are withholding information from the public and from congressmen.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

The House Un-American Activities Committee held a week-long hearing in mid-July on the controversial "Report on Blacklisting," sponsored by the Ford Foundation's Fund for the
Who is watching TV on weekday afternoons in BUFFALO?

21.4% of all TV homes or 114,490 in Western New York, per average quarter-hour, plus a big Canadian Bonus.

Which stations are they watching?

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
<th>HOMES PER AVERAGE QUARTER-HOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGR-TV</td>
<td>53%</td>
<td>60,680</td>
</tr>
<tr>
<td>Station B</td>
<td>39%</td>
<td>44,651</td>
</tr>
<tr>
<td>Station C</td>
<td>8%*</td>
<td>9,159</td>
</tr>
</tbody>
</table>

*Does not broadcast complete period

What's my best buy?

The station with more of what you want! Whether it's live participation, film participations, housewife audience, children, you'll find it on WGR-TV...the Buffalo Station with the Buffalo Personality.

Only on WGR-TV can you get...

- Most quarter-hour wins — 7 A.M. — 6 P.M. MON. — FRI.
- Highest average rating — 7 A.M. — 6 P.M. MON. — FRI.
- All at an average cost of $1.15 per 1,000 homes.

ABC Basic Affiliate

CALL Peters, Griffin & Woodward, Inc.

Source: June Telepulse
HOW BROADCASTING FADED IN 84TH CONGRESS

IN THE SENATE

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Report by Senate Election Subcommittee of Rules & Administration Committee. Reported to Senate floor and died on Senate calendar.

S 636 (amendment). Sen. Richard L. Neuberger (D-Ore.). Provide government grant of $1 million to each major political party during presidential election to purchase radio and tv time.

S 681, Sen. John M. Butler (R-Md.). Withdraw from persons convicted of subversive activities and members of subversive organizations equal right opportunities in political broadcasts. Died in Senate Commerce Committee.


S 923, Sen. William Langer (R-N.D.). Prohibit advertising of alcoholic beverages on radio, tv or in other media. Senate Commerce Committee held hearings Feb. 15-17, 1955. Died in committee.

S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing). Hearing held by Senate Commerce Committee and bill died in committee.


S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of certain gambling information (horse race data). Died in Senate Commerce Committee.

S 1456, Sen. Magnuson. Amends four sections of Communications Act relating to common carriers and non-broadcast stations. Hearing held by Senate Commerce Committee, passed by Senate and by House with amendments.


S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. Senate Commerce Committee approved identical House-passed version (HR 5614) which was passed by Senate Jan. 12, 1956, and enacted into law by President's signature Jan. 20.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. Died in Senate Finance Committee.

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prosthetics which are unnatural. Died in Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory or temporary relief against orders of agency. Died in Senate Commerce Committee.

S 2306, Sen Frederick G. Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear in 4 half-hour interviews, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. Died in Senate Commerce Committee.


S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from refusing to grant competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Died in Senate Commerce Committee.

S 2628, Sens. Olin D. Johnston (D-S.C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. Died in Senate Post Office & Civil Servic Committee. Senate passed similar House-approved bill (HR 7619).

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. Died in Senate Commerce Committee. Senate passed similar House-approved bill (HR 7619).

S 2891. Prohibit use of letters "U.S." by certain firms in their advertising. Passed by Senate and died in House Judiciary Committee.

S 3074, Sen. Carl T. Curtis (R-Nebr.). Similar to S 636 (see Senate bill), but aimed against political spending by labor unions. Died in Senate Rules & Administration Committee.


S 3295, Sen. John F. Kennedy (D-Mass.). Extend Daylight Saving Time an extra month in District of Columbia to conform with time schedules of other eastern cities. Passed by Senate and House and signed into law by President.

S 3308, Sen. Lyndon B. Johnson (D-Tex.) and 44 other senators. Make equal time opportunities available for presidential nominees of major parties (see S 4250). Also raises from $3 million to $12.3 million the legal amount a presidential nominees may spend in presidential election campaign. Passed by Senate Rules & Administration Committee.

S 3494, Sen. Kefauver. Convey a "property right on radio or tv station's network affiliation. Died in Senate Commerce Committee.


S 3645, Sen. Alexander Wiley (R-Wis.). Same as S 3674, Died in Senate Commerce Committee.

S 3674, Sen. Magnuson. Prohibit broadcast of radio or tv show as international as well as domestic basis. Passed by Senate and House and signed into law by President July 12, 1956.

S 636 (amendment). S 3745, Sen. Joseph C. O'Mahoney (D-Wyo.). Establish a U.S. Court of Appeals for Patents and set a maximum limit of 20 years for protection of patent monopolies, respectively. Died in Senate Judiciary Committee.


S 3859, Sen. Bricker. Ban limitation of multiple ownership of tv stations on percentage (25%) of U.S. population covered by all tv stations owned by same person or firm. Died in Senate Commerce Committee.

S 3962, Sen. Hubert H. Humphrey (D-Minn.) and others. Require tv stations and tv networks to furnish 7 hours during election campaign to presidential candidates of major political parties. Died in Senate Commerce Committee.

S 3994, Sen. Edward G. Martin (R-Pa.). Reduce federal excise tax on all-channel tv sets from present 10% to 3%. Died in Senate Finance Committee.

S 4250, Sen. Magnuson. Make equal time opportunities available for presidential elections only to vice presidential and presidential nominees of major parties (see S 3308). Died in Senate Commerce Committee.


S Res 13, Sen. Magnuson. Authorizes Senate Commerce Committee to make investigations, including networks and uhf-uhf probe, with funds of $200,000 for 1955. Approved by Senate.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction. Passed by Senate and House and signed into law by President.


S Res 241. Cites Herman Liveright, former program director of WDSU-TV New Orleans, for contempt of Senate for refusal to answer questions on alleged communist associations. Passed by Senate in May 1956.

IN THE HOUSE

HR 177, Rep. Katherine St. George (R-N.Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. Died in House Commerce Committee.


HR 524, Rep. Carl Hinshaw (R-Calif.). Authorize subcommittee to conduct tv and theatre as common carriers. Died in House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N.Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. Died in House Commerce Committee.

Res 33). Died in House Commerce Committee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bill). Died in House Commerce Committee.


HR 4070, Rep. Frank Iklad (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report. Died in committee.


HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1957. Work on applications backlog. Approved by House, Senate, signed by President.

HR 5240, Independent Offices Appropriations bill for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearings held by House Commerce Committee's Harris subcommittee and on identical Senate bill (S 1648) by Senate Commerce Committee. Passed by House with amendments July 21, 1955, Approved by Senate Jan. 12, 1956, and enacted into law Jan. 20.

HR 5741, Rep. John W. Heeseltown (R-Mass.) (R-Mass.). HR 7916, Rep. FCC regulation of amount of radio and tv program time which may be devoted to advertising. Died in House Commerce Committee.

HR 660, Rep. J. Percy Priest (R-Tenn.). Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6810, Rep. Oren Harris (D-Ark.). Implements Stanton proposal on time for political candidates (see S 2306). Died in House Commerce Committee. Hearings held by Harris subcommittee.


HR 6913, Rep. Frank Chief (D-Ky.). Deny FCC right to decide subscription tv question. Died in House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321). Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6977, Rep. Harris (see HR 6968, S 2321).

HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Passed by House and Senate, enacted into law in August 1955.

HR 7357, Rep. Sid Simpson (R-Ill.). Raise FCC salaries from $15,000 to $22,500. Died in House Post Office & Civil Service Committee.

HR 7619, Rep. S. Murray (D-Tenn.). Raise FCC salaries from $15,000 to $19,000. Reported to House floor by House Post Office & Civil Service Committee. House passed first session. Senate P. O. & C. S. Committee held hearings, amended bill with amendments agreed to by both bodies, setting FCC salaries at $20,000 with $20,500 for chairman.

HR 7961, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) Died in House Post Office & Civil Service Committee.

HR 9739. Independent Offices Appropriations Bill for fiscal 1957. Provide with $7,828,000 budget for fiscal 1957 and Federal Trade Commission with $5,550,000, with understanding FTC will increase monitoring of radio-tv commercials. Passed by House and Senate and signed into law by President.


HR 10,529, Rep. Priest. Give equal time privileges to presidential and vice presidential candidates for nomination and nominees of major parties and deny equal time to candidates of minority and splinter parties. It also would give equal time to majority party nominees seeking election to Congress. Died in House Commerce Committee.

HR 10,944, Rep. Don Magnuson (D-Wash.). Require FCC to license tv boosters and reflectors. Died in House Commerce Committee. A house substitute for this bill for congressmen also introduced identical bills.)


HR 11,473, Splits Joint Senate-House Recording Facility (which produces low-cost (tapes and films for congressmen to use on home state radio and tv stations) into separate facilities for Senate and House. Passed by House and Senate.

H J Res 138, 139, identical bills by Rep. Harris and Hinshaw to limit radio-tv antenna towers to 1,000 feet. Died in House Commerce Committee. Hearings held by Harris subcommittee.


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BROADCASTING • TELECASTING

Republic. The report, published in June, had charged that a few powerful "clearance" men in tv work have the ears of persons unemployed in radio-tv and in the movies and legitimate theatre by maintaining a list of such persons who are alleged to have been affiliated with communist or communist front organizations.

The House group, headed by Rep. Francis Walter (D-Pa.), subjected John Cogley, director of the report, to intense questioning. Also testifying were several persons named in the report as "clearance" men. All the latter denied they are "clearance" men, but said they had helped persons in the entertainment industry to "rehabilitate" themselves. This "rehabilitation" commission they said, after 1945, acknowledged past communist associations and repudiates communism by a written statement or before a congressional committee.

During testimony Rep. Walter criticized the report as "not the report it was printed on."

The House Un-American Activities Committee had held hearings in August 1955 on alleged communist infiltration of the radio-tv industry and another entertainment industry. The day after charged that active Reds still are members of American Federation of Tv & Radio Artists.

SENATE INTERNAL SECURITY SUB-COMMITTEE

This Senate group on March 20 questioned Herman Livestock, then program director of WDSU-TV New Orleans, on alleged Red activities. The unit recommended that Mr. Livestock be cited for contempt of Congress after he refused to answer several questions. Mr. Livestock was fired by WDSU-TV and later was cited by the Senate.

SENATE PERMANENT INVESTIGATIONS COMMITTEE

The Senate Investigations Committee subpoenaed Murray Chotiner, Vice President Richard Nixon's former campaign manager, and questioned him in a closed session about alleged influence in the Senate (see story, page 54). Other hearings were planned but never held. These included a proposed hearing by the Senate Government Operations Subcommittee on a bill which, among other things, would exempt radio-tv stations from provisions of the Federal Lobbying Regulation Act, as newspapers and other printed media are at present; Senate Small Business Subcommittee on problems of day-light broadcasters; House Commerce Committee on a bill (HR 395) to create uniform laws regulating Daylight Saving Time over the nation.

Hearings during the first session of the 84th Congress included: (1) Senate Juvenile Delinquency Subcommittee, on tv programs as a possible factor in juvenile delinquency, with a report issued calling for FCC censorship of tv programs; (2) Senate Elections Subcommittee, on a bill (S-636) to raise legal amount political committees may spend in election campaigns; (3) Senate Commerce Committee, on bill to omit Sec. 309 (c) of the Communications Act (identical house bill enacted last January); (4) Senate Internal Security Subcommittee, testimony from CBS newsman Winston Burdett on past communist activities.
1955 TV REVENUE REACHES $744.7 MILLION

FCC revenue figure for stations and networks is $151.7 million ahead of last year. Income reaches $150.2 million.

TELEVISION broadcasters took in $744.7 million in revenues in 1955, the FCC reported Friday, and total income for the four networks (DuMont ceased operating as a network in September last year) and 437 stations reached $150.2 million before payment of federal income taxes.

This compares with total 1954 revenues of $593 million and income of $58.3 million.

Highlights:
- Twelve of the pre-freeze 108 vhf stations reported losses in 1955, and 96 reported profits.
- Of the 187 post-freeze vhf stations operating for a full year, 104 reported profits, 80 losses and in the case of three no data was available.
- Of the 92 post-freeze v's operating all year, 28 reported profits, 57 losses, data was unavailable from seven. However, it was noted, two of the profitable stations and six of the loss stations ceased operations by July 1, 1956.
- The four networks and their 16 owned stations in 1955 took in $374 million with income of $68 million, compared to 1954's $306.7 million revenues and $36.5 million income.
- Four stations, all vhf pre-freeze outlets, reported revenues of over $8 million; five of the same reported revenues of between $6 and $8 million; 10 between $4 and $6 million; 46 between $2 and $4 million; 38 between $1 and $2 million, and one between $800,000 and $1 million.

Table 1

BROADCAST REVENUES, EXPENSES AND INCOME OF 4 TELEVISION NETWORKS AND 437 TV STATIONS 1955-1954

<table>
<thead>
<tr>
<th>Number of Networks</th>
<th>All Networks and Stations</th>
<th>TV Networks Owned and Operated Stations</th>
<th>Pre-Freeze (All VHF)</th>
<th>TV Stations Post-Freeze (VHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>437</th>
<th>16*</th>
<th>93</th>
<th>225</th>
<th>103</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Broadcast Revenues—1955</td>
<td>$744.7</td>
<td>$734.0</td>
<td>$230.0</td>
<td>$112.2</td>
<td>$28.5</td>
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<tr>
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<td>306.7</td>
<td>200.9</td>
<td>60.0</td>
<td>25.4</td>
</tr>
<tr>
<td>Total Broadcast Expenses—1955</td>
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<td>$506.0</td>
<td>$148.1</td>
<td>$107.4</td>
<td>$33.0</td>
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<td>1954</td>
<td>502.7</td>
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<td>133.3</td>
<td>63.8</td>
<td>35.4</td>
</tr>
<tr>
<td>Broadcast Income (Before Federal Income Tax)—1955</td>
<td>$150.2</td>
<td>$68.0</td>
<td>$81.9</td>
<td>$4.8</td>
<td>($45.0)</td>
</tr>
<tr>
<td>1954</td>
<td>90.3</td>
<td>36.5</td>
<td>67.6</td>
<td>(3.8)</td>
<td>(10.0)</td>
</tr>
</tbody>
</table>

* Includes one post-freeze station (VHF).

Network Regulations Not Needed—Magnuson

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee said last week he disagrees with Ohio GOP Sen. John W. Bricker's position that networks should be subject to regulation by the FCC.

Speaking on NBC's Meet the Press July 22, the Washington Democrat said he felt that although "there have been some network practices that are subject to some criticism, I think by and large they have done a fairly good job in this country giving the people good programs."

He said the Senate committee hasn't gone into network profit figures in its series of hearings in the 84th Congress, but that the networks will "submit their profit figures to us in writing before we finish our investigation."

Regarding the committee's interim report supporting the FCC's plan eventually to switch all tv to uhf, Sen. Magnuson said the committee is recommending that the 10% federal excise tax be eliminated from all-channel color television sets. With the price of all-color sets steadily being brought down, this means color programs can be brought to the owners of both uhf and vhf sets, he said.

He said the committee felt color tv "will phase into the national television picture in a period of 3 1/2 to 4 years" and that by that time a black-and-white set "will be like an old automobile. The color sets will be so attractive and low you'll probably want to trade it in." He added that NBC-TV and other networks are "having more and more programs every day in color."

Although vhf-only tv sets would be outlawed by a switch to uhf, "that will come in the future," Sen. Magnuson said.

Sen. Magnuson, who is chairman of the Senate Appropriations subcommittee which added funds to the Federal Trade Commission budget with the understanding that the FTC will increase its monitoring of radio and tv commercials, said he thinks "we've been very successful" in this effort. He said the FTC has monitored "over 7000 programs already. The Better Business Bureaus all over the country have been working in cooperation with us and I think that it's well on its way toward being cleaned up." He did not feel legislation is necessary to stop overcommercialism and misleading advertising on radio and tv.

Table 2

BROADCAST FINANCIAL DATA OF 4 TELEVISION NETWORKS AND 437 TELEVISION STATIONS 1953

<table>
<thead>
<tr>
<th>Item</th>
<th>4 Networks and Their 16 Owned and Operated TV Stations* (1)</th>
<th>437 Other TV Stations (2)</th>
<th>Total 4 Networks and 437 TV Stations (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Revenues from the sale of time:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nationwide networks</td>
<td>$225.7</td>
<td>$83.0</td>
<td>$308.7</td>
</tr>
<tr>
<td>b. Miscellaneous networks and stations</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Total network time sales</td>
<td>$225.7</td>
<td>$83.2</td>
<td>$308.9</td>
</tr>
<tr>
<td>2. Non-Network time sales to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers</td>
<td>47.6</td>
<td>174.8</td>
<td>222.4</td>
</tr>
<tr>
<td>b. Local advertisers</td>
<td>24.8</td>
<td>125.0</td>
<td>149.8</td>
</tr>
<tr>
<td>Total non-network time sales</td>
<td>72.4</td>
<td>299.8</td>
<td>372.2</td>
</tr>
<tr>
<td>Total time sales</td>
<td>298.1</td>
<td>383.0</td>
<td>681.1</td>
</tr>
<tr>
<td>3. Deduct—Commissions to agencies, representatives, etc.</td>
<td>57.9</td>
<td>50.8</td>
<td>108.7</td>
</tr>
<tr>
<td>Total stations</td>
<td>240.2</td>
<td>332.2</td>
<td>572.4</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>102.1</td>
<td>10.4</td>
<td>112.5</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>31.8</td>
<td>28.0</td>
<td>59.8</td>
</tr>
<tr>
<td>Total incidental broadcast activities</td>
<td>133.9</td>
<td>38.4</td>
<td>172.3</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>374.1</td>
<td>370.6</td>
<td>744.7</td>
</tr>
<tr>
<td>C. Total broadcast expenses of networks and stations</td>
<td>306.0</td>
<td>288.5</td>
<td>594.5</td>
</tr>
<tr>
<td>D. Broadcast income before Federal income tax</td>
<td>$68.1</td>
<td>$82.1</td>
<td>$150.2</td>
</tr>
</tbody>
</table>

* Three networks after September 15, 1955, when DuMont ceased network operations.
* Of this amount $47.0 million is applicable to the total sale of network time.

3114

AWAITING INITIAL DECISION: 3
Hatfield, Ind. (Owensboro, Ky.), ch. 8; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 18.

IN HEARING: 3
beaumont,Port Arthur, Tex., ch. 4; Chatauqua, Mich., ch. 4; Mayaguez, P. R., ch. 5.

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GOVERNMENT
K TSA is now first in both Hooper and Trendex. If you can shake loose to study a different type of figure, cast your peepers at this.

K TSA, cool man. We're talking about those air-conditioned new ratings for K TSA. If you can shake loose to study a different type of figure, cast your peepers at this.

<table>
<thead>
<tr>
<th>Time</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 AM - 12 Noon</td>
<td>28.3</td>
<td>33</td>
<td>3.3</td>
<td>18.3</td>
<td>12.5</td>
<td>3.5</td>
<td>4.6</td>
</tr>
<tr>
<td>12 Noon - 6 PM</td>
<td>27.0</td>
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</tr>
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- 3.5
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Table 3
TELEVISION STATIONS REPORTING PROFIT OR LOSS CLASSIFIED BY FULL YEAR OPERATION AND PART YEAR OPERATION 1955

<table>
<thead>
<tr>
<th>Pre-Freeze</th>
<th>Post-Freeze</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>All VHF</td>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>A. Stations in operation on December 31, 1955: Full year operation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>96</td>
<td>104</td>
</tr>
<tr>
<td>Loss</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Data not available</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Subtotal</td>
<td>108</td>
<td>187</td>
</tr>
<tr>
<td>Part year operation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Loss</td>
<td>31</td>
<td>6</td>
</tr>
<tr>
<td>Data not available</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Subtotal</td>
<td>48</td>
<td>7</td>
</tr>
<tr>
<td>B. Stations in operation during 1955 but ceasing operations prior to December 31, 1955</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>C. Total stations operating all or part of 1955</td>
<td>108</td>
<td>235</td>
</tr>
</tbody>
</table>

* Two stations in this group ceased operations by July 1, 1956.
* Six stations in this group ceased operations by July 1, 1956.

Table 4
TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING REPORTING PROFIT OR LOSS 1955
[Stations Operating Full Year 1955 Only]

<table>
<thead>
<tr>
<th>Pre-Freeze (All VHF)</th>
<th>Profit</th>
<th>Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UHF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over $8,000,000</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6,000,000-8,000,000</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4,000,000-6,000,000</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>2,000,000-4,000,000</td>
<td>43</td>
<td>3</td>
</tr>
<tr>
<td>1,000,000-2,000,000</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>800,000-1,000,000</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>600,000-800,000</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>400,000-600,000</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Less than 100,000</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

* Two stations in this group ceased operations by July 1, 1956.
* Six stations in this group ceased operations by July 1, 1956.

million. But, three pre-freeze, vhf outlets with revenues between $2 and $4 million reported losses and five having revenues of between $1 and $2 million reported losses.

- Four post-freeze vhf stations reported revenues between $2 and $4 million, the highest for post-freeze stations. All reported profits. Two post-freeze uhf outlets reported revenues between $1 and $2 million, but one of them reported losses.

N. H. to Get Educ. Outlet
If Storer WMUR-TV Buy OK'd
STORER BROADCASTING Co., which just three weeks ago filed for FCC approval of its purchase of New Hampshire's only operating television station—WMUR-TV Manchester—has offered to give the U. of New Hampshire, or the state itself, a complete educational tv station, with equipment valued at about $250,000. The offer hinges on FCC approval of the purchase.

Also filed with the WMUR-TV purchase application, was a request seeking permission to move the station's transmitter to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 air miles from Boston) and to boost power to maximum 316 kw. The Greater Boston market presently has only two operating v's.

The offer came as a result of a conference between New Hampshire Governor Lane Dwinell, George B. Storer, president of Storer Broadcasting Co., and Norman A. Gittleson, executive vice president of WMUR-TV. Storer said that when and if its WMUR-TV purchase is approved, it will provide equipment and furnish essential engineering supervision and labor necessary to install an educational outlet at Durham, where educational ch. 11 is allocated.

In its $850,000 purchase of ch. 9 WMUR-TV, Storer, which already holds the maximum number of vhf stations currently allowed by the FCC, told the Commission that it will divest itself of one of its existing v's "if required to do so." If FCC should lift the limit on tv station ownership from present seven (five v's two u's), to coverage of 25% of population, as advocated by Storer and in pending bills in Congress, necessity of selling one of the existing v's would be obviated.

Last week's announcement marks Storer's second move in the educational tv field. WBIQ (TV) Birmingham, educational outlet operating on ch. 10 with 30.9 kw, was built in part with Storer's contribution of $120,000 worth of equipment, including transmitter, antenna, tower and camera chain. The New Hampshire gift would be the present WMUR-TV gear, it was understood.

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

WCDA-B • ALBANY
WAAM • BALTIMORE
WBEN-TV • BUFFALO
WJRT • FLINT
WFMY-TV • GREENSBORO
WTPA • HARRISBURG
WDAB-TV • KANSAS CITY
WHAS-TV • LOUISVILLE
WTMJ-TV • MILWAUKEE
WMTW • MT. WASHINGTON
WRVA-TV • RICHMOND
WSYR-TV • SYRACUSE
Media Buyers
Account Executives
Sales Managers...

COME to HARTFORD

SEE

... why almost everyone in the Hartford-New Britain Market (third richest in the U.S.A.) considers WKNB-TV its very own station.

... why WKNB-TV packs such a powerful advertising wallop... over 375,000 sets... 93% saturation in Hartford County.

WKNB RADIO...
the leading independent music-news-sports station in Hartford County. Broadcasts all Yankee games.

WKNB-TV
Basic NBC
channel 30

WEST HARTFORD, CONN. — Represented by The Bolling Company, Inc.
Broadcast Wages Are 2nd Highest in U.S.

BROADCAST personnel enjoy the second highest pay level in all American industry, according to the annual wage-salary report of the U.S. Dept. of Commerce. Their average 1955 pay of $6,333 represented a 14% gain since 1952.

Only group having a higher pay scale is the security-commodity broker bracket, where average 1955 earnings were $8,078. Average pay in all industry was $3,830.

The department showed these average earnings in the last four years: 1955: 74,000 radio-television employees earned $6,333 average; 1954, 72,000 earned $6,029; 1953, 65,000 earned $5,889; 1952, 61,500 earned $5,559.

Radio-television employees were paid $465 million in 1955, $456 million of it in wages and salaries; $430 million in 1954, $422 million of it in wages and salaries; $379 million in 1953, $371 million of it in wages and salaries; $335 million in 1952, $328 million of it in wages and salaries. The difference between total and wages-salary payments is due to fringe benefits.

Fulltime radio-television employees numbered 72,000 in 1955, with an average of 79,000 fulltime and parttime employees compared to 77,000 in 1954, 70,000 in 1953 and 65,000 in 1952.

Department studies show radio-television broadcasting accounted for $612 million of the nation's income and compares with $561 million in 1954, $491 million in 1953, $429 million in 1952.

In its Survey of Current Business, the department found that the public paid $664 million for repairs to radio and tv sets and $2,360 million for new radio sets, musical instruments and phonograph records. The public paid $1,286 million to attend motion picture theatres in 1955 compared to $1,284 million in 1952.

FCC Commissioners Raise Sent to Ike by Congress

THE Senate and House Thursday adopted the report of joint conference committee on HR 7619—the Executive Pay Bill—clearing it for the White House. The measure provides increases in the salaries of FCC members and other top government officials.

The House agreed to a Senate amendment increasing the FCC chairman's salary from $15,000 to $20,500 and the other six FCC members from $15,000 to $20,000. The bill as originally approved by the House had provided salary boosts to $19,000 for both the FCC chairman and other members.

The House approved the bill in the first session of the 84th Congress and it was placed on the Senate calendar, where it remained at the end of the first session after several senators objected and asked for a hearing. The bill was heard by the Senate Post Office & Civil Service Committee [B-T, July 9] and the $20,500 and $20,000 figures recommended. The Senate approved the measure as amended [AT DEADLINE, July 23] and the bill then went to conference.

WTIK, KXXL Sales Filed; KDON Goes for $225,000

SALE of KDON Salinas-Monterey, Calif., for $225,000 was announced last week. Other ownership developments last week included the filling of applications seeking FCC approval of sales of KOAV-TV, first Fort Lauderdale, Fla., and of WTIK Durham, N. C., for $39,000.

Sale of KDON Salinas-Monterey, subject to usual FCC approval, is from Frank Oxarart and Jack Feldmann to Glenn Sadler and Clark Fee. Mr. Sadler is president of KEOB Springfield-Eugene, Ore. Independent KDON operated on 1460 kc with 3 kw. Broker for the sale was Albert Zugschmit Corp.

KXXL is being sold by Stephen A. Cisler to Pacific Ventures Inc. Mr. Cisler is president-majority stockholder of KEAR San Francisco, sale of which to Mid-American Broadcasters is pending at the FCC. Mr. Cisler is also 50% owner of KXXX San Francisco, 50% owner of KINS Bishop, Calif., and holds minority interest in KILM Lincoln, Neb.

Pacific Ventures principals include Norman H. Blitz, 20.98%, Dollar Assoc. Inc., 9.20%, and Morton Downey, 1.84%, singer-radio-television. Only broadcast connection of Pacific Ventures is through minority stockholder W. E. Wells Jr., 92.3%, former vice president of KOLO Reno and KORK Las Vegas. KXXL is independent on 630 kc, using 1 kw.

WTIK Durham is being sold by Hugh Holder to Mid-Carolina Broadcasting Co., licensee of WSAT Salisbury, N. C. C. H. Wentz is Mid-Carolina principal. WTIK is affiliated with ABC and operates on 1310 kc, using 1 kw. The sale was negotiated by Paul H. Chapman Co., Atlanta brokers.

FCC Orders Reopening of Beaumont, Tex., Ch. 6 Case

THE Beaumont, Tex., ch. 6 case, turned back to the FCC last December by the U. S. Court of Appeals [BWT, Jan. 2], was reopened and remanded to the hearing examiner by FCC order last week. In two other contested ch. 6 cases, ch. 5 Bristol, Va. (WCYB-TV grants), and ch. 10 Knoxville, Tenn. (WBIR-TV), FCC denied protests by the losing applicants against grants of transmitter-site changes.

Crux of the Beaumont remand deals with the prospective ownership change in KFDM-TV which received the final grant for ch. 6, when W. P. Hobby [Houston Post-KPRC-AM-FM-TV there], following the final decision, acquired an option to purchase 32.5% of KFDM-TV stock. Before the grant, Mr. Hobby held an option to buy 35% of KTRM Beaumont, which was favored for ch. 6 in an initial decision. The other unsuccessful applicant was the Enterprise Co. (KRKC-Beaumont Enterprise and Journal).

In the Knoxville (protestants WNOX Knoxville, Tennessee TV Inc.) and Bristol (protestant WOPI Bristol) cases the FCC noted the protestants have requested opening for reconsideration of the final grants. The protestants were not parties in interest to the permit modifications, the Commission said.

Applications Filed for Tvs in Michigan, North Carolina

APPLICATIONS for new television stations were filed at the FCC last week by Stevens-Wismer Broadcasting Co., for Port Huron, Mich., ch. 34, and United Broadcasting Co. for Wilmington, N. C., ch. 3.

Stevens-Wismer is licensee of WHLS Port Huron and WLEW Bad Axe, both Mich. Principals are H. L. Stevens and John F. Wismer.

Wilmington, N. C., ch. 3 was formerly held by WFFI-TV, which was deleted by the FCC in June for failure to prosecute. United principal is President Richard Eaton. Richard Eaton stations are WOOK, WFSN (FM) Washington, D. C. (cp for ch. 9 WOKK-TV); WSID Salinas, Calif., and for ch. 18 WTPL-TV (there); WACH Newport News, Va. (cp for ch. 33 WACH-TV); WARK Hagerstown, Md.; WANT Richmond, Va.; WJMO Cleveland, Ohio; WINX Rockville, Md.

Broadcasting • Telecasting
YOU MIGHT GET A PERFECT BRIDGE HAND*-

BUT . . . YOU NEED WKZO RADIO TO MAKE YOUR BID IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

For really grand-slam results in Western Michigan, use the 5000-watt voice of WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO leads in all 72 quarter hours—actually gets more than any other TWO stations in the area combined!

Avery-Knodel can give you all the facts.

### 6-COUNTY PULSE REPORT
**KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956**

<table>
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<th></th>
<th>6 a.m.</th>
<th>12 noon</th>
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<th>12 noon</th>
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**NOTE:** Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

### The Felzer Stations
- WKZO-TV — Grand Rapids-Kalamazoo
- WKZO Radio — Kalamazoo-Battle Creek
- WJEF Radio — Grand Rapids
- WJEF-FM — Grand Rapids-Kalamazoo
- KOLN-TV — Lincoln, Nebraska

Associated with
- WMID Radio — Peoria, Illinois

*The mathematical odds against it, however, are 635,013,559,600 to 1!*

WKZO
CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives
**RKO Teleradio Pictures Outlines New Video Policy**

RKO Teleradio Pictures Inc. last week disclosed details of a new television policy under which a central executive staff will supervise the acquisition of filmed properties for the company's owned television stations; acquire new tv film properties for distribution by the company's film syndication division, and cooperate with RKO production executives on new properties to be produced for tv.

The announcement of the new system of operation was made by Board Chairman Thomas F. O'Neill in New York, following talks with headquarters executives and division officers representing the company's six tv stations, its film syndication division and RKO Radio Pictures. Previously, RKO Teleradio separate units had engaged in tv operations virtually on an independent basis.

Commenting on the move, Robert Manby, vice president of RKO Teleradio Pictures said: "This move represents further integration of the various activities relating to television film in which this company is now engaged. While this overall activity will ultimately be formalized in an operating department, development of the methods of operations for purchasing, selling, production and planning will go forward under the direction of Peter M. Robeck, together with Arnold Kaufman and Bill Finkeldey."

Mr. Manby also announced that two new film properties have been added to the RKO Teleradio tv film catalogue. They are The Big Idea, a half-hour program created by Donn Bennett and currently in production at the RKO Pathe studio in New York, and War in the Air, a half-hour program detailing the story of air power in World War II, which was produced in London in cooperation with the Allied Air Forces.

**TPA Names Manny Reiner As Head of European Sales**

APPOINTMENT of Manny Reiner as European sales manager of Television Programs of America, New York, was announced last week by Michael M. Silberman, executive vice president of TPA. Mr. Reiner will fly to Europe Thursday for a six-to-eight-week sales trip, covering the United Kingdom and such markets as Paris, Brussels, Amsterdam, Frankfort, Copenhagen, Stockholm, Rome and Geneva.

Mr. Reiner, who has had a long background in the motion picture field, served most recently as general sales manager of IFE Releasing Corp. (Italian film export). He started in the motion picture industry in 1933 with Warner Bros. and has served in sales and production capacities with Metro-Goldwyn-Mayer, Monogram Pictures, Paramount Pictures and David O. Selznick Enterprises. From 1930-33 he was with Louis G. Cowan Inc. (now Entertainment Productions Inc.), radio-tv producers, as sales manager.

**NBC Subsidiary Changes Name As Result of Its Expansion**

CHANGE in name of the Kagran Corp. to California National Productions Inc. was announced last week by Alan W. Livingston, president, who said the move was undertaken to highlight the expanding activities of the NBC subsidiary in the area of television film production, distribution, merchandising and related enterprises.

California National Productions Inc., according to Mr. Livingston, now encompasses the California National Studios, including a fully-manned production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (touring) Opera Company, and the merchandising division.

Mr. Livingston revealed that, at California National's newly-acquired sound stages, two film series—The Life of Riley and The Adventures of Hiram Holliday—are already in production. He said filming will begin shortly on six new pilots, four for national sponsorship and two for syndication. Mr. Livingston added that co-production arrangements are being negotiated with producers in England, Italy and Mexico, as well as in the U.S. Sources.

Mr. Livingston will make his headquarters in Hollywood. The company's activities originating in New York will be under the direction of Robert D. Levitt, recently appointed general manager of California National Productions.

**Five Advertisers Sign For Ziv's 'Dr. Christian'**

FIVE regional television advertisers have signed to sponsor Ziv Television Programs' new half-hour tv film series, Dr. Christian, in a total of 31 markets, it was announced last week by M. J. Riffkin, Ziv Tv vice president in charge of sales.

Lee Optical Co., an optometry chain in the southwest, has bought the series in 14 Texas markets, plus Mobile, Ala. & W Fine Foods, San Francisco, through Foote, Cone & Belding, San Francisco, has signed for 10 Pacific Coast markets, and C. F. Mueller Co. (macaroni products), Jersey City, through Beck & Werner, New York, has purchased the series in New York, Boston and Philadelphia. Hospital Service Corp. (Blue Cross) has signed for Dr. Christian in Buffalo and Sealy Inc. (mattresses), Chicago, through Weiss & Geller, in Toledo and Lima, Ohio.

**Warner Bros. Inc. Closing Its Newsreel Subsidiary**

WARNER BROS. Inc. reported last week that it is discontinuing its newsreel subsidiary, Warner News Inc., with the last newsreel to be distributed on Aug. 23.

Although Warner Bros. had not effect a television tie-up for its newsreel, such as 20th Century Fox with Movietone, there was speculation that the Warner News Inc. library of films and special subjects might be sold to a tv network. A spokesman said the company also is trying to sell the entire operation to a buyer who possibly could operate it as a service exclusively to the tv field.

**UPA Announces Expansion**

UPA PICTURES Inc., Burbank, Calif., has expanded its tv commercial production department, calling for the increase of production facilities and personnel, President Stephen Boustwost announced last week. In line with the expansion, Peter De Negro, former San Francisco agency executive, has been named UPA's west coast sales manager. He will headquarter in Burbank and work with Herbert Kynn, tv department supervisor.

UPA also announced the addition of two services to its tv commercial operations. These include six syndicated spots for national and regional use and special tv spot series territorial leasing to agencies and clients, geared to specific local-level sales requirements. 
WBAP-TV Land—a luxuriant 53-county area in North Central Texas and Southern Oklahoma, centered around two great metropolitan areas, Fort Worth and Dallas... rich in natural resources and friendly progressive people who have the money to buy your product. WBAP-TV Land—top industrial market, busy producing automobiles, aircraft, work clothes, the latest in women's fashions, a variety of foods, and countless other articles in light and heavy industry. WBAP-TV Land—populated by easy going, informal folks who believe in doing big things to uphold the tradition of the biggest state! Southwesterners like comfort—are ready to buy what they want.

WBAP-TV Land—NUMBER ONE MARKET IN THE SOUTH

WBAP-TV is the pioneer station of the South, serving 53 counties with maximum power of 100,000 watts on low-band channel 5—as powerful as any television station in the United States. The antenna towering 1,113 feet in the air is strategically located between the Fort Worth and Dallas skylines. In addition to offering the largest studio facilities in the Southwest, WBAP-TV is the only station in the area offering complete COLOR telecasting facilities. WBAP-TV delivers top quality programs from both NBC-TV and ABC-TV Networks combined, plus outstanding live studio presentations—including award-winning News and Weather programs.

*Plus 5 Counties in Oklahoma
Moore to Head Sales
For CBS-TV Film Sales

PROMOTION of Thomas W. Moore from manager of the Los Angeles office to general sales manager of CBS-TV Film Sales was announced last week by Leslie Barlow, vice president and general manager of the company. Mr. Moore succeeds Wilbur S. Edwards, who has resigned to join Encyclopaedia Britannica Films as director of distribution.

Mr. Moore, who will assume his new duties in New York on Aug. 13, joined CBS-TV Film Sales in 1952 when the unit opened a Los Angeles sales office. Previously, he had been vice president and director of advertising and public relations for Forest Lawn Memorial Park, Los Angeles, and with the advertising department of the Meridian (Miss.) Star.

Film Production Firm Set Up
In Texas by Carrillo, Tango

HOLLYWOOD actor Leo Carrillo and tv producer Felix Tango are incorporating a Texas production firm to be known as Film Corp. of America, which will headquarter in Dallas where it plans to construct a 2 million studio to be available this winter to tv and motion picture producers. The new firm also would produce its own films and plans eventual capitalization of between $5 and $10 million.

Members of the board in addition to Messrs. Carrillo and Tango will include E. A. Hicks, owner of Mayan Dude Ranch, where a “movie town" already has been constructed; Fred Meyers, American Releasing Co.; Maurice Beck, of Texas Radio & Television Show, writer, and Larry Gianneschi, Big “D" Film Labs.

Film Distribution


Louis de Rochemont Assoc., N. Y., distributing new quarter-hour filmed sport series, Field & Stream produced by Field & Stream Magazine. Series, designed for family audience, is having trial run on KDKA-TV Pittsburgh under sponsorship of Carling Brewing Co.

Film Sales

CBS Television Film Sales, N. Y., has sold CBS Newsfilm service to KOTV (TV) Tulsa, WRB (TV) Schenectady and YVTV-TV Caracas, Venezuela.

Gulf Films Co., N. Y., reports five new sales each on T Spy and Confidential File tv film series and four renewals on Limousine Race.

INS Television Dept., N. Y., has sold This Week in Sports to WTVT (TV) Fort Lauderdale, Fla., and Telenews daily film service to WCKT-TV Miami.

Film People


Nita Nagler, Pyramid Productions, N. Y., tv film producer, named administrative assistant to sales department of Gulf Films Co., N. Y.

Harold W. Fish, 60, assistant to president of Wilding Pictures Inc., Chicago tv and motion picture firm, died July 19 after 25 years service with company.

Page 58 • July 30, 1956

NETWORKS

NBC RADIO BEGINS
‘BANDSTAND' TODAY

Opening program in morning successor to ‘Weekday’ to have James C. Petrillo leading all-star band. Half-hour session to be simulcast by NBC-TV.

NBC RADIO’s new two-hour NBC Bandstand program, morning successor to Weekday (8ET, July 2 and 5ET), gets underway today (Mon.) with a leading stage participating sponsors and with James C. Petrillo, president of American Federation of Musicians, in the role of bandleader.

Charles T. Ayres, vice president in charge of the radio division, said Miles Labs, Wned (for Quick home permanent), Manhattan soap, and Realemon already had signed for participations in Bandstand and that a number of others are “interested.” The program is sold in the same manner as its Universal predecessor Weekday—in participations of 60 seconds, 30 seconds, and 6 seconds.

Mr. Ayres listed the starting sponsors at a Tuesday news conference at which he and other NBC key officers spelled out plans for the new series and the thinking behind it.

William R. (Billy) Goodheart Jr., co-founder and former executive vice president of Music Corp. of America, said of NBC as a consultant last May and is credited with the idea for Bandstand, revealed that AFM Chief Pet- rillo will participate as a bandleader in today's kickoff program.

Mr. Petrillo, described as “enthusiastic" about the Bandstand concept of presenting name bands in a daily two-hour live program, volunteered to appear on the opening show, Mr. Goodheart said. The union chief will "con- duce" a group of top-name bandleaders in a medley of their most popular tunes. Bandleaders slated to play under his baton include Guy Lombardo, Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavaliaro, Russ Morgan, Johnny Long, and Larry Clinton.

Bandstand will be heard at 10 a.m. to 12 noon EDT, Mondays through Fridays. The 10:30-11 a.m. segment each day will be simulcast by WNBC. An ensemble of NBC will appear on this simulcast portion today.

The tv portion is as yet unsponsored, Mr. Ayres said.

Explaining the Bandstand concept, Mr. Good- heart asserted his view that the “band business" is in the process of recapturing the national interest it held some 20 years ago. The new NBC program, he said, is designed to contribute to the revival as well as capitalize on it.

Other NBC officials on hand for the news conference included Board Chairman Sylvester L. (Pat) Weaver Jr., who stressed that Band- stand will be much more than "a big disc jockey show"; President Robert W. Sarnoff, and Kenneth W. Bilby, public relations vice president. Guy Lombardo and his orchestra, which will be featured on the opening week's shows, also were on hand. Mr. Lombardo saw Bandstand as an indication of the growing popularity of dance orchestras.

Mr. Bilby said affiliates' support of a cooperative advertising campaign in behalf of Bandstand was stronger than in the case of a similar campaign in Monos' early days, and Mr. Ayres said station clearance for the program has been “excellent.”

Bert Parks is permanent M.C. for the two-hour series. Songwriter Johnny Mercer will appear as "Mr. Music" during the first week, with other music figures alternating in this role in succeeding weeks. Bands scheduled to appear daily during opening week are those of Mr. Lombardo, Tommy and Jimmy Dorsey, Wayne King, and Freddy Martin. Different bands will be slated approximately every two weeks after the series begins.

Bandstand replaces the morning portion of Weekday, but a new lineup of dramatic programs will take over the afternoon portion, also starting today. The cast for today, which wound up its run last Friday, has been carried at 10-12 noon and 2-3:30 p.m.

The new afternoon lineup will start at 3 p.m., meaning that there now will be no network service from noon to 3. Instead of noon to 2 p.m. as under Weekday.

WHK SUCCEEDS KYW
AS NBC AFFILIATE

Cleveland station is first to fill gap created by disaffiliation of Westinghouse stations from network this month.

FIRST hole punched in the NBC Network lineup by the disaffiliation of Westinghouse stations was plugged late last week by the signing of WHK Cleveland as an NBC affiliate in that area (CLOSED CIRCUIT, July 23).

NBC announced the signing on Friday. Officials said it becomes effective today (Mon.) in part.

They said WHK will begin carrying parts of the new NBC Bandstand series and parts of the new afternoon lineup when those new network fatures are launched today (see story, this page). It will have five NBC nighttime programs on Aug. 5 (see story, this page). The program, which is being celebrated its 35th anniversary this year, is a longtime affiliate—and also a minority stockholder—of Mutual. Effect of the NBC signing on its MBS affiliation could not be determined.

WHK, which replaces Westinghouse's 50 kw KYW Cleveland in the NBC lineup, is licensed to the Forest City Pub. Co. (Cleveland Plain Dealer and News). It operates on 1420 kc with Sterling L. Graham is president, and Kenneth H. Kackathren is general manager.

NBC meanwhile was still searching for new affiliates to replace the three other NBC defections: KDRA Pittsburgh, WBZ Boston, and WOWO Fort Wayne. These, too, are 50 kw.

The four WBC stations pulled out of the NBC lineup in a disagreement over network programming policies. WBC maintained that neither NBC nor any other network is providing the kind of radio programming that "meets the growing demands of radio at it now exists." So these four WBC stations moved to independent status (a fifth, KEX Portland, Ore., is still affiliated with ABC).

Meanwhile, BWC cited its stations' coverage of news developments last week as a sample of how they intend to keep their audiences abreast of national news under their new "home town" programming concept.

WBZ newsmen, they said, were the first to tell Gov. Christian A. Herter that Harold Frasen had tossed a political bombshell by recommending him over Richard A. Nixon for GOP vice presidential candidate. They said

WBZ also predicted Gov. Herter's announce- ment that he himself would nominate Mr. Nixon, and then relayed the prediction to other
We have a little announcement for a few select friends:  

ABC's Morning Drama Bloc outrates all competition, by an average margin of 50% according to Nielsen's latest radio report. Incidentally, twice as many homes tune to radio in the morning as tune to television according to Nielsen. You're free to draw your own conclusions. The one we draw is this: you get *more* (homes) for less (cost per commercial minute) on ABC Morning Radio – Breakfast Club, My True Story, When a Girl Marries, Whispering Streets, Grand Central Station, The Jack Paar Show. For full facts, call your ABC Radio representative.

Nielsen, June 11. ABC advantage in previous report was 47%.

ABC Radio Network
WLB stations. Other Westinghouse outlets also were given a recorded telephone interview conducted by WBZ with Mr. Stassen.

Donald H. McGannon, WBC president, also has announced that three of WBC's top newsmen—News Directors Rod MacLeish of WBZ, Sanford Markey of KYYW, and Jim Snyder of KDKA—will provide Westinghouse stations with regular on-the-scene reports, interviews, bulletins and features from the Democratic and Republican national conventions next month.

WLW Affiliation With NBC To Continue, Says Dunville

WLW Cincinnati conceivably may carry additional ABC and Mutual radio shows in the future but this will not affect WLW's NBC affiliation or mean that the station is changing affiliation, WLW President Robert E. Dunville said last week.

The continuing WLW-NBC affiliation was emphasized in a statement reporting that WLW last Monday began carrying, on a delayed basis, an hour-long block of three ABC Radio dramas in addition to its presentation of the ABC Breakfast Club [B'T, July 23]. This, he said, in no way affects WLW's continuing to carry ABC programs. WLW will carry part of the new NBC Bandstand program and at least part of the new afternoon schedule.

Mr. Dunville also reported that the station currently is developing plans for several new local programs designed to meet "the modern demand" of radio in the WLW area.

If other ABC or Mutual programs are added by WLW in the future, it will mean only that "WLW is carrying more network shows from more networks," the announcement asserted. It said that many stations in the area apparently have decided to localize their schedules, with the result that "satisfactory network service throughout the WLW area could not be maintained."

Mutual Shows for Chicago To Be Carried by ABC's WLS

WLS Chicago, owned jointly by Prairie Farmer and American Broadcasting-Paramount The- aterline, and affiliated with ABC, has agreed to carry some MBS programs in that city, it was learned last week.

The pioneer 50 kw outlet is considering pickups of "several Mutual shows consistent with its own local commitments and schedule of ABC programs. No formal affiliation papers have been signed, it was understood. First MBS program to be carried by WLS was Martha Roundtree's Press Conference last week.

MBS has been seeking a Chicago outlet since severance of its long-standing affiliation with WGN last spring (B&T, May 7). Termination of pact with WGN, the Chicago Tribune radio property, is effective Aug. 31, with the latter attaining status of an independent.

What Mutual programs WLS will carry was not ascertained last week beyond the understanding it would "accept" certain shows. Major points left for conjecture evolved around coverage this fall of Notre Dame football, to which MBS has obtained rights, and certain afternoon programs now carried by WGN, WCFL, another Chicago independent, also is reportedly seeking the football coverage. It formerly was the Irish Football Network outlet in Chicago.

WLS Inc., was organized as a new corporation over two years ago at the time of the WLS-WENR merger, with Prairie Farmer and AB-PT each reportedly obtaining 50% of the stock. WLS became affiliated with ABC, a division of AB-PT [B'T, Feb. 8, 1954].

GMM Leases 'Wizard' For CBS-TV Showings

In its first sale to television, Metro-Goldwyn-Mayer last week leased "The Wizard of Oz" feature film to CBS-TV for four presentations at a total cost of $900,000. The contract contains a cancellation clause permitting CBS-TV to withdraw after two presentations for a cost of about $450,000, according to an MGM spokesman.

The contract represents MGM's initial sales activity following the announcement in June by Loew's Inc., parent company, that the studio's library of 770 feature films and 900 short subjects produced from 1929-49 would be released to television through its own distribution company [B'T, June 27]. Previously reports had circulated that Loew's had been offered up to $50 million for the library by one tv film distributor.

A CBS-TV spokesman confirmed that the transaction had been completed, but said he could not offer additional details. It is reported that the network is planning to carry "The Wizard of Oz" as a special Christmas show this year and again in 1957. It is presumed that CBS-TV will exercise its rights for two additional showings of the feature film if the initial performances prove successful.

The film, released in 1939, stars Judy Garland with a cast including Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, and Charles Grapewin. The picture was produced by Mer- vin LeRoy and directed by Victor Fleming. The music and words, including "Over the Rainbow" are by Harold Arlen and E. Y. Harburg. In its original form, the feature film had a running time of 101 minutes, and it is reported that CBS-TV will cut it to an hour and one-half.

An MGM spokesman said the company currently is negotiating with several networks, stations and advertising agencies for other feature films in the library. He reported that some of the outstanding films are being offered either singly or in groups of 5, 10, 15 or 25 pictures.

The contract with CBS-TV was negotiated by Charles C. Barry, former NBC vice president, who heads MGM's television operation. Mr. Barry currently is in the process of assembling a staff for the tv unit.

When Loew's announced its tv plans, it revealed that the company intends to acquire interests in tv stations. In negotiations with tv stations for its feature films and short subjects, the company reportedly is asking stations for a stock interest in return for the library. A company spokesman declined to elaborate on this point.

NBC-TV Buys 'Noah's Ark', Series Made by Jack Webb

ACQUISITION by NBC-TV of television rights to Noah's Ark, a series of color tv programs produced by Jack Webb's Mark VII Ltd., was announced Thursday by Thomas A. McAvity, NBC-TV vice president in charge of programs. Mr. Webb, president of Mark VII and producer-director-star of the firm's radio and television Dragnet episodes, will direct the Noah series but will not star in them, Mr. McAvity said.

The series, to be shown in color at a time and date to be announced later, stars Paul Burke, May Wynn and Victor Rodman and is based on the experiences of a veterinarian, NBC said.

Source: ARB February

Bennie Barth, Gen. Mgr. Tom Hamilton, Sales Mgr.
**Talbot Named to Coordinate Olympic Film Coverage Plans**

APPOINTMENT of Paul Talbot, president of Fremantle Overseas Radio & Tv Inc., New York, as exclusive agent of the organizing committee for the Olympic Games in Australia was announced last week by W. S. Kent Hughes, chairman of the committee. In his new capacity, Mr. Talbot will arrange for television, theatrical and newsreel coverage of the 1956 Olympic Games, to be held in Melbourne, Nov. 22-Dec. 8.

Mr. Talbot told B&W that tv coverage is being set in every country where TV service is available. He said that geographic editions of Olympic TV film programs will be sent from Melbourne to appeal to the viewers of a particular region. These editions include North American, South American, Western European, USSR, Eastern European and Japanese.

A controversy which developed several months ago over the issue of charging for TV coverage was settled. Mr. Talbot said, in the following manner: Film footage will be provided free of charge for regularly scheduled TV news programs, restricted to three minutes in length; no special programs may be carried free of charge, and no film may be carried in a segment that is not a regularly slated news show. Mr. Talbot added that several Olympic TV programs will be produced and will be available for sponsorship on an exclusive basis in various areas of the country.

A pool for the daily coverage of the games will be formed by television and theatrical newsreel organizations, according to Mr. Talbot. He added that plans are now being discussed for fast delivery of film to the West Coast, so that the output may be placed on the coaxial cable from California originating points. He said there is a possibility that such delivery may include the use of jet planes.

**WKOW-TV New ABC Affiliate**

WKOW-TV Madison, Wis. (ch. 27), has signed as an ABC-TV affiliate, effective Sept. 29, network officials confirmed last week. On that date WISC-TV Madison (ch. 3) replaces WKOW-TV as CBS-TV's primary affiliate in that area [B&W, May 14]. WKOW-TV and its affiliated radio station, WKOW, are licensed to Monona Broadcasting Co., headed by Stewart Watson as president.

**WEEN Joins ABC Radio**

WEEN Southern Pines, N.C., heretofore an independent station, will become an affiliate of ABC Radio this Wednesday, it was jointly announced last week by Jack S. Younts, president of Sandhill Community Broadcasters Inc. (WEEN), and Edward J. DeGray, ABC Radio station relations director. The new ABC affiliate is a daytime station on 990 kc with 1 kw.

**NETWORK PEOPLE**

Theodore F. Grant, ABC-TV program department, N.Y., promoted to assistant manager of ABC-TV co-op programming.

Kenneth McKay, former assistant director of public relations, Madison Square Garden, N.Y., to CBS-TV press information as sports publicist.

Dr. Frank Branton, president and member of board of CBS Inc., elected to board of directors of N. Y. Life Insurance Co. to fill vacancy left by late Devereux C. Josephs, chairman of board of insurance firm.

Phyllis Ginsberg, ABC press information staff, N.Y., married to Stanley Vogel of Jasco Aluminum Co.

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**WIBC—Leads in Indiana**

WIBC is the only Indianapolis radio station ever to receive the National Safety Council's 1955 Public Interest Award for exceptional service in the field of Traffic Safety. The station received this award recently, adding it to five consecutive awards from NSC in the field of Farm Safety, also exclusive with WIBC in Indianapolis.

WIBC not only does an outstanding job in public service, but WIBC's community service programs build big audiences. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.*

*Pulse Area Study, Sept.-Oct. 1955

WIBC's well known personality salesmen... Al Brooks, Robin Bright, Jim Shelton, Harry Andrews and many others, are chiefly responsible for the station's success in community service and big audiences. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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

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Broadcasting • Telecasting

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

*Page 61, July 30, 1956*
'HOPEFULS' IN CHICAGO WILL NOT HAVE SANCTUARY FROM RADIO-TV 'EYES, EARS'

Wherever they go, Democratic delegates will find that AT&T or Illinois Bell have been there first in preparing for all eventualities in media coverage. Regular convention plans progressing rapidly under Reinsch. 'Teletronic Terrace' replaces soap box.

POLITICAL CANDIDATES who would seek sanctuary from the public eye of tv (and ear of radio) during the forthcoming Democratic national convention had best look to their ingenuity and imagination.

Wherever they may go, Mrs. Reinsch, (Mrs. Clinton Reinsch) the Democratic convention planner and convention committee chairman, has firmed up plans for the Democratic convention held in conjunction with Loyola University.

Mr. Reinsch, who is also director of the Democratic National Committee, explained convention planning to radio-televisers in a frank meeting at Chicago's International Amphitheatre and convention proceedings—proceedings that are to be televised via television and radio by the Illinois Bell Telephone Co. and AT&T's Long Lines Dept. is prepared to install extra facilities for the convenience of radio-televisers.

Not that the political candidates are publicity-shy—but the telephone company recalls the 1952 Democratic national convention when Adlai Stevenson, "holed up" at an Astor St. residence on Chicago's Near North Side and caught the company with its preparations down.

Aside from its routine assignment of installing television, radio, teletype, telephoto and telephone equipment, AT&T and Illinois Bell are gearing in 1956 along more anticipatory lines. As a result, extra cable, wire, portable unit and other equipment will be on tap for any emergency.

Facilities will be ready for installation at such strategic sites as hotels (including the Chicago Hilton, Chicago's Midway and other airports, railway stations and even at such remote points as Libertyville, Ill. (where Mr. Stevenson owns a farm).

This typifies the magnitude of facilities planning now underway at Illinois Bell in Chicago and the extent of actual work by technicians and engineers in providing basic equipment for national radio-television news and cameramen (B[T, July 23).

Naturally also is starting to make news in various Chicago convention planning quarters. MBS has hired Marion (Maxie) Baer to head engineering groundwork for Mutual convention cooperation, in consultation with Mr. BBDO New York writer who has worked on U. S. Steel Hour commercials among other assignments, will join the staff of the Stevenson campaign committee today (Monday). He will work with Bill Wilson, former CBS-TV Chicago producer-director, who joined the Stevenson group last February and who has been handling Mr. Stevenson's radio-television appearances during the primaries.

Work also is progressing at Democratic National Committee headquarters under J. Leonard Reinsch, convention manager and executive director of the Cox stations. Arrangements have been completed for the appearance of Frank Sinatra, Howard Keel and Vaughn Monroe in singing roles before evening sessions. They will sing the National Anthem on successive evenings. Dave Scary of MGM is in charge of entertainment for the convention.

Referring to plans for the rostrum area conceived by TelePrompTer Corp. (B[T, July 16), Mr. Reinsch points out "the soap box at political conventions is gone" and described equipment of 1956 as a sort of "teletronic terrace complete with the latest and finest equipment."

Mr. Reinsch has appeared in radio-television interviews, expressing gratitude on behalf of network, telephone company and the Democratic committee, to Promoter Fred Kohler for postponing a scheduled wrestling card in the Amphitheatre Aug. 3 (CLOSED CIRCUIT, July 23). The postponement will enable workmen to install necessary equipment on time (it should be ready by Aug. 8) and to estimate additional costs of $50,000 for the network pool and $75,000-$100,000 for the national convention committee.

Mr. Reinsch explained convention planning to radio-televisioners in a frank meeting at Chicago's International Amphitheatre and convention proceedings—proceedings that are to be televised via television on WBBM-TV's For the Record July 14 and took part in a panel on WBBM-TV's Convention Preview July 21. He answered questions on "The Role of the Communications Industry" in conventions, held in conjunction with Loyola U.

Democratic delegates will be cushioned for comfort at this year's convention with chairs obtained from Chicago's Paradise Theatre. Earlier fears that there would be a lack of hotel accommodations for convention parties have been dissipated, according to Elizabeth Forsting, executive assistant to Mr. Reinsch and convention housing director. The Democrats have allotted 11,500 city's 35,000 rooms and reservations will be accepted by hotels right up to the convention's opening Aug. 13, she added.

Decorations for the convention will be "simple and dignified, but at the same time, traditional—with the familiar colors of this national occasion," placing primary emphasis on the speakers, according to Mr. Reinsch. A humorous highlight of pre-convention activity will be the staging of a mock convention by the Chicago Host Committee Aug. 12 for 1,000 Democratic women VIPs to nominate a woman presidential candidate. The committee also will provide a program of some 50 entertainment events and tours and a fleet of 225 air-conditioned automobiles and chartered busses for Democratic VIPs.

With respect to facilities, Illinois Bell estimates that 400 tv stations will carry sight-and-sound coverage of the Democratic convention to an estimated 120 million viewers, compared to 196 stations and an estimated 60 million in 1952. The company is preparing a map showing all 1956 tv facilities (superseded upon one drawn for the 1948 conventions when tv's impact was first felt), along with an AT&T fact sheet.

Other telephone company preparations were in full swing last week. Twenty of the 54 microwave antenna "dishes" planned (B[T, July 9) have been installed and eight more will be hoisted up to a 30-ft. runway on the International Amphitheatre roof overlooking the Chicago stockyards. Remaining 26 dishes are being installed at Coniskey Park, home of the Chicago White Sox, and at four loop locations. (Ten already are in place atop the Conrad Hilton Hotel.)

Twelve coaxial cables will be utilized to connect Amphitheatre cameras with downtown tv network studios, besides microwave channels. The number of switchboards needed for the convention has been increased from 32 to 50 and an additional 11,500 miles of wire will be used to link Amphitheatre phones with Chicago's telephone system. (More than 300 miles of telephone wire will be needed for the majority of 4,000 telephones inside the Amphitheatre.)

Carpentry and electrician work also is going forward at the Bell Telephone Center in the Amphitheatre to serve radio-press personnel, convention officials and delegates. The center is located in the north wing of the building. In the south wing newsrooms, installers are placing telephone and teletype equipment to link newsmen with their respective newspapers. Nearly 2,500 radio-tele newsmen, commentators, engineers and other personnel have been accredited thus far for the Democratic national convention along with 1,450 from printed media, including 300 from weeklies, 200 from periodicals and 930 working newsmen—or nearly 4,000 press people. Another 100 theatre newsmen representatives have been accredited, plus additional Western Union personnel.

From 325 to 350 representatives are listed for each of the three radio-television networks, plus...
**DU MONT INCREASES ELECTRONICAM FACILITIES**

Now Better Equipped to Save You Time and Money!

Adds 5 new pick-up units to assist agencies, producers and advertisers in getting commercials and shows on top-quality film at minimum cost.

_Here's How These Top Agencies, Advertisers and Stars Get Finer Film in Less Time . . . at Lower Cost!_

**K & E**—filmed three 1-minute and one 2-minute commercials for Beech-Nut—including set-up, lighting, rehearsal, and shooting—in a _single day_! Had prints on the air on 20 stations across the country _7 days later_!

**McCann-Erickson**—shot two 1-minute commercials for Nu Soft _in just 1 afternoon_!

**Westinghouse**—set, rehearsed and shot a full 15-minute show _in one morning_—had final prints _18 hours later_!

**Les Paul and Mary Ford**—delivered 35 5-minute shows for the Instructo Corporation _in just seven shooting days_!

**George Jessel**—shot three ½-hour films on a new show _before two separate live audiences in just 1 day_!

**YOU can get the same kind of results!**

**AT YOUR SERVICE**

complete production facilities • cameras • technical personnel • fully-equipped stages • live audience theaters. _At Your Option_—direction • lighting • set-up • scenic design • scoring • costuming • laboratory service and film editing.

WRITE OR CALL TODAY FOR DEMONSTRATION
Four-pound camera developed by Philco Corp. for ABC is described as 'very simple' to operate.

Four tv cameras to be used by CBS at convention. French scientist Raymond Cohen (l) demonstrates 2-pounder, while CBS Vice President Sig Mickelson explores the "vest pocket" size, which weighs 1 1/2 lbs. and is said to be the world's tiniest. It is held like a revolver.

TINY TV CAMERAS COME INTO VOGUE

NEXT MONTH'S political conventions loomed last week as testing grounds for an array of new, lightweight television camera equipment, with all three tv networks announcing entries in the portability sweepsstakes.

CBS reported not one but two new small-camera developments. ABC and the sponsor of its political coverage, Philco Corp., also came up with a hand-held portable camera. Earlier, RCA announced it had developed a four-pound camera and 13-pound portable pack-back transmitter which NBC will use experimentally in covering the conventions [BT, July 23].

The CBS developments were announced by news and public affairs Vice President Sig Mickelson during special closed-circuit orientation programs for Democratic and Republican delegates last Monday and Wednesday [also see story, page 66].

One, designed and developed by French electronics engineers, consists of a four-pound camera (including two-pound lens and viewfinders) and 32-pound back-carried portable unit composed of video transmitter, synchronizing generator, and power supply (batteries). The camera measures 7 by 4 by 3 1/4 inches. It is a product of Intercontinental Electronics Corp.

The other development announced by CBS was a "vest pocket" camera, described as "tiniest in the world." This was developed by the engineering research labs of Lockheed Aircraft Corp. to flight-test the new Electra project airliner. Mr. Mickelson said it weighs 1 1/2 pounds, measures 5 by 1 1/4 by 2 inches, and is smaller than a flashlight. Fitted with a special pistol-grip, it is held and aimed like a revolver. Cables connect it with a transmitter.

The camera developed for ABC by Philco, which supplied four for use in convention coverage, was described as weighing four pounds and measuring 3 1/2 by 6 1/2 by 10 1/2 inches. ABC said it is "very simple," requiring fewer adjustments by the cameraman than does a standard tv camera. Like the CBS Lockheed camera, it is linked to transmitter by cable.

In another area of new equipment, ABC announced it also will use two special lens attachments for improved panoramic shots with standard cameras in covering the conventions. One, developed by ABC-TV engineers at KGTV San Francisco and called the "Bazooka" because it resembles the cylindrical anti-tank weapon of World War II, is 48 inches long (but has a focal length of 65 inches because of a series of mirrors inside the cylinder), is 7 inches in diameter and contains a 6-inch reflector. The other, developed by Marvin Jacobs, ABC-TV chief lens engineer in Hollywood, and named the "Big Jake" in his honor, is 51 1/2 inches long and has a diameter of 11 1/4 inches.
### Southern Rating Reports

- Atlanta: Monthly, February-June
- Baltimore: Monthly, February-June
- Birmingham: March
- Charlotte, N. C.: Monthly
- Cincinnati: Monthly
- Cleveland: Monthly
- Columbus, Ohio: Monthly
- Davenport, Iowa: February-June
- Dayton: Monthly
- Des Moines: Monthly
- Detroit: Monthly
- Duluth: March
- Evansville: February-June
- Fort Wayne: Monthly
- Grand Rapids: Monthly
- Hammond: June
- Kansas City: Monthly
- Lafayette, Ind.: April-July
- Indianapolis: April-July
- Norwich, Conn.: Monthly
- Pittsfield, Mass.: Monthly
- Richmond, Va.: Monthly
- Tallahassee: Monthly
- Washington, D.C.: Monthly
- West Palm Beach: Monthly
- Wilkes-Barre, Pa.: March
- Worcester: Monthly
- Youngstown: April-July

### Central Rating Reports

- Madison: January
- Milwaukee: April-July
- Minneapolis: Monthly
- St. Paul: February
- Menominee: February
- Omaha: February-April-June
- Peoria: March
- Rockford: May
- Saginaw: June
- Bay City: June
- St. Louis: April-July
- South Bend: February
- Springfield, Mass.: March
- Toledo: February
- Wheeling: April
- Wichita: February-June
- Youngstown: May

### Eastern Rating Reports

- Albany: February
- Schenectady: February
- Troy: March
- Boston: Monthly
- Buffalo: February-June
- Morrisville: February-June
- Hartford, Conn.: February-April
- Johnsonstown: February
- New York: Monthly
- Philadelphia: Monthly
- Pittsburgh: April-July
- Providence, R. I.: February-June
- Rochester, N. Y.: February
- Scranton: March-June
- Wilkes-Barre: February-June
- Syracuse: February-June

### Western Rating Reports

- Albuquerque: March
- Bakersfield: March
- Boise: March
- Salt Lake City: June
- Salt Lake City: February-June
- Ogdensburg: June
- Spokane: Monthly
- Tacoma: Monthly
- Seattle: Monthly
- Spokane: February-July
- Stockton: June
- Stockton: September
- Modesto: January

### Pricing Schedule for ARB TV Reports

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<thead>
<tr>
<th>Market</th>
<th>Rating Period</th>
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<tr>
<td>Under $2,000,000</td>
<td>$2-10,000,000</td>
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</tr>
<tr>
<td>For firm's home city reports</td>
<td>$30.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>For additional market reports</td>
<td>15.00</td>
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</table>

### Agency TV Billing Per Year

- Under $2,000,000
- $2-10,000,000

### Advertising Agency Rates

- ARB TV Reports are currently available or due to be issued in the near future.
- For further information, please contact your nearest ARB office.

### American Research Bureau, Inc.

- New York: 551 5th Avenue, Murray Hill 7-3787
- Los Angeles: 224 S. Garfield Ave., Cumberland 3-3149

Broadcasting • Telecasting

July 30, 1956 • Page 65
CBS-TV Gives Preview For Convention Goers

ELECTRONIC JOURNALISM, which promises to gain in stature during coverage of the political conventions next month, was utilized by CBS last week to provide Democratic and Republican convention delegates and alternates with a "television-eye-view" of the network's convention plans.

In separate closed-circuit telecasts carried to 167 CBS-TV affiliated stations where convention delegates were gathered, the network offered a glimpse of over-all facilities in Chicago and San Francisco as convention opened. The delegates saw the location of the floor of Chicago's International Amphitheatre and San Francisco's Cow Palace, the speakers' platforms and facilities for the working television and radio crews, as well as equipment to be used.

The delegates also saw the locations of the various delegate and party headquarters hotels, scenic highlights, airports and rail terminals and routes to the convention sites. Large-scale exploded drawings or "mock ups" of the interior of the convention halls were shown to illustrate the talks given by CBS officials.

The closed-circuit programs, held for Democrats on Monday and Republicans on Wednesday, originated in New York and included pick-ups from Washington for brief talks by Paul M. Butler and Leonard Hall, chairman respectively of the Democratic and Republican national committees. Others who appeared on the programs were Dr. Frank Stanton, president of CBS; Sig Mickelson, CBS vice president in charge of news and public affairs, and CBS newsmen Walter Cronkite, Bob Trout, Douglas Edwards, and Charles Collingwood.

Some 4,500 Democratic and 2,500 Republican delegates and alternates were invited to attend the telecasts at CBS-TV affiliates' studios throughout the country, but the network reported it had no count of the actual number of visitors who viewed the broadcasts.

Pre-Convention Sidelights Furnished by UP to Clients

IN THE two weeks left before the Democrats meet in Chicago, United Press will service its radio-station clients with a series of 13 daily scripts titled "The Convention Story." Beginning today (Mon.), UP will feed the scripts to stations, giving them a chance to tell their audiences about highlights of past conventions and factors involved in this year's election campaign.

UP also will give its broadcast clients a 10-program series titled "Names in the Convention News," a daily analysis of political developments and special women's programs. During the course of the conventions themselves, the wire service will carry running spot news, hourly recaps and political analysis, as well as the routine "lighter side features."

Finishing Touches Readied On WU Conventions Coverage

WESTERN UNION TELEGRAPH reports that, with 2,000 miles separating the convention sites and barely a weekend open between the time the Democrats leave Chicago and the Republicans flock to San Francisco, it is assembling the largest single staff of telegraph operators in its history. Over 400 WU operators will be located in both cities, sending over 600,000 words per hour to press centers in San Francisco, Chicago and New York. These three cities will in turn feed a network of 15 high-speed regional message centers connecting all principal WU offices throughout the country.

NARTB Group Discusses Public Relations Program

A PUBLIC RELATIONS program designed to meet concentrated attacks on the broadcast industry was discussed Wednesday at a meeting of a special NARTB board committee authorized at the June board meeting [BET June 26, July 3]. Committee members now are reviewing these plans to start a special program, including financing problems.

With much criticism of broadcasters originating in New York and Los Angeles, where entertainment industry commentators center, NARTB officials designed to service these two cities. No word about the plans was divulged after the Wednesday meeting.

Although the next board meeting isn't scheduled until Feb. 4, 1957, it was believed the special committee might agree on a program by mail and telephone, after which it could be submitted to the combined radio and tv boards for referendum vote.

Attending Wednesday's meeting were John M. Butler, WSB Atlanta, Radio Board chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., TV chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFSC San Francisco; Ernest Lee Jahncke Jr., ABC; John E. Fetzer, Fetzer Stations, and NARTB President Harold E. Fellows.

Voice of Democracy Contest Organization Is Announced

AN ORGANIZATION to direct the 10th annual Voice of Democracy Contest was announced Thursday by NARTB and Radio-Electronics-TV Mfrs. Assn., co-sponsoring the competition with U.S. Junior Chamber of Commerce. Harold E. Fellows, NARTB president, is chairman of the policy committee.

On the policy group with Mr. Fellows are James D. Secrest, executive vice president and secretary of RETMA; William R. Risher, Jaycee president; Dr. Samuel M. Brownell, commissioner, U.S. Office of Education; Dr. Paul E. Ellicker, executive secretary, National Assn. of Secondary School Principals, and Robert K. Richards, NARTB consultant, committee secretary.

Co-chairmen of the action committee are Frederick H. Garrigus and Peter H. Cousins of RETMA. Other members are Dean Benton and Albert Watson, Jaycees; Herbert F. Hodge, RETMA; Gertrude Broderick, U.S. Office of Education, and Joseph M. Strick, NARTB.

The contest is open to all 10th, 11th and 12th grade students in any public, private or parochial school in the United States and its possessions. It is supported by the U.S. Office of Education and is on the approved contest list of the National Assn. of Secondary School Principals. Contest winners in all state and territorial contests will be given a week trip to Washington and the four top winners will receive $3000 scholarships.

RAB Limits Registrants To Ad Clinic in October

Despite widespread demands by industry members to attend the second annual National Radio Advertising Bureau this fall, advertiser and agency attendance will be limited to 500 persons, RAB announced last week. Advance invitations to the two-day meeting in New York, Oct. 29-30, will be limited to key agency executives and advertisers this week.

In announcing preliminary plans for the
Federal government electricity isn’t “cheap” at all—it’s subsidized.

Consider the subject of taxes alone. The more than 400 independent electric companies pay their fair share of taxes. Federal power systems pay no federal taxes at all, and little or no state taxes. This means that their electric rates can be lower, because you and other taxpayers have to pay the share of taxes they don’t pay.

These days, when all tax practices are under review, shouldn’t the inequality and basic unfairness of this kind of subsidy and tax exemption be given full publicity and critical study?

This question affects you and everyone else who pays part of the subsidy. That’s why these facts are brought to you by America’s Independent Electric Light and Power Companies*.

*Names on request from this magazine
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>9:00 AM</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>Great Moments in American Comedy</td>
<td>News</td>
<td>World News Round-Up (534)</td>
<td>Art of Living</td>
<td>Orange News</td>
<td>No News Service</td>
<td>No News Service</td>
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<tr>
<td>9:15</td>
<td>Prokofiev, adapt. of His Life</td>
<td>Music Room</td>
<td>8:00 Life</td>
<td>Easy Does It</td>
<td>Co-op News</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>9:30</td>
<td>Professor, Inc. (1934)</td>
<td>Church of the Ae</td>
<td>7:30 Highlights</td>
<td>No Service</td>
<td>Home Life</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<tr>
<td>9:45</td>
<td>S. Weber &amp; Erdman (1930)</td>
<td>Christian Nat. Church in God (519)</td>
<td>7:00 News</td>
<td>Writing to Order (530)</td>
<td>House of the Rising Sun</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<tr>
<td>10:00</td>
<td>July Eve</td>
<td>Voice of Prophecy (247)</td>
<td>6:30 Join in with Your Friends</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>10:15</td>
<td>Message of Israel</td>
<td>E. Power Biggs</td>
<td>6:00 Thank You</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>10:30</td>
<td>Melody Makers</td>
<td>National Radio Patrol</td>
<td>5:30 All-Star Co-Op Show</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>10:45</td>
<td>M cảnh Gossip Room</td>
<td>Voice of Prophecy (247)</td>
<td>5:00 American Music Hall</td>
<td>NBC News &amp; Educational TV</td>
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<td>11:00</td>
<td>Sunday Morning</td>
<td>Dewey Davis</td>
<td>4:30 NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<tr>
<td>11:15</td>
<td>Tension Makers</td>
<td>World Affairs</td>
<td>4:00 Good Things in Life</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>11:45</td>
<td>The Christian In Action</td>
<td>Escorial Moments</td>
<td>3:00 NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>12:00</td>
<td>No Bus Service</td>
<td>Host of the Midnight Taxi</td>
<td>2:30 NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<tr>
<td>12:15 PM</td>
<td>Sunday Morning</td>
<td>No Service</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>12:30</td>
<td>Prat &amp; Center</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>1:00</td>
<td>Churches of Christ or Church of Truth (136)</td>
<td>NBC News &amp; Educational TV</td>
<td>NBC News &amp; Educational TV</td>
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<td>NBC News &amp; Educational TV</td>
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| Music & Variet
CROWELL-COLLIER Pub. Co. last week entered phase two of its diversification move into aural communications by acquiring the Concert Hall Society, New York, a phonograph record manufacturer, and its four record clubs, Musical Masterpiece Society, Chamber Music Society, Jazztone Society and Opera society. It is the publishing company's intention to take Concert Hall's direct mail order subscription list of 600,000 and add it to its own subscriber roster, in an effort to capture a large slice of the booming mail order phonograph record market.

While spokesmen for Crowell-Collier declined to specify the amount of the transaction involved, Samuel Josefowitz, co-founder with his brother David of the concert hall society, said the deal "involved a substantial amount in the seven figures, part cash, part in other considerations." William H. Fowler, former vice president of Capitol Records who joined Crowell-Collier last March as general manager of the embryo recording division, will head the new subsidiary.

Suit Asking $1 Million Filed Against Muzak in New York

A SUIT seeking more than $1 million in treble damages was filed last week against Muzak Corp., New York, by Muse-Art Corp., Philadelphia, a Muzak affiliate, charging the defendant with "conspiring to obtain and maintain a monopoly in the field of furnishing music and other entertainment by sound reproduction to customers under contract."

In starting the action in the U. S. District Court for the Southern District of New York, Muse-Art claimed that Muzak is "practicing discrimination" against particular franchiseholders, including Muse-Art, by "charging excessive royalties than that charged to more favorable franchisees." The suit further charged that "a conspiracy" exists between Muzak and WCAU Philadelphia to "destroy Muse-Art's business and prevent lawful competition between Muse-Art and WCAU by the delivery by Muzak, directly or indirectly, into the possession of WCAU of confidential information pertinent to Muse-Art's business which Muzak acquired over a period in excess of 15 years."

A spokesman for Muzak said the action had "no basis" and the company was prepared to refute Muse-Art's charges.


ENTRANCE into facsimile was reported by Stewart-Warner Electronics Div. of Stewart-Warner Corp., Chicago, last Monday with announcement of the purchase of Allen D. Cardwell Electronics Products Corp., Plainville, Conn., for an undisclosed price.

Included in the transaction is Cardwell's license agreement with Hogan Labs Inc., which owns basic electrolytic facsimile system patents. The Stewart-Warner division plans to expand both military and commercial facsimile activities, including picture transmission and reception for press associations, according to Dr. Lloyd T. DeVore, general manager.
of all TV Towers over 1,000 feet
BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco." TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job ... peace of mind ... the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's proven ability to design, fabricate and construct the tower you need ... whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection ... you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage ... or when you're planning a new station ... come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

*Tower height data from TV Factbook, Spring, 1956
Collision of liners 'Andrea Doria' and 'Stockholm' causes radio and tv networks and individual stations to increase usual reportorial stints to bring flashes, bulletins and eyewitness accounts to listeners.

Radio and TV networks and many individual stations stepped up their news coverage last Thursday to bring flashes, bulletins, eyewitness accounts and other reports of the collision of the liners Andrea Doria and Stockholm off Nantucket Island just before midnight Wednesday.

Networks and some stations flew reporters and cameramen to the disaster area and assigned other newsmen to the Coast Guard headquarters in New York, where latest ship-to-shore information was received. Many New York stations and others near the disaster remained on the air all night Thursday—beyond usual sign-off time—after news of the collision was flashed at 11:40 p.m. Wednesday.

CBS Radio early Thursday flew newsmen Douglas Edwards to the Quonset R. L., Naval Station, and he was aloft in time to see the Andrea Doria disappear beneath the ocean's surface. At 10:20 a.m., a bulletin was telephoned to the network by Mr. Edwards and carried on Arthur Godfrey's morning program. At noon, pre-empting the program featuring Joe Rosenfeld, a ship-to-shore interview with a Boston hospital, WHDH also made contact with a firefighter which picked up a survivor, and later with the Ile de France, which carried several hundred survivors back to New York. In addition to special interviews, WHDH presented regular summaries of rescue operations.

Mutual began feeding reports compiled by its New York-owned station, WOR, at 6 a.m. Thursday. Bob Garrity, pilot-newscaster who recently was hired by WOR to report particularly on traffic information, flew out to sea above the Ile de France and reported back by shortwave to WOR and Mutual. Mr. Garrity made subsequent trips and reports for the station and the network in the late afternoon and evening.

WOV New York, which specializes in Italian-language programming, maintained continuous broadcasting of news developments in Italian to reassure relatives and friends of Andrea Doria passengers. One highlight of its coverage was a ship-to-shore interview with Morris Novik, president of WOV, who was among those rescued from the sinking ship. Another was a tribute to the Andrea Doria by Renzo Sacerdoti, WOV staff, who had been a passenger on the maiden voyage of the ship.

ABC's WABC New York remained on the air virtually all night, broadcasting bulletins on the disaster. At 8:55 a.m., the station carried a report by beeper telephone from ABC reporter Al Mann, stationed at Coast Guard headquarters.

WMGM New York's Happiness Exchange, featuring Joe Rosenfeld, was on the air when news of the collision was received. The station decided to keep the program on the air all night, broadcasting latest developments. After 3 a.m., the program began receiving calls from relatives and friends of passengers aboard the Andrea Doria. Mr. Rosenfeld suggested they come down to the Happiness Exchange headquarters where coffee would be made available to them and up-to-the-minute news developments provided. Many took advantage of the offer and were interviewed over the air by Mr. Rosenfeld. A WMGM spokesman said some were sent on to WCBS-TV for tv interviews.

WQXR New York, which normally comes on the air at 6 a.m., began broadcasting at 4 a.m. Thursday and carried news bulletins continuously until 11 a.m. Subsequently, the sta-
What you can learn from the deep sea diver about high blood pressure...

Though deep sea diving is hazardous, divers can work for years without serious mishaps. They do so by avoiding situations that mean trouble... and by taking other precautions for underwater safety. For instance, they never work too long at great depths under great pressure.

Anyone with high blood pressure (hypertension) of the moderate, uncomplicated type... should face his situation in much the same way as the deep sea diver does his work.

This is because successful control of this disorder may depend upon knowing what to do and what not to do. In fact, by avoiding situations and conditions that adversely affect blood pressure, it is possible in many cases to bring an elevated blood pressure down... or keep it from rising to excessively high levels.

What is high blood pressure and what does it do?

When hypertension occurs, the very small arterial portions of the arteries contract. Pressure within these narrowed blood channels rises... and the heart works harder to force needed amounts of blood through them.

If the blood vessels are strong enough to withstand the extra pressure, harmful effects may not be noticed for many years. The continuous strain, however, may eventually overwork the heart... and weaken many of the blood vessels throughout the body.

If hypertension develops, then what?

If the disorder is mild and not caused by some underlying disease, the patient can do a great deal to help himself just by taking it easy... emotionally and physically.

Since tension, anxiety and worry are believed to be related to this disease, it is important to live calmly and to be moderate in eating, working and everything else. One good rule is this: do everything your doctor permits, but no more.

Following this rule alone is often all that is needed to help patients live long, comfortably and usefully with hypertension.

What about guarding against hypertension?

When hypertension is discovered early, it is usually easier to control.

So, everyone should have periodic health examinations, especially those who are middle-aged and older, are overweight or have a family history of the disorder.

Metropolitan Life Insurance Company

(C A MUTUAL COMPANY)

1 Madison Avenue, New York 10, N.Y.
station maintained a schedule of news of the disaster every half hour.

NBC-TV presented a special 90-minute, on-the-scene report Thursday (5-6:30 p.m., EDT) of the arrival of the *Ile de France* with survivors of the collision. NBC reporters John Rich and Chet Huntley worked with a mobile unit at a pier on the Hudson River interviewing survivors. Earlier in the day, NBC-TV's Today carried film footage of the disaster at 9:30 a.m. CBS-TV's Good Morning with Bill Rogers Jr. (Mon.-Fri., 7-9 a.m. EDT) was alerted to the story of the disaster by Producer James Flemming at 3 a.m. Thursday and arranged for live interviews with families of *Andrea Doria* passengers. Appearances also were made on the program by Walter Lord, author of *A Night to Remember*, which described the Titanic's sinking, and Frank Brannard, author on ships who wrote Famous American Ships.

ABC-TV's WABC-TV New York presented films of the disaster on a special six-minute program, beginning at 9:42 a.m. The footage was taken by Bill Cooper, cameraman for WJAR-TV Providence, an ABC-TV affiliate, and by INS-Telenews. ABC-TV camera crews later filmed other footage of the wreck and interviews with survivors for presentation on news programs Thursday evening.

WBZ Boston sent News Director Rod McLeish abroad a chartered plane to Nantucket Island, from where he sent hourly reports by beam phone to WBZ, starting at 7 a.m. These and other recordings, including an eye-witness account of the sinking of the *Andrea Doria*, were supplied by WBZ to other Westinghouse-owned stations.

Philadelphia Mayor Richardson Dilworth, who was aboard the *Andrea Doria* with his wife, was contacted via ship-to-shore telephone by three Philadelphia stations following his rescue by the *Ile de France*. The three—WCAU, WRCV and WIP—recorded the individual interviews for later rebroadcast. The mayor's wife suffered a black eye.

UP Movietone News assigned 12 cameramen to the disaster, with men sent to points between New York and Boston. By 9:30 p.m. EDT Thursday, the organization had processed 480 feet of cut film and sent it to tv station clients. Gene Broda of Movietone was the pool cameraman who shot the film sequence showing the sinking of the *Andrea Doria*. Special film coverage was provided to the Italian broadcast service, RAI, for distribution to Italian tv outlets.

Media Principals Rescued Following Liners' Collision

MANY individuals prominent in the broadcasting industry were among the approximately 1,130 passengers rescued when the liners *Andrea Doria* and *Stockholm* collided last Wednesday night off Nantucket Island.

Among them were Morris Novik, president of WOV New York and radio consultant, and his wife, who were picked up by the *Ile de France*. They had boarded the *Andrea Doria* at Naples, Italy, after a European vacation.

Others who were rescued included Robert W. Orr of the New York advertising agency bearing his name, and members of his family; George P. Kerr, European manager of Procter & Gamble, and Mrs. Kerr; and Ruth Roman Hall, former wife of Mortimer W. Hall of KLAC Los Angeles, and son Richard Roman Hall.

Westinghouse Sales Meeting Takes Up Local Programming

SALES managers of Westinghouse Broadcasting Co. radio stations met at WBC headquarters in New York last Tuesday and Wednesday for a series of discussions related to the current increase in local programming on company stations in Boston, Cleveland, Fort Wayne, Ind., and Pittsburgh.

A. W. (Bink) Dannenbaum Jr., WBC vice president in charge of sales, presided over the two-day session. Among the speakers were Donald H. McGannan, president; Bill Kaland, national program manager; Perry Bascom, eastern sales manager; M. A. Goldberg, director of research and David F. Partridge, advertising and sales promotion manager.

Station sales managers who attended the meetings were John Stilli, KDKA Pittsburgh; Bill Williamson, WBZ-WBZA Boston-Springfield; John McIntosh, KYW Cleveland; Tom Longworth, WOWO Fort Wayne and Bob Rudolph, KEX Portland, Ore.

WROL Knoxville to Merge With WATE (TV) That City

MERGER of WROL and WATE (TV) Knoxville, Tenn., was announced last week by W. H. Linebaugh, vice president and general manager of both stations. WROL will be sold to Greater Tennessee TV Inc., licensee of the ch. 6, NBC, ABC affiliated station, Mr. Linebaugh reported. Transaction involves about $200,000. The am station's call letters will be changed to WATE and the tv station, serving 300,000 tv receivers, will be WATE-TV. WROL, NBC affiliated on 620 kc with 5 kw, is owned by Paul Mountcastle. Both Mr. Mountcastle and Mr. Linebaugh also have 50% voting control of WATE through a voting trust. Mr. Mountcastle is chairman of Life & Casualty Co., owner of WLAC-AM-TV Nashville, Tenn. New studios and offices are being planned to house both radio and television facilities when the transfer is approved by the FCC, the announcement said. No change in management of either station is contemplated, it declared.

WBIR Stations Building

WBIR-TV Knoxville, Tenn., which plans to go on the air early in August, has started construction of a new building to house the am-fm-tv operations. The cb. 10 outlet will be a CBS-TV affiliate with a power of 316 kw emanating from an RCA antenna atop a 700-ft. tower.

The new building is scheduled to be completed around the first of the year and the tv operations will be headquartered at the transmitter site until then.

New Tower for WMBR-TV

NEW 1,000 ft. television tower is under construction at WMBR-TV Jacksonville, Fla., and will provide "greatly increased television service" to rural and urban families in north Florida and south Georgia. It was announced last week by Glenn Marshall Jr., president and general manager of the station.

Mr. Marshall said a new tower purchased recently by the station at a cost of more than $250,000 "will eliminate a great deal of what were heretofore " fringe" areas, and will provide a much clearer picture to thousands of viewers in the WMBR-TV area." He added that the tower, described as the tallest structure on the east coast south of New York, will enable the station to provide remote broadcasts up to a 30-mile radius.
WFIL-TV Philadelphia Begins Local Live Color Programs

WFIL-TV Philadelphia began local live color last Monday on a regular basis with the colorcasting of Bandstand (Mon.-Fri., 2:30-3 p.m.), according to General Manager Roger W. Clipp. The ch. 6 ABC affiliate did not reveal its plans until the day of its first local colorcast.

Mr. Clipp said WFIL-TV will colorcast at least one of its local live programs weekly. The station has been transmitting color slides and film since December 1954.

KPTV (TV) Begins Program On Honesty in Advertising

A NEW half-hour program, Good Afternoon, Madam, which deals with honesty and integrity in advertising, made its debut July 21 on KPTV (TV) Portland, Ore. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, introduced the first program with a filmed talk.

The idea for the program was conceived by Station Manager F. J. Riordan after he read about Sen. Magnuson’s activities regarding the problem [BWT, April 23]. The show is a joint endeavor of KPTV and the Portland Better Business Bureau to show the public how misleading advertising and sales practices are used. The theme is carried out through a series of vignettes directed by Skeets McGrew, the station’s production director.

WKNY-TV Kingston, N. Y., Temporarily Shut Down

WKNY-TV Kingston, N. Y., ch. 66, has “temporarily” suspended operations, according to an announcement last week by Joseph K. Close, president of the outlet. WKNY-TV started commercial operations on May 31, 1954 and is affiliated with CBS, NBC and ABC.

In a statement outlining the reasons behind the suspension of operations, Mr. Close said the three networks had worked closely with WKNY-TV to establish good programming, but the station has still not been successful in getting local and national advertisers to show interest in a uhf outlet. However, Mr. Close also said he is working on several plans to permit resumption of operations.

WKNY-AM will continue to operate on 1490 kc with 250 w. It is affiliated with MBS.

Oxarart Replaces Hogan As Continental President

FRANK OXARART, secretary of Continental Telecasting Corp. (KMKD-AM-FM Los Angeles and KITO San Bernardino), has been elected president and member of the board of directors, Albert Zugsmith, chairman of the board, announced last week.

Mr. Oxarart replaces Arthur B. Hogan, who resigned to become president of Hogan Broadcasting Corp., which has purchased KFOX Long Beach, Calif., subject to FCC approval. Ruth Zugsmith replaced Mr. Oxarart as secretary of Continental.

NBC Programs Exclusively On WBUF-TV After Aug. 14

WBUF-TV (ch. 17) Buffalo, N. Y., will go “exclusively NBC” Aug. 14, the station’s general manager, Charles C. Bevis Jr., announced last week. Since its purchase by NBC for $312,500 last January [BWT, Jan. 2], NBC programs have been fed to both WBUF-TV and WGR-TV (ch. 2) there. After Aug. 14, WGR-TV will continue to handle both ABC-TV and CBS-TV programming, sharing the latter with WBEN-TV (ch. 4) in the first seven months of operation as an NBC owned station, WBUF-TV has worked out of separate studio and office facilities. Following completion of a $1.5 million television center later this year, WBUF-TV will have its entire plant located on one three-acre plot. It will include two studios with staging areas, a newsroom, a permanent film library, storage space and executive, sales and operations offices. The station’s new tower is 740 ft. high and power will be boosted from the present 148 kw to 500 kw, Mr. Bevis stated.

KMTV (TV) Presents Eight Boxing Matches in Color

KMTV (TV) Omaha, Neb., one of the nation’s pioneer stations in the use of color, recently presented eight amateur boxing matches in tinted tv. As part of its promotion of the event, the stations announced locations of TV receivers available to the public and an estimated 180,000 persons viewed the fights.

Reactions was “immediate and unanimous” and business establishments with color sets reported overflow crowds, KMTV reported. The bouts, sponsored by RCA and Best Appliance & Furniture Co. of Omaha, were sanctioned by the Amateur Athletic Union.

Eastern Carolina’s No. 1 TV Station

WNCT

is pleased to announce the appointment of

The George P. Hollingbery Co.

as their exclusive National Sales Representative with offices in New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Seattle, Minneapolis

WNCT

First in every minute of every hour, every day—day and night, according to Jan. ’56 Pulse.
SET YOUR SIGHTS HIGH IN THE 3-STATE MONEY BELT...

You sell all you reach in this sales manager’s paradise. And you'll reach more than ever with Joe Floyd's new 1,032-ft. tower for KELO TV. Now KELO beams a picture that reaches a wider market than ever in So. Dakota, Minnesota and Iowa.

Add Joe's neighboring KDLO and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the board.

KELO TV
JOE FLOYD, President
Evans Hard, Gen. Hgr. Larry Barton, V. P.
NBC • ABC • CBS
Gen. Offices Sioux Falls, S. D.
represented by H-R for TV and AM

WSIU-TV COVERS STORMY LOUISIANA LEGISLATURE

ONE of the stormiest sessions in Louisiana legislature's history was brought to tv homes by means of sound film over WDSU-TV New Orleans. For the first time, an Auricon camera was on the state legislature floor at Baton Rouge recording the sight and sound of major controversies for viewers at home.

WDSU-TV News Director Bill Monroe and cameramen Bob Buchanan and Mike Lala set up their camera in front of legis-

lators' desks and at a 45-degree angle from the rostrum, giving a three-quarter shot of speakers without being blocked by the public address system microphone.

They operated in House or Senate, depending on where the liveliest issues were scheduled to be debated. And they also took their camera into numerous committee meetings. No special lights were used, except during the infrequent night sessions.

Powell Resigns as Director Of WRUF Following 26 Years

GARLAND POWELL, director of the U. of Florida's WRUF Gainesville for 26 years, has been retired by the board of control at his own request, effective Nov. 1. He was designated director emeritus in recognition of his long service.

Mr. Powell is widely known for his many activities both in broadcasting and other endeavors. Among these, he was advisor to the North American Regional Broadcast Conference in Washington in 1950 and president of the Associated Press Radio Broadcasters in 1952.

Forjoe Appoints Haddix

CHARLES E. HADDIX, for six years San Francisco sales manager of KLX Oakland, Calif., has been named general manager of the San Francisco office of Forjoe & Co. and Forjoe-Tv Inc., it was announced last week by

Lawrence B. Krasner, vice president and general manager of the representative firm's west coast operations. Appointment is effective Aug. 1. Mr. Haddix also has represented Tracy Moore and Assoc. in San Francisco for the past year.
Hurleigh to Supervise WGMS-AM-FM Operations

ROBERT F. HURLEIGH, director of Washington operations for MBS, will add the additional duties of supervising the operations of WGMS-AM-FM, Washington, it was announced last week by the New York office of RKO Teleradio, parent firm of Mutual and WGMS.

Mr. Hurleigh is moderator of the weekly Mutual program, Reporters Roundup. He entered radio with WOL Washington and subsequently served with various stations, CBS and the Associated Press before joining Mutual. He is founder and past president of the Chicago Press Club.

RKO Teleradio received FCC approval for its purchase of WGMS-AM-FM July 19 from Good Music Stations Inc. for $400,000 [BT, July 23].

Under the contract, Mr. Robert Rogers, former WGMS president, and his wife, Teresa, ex-WGMS manager, continue as active consultants to RKO and Mutual at an annual $30,000 retainer. They will work on development of an FM good music network proposed by the new owners, with WGMS-FM as program headquarters. The AM outlet will lean toward a "middle-hair" level.

Mr. Rogers will go on a temporary leave in a week or so to become director of a new independent committee supporting President Eisenhower in the coming campaign.

Herluf Provenson, formerly of WRC Washington, becomes program director of WGMS under the new regime.

WGTH Hartford Now WPOP

CALL LETTERS of WGTH Hartford, recently acquired by Tele-Broadcasters Inc. from General Teleradio Inc., have been changed to WPOP, it was announced last week. Philip Zoppi has been named commercial manager of the station, which will carry programming from ABC, Mutual and the Yankee networks.

King Takes DJ Title

WBML Macon, Ga., disc jockey Don King today claims the world marathon record for continuous broadcasting: 125 hours.

The 25-year-old Mr. King began his platter-chatter derby at 6 p.m., July 20 and continued for the next five days and nights. He finished 11 p.m. Thursday.

Retail merchants in Macon were quick to take advantage of the public interest in the marathon, keeping the WBML sales department busy with timebuying requests.

Mr. King's record tops that of Ed Sullivan, manager of KSET El Paso, Tex., by 35 minutes. Mr. Sullivan a fortnight ago completed a marathon that lasted 122 hours, 25 minutes and 13 seconds [BT, July 23].

From where I sit by Joe Marsh

"Keep the Change"

If you've seen "Mac" Johnson this week, chances are he's told you his waitress story. For those who haven't heard:

"Mac" recently stopped at an out-of-town diner. He ordered the chef's special—and his waitress (brand-new on the job) made every possible mistake. She confused the order, spilled the soup, dropped the rolls, brought him a wrong dessert.

Despite it all, "Mac" left a substantial tip. But she smiled and handed the money back. "Keep it, Mister—you've sure earned it more than I have," she said.

From where I sit, that girl deserves credit for admitting her shortcomings—something not everyone is big enough to do. For instance, I'm convinced lots of folks know they're wrong when they deny me the right to a glass of beer with my supper...just because they happen to prefer some other beverage. They wouldn't like me ordering them to accept my choice.

Joe Marsh

Copyright, 1956, United States Brewers Foundation
KWFC Hot Springs Names Willis General Manager

STEPHEN P. WILLIS, a veteran of 25 years in radio, has been named general manager of KWFC Hot Springs, Ark., according to President Walter E. Hussman. C. J. Dickson, station manager, will continue in that position.

From 1940-52, Mr. Willis was owner-general manager of WWINO West Palm Beach, Fla., and before that was general manager of WPDK Providence, R. I., and WSBT South Bend, Ind. For the past four years, he has been owner of the Ford dealership in Plymouth, Ind.

KWFC recently boosted its power to 1 kw and is affiliated with ABC and Mutual.

WSRW Now Broadcasting

WSRW Hillsboro, Ohio, is now on the air with 500 w at 1350 kc. The daytime is owned and managed by David Winslow. Other officers include Joe Klare, commercial manager; Bob Hanger, news and program director, and Dolores A. Barrett, women's activities director.

KOTA-TV Power to 75 Kw

KOTA-TV Rapid City, S. D., President Helen S. Duhamel has announced that the station will boost its power to 75 kw, effective Sept. 1. The increase is being made possible with a new Standard Electronics 25 kw transmitter and use of a three-bay antenna.

KLAS-TV Power to 55 Kw

KLAS-TV Las Vegas, Nev., celebrated its third anniversary July 13 with a power boost to 55 kw and a special birthday telecast featuring

STEPHEN P. WILLIS (r), new general manager of KWFC Hot Springs, Ark., receives congratulations from C. J. Dickson (l), who remains as station manager, and President Walter E. Hussman.

local dignitaries. Bert Lown, CBS-TV western manager of station relations, threw the switch which placed the CBS affiliate on increased power.

NBC Sales Promotes Fuerst

GEORGE FUERST, tv spot sales manager in NBC Spot Sales' San Francisco office, has been named to the newly created post of NBC Spot Sales Western Div. radio sales manager, it was announced last week by George S. Dietrich, director of Radio Spot Sales. Mr. Dietrich also said that Ed McCauley had been transferred from Radio Spot Sales to Tv Spot Sales in San Francisco.

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

NEMS CLARKE

919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND

For further information write Dept. P-7

Page 78 • July 30, 1956

REPRESENTATIVE APPOINTMENTS

WHUM-AM-TV Reading, Pa., appoint Weed & Co., N. Y.

WIBW New Orleans names Robert S. Keller Inc., N. Y., for national sales.

KRQE Albuquerque and KRSN Los Alamos (Sunshine Broadcasting Co.), both N. M., to Devney & Co., N. Y.

KWIZ Santa Ana, Calif., names W. S. Grant Co., San Francisco, national representative.

KBOX Modesta, Calif., also to Grant.

KOVR-TV San Francisco names Frank King & Co., L. A. and San Francisco, for California sales.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., has retained Robert W. Bloch, N. Y. public relations firm, as consultant and for special project assignments.

CBS Radio Spot Sales office in Atlanta moved to new quarters at 805 Peachtree St., N. E.

STATION SHORT

WDVA Dumsville, Va., has put into operation new 40 kw mobile transmitter for spot news reporting. City Manager T. Edward Temple inaugurated service from steps of Municipal Bldg. July 19.

KWK-TV St. Louis appoints Plessner & Johnson Inc., St. Louis advertising agency for campaign in newspaper, outdoor and trade publications.

STATION PEOPLE

Earl Jay Watson, vice president of KOVR-TV San Francisco, named sales manager of station.

William A. Vaughn, WQEM-TV Quincy, Ill., to WIST Charlotte, N. C., as assistant managing director.

Bob Edell appointed promotion manager of WGBS-TV Miami, Fla.

Jim Brown, account executive, KFUA San Francisco, appointed assistant commercial manager.

Wayne Anderson, formerly publicity director, WSB-AM-TV Atlanta, Ga., to WFMF-TV Greensboro, N. C., as promotion director.

James W. Evans, sales promotion and merchandising manager of WNHC-TV New Haven, Conn., to WXEX-TV Petersburg-Richmond, Va., in same capacity.


Tom Hoover, general manager of KTIL Tillamook, Ore., and former Portland, Ore., radio personality, to KPOJ there as program director.

Arthur Sipherd Jr., special events director and chief announcer, KCMJ Palm Springs, Calif., promoted to program director.

Bob Peters, musician, to WBAP-FM

MR. HOOVER

Fort Worth, Tex., as program director.

BROADCASTING • TELECASTING
George Faust, vice president in charge of sales, Roland Reed Productions, and formerly account executive with KNXT (TV) Hollywood, rejoining station and CBS TV Pacific Network in that capacity.

Bob Franklin, program director, KGW Portland, Ore., named head of expanded news and special events department. Jack Mays, program director, KPOJ Portland, to KGW in same position. Hank Norton, KGW continuity head, named promotion and publicity director succeeding David Strauss, resigned to join KEX Portland as publicity director and promotion assistant.

Howard E. Becker, sales manager, KGW Stockton, Calif., to sales staff of KGDM there. John Mackenzie, farm director of McClatchy Broadcasting Co. stations, to KDGM as news and farm service director. Marilyn Asay to KGDM as traffic manager and Mrs. Gladys Cammack to station bookkeeper.

Thomas J. Gavagan, news bureau director, John Carroll U., to KYW-AM-FM-TV Cleveland as publicity director succeeding Jack Hanrahan, transferred to announcing staff.

Earl Wennergren to KLZ-AM-TV Denver as publicity director, succeeding Bill Day, resigned.

Knox Manning, radio veteran who has been ill for year, returned to field as director of news and special events, KDAY Santa Monica, Calif. He formerly was with MBS.

Greg Olberding, formerly publicity director at WLW and WLWT (TV) Cincinnati, to publicity manager at WKRC-AM-TV same city, succeeding Don Edgemon, resigned to join WBZ-TV Boston.

John Anthony Deegan, WSRS Cleveland, to head news staff of WLWC (TV) Columbus, Ohio. Fred Hohl, tv director, Patten-Johnson Adv. Agency, Amarillo, Tex., to WLWC, resigned.

Jim Williams, WCMA Corinth, Miss., to WDNL Lexington, Tenn., as disc personality. Neil Jones, country music personality and recording artist, to WDXL for daily show.

Govt. and civic leaders were represented at ground-breaking ceremonies for WISN-AM-TV Milwaukee's new $1.25 million Communications Center a fortnight ago [B47, July 23]. Taking part in ceremonies are (l to r) Lester Olsen, president of Milwaukee Assn. of Commerce; Mayor Frank P. Zeidler; John B. Soell, manager of WISN and WISN-TV; FCC Comm. John C. Doerter, and D. L. (Tony) Provost, vice president in charge of radio-television division of Hearst Corp., which owns the stations. WISN-AM-TV plans to be in operation from the building by February 1957.

John Jennings, KCRG-TV Cedar Rapids, Iowa, to KARD-TV Wichita, Kan.

Ralph Polson, WICA Ashland, Ohio, to news staff of WSRS Cleveland.

Susie Davis, journalism student, Tex. State College for Women, to publicity-promotion department, WBAP-AM-FM-TV Fort Worth, Tex.

John P. Bosch, maintenance director, Philadelphia Bulletin color plant, to WCAU-AM-FM-TV Philadelphia as superintendent of building maintenance and services.

Saul Stockman and Garry Walsh, both of Milwaukee, to announcing staff of WCCB Hartford, Conn. Pauline Trainor to operations staff.

Bob Fox to sales staff and Paul Bordamore to traffic department.

Chuck Johnson, disc jockey, news and sports director, WRIV Riverhead, N. Y., to WNHC New Haven, Conn.

George E. Ouellette Jr., chief announcer, WLAM Lewiston, Me., to WMTW (TV) Poland Spring, Me., as announcer-director. Mary Mortimer of White Plains, N. Y., to WMTW as assistant continuity editor.

Grady E. Jensen, former business manager, WABC-TV New York, to director of planning and procedures, New York U. business affairs department.

Aileen Trede, program director, WILD and WJLN (FM) Birmingham, Ala., to WSGN there as traffic director and continuity supervisor. Dick Bensick, program director, WILD Birmingham, to WSGN as disc jockey, and Neal Miller, disc jockey-announcer, WLAB Birmingham, to WSGN in same capacity.

Dick Leonard, Denver radio newsmen, to KCBS San Francisco.

Eddie Newman, disc jockey, WDAS Philadelphia, to WIP there.

George Winters, WCKY Cincinnati, to WSAI there as staff announcer.

Charles R. Carner, formerly editor-publisher of Southwest Messenger Press Publications (weekly newspaper chain in Cook County, Illinois), to public relations department of WGAM-AM-TV Chicago as special assignment writer.

Frances Mary Louth, Doylestown, Ohio, high school student, working parttime at WGAR Cleveland as winner of Western Reserve U.-WGAR Speech Tournament which awards scholarship and radio job.

Graduates of Northwest Radio & Television School, Washington, Chicago, Hollywood and Portland, Ore., who have taken station positions: Carlene Miller to WGNF Marfreesboro, Tenn., as announcer-copywriter; Norman Norton to KRWC Forest Grove, Ore., announcer-engineer; Richard Bertolin to KVIP-TV Redding, Calif., head of film department; Pete Ryan to KUBE Pendleton, Ore., announcer; Rudy Yatecka to WKRF Pendleton, Ore., announcer; George Skinner to KGGM-TV Albuquerque, N. M., cameraman; James Berts to KULE Ephrata, Wash., time salesman; C. S.

Fred Lyons (c) receives a mounted head of "Spotsie" from Ed Jameson, director of tv sales, as the top radio salesman for NBC Spot Sales during June [B47, July 23]. In addition, Mt. Lyons received $650 and his secretary, Sue Morehouse, was awarded a stuffed tiger. The top tv salesman for June was Russell Stebbins. Contests also are being held in July and August under the title "Summer Sales Safari." Mt. Lyons has been appointed manager of central division radio spot sales for the network in Chicago.

Norman S. Almony, director of sales marketing for the National Brewing Co. (National Bohemian beer), Baltimore, signs for sponsorship the next three years of Washington Nationals baseball games on WTTG (TV) Washington. Taking part are Herbert D. Fried (l), vice president, W. B. Doner advertising agency, Baltimore, and WTTG general manager Leslie G. Arries Jr. The station has been televising the Nats games since 1947.
WESO Does Something

AFTER giving an on-the-scene report of an automobile crash in which two girls were orphaned, Joe Capillo, news editor of WESO Southbridge, Mass., asked his boss, Vice President-General Manager Joe Amaturo, if "we couldn't do something for the kids?"

The 500-day timer immediately began to "do something" and raised over $8,000 from 13,000 contributors. Money continued to roll in long after the drive officially ended. Over 400 contributors were interviewed on the air while the 1945-hour campaign was in progress.

Many of the givers were children who donated the contents of their piggy banks. The orphaned girls are Sandra (13) and Diane (8) Johnson. Their parents and a sister and brother were killed in the crash.

Chencharn to KRIV Camas, Wash., time sales manager; Russell Hawkes to WNBF-TV Binghamton, N. Y., cameraman; Edison Swah to KOOK-TV Billings, Mont., continuity and sales; Anne M. Faulkner to WCYB-TV Bristol, Va., floor.

Carl Hevensfreidt, KGMB-TV Honolulu personality, married to dancer Johnny Frisbie, July 21.

Barbara Bridges, secretary, publicity department, WEEI Boston, married to Roger Preston of Braintree, Mass.

Wally Mullinax, disc jockey, WESC Greenville, S. C., father of boy, Wally Aiken Jr. Earl

Baughman, WESC personality, father of boy, John Earl.

Ed Penney, program manager, WTAO Boston, father of girl, Linda. Perry J. Brown, sales manager, father of boy, Ronald.

Bob Hawkins, technical director, KERO-TV Bakersfield, Calif., father of boy.

Robert Hoyt, news director at WSBB-AM-TV South Bend, Ind., father of girl, Karen JoAnne, July 11.

Chester R. Cooper, production-operations manager, WFIL-TV Philadelphia, father of boy, Chester Russell Jr.

Gene Miller, program m.c., WIP Philadelphia, father of girl, Cheryl Leigh.

Dick Palmquist, announcer, WOW-TV Omaha, father of girl, Laurie.

Aaron Hanger, 46, account executive with WOY New York since 1941, died July 24 at Manhattan's Veteran's Hospital after nearly year's illness.

Norris Heineeman, 25, production director, education station KCON-TV Lincoln, Neb., died July 13 after a one-month illness.

William Grant, president-general manager, KOA-AM-FM-TV Denver, to serve as state chairman for 1957 Heart Fund drive of Colo. Heart Assn.

George A. Koehler, station manager, WFIL-AM-TV, named to board of governors of Heart Assn. of Southeastern Pennsylvania.

Herb Comstock, manager of KAVL Lancaster, Calif., elected president of Lancaster Chamber of Commerce.

GE Color Television Used in Missile Test

GENERAL DETAILS were released by General Electric Co. last week about a test hailed as the "first successful demonstration of closed-circuit color television to observe firing of ballistic missiles."

News of the demonstration was announced by Paul L. Chamberlain, general manager of GE's broadcast equipment section in Syracuse, who said that for security reasons specific details could not be released. He disclosed that the color demonstration was recently at U. S. Army facilities at the Missile Test Center at Cape Canaveral, Fla., afforded Army observers "a close-up view for the first time of actual variations in flash and flame at the launching of a Redstone Missile."

Mr. Chamberlain said that remote-controlled cameras used during the demonstration were standard, field-sequential closed-circuit color equipment developed by GE television engineers at Electronics Park in Syracuse. Observers viewed the firings on monitors similar to, but of higher quality than, home-type receivers, according to Mr. Chamberlain.

The firing was viewed from a distance of 300 ft. and on home-size screen. Mr. Chamberlain pointed out, it is feasible to view such events from thousands of miles and on large, theatre-size screens. He claimed that prior to the GE demonstration Army observers had to view missile firing through narrow tinted-glass ports, or at extreme distances with the aid of telescopes, movie cameras or complicated transmitters.

He said that tinted glass distorted true colors of the flash, while use of the other devices was limited by weather and atmospheric conditions.

During the demonstration, Mr. Chamberlain reported, color television cameras were mounted atop a concrete blockhouse about 300 feet from the launching platform, and were focused on the Redstone's tail section. Describing the missile launching, Mr. Chamberlain said the predawn darkness was "suddenly lighted by a brilliant flash, brighter than the noon-day sun."

Despite the extremes in light variation, he continued, color reception was "excellent, with great stability, true color and no noticeable sonic vibration."

Hoffman Electronics' Profits Rise 87% First Half of '56

NET PROFIT of Hoffman Electronics Corp. for the six months of 1956 increased 87% over the first six months of 1955. H. Leslie Hoffman, president, announced Thursday. In a report to shareholders he said that sales for the half-year ended June 30, 1956, were $22,875,561, an increase of 31% over the $17,354,339 for the similar period of 1955. Profits for the period, after provision for federal income taxes, were $783,972 or 1.07 per share on the 727,375 common shares outstanding. This compared with earnings of $419,179 or 57 cents per share on the present number of shares outstanding for the first half of 1955.

Mr. Hoffman told shareholders that at the present time the company's position and outlook are as good as at any time in the past. He said the present situation indicated that sales and profits during the last six months of 1956 will exceed those of the first six months. He reported that orders received for television receivers at the annual showing of new merchandise in June were substantially higher than in 1955. Ten new distributors have recently been added by the company, he said.
Loxterman, Pottmeyer Promoted at Blaw-Knox

TWO EXECUTIVES of the Blaw-Knox Equipment Div. (transmission towers), Blaw-Knox Co., Pittsburgh, have been promoted, according to A. H. Jackson, division vice president and general manager.

H. R. Loxterman, assistant general sales manager, succeeds Arthur A. Levison as general sales manager. Mr. Levison has been transferred to the Fabricated Products Group. Mr. Loxterman has been with Blaw-Knox since 1930 and was made assistant general sales manager in 1952.

Edward W. Pottmeyer, who has served in a variety of engineering capacities since joining the company in 1927, has been named manager of engineering and development. He succeeds Mr. Jackson, who recently was promoted to his present position.

Blaw-Knox Sales Increase

BLAW-KNOX Co., Pittsburgh, reported net income of $3,557,972 or $2.27 per share for the first six months of 1956. Total sales were $78 million. In the corresponding period of 1955, net income amounted to $968,740 or 62 cents per share on sales of $48 million. Second quarter 1956 results show net income of $2,137,930 ($1.37 per share) on sales of $40 million, compared with earnings of $826,763 (53 cents per share) on sales of $30 million for the same period last year.

Packard-Bell Sales Up

SALES of Packard-Bell Co., tv, radio and electronics firm, increased 29% during the nine months ending June 30, it was announced last week by Robert S. Bell, executive vice president and general manager. A total of $19,663,788 in sales was realized during the period, as compared to $15,267,973 for the same 1954-55 period.

Radiotelephony Pioneer Dead

CARL R. ENGULAND, 71, retired member of the Bell Telephone Labs, Holmdel, N. J., who was recognized as an expert in radiotelephony, died July 22 at his home in Fullerton, Calif. He was credited with having contributed to the development of ship-to-shore and long-wave trans-Atlantic radiotelephony.

As early as 1914, Mr. Englund is said to have pointed to the existence of side bands in radio transmission. His contributions to the technique of radio field strength measurements and propagation of ultra-short waves also are considered fundamental.

Shipments of Radio Sets Increased by 25% Over '55

SHIPMENTS of radio receivers from factories to dealers for the first five months of 1956 increased 25% over last year, according to Radio-Electronics-Tv Mfrs. Asn. (auto radios not included).

Five-month shipments this year totaled 2,472,395 sets compared to 1,973,425 in the same 1955 period. May shipments totaled 551,712 sets, an increase of 39% over May of last year when they totaled 395,942 units and April's 449,810 units.

Five-month shipments of radio sets from factories to dealers follow, by states:

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<th>State</th>
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<td>Ala.</td>
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GRAND TOTAL 2,472,395

TV in Fresno - the big inland California market - means KMJ-TV

Best local programs

Basic NBC-TV affiliate

Paul H. Raymer Co., National Representative
DuMont New Model Releases Planned on Year-Round Basis

UNDER a new merchandising policy instituted by the television receiver division of Allen B. DuMont Labs, company TV receivers, radios and high fidelity units will be introduced periodically throughout the year instead of following the industry custom of holding them for mass introduction.

The policy was announced last week by William C. Scales, sales manager of the division, who said it "will make for greater flexibility, enabling DuMont to supply the right merchandise at the right time to meet consumer and dealer demands." He said the company also will withdraw individual models during the year to meet market conditions. Mr. Scales indicated that DuMont would continue to have showings for distributors in June of each year, with the largest number of new models introduced at that time.

Gates To Show 'Autostation' At NARTB, IRE Conferences

GATES RADIO Co., Quincy, III., plans to demonstrate its new "Autostation" radio programming system at NARTB regional conferences and meetings of the Institute of Radio Engineers this year.

The automatic production-playback units will be shown at NARTB meetings starting next September. Number of initial models to be produced will be geared to demand in the months ahead, it was reported. The system incorporates special recording facilities developed by Magnecord Inc.

It differs from other automatic radio systems essentially in the capacity for integration with network programs as well as taped announcements and the inclusion of a Seeburg 100-disc record changer assembly, with up to as many as 12 hours of complete, continuous unattended programming [BRT, July 23].

MANUFACTURING SHORTS

General Electric Co., Schenectady, reports it has shipped 35 kw transmitter to WCYB-TV Bristol, Va. (ch. 5), and three bay antenna to KOTT (TV) Klamath Falls, Ore. (ch. 2), and has received order for a 20 kw transmitter to be shipped to KVIP (TV) Redding, Calif. (ch. 7).

Prodelin Inc., Kearny, N. J., producing G-Line, single wire surface wave transmission line assembly designed to eliminate coaxial line and wave guide in low power microwave and standard television broadcasting.

General Precision Laboratory, Pleasantville, N. Y., marketing new pulse distribution amplifier which firm says provides greater output voltage, more rapid pulse rise and more complete pulse clipping than other models. Unit, Model PA-1004, is designed for sync distribution requirements of multiple camera chain installations in broadcast TV operations and can be used for both color and monochrome signals. Firm also announces new, compact video distribution amplifier, Model PA-1002, for use in distribution and transmission of radio signals, both color and monochrome, within broadcast stations and equipment design laboratories. Unit is capable of any number of outputs from common input signal source, all isolated from input.

MANUFACTURING PEOPLE

Morgan A. Gunst Jr., product manager, Chromatic Television Laboratories Inc. (color tv, in development an affiliate of Paramount Pictures), named vice president and general manager of firm's west coast development laboratory in Emeryville, Calif.

Ross H. Snyder, manager of theatre equipment and custom products sales, audio division of Ampex Corp., Redwood City, Calif., named to additional duties as manager of new video sales section, set up to handle Ampex Videotape recorder. Walter D. Goldsmith, audio custom products, to video sales in charge of customer relations. Charles P. Ginsberg, project engineer for development of videotape recorder, appointed chief engineer of new video engineering department, with Charles E. Anderson as senior project engineer of department. Russell J. Tinkham, manager, audio marketing department, named manager of audio custom engineering.

Allan A. Opilvie, manufacturing vice president, Sylvania Electric Products Inc., (radio, communications equipment), San Francisco, Calif., vice president of Hancock Electronics Corp. (closed circuit tv equipment), Redwood City, Calif.


Lyle O. Keys, television transmitter department, Allen B. DuMont Labs, to Visual Electronics Corp. (microwave technical broadcast equipment), N. Y., as territorial representative for northwest area, headquatering in Denver.

Wynne Stewart, Dallas, Tex., district manager, Dage Television Div. of Thompson Products Inc. (closed circuit tv equipment), Michigan City, Ind., promoted to assistant sales manager in charge of equipment demonstrations.

The QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC tells your product. Surveys prove it. Advertisers know it.

WOC the Quint City station, in the heart of this rich agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolitan area of rural listeners. Select WOC for successful sales campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV

Free & Peters Inc.
Exclusive National Representatives

BROADCASTING • TELECASTING

Page 82 • July 30, 1956
SAG Moves To Collect Actors’ Residual Pay

A DRIVE to collect delinquent residual payments due actors from television entertainment films was started by the Screen Actors Guild in Hollywood Thursday, according to an announcement that SAG is taking legal action against Telemount Pictures Inc., headed by Henry B. Donovan.

SAG said “this is the opening of a guild campaign to bring delinquent producers into line.”

The guild said, however, that only 5% of residual payments from television are in the delinquent class. SAG said that since the first residual payments were made in 1954, the guild has distributed to members the sum of $1,408,404 in residuals from television films up until the end of June of this year. In the month of June itself, SAG distributed television residuals totaling $169,527 and in the eight months since the start of the guild’s fiscal year, Nov. 1, 1955, residuals totaling $666,770 have been distributed.

SAG said that “while the rate of residual collection in a field as complicated and difficult to police as that of television entertainment films is very high, the guild is determined to do everything within its power to make it even better. . . . Most of the (delinquent) money is due on telefilm series that have gotten into financial difficulties . . . most producers of which are making diligent efforts to pay the residuals due actors. The guild has determined to crack down on those who owe residuals and seemingly don’t care about their just obligations to the actors.”

SAG said Telemount Pictures is the first producer against whom the guild is launching legal action. Series involved is Cowboy G-Men. SAG said “other delinquent producers are being thoroughly investigated and legal action against them may be taken.”

SAG said it also has distributed $150,000 to actors on post-Aug. 1, 1948 theatrical films released to television “and in addition there are millions of dollars paid directly to actors for use payments on film television commercials.”

KLRJ-TV Dispute Dropped

A COMPLAINT of unfair labor practice filed by NABET against KLRJ-TV Las Vegas, has been dismissed by NLRB Regional Director Louis Penfield on grounds of insufficient evidence. NABET charged the station with refusing to pay scale plus violation of several fringe benefits after employees voted to accept the union.

IBEW, KHJ-TV Sign Pact

A NEW contract between IBEW and KHJ-TV Los Angeles covering stagecraft technicians was signed last week giving $5 across-the-board raises in various categories, retroactive to May 1. The two-year agreement also provides for another raise of about $5 next May and for three-week vacations with four weeks after five years of employment.

Read Secures Injunction

CECIL READ, rebel leader at Hollywood Local 47 of the American Federation of Musicians, last week won an injunction in Los Angeles Superior Court which stayed his suspension from AFM membership pending formal court trial of the AFM expulsion edict. Mr. Read earlier led a revolt within Local 47 against AFM President James C. Petrillo’s music performance trust fund policies but was disciplined and ordered suspended for one year. The court injunction protects his right to work but does not restore his right to hold office or attend business meetings.

IN PUBLIC INTEREST

Radio, TV to Play Big Part in Slum Clearance Campaign

THE urgent need for slum clearance and area improvement will shortly be driven home to nationwide radio-tv audiences by the American Council to Improve Our Neighborhoods in an all-media campaign estimated at “at least $2 million” in time, space, talent and production costs.

ACTION, a private, non-profit organization, which last year conducted a $1 million campaign, this year will double its efforts in a two-point program to conserve and rehabilitate existing homes and neighborhoods while eliminating slum conditions. Details of the 1956 drive were spelled out last week by spokesmen for the organization and its two co-operating organizations, The Advertising Council, and Young & Rubicam, ACTION’s volunteer agency.

Though James E. Lash, executive vice president of ACTION, and Louis N. Brockway, board chairman of The Advertising Council and Y&R executive vice president, both declined to specify how much of the campaign will be in various media, it was understood that 45 to 50% of the effort will be devoted to radio-tv. Transfilm’s “Man of Action,” a 13-minute, 16 mm film “sponsored” by the Continental Can Co., will be made available free to tv stations through Association Films Inc., San Francisco, Dallas, LaGrange, Ill., and Ridgefield, N. J. Also available through The Advertising Council will be 10, 20 and 60-second tv spot announcements, slides, radio spot announcements of varying lengths, tv film cards and fact sheets for “ad lib” commentary.

Showmanship with that KENTUCKY FLAIR!

Here are twenty beautiful Kentucky coeds—all competing for the Queen’s crown of Laurel at the colorful Mountain Laurel Festival in Pineville. . .

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the finest in television showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets audience preference!

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because it has low Channel 3, full power and greater tower height (914’ above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky . . . in 1948. Its experienced staff has the know-how to make your programs—and your commercials—sell!!

*ARB Louisville, Feb., 1956
*Metropolitan ARB, March, 1956
WHEN: Mississipi shows.

GOOD news its day is WKRG shows any other & show
WHERE: The station aired the announcement at 8 a.m., and the blood was received in sufficient quantity by four that evening.

A SPECIAL program was broadcast recently by WFBL Syracuse, N. Y., marking the 3,000th newscast on the station sponsored by Marine Midland Trust Co. of Central New York. Checking the script for the special program are (f to r) Charles F. Phillips, WFBL manager; Arthur B. Ziegler, advertising officer of Marine Midland, and Russell H. Kienzie, assistant vice president of Marine Midland. The bar has sponsored newscasts on WFBL since September 1943.

MILESTONES

► HAROLD C. LUND, vice president of Westinghouse Broadcasting Co. in charge of KDKA-AM-TV Pittsburgh, has celebrated his fifth anniversary with the stations.

► CHARLIE STONE, vice president, WMBR-TV Jacksonville, Fla., has observed his 20th anniversary with the station.

► ELEANOR NICKERSON, secretary to station President Franklin M. Doolittle, WRIR Hartford, is observing her 20th anniversary with the station during August.

► HARRY JORDAN, KING Seattle staff announcer, has marked his 25th anniversary in broadcasting.

► CBS RADIO's Romance of Helen Trent (Mon.-Fri., 12:30-12:45 p.m., EDT) has begun its 24th year.
Canada’s government-operated radio and tv networks had total revenues of $39 million. Extension of tv service, drop in radio revenues get major blame for deficit.

A DEFICIT of $1,358,621 for the fiscal year ending March 31, 1956, was reported at Ottawa in the annual report of the Canadian Broadcasting Corp. to the Minister of National Revenue. CBC income from government grant, excise tax on radio and tv stations, eight owned and operated networks. The previous year the government $24,250,000 for radio and $2,175,802 for tv, a total of $27,423,802. These loans are being repaid on a semi-annual basis over 30 years. Engineering expenditures for both radio and tv amounted to $7,699,907, wire lines for networks $2,498,306, and administrative expenditures $1,561,857.

Looking ahead, the CBC report points out that revenue from the 15% excise tax is expected to decline and "no large increase in commercial revenue could be foreseen since it (CBC) would have no new transmitting facilities of its own going into operation.

"In the year ahead the CBC faces a considerable increase in expenditures for tv to maintain the services in the two languages for a full 12 months on the scale as at March 1956, to meet previous commitments for new operations during the year, and to permit normal development of the service provided to the existing 33 stations and those to come into operation during the year."

The report stated that while CBC had some surplus funds from previous years for the 1956-57 fiscal year, the possibility of having to reduce tv service considerably unless some additional special provision for funds was made. Pending decisions by the Canadian Parliament regarding future financing of the CBC, after the Royal Commission on Broadcasting reports, CBC is "planning to maintain services and carry out essential development within the limits of resources available."

Canadian Broadcasters Push For Independence from CBC

TO EMPHASIZE its request to the Canadian Royal Commission on Broadcasting for an independent regulatory body, the Canadian Assn. of Radio & Television Broadcasters has submitted a hypothetical "Canadian Daily Newspaper Act" based on the same regulations as are now in force for radio and television.

The CARTB brief points out that "newspapers and broadcasting stations both publish. The right to inform is not established in the case of broadcast publications in Canada. Publication by broadcast is subject to a great deal of government control."

The brief goes on to say that the Canadian Radio Broadcasting Act as it would apply to daily newspapers if these were governed and licensed in the same way.

The brief concludes with the observation that "no one familiar with Canadian newspapers would suggest that they could render their present service to the public under such conditions. It is not a question of whether the government-owned newspaper chain would or would not be impartial or impartial. The presence of such an omnipotent regulator would freeze the ideas which blossom under the regime of free publication before the idea got onto copy paper, let alone into print. We submit this form of control is just as dangerous when applied to radio and television as to newspapers. The Canadian Broadcasting Corp. should not control the licensing and programming of private stations."

"The allocation of wavelengths should be
made by a licensing body absolutely separate from any operating body, and regulation of broadcasting as of newspaper publishing should be by appropriate laws enforced in the ordinary courts of the land and absolutely removed from discretionary government control."

Canada Sets Up Coverage Of GOP-Democrat Parleys

Canada will cover the Democratic and Republican conventions at Chicago and San Francisco by on-the-spot radio reporters and reports on television from U.S. networks. Canadian Broadcasting Corp. has arranged for reporting teams to cover both conventions with direct lines for radio reports to Toronto for feeding into the Trans-Canada and Dominion networks. Coverage will be broadcast several times in the evenings and on newscast periods, as well as on special programs. CBC will share its booth at the Chicago convention with the representative of the British Broadcasting Corp.

For television, the convention will be covered with advance reports and nightly summary filmed from U.S. network telexcists. Acceptance speeches at both conventions will be carried live on Canadian radio and tv networks.

Merchants Seek Settlement Of CHEX-AM-TV Strike

LOCAL MERCHANTS of Peterborough, Ont., have taken a hand in trying to settle a 22-week strike of six employees of CHEX-AM-TV Peterborough and have asked Canadian Labor Minister Milton Gregg to try to settle the strike. In a telegram to Labor Minister Gregg in Ottawa they declare that continued picketing of businesses that patronize CHEX-AM-TV could result in an explosive situation. A similar letter was sent to the station and to the local of the National Assn. of Broadcast Employees & Technicians. The merchants stated that they "are of the opinion that this strike and resultant developments put them in an untenable position. The members of our executive committee wish to emphasize that they are neutral but seek to explore ways and means of obtaining a settlement for the good of the community."

While the station management will not make any comment, NABET officials claim that since the start of the strike the union has been able to persuade all local advertisers to discontinue or suspend their advertising on the stations, and that all but 14 of 82 national advertisers have also ceased advertising for the duration of the strike. Peterborough in an industrial town with strong unions. NABET officials claim stations paid wages from $240 a month for an experienced announcer to $120 a month for a studio operator. Originally nine NABET members went on strike, but three went back: to the station shortly after the start of the strike. CHEX-AM-TV is affiliated with the daily Peterborough Examiner and with CKWS-AM-TV Kingston, Ont., and the daily Kingston Whig-Standard.

CEA Seeks TV Movie Ban

CEA (British theatre owners association) announced it would seek to ban feature movies from showing on the BBC for a period of 10 years after their release. The 10-year period, according to the plan, would start when a picture is premiered in London. There were mild objections from other organizations in the British film industry as to the legal aspects and to certain contract clauses, which often give a feature film's star the entire property rights after some years.

ITA Plans New Transmitter

INTERNATIONAL Television Authority will invite bids from prospective program contractors for a new ITA transmitter to be constructed in the Wenoe area (South Wales and east and south of Bristol Channel) and to be launched by the end of next year. The transmitter is planned to cover an area which has a 3-million population.

Yugoslavia Begins Telecasts

The first television transmitter in Yugoslavia has started operations in Zagreb. Until the end of this year, when Yugoslav program production is scheduled to be launched, the Zagreb station is airing imported programs (Italy, Austria, and other countries).

INTERNATIONAL PEOPLE

Cec Hewitt, manager of CKGN-TV North Bay, Ont., succeeding Russ Eastcott.

T. B. J. Atkins and J. R. Kennedy to senior television sales representatives of Canadian Broadcasting Corp., Toronto. R. S. Joynt to senior radio sales representative of CBC. J. R. Malloy to supervisor of television sales of CBC, and G. Regendanz to sales representative in charge of tv sales-service of CBC.

Alan B. Hooper, advertising department of Thomas Hedley & Co. Ltd., British subsidiary of Procter & Gamble Co., to London office of Robert Otto & Co., international advertising agency, as senior assistant to Robert Norden, office head. Also joining Otto: Mirta Mulhare as Spanish language copywriter. She was formerly with Sienderella International.

Vin Dittner, sales manager of CKNX Wingham, Ont., to program director of CFCE Montreal, Que.

R. J. Gullagher, promotion manager of CFBC St. John, N. B., to promotion and sales manager CKBC Bathurst, N. B.

H. O. Watts, promotion manager of CKY Winnipeg, to promotion director of CKDA and CHEK-TV Victoria, B. C.

J. Douglas Coombs, Northern Life Assurance Co., to new station CFRS Simcoe, Ont., as advertising representative. Anthony Thomas, CISH (FM) Hamilton, Ont., to CFRS as chief announcer. Also to CFRS: Stanley Taylor and William G. Moyer, CKOC Hamilton, announcers; CHLO St. Thomas, Ont., Patricia O'Neil, traffic-receptionist; Mrs. Shirley Hampson, continuity editor; Douglas Barnet, Norfork Cooperative Co. Ltd., farm director; Bruce Barber, CFCH North Bay, Ont., women's director.
WEWS (TV) BACKS TV SHOPPERS
WEWS (TV) Cleveland is not looking for trouble, but if it crops up the station and viewers will be ready to act. WEWS in its latest spot promotion campaign tells viewers what to do that "once in a blue moon" when they order products shown but get no reply. Behind humorous art a WEWS announcer instructed disappointed viewers to write to the station and let WEWS and the advertiser go to bat for them.

KIMN LOOKING FOR 'MISS KIM'
MOVIE and television beauties who go by the name of "Kim" will soon have a competitor from dairy farms. KIMN Decatur is looking for its own "Miss Kim" with a contest open to single girl listeners. When "Miss Kim" is found, KIMN will shower her with the usual beauty queen booty including jewelry, gifts, and a trip to Hollywood and a movie tryout. In return "Miss Kim" will participate in station promotions during her reign, and, if her voice matches other assets, she will be assigned broadcasting duties on KIMN.

DAIRYMEN HAVE DAYS ON CJBQ
CJBQ Belleville, Ont., in the course of a one-week agricultural promotion for the Quinte district dairy industry, went to the source of dairy prosperity, the cows, spending a day on dairy farms. Listeners to CJBQ from 6 a.m. to 1:15 p.m. with description of activities and interviews with dairy farmers of the area. Daily radio dairy days were proclaimed and 26 special interviews, talks and discussions dealing directly with dairying were featured during the week. These included interviews with local dairy breed associations, roving microphone tours of dairies, creameries, milk products plants, cheese factories, talks by government ministers and dairy authorities as well as with Sir Archibald Nye, British High Commissioner to Canada on acceptance of Canadian dairy products in Great Britain. Local dairy organizations participated in all activities, regular sponsors devoted commercials to the dairy industry, and many dairy associations and other companies sponsored specific programs.

TOPICAL TALENT FOR SULLIVAN
ED SULLIVAN in one week signed such newsworthy acts for his Sunday stand on CBS-TV as: 11 circus acts under the Big Top that Ringling Bros. & Barnum & Bailey has relegated to the past (the tent show has folded. with no more circus except for indoor performances); In-grid Bergman, who after living in Italy for seven and a half years, will return to the U. S., appearing on Mr. Sullivan's show in October or November. The circus is set for July 29, the union willing. American Guild of Variety Artists on Wednesday warned that performers listed as "unfair" must pay a $2,000 fine before going on the show. AGVA and the International Brotherhood of Teamsters have been picketing Ringling Bros. In an effort to be recognized as bargaining agent for the circus employees.

CBS POLITICAL GUIDE ON STANDS
A NEW 96-page illustrated book prepared by CBS News as a guide to the 1956 conventions, campaign and election has been published by the Maco Magazine Corp., New York, and is being made available on newsstands and in book stores now. The book, titled Watch, is designed to promote CBS-TV's coverage of the upcoming campaigns, conventions and elections.

'BUFFET' CONTEST BY QUAKER
A SPECIAL September promotion, with $50,000 to be offered in a "Buffet Sweepstakes," will be launched by Quaker Oats Co. on network tv programs and in other media. The contest will be featured on Sgt. Preston of the Yukon and The Sid Caesar Show commercials on behalf of Quaker and Mother's Oats, Aunt Jemima pancake and buckwheat mix, and Quaker and Aunt Jemima corn meal. Contestants may enter by sending in a postcard with "yes" or "no" answers to five questions on products involved. Drawings will be held Nov. 15, with prizes to include color tv receivers, high fidelity sets, transistor radios, 1957 Nash Ramblers, Norge electronic kitchens and steam irons.

GIVES TRANSISTOR JEWELRY
MOTOROLA Inc. is distributing a transistor key chain as a premium item designed to remind carriers of the firm's "increasingly significant role in transistor development." The premium is being given away at open houses and other events and includes a gold-colored chain, descriptive tag and a power resistor with the theme, "The Golden Heart That Never Wears Out."

'MISS COLOR TV' SEARCH ON
WRCA-TV New York will begin a contest Aug. 1 to find a young woman between the ages of 17 and 26 to bear the title of "Miss Color TV." Preliminary judging will be held each Wednesday at Palsades (N. J.) Amusement Park and the winner will be chosen Sept. 5. Among the prizes for "Miss Color TV" are appearances on WRCA-TV and NBC-TV, an RCA color television set and a two-week vacation for two at the Concord Hotel, Kiamesha Lake, N. Y.

TOY TRAINS FOR GF BOX TOPS
GENERAL Foods Corp., White Plains, N. Y., this month is telling televiewers of its latest breakfast cereal premium offer—a four-car scale model Diesel freight train—via Mama on CBS-TV. The train campaign will also be seen in August on GF's new series, "Hollywood Summer Theatre" on CBS-TV and heard on Don McNeill's Breakfast Club (ABC Radio). The push train kit, sent to editors last week, is available by sending 75 cents and one box top of Post 49% Bran Flakes for the locomotive, and 50 cents plus boxtop of Post Grape-nuts for each piece of rolling stock.

The ONLY way you can really
REACH...
all of this rich Central Texas Market is with

CBF FOR THE
-QUAD CITIES-

338,100 Families
with a net E.B.I. of $1,793,-
518,000 reside within
WHBF's 25,500 sq. mile
coverage area according to
S. M. 1956 Survey of
Buying Power. 98% own
radios—80% have TV (TV
Magazine).
Station Authorizations, Applications  
(As Compiled by B.T.)

July 19 through July 25

Includes data on new stations, changes in existing stations, ownership changes, hearing rules & standards changes and routine roundup.

**Abbreviations:**
- Cp—construction permit  
- DA—directional antenna  
- ERP—effective radiated power  
- kW—kilowatts  
- ch.—channel  
- Vis.—visual  
- Dec.—decibel  
- Lat.—latitude  
- N.—northern  
- W.—western  
- Trans.—transmitter  
- Ant.—antenna  
- Vis.—visibility  
- Lb.—local  
- T.—total  
- Licenses deleted in  
- FCC Commercial Service  
- Grants since July 11, 1952:

**Tv Summary through July 25**

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<th>Total Operating Stations in U.:</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<td>Noncommercial Educational</td>
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<td>Grants since July 11, 1952:</td>
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<tr>
<td>(When FCC began processing applications after tv freeze)</td>
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<td>VHF</td>
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<td>Grants since July 25:</td>
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**FCC COMMERCIAL STATION AUTHORIZATIONS**

As of June 30, 1956

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<th>Cps</th>
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<th>Am</th>
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**LICENSES DELETED IN FACILITIES CHANGE REQUESTS**

New Cps  
 Licenses deleted in June station requests awaited  
71.3 kw aur.;  
Cost  
Estimated construction cost $3,940,000  
first year operating cost $4,000,000  
revenue $400,000.  
Station to be served by 360 kw aur.  
Noncommercial Education.

**TRANSMITTER STATIONS **

**APPLICATIONS**

New Orleans, La.—WZWW Radio Inc., UHF ch. 37, (706.940 mc), ERD 4,000 kw vis., 250 kw aur.;  
first year operating cost $10,000,000  
revenue $600,000.  
Approximate average cost $2,500,000  
Noncommercial Education.  
FCC officials have (intercept) WZWW-AM-FM-WZWW-TV.

**FCC ANNOUNCEMENTS**

New Tv Stations...

**New Stations in 1956**

**NEW STATION APPLICATIONS**

Station power 10 kw w.  
ERD community 98 w.  
to be used for community service.  
Estimated construction cost $10,000,000  
First year operating cost $500,000  
Estimated population to be served 1,000,000  
Local non-commercial educational purposes.

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first year operating cost $10,000,000  
revenue $600,000.  
Station to be served by 360 kw aur.  
Noncommercial Education.

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**FCC ANNOUNCEMENTS**

New Tv Stations...

**NEW STATION APPLICATIONS**

Station power 10 kw w.  
ERD community 98 w.  
Local non-commercial educational purposes.

**NEW LICENSES**

New Orleans, La.—WZWW Radio Inc., UHF ch. 37, (706.940 mc), ERD 4,000 kw vis., 250 kw aur.;  
first year operating cost $10,000,000  
revenue $600,000.  
Station to be served by 360 kw aur.  
Noncommercial Education.
CALL LETTERS ASSIGNED
WRLP (TV) Greenfield, Mass.—Springfield Television Corp., Inc., ch. 36.
WUPF (TV) Buffalo, N. Y.—NBC Inc., ch. 17.

APPLIKATIONS
KVIP (TV) Redding, Calif.—Seeks mod. of cp which authorized new tv to change ERP to 177 kw vs. 58 kw sur., and make other equipment changes. Filed July 19.

KID-TV Idaho Falls, Idaho—Seeks cp to make changes in facilities of existing tv to add drivers to present trans. equipment and make other equipment changes. Filed July 19.

WCBG-TV Anderson, Ind.—Seeks mod. of cp to change trans. and studio locations to northward corner of Indiana Ave., 25 and 19th, approximately 1.5 miles south of city limits, near Anderson; change ERP to 3.31 kw vs. 19.7 kw sur., change type ant., and make other equipment changes. Filed July 19.

KXLF-TV Butte, Mont.—Seeks mod. of cp with provision of new assignment. Also seeks mod. of cp (which authorized changes in facilities of existing tv) to change ERP to 58.16 kw vs. 25.58 kw sur. Filed July 19.

WSUR-TV Ponce, P. R.—Seeks mod. of cp (which authorized new tv) to make slight changes in trans. location (no change in description except coordinates and county); change ERP to 421 kw vs. 411 kw sur., and make ant. changes. Filed July 20.

APPLICATION AMENDED
KGEZ-TV Kellspsell, Mont.—Amended to suggest conditional grant of proposed ch. pending publication of filing providing additional financial data and to correct geographic coordinates. Amended July 19.

PETITIONS
WTVI-TV Fort Pierce, Fla.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules so as to reclassify Ch. 3 to Fort Pierce Fla., from Tampa-St. Petersburg, Fla., where it is now classified. It is further requested that Order to Show Cause why cp for WTVI-TV should not be granted be issued to petitioner. Announced July 20.

The Newspaper, the government of Kentucky; Honorable Robert Humphreys, U. S. Senator of State of Kentucky; and the petitions requesting amendment of Sec. 7 of Sec. 3 of Rules so as to permit allocation of ch. 7 to Louisville, Ky. Announced July 20.

WKLO-TV Louisville, Ky.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules so as to permit allocation of ch. 7 to Louisville rather than to Evansville, Ind., which is presently proposed. Also requests that appropriate order to Show Cause why cp for WKLO-TV should not be granted be issued to WKLO-TV. Announced July 20.

WTVK-TV Youngstown, Ohio.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules so as to permit allocation of ch. 6 to Youngstown rather than to Elyria, Ohio. Announced July 20.

WTVR-TV Nashville, Tenn.—Petitions FCC requesting amendment of Part 3 of Rules by issuance of Rule-Making so as to permit allocation of ch. 7 to Elyria, Ohio. Announced July 20.

New Am Stations... ACTIONS BY FCC
Phoenix, Ariz.—BamRay Broadcasting Co. granted 1380 kc, 1 kw D. Post office address E32D N. 16th St., Phoenix. Estimated construction cost $12,763, first year operating cost $29,323, revenue $75,000. Principals are equal partners A. V. Bamford, president, and Ray Odom, KXUX Glendale, Ariz., entirely.

Madison, Fla.—Norman O. Pretzman granted license for 5 kw D. Post office address P. O. Box 825, Live Oak, Fla. Estimated construction cost $5,112, first year operating cost $10,000, revenue $20,000. Mr. Pretzman owns WBLH Live Oak. Announced July 19.

Wayne Co. — Vahaliond Bestco. granted 1379 kc, 2500 kw D. Post office address 410 W. 1st Street, Fort Walton Beach, Fla. Estimated construction cost $10,000, first year operating cost $29,000, revenue $85,000. Vahaliond is licensee of WFTW Fort Walton Beach. (This first grant is to a town-just-to-be. Ward Range is a planned community being constructed for the employees of a multimillion dollar chemical plant to be located in that area.) Announced July 19.

Jesup, Ga.—Wayne Bestco. is being advised that application for new am to operate on 890 kc D. indicates necessity of hearing on application. Announced July 19.

Ferriday, La.—Miss-Lou Bestco. granted 1179 kc, 1 kw D. Post office address P. O. Box 183, Ferriday, Miss. Estimated construction cost $14,943, first year operating cost $54,000, revenue $116,000. Sole owner and operator is Walter L. Zuccaro, wholesale petroleum interests. Announced July 19.

Aberdeen, Md.—John L. Allen 4/3 of Hartford County Bestco. granted 970 kc, 500 kw D. Post office address Box 48, Aberdeen, Md. Estimated construction cost $29,301.16, first year operating cost $43,000, first year revenue $56,500. Mr. Allen is first in area to file for sale. Announced July 19.


Niles, Mich.—Lawrence J. Plym granted 1290 kc, 500 kw D. Post office address 115 N. Front St., Niles. Estimated construction cost $28,305, first year operating cost $66,000, revenue $69,000. Mr. Plym has aluminum fabricating, publishing, and banking interests. Announced July 19.

West Shore Bestco. Co., Beacon, N. Y.—The West Shore Bestco. Co., James W. Miller, Milford, Conn.—Designated for consolidated hearing on applications for new emis to operate on 1320 kc, West Shore with 1 kw D., Westport with 500 w., DA, and Miller with 500 w. in event of favorable action on any of applications, grant shall not be made effective until after all legal proceedings have been terminated involving applications for WAVZ New Haven, Conn. (Other applications for same frequencies other than 1260 kc.) Announced July 19.

Radio M. Kieco, for Mt. Kisko, N. Y.—Designated for hearing on application for new am to operate on 1319 kc, 1 kw DA; made WEDV New York City and WJLK Asbury Park, N. J., parties to proceeding. Announced July 19.

Wilmington, N. C.—FCC denied June 27 protest by WYAR Norfolk, Va., directed against May 29 grant of cp to Erial Coast Radio Co. for new am (WRL) to operate on 790 kc, 500 w. D. In Wilmington. Announced July 19.

Manchester, Tenn.—Manchester Broadcasting granted 1390 kc, 1 kw D. Post office address Missoula, Tenn. Estimated construction cost $15,745, first year operating cost $27,500, revenue $36,000. Principals include Royce E. Richards (75%), 20% owner of WMMT, McEwan, and 35% of WCDD Winchester, Tenn., and Sam J. Albritton (25%), 50% owner of WMST and 37.5% owner of WSMT Sparta, Tenn. Announced July 19.

APPLICATIONS
Jacksonville, Fla.—Dan Richardson, 550 kc, 1 kw D. Post office address Rt. #6, Box 400, Jacksonville, Fla. Estimated construction cost $15,309, first year operating cost $36,000, revenue $48,000. Mr. Richardson holds interests in advertising interests. Filed July 19.

Panama City, Fla.—Voice of the Gulf Broadcasting Co., 1350 kc, 1 kw D. Post office address 501 Pinetree Rd., Valdosta, Ga. Estimated construction cost $14,389, first year operating cost $31,200, revenue $81,000. Principals are equal partners, Ben G. Peters, program director, WGOV Valdosta, and J. C. Johnson, announcer, WGOV. Filed July 19.


APPLICATIONS AMENDED
Palmdale, Calif.—Palmdale Broadcasting applicant seeking cp for new am to operate on 1470 kc, 1 kw D., amended to make changes in system and decrease height. Amended July 19.

"This reminds me—KRIZ Phoenix was advertising some beautiful farm-fitting bathing suits."
Newest AM Stations . . .

**ACTIONS BY FCC**

**KUHC** Montrose, Colo.—Granted change of operation from 1350 kc, 500 w, to 1580 kc, 200 w, D-A, N, and ground system. Announced July 19.

**KXLU** Seminole, Fla.—Granted increase of ERP to 2 kw, D-A, N, and ground system. Announced July 24.

**KCWJ** Sarasota, Fla.—Designated for hearing on applications for cp to replace expires for 1250 kc, 250 w, D-A, D, and to modify or changeakis time of operation. Announced July 19.

**KWCQ** Dillon, Mont.—Granted to change ant. operation from 1450 kc, 1 kw, with change in ant. location. Announced July 19.

**KCCL** Corpus Christi, Tex.— Granted to change station location to Corpus Christi, Announced July 19.

**KXAB** Abilene, Texas.— Granted to change of operation from 1300 kc, 1 kw, D-A, N, and ground system. Announced July 19.

**WBFI** Fremont, Mich.— Granted permission to receive call letters, subject to call letter procedures for the past 90 days, except for Sundays from 8 a.m. to 7:30 p.m. in order to effect changes of station. Announced July 24.

**KCEC** Hiram, Ga.—Granted to change ant.-trans. location; utilize combined ant. and ground system (increase height). Announced July 19.

**NBC Inc., New York City—** Granted extension of authority to amend fees to station for purposes of control of Canadian Broadcast Corp. for period beginning July 19. Announced July 24.

**KGX** Salem, Ore.—Granted to increase in power from 1200 kc to 1 kw. Announced July 19.

**WNAX** Waynesburg, Pa.—Granted to make changes in ground system. Announced July 19.

**KCMC** Texarkana, Texas.—Granted to make changes in ground system. Announced July 19.

**KBLC** Viroqua, Wis.— Granted to make changes in D system. Announced July 19.

**KXKF** Eugene, Ore.— Granted to change station location to Eugene, Announced July 19.

**KJBQ** Farmington, N. Mex.—Granted to change station location to Farmington, Announced July 19.

**KLOL** Santa Barbara, Calif.—Granted to make changes in dummy system. Announced July 19.

**KZDO** Oshkosh, Wis.—Granted to change station location to Oshkosh, Announced July 19.

**WBBF** Pittsburgh, Pa.— Granted to increase ERP to 15 kw, D, N. Announced July 19.

**WATL** Madisonville, Ky.—Granted to increase power from 1200 kc to 1 kw, D. Announced July 19.

**KJBS** Las Vegas, Nev.— Granted to increase power from 9 kw to 15 kw. Announced July 19.

**WJWS** Jacksonville, Fla.—Granted to make changes in ant.-trans. location and make changes in ant. and ground system. Announced July 19.

**KJHZ** Harrisburg, Pa.—Granted to change ant. system, and redescribe ant. site. Announced July 19.

**WFBM** Milwaukee, Wis.—Granted to change station location to Milwaukee, Announced July 19.

**KJBS** San Luis Obispo, Calif.—Granted to increase power from 5 kw to 10 kw, D. Announced July 19.

**KMLF** Milford, Conn.—Granted to make changes in ant.-trans. location. Announced July 19.

**WGRK** Rochester, N. Y.—Approved to move to 1460 kc. Announced July 19.

**KJBC** Appleton, Wis.—Granted to increase from 5 kw to 15 kw, D. Announced July 19.

**KQBD** Billings, Mont.—Granted to make changes in ant.-trans. location. Announced July 19.

**WHEC** Rochester, N. Y.—Approved to change to 1360 kc. Announced July 19.

**KQED** San Francisco, Calif.—Granted to make changes in ant.-trans. location. Announced July 19.

**KECC** Gulfport, Miss.—Granted to make changes in ant.-trans. location. Announced July 19.

**KTBX** Abilene, Texas.—Granted to change of operation from 1350 kc, 500 w, kw to 1590 kc, 1 kw, D-A, N, and ground system. Announced July 19.

**KRXJ** Tulare, Calif.—Granted to change of operation from 1280 kc, 500 w, D-A, to 1580 kc, 200 w. Announced July 19.

**KWLE** Chicago, Ill.—Granted to increase power from 5 kw to 50 kw. Announced July 19.

**WGBK** Dubuque, Ia.—Granted to make changes in ant., ground, and study location (increase height). Announced July 19.

**WOC** Dubuque, Ia.—Granted to make changes in ant., ground and study location (increase height). Announced July 19.

**KBTX** Abilene, Texas.—Granted to change of operation from 1350 kc, 500 w, kw to 1590 kc, 1 kw, D-A, N, and ground system. Announced July 19.

**KQBD** Billings, Mont.—Granted to make changes in ant.-trans. location. Announced July 19.

**WHEC** Rochester, N. Y.—Approved to move to 1460 kc. Announced July 19.

**KQED** San Francisco, Calif.—Granted to make changes in ant.-trans. location. Announced July 19.

**KECC** Gulfport, Miss.—Granted to make changes in ant.-trans. location. Announced July 19.

**KTBX** Abilene, Texas.—Granted to change of operation from 1350 kc, 500 w, kw to 1590 kc, 1 kw, D-A, N, and ground system. Announced July 19.

**KRXJ** Tulare, Calif.—Granted to change of operation from 1280 kc, 500 w, D-A, to 1580 kc, 200 w. Announced July 19.

**KWLE** Chicago, Ill.—Granted to increase power from 5 kw to 50 kw. Announced July 19.

**WGBK** Dubuque, Ia.—Granted to make changes in ant., ground, and study location (increase height). Announced July 19.

**WOC** Dubuque, Ia.—Granted to make changes in ant., ground and study location (increase height). Announced July 19.

**KBTX** Abilene, Texas.—Granted to change of operation from 1350 kc, 500 w, kw to 1590 kc, 1 kw, D-A, N, and ground system. Announced July 19.

**KQBD** Billings, Mont.—Granted to make changes in ant.-trans. location. Announced July 19.

**WHEC** Rochester, N. Y.—Approved to move to 1460 kc. Announced July 19.

**KQED** San Francisco, Calif.—Granted to make changes in ant.-trans. location. Announced July 19.
WESTERN MICHIGAN'S
WKKN
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL. F. BEST

BROADCASTING • TELECASTING
Interest in licensee corporation from Francis B. Bumpp to Virby Conley for $260,000. Announced July 19.

KRGB-TV Weslaco, Tex.—FCC denied petition by H. C. Hall of Corpus Christi for construction permit against grant of hearing without application for renewal of positive control of KRGB-TV by O. L. Taylor through sale of 30% interest to The Star Co., Inc., and D. E. Bishop.

WACH-AM-AMW Newport News, Va.—Granted assignment of license of WACH and cp for WMJ to William J. McCord Co. of Elizabeth City, N.C. for $54,000. United is 100% owned by Fredric B. Putting; Edward Eaton is president and general manager. United, Other Richard Eaton interests are WOOK-AM-WOOF-TV (Woolf TV) Charleston, S.C., WPLD-AM-WLDM-TV (D-L-D TV) Baltimore, WARK Haggsboro, WIKK Reekle, both Maryland, and WANT Richmond, Va. Announced July 19.

WACO-TV Austin, Tex.—Granted assignment of cp to WKTW Inc. Station is being assigned by Oliver W. M. Coates to Associated Newspapers, Inc. of Central Indiana, which will hold 50% interest, that it will relocate KWTW in San Antonio, and operation of station. Principals include Martha Rountree Preeshley (25%), 100% owner of Rountree-Preeshley Productions Inc., Oliver M. M. Preeshley (25%) and Northern Virginia Broadcasters Inc. (50%). Northern Va. operates WARM-AM-AMW Arlington, Va., and is owned by Cy Himmelman. Announced July 19.

WARF-TV Madison, Wis.—Granted assignment of license to WLIB Inc. for $255,000. Principals are Robert E. Church (33.3%), sales promo- tion and promotion and ad sales; W. W. Preeshley (33.3%), advertising sales representative, Pacific Television Syndicate Inc., and H. R. Hunsicker (33.3%), construction engineer. Announced July 19.

KTEL Walla Walla, Wash.—Granted acquisition of control of licensee corporation by Jack Keating through purchase of 66% interest of Harold E. Selberg, Cleveland, Ohio. Mr. Keating will be sole owner. Announced July 19.

WMBV-TV WMAR Baltimore, Md.—Granted assignment of license to Guild Films Inc. for $291,000. Principles are Miles G..world (83%), television production and distribution; World Film Corp., president; and man and his wife (7.5%). Announced July 19.

WPHT-AM WPTN Jacksonville, Fla.—Granted assignment of license to WPİY Inc. for $44,000. Principals are Pres. Milta Maltus (67.5%), employee at WJKH Jackson, Mich.; Secy.-Treas. Robert Wright (45%), WJON, Milwaukee; Samuel Rieder (5%), employee at WICM. Announced July 21.

KMcKV-AM-TV McAllen, Tex.—Granted acquisition of control of licensee corporation by Walter C. Cameron, present 61.7% owner. Mr. Cameron bought 41.25% from Max Pineapple Co. for $30,850. Announced July 24.

Applications

KFOX-AM-FM Long Beach, Calif.—Seeks assignment of license to Hogan Best Corp. for $350,000. Principals are John Richard Arthur H. Hogan, 25% owner of KULA-AM-KRFT-L-AM-WLDM-TV (D-L-D TV), Collier to purchase KULA and accepted. Mr. Collier also is owner of Albert J. Hogan, president of the company, which owns 35% of Collegiate Tele- casting Corp. of which hourly fees are paid to KUKO-AM-FM Los Angeles. Continental also is owner of Collegiate Broadcasting Corp. license of KUKO San Bernardino, Calif., and has majority ownership in Continental. It also owns WJMN-AM-FM Lake Worth and application seeking purchase of KMUW San Mateo, Calif., pending at FCC. Filed July 23.

WKKO-AM Cairo, Ill.—Seeks transfer of control to Vito G. A. Scher, Robert O. Hirsch, James F. Hirsch and Marjorie Anne Hirsch, each holding 1.66%, Oscar C. Hirsch, sole owner, then will hold 33.33%. Filed July 23.

KRMD-AM-FM-Radio San Antonio, Tex.—Seeks assign- ment of license to T. B. Lanford tv w auc Radio Statio- nery Co., owners of station. Mr. Lanford is buying out his partners R. M. Dean and Victor Leo Dean Trust. Filed July 10.

WMNC (TV) Grand Rapids, Mich.—Seeks transfer of control of permitted corporation from E. A. McCreary’s estate to E. A. McCreary Jr., et al. to H & E Balaban Corp. The McCready are trans- ferring 60% of H & E and Mr. McCreary retaining 40%, 60% of 6% owner Pres. John D. Locks and 20% of 8% owner Pres. W. F. Freck. Consideration is $7,650, H & E Balaban Corp. will await final order until 50% of WTV (TV) Rockford, Ill., and 100% of Birmingham Television Corporation as licensee of ch. 42 in Birmingham, Ala. Filed July 19.

WJRE-Burlington, Vt.—Gregor, K. W. H.—Seeks transfer of control of permitted corporation from Francis F. Murphy to Storer Corp. for $60,000 in cash and assumption of liabilities. Storer has offered to divest itself of one of its vhf outlets "if required to do so." Storer, whose purchase of ch. 3 KRLM-TV Salem, Ore., is still pending, FCC approval, owns own fm and tv stations in Miami, Detroit, Toledo, Cleveland, and Atlanta; am and tv stations in Birmingham, Ala., tv in Portland, Ore., and am-fm in Wheeling, W. Va. Filed July 19.

WDOE-AM-FM Cleveland, Ohio.—Seeks acqui- sition of control of permitted corporation by Continental Telecasting Co. Filed July 19. For further proceeding involved in application for license to operate on ch. 3 in Hartford and competing application of Hartford Telecasting Co. (v&m). Commissioner did not may, without further proceedings, substitute for ch. 3 with other channel as may be assigned to Hartford instead of ch. 3 in rule-making proceeding. Commissioner to further consider if construction shall be commenced before conclusion of rule-making proceedings. Announced July 25.

Hearing Cases

FAR

Hearing, Calif.—FCC granted application of The Travelers Best, Service Corp. for new tv to operate on ch. 2 in Hartford. Hartford may, with-out further proceedings, substitute for ch. 3 with other channel as may be assigned to Hartford instead of ch. 3 in rule-making proceeding. Commissioner to further consider if construction shall be commenced before conclusion of rule-making proceedings. Announced July 25.

INITIAL DECISION

Coos Bay, Ore.—Hearing Examiner H. Gifford Irion issued Initial Decision looking toward grant of application of Coos Bay Broadcasting Co. for new fm to operate on ch. 18 in Coos Bay. Announced July 20.

OTHER APPLICATIONS

WXYZ Detroit, Mich.—FCC denied motion of WUPW-TV Detroit for permission to go into commerce. Commissioner did not may, without further proceedings, substitute for ch. 3 with other channel as may be assigned to Hartford instead of ch. 3 in rule-making proceeding. Commissioner to further consider if construction shall be commenced before conclusion of rule-making proceedings. Announced July 25.

NABA Notifications

List of changes, proposed changes and correc- tions in assignments of Mexican stations modifying appendix containing assignment of Mexican stations attached to recommendations of North American Broadcast Commission Agreement Meeting Jan. 1, 2041.

Mexican Change List #182 June 9, 1966

XEOW Mesatain, Sinaloa—New 1 kw D, 350 w, ND, null, Class II, 12-9-56. 11210 kc

XETR Ciudad Valles, San Luis Potosi—Delete assignment. 230 kw, ND, Class II. 12-9-56.

XETX Chihuahua, Chihuahua—Delete assignment (vde 135 kw), ND, Class II. 12-9-56.

XEXJ Jalapa, Veracruz—Delete assignment (vde 75 kw), ND, Class II. 12-9-56.

XEXU Zacapa, Michoacan—Increase D power. 1 kw D, 250 w, ND, null, Class IV 8-8-60.

XEYU Luces Río Colorado, Sonora—New 1450 kw, ND, null, Class IV 12-8-56.

XEXI Chihuta del Carmen, Campeche—New 250 kw, ND, null, Class IV 12-8-56.

XEXV Mazatlan, Sinaloa—Delete assignment (vide 750 kw), ND, null, Class II. 12-9-56.

XEXH Mazatlan, Sinaloa—New 5 kw, ND, Class III. 12-9-56.

XEXW Tuxpan, Michoacan—Delete assignment (vide 970 kw), ND, null, Class II. 12-9-56.

XEXD Hustampsa, Sonora—New 1 kw D, 250 w, ND, null, Class IV 12-8-56.

XEXG Chupandacho, Guerrero—New 1 kw D, 250 w, ND, null, Class IV 12-8-56.

XEXH Mixtaltlan, Veracruz—New 250 kw, ND, null, Class IV 12-8-56.

XEXJ Ixtlahuaca, Michoacan—New 250 kw, ND, null, Class IV 12-8-56.

XEXK Villa de Heras, Sonora—New 250 w, ND, null, Class II. 12-9-56.

XEXJ Jalapa, Veracruz—New 90 kw, DA-N, null, Class I-B. 12-9-56.

Mexican Change List #193 June 29, 1956

XEXD Rio Bravo, Tamaulipas—Change in call letters and location. 5 kw, ND, Class II. Class IV 12-8-56.

XEXF Reynosa, Tamaulipas—Change in call letters and location. 5 kw, ND, Class II. 12-9-56.

XEXG San Luis de Colorado, Sonora—Change in call letters from XEXC, 350 w ND, null, Class IV 8-8-60.

XEXW Matamora, Tamaulipas—Increase pow- ers. 1 kw, DA-N, null, Class IV 8-8-60.

XEXH Huatla, Michoacan—Change in call letters from XEXJ. 250 w, ND, null, Class IV 8-8-60.

XEXC Tecalitlan, Puebla—Change in call

Broadcasting Telecasting
letters from XKBDB. 250 w, ND, undl. Class II.
8-26-55.

1595 kW.
XERK Mexicali, Baja California—Reduce N power. 5 kW D, 1 kW NW, ND, undl. Class III.
8-26-55.


Chicago Code List No.

July 3, 1956

CMYK Gaustadans, Orlene—Assignment of call letters. 250 w, ND, undl. Class IV.

CMKY Puerto Padre, Orlene—Increase power (PC: 100 w, 10400 kHz NARRA). 250 w, ND, undl. Class IV.

Routine Roundup...

July 19 Decisions

TV BROADCAST ACTIONS

By the Commission

PETITIONS FOR RULE MAKING DISMISSED OR DENIED

Fresno, Calif., N. C.—Commission dismissed petition of KBFP Fresno and terminated rule-making proceeding in Eximburgo, initiated by KBFP, to make it possible to change ch. 14 in Fresno, Calif., to ch. 18 if available for commerical use; reduction of education there from ch. 18 to ch. 98, or alternatively to transfer ch. 30 (presently assigned to Madera) with ch. 53 at Fresno. Changes under consideration in this proceeding are included in pending Peoria letters of channel assignment (Docket 11756).

Fresno, Calif., N. C.—Dismissed petition by WEEK-TV Peoria, ch. 43, to substitute ch. 25 for ch. 43 in Peoria, Calif., to permit assignment of ch. 43 for commercial use in Salinas, Calif., and to show Cause Order to specify operation of ch. 43. Changes proposed in this petition are included in pending Peoria channel assignment proceeding (Docket 11749).

Sitka, Alaska—Dismissed petition by WCIA (TV) Champaign-Urbana, Ill., ch. 3, to assign ch. 38 to Springfield by substituting ch. 69 for ch. 38 in Lincoln. Included in Springfield channel assignment proceeding (Docket 11747).

Fairfield, Ind.—N. D.—Denied petition by Mhokha Valley Television Inc. to assign ch. 37 as “drop-in” in Fairfield, Calif. Comment was filed in this area that it would change traffic pattern of that area, which would not be conducive to growth of uhf service and addition of second uhf station in this area at this would tend to inhibit such growth.

Wenatchee, Wash.—Denied petition by KQW Wenatchee, to assign ch. 12 to Wenatchee. Would necessitate co-channel spacing shorter than minimum requirements.

M. Arey, N. C.—Denied Commission dismissed petition of KDFW Dallas, to substantially increase power of KDFW Dallas, to operate ch. 8 to that city and amend Sects. 3120 and 31201 to include minimum separation requirements.

Harrisburg, Pa.—Denied petition by WGLO-TV York, ch. 12 from 94.6 to 94.8 kHz, and assign ch. 20 for commercial use. Changes proposed in this petition are included in pending Harrisburg channel assignment proceeding (Docket 11741).

York, Pa.—Denied petition by KDKM TV York, ch. 6, to change ch. 6 to that city, and amend Sects. 3120 and 31201 to include minimum separation requirements.

Huntsville, Ala.—Denied petition by WTVY TV Huntsville, ch. 13 from 94.9 to 94.2 kHz, and assignment ch. 20 for commercial use. Changes proposed in this petition are included in pending Huntsville channel assignment proceeding (Docket 11741).

Minneapolis, Minn.—Denied petition by KMPR Minneapolis, to assign ch. 62 to Fort Bragg, N. C., and Kemper, N. C., for commercial use by their respective communities.

Port Wayne, Ind.—By WTV (TV) Evansville to change ch. 62 from Evansville to Owensboro, Ky., to change ch. 31 from Owensboro to Fort Wayne, Ind., with resultant changes from ch. 14 to 21 in Fort Wayne, Ind., and ch. 21 in Evansville, Ind. Comments due Aug. 22.

Evansville, Ind.—By-WFIE (TV) Evansville to change ch. 62 from Evansville to Owensboro, Ky., to change ch. 31 from Owensboro to Fort Wayne, Ind., with resultant changes from ch. 14 to 21 in Fort Wayne, Ind., and ch. 21 in Evansville, Ind. Comments due Aug. 22.

MORE FLEXIBILITY IN TV CHANNEL ASSIGNMENT

Commission amended Sec. 3-11(a) of its rules and regulations to provide for channel assignments based on changes in existing channel assignments, and to permit assignment of channels to areas where assignments are no longer needed, and to make channel assignments that will permit additional service and more effective competition among stations in some communities. The rule-making committee does not live in making channel assignments to communities that do not serve in some way.

Port Wayne, Ind.—By WTV (TV) Evansville to change ch. 62 from Evansville to Owensboro, Ky., to change ch. 31 from Owensboro to Fort Wayne, Ind., with resultant changes from ch. 14 to 21 in Fort Wayne, Ind., and ch. 21 in Evansville, Ind. Comments due Aug. 22.

EDUCATIONAL USE RESTRICTED SHIFTED FROM VHF TO UHF

Commission final rule in Docket 1105 and substituted rule-making proceeding in College Station, Tex., from vhf to uhf, effective Aug. 31, 1956. Restricted educational use in that city and was replaced by ch. 48 and ch. 50. It was assigned VHF-College Station’s 22 for commercial use. Comments McCunnough (Chairman) and Hyde submitted. Comm. Mack abstained from voting.

There is no evidence that this channel would be useful for educational purposes in foreseeable future. This is first instance where vhf reservation has been replaced uhf channel.

RULE-MAKING FINISHED

By Report and Order in rule-making in Docket 1105 and substituted rule-making proceeding in College Station, Tex., from vhf to uhf, effective Aug. 31, 1956. Restricted educational use in that city and was replaced by ch. 48 and ch. 50. It was assigned VHF-College Station’s 22 for commercial use. Comments McCunnough (Chairman) and Hyde submitted. Comm. Mack absent from voting.

There is no evidence that this channel would be useful for educational purposes in foreseeable future.
July 20 Applications

Application for Filing

WQAG-TV, Madison, Wis.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

WQTV-FM, Traverse City, Mich.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

Application for Modification of cp

KUBE-TV, Pasco, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 15, 1957.

Application for License

KPDQ-FM, Boise, Idaho—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KQTV, Rapid City, S.D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KQTV-FM, Rapid City, S.D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KQTV-W, Rapid City, S.D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KTVN, Bend, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KWTV, Oklahoma City, Okla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

KXNO, Fort Smith, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1, 1957.

Application for Renewal of License

KWHB-TV, Fort Pierce, Fla.—Seeks renewal of license for tv station.

KWBT, Fort Worth, Texas—Seeks renewal of license for tv station.

KXMP, Billings, Mont.—Seeks renewal of license for tv station.

KXMO, Columbia, Mo.—Seeks renewal of license for tv station.

KXYT, San Ysidro, Calif.—Seeks renewal of license for tv station.

Application for Renewal of Licenses

KWVT, Virginia Beach, Va.—Seeks renewal of license for tv station.

KWYX, Detroit, Mich.—Seeks renewal of license for tv station.

Application for Renewal of Licenses

KMAK-TV, Rapid City, S.D.—Seeks renewal of license for tv station.

KWST-TV, Mountain Home, Ark.—Seeks renewal of license for tv station.

KWTV, Oklahoma City, Okla.—Seeks renewal of license for tv station.

KWVS, Des Moines, Iowa—Seeks renewal of license for tv station.

Application for Temporary Authority to Operate

WBBI-TV, Big Bear, Calif.—Seeks temporary authority to operate for extension of completion date to Nov. 15, 1957.

WBOL-TV, Orlando, Fla.—Seeks temporary authority to operate for extension of completion date to Nov. 15, 1957.

WBTM, El Dorado, Ark.—Seeks temporary authority to operate for extension of completion date to Nov. 15, 1957.

WBFM, Farmville, Va.—Seeks temporary authority to operate for extension of completion date to Nov. 15, 1957.

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Application for Permit to Give Notice of Renewal

KXBI-TV, Rapid City, S.D.—Seeks permit to give notice of renewal for tv station.

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COMMERCIAL RADIO ENGINEERING CONSULTANTS
612 Evans St., N.W., Washington, D. C.
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JAMES C. McNARY
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30 Years' Experience in Radio Engineering
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Consulting Radio & Television Engineers
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Crestview 4-8721
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Arlington, Texas

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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(A Chicago suburb)

Vandiver, Cohen & Warn
Consulting Engineers
612 Evans Bldg., NA., 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6466
Washington 5, D. C.
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CARL E. SMITH
CONSULTING RADIO ENGINEERS
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Member AFCCE

RALPH J. BITZER, Consulting Engineer
Suite 229, Arcade Bldg., St. Louis 1, Mo.
Gardell 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Policies • Licensing Field Service

A. E. TOWNE ASSOCIATES, INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100
MANAGER'S SHOES

If you were the station manager and needed to fill a vacancy on your staff, how would you go about it? Ask friends, advertise, answer ads, or call BROADCASTERS? Perhaps you do all of these, but, as many station managers from coast to coast know, a call to BROADCASTERS is the best way to find exactly the right man in the shortest time. BROADCASTERS promptly provides advertisers with carefully screened applicants qualified to meet the job specifications, a professionally prepared resume or experience, and a report of reference investigation. Since preliminary screening has been completed, applicants are ready to be interviewed. This is what employers like about our service.

That’s why, if you’re looking for a better job, or need more money, or need more responsibility, or want to live in the metropolitan area, it will pay you to investigate BROADCASTERS. It is the most direct and least expensive way to find a position which meets your particular requirements. Our reputation has been built on happily satisfying the need of employers and applicants. If you want to advance your career in TV or radio, we will WORK in your behalf to find the job you seek. This is what applicants like about our personal and confidential service.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
937 New Jersey Ave., N.W., Washington 1, D.C.
**RADIO**

**Help Wanted—(Cont’d)**

**Technical**

Engineer—experienced in operation of Western Electric 506B-2 transmitter. Good salary for 40-hour week. Write Chief Engineer, WRHL-FM, Baltimore 3, Maryland.

Technician with first class license. Some announcing preferable. Howard Hayes, WOAL

**WANTED**

Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 60 hour day. Apply Chief Engineer, Radio Station WHY, 1 East Main Street, Riverhead, Long Island, N. Y.

**Programming—Production, Others**

Newman experienced with good voice. Must be versed in writing, rewriting and reporting. Eastern independent. $100. Box 297A, B-T.

**WANTED**

Experienced newsmen. Someone interested in making a permanent home in medium-sized midwestern community. Must be experienced in all phases of news gathering and writing. Attractive salary for man willing to work and become part of expanding local station. Box 350A, B-T.

**Special—Wanted.** Sales promotion campaign (organization or individual) wanted to put on a telephone deal on 50-50 basis at radio station in midwest. Write Box 352A, B-T.

**Promotion manager for midwest major network affiliate in one of the first 60 markets. Department head status. A great opportunity to grow with a new expanding station. Box 357A, B-T.

**Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Harve deGrace, Maryland.**

**Program director wanted.** An opportunity for good experienced announcer to advance. WJWJ, Georgetown, Delaware. Phone 5267.

**Situations Wanted**

**Managerial**

Successful sales manager, with program and news experience, seeks chance to manage small market operation. Box 358A, B-T.

One of the best small-medium market managers in the business. Top record/references in management, engineering, announcing, writing, and especially sales. Spots 11 year record radio and tv. Dependable family man, age 31, excellent planner, leader, workhorse. Worth far more than minimum requirement, $7,500 plus %. Available Sept. Box 350A, B-T.


**RADIO-TV PEOPLE ARE OUR BUSINESS**

Employers and Employees alike benefit from our years of experience of working both in and with the Broadcasting industry.

**NATIONAL RADIO & TV EMPLOYMENT SERVICE**

5th Floor
1627 "K" Street, N. W.
Washington 6, D. C.

**RADIO**

**Situations Wanted—(Cont’d)**

**Managerial**

Announcing graduate, some acting knowledge, high thin voice, desire to announce free, for experience. Tape, resume, photo. Box 329A, B-T.

**Salesmen**

Successful salesman seeks more lucrative association. Radio-station—very good experience. college graduate. Box 327A, B-T.

Salesman, DJ, sports. Six years experience. Presently employed in commercial managerial capacity. Will work hard and well to live comfortably. State salary first letter. Box 344A, B-T.

**Announcers**

Versatile announcer, experienced, top references, reliable, hard worker. Desires eastern metropolitan city. Want to join station that offers a future. Send for tape, details. Box 213A, B-T.

Ten years experience. Presently employed one of nation’s top markets. Permanent position with opportunity. Consider all offers, including all-night disc shows. References. Married. Box 259A, B-T.

Award winning news director of regional network wants affiliation with major market indie. 15 year experience. Versatile sports news announcer. Excellent personalty. Emphasis on local and state news coverage. Cannot direct complete news operation. Box 265A, B-T.

Exceptionally strong in both news and music. Four years experience! Broadcasts in training all college. Extremely dependable and excellent reference. Single but no drifter. Box 257A, B-T.

Sports director, play-by-play, pops DJ, news, sales, marriage following, seeks larger market. Box 240A, B-T.

Experienced announcer wants to relocate in eastern Pennsylvania or adjoining states. Versatile, dependable, draft-exempt, good station references. Box 250A, B-T.

Announcer, deejay, first phone, six years experience, family, currently program director. Box 243A, B-T.

Try me—broadcast school graduate, college radio experience. News, DJ, sports. Box 244A, B-T.

“Atomic energy—I’ve been likened to that phase, initial development stage. It has begun, future potential ‘infinite’.” Enthusiastic announcer needs 1st job. Be the first. Box 255A, B-T.

Announcer, good continuity writer. Recent graduate of Midwestern Broadcasting School. Purdue graduate (B.S. degree). Box 227A, B-T.

Attention man with medium market, southeast. Announcer 8 years wishes to relocate. Union station, union scale good paying position. Presently employed, highly competitive, metropolitan area. Box 240A, B-T.


Young man, 21. Three years college education. Ambitious, pleasant personality. Box 309A, B-T.

East, experienced staffer, now in 65,000 market. Like part sales. Young, family man. Only personal interview. Box 304A, B-T.

Sports director after two and a half years at a 50 kw is looking for a more sports-minded location. Likes it here fine, but not enough sports activity. Have done Southern Association baseball, college football and basketball. Present daily show is by far the top-rated in the area. All offers considered. Box 314A, B-T.

Top morning man—employed—wishes to relocate. Veteran family. Box 306A, B-T.


**Announcer—DJ, 22, vet. Light experience. Desires permanent move. Tape, resume available. Box 315A, B-T.**

**RADIO**

**Situations Wanted—(Cont’d)**

**Announcers**

Announcing graduate, some acting knowledge, high thin voice, desire to announce free, for experience. Tape, resume, photo. Box 329A, B-T.

**WANTED**

Experienced announcer seeking employment in NE. Strong DJ—news. Box 352A, B-T.

3 yrs tv—9 yrs radio sports and staff top play-by-play, all sports desire to relocate by September 15th. Location secondary to opportunity. Over 6 yrs present position—address all replies. Box 360A, B-T.

**WANTED**

Experienced, strong on commercials, DJ and news, would like to work in northeast. Will relocate. Veteran, reliable. For network or daily. Write original copy, shows. Also guitarist—hobbies. Tape, resume, photo available. Box 328A, B-T.


Former singing DJ 50,000 watt radio—show business background—family man—presently employed staff announcer. 3 years experience. Interested in permanent position tv or radio as staff announcer—staff singer—possible kiddie show. Box 364A, B-T.


**Situations Wanted**

Saverl faire . . . thanks to fifteen happy years in the business. All around network experience as announcer, host emcee, news caster et al . . . commercials on all major networks . . . credit on request . . . Available now. Prefer New York City, but will consider a reasonable offer. Box 358A, B-T.

(Continued on next page)

**The Hollywood Division of GRANTHAM SCHOOL OF ELECTRONICS moves to new, larger quarters on July 30, 1956**

Our new address in Hollywood:
1503 N. Western Ave.
(At Sunset Blvd. on Western Ave.)
Hollywood 27, California

Grantham School of Electronics continues its specialty of the BEST FCC license training available.

—Correspondence or Resident Instruction—

Let us help you prepare for a brighter future with an FCC commercial operator’s license. Send for our free booklet telling how you can get your FCC license quickly and make more money in radio and television broadcasting.
**RADIO**

**Situations Wanted—(Cont'd)**

**Announcers**

Commercial D4, staff, experienced, strong in news, can operate board, references. Box 235A, B-T.

Aggressive combo man desires position in Florida. First class license, sales training, graduate American Institute of Art. Contact Thomas Asker, 607 E. 5th Avenue, Oakland, Louisiana.

Announcer—7 years experience including copy, programming, traffic, record librarian. Desires progressive small station. Lou Emerson, 3426 Santa Monica Blvd., Beverly Hills, California.

Versatile announcer, 1st class engineer, college graduate, 12 years experience, available August 1st. Contact Jim Lynn, Westmore 6-3551, Dallas, Texas.


Colored female: Broadcasting school graduate, all phases of radio. Z. Palmer, 7048 Wabash, Chicago.

Broadcasting school graduate, 1st phone. Desires connection to engineering and radio DJ. Russ Randolph, 2219 N. Parkside Avenue, Chicago.

Available September. Six years staff experience, college graduate, veteran family. Prefer east of Mississippi. Box 1857, Bisbee, Arizona.

Cadillac class country disc jockey with television experience. Sober, references. Available August 15th. Call Chattanooga 5-3390.


Technical

Experienced chief, engineer-announcer with degree. Box 292A, B-T.

**TELEVISION**

**Help Wanted—(Cont'd)**

**Salesmen**

Large vhf CBS midwest station has opening for local salesman. Applicant must be college graduate under 25 years of age and with television. Above average opportunities. Send complete details and snapshot to Box 152A, B-T.

**Announcers**

Announcer-director for CBS-TV affiliate, medium market Pennsylvania market, about September 15. Send tape and complete resume. Box 296A, B-T.

Wanted . . . experienced energetic television announcer. Must have ability to do convincing "on-camera" selling, good authoritative news delivery, and clean cut attitude. Personal appearance, location medium sized market in lower Midwest. Box 352A, B-T.

King size vhf in a wonderful southeastern vacationland offers opportunity to experienced announcer capable of earning $100 per week and up with base salary and talent arrangement. Send resume and photo, we will request tape later if wanted. Box 396A, B-T.

Experienced announcer-director, emphasis on live commercial announcing, prefer man with directing experiences. Commercial vhf located in college town. Send photo, complete resume and salary to Program Director, KOMU-TV, Columbia, Missouri.

**Technical**

Need qualified engineer for permanent position in southwestern station. Excellent living conditions, no floats. Give full details including minimum salary. Box 267A, B-T.

**RADIO**

**Situations Wanted—(Cont'd)**

**Announcers**

Engineering position. 3 years chief. 2 years announcing. Want permanent position, preferably Colorado or southwest. Box 305A, B-T.

Engineer, announcer, first class ticket, presently chief at fulltime network affiliate, competent maintenance, good announce, DJ potential. Available immediately. Box 315A, B-T.

Chief engineer 16 years experience administration, maintenance, construction. Graduate C.R.L. member I.R.E. Married, sober hard worker. Best references. Interested chief progressive am or tv operator. Contact Box 345A, B-T.

Programming-Production, Others


I've been called a "trouble maker" and "hard to get along with" because I'm quick to spot failures and raise a fuss about them. I've also been called the best director-producer-announcer in the area. As a salesman I settled the station $30,000 in four months. I'm looking for a program director post where I can sink my teeth into station operation without fear of "tender feelings." Six years am and tv experience. Need a "trouble maker"? Resume or personal interview . . . no tapes. Box 392A, B-T.

**TELEVISION**

**Help Wanted**

**Managerial**

Commercial manager—leading vhf station interested in young, aggressive commercial manager with sound business judgement and executive ability. Must have successful record local and national sales, preferably some tv experience. Base salary and incentive arrangement offer excellent opportunity for right man in a growing organization. Replies confidential. WSAV, Savannah, Georgia.

**TELEVISION PRODUCTION EXPERIENCED**

NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN'S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK'S LATEST SMASH HIT—"THE MAN WHO KNEW TOO MUCH", COVERING ARRIVAL OF CELEBRITIES.

ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERYDAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.

**NORTHWEST RADIO & TELEVISION SCHOOL**

**HOME OFFICE**

1221 N. W. 21st Avenue | Portland, Oregon • CA 7-2746

**BROADCASTING • TELECASTING**

Page 98 • July 30, 1956
FOR SALE (Cont'd)

TELEVISION

Help Wanted—(Cont'd)

Technical

Need tv engineers. An experienced midwestern man to assist chief engineer at KDLO-TV—KDLO-AM, Sioux Falls, S.D. TV technician for KDLO-TV, Florence, S.D. Direct replies including qualifications, reference, type of experience, and returnable photo to N. L. Bentzon, WLOL, 655 Northwest Bank Building, Minneapolis, Minnesota.

Educational/noncommercial station needs engineer experienced in control room operation and maintenance. Send resume of experience with recent photograph. State minimum salary required. KMBA-TV, 1260 at Welton Streets, Denver, Colorado.


Engineer 1st class wanted, wanted for transmitter maintenance with directional antenna at night or 840 k. Experience not a major requirement. Do not need car but will be a help. Must drive a 46 hour week with some overtime. Insurance plan and profit sharing. Write to Chief Engineer, WCHS, Charlotte, N. C., W. A.

Operating supervisor. Full experience in construction and operation of two color stations. Must have or be able to get New Color equipment. Send complete resume to Chief Engineer, WTTW, 1761 East Museum Drive, Chicago, Illinois.

Five studio engineers. Experience desirable. Scale $205.00—$120.00 in 21/2 years. Permanent possibility. Send complete resume, photograph, and salary requirements. Box 306G, B.T.

Experience in studio engineering desirable. Preferably female for large eastern vhf station. Must have television experience. Prefer complete resume and salary requirements to Box 18A, B.T.

Continuity director for major network vhf in southeast. Must have proven writing with executive experienced or potential, thorough knowledge of tv production as it affects writing. Send complete background and salary requirements to Box 31A, B.T.

Top-flight girl wanted by central Pennsylvania tv station to handle promotion and write commercials. Prefer the candidate with experience and proven ability. Attractive salary for right person. Contact Jim Curtis, WSBA-TV, York, Pennsylvania.

Situations Wanted

Managerial


Announcer

Sportscaster: Excellent play-by-play, Top rested television and radio sport shows. Desires good sports television and/or radio station position. News and weather experience also desired. Box 392A, B.T.

Announcer—MC. Local success stories. Have own show. Also direct. Box 309A, B.T.

FOR SALE

Successful combination Radio and TV station located medium sized market in Midwest. Priced under $1 million. Inquiries invited only from successful and financially qualified operators. NO BROKERS. Letters from snoopers, investigators, and curiosity seekers will not be answered. Only inquiries from reputable known purchasers who can fully identify themselves will be acknowledged. Send replies to Box 331A, B.T.

FOR SALE

TELEVISION

Situations Wanted—(Cont’d)

Technical

Former chief am station, desires a permanent, responsible position, with progressive vhf station. Presently enjoying executive/assistant engineer experience at 3-V film and live color cameras. Box 312A, B-T.

Tv technician with four years experience, desires permanent position in either Ohio or Illinois. Family. Best references. Box 341A, B.T.

Programming/Production, Others

Young woman with radio copywriting experience, graduating from college late August, desires start in tv. Box 278A, B.T.

If your production staff needs a responsible married veteran who will receive his advance degree from a Big 10 university this August, please write Box 278A, B.T.

Cameraman, assistant director. Experienced all phases. Will relocate. Excellent references. Box 289A, B.T.

Director — writer. Competent craftman. Successful credits, Opportunity important. Any location. Box 299A, B.T. 

Experienced cameraman, floor man, married, sober, reliable, now employed. desire change. Box 300A, B.T.

Director-handling, switching, camera, etc. Expert film editor. Four years station experience. Married; triennial, high minimum, prefer Ohio. Box 301A, B.T.

Experienced cameraman, floor man, married, sober, reliable, now employed. desire change. Box 303A, B.T.

FOR SALE (Cont’d)

To settle estate will sell at reduced price Bolex HA Deluxe Pan Cinon 80-60mm, Bolex Unimotion. Weston exposure meter, and large supply miscellaneous equipment. Third National Bank, Administrator of Estate of George W. Jobe, Rockford, Illinois.

WANTED TO BUY

Stations

Priced-right station wanted by responsible broker with $25,000 initial investment. All replies confidential. No brokers. Box 318A, B.T.

Private sales. Oklahoma, Texas, Colorado, Arkansas, Missouri, Kansas, Ralph Erwin, Licensed Broker, 143 South Trenton, Tulsa.

Equipment

Wanted: Used General Radio frequency monitor, rf bridge 160' tower. Box 314A, B.T.

Wanted—console and microphones—also any other major network broadcast equipment available. Box 322A, B.T.

Wanted—record library 45 rpm popular and western records only. Box 369A, B.T.

Uhf coaxial cable used ... state size ... age, condition and price. Box 310A, B.T.

Wanted to buy or trade 1 RCA 44 micro for 1 Shure model 300 multiplex. KXWV, Box 319A, B.T.

Complete fm station equipment. All details first letter. Pathfinder School of Radio, 727 11th Street, N. W., Washington, D. C.

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 to Dept. B, 1811 19th Street, N. W., Washington, D. C.

Any location. Box 329A, B.T.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of stations held, and job available. 3338 16th Street, N.W., Washington, D. C.

THANKS GENTLEMEN

William M. Bigley, General Manager of KVMA, Magnolia, Ark., says: "... As I know, we were able to sell them (news programs) in their entirety to one sponsor, KSEK, Pittsburg, Kansas. We believe that your personalized newscasts and your circulation in preparing specific "pitches" to prospective sponsors is going to be a successful means that your service will be received so enthusiastically by stations all over the country. . . We find that by tying-on your reports to our news items from the press wire, we can create a very individualized style of news.

Thad M. Sandstorm, General Manager of KSEE, Pittsburg, Kansas, says: "We’re making ground progress with our listeners and sponsors are quite impressed."

R. H. Keown, Manager, WGRN, Charleston, S. C., says: "We’re more impressed about our Washington and foreign correspondents. Selling them across the board is no problem at all."

Laurence News Features offers you your own staff of foreign correspondents, broadcast over your station from the news tele- 

talas of the world—froming themselves with your call letters and sponsors’ voice—exclusively in your area. No rooming. No broadcasts over your station. . . Wire or write today for full information and an audition tape produced especially for your station.

Laurence News Features

245 E. 30th St.
New York 16, N. Y.
SERVICES
Transcribed open end syndicated radio shows that best sponsor will buy. Eight big radio programs; music, interviews, drama, children and women shows shown to 25 million. Reasonably priced. Request details and audition tapes. Box 15972, Sanford Station, Los Angeles 2, California.

EMPLOYMENT SERVICES
General manager for new radio station in a small market in Alabama. Growing chain with ambitious plans for expansion requires the services of a settled family man with a steady employment record. Must have strong sales background. POLICE-KHJ-1600. Space required. There is an excellent opportunity for advancement for the right man. Starting salary is $15,000 plus percentage and potential earnings are to $18,000. Contact: Mr. Rick Brought, Director of Sales and Marketing. Send resume and photo to: Box 200A, B'F.

RADIO
Help Wanted

MANAGER SEEKING OPPORTUNITY
Prefer man strong in sales who has experience as Manager or Sales Manager of medium size station, who would like to join group-owned station as General Manager of Western 5 KW Independent...in City of over 500,000 population. Compensation would be on salary and participation in profits plus many other benefits and unlimited opportunities for advancement. Send facts and photo. Box 543A, B'T.

Salesmen

RICH REWARD FOR A GOOD RADIO SALESMAN
$500 Opportunity for 5 Star Salesman. Stop grubbing for nickels and dimes and start digging for Dollars. Our big mine covers the Metropolitan Detroit area of 4½ million population. Liberal guarantee plus commission plus you must have some radio sales experience. Give complete background and enclose a recent picture in your first letter.
Box 185A, B'T

Attention

COUNTRY MUSIC STATIONS
Box 200A, B'T

Technical

BROADCAST ENGINEER
...to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume.
Box 250A, B'T

BUILDING? REORGANIZING? EXPANDING?
THE KEY to a profitable operation may be a QUALIFIED man on your staff at SUPERVISORY or MANAGEMENT level with successful DIVERSIFIED EXPERIENCE in ENGINEERING, OPERATIONS, and SALES from license application to PROFITABLE OPERATION!
For resume, references, interview, write Box 342A, B'T

RADIO
Help Wanted—(Cont'd)

EXPERIENCED ANOUNCER
(No beginners)
Chance to make good money while attending 4-Yr. University. Night shift top 5 kw Independent. Must be good DJ-News. Send resume, references, tape, picture to: KTRN, Wichita Falls, Texas.

DISC JOCKEYS!
Tired of beatin' your head against the wall? Don't have any ratings? brick wall? Want to make up your competition...with ratings, of course! For practically nothing, I am selling my private, successful formula of one of the highest ratings in a major market in the country. One Disc Jockey to a city! For details write...Box 200A, B'T

ARE YOU...
Experienced 5 years as radio engineer?
Thoroughly familiar with AM and FM operations, Western Electric equipment?
Interested in becoming Chief Engineer at top independent in major Eastern market—at top salary?

YOU ARE?
Then tell us everything...Today!
Box 327A, B'T

Situations Wanted
Announcers

ATTENTION COUNTRY MUSIC STATIONS
Box 200A, B'T

How to Get Ahead!
A clear thinker and self-starter, with the creative know-how to stimulate interest and close sales, seeking challenging job in New York City with broadcasting outfit or ad agency. Can lead as well as follow. Man of experience, initiative and ability in radio-TV spot and station sales, sales development, promotion and merchandising. Excellent contacts. Top references.
Box 296A, B'T

TELEVISION
Help Wanted

WANTED: Announcer-Directors, Cameramen, Video and Maintenance Engineers—RCA Equipped. Send complete resume, pictures, tapes, and salary expected for 48 hour week to: Program Director, WUSN-TV, Charleston, S. C.

Dynamic Salesman
wANTED by
Dominant Station!
A golden (and we mean golden) opportunity for one man who likes to sell almost as much as eat—who doesn't like to take "no" for an answer—who believes in himself and in what he is selling. He'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Virginia. If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address reply to Irvin Abeloff, 6200 Broad St. Road, Richmond 28, Va.
TELEVISION
Help Wanted—(Cont'd)
Programming-Production, Others

ASSISTANT PROGRAM MANAGER TV

For major market West Coast station. Prime requirement is thorough background in film programming with knowledge of current available features and syndicated film packages, such as stars, story line, ratings, etc., since intelligent film scheduling will be a major duty. Also require studio and remote operational background, experience in film room operating procedures and program department personnel assignments. Ability to make sound administrative decisions in program manager's absence is imperative. Any applicant should be prepared to assume responsibility for the many and varied details occurring to a program manager.

For the right man desiring to make a move to the finest city on the West Coast we are prepared to pay up to $10,000 per year.

Box 224A, B-T

FOR SALE

SATELLITE OPERATORS


WANTED TO BUY

Equipment

WANTED

RCA TV remote truck or equivalent containing two or three Imax Sortorich chains. Truck and equipment must be in good condition. Send photos, equipment list and price. All replies promptly acknowledged. Box 201A, B-T

FM TRANSMITTER

2.5 to 10kw. complete. Send details, price and conditions to: Radio Programas de Mexico, S.A. P.O. Box 1524 Mexico City, Mexico.

SERVICES

VERN KING ENTERPRISES

- PRESENTS -

CUSTOM TAPED COMMERCIALS.....

AT LESS THAN LOCAL COSTS.......

Any 10 one-minute commercials only $5.00 recorded in our hi-fidelity sound studies by experienced announcers on the latest Ampex equipment. (75IPS). Taper shipped same day copy is received.

Postage paid if order is accompanied by check.

No charge for tape if returned in 30 days.

Money back guaranteed!!! Send orders to:

VERN KING ENTERPRISES

Post Office Drawer 353

—DIVISION—

Melbourne, Florida

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INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. HUGGEN—10th Year

1105 W. Olive Ave.

Burbank, Calif.

Reservations Necessary—All Classes

Over 7100 Successful Students

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS FOR RADIO, TELEVISION, FILM, AND ADVERTISING

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.

For best service, please as complete as possible in your first letter or telegram.

Palmer de Meyer, Inc.

50 East 42nd Street

New York 17, New York

Paul Baran, Director for Radio-TV-Film-Adv.

Mu 2-7915

No advance registration fees.

Resume invited from qualified people.

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FOR THE RECORD

UPCOMING

AUGUST


Aug. 21-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6-7: RAB midwestern managers’ conference, French Lick, Ind.

Sept. 10-11: RAB southern managers’ conference, Ellicott, N. Y.


Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

OCTOBER


Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.


NOVEMBER


NABE CONFERENCES

Region 5 (Minn., N. D., East S. D., Ia., Neb., Mo.)

Sept. Nicollet Hotel

17-18 Minneapolis

Region 7 (Mountain States)

Sept. Utah Hotel

20-21 Salt Lake City

Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)

Sept. St. Francis Hotel

24-25 San Francisco

Region 6 (Kan., Okla., Tex.)

Sept. Oklahoma City

27-28 Oklahoma City


Oct. Shoreham Hotel

11-12 Washington

Region 1 (New England)

Oct. Somerset Hotel

15-16 Boston

Region 4 (N. Ohio, Ind., Mich., Ill., Wis.)

Oct. Sheraton Lincoln

18-19 Indianapolis

Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., Fl.)

Oct. Doubletree

26-28 Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

☐ 52 weekly issues of BROADCASTING • TELECASTING

☐ 52 weekly issues and BROADCASTING Yearbook-Markertbook

☐ 52 weekly issues and TELECASTING Yearbook-Markertbook

☐ 52 weekly issues and both Yearbook-Markertbooks

☐ Enclosed

☐ Bill

name

title/position

company name

address

city

tone state

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $4.10 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

July 30, 1956 • Page 101
What Does the Advertiser Buy?

ACUSATION of the Federal Trade Commission that nine package goods manufacturers who have participated in the CBS “Super Market,” NBC “Chain Lightning” and ABC “Mass Merchandising” and “Radioizing” plans are indulging in discriminatory promotional practices raises anew the whole question of merchandising by broadcasters and other media.

The FTC complaints, described as first of their kind, are not leveled against the networks for setting up the various plans whereby certain grocery store chains agreed to give special in-store displays for products advertised on network stations in exchange for free store plugs on those stations. Instead, the complaint is lodged against the manufacturers who, the FTC charges, are through this procedure giving some stores favored treatment not available to other retail outlets for their merchandise. This, the FTC contends, is in violation of the Robinson-Patman Act which outlaws discriminatory allowances.

It is not our purpose here to discuss the validity of the FTC complaints. Such organizations as General Foods, Coca-Cola, P. Lorillard and Hudson Pulp & Paper are competent to handle their own defense against any charge of illegal practice.

Our concern is rather the whole concept of merchandising as it applies to broadcast advertising. Certainly, there is nothing wrong in a station or network using its own facilities to promote its own interests. This is every reason for a broadcaster to use airtime for audience promotion to attract more listeners for sponsored as well as sustaining programs. But just as certainly, there is a point at which promotional activities depart from the area of what is proper and become in effect concealed rate-cutting, by giving the advertiser more than his contract entitles him to.

Just where the dividing line should be drawn between what sales help a broadcaster ought to give his clients and what he should charge them for has not generally been determined.

Maybe the FTC hearings to be held this fall will help to clarify this controversial question and to provide some guideposts for all broadcasters to follow. We hope so. Meanwhile, we’d like to repeat an old warning about whether or not to give merchandising to station clients without charge: When in doubt, don’t!

The Barrow Network Study

OVERSHADOWED by the crush of inquisitorial activity at this session of Congress has been the quiet “study” of the networks undertaken by the FCC’s special staff headed by Roscoe L. Barrow, the law school dean borrowed from the U. of Cincinnati. His staff of a dozen has been probing, interviewing and button-holing people in all walks of tv. Questionnaires have gone to networks and stations. Groups representing just about every segment of tv have been asked, in closed sessions, to tell all.

The only public notices about the study group have come in infrequent announcements of personnel appointments and in comments which may have been dropped here and there by those interviewed, or when Mr. Barrow has been called upon to answer questions of House or Senate committee members. (Dean Barrow or a member of his staff usually is present at all Hill proceedings.)

Mr. Barrow almost invariably ducks when Congressional questions are asked. He bogs off on the ground that the study is in its preliminary phases, and that the group may have something to report early next year, and by no later than June 30, 1957, when its present $221,000 budget runs out.

But the dean was cajoled before the Celler Antimonopoly Subcommittee hearing a couple of weeks ago into making a statement that showed the way he reasoned. He said that the basic complaint of station representatives “is that the option time provision gives the networks such an advantage that they [the representatives] are unable to compete effectively with the networks.”

Our concern here is that Dean Barrow and his staff may not have adequate indoctrination on how the business of broadcasting functions. Station representatives are not licensees. They do not compete with the networks. They represent their stations in the development and sale of national spot business.

The licensees—the stations themselves—appeared in large numbers before the Senate Commerce Committee and testified that networks are essential and that option time is a prerequisite to efficient and profitable network operation. They testified that local and national spot business would suffer if there were no option time because valuable adjacencies would be lost.

Station representatives, as we understand them, do object vigorously to network representation of affiliated (as distinguished from their owned and operated) stations in national non-network business. They contend this gives the network opportunity to manipulate and control virtually all desirable time. They complain, moreover, about network use of fringe or non-option time, and of networks selling time on a spot basis.

We know of no reputable representatives who advocate abandonment of networks or elimination of all option time. The representatives have a formidable organization—the Station Representatives Assn. SRA did not appear before the committees of Congress to urge any changes in the law or the rules.

Dean Barrow’s group would be wise to recanvas the station-representative relationship. If Dean Barrow’s understanding of that phase of the problem is as he portrayed it to the Celler Committee, we fear the worst on the study group’s overall job.

The Public Is King'

EIMER C. RHODEN, president of National Theatres, upbraids the nation’s newspapers for committing journalistic suicide by giving what he describes as too much “free publicity” to radio and television. He based his observation on a survey of 16 newspapers in five metropolitan areas.

Mr. Rhoden’s survey is rather unorthodox. It measures “publicity” which, we assume, means editorial content against paid advertising. To wit: “Much to our amazement, we found newspapers are building up their biggest competitor for the advertising dollar, television and radio, with publicity running two to one for paid advertising. At the same time motion pictures, using five times as much ad space as television and radio, received publicity and news on a ratio of 90% of advertising.”

We confess difficulty in following Mr. Rhoden’s reasoning. Since when do newspapers, notably in metropolitan areas, exchange editorial space for display advertising linage?

If Mr. Rhoden’s philosophy were followed, we would have the news columns filled with comments of department stores, as the largest users of display space, and with columns of stuff about proprietary and laxatives, along with tooth brushes and toothpastes. Conversely, the sports pages would be devoid of baseball, football, golf and amateur events, because these endeavors do little or no advertising.

We are unfamiliar with newspapers that go out of their way to give radio and television space just to help them along. We always had the notion, which not even Mr. Rhoden can shake, that newspapers print what their subscribers demand. Otherwise they would lose circulation to those that don’t.

Could it be that Mr. Rhoden has overlooked the possibility that the public isn’t as movie-conscious as it used to be and that newspapers therefore have cut their “coverage” to maintain the editorial balance that the public demands?
IELED 3 LIVES

ENTIRELY NEW!

Electrifying stories taken from the private files of one of the best informed men on the Red conspiracy—Herbert A. Philbrick, FBI Counter-spy. This thrilling series—and this is the brand new series—is one of the most popular ones on television today. It's available for co-sponsorship with Harry C. Weiskittel Co., makers of famous Real Host Ranges.

AVAILABLE FOR CO-SPONSORSHIP...MONDAYS AT 7:00 P.M.

WE'LL TALK TO YOU IN TERMS OF RESULTS

Nationally represented by Edward Petry & Co., Inc.
Radio advertising can "tell" or it can "sell." If your audience listens with only half an ear — distracted by gimmicks and monotonous programming — chances are your commercial message is told rather than sold.

But — if you penetrate the buying consciousness of your listeners with skillful commercial handling... delivered in an atmosphere of good taste by personalities who are known and respected by the audiences they serve ... then you have a formula for selling that really gets results.

And that's the kind of selling you get on KMBC-KFRM! Example: In a recent mail pull promotion by a local savings and loan company, KMBC-KFRM pulled 480 requests from 15 commercials as compared to 275 from 17 commercials which were aired on a gimmick station.

Your commercials are staged amid a back drop of fresh, exciting, new program ideas ... a forceful format of New Sounds that is daily capturing a bigger and bigger share of attention in the Heart of America. The latest PMI shows vividly this trend to KMBC-KFRM programming. The KMBC-KFRM gain in total rating points was more than three times that of the next station ... and two other major stations in the market actually lost ground!

If you're after radio results, look to KMBC-KFRM to deliver the goods! Peters, Griffin, Woodward, Inc. can tell you who, what, when, where and how to buy for maximum sales success.

BEA JOHNSON (McCall Magazine "Golden Mike" award winner), Director of Women's Activities for KMBC-KFRM and KMBC-TV, has one of the most loyal audience groups on record. Her "Happy Home" shows on radio and television provide women in the Heart of America with a service they love. Recently, when Bea was hospitalized with a minor illness, her fans sent her 1,512 get-well cards and letters. With such a faithful following of personally interested listeners, no wonder Bea's brand of selling gets such amazing results!

BUCKEY WALTERS, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano backgrounds. Buckey's audience has grown steadily in just six short months, as is evidenced by this recent mail response: Two one-minute requests asking listeners to write in giving their age and the number in their family brought 3,083 replies. The only inducement was the promise of a printed Valentine cookie pattern. With this kind of audience action, it's easy to see how sponsors are sold on KMBC-KFRM!

JIM LEATHERS, Associate Farm Service Director, does an outstanding selling job on any item with a rural appeal. One recent experience points up the dramatic pulling power of Jim's personality: On his 6:45 a.m. program, a major fertilizer manufacturer offered a free highway atlas and fertilizer booklet. It was a regional promotion; with ten radio stations and farm papers being used, in addition to KMBC-KFRM. Cost-per-inquiry breakdowns showed KMBC-KFRM lowest with 90... other costs ranked from $1.12 to $12.16. Another example of KMBC-KFRM radio that sells as it serves.

SAM MOLEN, KMBC-KFRM and KMBC-TV Sports Director, oversees one of the most powerful radio sport services in the broadcasting business. In addition to his three daily radio and nightly TV sportscasts, Sam does a heavy schedule of special sports events, tournaments, etc.; and helps coordinate the major league baseball broadcasts of the Kansas City A's network which serves 47 stations in seven states from KMBC as key station. This is the second successful season for these broadcasts under the sponsorship of the Schlitz Brewing Company. Last year's ratings showed that 99.2% of the radio audience in the Heart of America enjoyed baseball on KMBC-KFRM!

KMBC of Kansas City  FFRM for the State of Kansas

...and in television, the Swing is to KMBC-TV.

Kansas City's Most Popular and Most Powerful TV Station