More proof of DOMINANCE!

Now ARB joins PULSE in giving WXEX-TV:

- More ¼ hours than any other Richmond area station
- More top shows than any other Richmond area station

ARB: July, 1956; PULSE: May-June, 1956

WXEX-TV

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

... NOT SEVENTEEN?

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

*318,000 TV sets in a 17 county area of 400,000 families totaling almost 2,000,000 population... The Nation's 24th Market! This vast Northeastern Pennsylvania Manufacturing and Agricultural market is reached with a Million Watts of Power, a full schedule of NBC picture-perfect programs and the best in local and regional News, Sports, Women's and Children's features. WBRE-TV's leadership shows 33% more coverage than the second station and 60 to 400% more than all others in the market.  
* RETMA Report of May, 1956

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE"... But we've checked with good authority and it has happened.
The TV Leader in Des Moines!

KRNT-TV
DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER
FULL COVERAGE

★ 337 FIRSTS
in 462 quarter hours surveyed

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

★ 9 of top 10
once-a-week shows

SOURCE: Latest A·R·B for Des Moines Metropolitan Area

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 2, 1879.
KRLD Radio delivers the largest audience of any station or frequency in the Great Dallas-Ft. Worth Market

Combined Hours 6:00 a.m. until 10:30 p.m. Seven Days A Week, Pulse, February-March 1956

It's a very neat package — KRLD's dominant listening audience in The Dallas-Fort Worth Market, plus a blanket coverage of North Texas and Southern Oklahoma. No other Dallas-Fort Worth station has as many listeners as KRLD, between 6 a.m. and 10:30 p.m. 1080's audience is greater than SEVEN NON-NETWORK STATIONS combined, for the same period, and is 39.5% greater than that of the second Dallas-Fort Worth network station. KRLD Radio is the biggest buy in the biggest market in the biggest state — all wrapped up and ready to be delivered — to you!
PRODUCTIONS AT NBC: All signs point to approval by NBC at board meeting Friday, Sept. 7, of recommendations understood to have been made by Booz, Allen & Hamilton—after months' long efficiency study—calling for four new executive vice presidents to report direct to President Robert W. Sarnoff—all promotions from within. Mr. Sarnoff thus would have only half-dozen executives in direct line of contact; all other department heads would report to newly appointed executive vp's.

WHO WOULD BE new executive vice presidents at NBC? Best inside guesses are: Tom McAvity, in charge of programming; Charles Denny, now head of owned and operated stations and spot sales; David S. Adams, staff vice president and former assistant to Mr. Denny when latter was chairman of FCC, and J. M. Cliford, personnel management vice president who came over from RCA Victor. It's logically assumed that Many Sachs, staff vice president of both RCA and NBC, will continue as Mr. Sarnoff's advisor, along with Kenneth W. B. Billy, vice president in charge of public relations, also reporting to Mr. Sarnoff.

AUTO BUSINESS STIRRING: Automakers driving away from radio-tv? Hardly. In wake of much ado about autumne upsurge in national spot radio, rumblings are being heard of Chevrolet, Chrysler and Pontiac about to sign for substantial short-term, saturation packages on network radio, as Detroit uncovers new 1957 models this fall. Chevrolet, Pontiac and Ford [BT, Aug. 20] reportedly also looking over dotted line for additional network tv buys. Some of automobile's interest in network tv said to have been stimulated by major presentations made this summer in Autoland by Television Bureau of Advertising, ABC-TV and NBC-TV.

GLAD news for radio seen in station and advertiser reports reaching Radio Advertising Bureau's perpatic salesmen-executives. Based on word they get on their rounds across country, they're predicting that spot and local business for second half of this year will be even better than in first half, when spot enjoyed 20% gain over first half of 1955 and local, while figures aren't available, was generally agreed to be well up, too. Network business also is showing new signs of resurgence.

GOP RE-RUNS: You may be seeing and hearing those Eisenhower and Nixon acceptance speeches again and again. Republican national convention addresses last Thursday night were filmed and taped and plan is to use excerpts in radio-tv spots.

NEW GAUGE of size and scope of tv will be forthcoming soon. Television Bureau of Advertising's sliderule experts are working up projections of total investment in tv advertising—time, talent, production at all levels—network, spot and local—for 1956. Current indications: 1953's total of $1 billion-plus will be exceeded by more than $200 million, for gain of about 20%.

RKO ON THE MOVE: Now advertising itself as "RKO-TV" in Hollywood film circles, major studio taken over from Howard Hughes by Tom O'Neill's General Tele radio last year and put back into high gear on feature production, is wiping out all doubt about tv potential. Old RKO-Pathé lot at Culver City, RKO's weapon in tv flight, has won Fred Niles Films (animated commercials) from General Services lot, and RKO is naming Alex March, former producer of CBS-TV Studio One Summer Theatre, as producer Sept. 1. His first assignment: to gather program material for unnamed top-budget series of tv anthologies to go before camera next year.

EVIDENCE that foreign market is growing brighter for Hollywood tv film producers is seen in reports that full hour anthology programs are showing in European theatres as second feature attractions after U.S. tv exposures. Foreign dubbing of U.S. tv serials is on upgrade too. Ziv Television's Ed Stern is in France this week to meet Ziv representatives at newly leased Paris studios on parlez vousing Ziv's Cisco Kid and Science Fiction Theatre for fall showing on French RFT-TV network as well as Tele-Luxembourg, Tele-Mont Carlo and tv outlet in Brussels.

WHO'S IN CHARGE: Right of broadcast to control station program contest may be threatened in case pending before U.S. Court of Appeals (D. C.) WTTG (TV) Washington is defendant in suit by National Bible Knowledge Assn., asking for performance of contract because contract was cancelled when sponsor refused to delete material station considered objection-able. NARTB asked court for right to file brief but was turned down. Case was taken to appellate court by sponsor after district court refused injunction.

ONE of first of major toy manufacturers to line up pre-Christmas broadcast drive is Lionel Toy Corp., New York, which is expected to toss $400,000 into spot tv campaign in 80-100 markets, using "at least" 250 stations, starting immediately after Thanksgiving. Through Grey Ad., New York, Lionel plans to saturate each market with 33-35 weekly announcements.

FOX, GUILD DEALING: Deal by which Guild Films will acquire seven tv film series, including two in color, and enhance its capital assets by reported $2.5 million is virtually set and due for signing this week. Negotiations are with group represented by Matthew Fox of C&C Television Corp. and Motion Pictures for Television. In exchange for films, members of group—most of whom are not now active in tv—will acquire minority interest in Guild. Series involved include Sherlock Holmes, Janet Dean, Duffy's Tavern, Junior Science, Paris Precinct, Flash Gordon, and group of Tim McCoy westerns.

HOUSE Small Business (Evins) Subcommittee will release today (Mon.) record of hearings last March on uhf and alleged network influence over FCC, after delay last week laid to Government Printing Office. Attached as exhibits to record will be samples of network inter-office memoranda and correspondence with FCC, mainly involving CBS, subpoenaed from network files but not formally introduced in hearings. Other exhibits will be FCC answers to exhaustive questionnaire sent by subcommittee to Commission last December seeking "influence" data. Among questions still unanswered by FCC, according to subcommittee, is one on gifts, honorariums, etc., received by FCC members and staff [BT, Jan. 30].

VANTAGE POINT: RCA Board Chairman David Sarnoff for first time in his half-century career, attended political conventions in person during last fortnight. In Hollywood after San Francisco GOP session he told BT conventions were illuminating, but to really see and learn one does much better watching action on tv.

WITH Westinghouse Broadcasting Co. stations due to pull out of NBC Radio altogether yesterday (Sun.), NBC was still looking late last week for replacements in Pittsburgh and Boston that's been going on since early July. It's also still seeking new affiliate for Buffalo, where it's been without since WGR moved to ABC June 1. WBC stations—WBZ Boston, KDKA Pittsburgh, KWY Cleveland, WOWO Fort Wayne—dropped NBC daytime programming July 16, served notice they would drop rest of schedule Aug. 26, out of dissatisfaction with NBC programming policies. NBC has since signed WHK Cleveland and WKJG Fort Wayne. Officials say several discussions are in progress.

ANNOUNCING

The Appointment of

JOHN BLAIR & COMPANY
as national representative for

WDGY,
Minneapolis-St. Paul.

John Blair & Co. continues in the representation of

WHB,
Kansas City

WQAM,
Miami

ADAM YOUNG INC.
as national representative for

KOWH,
Omaha.

Adam Young Inc. continues in the representation of

WTIX,
New Orleans

THE STORZ STATIONS
Todd Storz, President

WDGY,
Minneapolis-St. Paul
WHB,
Kansas City
WQAM,
Miami
KOWH,
Omaha
WTIX,
New Orleans

Represented by John Blair & Co. Represented by Adam Young Inc.
MGM FEATURES LEASED TO CBS, KING, TRIANGLE FOR MORE THAN $16 MILLION

MOTION picture giant Loew's Inc. announced Friday estimated $16-$20 million multiple leasing arrangements to TV for 725-feature film library of Metro-Goldwyn-Mayer product. Included were separate pacts with CBS-owned and operated stations in New York (WCBS-TV), Chicago (WBMM-TV) and Milwaukee (WXIX-TV). Triangle Publications' four TV stations and King Broadcasting Co.'s two TV outlets.

Together with similar deal worked for license of MGM library to KTTV (TV) Los Angeles (B+T, Aug. 20), total sum comes to approximately $20-$25 million, believed to be biggest transaction of its kind ever conducted. All agreements were completed Thursday with KTTV Loew's pact wrapped up that day.

Although prices on individual packages were not disclosed, it was estimated unofficially that CBS contract would run between $11 million and $13 million. Purchase of station interest was involved only in KTTV arrangement, with Loew's paying estimated $1,625,000 for 25% of capital stock.

All leasing arrangements of MGM library are similar except for price. Stations receive exclusive, seven-year rental of films, permitting showing only in black-and-white; rights to include use of MGM trademark Leo the lion; exclusion of "Gone With the Wind" (theatre exhibition only), "The Wizard of Oz" which sometime ago had been acquired by CBS-TV with options for renewal, and 40 other films being withheld for theatrical release but made available eventually to TV. Also excluded are 900 short subjects and cartoons produced by MGM from 1929 to 1949. Features are pre-1948 products.

Contract with CBS was handled by William Paley, CBS board chairman, and Arthur M. Loew, president of Loew's Inc. Also included in arrangement are KMOV-TV St. Louis and WATL-TV Hartford, providing FCC approves acquisition by CBS; otherwise, CBS will retain right to sub-license its commitment in either of these markets. CBS holds an FCC examiner's initial decision for ch. 11 in St. Louis, but there has been no final FCC action in that contested case. Network's purchase of Hartford property awaits FCC approval. KTTV's lease in Los Angeles excludes CBS's KNXT (TV) from CBS-Loew's pact.

Triangule Publications' (Philadelphia Inquirer) stations are WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV (Binghamton, N.Y., and WFBG (TV) Altoona, Pa. Arrangements for this group were handled by Charles C. (Bud) Barry, vice president in charge of TV for Loew's, and Roger Clipp, vice president and general manager of Triangle's Radio-TV Division. King Broadcasting acquires film library for KING-TV Seattle and KGTV-TV Portland, Ore. (now under construction). That pact was set by Otto P. Brandt, King Broadcasting's vice president and general manager, with Mr. Barry.

New agreements put King, Loew's doing with General Teledisco Inc. for film library leases, although negotiations still alive. Loew's lease to CBS closed New York market. Loew's acquisition of ownership in GT's WOR-TV New York was possibility up to Thursday.

Triangle stations reportedly were ready to spend up to $500,000 in gigantic promotion-advertising effort to exploit use of films (also see KTTV's plans, page 74). All stations plan to start programming features in October when MGM will start delivery of prints.

Stressed by Mr. Barry and Mr. Loew was budding association of Loew's-MGM with CBS. Mr. Barry described multiple pacts as "most aggressive step yet taken" by Loew's in its "rapid time-table" (entry into TV field). He said that while Loew's now will not attempt to obtain station interests in either New York or Chicago, firm "will seek full complement" of TV stations, with "number of negotiations now in an active state for ownership participation." Implication was given that Loew's-MGM now would have close working association with CBS-TV, particularly in program creation.

Mr. Barry also said Loew's would "study carefully the possibility of a film network."

Culligan Named Head Of NBC Radio Network

APPOINTMENT of Matthew J. Culligan, vice president and national sales director of NBC-TV, as vice president in charge of NBC Radio network is being announced today (Mon.) by NBC President Robert W. Sarnoff, effective immediately. Mr. Culligan succeeds Charles T. Greist, who resigned earlier this month (B+T, Aug. 13).

At 38, Mr. Culligan has won wide reputation for creating new techniques in TV network sales. He headed sales operations for Today, Home, and Tonight—all participation sales shows—and pioneered in creation of NBC Tele-Sales unit which provides closed circuit facilities for NBC advertisers before rising to NBC-TV national sales manager.

Notifying affiliates of Culligan appointment in closed circuit report Friday, President Sarnoff called attention to his determination "to maintain the radio network as an important communications medium and to do everything possible to re-establish its rightful place in the industry."

Satellite Show Set

PLANS for hour-long program to be sponsored by International Business Machines on NBC-TV coincident with launching of government's first earth satellite late next year are due for announcement shortly. Program will be presented in various markets in early launching that morning, is expected to include films of launching operation and devote considerable time to history of rockets, scientific developments, etc. Production costs alone expected to be at least $250,000. IBM agency is Benton & Bowles.

BUSINESS BRIEFLY

MAJOR CANDY DRIVE • Walter H. John- son's Candy Co., Chicago, said to be preparing one of biggest tv spot drives in its history. Agency, Hicks & Greist, N. Y., reportedly will kick off massive saturation campaign Sept. 10 in East, and by mid-year 1957 will have blan- keted just about every county. Products involved are Powerhouse candy bars and other sweets.

PERTUSSIN ON RADIO • Chesbrough- Ponds Inc., N. Y., which recently bought Seeck & Kade, manufacturers of Pertussin (ex- pectoration) planning fall radio campaign in approxi- mately 75 markets. It will launch 26- week drive Oct. 1, adding another 13-week schedule on or about Jan. 1. McCann-Erick- son, N. Y., agency for Chesbrough, indicated "some supplementary tv" also may be used starting in October.

SERIAL RETURNS • As part of its second $1.5 million (gross billing) contract for CBS Radio daytime shows (B+T, Aug. 13, 6), Colgate-Palmolive Co. (Ajax Cleanser, Colgate dental cream, Fab products) will sponsor five 15-minute segments weekly of Strike It Rich (Mon.-Fri., 2:30-4:30 p.m., EDT), starting Sept. 3, marking return of that serial to network. Other part of second purchase will be applied to segments in Backstage Wife, Our Gal Sun- day and Second Mrs. Burton, same shows in which C-P is buying segments under original $1.5 million contract. Agencies: Ted Bates, William Esty, Bryan Houston and Lenzen & Newell.

TAREYTON TO GUMBINDER • American Tobacco Co., for Herbert Tareyton and Filter Top Tareyton, has named Lawrence C. Gumbinder Adv., N. Y., as its agency. Tareyton account formerly handled by Hackett Agency, now dissolved. Mr. Hackett's retirement from agency bearing his name, has overall billing of nearly $1 million.

FILM FOR CHUNKY • Chunky Chocolate Corp., Brooklyn, N. Y., will sponsor Television Programs of America's Foreign Legionnaire (Continues on page 9)

Convention Sponsorship Boosts Westinghouse Sales

SPONSORSHIP of radio-tv coverage of political conventions apparently paid dividends for Westinghouse Electric Co., officials reported Friday as they completed check of sales figures for week of Aug. 13, when Democratic con- clave was held. John J. Anderson, manager of major appliance division, said sales to deal- ers that week jumped 50% over same week of conventionless 1955. Moreover, he pointed out, during preceding week dealers were stock- ing up in preparation for convention rush; yet sales during convention week exceeded those of the stock-up week by 15%—indicating, Mr. Anderson said, that dealer volume during Democratic convention was considerably greater than many retailers had expected. Westinghouse was sponsor of CBS Radio and CBS-TV coverage of both conventions and will also underwrite election night coverage as well as special interim programs.
IN KANSAS CITY

If you want pea-shooter power... there's a place to go

but if you want 50,000 watt coverage in radio, it's KCMO

MEREDITH Radio and Television Stations affiliated with Better Homes and Gardens and Successful Farming magazines
G. E.'s Morlock Wants New Allocations Study

IMMEDIATE allocation study of entire radio spectrum called for Friday night by William J. Morlock, general manager of General Electric Co.'s Technical Products Department, Syracuse. Pressure groups and publicity have centered attention on uhf-vhf allocation problem when in reality basic problem encompasses effective use of entire spectrum, he asserted. He urged overall study to be made "lest future progress in the nation's communications system grinds to a halt."

In address prepared for delivery to eighth graduating class of Syracuse U's Radio and Television Center, Mr. Morlock noted that latest allocation study was made by industry-formed Radio Technical Planning Board in conjunction with FCC in 1941; said that since then "expansion of the communications field in the electronics industry has been so rapid that future growth is being seriously curtailed by lack of spectrum space in many services." Electronics industry, he ventured, again would cooperate with FCC in overall allocations study.

He singled out emergency services (police, fire, etc.) and common carrier operations among those handicapped for lack of additional space under current allocations, aside from tv problem.

WHAM Changes Hands

OWNERSHIP and operation of WHAM-AM-FM-TV Rochester, N. Y., is to be assumed today (Monday) by Transcontinental Television Corp., according to David C. Moore, president of TTC. Within few days Rigg & Greene Inc., operating WELM Elmira, N. Y., KVOR Colorado Springs and WAIR-AM-FM Winston-Salem, N. C., will take over WHAM-AM-FM, bought last June. TTC acquired WHAM group last spring for $5.1 million, from Stromberg-Carlson Corp., General Dynamics Corp. division. William Fay, longtime WHAM general manager, will continue with WHAM-TV along with other key personnel. WHAM-TV call letters are to be changed. TTC operates WSVA-TV Harrisonburg, Va., and WGR-TV Buffalo.

Whitney Financing Filed

PURCHASE of Universal Broadcasting Co. stations in Indianapolis (WISH-AM-TV) and Fort Wayne (WINT TV and WANE) for $10 million by J. H. Whitney & Co. (see story page 27) will be financed by bank loans, stock and Whitney advance, according to FCC application filed late Friday. First National City Bank of New York is loaning $2.5 million at 4½% interest for three years. Bankers Trust Co. is loaning $5 million at 4½% interest for five years. Whitney firm, besides advancing $1 million to its new wholly-owned Indiana Broadcasting Corp., will subscribe to 250,000 shares of $1 common stock and 12,500 shares of 5% cumulative preferred stock at $100, or $1.5 million.

TRENDEX PICKS GOP

TV coverage of Republican convention outruled Democratic coverage, according to Trendex report Friday.

Monday-Friday average rating for Republicans was 34.4, for Democrats 29.9. Norm for year in same periods is 34.6.

Monday-Friday average sets-in-use for Republicans was 48, for Democrats 42.4. Conventions increased sets-in-use for which normal figure is 41.5.

Examiner Recommends FCC Finalize WLBR-TV Sale

AN FCC hearing examiner Friday recommended that Commission affirm its November 1953 action approving purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. Initial decision, issued by Examiner J. D. Bond, recommended denial of protests to purchase filed by four Pennsylvania uhf stations — WCMB-TV (ch. 27), WHP-TV (ch. 55), WTPA-TV (ch. 71), all Harrisburg, and WHUM-TV Reading. Triangle (Walter H. Annenberg and family) bought WLBR-TV from Lebanon TV Corp. for $115,000 plus assumption of $125,000 in obligations, proposing to operate station as satellite of Triangle’s WFIL-TV Philadelphia, until full local programming is feasible.

Protestants had charged among other things that purchase would give Triangle undue concentration of media control, that WLBR-TV would be used in “bonus” arrangement with WFIL-TV and that satellite plans would preclude establishment of local tv service in Lebanon area.

Examiner said to三角等在利用 of ch. 15 (dormant since 1954) would provide needed local service. Triangle operates WFIL-AM-FM-TV; WNBAM-AM-TV Binghamton, N. Y.; WHNC-AM-FM-TV New Haven, Conn., WFBG-TV (TV) Altoona, Pa., 50% of WHGB Harrisburg, and publishes Philadelphia Inquirer, T.v Guide and other publications.

Capitol Music Library Offered to Radio-Tv's

IN what amounts to virtual entry into music library service field for radio-tv stations in competition with long-established firms like Associated Program Services (Muzak subsidiary), BMI, RCA-Thesaurus and Sesac, Capitol Records Inc. has announced offer of its full basic popular record output (guarantee of 70 albums annually) plus cue sheets, background notes and file cards to stations for $15 per quarter to cover handling costs.

Basic package of 70 best-selling albums is available for flat $1.60, Hollywood record firm said. Single popular records will continue to be available on no-charge basis. Record firms previously have not been successful in charging stations for promotional records but Capitol is said to be first to attempt "library service" of album on handling-cost basis.

PEOPLE

PETER B. JAMES, manager of WJAR-TV Providence for past 18 months, resigns effective Sept. 1. GEORGE O. GRIFFITH, vice president and treasurer of Outlet Co., licensee of station, will assume managerial duties. Mr. James and wife will leave for two-month tour of Europe Sept. 8.

DAVID J. HOPKINS, sales director of CBS-Columbia, named vice president and general executive of McCann-Erickson, effective Sept. 17. He will be assigned to agency's planning and development division and report to Staff Vice President Anthony Hyde.

KINGMAN T. MOORE, of Young & Rubicam, and before that with Benton & Bowles and NBC, to tv-radio department of Ted Bates & Co. as a supervisor. He will be assigned to “Yankee” magazine’s temporary assignment in New York office.

BYRON GOODELL, formerly with Meeker Co., station representative, to NBC Spot Sales, N. Y. Mr. Goodell also has been with CBS in administrative capacity.

DONALD GOLDSMITH, account executive, CBS-TV Film Sales, Chicago, named office manager, succeeding WILLIAM PERKINSON, recently appointed manager of Los Angeles office of CBS-TV Film Sales.

BUSINESS BRIEFLY

(Continues from page 7)

syndicated tv film adventure series in approximately 15 midwest and northeast markets beginning Sept. 15. At same time, Chunky will launch 10-second ID test run in five or six markets. Grey Adv., N. Y., is agency.

TOP MAKET COVERAGE • Lever Bros'. Lifebuoy deodorant soap will launch its regular eight-week fall radio campaign Sept. 17 throughout top U. S. markets. Well over 100 stations are said to be scheduled. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

FALL CAMPAIGN • Howard Stores Corp., national chain of 83 clothing shops, expected to announce broadcast advertising strategy when it launches 13-week radio spot campaign in eastern markets and possibly Midwest. Peck Adv., N. Y., is agency.


MONTANA LINEUP • Great Falls Brewery, through Wendt Adv, both Great Falls, Mont., has purchased ABC-Film Syndication’s ‘K together September’s Kaleidoscope for showing on KOOK-TV Billings, KGVO-TV Missoula, KXLF-TV Butte and KFBV-TV Great Falls, all Mont.

DOVE ENTERS CHICAGO • Lever Bros', new beauty soap, Dove, enters Chicago with 52-week tv introductory campaign on four stations starting today (Mon.). Campaign, conducted through Ogilvy, Benson & Mather, is being supplemented by four-week radio drive starting same day.

SIMONIZ SPOTS • Simoniz Co., Chicago, buying “few selected markets” for 10-week radio spot campaign for “SNS” (non-scuff) floor wax starting Sept. 10. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

August 27, 1956 • Page 9
$16 MILLION IN STATION SALES

Whitney gets McConnell properties (WISH-AM-TV Indianapolis, WANE-WINT [TV] Fort Wayne) for $16 million; sales of WIND Chicago and WEHT (TV) Evansville, Ind., just about complete .......... 27

CONVENTIONS: CHANGE NEEDED?

End of party nominating conclaves leaves many broadcasters and politicians with feeling that something must be done to streamline overlapping sessions .......... 28

STEVenson ON ALL-NETWORK START

Democratic presidential candidate will kickoff his campaign Sept. 13 with simulcast on four radio and three TV networks .......... 36

TV NETWORK GROSS UP 20%

Increased automobile advertising sparks rise in gross sales of television networks for June and first six months of this year over last. .......... 40

MENTHOLATUM'S TIME BUYS

Cold remedy maker allocates over $500,000 for fall-winter spot campaigns on radio and television .......... 49

BORG’S ONE-DAY TV DRIVE

Wisconsin fabric firm allocates $20,000 for its TV debut in 28 cities, with campaign concentrated into a single day .......... 64

FILM SALE NETS $15 MILLION

Warner Brothers Pictures Inc. tells stockholders that the $21 million sale of its library to PRM produced profits of $15.25 million after taxes .......... 68

WOR-TV PROGRAMS 88% FILM

General Teleradio New York TV station negotiating for lease of MGM library as it revamps schedule for mostly film programming .......... 69

TV-SPORTS CENTER PLANNED

Queens County (N. Y.) Chamber of Commerce announces plans to construct a $500 million TV and sports center .......... 78

FOOTBALL BROADCASTS SET

Radio and TV stations together with sponsors complete plans for covering 1956 fall gridiron season of college and professional teams .......... 80

‘OMNIBUS’ ODYSSEY

Origin, past and future of award-winning TV series is related by Ford Foundation TV-Radio Workshop Director Robert Saudek in 8*T interview .......... 85

ALLOCATIONS MAIL HEAVY

Comments, counter-comments, requests and appeals on FCC’s proposed allocation plans continue to pour into Commission offices .......... 91

RADIO-TV'S RELIGIOUS ROLE

Is upheld by NARTB President Fellows in comment on inferential accusation of National Council of Churches of Christ that broadcast media have failed to do their part in advancing the cause of religion .......... 96

‘WAMASCOPE’ SHOWN

“Radically new” type of cathode ray tube for TV or radar use is introduced at Western Electric Show in Los Angeles .......... 100

departments

Advertisers & Agencies 40
At Deadline 7
Awards 103
Closed Circuit 5
Colorcasing 62
Editorials 118
Education 95
Film 68
Film Maker 24
For the Record 108
Government 91
In Public Interest 14
International 104
Lead Story 27
Manufacturing 100
Milestones 14
Networks 98
Open Mike 20
Our Respects 22
Playback 90
Political Broadcasting 28
Professional Services 76
Program Services 36
Programs & Promotion 105
Stations 78
Trade Assn’s 96
WSJS-TV
channel 12
CALL HEADLEY-REED, REP.

WINSTON-SALEM
for WINSTON-SALEM
GREENSBORO
HIGH POINT
So few Stradivarius violins remain today, the value of these fine instruments is practically priceless.

Many TV Spots, too, already well worth their cost last year, are practically priceless today. That's why alert advertisers who secure Spot TV franchises in important markets now will find their investment spiraling in value in the months ahead.

Nothing approaches the impact and versatility of Spot TV in selling your products in every market.

provide you with the full information on the most productive time periods in these major markets? There are still a few excellent ones available.

<table>
<thead>
<tr>
<th>WSB-TV</th>
<th>Atlanta</th>
<th>KSTP-TV</th>
<th>Minneapolis-St. Paul</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAL-TV</td>
<td>Baltimore</td>
<td>WSM-TV</td>
<td>Nashville</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>Chicago</td>
<td>WTAR-TV</td>
<td>Norfolk</td>
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<tr>
<td>WFAA-TV</td>
<td>Dallas</td>
<td>KMTV</td>
<td>Omaha</td>
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<td>WESH-TV</td>
<td>Daytona Beach</td>
<td>WTVH</td>
<td>Peoria</td>
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<tr>
<td>WTVD</td>
<td>Durham-Raleigh</td>
<td>KCRA-TV</td>
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<td>Erie</td>
<td>WOAI-TV</td>
<td>San Antonio</td>
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<td>San Diego</td>
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<td>Shreveport</td>
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<td>Jacksonville</td>
<td>WNDU-TV</td>
<td>South Bend</td>
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<td>Lansing</td>
<td>KREM-TV</td>
<td>Spokane</td>
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<tr>
<td>KARK-TV</td>
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<td>Tulsa</td>
</tr>
<tr>
<td>KCOP</td>
<td>Los Angeles</td>
<td></td>
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<tr>
<td>WISN-TV</td>
<td>Milwaukee</td>
<td>KARD-TV</td>
<td>Wichita</td>
</tr>
</tbody>
</table>

ABC Pacific Television Regional Network

Represented By

Edward

THE ORIGINA

NEW YORK • CHICAGO • ATLANTA
In Spot TV too...

Value increases with Time!

Petry & Co., Inc.

TATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
KMPC

#1 buy in

#3 Market because:

KMPC leads all twenty Los Angeles independents and three networks in share of audience,* at one of the lowest costs-per-thousand in the whole U.S.

* The Pulse, Inc., May-June, 1956, 6:00 A.M. to Midnight, Monday through Sunday, shows KMPC with an average 12.6 share of audience.

KMPC Manhattan, Kans. added a number of pluses to its coverage of the August primary election. Free transport to the polls was provided voters in KMAN's Mobile Mike. Latest tabulations were reported by Mobile Units direct from each polling place, and after sign-off time at 7:30 p.m., the public was invited to the station auditorium for free refreshments while watching the tabulation board. Entertainment was provided for them by means of recorded music and interviews from the local scene. Long-distance calls to state officials were heard over the speaker system, and telephone lines were kept humming with calls from interested parties.

WIX Gives Quick Aid to Visitors

INSTANT ASSISTANCE was given by WIX New Orleans when a leader called Eddie Clarke, "The Morning Mayor," to say that her Arizona visitors, Mr. and Mrs. Armond Angulo, had left a suitcase behind containing travelers' checks. She described the car, but didn't know the license number. WIX listeners were immediately given the description of a car with Arizona license plates. Within six minutes, a woman listener called to say she had spotted the car at City Park and stopped the Angulos and told them of their loss.

WAPA Son Juan Bears Hurricane

THE ARRIVAL of Hurricane Betsy in Puerto Rico a fortnight ago kept station WAPA San Juan going forty-eight hours. Destruction was fairy widespread, especially to coffee, tobacco and sugar cane plantations on the island. WAPA was busy before, during and after the storm hit, broadcasting government and U. S. Weather Bureau bulletins and emergency advice to citizens.

WERE Helps 4-H Fund

A PENNY-FOR-PENNIES match of fair-goers' contributions to a 4-H Club scholarship award at The Cuyahoga County Fair has been made by WERE Cleveland. That meant the station had to lay out $2,595 of the copper coins. Pennies were placed in a 20-foot pole of transparent plastic. A top pole was WERE's Phil McLean to broadcast his nightly five-hour show from the fairgrounds. A hydraulic lift was installed to carry visitors to the top of the pole along with their pennies. Bands, vocalist, comedians and recording artists appeared on the WERE shows as a public-address system broadcast day-long activities and commercials over the fairgrounds.

Patients Plead Own Case

FOR better than a year WPAG-TV Ann Arbor, Mich., has been shedding light on the long-neglected problem of mental health with its Know Your State Hospital program carried sustaining for 15 minutes each week. Ypsilanti State Hospital staff and patients themselves appear on the programs illustrating hospital services, an experience which, says the hospital, "has proven to be definitely therapeutic for our patients . . ." Officials have commended WPAG-TV for its "responsible action in facilitating community education regarding mental health programs and facilities."

Kiwanis Radio Day

KIWANIS RADIO DAY, tried out this year in Kewanee, Ill., is planned as an annual event. KWEI Kewanee, hearing that local Kiwanis Club funds were depleted by heavy demand for assistance to needy boys and girls, offered facilities for the special promotion. Kiwanis members sold radio advertising at regular rates, and used the earnings to refill the charity coffers. During Kiwanis Radio Day, members broadcast during an entire day, with KWEI operations in all phases handled by Kiwanians.

In Support of 'Jimmy Fund'

A TOUR of Boston area drive-in theatres is planned by WBZ-TV's Big Brother Bob Emery. Along with Red Sox star Ted Williams and WBZ sportscaster Curt Gowdy, he'll appear to collect for the "Jimmy Fund" for children's cancer research. Dr. Sidney Farber, scientific director of the Children's Cancer Foundation, has already been presented a check for $26,186.32 collected earlier by Big Brother over WBZ-TV.

Grand Prize Is Grand Tour

A WARNING to "Remember: haste makes wakes; use brains instead of brakes," won for George J. Mayer of Clarksville, Iowa, listener to KSMN Mason City, Iowa, a trip for two to Europe for 32 days. Award of the grand prize climax a 15-week safety contest on KSMN which also featured several prizes each week. All expenses for the grand prize were written by KSMN.

MD Telethon Planned

WGR-TV Buffalo, in cooperation with the 1956 Muscular Dystrophy campaign, will air a 16-hour fund-raising telethon Sept. 15-16 direct from Buffalo's Memorial Auditorium. Proceeds of the program will go to the Western New York Patient Service Program, the Muscular Dystrophy Association and other groups working on various aspects of MD.

MILESTONES

WWRL 30 Years Old

WWRL New York, foreign language station serving the metropolitan area, enters its 31st year today (Monday). The station—one of the pioneers of broadcasting—received its license from Herbert Hoover, then Commerce secretary, in mid-1926 and actually began broadcasting on Aug. 26, direct from the living room of its founder and president, William H. Reuman. Its first foreign language program—launched in 1926—was a 60-minute German broadcast aired on Sundays.

HARRY NIGOCIA, WIBW New Orleans disc jockey, has celebrated his 30th year with the station.

WBOW Terre Haute, Ind., has celebrated its 29th birthday.

NAT L. COHEN, station manager, WGR Buffalo, celebrates his 25th year with the station this month. WAYNE A. CHILSON, WGR supervisor of technicians, has celebrated his 27th anniversary with the station.

WOW-TV Omaha, ch. 6, will observe its seventh anniversary Aug. 29.

Community Auditions, WBZ-TV Boston's showcase for young talent (Sunday, 12:30 p.m.) has celebrated its sixth birthday.
HAVE YOU HEARD?

WGMS

5,000 W on 570 KC

is now the

MUTUAL NETWORK

station for

WASHINGTON, D.C.

NOW ... an MBS-owned and operated station for the very first time for the vital Washington market.

NOW ... new listeners for the best of Mutual programming added to the vast, loyal Good Music audience.

Wendell B. Campbell – National Sales Mgr. – New York

NATIONAL REPRESENTATIVES: ADAM YOUNG, INC.


St. Louis, Mo., 7 N. 7th Street • Los Angeles 28, Calif., Guaranty Bldg. • San Francisco, Calif., 593 Market Street
STRIP FOR ACTION ... with TV's

★ Consistently out-rates competitors

★ Each show a full hour ... loaded

GENE A
most profitable hour strip!
—man or mouse!*

with spot advertisers daily!

★ 50% adults every time—a daytime bonanza!

★ National spot advertisers galore—all ridin’ high with the “Best from the West”...

* Who’s afraid of the big, bad Mouse? 🐈
June ARB’s tell an amazing story. Please ask us for it.

STATIONS! Buy this series along with MCA TV’s Western Features starring Roy Rogers (next page) for a rootin’-tootin’-shootin’ package of 123 first-run, year-round spot carriers.
STRIP FOR ACTION ... with TV's

★ Consistently out-rates competitors

★ Each show a full hour ... loaded

ROY ROY
nost profitable hour strip!
-man or mouse!*

with spot advertisers daily!

50% adults every time—
a daytime bonanza!

★ National spot advertisers galore—all ridin' high with the "Best from the West"...
Wonder Bread, Nabisco, My-T-Fine, Baker's Chocolate, Bosco, Toni, Revlon, Snow-Crop, Robert Hall Clothes, Beeman's Gum (more on previous page).

* Who's afraid of the big, bad Mouse?

one ARB's tell an amazing story. Please ask us for it.

STATIONS! Buy this series along with MCA TV's Western Features starring Gene Autry for a big total of 123 first-run, year-round spot carriers.

hour-long features
made by Republic Pictures Corporation and available to local advertisers and stations from

MCA TV
Film Syndication
Memo from:
B. C. BARTH

FYI-
In the South Bend -Elkhart market
more than half the top-rated
weekday programs
between 3:30 and 11:30 P.M.,
both local and network, are on
WNDU-TV!

Source: ARB February
Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

Graphic
EDITOR:
As always, I enjoyed reading this week's [Aug. 13] copy of B&T.
The report dealing with "Films for Fall" was enlightening and gave me, personally, a graphic picture of our over-all competition for the coming year.

Your publication continues to do an excellent job, so all that's left is for me to wish you every possible success.

Arthur Gross, Asst. to Pres.
Guild Films, New York

Surprise
EDITOR:
I was surprised, pleased and frankly flattered to see the story in the On All Accounts column of June 18.

Your coverage of news and notes in the field is excellent. Know that all the alert people on my side of the desk feel the same way and depend upon B&T to keep up with what is going on around them.

Mildred P. Wrenn, Media Dir.
Richard N. Melter Adv. Inc.
San Francisco

Happy Birthday
EDITOR:
You may have already spotted the fact that Aug. 26 is Lee de Forest's 83rd birthday, but if not, I am sure you won't mind my calling your attention to it. This year, of course, marks the 50th anniversary of the invention of the audion tube.

Lee and his lovely wife are traveling in Europe. I have just had a note from Lee from Innsbruck, Austria, dated Aug. 12, in which he says he is driving from there to Salzburg for the music festival and then to Vienna, where he has never been and where he will celebrate his 83rd birthday with a waltz.

Carl Haverlin, Pres.
Broadcast Music, Inc., New York

A Teenager Speaks Up
EDITOR:
In the Aug. 20 B&T there appeared a letter dealing with the problem of music balance in relation to the demands of certain segments of the listening audience. . . . Mr. Terrell said: "Teenagers, and others of similar mentality, provide the biggest response to any popular music programming . . . ." He went on to draw the conclusion that any music program designed to cater to this response, "results in the degeneration of the station's music to the lowest common denominator. . . ."

I am forced by my position as a teenager to ask Mr. Terrell some pointed questions. First, what does he mean by "teenagers, and others of similar mentality?" Surely he cannot be so reckless as to apply to all teenagers a status of mentality below that of the general population. He cannot be so unkind, or so incorrect as to believe that teenagers as a group are some sort of lower class which must be kept down for fear that its primitive tastes will rot the entire culture.

The second comment has to do with Mr. Terrell's personal views about types of music, which he shyly attempts to pass off as general truths. Do not assume for a moment, Mr. Terrell, that everyone concurs with your blanket condemnation of music enjoyed by "teenagers, and others of similar mentality." It is true that we enjoy popular music. It is true that today's current popular music is largely rock-and-roll. But it is not necessarily true that rock-and-roll is the "lowest common denominator" of music.

Finally, apart from his comments about teenagers and common denominators, Mr. Terrell suggested the advisability of allowing the FCC to set up and enforce a program of greater broadcast material control. Any such idea horrifies me, as it does thousands of radio and TV broadcasters who even now are viewing with gimlet eye the increased monitoring activities of the Federal Trade Commission. Surely, Mr. Terrell, you will allow us to handle our own affairs in the industry without calling in any federal agency. The present FCC restrictions are quite enough, I should think. We have no need of further bans.

Bob Lakin
KXEL Waterloo, Iowa

Fair Broadcasts
EDITOR:
I thought I'd drop you a line and a picture of what we think is the ideal set-up regarding fair broadcasts, etc. I know this has been a problem with a lot of small stations that depend a great deal on county fairs to supplement their summer billing.

KJAN already has set up control room operations at five county fairs with four more to go. We set up an entire control room, as seen in the picture, complete with turntables, control board, mikes, record library, amplifier and speakers. When buying new equipment for our control room, we kept our older equipment for just such a purpose. It not only makes a better, more professional appearance, but it has placed our gross four times greater than in past years. Every sustaining quarter-hour and spot has been sold at every fair. Our remote control room has done more than that, however . . . we have made lucrative contacts and signed a few additional contracts for future use during these fairs. It all goes back to the fact that we believe radio has one thing to sell . . . showmanship . . .

Robin R. Morrow, Pres.
KJAN Atlantic, Iowa

Telecasting Map
EDITOR:
Your map of the nation's television facilities has been most useful to us. The map which we are at present using was released by you on Oct. 1, 1954. Do you have a more up-to-date or will a new one be released soon?

Please advise the writer as we would like to order some.

Ed Dalton, Asst. Sales Mgr.
Peter Paul Inc.
Naugatuck, Conn.

[EDITOR’S NOTE: B’T’s newest TELECASTING MAP has just been published. This 24x24-inch map locates cities with TV facilities, coaxial cable and microwave radio relay routes for both black-and-white and color and projected intercity connections. Single copy $1. Quantity rates: $4.50 for 5 copies, $8.50 for 10; $20 for 25, $37.50 for 50, $52.50 for 75 and $70 for 100 copies.]

Broadcasting • Telecasting
full power on the air now

KOAT TV

FACT NO. 1
Highest Television Antenna in the U.S.A.
10,876' Above Sea Level
4,270' Above Average Terrain

FACT NO. 2
Maximum Legal Power
Over 300% Greater Than Any Competitor

FACT NO. 3
Record Breaking Coverage
Providing thousands of New and Bonus Television Homes

ABC Network
122 Tulane, S. E.
Phone 5-8716
TWX AQ-187

ALBUQUERQUE, NEW MEXICO

Walter Stiles
VICE PRESIDENT & GENERAL MGR.

David Carpenter
VICE PRESIDENT & SALES MGR.
PUTTING a television station on the air when there was not yet a single receiver in the outlet’s area is outstanding among numerous progressive projects in the broadcasting industry launched by Glenn Marshall Jr.

The year was 1949; the station, WMBR-TV Jacksonville, Fla. And Mr. Marshall’s faith in the new medium—just grew out of a career in broadcasting that dates back to the early days of radio.

The 46-year-old president of WMBR-AM-FM-TV had his first experience in radio as far back as 1928. In that year, his family moved from Atlanta, Ga., to Birmingham, Ala., and his father, who operated a restaurant, bought into WBRC Birmingham.

A year later, young Glenn went to Washington, D. C., to attend George Washington U. At the same time he took courses at Loomis Radio College in that city. and along with the certificate he received from the latter school, he was given a Dept. of Commerce radio license on an old spark transmitter—one of the last of its kind given out and a license which Mr. Marshall is extremely proud to have earned.

Following a brief stint at WOL Washington, he returned to Alabama and finished his schooling at the U. of Alabama. Like thousands of others who were graduated from college in those depression days, he wandered around for months before finding a job. The job he finally got, in the credit and collection department of International Harvester Co., was a far cry from the radio field.

In 1934, however, Mr. Marshall and two acquaintances scraped together enough money to purchase WMBR Jacksonville, then a 250-watt. The three men began operating under the imposing name of the Florida Broadcasting Co. and Mr. Marshall’s first title was secretary-treasurer.

“Actually, I was permitted to keep the books, clean out our one studio, write the scrits, get out on the street and sell time, act as engineer, announcer and general chief cook and bottle washer,” he recalls.

Happy Selection

The selection of Jacksonville for a radio station eventually turned out to be a happy one. But Mr. Marshall hastily adds that “during the early days of the station, trying to get people to buy time on that newfangled gadget was pretty difficult.

“The first sale was the toughest, but I finally picked up a $30-a-month account—the top account in the shop at the time. And it remained on top for a long time.”

In 1948, WMBR went to 5 kw and Mr. Marshall was promoted to the position of director of local and national sales. About this time, the Florida Broadcasting Co. branched into the television field and, on Oct. 16, 1949, WMBR-TV went on the air, even though the area was without a single television receiver at the time.

When the Washington (D. C.) Post bought WMBR Radio and WMBR-TV in January 1953, Glenn Marshall was appointed president of the combined operations. At the same time he was appointed to the board of directors of the Post’s broadcast division. WMBR operates created by Mr. Marshall’s UA and CBS-affiliated WMBR-TV is on ch. 4 with 100 kw. The Post’s other broadcast properties are WTOP-AM-FM-TV Washington.

Active in Community

Mr. Marshall long has been active in many phases of community activity. He is on the board of directors of the Florida National Bank and is past president of the Florida Advisory Board. He is a vice president of the Jacksonville Chamber of Commerce and vice president of the Gator Bowl Assn., which annually puts on one of the nation’s outstanding New Year football spectacles.

His activities in the broadcasting industry take up an equally important part of his time. He has been a member of the CBS Advisory Board since 1943 and, from 1950 to 1955, acted as chairman of the group. He also is a member of the Radio Pioneers club.

Mr. Marshall’s enthusiasm and faith in the television portion of the broadcast field is described by co-workers as “unwavering.”

“Although he misses the early days of television with its helter-skelter routines almost as much as he missed the earlier days of radio, he looks for the future to be even more interesting,” said one of them.

At the present time, Mr. Marshall is looking forward to improving his television setup in Jacksonville. Construction of a new tower already is underway, and plans for expansion of studio and plant facilities for the future are being studied.

His basic philosophy concerning the role of a broadcaster is a simple one: “A top reputation is created by first-rate people in a dynamic community where all types of projects, both community public services and commercial successes, may be enjoyed by all concerned.”

Mr. Marshall is married to the former Marion Dell, a native of Oklahoma, and they have one daughter, Ann, who is a junior at Duke U., Durham, N. C. Despite a heavy work schedule, Mr. Marshall occasionally finds time for a game of golf, his favorite leisure-time activity.
WEBC RADIO
Leads All Other
Duluth Superior Stations!

- First in Audience (See Hooper)
- First in Coverage (5000 W)
- First on your Dial (560 KC)
- First in Radio (Est. 1924)

Here's Proof . . .

<table>
<thead>
<tr>
<th>TIME</th>
<th>WEBC</th>
<th>STA. B</th>
<th>STA. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 A.M. - 12:00 Noon</td>
<td>47.0</td>
<td>41.4</td>
<td>10.2</td>
</tr>
<tr>
<td>12:00 Noon - 6:00 P.M.</td>
<td>48.4</td>
<td>31.3</td>
<td>14.9</td>
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HOOPER RATINGS — June-July, 1956

. . . IN THE DULUTH AND SUPERIOR MARKET AREA!

DULUTH, MINNESOTA

Represented by Geo. P. Hollingbery Co.

RADIO IS OUR ONLY BUSINESS!
now WOLF is

FIRST in homes

Share of Radio Audience—C. E. Hooper, April-May, 1956 (Latest) (8 am—6 pm Monday thru Saturday)

<table>
<thead>
<tr>
<th>TOTAL RATED TIME PERIODS</th>
<th>RADIO SETS IN USE</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
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<tbody>
<tr>
<td></td>
<td>9.9</td>
<td>15.5</td>
<td>25.4</td>
<td>9.7</td>
<td>27.1</td>
<td>20.6</td>
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FIRST in cars

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

<table>
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<th>RADIO SETS IN USE</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34.5</td>
<td>14.9</td>
<td>16.6</td>
<td>11.2</td>
<td>35.2</td>
<td>21.5</td>
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FIRST in points of sale

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

<table>
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<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
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<tr>
<td>OVERALL</td>
<td>28.2</td>
<td>20.7</td>
<td>10.9</td>
<td>14.3</td>
<td>38.9</td>
<td>13.4</td>
</tr>
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</table>

RATING for RATING . . . RATE for RATE in CENTRAL NEW YORK it's . . .

SYRACUSE, N.Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

M. BERNARD FOX

Film maker

ALTHOUGH not quite 40 years old, M. Bernard (Ben) Fox, president of Ben Fox Productions, Hollywood, has distinguished himself in a number of careers—as a champion ice skater, decorated naval officer, community civic leader, radio producer, television station executive, and television film producer.

And despite these varied pursuits, Mr. Fox originally intended to become a lawyer. He was born in Brookline, Mass., on Oct. 16, 1916, and was graduated from Harvard U. with B.A. degree in English and philosophy. World War II interrupted his education at Harvard Law School and he enlisted in the Navy. In college and law school days, Mr. Fox concentrated on figure skating and won three national and the North American championship in the pairs from 1938-40. He was a member of the U. S. Olympic team in 1940 but the war prevented the holding of the competition that year.

It was during his 3½ year naval assignment as an officer in various parts of the world that Mr. Fox decided to abandon his projected career in law and turned to a field in which he might make a contribution to peace. When he returned he formed the Brookline Forum, an extension of the old New England town meeting, in which the membership discussed and received information on significant national and world issues. His leadership in the organization led to Mr. Fox's appointment as New England director of the United Nations Assn.

His occupational plan took another detour in 1948 when he was offered—and accepted—the post of assistant manager of programming and production of DuMont's WABD (TV) New York. The offer came to Mr. Fox because he had been successful in using radio and television on behalf of the Forum and UN programs. At DuMont, Mr. Fox supervised production of programs which included such personalities as Jackie Gleason, Dennis James, Guy Lombardo and Bill Slater.

In 1951, Mr. Fox decided to launch his own tv film production company where he could put into practice some of the theories he had evolved over a period of years. Among the tv film series he has produced are Waterfront, distributed by MCA Tv Film Syndication Division; Code 3 and Forest Ranger, distributed by ABC Film Syndication. He currently is preparing another series, Harbor Inn, which is also planned for ABC Film distribution.

He lives in Brentwood with his wife, the former Lucy Pope of Boston and their children, David, 14 and Richard, 16. Mr. Fox today keeps fit playing golf and tennis. Another of his hobbies, closely allied to his work, is keeping a library of information on various subjects that might prove useful to him.
gains more ground for advertisers each and every week with exciting U. of M. FOOTBALL

From the season's beginning to end... avid Michigan football fans follow University of Michigan games over WKMH like nobody's business! And why not? In sports, as in news and music, WKMH gives listeners what they want most... gets advertisers what they want most. You score more impressions for every dollar spent.

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations
WKMH WKFV WKHM WSAM
BUY ALL 4 STATIONS...SAVE 15%
BUY ANY 3 STATIONS...SAVE 10%
BUY ANY 2 STATIONS...SAVE 5%

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.
Advertisers using 50,000 watt KTHS expect and get, a lot more than Metropolitan Little Rock. They completely cover almost all of Arkansas.

There's nothing speculative about KTHS's reception in Experiment (Ark.), for example. KTHS is easily heard there—just as it is in hundreds of other small towns and cities throughout the State. Result: KTHS has interference-free daytime coverage of more than 3 1/3 million people!

Get all the facts on KTHS—Basic CBS Radio in Little Rock, and your best Arkansas buy!

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

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

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

Page 26 • August 27, 1956
$16 MILLION STATION SALES SIGNED OR BREWING IN WEEK

- Whitney buys McConnell Indiana string for $10 million
- Sale of WIND for record radio price is in negotiation
- Evansville uhf may bring $820,000 from Cincinnati group

STATION transfers—radio and tv—involve $16 million and pushing prices to new levels were completed or in the discussion stage at the week's end.

Largest deal involved the McConnell radio-tv properties in Indianapolis (WISH-AM-TV) and Fort Wayne (WANE-WINT-TV). Papers were signed late in the week calling for transfer of the properties to J. H. Whitney Co., New York investment firm, for $10 million, one of the largest transactions in industry history. [CLOSED CIRCUIT, July 23, et seq.]

An Evansville sale appeared to be well along toward the signature stage Thursday as Westhinghouse Broadcasting Co., figure in a number of major deals, was talking in terms of $20 million to Ralph Atlas and other owners of WIND Chicago. Others, too, were negotiating for WIND.

Also in the negotiation stage was the sale of WEHT (TV) Evansville, Ind., uhf outlet, to a Cincinnati group, for $820,000. Conversations were still under way Friday morning in Memphis. Among names mentioned as possible members of the proposed purchasing group were Henry Hilberg, Cincinnati capitalist, and Hubert Taft Jr., president of WRK-AM-TV Cincinnati.

The $10 million McConnell-Whitney sale was announced jointly Friday by C. Bruce McConnell, president of Universal Broadcasting Co., owner-operator of the Indiana properties, and C. Wrede Petersmeyer, partner in J. H. Whitney & Co. FCC papers were formally filed late Friday by Haley, Doty & Wollenberg, Whitney counsel. Howard E. Stark, station broker, represented the buyer. The McConnell interests are represented by Segal, Smith & Hennessey.

Mr. McConnell is majority Universal stockholder, with nearly 55% interest. Other sellers include Robert B. McConnell, vice president-general manager; Stokes Gresham Jr., chief engineer of the station; Frank E. McKinney, active Democratic party worker; Earl H. Schmidt; Samuel R. and Dudley V. Sutphin; Luke Walton; Butler U., and P. R. Mallory & Co., Indianapolis electronic manufacturer.

Transfer of ch. 15 WINT to Universal was approved by the FCC June 13. Selling the station at that time was Tri-State Television Inc., including R. Morris Pierce and John F. Pott (WJR Detroit), for $800,000. WINT is licensed to Waterloo, north of Fort Wayne.

Mr. Petersmeyer is president of the 100%-Whitney-owned Indiana Broadcasting Co., which will own and operate the Indiana properties. Robert B. McConnell continues as general manager of WISH-AM-TV. Directors of Indiana Broadcasting, besides Mr. Petersmeyer, are the two McConnell: Walter N. Thayer and Robert F. Bryan, Whitney partners; Howard Brundage, Whitney associate, and Messers. Gresham and McKinney. John Hay Whitney, brother-in-law of William S. Paley, CBS board chairman, is senior partner in the investment firm.

C. Bruce McConnell said he expected "the fine traditions of broadcasting service established by Universal to be continued under the new ownership." Mr. Petersmeyer said, "Universal has an outstanding record of service to the people of Fort Wayne and Indiana. We value highly the reputation enjoyed by Universal and plan to do everything possible to perpetuate the goodwill enjoyed by these Indiana stations. We are delighted to become a part of the rapidly growing Indiana market. The Whitney firm is vitally interested in the future of the television industry and believes these new properties together with those in Tulsa (KOTV (TV) and Galveston-Houston (KGUL-TV) will complement one another and enable us to provide even better service to the people in all three areas."

The Whitney firm assumed ownership of KUGL-TV Wednesday through its Lone Star Television Corp., which acquired 90% of the stock of the station. Paul E. Taft, president of Gulf Television Co., former owner, continues as president-general manager and owns 10% of Lone Star stock. The sale price was approximately $4.5 million. FCC approval was granted Aug. 13. Lone Star was expected to exercise Friday its option to buy the outstanding 10% stock of Gulf Television from Wesley west of Houston. KOTV is 90% owned by the Whitney organization, with Mr. Petersmeyer as president-general manager.

The ch. 11 KGUL-TV is a basic CBS affiliate and recently completed a 1,200-foot tower between Houston and Galveston. Studios are maintained in both cities. WISH-AM-TV, WNBK and WINT and CBS affiliates. The McConnells also control WHBU Anderson, Ind., not involved in the transaction. In purchasing WINT, Universal dropped a ch. 69 permit for WANE-FTV Fort Wayne.

WISH operates on 1310 kei. Its 5 kw D-I kw N. WISH-AM has 316 kw visual power on ch. 8. WANE is a 250 w outlet on 1405 kc. Ch. 15 WINT has 347 kw visual power, directional.

All-Time Record

The proposed $5.3 million price for WIND exceeds the previous record for a radio transfer—$4 million paid for WEDM New York by a group headed by Jack Wrath, Richard D. Buckley and John L. Loeb. Mr. Buckley and others had bought WNEW from the William S. Cherry interests in 1954 for $2.1 million.

WIND is headed by Ralph L. Atlass, who owns 1,000 of 9,000 shares in WIND Inc., plus one-third of a voting trust of 2,670 shares that also includes Harriett Jane Atlass and H. Leslie Atlass Jr., treasurer. Other stock is held by Blanche W. Hagenah, 582 shares; Chicago Daily News, 2,500 shares; John T. Carey, vice-president-secretary, 500 shares; Dovetail, W. Rich, 82 shares; Helen A. Wrigley, 584 shares; William Wrigley, 582 shares, according to FCC records.

WIND, originally in Gary, Ind., under the old FCC zone formula, was sold to the Atlass group in 1938 by Public Service Co. It was believed a sale of WIND to Westhinghouse might involve payment in stock of the parent Westhinghouse Electric Corp. This was the case in the Westhinghouse purchase of KPIX (TV) San Francisco from Wesley Dumm in 1954 for $6 million.

Westhinghouse bought WDTV (TV) Pittsburgh from DuMont in early 1954, paying a record $5.75 million. Call letters were changed to KDKA-TV. WPTZ (TV) Philadelphia was bought by Westhinghouse in 1953 from Philco Corp. for $8.5 million. WPTZ and KYW, WBC's Philadelphia radio outlet, were transferred last year to NBC in exchange for WTAM and WNBK (TV) Cleveland. In that exchange, Westhinghouse received an additional $3 million. The KYW call letters were transferred to Cleveland and WNBK was redesignated KYW-TV. NBC Philadelphia became WRCV-AM-TV.

WEHT is licensed to Henderson, Ky., across the Ohio River from Evansville. It is a CBS-TV affiliate operating on ch. 50 with 11 kw visual power. Principal of WEHT Theatres, also owner of WEOA Evansville, Herbert R. Levy is president and Cecil M. Sansbury general manager of WEHT.
CONVENTIONS: CHANGE

TAKING advantage of errors made by the Democratic opposition, the Republican National Committee in San Francisco last Thursday scored heavily in the battle to win radio-television friends and through them influence people in next November's elections. The GOP unanimously adopted a resolution thanking radio and television and other media for their cooperation in bringing the convention activities to the American people.

At the closing session, immediately preceding the acceptance speeches of the repeat Eisenhower-Nixon ticket, the following resolution, offered by Mrs. Mary Benedict, a delegate from California, was adopted:

"Resolved, that the convention extend its appreciation to the nation's radio stations, the press, the photographers, newsreel companies and tv companies for their cooperation in distributing the news and activities of this convention to the American people."

Earlier in the week the proposal had been made to include in the official platform of the party, a plank calling for freedom of radio and television as part of the press and with equal access to all public events. Because hearings on the platform had been closed and the document printed, the plan was dropped.

At the Democratic Convention in Chicago the preceding week, the resolutions and platform committee was importuned to adopt a radio-television resolution likewise stressing free access, but the attack of Chairman Paul Butler against CBS for its failure to carry a propaganda film on the opening day produced an unfavorable climate for such action.

The Republicans made the best of a drab, issue-less political convention by putting on an orderly, well-rehearsed, well-mannered performance, grabbing all of the Class A premium time they could get. Where the Democrats kicked around tv at their Chicago convention, topped by the Butler-CBS incident raising the question of editorial judgment, the Republicans were all cooperation and sweetness.

President Eisenhower himself chipped in by shattering precedent once again. He permitted his Wednesday news conference, hurriedly called at the St. Francis Hotel last Wednesday, to be picked up live for both radio and tv (see story page 31). This was the third time since he assumed the presidency three and one-half years ago that the President has shown his high regard for the broadcast media. Early last year [BT, Jan. 24, 1955], he became the first president to give equal recognition to radio and television by throwing open his news conferences for taping or filming, rather than live. And in 1955 he personally addressed the NARTB convention in Washington, marking another first.

As was the case in Chicago, everything the Republicans did—and there wasn't much that
ANY NEWS. PICTURED IS FIRST SESSION

ON TAP?

was newsworthy—was geared for microphones and cameras. It was a carefully calculated effort to reach maximum audiences in the populous East, but the audiences were not there in the numbers expected.

Typical of the many admonitions to make it look good were those of Rep. Charles A. Halleck (R-Ind.), who placed Mr. Eisenhower's name before the delegates. He said: "I have said I am speaking not just for myself or you delegates, but also for millions watching and listening by television and radio. For them, and in their behalf and for myself and for every single one of the delegates here assembled I speak now to President Eisenhower, whom I am sure is observing these proceedings." Later he called for approval by shouting: "And let all America hear your answer." Again he exhorted: "Let me say to you delegates and to the millions over the nation who are following this convention..."

CONVENTION COVERAGE

Until President Eisenhower's appearance Wednesday, the biggest news in San Francisco was the arrival the previous afternoon of the Chief Executive and his entourage by plane from Washington. So great was the dearth of news at the Cow Palace that all networks took to the airport several miles away and hastily set up cameras to practically "talk" the Column in from the moment it hove into sight. Then the networks followed the Eisenhower caravan downtown to his hotel, while members of the cabinet took to virtually deserted galleries.

Usually, the arrival of the presidential plane is an ordinary event, covered in routine fashion, if at all.

Competition for some kind of news stories was keen among network news and programs most of the week with the exception of the President's unexpected conference and Vice President Nixon's sudden departure to be with his ailing father.

Network spokesmen cited instances of "other networks" bird-dogging roving cameraman-reporter teams to catch every possible speech of news and try to avoid repetitious "color" commentary and "social" interviews.

Despite the lack of excitement, the advertisers over the three combined radio-television networks and over Mutual, appeared pleased with their network sponsorships. The networks themselves, notably during the first two days of the convention, were hard put to fulfill their commitments on minimum time for the convention coverage, because of the listless, relaxed proceedings. One network commentator said it was like a motion picture production, with everything happening according to script.

But there were signs aplenty, with the conventions over, that the political battle of the air-waves will begin in earnest. Demands for "equal time" under Section 315 of the Communications Act are regarded as inevitable. Each side is expected to seek mathematical balance on a sustaining basis. But it already is conceded that the GOP, with plenty of money available, will overshadow the opposition in purchase of network radio and tv time, plus spot films and transcriptions.

Indeed, the Republicans do not appear to be worried about a thing—except the President's health. Among themselves they talk freely about the President's condition, but publicly, it is taboo.

GOP Campaign Director: Robert Humphreys, at a closed session Thursday with members of the national committee, said the 1956 campaign will rely heavily on a $2.2 million television campaign in which it is hoped the GOP message will be taken into the homes of at least 75% of the voters. During the meeting the committee GOP National Chairman Leonard W. Hall was re-elected by acclamation.

For the Democrats, the air campaign formally gets underway Sept. 13, when a 30-minute radio and tv speech by candidate Stevenson will be carried on all radio and television networks (see story, page 36). Detailed plans on other major addresses by Mr. Stevenson and Sen. R. Taft have not yet been announced.

At every turn it is indicated that the Democrats will play heavily on the GOP television war chest and bemoan their own poverty. Gov. Connally's campaign manager, James A. Finnegan said last Tuesday: "We know we cannot win a contest of dollars. The Republicans can outspend us ten to one. They'll have expensive television time to burn, but Gov. Connally is going to win by carrying the election to the people and by making this a real person-to-person campaign, not just a canned radio-television one such as the Republicans are planning for Mr. Eisenhower." Thus, the strategy is to bring in the health issue by indirect, inferring that President Eisenhower's condition will not permit him to barnstorm and that he therefore must rely on broadcasting.

President Eisenhower kept abreast of the conventions by television and has been represented as being incensed over the oblique references to his health by the Democratic opposition. And one Eisenhower aide said the Democrats misfired at their convention through failing to take advantage of their free television time.

The Democrats' speeches were fine for the people at the convention because they were just what the delegates wanted to hear. But to the millions of independent voters in the television audience who might have been swayed by constructive oratory, they were just political attacks. They threw away millions of dollars of free tv which could have been beamed at the voters they need to win in November.

There are frequent reminders that the Republicans took careful note of the Democratic appearance on television and attempted to avoid unfavorable impressions on the home screen. Bill Costello, ABC-TV commentator.

FIRST TIME in the history of radio and television that live coverage of a presidential news conference was permitted by the Chief Executive took place during the San Francisco GOP convention. President Eisenhower here is seen as he appeared during the historic conference. For full account, see story on page 31.

Leaned from a Wisconsin delegate that the GOP assigned three people to monitor carefully the network coverage of the Chicago convention and to observe what delegates should not be seen doing in San Francisco. Hence the frequent mixture of songs and other entertainment in the Republican program designed to avoid pauses between when tv cameras otherwise would be scanning the delegations and catching yawns, poor posture, etc.

Behind-the-scenes figures active in keeping life in the "show" included MGM star George Murphy, assisted by Hollywood musical and dance director Leroy Prinz. Talent providing the fill between "main acts" was top-name calibre, including Irving Berlin, Ethel Merman, Patrice Munsel, John Charles Thomas (executive vice president and manager of KAVR Apple Valley, Calif.), Irene Dunne, Lucille Norman, Brian Sullivan and Dennis Morgan.

State chairmen of the delegations were prompted to warn their delegates and alternates to keep the seats in their section filled with people because empty seats during a business session don't look good. Sen. William F. Knowland (R-Calif.) urged his state delegation not to show the "discounts" of absence and to be
DURING a break in the Republican convention proceedings, Robert E. Kintner, ABC president, points out a feature of an ABC-TV camera to Roy George (l), Philco vice president (Philco picked up the ABC coverage fee), merchandising and advertising, and H. Pierson Mapes, vice president of Hutchins Adv., Philco's agency.

THE SAME break found (l to r) R. P. Hoffman, Kenyon & Eckhardt executive; Davidson Taylor, NBC vice president in charge of public affairs, and Vaughn Monroe, who delivered the RCA commercials, discussing their latest advertising pitch in one of the Cow Palace's numerous smoke-free rooms.

sure "that your alternate moves into your seat so we have full delegate strength at all times." He reminded them of the bad TV effect the Democrats made in this matter.

Even ex-President Herbert Hoover was touched by the importance of proper TV appearance. Following House Minority Leader Joseph W. Martin Jr. (R-Mass.), former convention chairman, on Tuesday, Mr. Hoover walked up the ramp to the podium early so he would be sure to complete his address before cameras had to swing away to pick up President Eisenhower's arrival at the airport.

The extent of the contagion of free TV publicity was to be seen in the action last week of Thomas J. Callan, chairman of the board of supervisors of San Mateo County, calling for the county to invest $40,000 toward a fund to promote getting future conventions in the area. Although the Cow Palace actually is in San Mateo County, San Francisco got the plugs and Mr. Callan was miffed about being overlooked. He pointed out that TV didn't mention his county at all.

The lack of news was perhaps the biggest problem faced by commentators and news media last week in San Francisco up until the arrival of President Eisenhower Tuesday evening.

When asked what they were finding to report, network personalities frankly admitted they frequently found themselves "tearing their hair" for copy. The lack of significant controversy produced a dry run, they observed.

Many felt that if it were not for Sec. 315 of the Communications Act requiring equal treatment of political candidates and its accepted relevancy to major political conventions, network news coverage could have been limited to a couple of hours a day instead of the long-on-scene exposure afforded. They reasoned this would have been sufficient in view of news content.

One NBC commentator who preferred not be named suggested Sec. 315 should be amended to protect radio-TV from "equal boredom."

The networks established elaborate radio-TV studios in downtown hotels such as the Fairmont and Mark Hopkins to be on scene for coverage of party caucuses and press conferences, but most of those which did materialize were not considered sufficiently newsworthy to merit live pickup.

MBS felt its operation was a fair barometer on the San Francisco news pulse. The radio network carried 37 hours during the Democratic session in Chicago but by Tuesday noon could see only 20 hours out of San Francisco. With Kohler Co. as full sponsor, MBS was committed to seven hours daily. Network spokesmen Tuesday morning admitted, "We're really reaching. This convention would fold up in a day if we were not for the radio and television commitments."

Ed Pettit, MBS anchor man stationed in the network booth back of the Cow Palace podium, expressed the sentiments, "you soon feel like coming on 1 p.m. when but on-the-scene commentary must continue."

Bill Hillman, MBS commentator, told B&T radio is better off during a slow convention because it is more flexible whereas TV "is lost when the proceedings are not dramatic." He favors briefer, interpretive coverage rather than hours of live pickup which fail to give the listener or viewer an understandable summary.

Mutual, however, had more people in San Francisco than in Chicago, since the west coast coverage was augmented by affiliated Don Lee and KFRC San Francisco crews.

Arthur Wakelee, in charge of NBC's news room at the Fairmont, told B&T the big story Tuesday was the President's arrival, but indicated there were slim pickings otherwise. Ben Grauer, NBC, noted that newsmen's copy generally was loaded with "restaurant chit-chat" so far. Chet Huntley, NBC, said it appeared difficult for newsmen to keep repetitions out of their interviews. Esther Van Wagner Tufty, special convention reporter for the network, said, "I just keep on filing, but there isn't much to say."

The three TV networks spent an estimated combined total of 233 hours 13 minutes. Commercial pre-emptions, difficult to fix in radio, were placed at about 19 hours 50 minutes.

TV pre-emptions thus ran far ahead of original estimates, while radio pre-emptions ran behind. The 108 hours estimated as the commercial pre-emption total in television is more than 60% higher than the 66 hours that had been anticipated [B&T, Aug. 6]. In radio on the other hand, the original expectation was that more than 27 hours of regular programming that is sold or partly sold would be knocked out for the two conventions.

Here are the TV networks' estimates of their respective hours of coverage and commercial hours pre-empted for the two conventions (excluding special pre-convention shows):

**CONVENTION COVERAGE**

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>TV</td>
<td>TV</td>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>Democratic convention: Hours of coverage</td>
<td>29:00</td>
<td>22:00</td>
<td>29:00</td>
</tr>
<tr>
<td>Republican convention: Hours of coverage</td>
<td>21:30</td>
<td>22:30</td>
<td>22:30</td>
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* GOP estimates, compiled Thursday, include figures for probable length of Thursday night closing session.*
PRESIDENT HOLDS FIRST LIVE NEWS CONFERENCE

THE news media were given hardly 30 minutes notice of President Eisenhower’s Wednes-
day news conference from the St. Francis Hotel
where he would make journalism history by
giving away the first “live” conference over both radio and tv. President Eisenhower earlier
set the precedent of putting White House
presidential news conferences on radio and tv
by delivering his State of the Union address over
both channels. News media were admitted by
the regular White House credentials which they
normally used in Washington. Some 200 newsmen jammed the room
where radio and tv equipment had been hastily
installed. Both CBS and NBC had tv equip-
ment in the hotel left over from coverage
of a Young Republican meeting the previous
night.

Although a few newsmen reported difficulties
in gaining access to the conference, especially
some network technicians without credentials,
both Robert Kintner, president of ABC, and
Frank Stanton, president of CBS, told BWT
they were satisfied.

CBS’ convention news headquarters reported
it got word of the conference 22 minutes be-
fore air time (11:45 a.m. PDT) and was told the
President would give the conference on the air. CBS news producer Paul Levitan
immediately rushed to the Italian Room to
supervise technical arrangements in a race
against the clock. He ordered the CBS te-
vision glass in the hotel rushed to the room
and warmed up.

Meanwhile, CBS-TV network operations, al-
though it could not order the full Westinghouse
coverage network at that off-convention time,
began to assemble an available network of
more than 100 stations.

Charles von Fremd was on hand to report
for CBS-TV with Larry Lesueur for CBS Radio.
Edward R. Murrow was on both.

CBS carried the conference for 20 minutes,
with the first 17 devoted to the President’s
announcement of his meeting with Harold
Stassen and the reporters’ questions-and-
answers.

CBS commentators summed up the event
during the final three minutes.

CBS Radio said the conference gave oppor-
tunity to prove the speed with which radio gets
the news to the public. Then it lined up a net-
work of 200 outlets within the bare quarter-
hour notice which it received. It was 11:25
a.m. when executive radio producer Robert
Skedgall was informed of the President’s con-
ference. By 11:31 a.m. he was on the long-
distance phone with network operations in New
York to arrange clearance. He received the go-
ahead two minutes later.

Mr. Skedgall admitted, “we were slightly
lucky, too. It just happened we had a line and
an engineer on hand to tape-record the con-
ference for use later in the day. But we de-
cided at the last moment to bring the show on live.”

In the rush, newsmen Lesueur was not in-
forned of the live broadcast until 15 seconds
before air time. He was told to say, “Instead of the regularly scheduled program, we are
bringing you a special Budget Conference from
President Eisenhower’s headquarters in the St.
Francis Hotel in San Francisco. This is part of
the Westinghouse convention news coverage program.”

Mr. Skedgall pointed out that the rapid co-

HORSEPLAY

A GOOD example of the gimmicks
dreamed up by broadcasters to live up
the convention dullness occurred Thurs-
day morning at 8:45 a.m. in the Fair-
mont Hotel where NBC-TV and CBS-TV
were originating their respective two hour
morning shows from four to six a.m. Pa-
cific Time. A man who looked like Harry Truman strolled unannounced into
Republican Party headquarters there,
throwing the place into confusion since
it had been announced the ex-President
was not going to speak.

The man turned out to be Irving Fisher,
Broadway actor who portrayed Mr. Tru-
man in “Call Me Madam” and who was
drawn to the coast by NBC as a gag for its
Today show. Mr. Fisher, who was in the
lobby. The confusion began when somebody
yelled “here he comes” and Mr. Fisher,
who closely resembles Mr. Truman,
stepped off the elevator wearing the Tru-
man grin and without saying a word
walked past Today m.c. Dave Garroway
and the NBC camera on tour of the hotel
for his morning walk.

NBC reported he was spotted by a CBS
newman on the adjacent CBS-TV Good
Morning With Will Rogers Jr. program,
that the CBS man “became almost apo-
plectic as he made hurried inquiries, think-
ing the opposition NBC network had
scored the biggest exclusive beat of the
GOP convention.”

The network said one delegate return-
ing from an unexpected foreign tour flat
on his face as he lurched out of a taxi
and spotting who he thought was Harry
Truman coming out of the Republican
headquarters.” Mr. Fisher was accom-
paied by Gilbert Pomroy, WPTV news
editor and NBC’s Kansas City cor-
respondent who normally covers the ex-
President on his walks, lending greater
credence to Today’s prank.

President’s session from their respective origi-
nation points.

NBC commentators participated in the President’s conference commentary in addition
to Mr. Scherer included Chet Huntley, David
Brinkley, Bill Henry and H. V. Kaltenborn.

ABC and Mutual both had bad luck with the unexpected conference. ABC had seven com-
mentators and two cameras on the scene very
soon after the word was out, but when the con-
ference began both radio and tv lines failed
functioning. Since ABC and CBS had a stand-
ing agreement for the coverage of such
in such an event, ABC picked up both radio
and tv feeds from CBS. But then ABC-TV’s
feed to its own affiliates broke down because
without AT&T patch. NBC’s tv network
picked up both radio and tv feeds from CBS.

Mutual already had a permanent convention
line in the St. Francis but only to the assistant
manager’s desk and it was unable on
such short notice to get an extension into
the Italian Room. It then arranged to patch
the tv audio with the links running be-
 tween KFRC, its local hotel microphone,
and NBC’s KNBC there, but was left without program when NBC failed to simulcast and feed the
audio to KNBC. Mutual later obtained a Re-
Dupe of the conference from Murray Snyder’s office and put it on at 3:30 P. M. Pacific
Time.

One Mutual spokesman, however, explained to BWT that even if the last-minute patches had
worked, the full network could not have ac-
cepted the conference at that time because it
was split into two baseball networks which
then were in operation and could not be in-
terrupted and re-patched in sufficient time.

PRODIGIOUS AILIFT

REGARDED AS ROUTINE

EVERYBODY in San Francisco took pretty
much for granted the fact that the big airlift
of priority tv people and equipment from Chi-
cago was a success. They expected it to be
and they hardly gave second thought to the
consideration engineering details of rigging, patching
and testing involved in setting up shop on the
West Coast within hours from the Midwest site.
After all, broadcasters have a talent for being
mechanical; they noted.

Since CBS was assigned responsibility for the

several flights to San Francisco (NBC han-
dled in Chicago), the airlift project within CBS
fell to Albert Bryant, director of office services
and a logistics veteran of four earlier conven-
tion years.

Six months ago he chartered three United
Airlines planes for the priority switch, two
passenger planes and a cargo plane. Since
the latter could carry 30,000 pounds of equipment,
each of the three major tv networks was allo-
cated 10,000 pounds and asked to submit a priority list of its key personnel who must
make the immediate jump from the Chicago amphi-
theatre to the San Francisco Cow Palace. He
even had special “tickets” printed for the pool’s
private ”airline.”

Mr. Bryant promised all the networks that
their people and equipment would be in the air six hours after the final gavel at Chicago. He
kept that schedule but worked around the clock
two days consecutively to do it. The Demo-
cratic convention closed at 11 p.m. Friday, Aug.
17 and the loading planes at Wrigley Field Air-
port within an hour. At 3:30 a.m. Saturday
during the loading, it was learned there was
42,000 pounds of gear to go, not just 30,000.

“I was faced with the decision of leaving
part of it behind for later delivery,” Mr. Bryant

BROADCASTING • TELECASTING
August 27, 1956 • Page 31
The Melody Lingers On

The major conventions were over last week, but CBS Radio and CBS-TV still had a few rounds of "convention" activity to go. Eric Hass, named as the presidential nominee of the Socialist Labor Party last May, was to make his acceptance speech in a live broadcast on CBS-TV yesterday (Sun.) at 4:15-4:30 p.m. and on CBS Radio, also live, tomorrow night (10:45-11 p.m.). Next Sunday, Darlington Hoopes will make his acceptance speech as presidential nominee of the Socialist Party in a live appearance on CBS-TV; the speech will be recorded for broadcast by CBS Radio on Sept. 4 (10:45-11 p.m.) [AT DEADLINE, Aug. 28].

new ways to do a job quicker and easier," he told BVT. Twenty-seven years with CBS, Mr. Thompson has worked at seven pairs of conventions, since 1932. He has been in tv since before World War II.

Although there were a few bad cross-country patches by AT&T, network officials seemed in complete sympathy with the complex switching problems involved and expressed appreciation for the generally good cooperation afforded.

ORIENTAL TOUCH • To liven its coverage of a generally unlively convention, Mutual last week brought in a Chinaman with an abacus to keep track of the Republican balloting for the presidential and vice presidential nominations. He was H. K. Wong, a San Francisco accountant. Mutual spokesmen claimed he not only kept abreast of all the electronic computing gadgetry generally in use, but actually was first with the answers.

ACTORS' ANTICS • Peasant of Republicans for perfection in their public exposure on tv was brought home to network officials early in the week's activity when Vice President Nixon insisted on right makeup and thorough preparing for his appearance on ABC on Sunday. Mr. Nixon also was select in making his tv appearances, according to reports from network spokesmen who couldn't get him on the air as often as they would have liked.

WAYLAID BY BETSY • William N. Greer, owner of WSTA Charlotte Amalie, Virgin Islands, was listed as sole delegate from that possession at Republican National Convention in San Francisco last week, but he didn't show. His alternate reported that Hurricane Betsy took away his tower, and Mr. Greer an engineer, was forced to miss convention. He was also member of important Resolutions Committee.

CALLED HOME • Another broadcaster-absentee was Eugene Pulliam, owner of WIRE Indianapolis, and Indianapolis and Phoenix publisher, likewise member of Resolutions Committee. Mr. Pulliam was called home, after
You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertisers are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?
The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV
Richmond, Va.
CBS Basic   Channel 12

C. Y. Lucy, President  Barron Howard, Vice President and General Manager  James D. Clark, Jr., Sales Manager
arriving in San Francisco, because of illness of his wife.

WHEELS WITHIN WHEELS • NBC operated its own internal news service in San Francisco to speed its coverage of the Republican Convention for the American public. Rex Goad, new network desk supervisor from New York, was assigned the arduous task of shepherding hundreds of thousands of words pouring into NBC News Central from the three wire services as well as NBC's own two-score newsmen assigned to the convention. The processed copy in turn was funneled to the three news services and the network's three tv anchor men, Chet Huntley, David Brinkley and Bill Henry, and to various radio commentators.

LONG RANGE HOUSING • Example of the big housing problem attendant to a national political convention is NBC's experience in San Francisco. The network's 400 technicians, newsmen and other personnel filled 18 hotels and motels plus two entire houses in the Bay Area. Four of the hotels were leased a year ago, and after the Republicans announced San Francisco would be the next convention site, one of these was a motel not even completed at that time. The NBC houses were the Polk Hotel, a former home, both NWC residences. But getting furniture was even a bigger problem until two furniture companies realized the tv exposure value and offered their product to the network for furnishing the NBC studio in the Cow Palace.

BACKS BERLIN • Irving Berlin used a Tele-Prompter last week when he sang his own song, "Four More Years," at the Cow Palace. He was coached on how to do it by his nephew, Irving Kahn, president of Tele-Prompter Inc.

ART ANGLE • Felix Topolsky, one of Europe's top illustrators, was at both Democratic and Republican conventions, on commission from CBS, to do background sketches for forthcoming promotion piece by network. He was personally retained by CBS Inc. President Frank Stanton. Mr. Topolsky did the sketches of Queen Elizabeth's Coronation used by CBS in promotion piece issued after that event.

PLEA PASSED OVER • How important is broadcasting to politics? Official program of GOP Convention carried this bold-face type plea: "Because of radio and television commitments, it is urgently requested that all delegates and guests be in their seats promptly." But there were ocean of empty seats at the start of each session.

UNOFFICIAL VISITOR • Among observers at GOP Convention was Mary Jane Morris, secretary of FCC. She's on vacation, and attended convention in no official capacity. She is native of Midland, near Bay City, Mich., and formerly was on staff of Leonard W. Hall, GOP chairman.

CAN'T PLEASE ALL • Convention anchor men have more to contend with than the pressure of on-the-scene coverage coordination. Listeners also deluge them with wires and letters freely commenting on their commentary. CBS News' Walter Cronkite learned he is blamed for everything that goes wrong, including the weather picture on the air at home. One wire to him last week at the Cow Palace from a viewer in Fort Worth asked him to "please get the sneer out of your voice" while the next telegram in the stack, from San Francisco, said: "Congratulations on losing your sneer between Chicago and San Francisco."

LOOKING AHEAD • With Chicago reportedly booked ahead through 1960 and, therefore, unlikely to bid for political conventions that year, San Francisco's civic leaders are talking up having both political conventions four years hence. Several large hotels are in the talking stage and it's acknowledged that the Cow Palace is more spacious and better equipped than Chicago's Stockyards Amphitheatre for these mammoth conventions.

HINCKLEY HOME COMING • San Francisco convention had special meaning for Robert H. Hinckley, ABC vice president in charge of Western operations. ABC's Assistant director of the Works Progress Administration in charge of the 11 Western states when the Cow Palace was built as a WPA project in 1935, and he then headquartered in San Francisco. Another famous structure built under an aegis is the Washington, D. C. Airport. It was completed in 1938, when Mr. Hinckley was chairman of the Civil Aeronautics Authority.

FATIGUE BIGGEST PROBLEM • The radio-tv "cities" CBS established at the Cow Palace and downtown hotel in San Francisco complete down to the detail of medical centers staffed by a nurse and doctor on alternating shifts. Business was just as brisk as it had been in Chicago and it wasn't just because the nurse was pretty. Chicago patients soaked up lots of vitamin shots, but in San Francisco the majority of cases were colds aggravated by Bay Area fog. The medical centers served 62 patients Monday, 50 Tuesday and 39 by 5:15 p.m. Wednesday. The nurse told BT that next to cold remedies, doses of stay-awake pills during the day and sleep-aids at night were high on the list. She said fatigue was the biggest problem of the convention for radio-tv correspondents.

NBC SCOOOPS • NBC news claimed three beats in connection with Vice President Richard Nixon's sudden departure from San Francisco early Wednesday morning. The network said a tip from private sources in Los Angeles enabled the news department to go on the air six minutes before other media with a bulletin telling of the senior Nixon's illness and the Vice President's imminent departure. NBC also took newswheel film of the Nixons leaving the St. Francis Hotel and after rapid processing aired the footage on Today. Then an NBC cameraman raced to the airport, beat the Nixons there by five minutes, and filmed the anxious pair as they boarded a plane for Los Angeles shortly after 8 a.m. The film was processed by the network's convention "Jiffy" developer and shown a few hours later.

SUBSTITUTE SAVES DAY • ABC-TV didn't tell anyone in Chicago that it found a staple implanted in its cable when checking for the cause of a broadcast breakdown late last night with Averell Harriman. It followed the same policy of "no comment" at the Cow Palace last week, too. During the opening coverage four or two audio lines were discovered cut. Service was quickly restored by substituting radio lines.

BY DAWN'S EARLY LIGHT • Political big-wigs at San Francisco might have agreed that conventions are "political as usual," but they might have added, "but why so early?" During last week's GOP convention, word reached several Republican notables—vice President Richard M. Nixon, Senator Leverett Saltonstall, Secretaries of the Interior and Agriculture and California Gov. Goodwin J. Knight—that both CBS-TV and NBC-TV wanted to "talk to them" on their two early morning shows, Today (NBC) and Good Morning with Will Rogers Jr. (CBS). In the East, "early morning" means 7 a.m., on the Coast. It means 4 a.m. All stolidly faced up to the ordeal, having to rise in the "middle of the night." Mr. Saltonstall reportedly called Mr. Hall: "Greater love hath no man for his party than to get up at this hour of the morning— 3:30 a.m.—for a tv show."

CUNNING COME-ON • CBS-TV used models to promote its Good Morning program with Will Rogers. Placards carrying by beauties parading in lobbies invited all comers to studio in the Fairmont. In small lettering: "to 6 a.m."

SUIT SUITABLE • Esther Van Wagoner Tufty, special correspondent for NBC, tried to meet the fashion competition of Betty Furness of CBS (who reportedly had 14 trunks-full of clothing changes for her convention clothing) by travelling in a single "all-purpose" dress and a suit. But the dress was a Chicago casualty—it ripped up the back—she reported, and she was glad to find San Francisco cool enough for the suit.

FREE FACILITIES • The free recording facilities offered newsmen at the San Francisco convention by Ampex Corp. and Minnesota Mining & Mfg. Co. appeared to be getting even heavier use than at Chicago, based on Monday and Tuesday traffic which was "25-50-100-150% greater" than that experienced at the Democratic Convention. Recording studios were maintained in the Fairmont Hotel as well as at the Cow Palace. In Chicago the facility made 416 recordings for 133 stations.

FREE TAXI SERVICE • MBS Press Director John Zizuko used his two Nash rambler to roam San Francisco streets between major events and offer rides to delegates as well as anyone else without a ride to a convention activity. Cars bore large MBS signs.

SWIFT SHIFT • When the U. S. Secret Service—which guards the President and plans his route—decided the schedule of a Presidential motorcade, as it did Thursday, it played havoc with the best laid plans of tv-men. According to ABC-TV, the shift in the route through San Francisco when Mr. Eisenhower motored to the convention hall to accept his renomination as the GOP standard bearer, kept the network busy from 8 A.M. EDT up to showtime rearranging facilities. The network's coverage included relay by microwave from the ABC "crash" truck (mobile unit) to the top of the Mark Hopkins Hotel, to the Fairmont Hotel, to the Cow Palace and to McClaren Park, with relays from each of these to the network. In addition, other equipment such as the long-range lens cameras—Super Big Jake and Big Jake—were used; 35 cameras were deployed at 15 spots and 20 tvs were stationed both along the route and in the convention hall.

MAN WHO Poll • Newsmen among network circles had a pool on total number of instances in which speakers would use the phrase "the man who." CBS' Bill Leonard reported one 40-minute speech at convention several years ago the "man who" expressions rang up 126 mentions.
RADIO-TV TO KICK OFF STEVENSON BID

Democratic candidate to begin campaign for presidency Sept. 13 with a half-hour simulcast on all seven major broadcast networks. Additional media addresses are under discussion, with 89 five-minute spots also planned.

DEMOCRATIC presidential nominee, Adlai E. Stevenson, tentatively is scheduled to open his radio-TV campaign for the Nov. 6 election with a half-hour simulcast on the three television networks and four radio networks Sept. 13 when he addresses a fund-raising dinner in Harrisburg, Pa.

George W. Ball, Washington attorney who up to last weekend was Gov. Stevenson's public relations director, said additional secretary Mr. Stevenson addresses on radio and tv networks currently are under discussion, but nothing has been decided. Staff officials of the Democratic National Committee, its agency, Norman, Craig & Kummel, New York, and Mr. Stevenson were conferring on these and other phases of the Democratic candidate's presidential campaign last week at Mr. Stevenson's farm in Libertyville, Ill.

Mr. Ball said the campaign calls for 44 night-time and 45 daytime network five-minute tv film spots featuring Gov. Stevenson and other top Democratic figures. Not settled as yet are which networks will carry the tv film spots, he said. The five-minute spot was worked out with networks by Reggie Schuebel, who is working with N&K on the Democratic campaign. They will be placed adjacent to regular half-hour network programs which will be shortened to 25 minutes to accommodate the spots.

Mr. Ball said there are no definite plans to telecast addresses by Gov. Stevenson may make between now and Sept. 13.

Filmed at Farm

A number of the five-minute tv spots were filmed at Democratic nominee's farm on his Libertyville farm, and it was announced that one of the spots will occupy the last five minutes of The $64,000 Question (CBS-TV 10-1030 EDT Tuesday) sometime this fall. With a spot, Gov. Stevenson used various backgrounds around his farm to film his views on the farm problem, foreign affairs and other campaign issues. The films were being made at the rate of two a day.

Reports coming from Stevenson representatives stressed the lack of funds for executive electronic campaigning by Mr. Stevenson and the wealth of funds available to the Republicans for a radio-TV campaign. An announcement indicated Mr. Stevenson would conduct a "grass roots" campaign through the use of an automobile caravan to contrast with the Republican plans to wage the Eisenhowen campaign by radio and tv. Mr. Stevenson will spend this week and early next month conferring with Democratic leaders at eight points throughout the country.

Reports from Libertyville last week indicated Clayton Fritche, deputy chairman of the Democratic National Committee, will be appointed Gov. Stevenson's news secretary, replacing Roger Tubby, who will continue to operate at a high level during the campaign. Whether Mr. Ball would continue as public relations director was not made clear last week. An announcement was to be made regarding the Stevenson staff, but had been postponed up to Thursday.

Also meeting with Gov. Stevenson at Libertyville last week were Eugene H. Kummel, vice president of N&K, accompanied by consultants borrowed from J. Walter Thompson Co. and Sullivan, Stauffer, Colwell & Bayles, both New York, it was reported. Walter O'Meara, independent consultant on radio-TV and other public relations problems, also was with the group.

Reinsch As Advisor

J. Leonard Reinsch, director of the James M. Cox radio-TV properties and manager of the Aug. 11-17 Democratic convention in Chicago, is expected to be active in an advisory capacity in the 1956 campaign.

Public relations director of the Democratic National Committee is Sam Brightman, with Jack Christie the DNC's tv-radio director.

Barry Bingham, president, WHAS-AM-TV Louisville (Louisville Courier-Journal), a leader of the reactivated National Volunteers for Stevenson, arrived in Washington last week to begin setting up headquarters for that organization a few doors from the Stevenson and DNC headquarters.

ARB Reports Shows 99.6% Potential Demo Coverage

AN UNPRECEDENTED 99.6% of the nation's tv homes were able to view the Democratic convention live from Chicago on at least one of the three networks, according to the American Research Bureau. The ARB study further revealed that the 80 stations carrying the ABC coverage could reach a possible 75.2% of the tv public; 166 CBS stations had a 94% potential, and 143 NBC stations a potential of 93.3%.

The 99.6% coverage represents 34,611,000 tv sets across the country, according to ARB. The 4% without live coverage included the vicinities of Billings, Butte and Great Falls, all Montana; Rapid City, S. D.; Grand Junction, Colo., and Grand Forks, N. D. The report stated that 70.9% of all tv homes had a choice of all three networks, 21.1% could choose between two and 7.6% were limited to the coverage of one network.

Kobak Criticizes Butler For Stand Against CBS

VETERAN broadcaster Edgar Kobak, president of WTVIA Thomson, Ga., was "surprised and deeply hurt" when Democratic National Chairman Paul Butler struck out at CBS for not carrying all of the "Pursuit of Happiness" film at the Democratic Convention.

In a letter to Mr. Butler, Mr. Kobak, formerly president of Mutual Broadcasting System and former chairman of the NARTB Free-dom of Information Committee, said that Mr. Butler should not forget that "this is a free country where we have a free press and free radio and television."

"Mrs. Kobak and I . . . noted that NBC and ABC were carrying the film and we watched it for a few minutes," he added, "but we were given a free choice where we watched CBS and found what they were doing of enough interest that we stayed with CBS . . . ."

BMI Says Classical Music Now Among Big Businesses

CLASSICAL music, traditionally regarded as an interest belonging to the few, has become big business, Broadcast Music Inc. reported last week. In a special BMI report on the status of concert music in the U. S., indications are given that music interest is growing by leaps and bounds, and as it does, more money is being spent for it.

Says BMI: In 1955, more money was spent by Americans in concert attendance and phonograph record purchasing than in baseball game attendance; more money was spent last year for high-fidelity equipment and other phonograph combinations than for all spectator sports during 1954, and by the $30 million spent on sheet music in 1954, more than 84% went into concert music sales throughout the country.

As orchestras, summer festivals, music appreciation courses and other phases of musical life grow, so does radio programming. Re-ports from BMI: 1,729 shows were aired well over 8,000 hours of concert music, a figure that is certain to rise as additional program-ming is instituted this year by at least 553 stations.

These details, such as monies spent on instruments, the number of opera companies, their repertoires, etc., are contained in BMI's booklet, "Concert Music U. S. A. 1956," which the licensing organization said it is making available to all interested parties.

Laurence Clients Receive Direct Middle East Reports

JOCK LAURENCE, head of Laurence News Features, New York, left Paris a fortnight ago enroute to various Arab nations to tape-rec ord-on-the-spot reports to be shipped air express to Laurence client stations in the U. S.

The news-gathering firm, which was established only four months ago, also will start servicing clients Sept. 1 with correspondents in London, Paris, Rome and other key overseas cities. All tapes are "personalized," with the correspondent introducing himself with the stations' call letters and sponsor identifications for local use.

PROGRAM SERVICE PEOPLE

Frank J. Sullivan, formerly with NBC and William Esty Co., named vice president-general manager of television program division, LPS Industries, N. Y.

Steven Gethers, tv playwright (U. S. Steel Hour, Kraft Television Playhouse), will conduct tv writing laboratory at Long Island U., Brooklyn, N. Y., beginning next month.

J. Walter Collins, 61, Middle East manager for United Press, died at Cairo, Egypt, Aug. 18. He suffered heart failure following attack of pneumonia.

PROGRAM SERVICE SHORT

Bob Clampett, Hollywood tv producer, has developed new live, half-hour daily tv quiz show for children, Addler to Riches, featuring children as audience-participants, puppets and live characters. Package is being offered for sponsorship.
It's drifts of filmy lace on the Empire bodice of this cocktail sheath by Dorothy O'Hara of California.

It's $26.6 billions worth of planes produced last year in Metropolitan Los Angeles, the U.S. aircraft capital.

It's millions of lasting impressions on big-earning, big-spending Southern Californians by advertisers on...
STABILITY

QUALITY

INGENUITY
Sometimes it’s relatively easy to make a sale.

When everything clicks into place — market, station, ratings, availabilities, price — a sale is largely a matter of men — the right salesman in the right place at the right time.

But sometimes it’s awfully hard; and it couldn’t be harder than when your market isn’t even on the advertiser’s list!

That’s when — sometimes — it takes an idea.

Recently the Paul H. Raymer Company ran into what looked like a stone wall. A major radio advertiser — marketing a rheumatic/arthritic drug — had blueprinted a national spot campaign that by-passed the entire Central California Valley — an area dominated by the McClatchy Beeline Stations.

To get Fresno and Sacramento — the two major Valley markets — added to the list, Raymer Research dug down deep into Public Health Reports and medical journals for the answers to questions like... What kind of people get arthritis? Where do most arthritic sufferers live? Who buys most rheumatic drugs?... and came up with convincing proof that the Valley markets offered greater customer potential — more people with arthritis and a greater chance for rheumatism to strike — than the more heavily populated Pacific Coast cities.

On the basis of that research, translated into a 34-page marketing report and analysis, the Raymer Company was able to splinter budgets earmarked for Los Angeles and Seattle and create 26-week schedules on KFBK and KMJ.

And all it took was an idea... an idea plus the men to have it, to prove it and to sell it.
'56 PURCHASES BY AUTOMOTIVE PRODUCTS RISE $10 MILLION

IT's still foods, automobiles, toiletries, soaps and cigarettes leading the parade of national advertisers which invest in network television.

As of last June, the automotive product group of Publishers Information Bureau's reports was the most impressive. Its January-June total was $31,028,789 in network timebuying, a gross figure that was $10 million higher than the comparable period of a year ago.

Also according to computation based on PIB's data, foods advertisers spent over $43.5 million, some $3 million more than the six-month period of last year. Toiletries was nearly $5 million ahead for a total of over $39.6 million. Soaps topped the $29.4 million mark, topping ahead of last year's Jan.-June period by about $8 million. Tobacco firms were spending about the same, a little over $20.7 million.

In June, the tv networks picked up $6.5 million in gross billing over the same month of last year and were $27.2 million ahead of the comparable six-month period.

The top 10 advertisers in network tv kept up their buying pace, although June was not quite as impressive as May for Procter & Gamble, Colgate-Palmoive, Chrysler, General Motors, American Home Products, Lever Bros., R. J. Reynolds and Ford Motor. Gillette, however, was spending more in June than in May, moving up from sixth to fourth place. General Foods also increased its buying, rising from ninth to the sixth spot.

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<td>Radios, Tv Sets, Phonographs, Musical Instruments Etc.</td>
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<td>2,344,510,312</td>
<td>311,770,712</td>
<td>197,309,819</td>
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Source: Publishers Information Bureau

TOP 10 TV NETWORK ADVERTISERS IN JUNE 1956

1. Procter & Gamble $3,556,550
2. Colgate-Palmoive 1,883,618
3. Chrysler Corp. 1,521,574
4. Gillette Co. 1,429,980
5. General Motors 1,394,685
6. General Foods 1,349,776
7. American Home Prod. 1,130,573
8. Lever Brothers 966,916
9. R. J. Reynolds 941,376
10. Ford Motor Co. 830,846

LEADING ADVERTISERS IN RESPECTIVE GROUPS FOR JUNE 1956

- Agriculture & Farming: Ralston-Purina $42,844
- Apparel, Footwear & Access: Knomark Mfg. 105,456
- Automotive, Auto Equip. & Access: Chrysler 1,521,574
- Aviation, Access. & Equip.: Joseph Schlitz Brewing 255,975
- Beer, Wine & Liquor: General Electric 93,096
- Building Materials: Coca-Cola 195,509
- Confectionery & Soft Drinks: American Tel. & Tel. 236,046
- Consumer Services: American Home Prod. 1,091,319
- Drugs & Remedies: General Foods 1,349,776
- Food & Food Products: Gulf Oil 213,225
- Gasoline, Lubricants & Other Fuels: Outboard Marine & Mfg. 39,330
- Horticulture: General Electric 449,523
- Household Equipment & Supplies: Armstrong Cork 161,440
- Household Furnishings: Aluminum Co. of Am. 174,523
- Industrial Materials: Prudential Ins. Co. of Am. 220,500
- Insurance: Ace Kodak 267,764
- Jewelry, Optical Goods & Cameras: W. A. Sheaffer 94,260
- Office Equipment, Stationery & Writing Supplies: Eastman Kodak 267,764
- Political: Time Inc. 44,920
- Publishing & Media: W. A. Sheaffer Pen 94,260
- Radios, Tv Sets, Phonographs, Musical Instruments Etc.: RCA 97,217
- Retail Stores & Direct by Mail: R. J. Reynolds Tobacco 941,376
"Tune in Your Time Sales" describes the benefits of the RCA House Monitoring System. It points out that with such a system the television station is better equipped for serving clients efficiently.

You can dial any local on-air signal... any studio signal wherever you happen to be in the station. What a service to sponsors this is in program planning! When a question is asked about other stations... competing programs... you're there with the proof! In special presentation in your own studio, or in viewing commercials, it's a tremendous assist to be as close to the "on-air" result as your nearest monitor.

Up to seven channels are available—tailored to your own special requirements. You can flip the switch and bring in whatever your client requires.

Fully rated for color, the RCA House Monitoring System is low in cost and easy to install and operate. Complete technical description of the equipment is included in this booklet.

Ask your Broadcast Sales Representative for a copy.

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

In Canada: Write RCA VICTOR Company Limited, Montreal
PULSE with Bill Cullen has propelled ratings on WRCA-radio from 2.1 IN AUGUST 1955 to 4.0 IN AUGUST 1956 making WRCA New York's #1 network radio station in the morning!

Source: Pulse, Inc.
The August ratings dramatize how PULSE with Bill Cullen has fascinated New York.

Twice as many listeners as a year ago now are tuned to NBC's flagship station—a larger morning audience than that of any other network outlet.

And because prices haven't changed yet, PULSE is just as fascinating for time-buyers.

Here is the prestige of a network flagship station—the persuasive salesmanship of a great personality—a remarkably low cost-per-thousand—a bigger-than-ever audience.

All this in PULSE, the modern morning radio service. All this can be yours. Just call George Stevens, our Sales Manager, at Circle 7-8300.

WRCA-RADIO NBC RADIO LEADERSHIP STATION IN NEW YORK

SOLD BY NBC SPOT SALES
A BIG MARKET?

Retail sales top 1½ BILLION DOLLARS in Flint and the Saginaw Valley

The stars shine on WNEM-TV. Advertisers know the influence of the Golden Valley's most important station.

Michigan's 2nd richest market

Here, in the Flint-Saginaw market, average city-family income is $6,413.75. And retail sales are more than one and one-third billion dollars . . .

- $298,940,000 for food
- $343,660,000 for automobiles and accessories
- $46,208,000 for drug products

86.9% of the market homes are television homes—and WNEM-TV is the one, the only station covering them all. ARB and PULSE survey results say so.

Contact Headley-Reed or Michigan Spot Sales

WNEM-TV
A Gerity Station

serving Flint, Saginaw, Bay City, Midland

Radio Stations WPON — Pontiac, Michigan WABJ — Adrian, Michigan

<table>
<thead>
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<th>Total personal income</th>
<th>Per capita personal income</th>
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<td>Amount (dollars) 1955</td>
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<td>Percent change, 1954-55</td>
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<tr>
<td>Amount (dollars) 1955</td>
<td>$2,513</td>
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<td>Percent change, 1954-55</td>
<td>-11%</td>
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Personal Income Rises; South’s Gain Highest

FIVE of the seven states showing the highest percentage increase in total personal income from 1954 to 1955 were located in the South, according to the annual income analysis by the Office of Business Economics, U. S. Dept. of Commerce.

Total U. S. personal income totaled $303 billion in 1955, up $19 billion or 7% from 1954, according to the analysis. Much of this expansion was due to manufacturing industries, with national farm income down 5% for 1955. Personal income is based on wages and salaries as well as other income from rents, dividends, farms, interest, social insurance benefits, direct relief and veteran's benefits.

North Dakota led all states in the 1954-55 income gain, showing 16% improvement, due mainly to farm recovery. Alabama and Nevada showed 13% gain with 11% for Maine, Mississippi, Georgia and Florida.

Following are total personal and per capita income for 1955, by states and regions:

<table>
<thead>
<tr>
<th>State</th>
<th>Total personal income 1955</th>
<th>Per capita personal income 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cont. U. S.</td>
<td>$303,391</td>
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<tr>
<td>New England</td>
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</tr>
<tr>
<td>Conn.</td>
<td>$6,145</td>
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<tr>
<td>Mass.</td>
<td>$10,010</td>
<td>6</td>
</tr>
<tr>
<td>N. H.</td>
<td>$950</td>
<td>7</td>
</tr>
<tr>
<td>N. J.</td>
<td>$1,595</td>
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<tr>
<td>N. Y.</td>
<td>$1,568</td>
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<tr>
<td>Middle East</td>
<td>$80,275</td>
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<tr>
<td>Del.</td>
<td>$850</td>
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<tr>
<td>D. C.</td>
<td>$1,092</td>
<td>6</td>
</tr>
<tr>
<td>Md.</td>
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<td>6</td>
</tr>
<tr>
<td>N. J.</td>
<td>$12,304</td>
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<tr>
<td>N. Y.</td>
<td>$36,255</td>
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<tr>
<td>Pa.</td>
<td>$20,295</td>
<td>5</td>
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<tr>
<td>W. Va.</td>
<td>$2,555</td>
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<tr>
<td>South East</td>
<td>$43,759</td>
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<tr>
<td>Ala.</td>
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<tr>
<td>Ark.</td>
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<tr>
<td>Fla.</td>
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<tr>
<td>Ga.</td>
<td>$4,882</td>
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<tr>
<td>Ky.</td>
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<tr>
<td>La.</td>
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<tr>
<td>Miss.</td>
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<tr>
<td>N. C.</td>
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<tr>
<td>S. C.</td>
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<tr>
<td>Tenn.</td>
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<tr>
<td>Va.</td>
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<tr>
<td>W. Va.</td>
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<tr>
<td>Ariz.</td>
<td>$1,586</td>
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<tr>
<td>N. M.</td>
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<tr>
<td>Okla.</td>
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<tr>
<td>Tex.</td>
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<tr>
<td>Central</td>
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<tr>
<td>Ill.</td>
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<tr>
<td>Ind.</td>
<td>$8,201</td>
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<tr>
<td>Iowa</td>
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<td>Mich.</td>
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<td>Minn.</td>
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<tr>
<td>Mo.</td>
<td>$7,560</td>
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<tr>
<td>Ohio</td>
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<tr>
<td>Wis.</td>
<td>$6,569</td>
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<tr>
<td>Northwest</td>
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<tr>
<td>Colo.</td>
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<td>8</td>
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<tr>
<td>Idaho</td>
<td>$895</td>
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<tr>
<td>Kan.</td>
<td>$3,960</td>
<td>3</td>
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<tr>
<td>Mont.</td>
<td>$3,160</td>
<td>8</td>
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<tr>
<td>Neb.</td>
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<tr>
<td>N. Dak.</td>
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<td>16</td>
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<tr>
<td>Ohio</td>
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<tr>
<td>Utah</td>
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<td>8</td>
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<tr>
<td>Wyo.</td>
<td>$547</td>
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<tr>
<td>Far West</td>
<td>$38,799</td>
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<tr>
<td>Calif.</td>
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<td>8</td>
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<tr>
<td>Rev.</td>
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<td>13</td>
</tr>
<tr>
<td>Ore.</td>
<td>$3,090</td>
<td>6</td>
</tr>
<tr>
<td>Wash.</td>
<td>$5,179</td>
<td>4</td>
</tr>
</tbody>
</table>
This service package makes YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4 . . . Buffalo

When you're buying time in Buffalo, buy the service package packed with powerful selling impact. Buy WBEN-TV!

WBEN-TV is the top television station of rich Western New York. On the air since 1948, WBEN-TV has the experience and performance record that guarantees perfect handling of commercial copy. Whether "live" or filmed, your promotional effort is in the hands of trained, tested experts—men who know the importance of proper product presentation.

To the people of Western New York WBEN-TV is the prestige station—the one they view most often, see best and to which they are most loyal.

That's a big package — and WBEN-TV delivers it every time.

**WBEN-TV** BUFFALO • CH. 4

CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.
"ask your Colonel"...

THE SELLER'S HANDBOOK

The names of grocery chains; the number of service stations; factory shifts; paydays; the weather month-by-month; the kind of water; transportation; hotels; distance to the airports; major companies are just a few of the facts you'll find in each of The Seller's Handbooks now completed for 24 markets represented by PGW Television Sales. Much of this data was included at the suggestion of advertisers and agency account executives... and we hope that they will find the Handbooks especially useful.

...... ask your Colonel

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
230 Park Avenue
Y'Ukon 6-7900

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
405 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798
P.G.W. television has just prepared what is probably the most complete collection of market and station facts ever assembled at one time by a broadcast sales organization. Designed to help us better serve the people we sell, we hope that you will make full use of this information:

**PRESENTATION HOLDER**

To make his presentations complete and compact, your Colonel is now equipped to deliver availabilities, for each station, in a file-size folder on which is printed: the station coverage map; rate card; a concise market profile and highlights of the station's programming or personalities.

A complete set of 24 would be a worthwhile addition to every buyer's file.

... ask your Colonel

**"DAME TIME" TELEVISION**

More light on the most discussed and least understood area of television advertising. PGW Television Sales' newest presentation "Dames In The Daytime" is directed primarily to brokers, distributors, wholesalers and company representatives in the markets we represent. But, anyone interested in selling the women who buy their wares will find this booklet timely, easy to read, and highly informative.

... ask your Colonel
Here are the stations and the markets we sell

### EAST-SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-TV</td>
<td>Boston</td>
<td>4</td>
<td>NBC</td>
</tr>
<tr>
<td>WGR-TV</td>
<td>Buffalo</td>
<td>2</td>
<td>ABC</td>
</tr>
<tr>
<td>KYW-TV</td>
<td>Cleveland</td>
<td>3</td>
<td>NBC</td>
</tr>
<tr>
<td>WWJ-TV</td>
<td>Detroit</td>
<td>4</td>
<td>NBC</td>
</tr>
<tr>
<td>WPIX</td>
<td>New York</td>
<td>11</td>
<td>IND</td>
</tr>
<tr>
<td>KDKA-TV</td>
<td>Pittsburgh</td>
<td>2</td>
<td>NBC</td>
</tr>
<tr>
<td>WCSC-TV</td>
<td>Charleston, S.C.</td>
<td>5</td>
<td>CBS</td>
</tr>
<tr>
<td>WIS-TV</td>
<td>Columbia, S.C.</td>
<td>10</td>
<td>NBC</td>
</tr>
<tr>
<td>WSVG-TV</td>
<td>Harrisonburg, Va.</td>
<td>3</td>
<td>CBS-NBC-ABC</td>
</tr>
<tr>
<td>WDBJ-TV</td>
<td>Roanoke</td>
<td>7</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVJ</td>
<td>Miami</td>
<td>4</td>
<td>CBS</td>
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</table>

### MIDWEST-SOUTHWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Primary</th>
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<tbody>
<tr>
<td>WHO-TV</td>
<td>Des Moines</td>
<td>13</td>
<td>NBC</td>
</tr>
<tr>
<td>WOC-TV</td>
<td>Davenport</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>WDSM-TV</td>
<td>Duluth—Superior</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAY-TV</td>
<td>Fargo</td>
<td>6</td>
<td>NBC-ABC</td>
</tr>
<tr>
<td>WISC-TV</td>
<td>Madison, Wis.</td>
<td>3</td>
<td>CBS</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td>Minneapolis—St. Paul</td>
<td>4</td>
<td>CBS</td>
</tr>
<tr>
<td>KMBC-TV</td>
<td>Kansas City</td>
<td>9</td>
<td>ABC</td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>Fort Worth—Dallas</td>
<td>5</td>
<td>ABC-NBC</td>
</tr>
<tr>
<td>KFDM-TV</td>
<td>Beaumont</td>
<td>6</td>
<td>CBS</td>
</tr>
<tr>
<td>KRIS-TV</td>
<td>Corpus Christi</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>KENS-TV</td>
<td>San Antonio</td>
<td>5</td>
<td>CBS</td>
</tr>
</tbody>
</table>

### WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBOI-TV</td>
<td>Boise</td>
<td>2</td>
<td>CBS</td>
</tr>
<tr>
<td>KBTV</td>
<td>Denver</td>
<td>9</td>
<td>ABC</td>
</tr>
<tr>
<td>KGMB-TV</td>
<td>Honolulu</td>
<td>9</td>
<td>CBS</td>
</tr>
<tr>
<td>KMHU—NBC-TV</td>
<td>Honolulu</td>
<td>Hawaii</td>
<td></td>
</tr>
<tr>
<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
</tr>
</tbody>
</table>

For sample schedules of: daytime volume plans; low-budget high-frequency ID schedules; women's participating programs; or a locally-originated, locally-integrated, tested and proven program of your own...

.... ask your Colonel

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
YUkon 6-7900

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4555

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1730 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798
MentholatumBudgets
$500,000 For Time

IN its biggest broadcasting schedule to date, Mentholatum Co. (cold preparations), Buffalo, N. Y., is planning to place well over $500,000 in radio-tv starting this fall and running through the early part of next year.

Starting Oct. 8, Mentholatum will sponsor five seven-and-a-half-minute segments of a strip of CBS Radio daytime serials every other week for 13 weeks. This purchase, said to represent $150,000 gross billing, is for programming yet to be announced. On Thursday, a spokesman for J. Walter Thompson Co. (Mentholatum’s agency), New York, told Broadcasting that the agency had placed a Mentholatum order for 13 alternate weeks of unspecified number of 13-minute segments in CBS-TV’s Bob Crosby Show, but that the deal had not been set as yet.

Thompson also purchased five one-minute participations in MBS’s Queen For a Day and Multi-Mystery Package, both starting Nov. 19 for 13 consecutive weeks, a purchase that it estimates will reach 85-90% of all U. S. radio homes. Additionally, it was reported that Thompson is “dickering” with NBC-TV for a daytime purchase, but that there was “nothing definitely set” at this time.

Mentholatum has spent most of its past advertising budgets for print and radio-tv spot campaigns on a limited basis.

Lehn & Fink Media Budget
Now Over $1 Million Mark

IN ITS “most diversified expenditure” to date, Lehn & Fink Products Corp. has allocated “well over” $1 million to a campaign for Lysol disinfectant that will take the firm into every major broadcast market between now and 1957.

L&F, which earlier this month began sponsoring a Tuesday, 15-minute segment of NBC-TV’s Queen For a Day, will add It Could Be You, also on NBC-TV, to its purchase list Oct. 2. These buys, plus others still in the talking stage, will account for over 60% of the total ad budget, according to Emanuel Goren, L&F advertising manager. Agency is McCann-Erickson, New York.

DOUGLAS YATES (I) of BBDO, and Lionel Furst, of Dancer-Fitzgerald-Sample, were two of the 11 judges who helped select Margo Lucyé “Miss Washington, D. C.,” in the beauty-talent search conducted by WWDC Washington. This is the fifteenth year of the agency’s contest as part of the nationwide search for the next “Miss America.”

CIGARETTES IN PHILADELPHIA RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

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

TELEVISION (NETWORK PLUS SPOT)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Stations</th>
<th>“Commercial Units”</th>
<th>Hooper Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>8</td>
<td>3</td>
<td>42</td>
<td>391</td>
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<tr>
<td>2.</td>
<td>Camel (William Esty)</td>
<td>2</td>
<td>12</td>
<td>105</td>
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<tr>
<td>3.</td>
<td>Cavalier (William Esty)</td>
<td>2</td>
<td>10</td>
<td>97</td>
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<tr>
<td>4.</td>
<td>Salem (William Esty)</td>
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<td>21½</td>
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<td>5.</td>
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<td>6.</td>
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<td>3</td>
<td>16½</td>
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<tr>
<td>7.</td>
<td>Chesterfield (Cunningham &amp; Walsh)</td>
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<td>6</td>
<td>121</td>
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<tr>
<td>8.</td>
<td>L &amp; M (Dancer-Fitzgerald-Sample)</td>
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<td>175</td>
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<tr>
<td>9.</td>
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<td>Pall Mall (S. C. &amp; B.)</td>
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<td>12.</td>
<td>Foreymorton publishers (H. Hockett Co.)</td>
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<td>13.</td>
<td>Philip Morris &amp; Co.</td>
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<td>14.</td>
<td>Marboro (Leo Burnett)</td>
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<td>263</td>
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<tr>
<td>15.</td>
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<td>16.</td>
<td>Kool (Ted Bates)</td>
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<td>17.</td>
<td>Raleigh (Russel M. Seeds)</td>
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<td>18.</td>
<td>Viceroy (Ted Bates)</td>
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<tr>
<td>19.</td>
<td>P. Lorillard Co.</td>
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<td>2</td>
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<tr>
<td>20.</td>
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<td>21.</td>
<td>Old Gold (Lennen &amp; Newwell)</td>
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<td>23</td>
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<td>22.</td>
<td>United States Tobacco Co.</td>
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<td>6</td>
<td>17</td>
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<tr>
<td>23.</td>
<td>Encore (Kudner)</td>
<td>2</td>
<td>5</td>
<td>12</td>
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<tr>
<td>24.</td>
<td>Sano (Kudner)</td>
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</table>

RADIO (NETWORK PLUS SPOT)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Stations</th>
<th>“Commercial Units”</th>
<th>Hooper Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>1</td>
<td>5</td>
<td>87</td>
<td>116</td>
</tr>
<tr>
<td>2.</td>
<td>Camel (William Esty)</td>
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<td>5</td>
<td>14</td>
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</tr>
<tr>
<td>3.</td>
<td>Salem (William Esty)</td>
<td>76</td>
<td>2</td>
<td>102</td>
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<tr>
<td>4.</td>
<td>Liggert &amp; Myers Tobacco Co.</td>
<td>5</td>
<td>96</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Chesterfield (Cunningham &amp; Walsh)</td>
<td>2</td>
<td>7</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>L &amp; M (Dancer-Fitzgerald-Sample)</td>
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<td>89</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>P. Lorillard Co.</td>
<td>3</td>
<td>27</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Kent (Young &amp; Rubicam)</td>
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<td>14</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Old Gold (Lennen &amp; Newwell)</td>
<td>2</td>
<td>13</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>American Tobacco Co.</td>
<td>4</td>
<td>16</td>
<td>28</td>
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<td>11.</td>
<td>Pall Mall (S. C. &amp; B.)</td>
<td>4</td>
<td>16</td>
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<td>12.</td>
<td>Philip Morris &amp; Co.</td>
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<td>17½</td>
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<td>13.</td>
<td>Philip Morris (N. W. Ayer)</td>
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<td>17½</td>
<td>23</td>
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<td>14.</td>
<td>Brown &amp; Williamson Tobacco Co.</td>
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<td>18.</td>
<td>Parliament (Benton &amp; Bowles)</td>
<td>1</td>
<td>6</td>
<td>8</td>
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</tr>
</tbody>
</table>

(P) Participations distinguished from sponsorship.

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

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor’s commercials are seen or heard. Each commercial is assigned a number of “commercial units,” according to its length. * This number is then multiplied by the audience rating attributed to that commercial. ** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING TELEMATOR. No reproduction permitted.

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

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

BROADCASTING • TELECASTING

August 27, 1956 • Page 49
Here's another WIBC public service exclusive in Indianapolis ... a citation by the National Foundation for Infantile Paralysis for outstanding service in the fight against polio. WIBC is the only Indianapolis radio station to receive this certificate ... further proof of WIBC's leadership in community service in Indianapolis.

WIBC not only does an outstanding job in public service, but WIBC programs lead the audience ratings, too. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.¹

WIBC's success in community service and in building big audience is traceable for the most part to the station's well known personality salesmen ... Bill Baker, Lou Palmer, Easy Gwynn, Jack Morrow, and many others. 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!

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

---

THE Colorado Bureau for Lathing & Plastering has signed a 52-week contract for news and weather reports on KMYR Denver. Discussing the terms are (1 to r) Tom White, KMYR account executive; Ken Hildebrandt, KMYR general manager, and Leo Schultz, business manager for the sponsor.

200 TV Markets to Be Used In Gilmar Album Promotion

NATIONAL saturation campaign of some 20,000 one-minute spots in 200 television markets will be used for four weeks starting Nov. 12. Martin Gilbert, president of Gilmar Records, reported last Thursday. The Gilmar Christmas album of 12 hit tunes and 10 Christmas songs for $2.98 will be advertised on the spots "which contain not one single adjective nor superlative," Mr. Gilbert said.

Station time will be bought on saturation package or bulk rate basis, he said, and any per-inquiry business "will be infinitesimal."

The spots feature five slides with a transcribed message by Bill Goodwin and live tag for local phone. Business is being placed by Martin Gilbert Adv., Inc., 6347 Hollywood Blvd., Hollywood. The firm used over 50 stations last year and has been built up over three-year period with tv, Mr. Gilbert said.

Bumstead Media Director For MJ&A in New York

ROGER BUMSTEAD, former media director of the David J. Mahoney Agency, disbanded after Mr. Mahoney assumed presidency of the Good Humor Corp. earlier this year, has been appointed media director of the New York office of MacManus, John & Adams, it is being announced today (Monday).

Most of the accounts formerly serviced by the Mahoney agency now are in the New York office of MJ&A. Before joining Mahoney, Mr. Bumstead was broadcast media supervisor at Maxon Inc., New York, and with the tv department of The Katz Agency, station representative.
We note with considerable interest that science has isolated the reasons that a new-born baby cries. They are, in no particular order: • Hunger • Excessive moisture in the trousers • Warmth • Coolth • The discovery that his share of the national debt is $1607.53.

Before things get out of hand, we hasten to suggest a reason for rosy hue-ing the whole thing, at least for part of the population: A kid born in Eastern Iowa can listen to WMT as he grows up. This won't do much to offset the first four reasons, but it may merit some optimism ament the fifth.

WMT CBS for Eastern Iowa

National representatives: The Katz Agency

Mail address: Cedar Rapids
And You Can Profit, Too!

This "Shop At The Store With The Mike On The Door" decal is the sign of the most complete continuing on-the-air radio sales-merchandising campaign any transcription service has ever devised.

In markets of every size, this profitable RCA THESAURUS feature has netted subscriber-stations a profit of from 500% to 1,000% on their "Shop At The Store" investment! For instance:

- **KSUM** — Fairmont, Minnesota
  $4,375 new revenue in 10 weeks. 15 calls net 15 new sponsors in one day.
- **WYZE** — Atlanta, Georgia
  98 new contracts helped establish new station with $91,000 in extra kick-off billings.
- **KOEL** — Oelwein, Iowa
  $13,780 from 63 new contracts.
- **WALM** — Albion, Michigan

In 3 weeks, $3,000 radio time sold to 66 merchants, including 42 brand new sponsors.

And sponsors rival stations with their success stories—like the woman's specialty shop which signed up as a "Store With The Mike On The Door," and in the course of a single day was swamped by 5,000 potential customers. At a cost of only 8¢ per 100 shoppers!

This unique time-selling plan builds extra income for you in three ways: By developing new sources of station revenue... By leading current sponsors to increase their present budgets... By converting short-term advertisers to long-term sponsors.

Available only to THESAURUS subscribers, "Shop At The Store With The Mike On The Door" — a complete campaign, from opening sales pitch to closing sponsor agreement form — is ready and waiting to go to work for you, with:

— Traffic-building "Shop At The Store" decals for your participating sponsors' stores, plus dozens of other publicity and promotion aids.

— Recorded announcements by such RCA THESAURUS star talent as Nelson Eddy, Sammy Kaye and Freddy Martin.
subscribers

with exclusive "shop at the store" plan

— Written promotions for air use by your station personalities.

And in '56 RCA THESAURUS clicks with two new sales-building shows:

**Great American Women**
Basil Rathbone narrates 65 open-end, five-minute recordings... Memorable moments in the lives of outstanding Americans like Betsy Ross, Ethel Barrymore, Annie Oakley, Helen Keller.

**Jazz at the Philharmonic**
A special bonus package of 100 classics by the greatest men of jazz, including Count Basie, Gene Krupa, Teddy Wilson, Oscar Peterson... Plus 100 voice-track interviews with Norman Granz for your DJs.

Merchandising... Programming... Selling — RCA THESAURUS brings you all three! Build audience — Build sales, with on-the-air winners that appeal to every age and interest — Everything from children’s shows to church programs, from waltz rhythms to Western roundups, from holiday specials to highlights of sports. Discover how these money-making RCA THESAURUS features can create new sales for you. Contact the RCA THESAURUS representative nearest to you!

**RCA**
**RECORDED PROGRAM SERVICES**

155 East 24th Street, New York 10, N.Y., Murray Hill 9-7200
445 N. Lake Shore Drive, Chicago, Ill., Whitehall 4-3530
522 Forsyth Building, Atlanta 3, Ga., Jackson 4-7703
1907 McKinney Avenue, Dallas 1, Texas, Riverside 1371
1016 N. Sycamore Avenue, Hollywood 38, Calif., Oldfield 4-1660
Tv Billings Errata
IN THE LIST of the top 200 national advertisers on television during the first six months of 1956, published on pages 34-35 of Aug. 20 issue of B&T, Continental Baking was inadvertently listed twice, in 43rd rank order for its tv spot expenditures of $1,864,600 and in 141st position for its tv network time purchases of $526,043. The two should be combined for a total of $2,390,643 and Continental Baking moved to 33rd place on the list. Johnson & Johnson, with tv network billings of $767,434, should be inserted in the list in 106th position and Shell Oil moved from that place to 111.

Booraem Raised at LaRoche, Carroll O'Meara Joins Firm
HENDRIK BOORAEEM JR., vice president of C. J. LaRoche & Co., who has been heading the agency’s television department, has become an account supervisor with new responsibilities in general management, it was announced last week.

In his general management assignments he will work with Board Chairman C. J. LaRoche and President James D. Webb. The move was attributed to a need for more key executives in active management and administration.

Jay Bottomley continues as manager of the agency’s television department and Carroll O’Meara, formerly with NBC-TV on the West Coast and before that with Young & Rubicam there, has joined the LaRoche tv department to be in charge of television commercials. Tv operations in the west coast office at Beverly Hills, Calif., are under the direction of Stuart D. Ludlam.

FC&B Makes Additions To Its Hollywood Office
ADDITIONS to the staff of Foote, Cone & Belding’s Hollywood force were announced last week by Edmund L. Cashman, FC&B vice president and manager of the Hollywood office.

John B. Lynn, formerly a director for NBC-TV, and Sheldon Stuart, director at KCOP (TV) Los Angeles, have been named production supervisors, and Harold Gilpin, assistant comptroller at KTTV (TV) Los Angeles, has been named business manager.

‘Lux Theatre’ Signs MacRae
CLIMAXING more than four months of negotiations, Gordon MacRae and Lever Bros. have signed an agreement calling for the former to star in a minimum of 10 Lux Video Theatre shows over the next two years on NBC-TV, it was announced in Hollywood Thursday. The shows in which Mr. MacRae will star will be packaged and owned by Kintail Enterprises Inc., which is owned by Mr. MacRae and his wife. In addition to starring in the 10 shows, Mr. MacRae will serve as host.

Curtis to Sponsor Bolger
HELENE CURTIS (beauty preparations) was reported last week set to co-sponsor an hour-long Ray Bolger musical program on NBC-TV this fall, and the search was on for an advertiser to share the bill. The program probably would be scheduled for two Sundays a month at 4:55 p.m., alternating with Wide World. Agency for Helene Curtis is Earle Ludgin, Chicago.

Signs For News Show
GOLD BOND STAMP CO. (retail merchandise stamp firm) has signed for the opening five-minute segment of Bob Garrell News Tuesdays and Thursdays on 17 stations of ABC Radio California Network during period Aug. 28 to Sept. 20. Agency is Bruce B. Brewer & Co., Minneapolis.

Legitimate Leave
RINO NEGRI, a vice president of Emil Mogul Co., New York, who in the past 11 years, has worn various “hats”—as account supervisor on Ronzoni spaghetti, head of Mogul’s foreign language dept., and producer-director-actor on WOV New York’s Ronzoni Theatre of the Air (also heard on other Italian language stations in the East)—will doff another, come Sept. 7.

At that time, Mr. Negri will take an indefinite leave of absence from the agency to start rehearsal in F. Hugh Herbert’s translation of Eduardo DeFi lippo’s play The Best House in Naples. Mr. Negri will play the male lead opposite actress Katie Jurado in the drama, scheduled to open in Broadway’s Lyceum Theatre, Nov. 8.
announces the appointment of

as exclusive

national representative

EFFECTIVE SEPTEMBER 1, 1956

WDGY—The Twin Cities' 50,000-watt Independent station, at 1130 on the dial, is owned and operated by MID-CONTINENT BROADCASTING COMPANY
Todd Storz, President • Steve Labunski, Gen. Mgr., WDGY

Storz stations represented by John Blair & Company also include WHB, Kansas City, Mo., and WQAM, Miami, Fla.
NOBODY'S LISTENING BUT PEOPLE - ALL IN FAVOR OF GOOD LOOKS!

What a time to talk about cosmetics and toiletries...while 4,115,000 people a minute listen to weekday dramatic serials on CBS Radio starting at 12:00 Noon, CNYT.

They're mostly homemakers, and they listen attentively. And mostly they're too busy for any other advertising media.

Every week, these programs reach 20,548,000 different people.

this is the right time to buy...

CBS RADIO NETWORK
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

From left to right:
Knomark Saves NBC $60,000, To Sponsor 'The Magic Box'

KNOMARK MFG. CO. (Esquire boot polish), Brooklyn, through its agency, Emil Mogul Co., New York, last week signed to sponsor J. Arthur Rank's technicolor film, "The Magic Box," on NBC-TV, Sunday, Sept. 9, 8-9 p.m. EDT, and by doing so, saved the network $60,000 and uncounted embarrassment.

The special airing of the Rank biography of William Friese-Greene, the father of the motion picture camera, will pre-empt The Steve Allen Show, but will more than compensate the viewer's like of star lustre by bringing to tv Sir Laurence Olivier, Michael Redgrave, Robert Donat, Emlyn Williams, Barry Jones, Glynis Johns and about 55 other British actors.

Originally leased from National Telefilm Assoc. in March 1955 for $60,000, "The Magic Box" was given NBC-TV on the understanding that it could be aired twice within an 18-month period. The terminal date of the contract is Sept. 15, and had NBC-TV not managed to place the film before that date, it would have had to forfeit the $60,000. A network spokesman said last week that NBC-TV had originally intended to show "Box" as a 90-minute spectacular on Producers' Showcase last season, but that for one reason or another, "it never came off." Two weeks ago, NBC-TV lost another chance to put the film on—in an abbreviated version—when Kraft Television Theatre was pre-empted by the Democratic convention from Chicago.

An $899,481,000 Buying Power Market!

MORE AUDIENCE
than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)
WBRZ rated highest in 125 quarter hours out of 149.

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)
WBRZ rating Tops All Others Combined!
- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

WBRZ Channel 2
BATON ROUGE, LOUISIANA
Power: 100,000 watts  Tower: 1001 ft.
NBC-ABC
Represented by Hollenberg

Kenyon M. Lee to Form Own Advertising Agency

KENYON M. LEE, formerly vice president-manager of the Miami office of MacManus, John & Adams, national advertising agency of Bloomfield Hills, Mich., will begin operating an agency under his own name on Sept. 1. Mr. Lee announced that offices will be established in Miami, in the Alfred I. Du Pont Building, and in Jacksonville, at 1357 W. Beaver St.

First Miami account, Mr. Lee said, is the Florida National Bank and Trust Co. and Frozen Food Distributors of Jacksonville will look to the new agency for first service there.

O'Connor Promoted by Bates

FRANK O'CONNOR, production manager, Ted Bates, Hollywood office, has been elected assistant vice president of the agency, it was announced last week by James C. Douglas, vice president in charge of tv-radio. Mr. O'Connor will be in charge of new program development in the New York office, effective Sept. 17. Mr. O'Connor has been with the firm the past 10 years and at one time was with J. Walter Thompson, N. Y.

Pontiac Signs for Cut-ins

PONTIAC Div., General Motors Corp., has signed for a series of five-minute local cut-ins during election night (Nov. 6) coverage on CBS-owned WCBS-TV New York, WXIX (TV) Milwaukee, and KNXT (TV) Los Angeles, and on CBS-affiliated WTOP-TV Washington. Each station will cut away from network for five minutes of local returns and bulletins every half-hour, starting at 9 p.m. Agency is Mac-Manus, John & Adams, Bloomfield Hills, Mich.

Mueller Sets Spot Campaign

C. F. MUELLER (macaroni and noodles), Jersey City, will use extensive radio and tv spot campaign starting the first week in October and running for 39 weeks in 21 radio and 20 television markets. Included will be use of Ziv's Dr. Christian in Boston, Philadelphia and New York, beginning Oct. 1. Scheideler & Beck, N. Y., is agency.

Phoenix Agency To New Home

ADVERTISING ASSOC., Phoenix, will celebrate its 10th anniversary next month by moving into its own $35,000 building at 918 N. Second St., President Dave McCutcheon announced last week. The new facilities include three executive offices, art department, copywriters' offices, accounting department, stenographic area and snack bar.

NETWORK NEW BUSINESS


“A PACKED HOUSE
EVERY
PERFORMANCE”

A LOOK AT THE BOX OFFICE

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>WICU</th>
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<tr>
<td>George Gobel</td>
<td>28.7</td>
<td>56.0</td>
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<td>People Are Funny</td>
<td>22.1</td>
<td>54.3</td>
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<td>Fireside Theatre</td>
<td>25.3</td>
<td>54.5</td>
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<tr>
<td>Medic</td>
<td>25.6</td>
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<td>Life of Riley</td>
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<td>Mickey Mouse Club</td>
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<td>25.0</td>
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<td>Eddie Fisher</td>
<td>9.0</td>
<td>44.3</td>
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</tbody>
</table>

*Telepulse February, 1956

WICU station men have mastered the craft of unfurling the broad canvas and oiling up the programming mechanisms for spot campaigners.

For example, February's Telepulse reveals that WICU's presentations are just getting started when they reach the upper 30's and ratings in the 50's appear with such frequency that they're accepted as par! All of which makes shooting in the lower 40's completely obsolete.

Since WICU programs enjoy rave reviews and highest ratings — the same applies to the in-between-times.

Choice time segments that attract "a packed house every performance" sounds like mighty good business. And WICU means business — it's the only VHF station within 100 miles; it covers 3 states and hits 2 countries. Several excellent daytime availabilities can still be had — if you call now and check your Petry man.
**ADVERTISERS & AGENCIES**

Fahre's Inc., Waterbury, Conn., names Schideler & Beck Inc., N. Y., for Tipette "magic-brush" nail polish.

Awrey Bakeries, Detroit, appoints Zimmer, Keller & Calvert Inc., that city.

**A&A SHORTS**

National Dairy Products Corp. (Sealtest, Kraft foods), N. Y., and Metro Glass Co., Jersey City, Washington, Pa., and Dolton, Ill., negotiating for National to acquire glass bottle manufacturing company as division. Details of acquisition will be announced after completion of stock transfer. National Dairy operates milk and ice cream producing firms throughout U. S. and Canada.

Brand Names Foundation Inc., N. Y., reappoints Dancer-Fitzgerald-Sample. D-F-S, first agency to service Foundation two consecutive years, contributes creative services as public service and has created massive all-media campaign in which over 1,600 radio stations and 88 TV stations are participating.


Mumm, Mallay & Nichols, N. Y., in larger quarters at 136 E. 57th St.

Monroe Greenthal Co., N. Y. agency, to larger quarters at 595 Madison Ave.

J. M. Mathes Inc., N. Y., employees have received fourth annual payment in Mathes' profit-sharing trust, with government bonds and checks going to those who have been with firm over one year. Trust, which began paying out shares in 1943, was set up in 1943.

**LATEST RATINGS**

**NIELSEN**

**TOP TV SHOWS (TWO WEEKS ENDING JULY 28)**

| Rank | Program                     | Sponsor                          | Agency            | Net-Work Stations | Day & Time     | No. of TV Homes Reached | Total Audience % | * Average Audience % of TV Homes Reached | Rank | Program                      | Sponsor                          | Agency            | Net-Work Stations | Day & Time     | No. of TV Homes Reached | Total Audience % | * Average Audience % of TV Homes Reached |
|------|-----------------------------|----------------------------------|-------------------|-------------------|-----------------|----------------------|------------------------|---------------------|------------------------------------------|------|-----------------------------|----------------------------------|-------------------|-------------------|-----------------|---------------------|-------------------|------------------------------------------|
| 1    | 56,000 Question             | Revlon                           | BBOO               | CBS               | 145              | Tues., 10-10:30      | 12,386                 | 37.6                     |                                          | 1    | 56,000 Question             | Revlon                           | BBOO               | CBS               | 145              | Tues., 10-10:30      | 12,386                 | 37.6                                      |
| 2    | Ed Sullivan Show            | Lincoln-Mercury                  | Kenyon & Edhardt   | CBS               | 180              | Sun., 8-9            | 11,675                 | 34.5                     |                                          | 2    | Ed Sullivan Show            | Lincoln-Mercury                  | Kenyon & Edhardt   | CBS               | 180              | Sun., 8-9            | 11,675                 | 34.5                                      |
| 3    | 56,000 Challenge            | Revlon                           | C. J. La Roche     | CBS               | 111              | Sun., 10-10:30      | 10,147                 | 29.7                     |                                          | 3    | 56,000 Challenge            | Revlon                           | C. J. La Roche     | CBS               | 111              | Sun., 10-10:30      | 10,147                 | 29.7                                      |
| 4    | Lawrence Walk Show          | Dodge Div. of Chrysler           | Grant Adv.         | ABC               | 192              | Sat., 9-10           | 9,782                  | 27.0                     |                                          | 4    | Lawrence Walk Show          | Dodge Div. of Chrysler           | Grant Adv.         | ABC               | 192              | Sat., 9-10           | 9,782                  | 27.0                                      |
| 6    | United States Steel         | U. S. Steel                      | Young & Rubicam    | CBS               | 131              | Wed., 11-11         | 9,327                  | 24.9                     |                                          | 6    | United States Steel         | U. S. Steel                      | Young & Rubicam    | CBS               | 131              | Wed., 11-11         | 9,327                  | 24.9                                      |
| 8    | Gunsmoke                     | Berg & Rieser                    | Young & Rubicam    | CBS               | 111              | Sat., 10-10:30      | 9,271                  | 24.1                     |                                          | 8    | Gunsmoke                     | Berg & Rieser                    | Young & Rubicam    | CBS               | 111              | Sat., 10-10:30      | 9,271                  | 24.1                                      |

**ADVERTISERS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>hex</th>
<th>Agency</th>
<th>No. of TV Homes Reached</th>
<th>Total Audience %</th>
<th>* Average Audience % of TV Homes Reached</th>
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<tr>
<td>1</td>
<td>General Foods</td>
<td>Young &amp; Rubicam</td>
<td>CBS</td>
<td>166</td>
<td>Mon., 9-9:30</td>
<td></td>
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<tr>
<td>2</td>
<td>The Millionaire</td>
<td>Colgate-Palmolive</td>
<td>Ted Bates</td>
<td>CBS</td>
<td>139</td>
<td>Wed., 9-9:30</td>
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<tr>
<td>3</td>
<td>Do You Trust Your Wife</td>
<td>Frigidaire Div.</td>
<td>Wm. Esty</td>
<td>CBS</td>
<td>140</td>
<td>Tues., 10-10:30</td>
</tr>
</tbody>
</table>

**DETAILS ON PROGRAMS IN PRECEDING TABLES, BUT NOT LISTED IN TOP TABLE**

Charles Farrell Show General Foods Young & Rubicam CBS 166 Mon., 9-9:30


Robert C. Fogel, L. A. grocery products branch manager, Pillsbury Mills, appointed sales promotion manager in grocery products division, Minneapolis.


Charles F. Mallory, operator of Mallory agency in San Jose, Calif., and former vice president-general manager of KGRO San Jose, to M. B. Scott Inc., Hollywood agency, as head of new public relations, publicity, promotion and merchandising department.

Bert Zauser, former sales promotion director and assistant advertising manager for Pfeiffer Brewing Co., Detroit, named creative director and general account man for Pitlik Adv. Co., San Antonio, Tex.

**A&A PEOPLE**

Harold F. Temple, director of brand development, P. Lorillard Co., N. Y., and Manuel Yellen, director of advertising, elected vice president and director of sales and vice president and director of advertising and marketing, respectively.

Al Fiegel, radio-tv director, Erwin, Wasey & Co., Oklahoma City, to Knox-Ackerman Assoc. there as vice president and radio-tv director. Georgia Stagner, advertising department, Paul Davis Co., to Knox-Ackerman radio-tv assistant, and Kent Kennedy, promotion department, KWTV (TV) Oklahoma City, to K-A copy and layout department.

Page 60 • August 27, 1956

**REVIEWS**

**Broadcasting • Telecasting**

Harrington, Righter and Parsons, Inc.

The only exclusive TV national representative

<table>
<thead>
<tr>
<th>City</th>
<th>Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>Chicago</td>
</tr>
<tr>
<td>DC</td>
<td>Atlanta</td>
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</tbody>
</table>

**ADVERTISERS & AGENCIES**

[Image of page with text about various companies and agencies, including Brand Names Foundation Inc., N. Y., assigning Dancer-Fitzgerald-Sample to create a massive campaign for their products.]
OLD PROBLEM...NEW APPROACH!

For the first time, a dynamic, forthright, editorial stand has been taken by a San Francisco television station. KPIX's unique concept of community responsibility was stressed again in its provocative, three-part series . . .

"DECISION OR DILEMMA
—THE FACTS ABOUT RAPID TRANSIT"

This incisive television editorial, explaining the massive, $750,000 Bay Area Rapid Transit Commission Report, was the result of months of extensive research and preparation by KPIX staff members. Dramatically presented in simple terms, "Decision or Dilemma" enjoyed prime station time, Thursday nights at 10:30.

Designed to stimulate public and legislative action, "Decision or Dilemma" is credited by many leading citizens with playing an important part in bringing this pressing problem nearer to solution.

Here is public service programming at its influential best. Public service programming that serves an immediate community purpose.

Like all WBC stations, KPIX is convinced that the station serving its community best, serves its advertisers best. That's another reason why . . .

in San Francisco, No Selling Campaign is Complete without the WBC Station

KPIX CHANNEL 5 CBS

WESTINGHOUSE BROADCASTING COMPANY, INC.

script Writer Carol Levene, Cameraman Leo Diner, and Pilot Bruce Walters take off for Bay Area aerial survey. Thousands of feet of film were shot and edited during the months of "Decision or Dilemma" preparation.
Ratings continued

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Evening, Once A Week</td>
<td>Brown &amp; Williamson Ted Bates</td>
<td>NBC</td>
<td>191</td>
<td>Thurs., 8-8:30</td>
<td>1,183</td>
</tr>
<tr>
<td>2.</td>
<td>Edgar Bergen</td>
<td>Ben Franklin Butlidge &amp; Lilienfeld</td>
<td>CBS</td>
<td>200</td>
<td>Sun., 7-8</td>
<td>1,155</td>
</tr>
<tr>
<td>3.</td>
<td>Counter Spy</td>
<td>Participating Sponsors and Agencies</td>
<td>CBS</td>
<td>435</td>
<td>Fri., 8-8:30</td>
<td>746</td>
</tr>
<tr>
<td>4.</td>
<td>Best of Groucho</td>
<td>Desoto</td>
<td>NBC</td>
<td>174</td>
<td>Wed., 7-7:20</td>
<td>899</td>
</tr>
<tr>
<td>5.</td>
<td>Official Detective</td>
<td>Participating Sponsors and Agencies</td>
<td>NBC</td>
<td>456</td>
<td>Thurs., 8-8:30</td>
<td>899</td>
</tr>
<tr>
<td>6.</td>
<td>True Detective Mysteries</td>
<td>United Service Div., Campbell-Field</td>
<td>CBS</td>
<td>468</td>
<td>Sun., 6:15-6:45</td>
<td>757</td>
</tr>
<tr>
<td>7.</td>
<td>Tomorrow's</td>
<td>Seaman Bros.</td>
<td>NBC</td>
<td>190</td>
<td>Mon., 8-8:30</td>
<td>757</td>
</tr>
<tr>
<td>10.</td>
<td>Allan Jackson-News</td>
<td>Brown &amp; Williamson Ted Bates</td>
<td>CBS</td>
<td>197</td>
<td>Sun., 8-8:03</td>
<td>757</td>
</tr>
</tbody>
</table>

(All adjusted for All programs)

Evening, Multi-Weekly

1. News of the World | Miles Lab | Geoffrey Wade | NBC | 194 | Mon.-Fri., 7:30-8:45 | 1,133 |
2. One Man's Family | Participating Sponsors and Agencies | NBC | 192 | Mon.-Fri., 7:45-8, 1,133 |
3. Lowell Thomas | United Service Div., Campbell-Field of General Motors | CBS | 196 | Mon.-Fri., 6:45-7 | 993 |

Weekday

1. All Star Baseball | Gillette | Maxon | CBS | 558 | Tues., 12:45 | 2,460 |
3. Helen Trent (1st Half) | Carter | Ted Bates | CBS | 186 | Tues. & Thurs., 12:30-45 | 1,514 |
4. Road of Life (1st Half) | General Foods | Foote, Cone & Belding | CBS | 177 | Fri., 1:15-1:15 | 1,466 |
5. My True Story | Segmented Sponsors and Agencies | ABC | 340 | Mon.-Fri., 10:10-10:30 | 1,419 |
6. Aunt Jenny (2nd Half) | Lever | Foote, Cone & Belding | CBS | 177 | Tues., Wed., Thrus., 11:30-1:15 | 1,419 |
7. Helen Trent (1st Half) | General Foods | Foote, Cone & Belding | CBS | 177 | Fri., 12:30-45 | 1,327 |
8. Young Dr. Malone (1st Half) | Toni | North Adv. | CBS | 188 | Mon., Wed., Wk. 1 | 1,324 |
9. Helen Trent (1st Half) | Toni | North Adv. | CBS | 187 | Tues., Thurs., Wk. 2 | 1,324 |
10. Arthur Godfrey | Kendall | Leo Burnett | CBS | 201 | Mon., Wed., Wk. 3 | 1,277 |

(All adjusted for All programs)

People continued


Colorcasting

Advance Schedule

Of Network Color Shows

(CBS-TV)

Sept. 16 (10:10 p.m.) Lump Aust My Feet, sustaining.

Sept. 24 (10-11 p.m.) Studio One, Westinghouse Electric Corp. through McCann-Erickson.

(NBC-TV)

Aug. 28-31 (3-4 p.m.) Matinee, participating sponsors (also Sept. 3-7, 10-14, 19-21, 24-28).

Aug. 29 (9-10 p.m) Kraft Television Theatre, Kraft Foods, through J. Walter Thompson (also Sept. 5, 19).

Aug. 30 (10-11 p.m.) Lux Video Theatre, Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 6, 13, 20, 27).

Sept. 2 (5-5:30 p.m.) Zoo Parade, sustaining.

Sept. 2 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America through Fuller & Smith & Ross.

Sept. 9 (8-9 p.m.) The Magic Box, Kno- mark Mfg. Co. through Emil Mogan.

Sept. 11 (9:30-10:30 p.m.) Kaiser Aluminum Hour, Kaiser Aluminum, through Young & Rubicam.

Sept. 13 (10-11 p.m.) Perry Como Show, participating sponsors (also Sept. 22, 29).

Sept. 17 (8-9:30 p.m.) Producer's Showcase, "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

Sept. 18 (8-8:30 p.m.) Big Surprise, Speidel through Norman, Craig & Kimmel.

Sept. 18 (8-8:30 p.m.) Noah's Ark, Liggett & Myers through McCann-Erickson (also Sept. 25).


Sept. 23 (8-9 p.m.) Steve Allen Show, participating sponsors.

Sept. 24-28 (7:45-8 p.m) NBC-TV News Caravan, various sponsors and agencies.

Sept. 26 (10-10:30 p.m) This Is Your Life, Procter & Gamble Through Benton & Bowles.

Sept. 28 (8-8:30 p.m) Truth or Consequences, Toni Co. through North Adv. and P. Lorillard through Lenen & Newell.

Sept. 29 (9-10:30 p.m) Saturday Spectacular, "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

Note: This schedule will be corrected to press time of each issue of B.T.
The NEW NBC Basic Affiliate
for Miami and South Florida

WCKR

takes pride in announcing
the appointment of...

The Henry I. Christal Co.
as exclusive national representatives

... and in becoming associated with
its group of distinguished stations,
setting the highest standards of service to the
listeners and performance for advertisers.

* NEW OWNERSHIP!  * NEW FACILITIES!  * NEW PROGRAMMING!

WCKR miami
610 kc  5000 w

NILES TRAMMELL
PRESIDENT

OWEN F. URIDGE
MANAGER

owned and operated by the
BISCAYNE TELEVISION CORPORATION  *  BOX M, LITTLE RIVER STATION  *  MIAMI, FLORIDA
PREVIEW: BORGANA TAKES TO JUNGLE

WHEN George W. Borg Corp. (fabric), Delavan, Wis., stages its $20,000, one-day TV spot drive in 28 major markets on Sept. 9, 10, 11, another member of the budget-conscious garment fraternity—usually quite reticent about television—will have "taken the plunge," but in such a way as to milk every last cent's worth out of its hard-spent dollars.

Borg, which manufactures a fur-like material called Borgana ("... looks more like fur than fur itself"), will not merely call attention to itself, but to rival TV media: slick consumer magazines and newspapers. How? By putting into "live action" the full-color ad with a jungle background, it has been running all summer in such U.S. publications as Life, McCall's, Good Housekeeping, Chicago Tribune, Harper's Bazaar, Mademoiselle, Seventeen, Vogue and Glamour.

"What we're trying to do," says Charles Sandak, the Borg account executive at Douglas D. Simon Adv., "is to work up a total 'recognition or recall' value in our copy. That is, we go on the air Sept. 9 with a pitch [by WRCA-TV New York announcer Tex Antoine] directed towards women, urging them to take a look at Sept. 10's Life Magazine which by that time will have been out for at least three days." The copy will be an almost verbatim transcript of the print ad which, Mr. Sandak hopes, will get women to say, "Hey, didn't I hear that before somewhere?" The reason for this approach, Mr. Sandak says, is that despite its "most definite advantages," the medium of black-and-white TV "simply cannot do justice to the Borgana coat. It must be seen against a colorful background, modeled by a beautiful girl so that the customer will see the coat, moving, rippling, against a contrasting background."

Within the 10 days following the TV spots the Borgana print ad will once again appear in Charm, The New Yorker, Glimour and the N.Y. Times Sunday Magazine.

Borg's one-day go with television will not only be the client's first but the agency's as well. Although it has "played around TV in a strictly local sort of way," the Douglas D. Simon agency, a $2 million soft-goods shop, has tended to shy away for the medium, excusing its hesitancy by saying quite candidly that neither we nor our clients can afford the TV habit.

Though the one-day drive is taking a $20,000 bite out of Borg's annual $400,000 advertising budget, both agency and client feel it's money well spent: "Not only do we intend to make Borg a name to remember, but we also hope to show other people in the soft-goods field that in such a marriage between broadcasting and print, the cost of the 'license' is more than worth it."
A Startling Advertising Strategy Is Born!

Radio—and only radio—can sell your potential customer while she is occupied with other things. Radio is her constant companion, the symbol of the new selling strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Your sales message is carried directly to a huge daily audience with repeated impact and with a cost efficiency which is phenomenal.

Alfred Politz Research, Inc. collected the important facts on which this selling technique is based. This highly respected research firm discovered that even in areas where TV is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 97.8% tune in!

Not in just one—but in 5 separate markets, the Politz studies show that people trust, respect and listen most to one great station...by such surprising margins as 11 to 1 over the next station. Such facts as these were the basis for the strategy now called The Nation's Voice.

Examples of how advertisers are making one dollar do the work of two, by using a few great stations, are ready for your inspection. Call the Christal office nearest you for a demonstration of The Nation's Voice.

First on every list are these 13 Great Radio Stations covering ¼ of all America

WBAL — Baltimore  WBEN — Buffalo  WGAR — Cleveland  WJR — Detroit
WATIC — Hartford  WDAF — Kansas City  KFI — Los Angeles  WHAS — Louisville
WCKR — Miami  WTMJ — Milwaukee  WGY — Schenectady  WSYR — Syracuse  WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO., INC.

Broadcasting • Telecasting

A Cost Comparison of 4 Excellent Media

If you insert $150,000 in advertising with—

The Largest Weekly Magazine—using color pages, your message will go out just 3 times to homes where only 12% of the people live.

The Leading Newspaper Supplement—your money is not quite sufficient for 3 color pages—delivered to less than 25% of the homes in America.

A Good Television Program—your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

The Nation's Voice—your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

August 27, 1956 • Page 65
facial cleansing lotion. Mrs. Mary Agnes Schroeder, formerly creative director for Sealy mattress, Cudahy and Purex accounts at Weiss & Geller, named creative director for group of North accounts including Englander mattress. Bill Ross, Schwimmer & Scott, Mrs. Florence Gross, Tatham-Laird, and Leo Golland, Halle Bros. Co., Cleveland, to North copy staff. John Temple, Chicago free-lance designer, to North as art director; and Joe Kress, artist, Leo Burnett Co., to North. Tom Thomas, Cartoonists Inc. to North radio-TV creative producer. Austin L. D'Alton, Weiss & Geller to North Adv., Chicago, on Prom home permanent account. John Rundall, radio-TV producer, and Bernard Lee, merchandising manager, both of North N.Y. office, transferred to Chicago. Mr. Rundall will work on Tonette

ACME Markets, which has 600 of its 1,300 outlets in the Philadelphia area, signs for a second television strip on ch. 10 WCAU-TV Philadelphia. The firm has been sponsoring beginning Aug. 6 started sponsoring John p.m. EDT. Shown signing the contract for Perry, Acme radio-TV coordinator; Harry C. Campbell, Acme advertising manager; A. Kohr Sprenkel, Acme advertising-merchandising-purchasing vice president; John Facendo, WCAU-TV newscaster; Paul J. Cupp, Acme president, and Donald W. Thrombough, WCAU-AM-FM-TV president-general manager.

home permanent and Adorn hair spray and Mr. Lee on Englander account.


Richard Ward, formerly with NBC, to Fuller & Smith & Ross, N.Y., as tv producer. L. E. Dorn, formerly marketing researcher, Young & Rubicam, to Fuller & Smith & Ross, N.Y., as research associate.

Sol Hyman, former administrative and head art director, The Blow Co., to art director of Pharmaceuticals Inc. (Geritol, other drug products), N.Y.

Gloria Deak, assistant art director, Saks Fifth Avenue, N.Y., appointed art director in London office of Erwin, Wasey & Co.

Patricia Ruden, copywriter, Gimbel's, to Kenyon & Eckhardt, Phila., in similar capacity.

Ted Wick, formerly with CBS-TV Hollywood, to J. Walter Thompson Co. there as publicist with assignments including Ford Star Jubilee and Ford Star Theatre on CBS-TV and Tennessee Ernie Show on NBC-TV.


RATING SERVICE PEOPLE

Oliver S. Castle, director of research, A. C. Nielsen Co., Chicago, promoted to vice president, George A. Magnuson, associate director of research, named research director.
OPERATION AIRLIFT
moves radio-TV network
pool 2000 miles between
Conventions in 6½ hours!

Six hours after the Democratic Convention ended in Chicago, key executives and technicians of all three major Radio-TV networks (ABC, NBC, CBS) boarded special United Air Lines planes to speed them to San Francisco, the site of the G.O.P. Convention.

Split-second timing was all-important since all equipment had to be set up and ready to go before the start of the convention. Personnel were carried on DC-7 and DC-6B Mainliners, while a United DC-6A Cargoliner® transported 30,000 pounds of electronic equipment. Every detail down to the smallest light socket, was worked out carefully in advance by the networks and United.

This, of course, is still another example of famous United Air Lines dependability and service. Next time you're planning a trip, call United. You'll be glad you did.
$15 MILLION PROFIT IN WARNER FILM SALE

That is what's left after taxes in the $21 million purchase by PRM Inc. Figures revealed in an 'invitation to tender stock' to all stockholders.

WARNER BROS. Pictures Inc. made a profit of approximately $15,250,000—after estimated taxes and expenses—on the $21 million sale of its library of feature movies and short subjects to PRM Inc., negotiated last spring and formally completed July 26 [B&T, March 5, July 30].

This was revealed last week in an 'invitation to tender stock,' sent to all Warner Bros. stockholders.

The "invitation" reported that net profits of the company for the nine months ended May 26—before the PRM contract became official—amounted to $2,165,000 as against $3,312,000 for the same period last year. Without the $21 million PRM sale, it was estimated, results from operations in the third quarter this year, and for the fiscal year ending Aug. 31, would be down "substantially" from those in the comparable periods of 1955.

The Commissioner of Internal Revenue, stockholders were told, has ruled that proceeds of the sale to PRM will be taxable as capital gain rather than ordinary income. In the transaction, $16 million was paid in cash; the rest in a three-year promissory note. The library acquired by PRM included more than 720 feature films and 1,500 short subjects. PRM, meanwhile, has acquired control of Associated Artists Productions, New York, which is distributing the films.

WARNER's "invitation to tender stock" reveals that the company has appropriated $20 million for the purpose of buying up common stock at no more than $28.50 per share. The report said President Jack Warner planned to offer 50,000 shares at $27.50 each and that Harry M. and Albert Warner planned to offer 50,000 at the same price. In all, there are more than 2.4 million shares outstanding.

As part of an incentive plan, the document revealed, six Warner Bros. executives have been granted options to buy stock at stated prices: President Warner, 50,000 shares at $29.29 a share, and (all at $25.77 a share) Executive Vice President Benjamin Kalmenson, 40,000 shares; Samuel Schneider, 20,000; Herman Starr 15,000; Wolfe Cohen 10,000, and Steve Trilling 5,000.

The report also noted that Warner is establishing a three-year credit for $20 million with the First National Bank of Boston and other banks.

Tv Commercial ‘Conquered’ By Film, Producer Declares

FILM not only has invaded the field of tv commercials, it has conquered it.

This is the gist of a report released by William Miesegaes, president of Transfilm Inc., New York, a major producer of tv commercials and industrial films. Transfilm's individual research was conducted in order to measure the impact of filmed tv commercials in the advertising world.

According to the firm's computation:
- TV commercials on film now account for 75% of all commercial messages.
- Production cost of these commercials is estimated at $30 million, or 3% of the approximate $1 billion spent in net time, talent and production in television annually.
- These expenditures for commercial production are on the rise—eventually the gross dollar volume of film producers will more than double.
- An increasing number of advertising agencies are urging clients to consider 10% of a program's total cost as a fair investment in tv commercial production.

Mr. Miesegaes explained that the agencies use this figure as a guide, basing it on that portion of a program's time actually devoted to the sponsor's message. He noted also that many Transfilm clients, particularly those which sponsor spectaculars, have exceeded the 10%, but added that no matter how much the amount of money is spent to film program commercials, cost is often amortized by reuse for spot campaigns.

Maurie Gresham, Ruth Kyle Named to MGM-TV Staff

TWO additional appointments were made last week to Loew's Inc.'s new television subsidiary, MGM-TV [B&T, Aug. 13]. They are Maurie Gresham, general sales manager, McCadden Corp. (Hollywood production firm for The Burns & Allen Show), who will be west coast sales manager for the new Loew's subsidiary, and Ruth Kyle, assistant producer-director, J. Walter Thompson Co., New York, who will become assistant manager of tv operations.

Mr. Gresham, a veteran in west coast tv film sales, will headquarter at MGM Studios in Culver City, and Miss Kyle will report to Richard Harper in MGM-TV's New York office.
WOR-TV PROGRAMS WILL BE 88% FILM

RKO Teleradio station also announces that negotiations are underway for leasing Loew's MGM library similiar to deal with KTTV (TV) Los Angeles.

A REVAMPED schedule in which films account for approximately 88% of its programming was announced last week by RKO-Teleradio's WOR-TV New York (Closeup Circuit, Aug. 20).

Announcing the Fall plans, Gordon Gray, WOR-TV vice president and general manager, noted that it includes 51 hours of new programs per week. Most of these are feature films, drawing heavily on the voluminous RKO library plus productions of David O. Selznick and Stanley Kramer, among others.

Station authorities estimated that WOR-TV would be presenting approximately 15 hours of "fully live" programming per week this fall, out of a weekly total of 117 1/2 hours. These 15 hours do not count programs which have on-camera hostess and hostesses but which are predominantly film. Of the 117 1/2 hours of programming per week, feature films will account for 76 1/2 hours.

The fall lineup expands WOR-TV's concept of both "horizontal" programming (repeating the same show several times over a period of a week, as in the case of its completely sold-out Million Dollar Movie series) and "vertical" programming (repeating several times in one day). These multiple showings, WOR-TV officials point out, enable viewers to watch WOR-TV features without missing favorite programs on other stations.

A sampling of the new fall programming will be presented this week (Aug. 26-Sept. 1), which has been designated "preview week" by the station. New fall shows include:

Constance Bennett Presents the Theatre of Movie Classics, in which the actress appears as on-camera hostess introducing outstanding pictures of the 1930's (each program will be shown four times each Sunday afternoon and evening); Six O'Clock Movie, a different feature at 6-7 p.m. Monday through Friday with actress Ruth White as on-camera hostess; Crusader Rabbit's Terrytoons at 7-7:30 p.m. Monday through Friday; Hour of Danger mysteries, each of which will be seen twice a night for a week (Monday through Friday); Weird Theatre, one-hour horror movies at 9 p.m. Saturdays with consecutive repeats to 1 a.m.; Live Story, 90-minute features, with the same one playing once a night for a week; Comedy Theatre, first-run RKO comedies edited to one hour; Midday Movie, a different feature film each day at 1-2 p.m. and Riders of the West, an hour of westerns at 11 a.m. Saturdays and Sundays.

TV Film Exports Set

NEW foreign sales reported a fortnight ago by Fremantle Overseas Radio & TV Inc., New York, include Big Fights to Associated Rediffusion (Great Britain), Encyclopedia Britannica Films to Nord und Westdeutscher Rundfunkverband (Germany), Hopalong Cassidy to Radio Televisione Portuguesa (Portugal), and other packages to stations in Belgium, San Salvador, Iraq, Guatemala and Australia.

California National Fills Four Key Posts

NBC subsidiary promotes Keever, Anderson, Lawrence and O'Shea within organization.

A SERIES of appointments to key posts in California National Productions Inc., subsidiary of NBC, was announced last week by General Manager Robert D. Levit.

H. Weller (Jake) Keever, national sales manager for NBC Television Films, was named director of sales for the NBC Television Films division of California National. He will direct CNP's world-wide network and syndication sales force.

Robert A. Anderson, business manager for NBC Television Films, was advanced to the new post of director of business affairs for CNP.

William L. Lawrence, manager of programs

TV in Fresno— the big inland California market—means

KMJ-TV

- Best local programs
- Basic NBC-TV affiliate

Paul H. Roymer Co.
National Representative
and production for NBC Television Films, was named director of the eastern unit of CNP's new program development department. Francis X. O'Shea, who was named general manager of the Kagran Corp., when that merchandising organization became the first wholly owned subsidiary of NBC in 1955, was appointed director of merchandising for CNP. California National, set up last month [BWT, July 30], encompasses the California National Studios in Hollywood; NBC Television Films; the merchandising division of CNP (formerly Kagran), and the NBC Theatrical Div.

Mr. Keever joined NBC as a film division salesman in 1951, became central sales supervisor in 1953 and national sales manager for NBC Television Films in January 1955. Mr. Anderson, business manager for NBC Television Films since 1953, joined NBC in 1949 as a cost accountant in the tv network business department and subsequently became operations analyst in the NBC controllers office before taking over the business management of the film division.

Mr. Lawrence was producer-director of Screen Guild Players on radio for eight years, then was producer-director with Bob Hope from 1953 until he became manager of programs and production for NBC Television Films in May 1955. In 1940-41 he was producer-director for the old Lord & Thomas agency, handling the Bob Hope nighttime radio programs. He also has worked with Republic, Paramount and Columbia studios as a motion-picture director.

Mr. O'Shea joined NBC as chief accountant for the tv network in 1950, became manager of financial planning for NBC in 1953 and general manager of the Kagran Corp. upon its acquisition by NBC. CNP's merchandising division started with Howdy Doody (through Kagran) and now has a substantial list of programs, characters and personalities which it merchandises, most recent of which is Tarzan.

AAP Selling in Far East

ENCOURAGED by preliminary discussions between Assoc. Artists Productions Inc. and the Soviet Ministry of Foreign Trade, NBC's foreign sales manager, Norman Katz, left Tuesday for a two-month trip that will take him to Moscow and Prague, among other European capitals. Mr. Katz, who also will stop in Australia and Far Eastern countries this fall, will attempt to sell Soviet telecasts on "Popeye the Sailor Man" and other Warner Bros. features and cartoons, since "humor knows no language barrier."

COSTS FLY THATAWAY

(UP) FOR TV WESTERNS

"By the same token," Mr. Schaefer pointed out, "our type of production can no longer be classified as the so-called 'quickie' picture, as it so often is referred to in the field of theatrical films. To the contrary, a Western picture for television takes three to four times as long to produce as most filmed dramatic shows, which, more often than not, are shot in a single day."

In spite of the higher production costs, Western films still cannot command prices comparable to the dramatic shows, in the sponsor market, Mr. Schaefer declares. "As a result," he concludes, "companies such as Flying A are forced to operate on a narrower margin of profit, which, in turn, demands absolute maximum efficiency in production."

Under his guidance, Flying A has turned out six Western series already on the air. Included in this group are 109 Gene Autry telefilms, 39 Buffalo Bill Jr., 16 Adventures of Champion, 65 Annie Oakley, 78 Range Rider and 36 Death Valley Days. These represent a product investment for the company of more than $9,000,000.

Flying A's new production is highlighted by Winning of the West, high budget adult anthology series to begin production in October and slated for national sale only in Class A time. It will depict the Western story as seen through the eyes of a circuit judge. A series of 13 Red Ryder telefilms based on the comic strip character will go into production in September for the syndication market. Jim Bannon will star. In November Flying A will start filming 26 additional Adventures of Champion for syndication, with 13 films already completed. All Flying A products are released through CBS Television Film Syndication.
There is nothing permanent about a footprint on the Arabian desert. A gust of wind, and it's gone....

A LASTING IMPRINT on the ancient desert wastes of Saudi Arabia is being made, however, by Americans and Arabs working together. Benefits born of the oil industry—education, health, agriculture and public works programs—these will endure for generations.

Arabian American Oil Co.

DHAHRAN
Saudi Arabia

NEW YORK
U. S. A.
GRANIK RENEWS EFFORTS FOR SANCTION OF SERIES

Film producer again seeks aid of New York City municipal departments in filming of real-life programs within the city. Permission originally denied in October of last year.

THEODORE GRANIK’S New York TV Productions Inc., rebuffed last autumn by New York City Police Commissioner Stephen P. Kennedy in its plans to have all municipal files made available in preparation for its proposed New York Story series, last week renewed efforts to gain the sanction.

In October 1955, Mayor Robert F. Wagner, a close friend of Mr. Granik’s, directed all municipal agencies and departments to make their files available to Mr. Granik’s staff. When Mr. Kennedy balked, Mr. Wagner appointed a special committee to study this and other similar requests. In time, this led to the formulation of a Code of Municipal Television & Radio Standards which backed Mr. Kennedy by recommending that each department head be charged with passing final judgment on requests to use its files and services for broadcasting purposes.

Last week, the Granik office was reported to have contacted all agencies and departments in hopes of getting their cooperation in filming 35 film dramas.

The New York Story will be produced by Mr. Granik through Screen Gems Inc., a subsidiary of Columbia Pictures Corp., for network exposure next year. Declaring that the series would cost at least $1 million, the Granik firm added that monetary compensation would be given each department or municipal employee whose time would be used in filming the programs. However, Michael Rosen, an associate of Mr. Granik’s, told BT Thursday that “in all probability, we won’t call on any of these people to work for us on city time.” Mr. Rosen said that municipal employees would be “retained by us if the need arises, on their own time, and we will pay them for this time.”

Since October, Mr. Granik has changed his mind about the need for the actual city files. He indicated that the current approach to the New York Story would be to peg each episode on actual newspaper dispatches, but that the city’s aid was still of utmost importance in gaining access to streets and in supplying proper color to the series. Mr. Granik said this was of “great importance” in getting through the red tape usually attached to filming true-life stories.

Departments concerned include principally police, building, correction, public works, fire and welfare.

Former Police Chief’s Files Basis for New Guild Series

GUILD FILMS Co. will produce a new film series for tv based on New York City’s “most important police cases.” Acquisition of rights to the personal records and private files of former Chief Inspector Conrad H. Rothengast was announced by Guild over the Aug. 18 weekend.

Chief Rothengast, who, Guild noted, “actively participated in thousands of notorious murder and jewel robbery cases,” will cooperate in the filming of the series. Guild said the series will be “high-budgeted” and filmed in color. Major production will take place in New York except when the story requires the shooting of sequences elsewhere in the country.

Purchases for ‘Christian’ Now Total 138 Markets

ZIV Television Programs’ Dr. Christian series, which only two weeks ago was reported to be placed in 103 markets (BT, Aug. 20), last week was purchased for an additional 35 areas, bringing the total sales figure to 138 markets in only five weeks of sales activity. Bulk of the clients, Ziv indicated, was to be found in the food products industry.

Other sponsor categories for Christian are co-op sponsorship with trading stamp companies in Houston, Detroit and St. Louis; banks in Miami and Columbus; oil refiners in Kansas, and to keep things on a medical level, the Blue Cross Hospital Plan and others like it in Rochester, N. Y. and Harrisburg, Pa.

World Wide Pictures Formed To Produce Films for Graham

FORMATION of a new firm to produce and distribute films for tv and theatre for evangelist Billy Graham was announced in Hollywood last week. The company, World Wide Pictures, represents a merger of Great Commission Films, owned by Dick Ross, with Mr. Graham’s existing film distribution organization. Mr. Ross directed Mr. Graham’s theatrical and church film films.

Brunson Motley, formerly with Cathedral Films, will head distribution for World Wide, with Walter Smyth in charge of field representatives. Other World Wide officers include Jerry Bevan, vice president; George Wilton, secretary-treasurer, and Frank Jacobson, sales promotion consultant.

NTA Package Sold to 22

NATIONAL Telefilm Assoc. has signed an additional 22 stations for its package of 52 20 Century-Fox features, making the total number of markets now set at 79, Harold Goldman, vice president in charge of sales for NTA, announced last week.

Stations are expected to start telecasting the films in September. Included in the package are such titles as “How Green Was My Valley,” “Les Misérables,” “The Ox-Bow Incident,” “The House on 92nd Street,” “Drums Along the Mohawk” and “Daisy Kenyon.”
In San Francisco...They Are Watching Channel 4
**KTTV (TV) WILL EXPLOIT MGM FILMS TO FULLEST**

President Richard Moore relates plans to "blockbuster" its program schedule with the newly-acquired 725 features. Participations will be available at "premium rates."

FULL exploitation of its newly-acquired library of 725 Metro-Goldwyn-Mayer feature films was indicated by non-network KTTV (TV) Los Angeles last week.

In an interview with B*TV, Richard A. Moore, KTTV's president, who was still in New York where final touches were being applied to the contract between the station and Loew's Inc. [B*TV, Aug. 20], reported the station plans to "blockbuster" its program schedule with the MGM features.

Two weeks ago, Loew's Inc. sealed two arrangements with KTTV. The station received an exclusive seven-year lease in its territory of the MGM library in a $4 million transaction. At the same time, Loew's bought 25% of KTTV's capital stock for about $1,625,000. (Also see WOR-TV New York story, page 69).

Programming of the films at KTTV will begin in October. Initial plans are to set aside two hours of Class A time per week for presentation of the MGM "blockbuster." The exact time periods are not set. The program, of course, will be promoted fully both on the air and elsewhere in Los Angeles.

Mr. Moore said he doubted if an overall increase of time rates would be instituted, but admitted that participations in the MGM program period would be at "premium rates." The station expects the features to attract a greater audience which would justify a higher rate in those time slots.

If the programming warrants further and immediate exploitation, KTTV is prepared to program other weekly periods with some of the MGM features.

In general, however, it will not be necessary for KTTV to expand its feature film programming "too greatly." It is estimated that KTTV will increase its major film showing from the current 12% of total programming to about 20%. Approximately 30% of KTTV's total programming would continue with live shows and approximately 50% in syndicated films.

Mr. Moore was enthusiastic over KTTV's license agreement, noting that the MGM film library represented $1 billion worth of product -- i.e., estimated total cost of producing the films.

**WABD (TV) Buys Films**

THE fourth "package" of Warner Bros. films was sold in the New York metropolitan market last week to DuMont's WABD (TV), which purchased 60 feature-length motion pictures from Associated Artists Productions. AAP had previously sold three such packages to WCBS-TV New York.

WABD (TV) will show these films—including James Cagney's "G-Men," Betty Davis' Academy Award winner "Dangerous," the all-star "Hollywood Canteen," Errol Flynn's "Dawn Patrol" and others of early vintage—in their entirety, a station spokesman said.

**FILM SALES**

Associated Artists Productions, announces additional sales of Warner Bros. features in first 10 days of August have increased total number of stations carrying product to 60. New sales...
WKZO-TV (Channel 3) has 100,000 watts of power—1000-foot tower—offers you 600,000 families within its grade B coverage area!

So more than ever, WKZO-TV can put you over the top in sales in Western Michigan!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

August 27, 1956 • Page 75
activity of AAP's cartoon package (Warner's "Looney Tunes" and "Merrrie Melodies" and Paramount's "Popeye") also announced with contracts signed by three stations.

**FILM DISTRIBUTION**


Association Films, N. Y., is making available effective Sept. 15, 20-minute color tv film on Danny Kaye's 40,000 mile UNICEF world trip, "Assignment Children." Chronicle of Mr. Kaye's trip was filmed several years ago. Another film of Mr. Kaye's recent world junket for UNICEF, will be telescreen Dec. 2 on CBS-TV's *See It Now* with Edward R. Murrow.

Theatrical & Video Corp., N. Y., promising foreign feature films in color will soon make debut on U. S. television. First package of 13 films, never shown theatrically in U. S., are now being dubbed and re-recorded in English for fall release. Though titles of films were not announced, it is understood they will be of predominantly French and English make.

Fifth Army Headquarters, Chicago, announces catalog of 380 Army films for tv and public non-profit showing has been published. Stations throughout 13-state Fifth Army area are on distribution schedule.


**FILM RANDOM SHOT**

Arthritis & Rheumatism Foundation, N. Y., reports Walt Disney producing tv spots for Stop Arthritis campaign in November.

**FILM PEOPLE**

Richard Mulford, assistant to vice president in charge of commercial division of Desilu Productions Inc., Hollywood, named division director. Bob Furman, formerly production supervisor at BBDO, appointed assistant to Mr. Mulford.

Sam Marx, one of producers of CBS-TV's 20th Century-Fox Hour, named to additional post of executive producer on Broken Arrow series. Both shows are produced by TCF Productions, tv subsidiary of 20th Century-Fox Film Corp.

Howard Seaman, formerly with Chicago Film Lab, to Fred A. Niles Productions, Chicago, as head cameraman.

Herbert Strock, Ziv Tv Productions, Hollywood, will teach graduate evening classes in cinema at U. of Southern California. L. A., in fall.

M. L. Getzler, assistant treasurer, UPA Pictures Inc., Burbank, Calif., studies named studio manager.

**Hams Supply Film**

AMATEUR radio friends of world traveler Myron Zobel (W6NMC Pasadena, Calif.) in 60 different countries are arranging new adventure films to extend Mr. Zobel's regular venture into commercial tv under Alka-Seltzer sponsorship on KKTV (TV) Los Angeles. New five-film half-hour *Global Zobel* series began on KKTV Aug. 3 for 39 weeks and this fall may be presented on KRON-TV San Francisco in color.

A world traveler for 25 years, part of which time he carried a mobile ham radio rig with him, Mr. Zobel earlier syndicated his single 90-minute *Camera Inside Russia* show on U. S. tv stations. He has been a ham operator since 1910. Alka-Seltzer agency is Geoffrey Wade Adv.

**FILM PRODUCTION**

Studio City Television Productions Inc., N. Hollywood, has bought new tv series, *Famous Sheriffs & Fabulous Outlaws* by Martin Van Laas. Series is tentatively scheduled to be filmed later this year.

Avatar Productions, Hollywood, has signed with NBC-TV to produce pilot film for prospective series, *Occupation: Correspondent*. Series will be done in cooperation with Indiana U. and Ernie Pyle Foundation. In event series is telecast, foundation would receive weekly payments to use for expenses of deserving journalists.

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**PROFESSIONAL SERVICES**

**PEOPLE ITEMS**


Buff Cobb, former star of CBS-TV's *Mike & Buff Show* and CBS radio commentator, to Robert S. Taplinger & Assoc., N. Y., public relations firm, as account executive specializing in radio-tv.
You are looking at the beam power tube that has made high-power UHF a practical reality. It has met and passed the strenuous "shake-down" test of commercial UHF station operation over a period of 2 years in daily service!

Already proved-in for long life and low cost per hour of operation, RCA-6448 is the forerunner of a sweeping technological advancement in power-tube design that will open a new era in rf power levels—above and beyond previous tube capabilities.

Your RCA Tube Distributor handles RCA Tubes for virtually every application. For prompt tube delivery, call him.

_RCA Tubes—for Long-Term Power Delivery_

**HOW TO GET MORE HOURS FROM AN RCA-6448**

- Avoid by-passing of cooling water before it gets to tube. Be liberal with plate water-flow.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25v per section). During long standbys, reduce normal value to 80%.
- Check electronic protective circuits for correct sensitivity.
- Raise filament voltage gradually (prevents high initial surge current). Run both filament sections at same voltage—obtained from well-regulated supply.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.
- "Break-in" new tube in accordance with RCA technical bulletin (packed with each tube).
- Operate spare tubes periodically. Blow water from all ducts before storing or transporting.
- Avoid stresses at glass and ceramic seals—especially when tightening or removing water fittings.
- Do not exceed the maximum rating of the tube—even momentarily.
There's A Fortune In Your Future!

by John Pepper
and Bert Ferguson

Page 78 • August 27, 1956

There's a fortune in your future! A look at WDIA's gross dollar volume increase will convince you that here's one of the newest sales strategies that can help you increase your money. WDIA is a station that has been increasing its gross dollar volume with a new advertising strategy.

PROOF OF PERFORMANCE

WDIA has increased its gross dollar volume by 600%! And has operated a profitable sales program for national advertisers, such as:

Chesterfield Cigarettes...Crisco...
Bronston Milk...Kraft Mayonnaise...
Wrigley

Memphis Negroes are brand conscious. They buy good and they buy big.

NEGRO ECONOMY

Entrance of industry in the South has acted as a catalyst to sales in the Negro market. It has placed a quarter of a billion dollars into the pockets of Negroes. And they are willing to spend 80% of it on products they use daily. Negroes buy about 80% of all rice sold in Memphis...more than 60% of all toilet soap...60% of the cheese...and almost 60% of the flour. Negroes have buying power!

PULLING POWER

WDIA influences a high percentage of these purchases. Here's how. With its 50,000 watt coverage, WDIA contacts 1,257,838 Negro customers of this vast audience consider WDIA their own station. They rarely turn the dial. They not only enjoy a favorite program, but they also hear advertisements that the products of the sponsor behind the entertainers. Almost one-tenth of the Negro population of America listens to WDIA...and buys the products advertised on it!

SPECIALIZED PROGRAMS

WDIA specializes in production of programs, which appeal to the taste of the Southern Negroes. A program advertising your brand of goods would be customized to combine the old traditional with the new trend. It would be Negro music...Negro customs...Negro language—all blended...and sparked by a popular personality, who would give dynamic impact to your business, and create a demand for your product. If you want your share of this market, drop a note, on your letterhead, that we may send you information on how WDIA can increase your sales and profits. Request, also, your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

John Pepper, President
Bert Ferguson, General Manager

HAROLD WALKER, Commercial Manager

LARGEST CONTRACT in the history of WTVN Columbus, Ohio, is signed with the station by Roy Wunderlich, president of Cusins and Fournier general hardware stores. The contract is for a concentrated merchandising campaign during sponsor-ship of more than 1700 newscasts a year. Also present at the signing are (I to r) Sam Johnston, acting general manager of WTVN; Burch Riber, WTVN account executive, and Bob Neer, assistant merchandising manager of the hardware stores.

SWIMSUITS NEEDED

WMOP, Ocala, Fla., will soon be in the swim, literally. This Thursday the station plans to do its entire broadcast schedule—6 a.m. to 7:15 p.m.—under water from Florida’s Silver Springs. Manager Jim Kirk and Vernon Arnette will originate all programs from a submerged tank with other members of the staff going down for their shows. The stunt will receive tv, newspaper, newspaper and other publicity coverage. The station is pooling the promotion with a station break telling listeners "WMOP—wet mop—underwater at Silver Springs Aug. 30."

WHLS

MICHIGAN'S POWERFUL 250 WATTER

...WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

FULL TIME NEWSMEN

FORT HURON'S COMMUNITY STATION

Represented Nationally by Gill-Pearson
Fort Detroit—Michigan Spin Sales

Broadcasting • Telecasting
KOVR (TV) Plans Move, Seeking ABC Affiliation

PLANS to move the transmitter site of ch. 13 KOVR (TV) Stockton, Calif., to a point further away from San Francisco and a proposed ABC-TV affiliation were announced last week by Terry H. Lee, president of Television Diablo Inc., which operates the station. An application seeking FCC approval of KOVR's proposals, including a power increase to 316 kw, has been filed with the Commission.

KOVR plans to move from its present site on Mt. Diablo to Butte Mt., about three miles southeast of Jackson, Calif., and approximately 40 miles further away from San Francisco than its present site. KOVR is now an independent, but Mr. Lee said that ABC affiliation will be secured upon FCC approval of the site change.

George Heinemann, Sam Dana Join WRCA-AM-TV Staffs

TWO executives appointments at WRCA-AM-TV New York were announced last week. George Heinemann, director of programming at NBC's WNBQ (TV)-WMAQ Chicago, is moving to the position of program manager at WRCA-TV, and Sam Dana, supervisor of TV promotion for NBC Spot Sales, has been elevated to head the advertising activities of WRCA and WRCA-TV.

Mr. Heinemann, effective Sept. 1, will replace Steve Krantz, who is resigning to accept an executive position with Screen Gems. Mr. Dana, who has been with NBC since May 1955, replaces Milton Schwartz, who has joined Grey Adv., New York.

A “page boy graduate” of NBC, Mr. Heinemann joined the network in 1936; later became a special events editor with CBS, served in the Naval Air Corps in World War II and rejoined NBC in 1948 as operations manager in Chicago. He was made WNBQ's program manager in 1951, and director of programming for WNBQ and WMAQ two years later. He is credited with originating Ding Dong School, a program for tots that soon became a top NBC-TV show. He also was instrumental in developing instruction-type entertainment programs and college courses for credit on tv.

Before he moved to NBC, Mr. Dana was a copywriter for McCann-Erickson for two years. He also has done promotional work for the New York Life Insurance Co. and the Underwood Corp.

'Spinningest'

KWEM Memphis believes it has the “spinningest” disc jockey in the world—Kyle (Pappy) Lambert, who last week completed 127 continuous hours on the air.

The previous disc jockey record is said to be that of Don King, WBML Macon, Ga., who went 123 hours without stopping.

THE CHRONICLE STATION, CHANNEL 12
P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY CO.
300 FIFTH AVE., NEW YORK 1, NEW YORK

KTRK-TV

In the Houston area, KTRK-TV's listeners are multiplying! It's the BIG families...the families that TVB has shown buy more...look more...use more...that are watching KTRK-TV's better shows and better showmanship for ALL the family. In the full family viewing time between the hours of 4 to 8 P.M. KTRK-TV racks up an impressive 36.1% share and viewers per set are consistently higher. Reach TVB's famous 'Fifth Quintile' through KTRK-TV...Houston's Best Buy!
STATIONS MAKING PLANS FOR FOOTBALL COVERAGE

Play-by-play broadcasts to be featured by radio and TV outlets throughout the nation. Pro games underway.

With football moving onto the nation's sports scene, radio stations throughout the country are making plans for play-by-play coverage of the games of their state colleges and universities. Also included in the coverage is professional football, which already has begun its schedule of pre-season games.

Among the first reporting to WBT:

WGN Chicago began its exclusive broadcasts of 17 Chicago Bears' games with the Bears-Philadelphia Eagles exhibition clash last Friday night. Standard Oil of Indiana is sponsoring the game broadcasts for the fourth straight season. Jack Brickhouse will be at the mike for all but the first four pre-season games, which are being handled by Vince Lloyd.

Still on the professional front, WTOP Washington will originate the Washington Redskins' games for American Oil Co. and Marlboro cigarettes on a 64 station network stretching from Albany, N. Y., to Miami, Fla. In addition, WTOP-TV will telecast all Redskins road games except the Philadelphia Eagle contest Oct. 6. Jim Gibbons and Arch McDonald will be at the microphone for both the radio and tv broadcasts.

On the collegiate side WWJ Detroit and WKZO Kalamazoo will carry separate play-by-play broadcasts of the U. of Michigan gridiron schedule. The Buick Dealers of Greater Detroit is sponsoring the WWJ broadcasts for the second straight year, with Bill Fleming handling the microphone. WKZO's coverage will be co-sponsored by Armstrong Machine Works, Kalamazoo, with the second sponsor yet to be named.

WBO Baton Rouge will originate the 10 games of Louisiana State U. for a seven station state network with John Ferguson as the play-by-play announcer. Other stations carrying the broadcasts for co-sponsors Kaiser Aluminum & Chemical Corp. and Ethyl Corp. will be WWL New Orleans, KTBS Shreveport, KALB Alexandria, KVOL Lafayette, KLOU Lake Charles and KLIC Monroe.

Pacific Coast Conference games, to be carried by CBS Radio in the West and offered for local sponsorship, have been sold by KOOL Phoenix to Money Oldsmobile Co. and Metropolitan Bottling Co. (Pepsi Cola), both Phoenix. Agency for Money Oldsmobile is Advertising Assoc., same city.

KCBS San Francisco will broadcast all Stanford U. (Palo Alto, Calif.) games in addition to five others involving California schools. Don Kilen will do the play-by-play commentary with Dick Godfrey, KCBS sports coordinator, handling the color.

New WQAM Officials

NEW OFFICIALS of WQAM Miami are Jack Sandler, who has been appointed general manager of the station, and Dave Croninger, who has been named program director. Ed Morgan succeeds Mr. Sandler as sales manager of KOWH Omaha.

Through a printer's error, pictures of the three men published in WBT of Aug. 20 had the wrong namelines. The correct ones appear with this story.

WMOO Plans Sept. Start

WMOO Milford, Mass., has set a target date for mid-September, according to Jim Miller, president of the Bay State Quality Group. WMOO, 1490 kc, 250 w, will be the second Bay State station, the other being WCAT Athol-Orange, Mass. Robert F. Nims, vice president in charge of operations of the group, has been named general manager of both outlets and Henry J. Murray, formerly of WNRI Wooster, R. I., has been appointed sales manager.

Idahoans to Hear Moskovics

GEORGE MOSKOVICS, manager of television development for KNXT (TV) Los Angeles, will be the principal speaker at the annual meeting of the Idaho Broadcasters Assn. in Idaho Falls Sept. 5. Mr. Moskovics will discuss "Sales Strategy for Radio & Television."
Knodc Appointed Head Of Petry Plans Board

ELECTION of Tom Knodc, vice president and general manager of Petry Television, to chairman of a newly-created plans board was announced today (Monday) by Edward Petry, president of Edward Petry & Co., station representative firm.

In announcing the creation of the plans board with 11 members, Mr. Petry said the board, which will meet on a regular basis, would permit the company to "gain the full benefit of the views and experience of our younger executives and have the advantage of their contribution toward policy-making decisions."

In addition to Mr. Knodc, other members of the new board are William Mailliefer, vice president in charge of radio; Martin Nieman and Jim Edelman, respective eastern sales managers for tv and radio; Louis A. Smith and John Ashenhurst, respective western managers for tv and radio; Charles Phillips, tv sales manager; Bob Hutton and Bill Steese, respective tv and radio promotion managers; Lee Redfield, special services director for tv, and Bill Cartwright, manager of the Detroit office.

WNBO (TV) Color Sales Unit, Headed by Coleman, Set Up

WNBO (TV) Chicago has established a sales development unit specializing in the promotion of commercial color use by clients, according to Jules Herbucxeux, vice president and general manager of the NBC-owned all-color station. Howard W. Coleman, formerly advertising, promotion and merchandising manager, will head the new department with the title of manager, WNBO color sales development unit.

Mr. Herbucxex said the department will work closely with color tv set manufacturers and dealers, establish a library of color materials and samples, create visual presentations for sales and promotional use and conduct conferences with agencies and clients.

KLZ-TV Sales Set Record

SALES at KLZ-TV Denver totalled $290,000 during the first two weeks of August, setting a new record for the station, it was reported last week by Hugh B. Terry, president-general manager. The sales comprised both new and renewal accounts and involved several syndicated shows.

WJMX to Originate Race

WJMX Florence, S. C., will originate for the fourth season the broadcast of the Southern 500 stock car race on Labor Day, Sept. 3. The broadcast will be fed to more than 50 subscribing stations in southeastern and central states.

The Darlington International Raceway, on which the Labor Day event will take place, was the scene earlier this year of a 200-mile race originated by WJMX and fed to some 40 stations comprising the Darlington Raceway Network.

This Employee Is a Client at WCBS

GABY LA POINTE leads "two lives" at CBS Radio in New York; he is both an employee and advertiser. And he finds both "lives" profitable.

From 9 a.m. to 5 p.m., the quiet-spoken Mr. La Pointe functions efficiently as studio and building manager, and off-hours, he devotes countless time to the advertising, sales, and merchandising plans for his remedy for poison oak, ivy and sumac, called Myratrol. In this capacity, he works with officials of Humphrey's Medicine Co., New York, which manufactures the product. And it was at Mr. La Pointe's suggestion that Humphrey's decided to use three spot announcements per week on CBS-owned WCBS New York's early morning Jack Sterling Show, beginning in mid-May.

"The results have been amazing." Willard Eldredge, vice president of Humphrey's, reports. "In the first month, we sold close to $15,000, and for the second month, we grossed almost $30,000. This is with virtually no other advertising at all."

Mr. Eldredge acknowledges that when the product was placed on the market about five months ago, spot announcements were used briefly on another station without much success. Mr. La Pointe suggested the Sterling show, pointing out that a product of this type needed a personality with a loyal following which would believe the claims made by the air salesman. Mr. Eldredge agreed, knowing that listeners often are skeptical of remedy products since many are on the market and some make exaggerated claims. According to Mr. Eldredge, Mr. Sterling tested the product on friends and approved it. Shortly after the first announcement, Mr. Eldredge said, Humphrey's began receiving calls from drug stores in the New York metropolitan area, which had been besieged by customers who had heard the broadcast. The demand for the product has grown rapidly in WCBS coverage area in New York, New Jersey and Connecticut, Mr. Eldredge said.

The company currently is seeking radio personalities in other areas who have what Mr. Eldredge calls "the Jack Sterling touch.” He hopes that by the fall he can line up additional sponsorship in areas in the south, coinciding with the season for the various "poison" ailments. Mr. La Pointe, who retains an interest in Myratrol, is happy about his prospering sideline and gives thanks to Humphrey's, Mr. Smith and his 74-year-old mother, Mrs. Eva La Pointe of Laconia, N. H. It is Mrs. La Pointe's herb formula, which she had used on her 14 children for many years, that forms the basis for Myratrol. He confides that his mother has several other home remedies he considers ready for marketing, and adds with a smile: "If these products are launched, they're going to be on CBS too. It feels mighty good to be a CBS employee and a CBS sponsor!"

WBIW Sold for $72,500

SALE of WBIW Bedford, Ind., from William C. Smith Jr. to Joseph and Agnes McGillvra for $72,500 was announced last week by Allen Kander & Co., broker for the transaction. Mutual-affiliated WBIW operates on 1340 kc with 250 w. The station went on the air in 1948.

STATION SHORTS

WMBV-TV Marquette (Green Bay), Wis., last Monday inaugurated its colorcasting service after RCA had completed installation of final link in transmitter. According to general manager, Joseph D. Mackin, WMBV-TV will henceforth carry all scheduled NBC-TV color programs it can (fits share affiliation with ABC-TV) in addition to originating colorcasts locally. Station also signed last week for entire 740 RKO Telecino film library.

WMSL-TV Decatur, Ala., reports AT&T will furnish live program service from NBC-TV and CBS-TV beginning Oct. 17.

David F. Wood & Assoc., Baltimore public relations firm, appointed public service consultant to WBAL-AM-TV Baltimore.

KABC-TV Hollywood has installed 10 kw driver at M. Wilson transmitter, simplifying operation of station's high-power installation and providing improved picture for S. California viewers.

WTVH (TV) to Boost Power

WTVH (TV) (ch. 19) Peoria, Ill., will boost its effective radiated power from 214 kw to 500 kw sometime this fall after installation of a new RCA ultra-gain, uhf tv transmitting antenna, which was delivered last week by the RKO Broadcast & TV Equipment Dept., Camden, N. J. The new antenna is similar to those now being used by WBRE-TV Wilkes-Barre and KPTV (TV) Portland, both uhf stations, in boosting their power to 1 million watts.

Rash to Join WRC-AM-TV

Bryson Rash, ABC Washington correspondent and news analyst, will join the staff of NBC-owned WRC - A M - T V Washington Sept. 1, according to an announcement by Carleton D. Smith, general manager of the NBC stations.

Mr. Rash began his broadcasting career at KMOX St. Louis in 1925 and joined ABC Washington in 1944. He has covered every national political convention since 1940 and has traveled with President Roosevelt, Truman and Eisenhower.

His first assignment at WRC will be a daily 6:15 p.m. EDT newscast on the radio outlet.
REPRESENTATIVE PEOPLE


STATION PEOPLE

Mike Shapiro, commercial manager, WFAA-TV Dallas, Tex., to managing director of KTJV (TV) Tulsa-Muskogee, Okla., and KATV (TV) Little Rock-Pine Bluff, Ark., head- quartering in Tulsa.

Elby Stevens, news and sports director, WTWN St. Johns- bury, Vt., to general manager of WFST Caribou, Me., new 1 kw daytime station.

Lawrence Van Dolen, formerly vice president and radio sales manager, Paul H. Raymer Co., national station representative, to national sales co-ordinator, WINZ Miami, Fl.

William R. Brazzil, NBC-TV sales department, to WTVJ (TV) Miami, Fla., as national sales director.

Ralph R. McCawley, promotion art director, Washington Evening Star, to WRC-AM-FM-TV Washington as manager of advertising and promotion, new position in station organization.

James M. Heuneberry, sales promotion man- ager, WICS (TV) Springfield, Ill., to KKW-AM-FM-TV.

Herbert Steinberg, program operations super- visor, WAAM (AM) Baltimore, named to addi- tional duties of assistant program manager. Kenneth B. Calif, producer-director and program man-ager, WABC (TV).

Daniel B. Speare, program director, KREO Indio, Calif., to KGFI Hollywood in same capacity succeeding Donald K. Ross, resigned to join news staff, KFMB San Diego, Calif.

Arthur M. Hopwood Jr., Philco Corp., Phila., to KYW Cleveland as facilities engineering super- visor.

Spencer Allen, director of combined news operations at WGN-AM-TV Chicago, resigned effective Oct. 1. He will announce future plans shortly.

Dale Wolters, engineering staff, WOOD-AM-TV Grand Rapids, Mich., named assistant chief engineer.

William R. Ryting, president, Burton, Brophy & Ryting (Adv.) Agency, Salt Lake City, to KTVT (TV) there as account executive.

Jimmy Kilgo, nighttime personality, WIST Charlotte, N. C., to local sales staff.

Philip D. Marella, M. S., graduate from School of Television, Syracuse U., to KGR-AM-AM-B TV Buffalo as sales manager.

Joe Vaughn, adman and musician, to WABT (TV) Birmingham, Ala., as account executive.

Edward J. Lynott, sales staff, WNAM Neenah- Menasha, Wis., to Neenah sales office of WFRV-TV Green Bay, Wis.

Curt Siegell, owner-manager, WIKC Bogalusa, La., and Bogalusa mayor, named executive director of La. Department of Commerce & Industry.

Rick Regier, announcer, WUCF Akron, Ohio, named to take charge of station production.

Joe Sacccone and Michael Beece to record librarian and assistant, respectively, WMGM New York.

Marilyn Thompson to WJS-TV Winston-Salem, N. C., as Romper Room teacher.

Dan Ingraham, disc jockey, WALK Patchogue, N. Y., to WNHC-AM-FM-TV New Haven Conn., as morning disc jockey and staff announcer.

Dewey P. Compton, farm director, KTRK Houston, Tex., to KTRK-TV that city for farm show.

Joe Perry, fullback, San Francisco 49'ers, to KEEN San Jose, Calif., for nightly disc show. Dick Carvin, senior student, San Jose State College, to KEEN vacation relief announcing staff.

Cleveland Willis, graduate, Northwest Radio & Television School, to WMBL Morehead City, N. C., and Larry Rhodes to WLOH Princeton, W. Va., Steep Ames to WEEB Southern Pines. N. C., as announcers; Ralph Lucas to WSJP- TV Toledo, Ohio, as floorman; Dale Harlow to KOPN Port Angeles, Wash., and Gary Staggers to KKXL Roseburg, Ore., as announcers, and Stephen Nutt to Balaban & Katz Corp., Chicago, as publicity agent. All are graduates of Northwest Radio & Television School.

Reaction in Evanston

WHAT HAPPENS when a radio station suddenly turns away from its classical and standard music format after 10 years and plays "rock 'n' roll" and "top 10" fare? For one day last month, WNMP Evanston, Ill., decided to test listener reaction by doing just that. Out of thousands of letters received following the experiment, WNMP said 95% demanded the continuance of classics, semi-classics and standard pop selections.
YOU can use "Operation Snowflake" to sell radio and television time in November and December

WHAT'S IT ALL ABOUT?

"Operation Snowflake" is a successful, proven promotion designed to boost the sale of major appliances as Christmas gifts. Last year, "Snowflake" created more tie-in advertising than any other promotion in recent advertising history. Again this year the promotion slogan, "Make it a White Christmas... Give her a Major Appliance," will be advertised from coast-to-coast. And, thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive.

WHAT'S U.S. STEEL DOING?

U. S. Steel will sell the theme, "Make it a White Christmas," in 2000 commercials on powerhouse radio stations covering 85% of the country's population. It will feature the promotion in 6 commercials on TV's United States Steel Hour. And it will run "Snowflake" ads in over 300 newspapers reaching major markets. U. S. Steel will tell 110 major appliance manufacturers, 2400 distributors, 12,000 retailers (Snowflakers in '55), 2400 banks and 2500 utilities about "Operation Snowflake," and provide them with point-of-sale materials.

WHAT CAN RADIO AND TELEVISION STATIONS DO TO CASH IN?

First, send for an "Operation Snowflake" Radio and Television Portfolio. Read the complete story on this outstanding promotion. Then make calls on major appliance manufacturers, distributors, retailers, banks and utilities in your area. Explain what U. S. Steel is doing to boost the sale of appliances. Also show how they can profitably tie-in by using radio or television commercials.

FOR TV . . . A SPECIAL SALES PORTFOLIO.

To help your salesmen, six "Snowflake" folders have been included in each portfolio. The folders explain the "Snowflake" promotion and point out the value of TV commercials for local tie-in advertising. U. S. Steel has produced four slide commercials for use by your customers. Illustrations of the slides, along with scripts, are included in the folder. A free set of slides for station use are contained in the portfolio. U. S. Steel will support the efforts of local TV advertisers with "Snowflake" commercials on the United States Steel Hour during November and December.

FOR RADIO . . . A SPECIAL SALES PORTFOLIO.

The portfolio contains suggested radio scripts and six folders which your salesmen can use to spell out to your customers what U. S. Steel is doing to boost appliance sales—and how radio spots fit into the customers' "Snowflake" tie-in plans. Also included is a transcription of a special sound effect that will clinch sales for you! It's the same musical effect which will be used to introduce all 2000 U. S. Steel "Snowflake" radio spots between November 26 and December 9. Just as the now famous "Snowflake" is used as a visual symbol, this musical effect will be the sound that quickly identifies the message, "Make it a White Christmas... Give her a Major Appliance." Local advertisers can use this same musical transcription in their own radio commercials to cash in on U. S. Steel's saturation coverage and direct customers to their stores.

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

☐ Please send me the free "Operation Snowflake" Radio Portfolio

☐ Please send me the free "Operation Snowflake" Television Portfolio

Name ........................................

Station ....................................

Address ...................................

City ........................................ State ..........

UNITED STATES STEEL U S S

Broadcasting • Telecasting August 27, 1955 • Page 83
WHEREIN A BROADCASTER ASKS SOME QUESTIONS

TODAY's radio situation, with the old-style network affiliates competing for audience and advertising with the new-fangled music-and-news operators, calls for a new look at a changed picture, says Jerome Sill, former president and general manager of WML Milwaukee who has just contracted to purchase WFPG Atlantic City. Mr. Sill asks some questions which he feels need answering if radio networks are to survive and that this distinction is an important one, why don't networks abridge the field of music to the local station, recognizing that live music, over network lines, is not an improvement over canned music over the station's turntables? Or, if this isn't so, why isn't it? Who says so?

On Television: We seem, most of us, to have abandoned the field of nighttime radio to tv. Is this because the one thing radio did well at night—hour and half-hour drama—tv does better? Has anyone looked into the really phenomenal success stories of nighttime radio in local markets? Do we know nearly enough about the power of locally produced nighttime radio in the form of provocative newscasts, "letters to the editor," remote from interesting spots? Doesn't it occur to us, repeated in differing forms hundreds of times over hundreds of local stations, provide the test-tube for what a network might possibly do nighttime in a market? Isn't this a newly important station relations function which is utterly ignored by the networks? Or is this a missed opportunity for network affiliates' committees?

Who said that local personalities are dead? Who is there to prove they are out, if they are exciting, provocative, timely? Who is continuing to present news commentary in evening hours? Why can't they be fed at an early evening hour to rebroadcast in the late evening? Has everyone ignored the exciting on-the-spot radio network coverage of the Andrea Doria? Wasn't it exciting? Why haven't we tried to distinguish the network affiliate from his independent contemporary? Have we forgotten that, by its very nature, tv cannot compete with radio for immediate spot coverage?

On Economics: As the business world is finding, the network contributes at least equally as important as how much it pays? Is the answer that the radio networks don't really believe in radio networks? Or do they feel that everyone is so busy about terms and words and facts that neither the network nor the affiliate is very successful in telling the other about the community of interest between them? Isn't it time that networks and stations that want to be network stations use the same words to say the same things?
WHAT ROAD FOR 'OMNIBUS'?

After four seasons on the air on Sunday afternoons and the introduction of many innovations to television, the Ford Foundation’s show moves this fall into Sunday evening. Bucking high-priced “popular” programs, will it dare to keep experimenting? In this exclusive interview, Robert Saudek, director of the Ford Foundation’s Tv-Radio Workshop, tells how “Omnibus” grew and what it will do to meet its new competition.

Q: How did the Workshop get started? Whose idea was it? How was it financed? Can you sketch in the background for us?
A: James Webb Young, one of the elder statesmen of advertising, conceived the idea at the time the Ford Foundation was first organized. He was serving the Foundation as consultant in communications and he convinced the board of trustees and officers that television was potentially a very influential dramatic medium and that it would be worthwhile for the Foundation to become actively interested while it was still in a young formative state.

His idea was that the Foundation should not stand on the shoreline as a critic but should plunge right into the mainstream of television, which meant commercial television. Jim Young was asking the Foundation to underwrite an experiment to find out whether it was possible to help raise the cultural level of the nation and still attract many viewers. If that could be done, then tv would become a positive force for improving the country’s taste and adding to general information and knowledge. If sponsors could be found for the Foundation programs, they would really be paying for the experiment, so all the Foundation had to do was advance enough money to get the project started. That, roughly, was the underlying idea.

Q: Obviously, Mr. Young sold the Foundation on giving it a trial. What happened then?
A: Yes, Jim Young presented his idea and got an appropriation of $1.2 million. After that he asked me whether I would come over as director of the project, organize it and get it going.

I agreed and after thinking about various plans for three or four months I decided the way to do it was by “going for broke,” taking all the money we had and putting it into one big venture - one very big show in terms of time, position in the schedule and so on, something that would clear all barriers and put a little excitement into the field. We were committed to spend a little money on two small program ventures, but most of the $1.2 million was at hand to back the gamble.

Q: And this first program you are talking about was... ?
A: Omnibus...?
Q: You decided to take all the money and put it into a single package?

A: That’s right, rather than dribbling it out in half-hour shows that might come and go without making much impression.

Q: Then that was the genesis of the 26-week, 90-minute program?
A: Yes. Actually it came partly out of the feeling that television had fallen into a set of cut-and-dried categories: the quiz show, the dramatic show, the variety show and so on. Everything seemed to fit very easily into pigeon holes and they all came in half-hour or hour packages or quarter-hour packages every week. Another thing that had a good deal to do with this was that I had attended the New York Zoological Society’s annual meeting where they showed some films. One was a little 30-second film of a jack rabbit running in slow motion across a field. It was a fine little picture and I thought that it ought to be put on television. It couldn’t be shown in theaters; there’d be no place to put it. It had to be tv, but where would you put it if it was only 30 seconds long? It occurred to me that the thing to do was to have a program which could contain a 30-second feature or a 30-minute feature or a 90-minute feature. That was the genesis of it.

Q: How did you go about translating that rather general idea into the program that went on the air as Omnibus?
A: Well, I set up a complete formula on paper of what seemed to be the ideal ingredients. It included 90 minutes; late Sunday afternoon; five advertisers (which is the way we went into the first season); features of any length we wanted, and estimates of what we would have to spend to put on that kind of program and put it on right. We weren’t going to ask for charity of anyone. If you’re going to go into the main ring, you have to be prepared to slug it out and challenge the champions. You don’t do that by going in with 50-cent pieces or begging.

And so we outlined the specifications: It would begin (this was in January, I guess, of 1952) on Sunday, Nov. 9, in the fall, and so on. Next we went to the network and outlined our idea and said we would like to have an hour and a half Sunday afternoon. There were some problems to chew over: Can we clear stations for a full hour and a half? Can you get talent to go on a program that the Ford Foundation is involved in, any real talent, because they’ll suspect that it’s sort of a good will, welfare operation or some-

HE’S IN THE DRIVER’S SEAT OF ‘OMNIBUS’

In 1951, Robert Saudek was the picture of a contented radio executive. A decade of network sales and sales service experience, interrupted by a wartime hitch as manager of OWI’s American Broadcasting Station in Europe, had won him a vice presidency in charge of public affairs for ABC. He was successful; more than that, he was thoroughly enjoying the chance to put on the air such spectacular documentaries as “Hiroshima,” “V.D.” and the three-part “Communism in America” which had the triple (for him) advantage of stimulating the listening public, evoking cheers from the critics and scaring many of his fellow ABC executives half to death. He was sitting pretty.

Then came an offer to leave the network and conduct an experiment with a new kind of broadcasting that was to be both public service and commercial and, to succeed, had to be among the best of both. He took the offer, left ABC and joined the Ford Foundation as director of its Tv-Radio Workshop, the job he still holds. The story of his five years at the Workshop and of its prize creation, Omnibus, which this fall moves out of its Sunday afternoon time on CBS-TV into a Sunday evening time on ABC-TV, is told in the recorded interview reproduced here.
thing? Will you be able to fill an hour and a half every week? Will you be able to get advertisers to go along with this, because it's new, and it isn't "realistic."

But Frank Stanton did not take that view. He reserved judgment and said he'd let us know. And he called the next day to say we could have the time.

Q: This was the first year. Did your sponsors pay for the time?
A: Yes. The first year our sponsors, as always, paid for the time direct to the network and for the show direct to us.

Q: Did they pay your production costs?
A: Yes.

Q: In other words, the venture paid for itself.
A: It all but paid for itself the first year, yes. We had one sponsor the day we went on the air but within a month we had five.

Q: Does the price include your overhead, too? Or just the production per se?
A: Overhead and everything is right in the figure.

Q: Then you've been operating on a commercial basis?
A: Completely. Actually more than the networks do because the networks, if you recall recent testimony in Washington, do subsidize major programs very heavily.

Q: Mr. Saudek, you used the term "sponsor" there which sounded very unfamiliar to me in relation to Omnibus. On the air you designate these people as "subscribers." I have always been under the impression that there is a somewhat different relationship between a subscriber and a producer than between a sponsor and a producer. I understood the language was specifically for that purpose.

A: Well, actually the word "subscriber" came about in a most informal way when the program first went on and Alistair Cooke casually mentioned his "subscribers." Afterward he said, "What do you think about it?" I said, "I like it." So after that we did call them subscribers. I think we'll go back to "sponsors" next year.

Q: Do you do anything else at the TV-Radio Workshop?
A: Yes. We have a second program, made up of the films we made for Omnibus. It's called Under the Sun and it's a syndicated half-hour series, with William Saroyan as m.c.

Q: If I may ask a somewhat facetious question, how did you arrive at the sunburst as your insignia?
A: Prior to that sunburst we had used an animated film opening, with boxes kind of put together and coming apart. It didn't seem to mean anything in particular. It wasn't an insignia you could carry over to other things. So one day I suggested a sunburst because it's a beautiful, identifiable thing.

Q: I had always assumed that this sun had a direct connotation that Omnibus would do anything under the sun that was of interest in itself.
A: You are still right.

Q: Looking back over the history of Omnibus, what would you pick as your most significant programs?
A: I would hesitate to say because I think I would look at it entirely differently from the way you would. I would look at it from the standpoint of what was the ancestor in the series of, for instance, "The Constitution"? What got us going on that style? It was the Napoleon and Josephine letters which we did the first year we were on. James and Pamela Mason read excerpts from the actual letters. They appeared alternately before the camera with a very simple set for a background. But these were the authentic letters, you see, which gave a rather interesting picture of a romantic relation and of Napoleon's military career as he described it to her in rather husbandly terms.

That began to move us along and we used that technique with a feature that we called, "Treason—1789" about the Benedict Arnold traitor, which was based entirely on letters and diaries and other documents, from which it was possible to trace the story. That was a somewhat more ambitious thing, of course, because many more letters and a lot more editorial selection were involved. More production was involved, too. Then, after that, we undertook the Adams series. This was a major undertaking, since it was to be in four parts covering four generations. Finally, there was the Constitution series, but as far as I'm concerned that would be the seed that you suddenly find growing, after planting it away back. It may be something that everybody in the TV audience forgets, but it's a very significant thing to us.

Or, to switch to music, back of Leonard Bernstein's lucid explanations of musical phenomena was the idea three years ago that we do music lessons on the air. We began in a relatively simple way and all of a sudden we found ourselves moving to much more ambitious and sophisticated ideas than just the description of how to play an instrument.

Q: What about the turkeys you've had?
A: I never discuss those.

Q: You face the possibility of turkeys with almost anything you do, anywhere, any time, certainly when you get off the beaten path, and I was thinking that turkeys can be valuable experiences in themselves.
A: Well, they certainly have great cathartic benefits.

Q: There are some people who feel that there haven't been any turkeys on Omnibus.
A: I think those are the people who feel that you should experiment. It's not very hard to do an acceptable play every week.

Q: Let me bring up a question that has troubled me for some time. You purposely set out to go on an uncharted somewhat off-beat course as far as regular television is concerned and you've succeeded very well. Could you have done without something like the Ford Foundation, which has given you both financial backing and a free hand? Say, if you were in a station operation?
A: No, I don't think so.

Q: I was recalling what you said at the beginning of our talk, that you had noticed the conformity to the clock, the quarter, half-hour, hour thing, and were experimenting seeking out new avenues, new ways to use this fine, great medium. Could you guess at some of the effects of Omnibus on television?
A: I would hesitate to try and tell you what those effects might be, but I like to think that there have been lots of them. Nobody ever goes out and says, "Look how smart we are; we borrowed such an idea from Omnibus." Nor do we go out and say it. The main thing, I think, is that networks and advertisers are spending real money for interesting ideas. I don't mean necessarily things labeled educational. I find that it's very good for my youngsters to want to go out actively in sailboats and sail and race. Now, that's far better than having them sit at home reading comic books, much better even than having them sit at home listening to a Brahms symphony on a record. They're active and they're involved in something.

Q: You're asking for an active reaction to environment.
A: Exactly.

Q: Will shifting from the 5:6:30 p.m late afternoon time to 9:10:30 in the evening this fall make any difference in your approach to programming Omnibus?
A: Yes, it will. I think it will put a good deal more of a burden on us to see that everything on Omnibus is even more attractive.

Q: Prime subjects for prime time?
A: That's right. One thing that I would guard jealously is the basic integrity of the subject and I think that we can guard that and still make it sharper and more fun.

Q: Why was the change made?
A: Because we were anxious to go to evening time, especially Sunday evening time. Sunday is when we've always been on.

Q: Then, there was no problem with CBS, aside from the . . . ?
A: Aside from the fact that we thought we were good enough for the best time around, so we went and looked for it and found it.

Q: Let me sum something up here. You actually are now self-supporting?
A: No. In the four years time now that Omnibus has been on, we have been on the average of 80% self-supporting. Some years we've been completely so, and some years less than completely, but the average for those four years is apparently somewhat better in terms of self-support than that of large programs owned by the networks.
He forgot that "Scotch" is a brand name for tape!

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

MINNESOTA MINING AND MANUFACTURING COMPANY
ST. PAUL 6, MINNESOTA
### Comparative Network AM Showsheet

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*Note: The table includes a variety of shows and program times across the three networks (ABC, CBS, MBS, NBC). Each entry represents a show title or category.*
THE BRITISH WAY


TELEVISION's effectiveness as a selling medium has already been demonstrated beyond need of further proof in the United States. But, while it has sold and is selling goods there most successfully, it has by no means always been so successful in keeping public goodwill. There has been, indeed, continuing public resentment over the banality and crudity of approach of many commercials. Moreover, the padding of programme time with old westerns and third-rate wrestling bouts has done little to improve the temper of American audiences towards the commercial's ultimate pay-off.

Here, in the United Kingdom, we are of course operating differently. First, we have no sponsored programmes. Whatever the rights and wrongs of this much-debated arrangement, it means considerably more talent is being brought to bear on the commercial than was, initially at any rate, in America...

Secondly, British advertising has been able to learn a good deal from the mistakes made by American pioneers. There is a clear and universal realization that advertisers have a responsibility to the public over and above their responsibility to their shareholders to sell more goods. The typical British commercial has been designed to appeal to British taste in a decent and (as often as possible) an entertaining way. It incorporates what advertisers judge to be the better points of the American commercial, while doing its best to avoid the brashness and bounce that have caused so much irritation.

Thirdly, television advertising here has started against a background of considerable minority opposition and is competing with the BBC, whose programmes carry no commercials. There is, therefore, all the more need for the advertiser to make sure that he avoids giving offence. He has been, particularly in these early days of the medium, inclined to underplay his hand as far as hard selling is concerned, even though this means losing something of his impact, rather than overplay his hand and offend potential customers. He is doing his best—possibly too much—to pack his commercial with entertainment value, to make himself and his product liked, rather than relying on a simple and direct selling approach.

BIGGER THAN EVER

Daniel W. Kopt, executive vice president of WAYZ New Haven, Conn., speaking on "The Challenge to Radio" before the Atlantic Broadcasters Assoc. at Digby, Nova Scotia, Canada.

I FEEL strongly that the basic challenge to radio is the decision which each of us, as broadcasters, must make on our present and future. Radio potential, as one of the greatest media for service to the public and for advertising, is bigger today than ever before in our history. The sum total of our individual decisions will determine whether we are to maintain that potential and keep it a major medium. If we do not, it will be by our own default, not because of the tactics of any other medium. And the fact is, there are all too many broadcasters prepared to play a secondary role rather than the rightful one that is ours.

AS OTHERS SEE US

Bert C. Button, station manager of 2GB Sydney, Australia, writing in that country's Broadcasting and Television magazine on his return from a tour of the U.S.:

TOO many people, particularly agency executives, have come back from overseas trips talking nothing else but tv. They didn't comment on the fact that there is a swing back to radio in America, in fact that 1956 will be a record revenue year for U.S. radio.

No station should panic or think of restricting its operations or reducing staff. What will be wanted is initiative, enterprise and showmanship.

Radio and tv will undoubtedly have to work side by side in advertising campaigns, but radio can still show the advertiser it gives him the frequency he wants, the fluidity he wants at the cheapest cost per impact basis.

INCONSISTENT CONSUMER

Grey Adv., in the August edition of its monthly publication, "Grey Matter":

GOOD advertising should not depend on "brand loyalty." Good advertising must keep up with the times, reflect public attitudes and wants. Let's stop thinking of "loyalty." It smacks too much of "unshakable devotion." When we talk about loyalty we find ourselves with a consistency he doesn't possess. Let's realize the transitory nature of the consumer's allegiance.

PLAYBACK

Quotes worth repeating

THE COLISEUM TOWER

September 27, 1956

Page 90 • August 27, 1956

BROADCASTING • TELECASTING
ALLOCATION REQUESTS STILL COMING IN

Numerous filings already on hand at FCC increase. New proposals include channel shifts in Greenfield-Lowell, Mass., and Corpus Christi and Laredo, Tex.

COMMENTS, counter-comments, new requests and appeals from already finalized allocations hangs continued to flow into the FCC last week, as has been the case since the announcement of the Commission’s June 26 Report & Order on tv allocations [B.T. July 2, et seq.]

In filings last week the FCC was asked to reconsider its rule-making decisions in the following areas:

Fort Wayne-Huntington, Ind.—Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) requests that FCC action shifting ch. 21 from Huntington to Fort Wayne be modified to specify ch. 21 as Fort Wayne-Huntington. Sarkes Tarzian has applications pending with FCC for new tv’s at Roanoke, Ind. (ch. 21), and towling Green, Ky. (ch. 13).

Des Moines, Iowa—KIOA Des Moines (am utili) and now dark ch. 17 KGTW (TV) there ask reconsideration of FCC action denying a proposal filed by KGTW to shift Des Moines educational reservation from ch. 11 to uhf.

College Station, Tex.—Texas Agricultural & Technical College, College Station, and Joint Council on Educational tv request reconsideration of FCC action which changed College Station educational reservation from ch. 3 to 48.

The following comments were received on FCC rule-making proposals concerned with the respective areas:

Fresno, Calif.—Board of Supervisors, County of Fresno, opposes removal of ch. 12 from Fresno. The FCC has called for comments on a proposal to make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera.

This would give Fresno ch. *18, 24, 30, 47 and 53. KFRE-TV operates on ch. 12 there.

Peoria, Ill.—City of Pekin, Ill., asked FCC not to adopt any rule-making which would remove ch. 8 from Peoria.

Missoula and Kalispell, Mont., Sandpoint, Idaho—KGVO-TV Missoula (ch. 13) opposes proposal to add ch. 8 to Missoula, requests instead shifting Missoula educational reservation from ch. 11 to 21, making ch. 11 available for commercial use. KBTK Missoula (am station), which advanced the original proposal, supports FCC’s proposed rule-changing to add ch. 8 to Missoula, substitute ch. 23 for 9 at Sandpoint and substitute ch. 9 for 8 at Kalispell.

Fort Wayne-Angola, Ind.—Sarkes Tarzian Inc., files opposition to and WINT (TV) Waterloo, Ind. (ch. 15), reports in favor of proposal to assign ch. 15 to Fort Wayne, substituting ch. 77 for ch. 15 at Angola, Ind.

Elk City-Woodward, Okla.—Video Independent Theatres Inc. supports proposed rule-making which would add ch. 8 to Elk City, delete same from Woodward and add ch. 35 to latter city. Video Independent Theatres is licensee of KVIT (TV) Santa Fe, N. M., KSFS-TV Hot Springs, Ark., owns 12.5% of KWTV (TV) Oklahoma City, and is applicant for ch. 13 at Sioux Falls, S. D.

Coos Bay and Prineville, Ore., Yreka, Calif.—KOOS Inc. and Pacific tv Inc., both support proposal to add ch. 11 to Coos Bay, substituting ch. 19 for 11 at Yreka; both oppose other rule-making proposal to allocate ch. 11 to Prineville. KOOS Inc. and Pacific tv are former competing applicants for Coos Bay ch. 16. KOOS Inc. received initial decision when Pacific tv withdrew to await rule-making on its request to assign ch. 11 to Coos Bay.

Nacogdoches and Tyler, Tex., Lake Charles, La.—Lee Scarborough (KELS [FM] Nacogdoches) supports proposal to allocate ch. 19 to Nacogdoches. Louisiana Educational tv Commission opposes proposal in that it would involve changing Lake Charles educational reservation from ch. 19 to 66. Suggested rule-making also entails substituting ch. 61 for ch. 19 at Tyler.

Also received were comments on the following proposals, which because of conflict were made part of the same proceeding:

Shinglehouse and Meadville, Pa., Clymer, N. Y.—WGR-TV Buffalo, N. Y. (ch. 2), supports proposal to assign ch. 37 to Clymer and either ch. 26 or 30 to Shinglehouse.

Williamsport, Pa.—WLTYC Williamsport favors proposal to assign ch. 26 to that city.

Lancaster, York, Pa.—WBSA-TV York (ch. 43) supports proposed rulemaking which would add ch. 43 at York for ch. 21 at Lancaster. WNOW-TV York (ch. 49) asks adoption of its proposal to switch ch. 21 from Lancaster to York and ch. 49 from York to Lancaster.

New requests for allocations changes:

Greenfield-Lowell, Mass.—Move ch. 32 from

1/5 of U. S. Negro POPULATION
1/3 of U. S. Negro DOLLARS!

NOW

3 MILLION NEGROES WITH REAL MONEY
are in
NEW YORK
CHICAGO
NORFOLK

You Can Reach Them for as Little as
1¢ per thousand...

through the Rollins “Single Track” Plan

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Newark N. J.

WBEE
Horvey Ill.

WRAP
Norfolk Va.

ROLLINS BROADCASTING INC:

New York: 565 Fifth Ave., EL 5-1515
Chicago: 6205 S. Cottage Grove Ave., NO 7-1124

August 27, 1956 • Page 91
Communications

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION:

Miami, Fla., ch. 10: Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 8; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT:

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Bloom, Mass., ch. 12; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION:

Hatfield, Ind. (Owenboro, Ky.), ch. 8; Toledo, Ohio, ch. 11; Onondaga-Perrys, Mich., ch. 11.

IN HEARING:

Bemount-Port Arthur, Tex., ch. 4; Chabaclan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Pechut, Miss., ch. 7.

Lancaster, Sioux Falls

Video Permits Sought

APPLICATIONS seeking construction permits for new television stations were filed with the FCC last week by Video Independent Theatres Inc. for Sioux Falls, S. D., ch. 13, and by WLAM-AM-FM Lancaster, Pa., for Lancaster ch. 21.

Fulgham at 1923 called the action "most of all," the senator wrote. The people translator stations which exist to be permitted to transmit television programs, but there is no way of permitting them to do so as long as they do not have a license as long as their equipment does not cause interference.

Meanwhile, the Pateros-Brewster TV Assn. of Brewster, Wash., filed with the Commission a petition for a hearing on the examiner's initial decision recommending that the association be allowed to cease rebroadcasting signals of Spokane TV stations (BET, Aug. 6). Pateros-Brewster contended that since there are no means for licensing boosters under present FCC rules, a charge of non-compliance with the rules cannot prevail. The booster operator claimed no showing had been made, as it must, of interference to licensed radio stations or authorized services. The examiner's recommendation would be in effect "impose a punishment before an offense has been committed," the association said.

Request for 15th Station

In Denver Area Is Protested

PROPOSED addition of 15th radio facility in the Denver area last week drew a sharp protest from Mid-America Broadcasters, licensee of KOSI Aurora, Colo. In a letter to the FCC, Mid-America President David M. Segal asked the Commission to order a hearing on the application of Skyline Broadcasting Inc. for 1510 kc, 1 kw unlimited, in Littleton, Colo.

Mr. Segal said KOSI objected "not as an economic threat ... but an endeavor to take away the true purpose of broadcasting, which is to serve the public. We do not feel that a signal in a city the size of Denver can do any job as authorized." Littleton, Lakewood Aurora and Englewood TV stations located in the suburbs of Denver, Mr. Segal continued "For a city with a greater population of about 750,000, a total of 15 am stations is a "rather ridiculous amount of broadcast facilities."

TV Monopoly Hearings

To Open on Sept. 12

HOUSE Antitrust Subcommittee has schedule 10 days of hearings beginning Sept. 12 in New York in its investigation of alleged monopolies in television, a Subcommittee committee spokesman last week.

Kenneth Harkins, co-counsel, said the schedule calls for hearings these dates: Sept. 12-13; 17-21 and 24-26. He said no dates have been scheduled in October, the following month although one spokesman has indicated the sessions are likely to run into that month.

No witness list has yet been announced, but Rep. Emanuel Celler (D-N.Y.), chairman said the president of the television networks will be called to testify, plus representatives of tv, station, advertisers and film producers B. Brin of having received Subcommittee questionnaires, NARTB also is expected to be represented among witnesses are in the FCC, while already has testified twice before the House group during sessions in Washington before adjournment of the 84th Congress.

WKLO-Request Denied;
WTVW (TV) Gets Go-Ahead

WTVW (TV) Evansville, Ind. (ch. 7), Monday received FCC sanction to begin commercial operation the following day (Tuesday). In granting WTVW special temporary authority (STA) to go on the air, a Board of commissioners (T. A. M. Craven, acting chairman, and Richard A. MacK) denied a petition by ch. 21 WKLO-TV, Evansville, Ky. (no dark), asking that a hearing be ordered on WTVW's request (ch. 20).

WKLO-TV charged that WTVW had engaged in construction "totally different" from the authorized by its construction permit. WKLO TV also questioned WTVW's financial qualifications. The FCC found that WTVW's construction was "generally consistent" with it and that WKLO-TV had raised no substantial question regarding WTVW's financial ability to build the station under the STA.

NARTB Granted More Time
On Remote Control Proposal

NARTB Wednesday was granted 60 extra days to Oct. 21, to file reply comments in the FCC case covering proposed extension of remote control privileges to directional am stations those above 10 kc, fm and educational fr outlets. The request was made Aug. 20.

The International Brotherhood of Electric Workers, which has challenged some o NARTB's technical evidence, opposed the extension or urged that at least be limited to 20 days. The union asked that any NARTB filing be limited to a reply, rather than include new material which IBEW and other opponents of the petition would not be privileged to answer under rule-making procedure.
Strange request? Not so strange as it sounds. Almost every day you actually do pay taxes for other people. Whenever you pay your income tax, or buy anything that is federally taxed, you’re paying taxes for customers of federal government electric systems.

Your taxes go to build the federal plants that serve these people. Then, because customers of federal power systems don’t pay their share of taxes in their electric bills, you have to be taxed more to make up the difference.

This kind of tax inequality isn’t fair to you or any other taxpayer—and it isn’t necessary. The more than 400 independent electric companies are ready and willing to provide the additional electricity the nation needs without depending on tax money to build new power plants. America’s Independent Electric Light and Power Companies*.

*Names on request from this magazine
FTC Consents Order Settles Revlon Case

Revlon Products Corp. (cosmetics), New York, a heavy radio-television advertiser, has promised the Federal Trade Commission that it thereafter will grant proportionally equal advertising and promotion allowances and services to all its customers, the FTC said last week in announcing its approval of a consent order issued by FTC Hearing Examiner Robert L. Piper and agreed to by the cosmetics firm.

The agreement, for settlement purposes only, does not constitute an admission by Revlon that it has violated the law.

The FTC's complaint, initiated Feb. 20, had charged that Revlon favored some customers over others in granting advertising-promotional and other considerations for sale of Revlon products.

The FTC complaint specified Revlon violations of the Robinson-Patman Amendment to the Clayton Act in the Washington, D.C., area, but the FTC charged the practices also had been carried on by Revlon in many other American cities, including Baltimore, Cleveland, Chicago and San Francisco.

Among 118 customers in the Washington area, the complaint charged, Revlon gave special services, allowances or other considerations to 26 while discriminating against the other 92.

Allowances, the FTC charged, ranged from 3.3% to 22.5% of firms' net sales of Revlon products. In some instances the Revlon allowances were made not only on percentage of sales, but also varied from 69.4% to 100% of a customer's advertising costs for Revlon products, the Feb. 20 complaint said.

Because the consent order was reached, the FTC did not reveal the names of the customers that it had been prepared to prove received preferential allowances.

Consent Settlement Made In Cold Remedy Radio Ads

The Federal Trade Commission Friday adopted an FTC hearing examiner's consent order prohibiting radio advertising claims that "K & K" cold medicine cures colds, prevents pneumonia and otherwise serves as an effective treatment for respiratory ailments. The consent settlement does not constitute an admission by the parties charged that they have violated the law.

Charged with false claims "mostly over radio stations" in a May 8 complaint by the FTC were Clemmie L. Carmichael, trading as Dex Pharmacal Co., and Irving Z. Harris and Pauline B. Harris, partners trading as Veitex Co., United Chemical Co. and T-Fax Products Co., all of Birmingham, Ala.

FTC Orders Insurance Firm To Eliminate Ad Deception

A FEDERAL Trade Commission hearing examiner last week ordered the North American Accident Insurance Co., Chicago, to eliminate deception from its advertising of accident and health insurance. The contested advertising practices were used on radio, newspapers, circulars and through other media.

The examiner's order is not final and may be appealed, stayed on application for review by the five-man FTC. The company is one of 41 accident-health insurance firms charged with misleading advertising by the FTC in an industry-wide campaign against "deceiving the public by stressing maximum benefits in advertising without adequately disclosing the small print restrictions contained in the policies." The initial decision was ordered by Examining Frank Hier.

The FTC began investigation in the health accident insurance fields in December 1953. Five companies have agreed to FTC cease and desist orders and FTC orders have been issued in two contested cases, the latter now under appeal in federal courts.

Emerson Transistor Claims Cited by Trade Commission

EMERSON Radio & Phonograph Corp., Jersey City, N.J., was cited Friday by the Federal Trade Commission for advertising the certain of its radios are "transistorized" model: when according to the FTC, they are not. The FTC also labeled as false Emerson's advertising claims that these transistor radios contain vacuum tubes and are the smallest pocket radios made.

Emerson made the allegedly false claims in newspapers, magazines and other promotional media, the FTC complaint charged. Emerson has 30 days in which to answer. The FTC has scheduled an Oct. 31 hearing, to be held in New York City. Contacted by B&W Emerson spokesmen said they will make no statement on the FTC allegations until they have studied the complaint.

False Advertising Charged

DRAKE Laboratories Inc., Detroit, last week was charged with false advertising of its Persulan (hair and scalp preparation) in a complaint issued by the Federal Trade Commission. The FTC claimed that Drake Labs, on radio and in newspapers and magazines, falsely advertised that Persulan would prevent baldness overcome excessive hair loss and eliminate many of the ailments often associated with the scalp. The FTC ordered an Oct. 23 hearing on the complaint.

Broadcast Bureau Questions FCC Conditional tv Grants

LEGALITY of the FCC's conditional TV grant in New Orleans, La., Hartford, Conn., and Peoria and Springfield, III., has been questioned by the broadcast Bureau. Referring to a petition by Loyola U. which asked removal of a construction ban on its ch. 4 New Orleans grant, the Broadcast Bureau said that the Loyola petition "raises a question which merits very serious consideration by the Commission."

The FCC, in making the grants—New Orleans ch. 4 (WWL-TV), Hartford ch. 3 (WTCN-TV), Peoria ch. 8 (WIRL-TV) and Springfield ch. 2 (WMAY-TV)—forbade construction of the stations pending disposal of delintermixture proceedings in those four cities. All these grants were made following the FCC's now famous June 26 Report & Order on TV allocation (B&W, July 2).

The Broadcast Bureau maintained that all tv permittees should be treated equally, whether they received their grants before or subsequent to the delintermixture proposals, pointing out that the "change is merely proposed...not actual accomplished fact." The applicants (who received no-construction grants) were entitled to rely on the present tv allocation so that they could construct their stations subject to the risk of frequency reallocation by the FCC, the bureau stated. Pending rule-making proposals should not hold up final action on the grants the bureau told the FCC.
Michigan Medical School Installs Color TV System

IN what was reported to be the first installation of a compatible color TV system for medical instruction on the collegiate level, RCA Commercial Electronics Products Div., Camden, N. J., last week began to set up a color system at the U. of Michigan Medical School. Involving more than $180,000 worth of RCA equipment, the installation is scheduled to be completed by the spring semester.

The TV system will be located in the U. of Michigan hospital on the Ann Arbor campus for operation by both the medical school and the university's TV department and is being financed by a grant from the Herbert H. and Grace A. Dow Foundation.

It will consist of a five color camera for clinical demonstration use; a three-vidicon operating room color camera to be installed directly over the surgical table; a three-vidicon color film camera system to integrate film and slide projection; a single vidicon monochrome camera for x-ray closed circuit projection, and 10 RCA Victor 21-inch color TV receivers.

The U. of Michigan—among the first of the nation's schools to apply closed circuit TV to classroom techniques—has maintained an RCA closed circuit monochrome system with four studio cameras and kinescoping equipment.

Patrick Heads Educ. Drive

KENNETH G. PATRICK, manager of educational relations, General Electric Co., last week was named coordinator of the Advertising Council-sponsored "Aid-to-Education" campaign. The drive—designed to inform the public about the increased burden schools and colleges will have to bear as enrollment increases—will be conducted through N. W. Ayer & Son, the volunteer agency. Additional funds will come from the Council for Financial Aid to Education, a non-profit advisory organization dedicated to stimulating greater interest in education by the nation's business community.

WQED (TV) Campaign Set

WQED (TV) Pittsburgh, Pa., pioneer educational TV station, will seek $200,000 in operating funds in a campaign to be conducted in Allegheny County and the nine surrounding counties beginning Sept. 4. Edward J. Magee, management consultant, has been named general chairman of the campaign, which will continue through Oct. 1.

EDUCATION SHORTS

WKNO-TV Memphis, Tenn., educational station, announces its first live program for Sept. 3. Live schedule will increase in October.

Indiana U. Radio & Television Service, Bloomington, making available to stations of Indiana and neighboring states six recorded radio series making up 10th year's curriculum of "Indiana School of the Sky," supervised by Prof. George C. Johnson. Programs are planned for broadcast in conjunction with in-school listening.

WIBW-AM-TV Topeka, Kan., agricultural scholarship to Kansas State College awarded to James Allen Harrison of Topeka.

WQED (TV) Pittsburgh, education station, witching to high power on installation of new equipment purchased from RCA. Station will go from 25 kw to 130 kw effective radiated power.
FELLOWS HITS INFRINGEMENT MEDIA FAILING RELIGION

NARTB president protests an advisory policy statement of the National Council of the Churches of Christ in a letter to its executive director.

RADIO and TV broadcasters have been charged by inference with failing to do their part in advancing the cause of religion, according to NARTB President Harold E. Fellows, commenting on an advisory policy statement by the National Council of the Churches of Christ in the U.S.

Mr. Fellows accused the council of an unfair and unwarranted "accusation by implication," terming it a "rather misguided manner in which to advance the overall cause of religion in our nation." He said he had received three letters from broadcasters who protested the council's statement and its activities before the FCC. The council included Congressional committees in its statement.

Writing to Rev. S. Franklin Mack, council executive director in New York, Mr. Fellows said broadcasters are under no federal mandate to donate time to churches. He said the relationship is between the church and the broadcast facility, contending radio and TV "have done more to advance the cause of religion than any other medium, or media." Most of the time has been donated, he said, adding "nearly all broadcasting facilities provide free time for religious purposes, and quite generally. I am of the opinion that collectively they meet the challenge of the basic responsibility to operate in the public interest, convenience and necessity with great effectiveness and a keen and deep responsibility in the field of religion."

Mr. Fellows wrote that he had previously told Rev. Mack the policy statement and federal propaganda activities "would justifiably meet its protest from responsible broadcasters in our nation who, by virtue of their convictions, have made great contributions to the cause of religion through the free use of their facilities and through the establishment of special service charges, so that the Word of God might have been disseminated throughout our land."

He concluded, "In behalf of the broadcasters of America, I plead with you, and with the other executives of your great organization, to advance the fine understanding and the relationship which I am sure fundamentally exists between the broadcasters and you, and to think seriously before embarking upon further activities which by implication belittle and discount broadcasting's own acceptance of its responsibilities in the religious field and the fine record which broadcasters have made in disseminating religion to this great nation."

Free Plug Advertising Hit by Arkansas Broadcasters

DONATION of brand-name mentions on national radio-TV broadcasts is developing an army of "free plug artists and free-loaders who are parasites on the advertising industry and are making a farce out of legitimate sales efforts of networks, agencies and stations," in the opinion of Arkansas Broadcasters Assn.

"Great damage" is being done all media by such practices, ABA held Aug. 18 in a strongly worded resolution which was adopted unanimously. It cited the "wholesale practice" of giving brand name plugs in return for products or services other than those of the program sponsor. This actually deprives agencies, networks and stations of many potential sources of added revenue, ABA said, reducing the worth of the legitimate sponsor's message.

The advertising industry should take immediate steps to eliminate the free plugs, with agencies, networks and stations joining in a policing move to bring increased stature to radio and TV advertising, ABA said.
Here's a good way to start a good day!

NUTRITION authorities say that both adults and children miss many healthful benefits if they fail to eat a good breakfast.

Without breakfast, mid-morning fatigue sometimes occurs...along with irritability and difficulty in concentrating on work or studies. So a good breakfast is the best way to begin the day.

What is a good breakfast? It should supply 25 to 33 percent of the vital nutrients needed for the day. It should include fruit in some form; bread made from whole-grain or enriched flour; cereal or eggs, meat or fish; and milk either to drink or use on cereal or in a cooked dish.

A breakfast planned around these foods, in addition to other things you like, provides "pickup power." You need this energy after having fasted some 12 hours from the meal the night before until breakfast the following morning.

Moreover, every item on a wholesome breakfast menu supplies important nutrients. Citrus fruit or fruit juice helps fill your need for vitamin C. Whole-grain or enriched bread and cereals yield energy, B vitamins, iron and other minerals. Milk is important for both its calcium and its protein, and eggs and meat for their high-grade proteins, vitamins and minerals.

A breakfast that gives you these food elements may help you escape mid-morning fatigue...and helps you to avoid overeating at lunch or dinner. This is why overweight people need well-balanced breakfasts.

If you or members of your family seldom feel hungry for breakfast, you might get into a good breakfast habit if you try some of the following suggestions:

1. Start the day at least 15 minutes earlier. This will allow more time for every member of the family to eat unhurriedly without risking tardiness at school or lateness at the office.
2. Try to take a bit of light exercise before breakfast, preferably in the fresh air.
3. Vary breakfast menus as much as possible. New flavors, new ways of cooking and serving can make breakfast a looked-forward-to meal.

If the leisurely, well-balanced breakfast habit is followed, every member of your family may be helped to feel better, think more clearly and work more effectively.
IRE Fall Symposium Agenda Announced


Osceola Reed Jr., PGBTS chairman who is with the Washington consulting engineer firm of Jansky & Bailey, is head of the committee planning the meeting. He said that from 200-300 engineers are expected to attend, with headquarters in the Hotel Webster Hall.

Among the scheduled speakers are John T. Wilner, chief engineer of WBAL-TV Baltimore, who will discuss a method of preventing burn-in on image orthicon tubes; Ross Snyder of the AMPex Corp., will cover the latest in video tape recording development and techniques; Raymond L. Day of FCC will tell about the Commission's new mobile TV monitoring unit; W. L.Behrenf of RCA Labs, Princeton, N. J., will speak on "A" channeling of the Columbia and the potential of the Visibility of Co-Channel Interference by the Use of Picture Carrier Frequency Control.

Moderators of the four individual sessions will be Lewis Winner, editor of Television Engineering; A. Earl Cullum, Dallas consulting engineer; Rodney D. Chip, Allen B. DuMont Labs, and C. G. Nopper, chief engineer, WMAR-TV Baltimore. Dr. George H. Brown of RCA Labs will be toastmaster for the annual banquet Sept. 14.

Assisting Mr. Reed in planning the symposium are Dr. Brown, Raymond W. Rodgers and Theodore Kenney, both of KDKA-AM-PM Pittsburgh, and Lewis Winner, chief engineer, WMAR-TV Baltimore. Dr. George H. Brown of RCA Labs will be toastmaster for the annual banquet Sept. 14.

NARTB Names Host Directors For Eight Regional Meetings

HOST directors for the eight NARTB regional conferences have been announced by President Harold E. Fellows. Those directors will preside at luncheons and greet delegates at opening sessions of the two-day agendas built around discussion and workshop programs [B&T, Aug. 13].


23 New Subscribers Swell TVB's Membership to 221

ADDITION of 18 stations and five station representatives this summer has swelled Televisi- nion Bureau of Advertising's total membership to 221, Norman E. (Pete) Cash, TVB president, reported last week. The total is made up of 15 representatives, three networks and 201 stations.

Stations additions during the summer included: KATV (TV) Pine Bluff, Ark.; WDBO-
Sullivan Abandons Efforts For Appearance of Bergman

A BRIEF announcement issued by CBS Tuesday said that Ed Sullivan had been unable to work out arrangements for the appearance of actress Ingrid Bergman on his program and was abandoning any further effort to secure her services. Mr. Sullivan earlier had invited viewers to let him know what they thought of having the actress on his CBS-TV show [B+T, Aug. 31].

Another Broadway columnist and TV star (on NBC), Walter Winchell, reportedly now was considering Miss Bergman's placement on his program.

Meanwhile, Mr. Sullivan last week entered the Grace-New Haven (Conn.) community hospital to be treated for what the hospital reported was "some congestion in the lower right lobe of his lung." His condition, however, was described as not serious. The CBS-TV star had spent nearly two weeks at Griffith Hospital, Derby, Conn., recuperating from injuries received in a two-car, head-on collision on Aug. 6 [B+T, Aug. 13].

The doctor-enforced rest caused cancellation of plans for a special telecast Wednesday of a program starring Mr. Sullivan on WKRC-TV Cincinnati. The show was to have originated from an amusement park in Cincinnati and was to have coincided with the proclaiming of "Ed Sullivan Day" by the mayors of more than 50 communities in Ohio, Indiana and Kentucky. Station officials planned to schedule the variety show at a later date.

Mr. Sullivan is expected to return to his Sunday TV show Sept. 16.

NBC Reports 'Allen' Sales

HALF of the 14 Steve Allen Shows slated to be aired on NBC-TV, Sundays, 8-9 p.m. EDT between Sept. 16 and the end of this year have been sold out, George H. Frey, vice president in charge of sales, NBC-TV, reported last week.

New orders for the program included the Polaroid Corp., which through Doyle, Dane & Bernbach, New York, will sponsor one-third of five of the programs this fall, and Maybelline Co. through Gordon Best, one-third of two of the programs. Other advertisers on the show are Brown & Williamson Tobacco Co. (via Ted Bates) and Andrew Jergens Co. (through Robert W. Orr & Assoc.), both having renewed a one-third sponsorship through Sept. 19, 1957.

'Voiceless' Frankie Grants ABC-TV 'Equal Time' Request

A CASE of laryngitis failed to keep singer-actor Frank Sinatra from appearing Aug. 19 on not one, not two, but three TV networks as guest on three different shows—all in the interest of "equal time."

Learning that Mr. Sinatra was to be on NBC-TV's Steve Allen Show and CBS-TV's Ed Sullivan Show within the same hour, ABC-TV programming vice president rushed the following telegram to the crooner:

"The ABC television network respectfully requests equal time of your personal services this Sunday night because we have read in the papers that you are going to give time this Sunday night to both NBC and CBS Television Networks. . . . In the interest of fair play to all parties during these hectic Presidential convention days and nights, we urge you to grant us your equal time, in a period we have reserved for you as guest of Donald Woods, host of the ABC-TV Famous Film Festival between 8 and 9 p.m. . . ."

Mr. Sinatra replied in kind:

"Since now is the time for all good men to come to the aid of all parties, your request for me to grant equal time . . . is ok by me. You are to be complimented for acting swiftly in the interests of your millions of TV viewers. If they can't have all of me, of which there isn't much, they can at least have a part of me this Sunday night. I shall be pleased to be a guest of Donald Woods . . . between about 8:20 and 8:40 p.m."

Networks Appear Cold To Red China's Travel Offer

IT WAS APPARENT last week that the networks—at least NBC had so indicated—would go along with other principal U. S. news media in turning down invitations to visit Communist China. NBC had permitted a correspondent to go to Red China, but with the endorsement by President Eisenhower of the State Dept.'s imposed ban on travel to China, the network called James Robinson in Hong Kong that, in view of Mr. Eisenhower's statement, "the trip is disapproved."

One of CBS' newsmen also had been invited. CBS officials had no comment on the new development, however. An ABC spokesman said he did not believe his network was involved.

Two Stations Join CBS-TV

TWO additional affiliates were signed last week by CBS-TV, one of them taking the network far out into the Pacific archipelago. They are WARD-TV (ch. 56) Johnstown, Pa., which joined CBS-TV as a primary, interconnected affiliate; and KUAM-TV Agana, Guam, which joined the network under CBS' Extended Market Plan.

WARD-TV is owned and operated by Rivoli Realty Co., Johnstown, and KUAM-TV is owned by Radio Guam, Beverly Hills, Calif.

NETWORK PEOPLE

Joe Cates, producer-director of CBS-TV's The $64,000 Question and The $64,000 Challenge, resigned from Entertainment Productions Inc. (formerly Louis G. Cowan Inc.), to accept creative radio-TV position with NBC-TV.

Ralph Danies, salesman for KROW Oakland, Calif., to KNXT (TV) Los Angeles and Columbia Television Pacific Network as national executive.
L. A. SHOW SEES TECHNICAL ADVANCES

Western Electric Convention draws 30,000 industry men to see and hear 200 technical papers presented in 50 symposia; five deal directly with radio-television. New type cathode ray tube introduced and inventor Lee DeForest honored.

NEW technical advances were unveiled last week in Los Angeles and high tribute was paid to inventor Lee DeForest as an estimated 30,000 engineers and businessmen gathered for the annual Western Electronic Show and Convention. The show was sponsored by the West Coast Electronic Manufacturers Assn. and the San Francisco and Los Angeles sections of the Institute of Radio Engineers.

More than 200 technical papers were presented in some 50 symposia at the Ambassador Hotel during the Tuesday-Friday convention, but only five papers, dealing with broadcast transmission systems, were of direct interest to radio-television.

The greatest source of virtually unexploited energy is today from a major role in the official opening of more than 700 exhibits at the Pan-Pacific auditorium. Energy from the sun activated a solar battery which in turn operated a device to open the curtain to the show. At this event, officials of WESCON and civic leaders honored Dr. DeForest.

C. Frederick Wolcott, chairman of the board of WESCON, read a scroll citation Dr. DeForest for his "insesimble contributions in the founding of the science of electronics...more in this year of the 50th anniversary of his invention...through which has been made possible the development and growth of one of the most dynamic industries in our national history." John R. Gibson, acting mayor of Los Angeles, proclaimed "Electronics Week" in that city and cited the industry's contribution to the economy there. About one-third of the $15 billion total is produced in the Los Angeles area, WESCON said.

Dr. Lee DuBridge, president of the California Institute of Technology cited new vistas of science unfolding with the help of electronics. He said the new radio telescopes have discovered many sources of radio energy in space and one pair of colliding galaxies, "appears to be radiating as much radio energy as 100,000 billion, billion, billion ordinary radio stations."

Papers Presented

Papers on broadcast transmission systems included reports on the status on automation in radio and television operations by R. A. Isberg, Ampex Corp.; achievement of practical type speed for recording video signals by C. Paul Ginsberg, Ampex Corp.; application of modern techniques to the determination of service areas of TV station in both smooth and mountainous terrains by A. Earl Cullum, consulting engineer; extension of TV broadcasting to outlying areas through booster and satellite operations by Thomas P. Friedman, Ramo-Wooldridge Corp.; and complete handling and processing of color TV signals by remote control by John H. Roth, Philco Corp.

Among the new developments shown was a "radically new" type of cathode ray tube—combining most of the essential functions of a microwave receiving set—for TV or radar application.

The new "Wamoscope," designated tube type 6762, is about 20 inches long and has a five-inch fluorescent screen. Microwave signals, fed directly from the antenna into the tube, are amplified, detected and displayed on the screen, thus eliminating the need of many tubes and parts required by conventional receivers.

According to Sylvania's research director, Dr. Robert M. Bowie, the "Wamoscope's" development represents a "significant step in the simplification, increased reliability and versatility of many types of electronic equipment."

The tube was developed jointly by Sylvania and the Office of Naval Research at the manufacturer's labs in Bayside, N. Y. It derives its name from a contraction of "wave-modulated oscilloscope," its working label.

Power Transistor Shown

Also unveiled at the Los Angeles exhibition were a new, hermetically-sealed power transistor for auto radios and a "do-it-yourself" kit for making a transistorized portable radio. Seen for the first time in public, the Sylvania 2N242 transistor is said to be unusual in that it "represents the first economically practical use of transistors in the entertainment field, competitive with components replaced." It will make obsolete several now-standard parts of car radios and will, says Sylvania, "cut down the drain on car batteries."

The "do-it-yourself" kit consists of six transistors, a crystal diode and a 40-page manual listing instructions and applications. The kit will go on national sale Sept. 15.

A seven-point platform of "responsibilities" for the electronics industry was delivered by a major role Growth was offered by Dr. W. R. G. Baker, a vice president of General Electric and RETMA's president. Among the "musts" for the industry, Dr. Baker stressed the need for a thorough study of "whether rf service can be made reasonably comparable to the widely-used vhf service."

Other points made by Dr. Baker: New products ought not to be placed in the market until they are ready; responsibilities for research, development, production and delivery of military products should be fulfilled; "work unceasingly to provide a fair return on investment"; the electronics industry should take a genuine interest in "good pay, pleasant working conditions and steady jobs"; industry and community have "interrelated responsibilities," and an increasing technology can be aided via the field of education.

In his talk, Dr. Baker placed the electronics industry as the fourth largest in the country with 75% of its more than 1.7 million employees working on jobs that did not exist 10 years ago.

A suggestion that radio units be installed in traffic lights for use as a public address system as a method of directing people in emergencies and thus cutting down panic was offered the convention by Elmer W. Hassel, an engineer with General Electric's communications equipment section.

As described by Mr. Hassel, voice messages could be given to motorists and pedestrians through traffic light equipment. Amplifiers would be mounted in the same cabinets which contain intersection radio tone control units. The latter units actually control the signals and make it possible for all the signal lights within a city to flash certain color combinations at the same time.
Dr. DuMont Predicts Deintermixture Plan

ALLEN B. DuMONT, board chairman of Allen B. DuMont Labs, doubts that the FCC will go through with a move of all tv to the uhf band.

According to his speech prepared for delivery Friday night before the Texas Electronics Assn.'s annual banquet in Houston, Dr. DuMont predicted that vhf will be retained and the FCC "will finally come to a plan of deintermixture."

Dr. DuMont asserted:

"If all television is moved to uhf, there is going to be a percentage of people who will have no television. You can't escape the fact that a uhf signal can't be received in the shadows of hills and mountains or that uhf coverage can't be as great as vhf. People far removed from transmitters will not have reception."

He suggested that a deintermixture plan be adopted that would have vhf stations "only for areas that require such signals because of terrain or no available uhf coverage while uhf stations ... (would be the rule wherever such signals would give full area coverage)."

Reiterating a charge he has made before, Dr. DuMont declared that the Commission "choose a course completely disregarding the economic realities of life," and as a result "we have the present mess in which there are not enough competing stations in most areas—with resulting less choice of program selection by viewers."

He reminded that DuMont had proposed a plan before the FCC to have placed at least four uhf stations in most of the major markets of the country with uhf channels used for smaller communities.

At the same time, Dr. DuMont once again voiced doubt that the mass sale of color receivers—i.e., "sold to the public in mass quantities at a profit"—is around the corner. "Frankly, I think it is at least some years in the future," he continued.

"With present color circuits and tube costs, I don't know any manufacturer who can market a set for under $500 and get a reasonable profit margin."

Dr. DuMont thought the "ideal" color picture tube has not yet been developed and that the quality of a monochrome picture on a color set has been a problem. Noting the forecast by some industry leaders that a color breakthrough will be achieved this fall, Dr. DuMont commented: "I'm afraid I'm from Missouri and want to be shown."

Also covered in Dr. DuMont's address: Fore-

Service Business Big

THE tv service business is ringing up the cash register at an estimated rate of $1 billion per year (national bill for tv maintenance). And if you add the cost of antenna installations, radio maintenance and service on other electronic products, make it $2 billion overall. Come 1960, when about 59 million black-and-white receivers and about 7.3 million color tv sets are in use, the national bill for installations and maintenance will be $4,000 billion. The projectionist is William L. Parkinson, planning study manager of General Electric's appliance and tv receiver division. He was to speak last Saturday before the Texas Service men's Assn. in Houston.

388,914 Tv Sets Go To Dealers in June

SHIPMENTS of tv sets to dealers in June totaled 388,914 units, well above the 326,979 shipped in May but under the 407,087 of June 1955, according to Radio-Electronics-Tv Mfrs. Assn. Six-month shipments totaled 2,775,022 sets compared to 3,084,717 in the first half of 1955. Cumulative tv set shipments to dealers by states during the first half of 1956 follow:

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Audio 6-Month Sales 'High'

SALES and profits during the first six months of this year of Audio Devices Inc., New York, manufacturers of recording discs, magnetic tape and film, "were maintained at high 1955 levels," President William C. Speed reported last week. For the six months ended June 30, Audio Devices reported net sales of $1,818,181 of which $103,952 could be termed net income. Federal income taxes accounted for $95,500, on profits of $199,452 equaling 17 cents per share of capital stock. Accounting for the "strong sales showing," Mr. Speed noted, was an industry-wide 13% price reduction and the increased demand from the scientific industrial market for Audio's "EP" (Extra-Precision) tape.

Sylvania Promotes Three

NORMAN L. HARVEY, chief engineer, Sylvania Electric Products, Radio-Tv Div., Buffalo, N. Y., has been appointed tube operations manager at Sylvania's Electronics Div., Woburn, Mass.

Robert R. Thalner, former engineering manager of the Radio-Tv Div., succeeds Mr. Harvey as chief engineer. Mr. Thalner's post will be taken by Verlis H. Wiley, factory liaison engineering manager in Buffalo.

DuMont Labs Ships Equipment

SHIPMENT of a 5-kw transmitter and associate equipment to KDIIX-TV Dickinson, N. D. (ch. 2), scheduled to go on the air Oct. 1, and a 5-kw transmitter and tv studio equipment (including an image orthicon camera chain) to WYES (TV) New Orleans (ch. 8), an educational station not yet on the air, was announced Thursday by Allen B. Du Mont Labs.

"SHEENA QUEEN OF THE JUNGLE" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles—No. 1 show in its time period for months, audience share over 30% in this seven station market.

Tulsa—60.7% share of audience in competition with two popular westerns.

Memphis—First in time period, 45.9% share; 11.9 rating.

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
Oxford 7-5880

August 27, 1956 • Page 101
Bell Develops Picture Phone That Allows View of Caller

TELEPHONES with television may soon become commercially feasible. That was the word last week from Bell Telephone Labs as it announced the development of a "picture phone" that allows callers to see, as well as talk to, one another from as far apart as Los Angeles to New York.

The picture phone is basically a slow-scan TV system attached to a telephone that allows a caller's picture to be "dialed" by the flick of a finger. Devised by Bell's Winston E. Kock, Leonard H. Solomon, electronic division manager, Mitchell Mfg. Co., Chicago, appointed general manager of Golde Mfg. Co. (slide projectors, spotlights, projection accessories), Chicago.

William P. Bartley, member of General Electric Co.'s Electronics Lab Group involved with magnetic tape and drum recording as well as color TV, named manager of lab's communications sub-section.

W. C. McKnight, Setchell-Carlson Inc., St. Paul, Minn., television manufacturer, named advertising manager.

Gilbert S. McKean, formerly advertising and merchandising director, Columbia Records, N.Y., to Magnetics Corp. of America, N.Y., as marketing manager.


Otto Graham, retired from Cleveland Browns football team, has signed with Motorola Inc., Chicago, to participate in promotions during 1956 fall selling season.

MANUFACTURING SHORTS

Foto-Video Labs, Little Falls, N. J., has developed new testing unit, Model V-3B, for use in TV studio, microwave and transmitting equipment.

Allen B. DuMont Labs, Clifton, N. J., reports shipment of 50 kw amplifier to KLFY-TV Lafayette, La., and 50 kw transmitter, four image orthicon camera chains and multi-scanning equipment to WRVA-TV Richmond, Va.

RCA, Camden, N. J., announces shipment of six-section superturnstile antenna to WAGM-TV Presque Isle, Me., and eight-section antenna to KGW-TV Portland, Ore.

Ponder & Best Tele-Lens Div., Hollywood importer, announces Model 1 Tewe-Motivefinder for use with 16mm film. Focal length capacity of accessory, priced at $49.95, ranges from 11.5 to 75mm. Also described in P&B brochure is Model II available for 35mm film, at same price.

General Electric Co. has opened new microwave sales office in Kansas City and appointed Wayne E. Evans as its head. Mr. Evans formerly was with GE's communications equipment staff at Electronics Park, Syracuse.
Sylvania Television Awards Expands Tv Critics Panel

JUDGING for the 1956 Sylvania Television Awards will no longer be an intramural matter, according to a joint announcement made last week by Don G. Mitchell, chairman and president of the sponsoring Sylvania Electric Products Inc., and critic-author Deems Taylor, chairman of the awards committee.

Following last year’s experiment of throwing open nominations—on a limited basis—to a select group of newspaper TV critics, the committee has decided to expand the critics’ panel to 30 journalists, and to permit local stations to have a voice in the matter of who merits what award. Stations, said the awards committee, may make recommendations to their local TV critics, who, in turn, will make his quarterly recommendations to the board of judges.

AWARD SHORTS

Bob Cummings, CBS-TV, received honorary commission as colonel in Air National Guard for promoting public awareness of Guard.

Manie Sacks, staff vice president, RCA and NBC, given Humanitarian Award by Philadelphia Variety Club.

WSTC Stanford, Conn., commended by fire control officer for State Park & Forest Commission for cooperation in airing public service announcements warning of fire danger.

Jack V. Cook, account executive, WTAR-TV Norfolk, Va., and Mrs. Cook awarded weekend in New York by Norfolk Chamber of Commerce. Award goes annually to chamber's top contact representative.

Ruth Welles, retired women's commentator, WRCV Philadelphia, received awards from station and city of Philadelphia recognizing her 16 years’ service in broadcasting.

Harry Wiest, graduate student of Northwestern U., Evanston, Ill., won scholarship award of 15th annual NBC-Northwestern Summer Television Institute. Eighteen other students received certificates.

WTVJ (TV) Miami, Fla., received certificate of appreciation from area Marine Corps Reserve citing “wholehearted support.”

KHOL-TV Kearney, Neb., staff members who received honorary ratings from U. S. Marine Corps for services on weekly Armed Forces show: Station Manager Jack Gilbert promoted to honorary Technical Sergeant; Art Eckdahl, Jerry Granger, sports caster, and Bob Stolz, production assistant, received Booster First Class award certificates.

KOMA-KWTV (TV) Oklahoma City, given citation of appreciation for outstanding public service from Oklahoma City Veterans of Foreign Wars.

Rex Trailer, WBZ-TV Boston performer, received citation from Wilmington 4-H Mounties for inspiration and guidance to young people of New England.

John O'Hara, novelist and columnist for Collier’s magazine, named to George Foster Peabody Radio & Television Awards Board.

NBC show, Child Wanted, received Boys Club of America citation recognizing show's efforts to acquaint public with adoption procedure.

KTRK-TV Houston, Tex., named “A Partner for Life” by boys of Cal Farley's Boys Ranch, Amarillo, Tex.
Private Commercial TV
Goal of German Assn.

Four organizations, with money to back their stand, join forces in protest of government-owned stations' plans to place commercial segments in programming schedule.

WITH the object of making commercial television in Germany a private industry, a group of organizations met Aug. 8 in Munich and formed Studien-Gesellschaft fuer Funk-und Fernsehen-Werbung (Study Assn. for Radio & TV Advertising). At the present time, there are no privately-owned stations in Germany.

The association, with headquarters in Frankfurt, was formed to protest the plans of existing non-commercial, quasi-official, state-owned stations to place commercial segments in their broadcast schedules. Radio Bavaria, Munich, was the first organization to adopt the plan and will turn one segment commercial within a few weeks. Other government-owned stations plan to follow suit in the near future.

Members of the new group include Bundesverband der Deutschen Industrie (German industrial federation), Bundesverband Deutscher Zeitungs-Verleger (German newspaper publishers association), Markenverband (association of manufacturers comprising most of the country's national advertisers) and Verband Deutscher Werbungs-Mittler und Werbe-Agenturen (federation of German advertising agencies). The group is believed to have the money to back its plea for a private broadcasting industry and the influence government and Parliamentary levels to push its projects through legal barriers.

The first group that openly opposed putting commercial TV into the hands of existing quasi-official stations, the publishers association, is believed to be the big power behind the study association. It's no secret, also, that the German TV set manufacturers are strongly for a two-level TV system rather than combining commercial and non-commercial operations into the government system.

Experts in Germany believe that there is enough frequency room for both a state-operated and a private TV network, though existing stations deny this. It is expected that a future, privately-owned commercial network would use UHF frequencies. Best guess is that private broadcasting will be launched in two years.

French-Language Outlets
Plan Quebec Meeting

ANNUAL MEETING of the Assn. Canadienne de la Radio et de la Television de Langue Francaise (French-language radio and television broadcasters association) will be held at the Alpine Inn, Ste. Marguerite, Quebec, Sept. 10-12. A full agenda has been planned for all Canadian French-language broadcasters and advertising agencies. Phil Lalonde, CKAC Montreal, and Lionel Morin, CIMS Montreal, are in charge of arrangements.

Toronto School to Seek Educational UHF Station

APPLICATION is to be made soon by Ryerson Institute of Technology, Toronto, for the first Canadian educational TV station. Ryerson Institute is a vocational school in the Ontario government and trains most of the radio and television personnel for the Canadian industry. Ryerson Institute operates an FM educational station, primarily for training students, and plans to do the same for TV if its planned request for a UHF station is upheld.

No decision has been made yet as to what UHF channel Ryerson will ask for. The application will run up against Canadian government policy of allowing only one station in one city and, although the UHF application is for an educational non-commercial operation, the government has not intimated if it will change its policy of one-station monopoly for a non-commercial outlet.

Programming Talks Highlight
Atlantic Broadcasters Meet

PROGRAMMING from morning to night, on community stations, featured the agenda of the Atlantic Assn. of Broadcasters convention at Digby Pines, N. S., Aug. 22-24. In addition, a report was made of activities of the Canadian Assn. of Radio & Television Broadcasters by President Fred Lynds, CKWV-AM-TV Moncton, N. B., and Charles Fenton, CARTB sales director, reported on sales.

Chairman of the convention was Gerry Redmond, AAB president and manager of CHNS Halifax, N. S. Dan Kops, WAVZ New Haven, Conn., told how his station meets the challenge of three TV and four radio stations in the WAVZ area.

To Share Toronto Studio

ROBERT LAWRENCE Productions, New York, reported last week that its subsidiary in Canada, Robert Lawrence Productions Ltd., has made arrangements with Meridian Films Ltd. for both companies to operate from Meridian's newly-completed sound motion picture studio in Toronto. Robert Lawrence Productions, which specializes in TV commercial production, now has three centers—studios in New York and Toronto as well as animation facilities in Hollywood (via Grantray-Lawrence Animation Inc., an affiliate). Meridian's operations concentrate on industrial and theatrical motion pictures and thus will not conflict with those of the Lawrence organization.

INTERNATIONAL PEOPLE

Frank Griffiths, past governor of Canadian Tax Foundation, and member of advisory board of CTV Broadcast Assn. of Canada, to preside at CKNW New Westminster, B. C.

John Morris to sales manager of CKSL London, Ont.

Manuel Lopez Agredano, production manager, XEAV and XEDK Guadalajara, Mexico, spending 90 days at WKY-AM-TV Oklahoma City under International Educational Exchange Service for foreign specialists.

Mrs. Anna Dexter, 78, household and current events commentator of CHNS Halifax, N. S., for past 28 years, died at Halifax, Aug. 16.

INTERNATIONAL SHORT

Robin Hood Flour Mills Ltd., Montreal, names McCann-Erickson (Canada) Ltd., Montreal, for advertising.
LOCAL LEADERS SALUTE WOHS
LEADING citizens of Shelby, N. C., took to the air to speak for themselves and citizens in wishing WOHS a happy birthday Tuesday when the station achieved its tenth year. Twenty-odd senators, police chiefs, sheriffs, school officials, judges, newspaper editors and others came into WOHS to tape record greetings, some of which saluted the station's dedication of facilities "to the betterment of Shelby and Cleveland County," and wished well to "our public service station, WOHS Shelby."

KAKE TRIES SOLID GOODMAN
DETOURING the beaten path in radio programming KAKE Wichita, Kan., Aug. 10 programmed a Benny Goodman marathon that started at midnight Friday and lasted 25 hours, 43 minutes and 21 seconds, all recorded Goodman music with no repeats. Listeners, asked officials, when Broadcasting on early colonization period Fur Traders and CBC group in the series, reported to at the Chicago film productions being announces "do and plotting map Folded, distribution through Atlantic

...show caller BUCKLEY WALTERS, platter-spinner, tokens, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Time Time" program produced 5,638 replies!

ENTHUSIASTIC HUNT
TO PROMOTE its new "24 Hour Top 40" news format, WLCS Baton Rouge, La., held a $10,000 treasure hunt, with the winner eventually taking home $500. Clues were given hourly to help searchers find a hidden certificate, the value of which dropped to $500 following the 10th hour of the hunt. The station said the "thousands" looking for the money uprooted parking meters, overturned monuments and broke park benches.

Immediately after the treasure hunt ended, WLCS announced plans for a Cash-o-rama contest involving telephone, house and license numbers. Nine $10 and one $100 number will be announced each day, plus a $1,000 number weekly.

French, on an island near Montreal, to give as authentic background scenery as possible. The story, opening with Radisson's capture by Iroquois Indians when he was just 17 years old, is based on the explorer's original diary, Jacques Godin, 26-year-old Montreal actor, will play Radisson, and 30-year-old Rene Caron will play Des Groseilliers, Radisson's partner and brother-in-law. Pierre Gauvreau is CBC producer.

WFL-TV TO BRING STAR TO TOWN
WFL-TV Philadelphia has completed arrangements to bring Academy Award winner Victor McLaglen to town for the opening of the station's Movietime USA series. Although major film stars have promoted the opening of new films at neighborhood theatres as a standard practice, WFL-TV claims this is the first such appearance used to promote tv movies.

WEDO MARKS 10TH BIRTHDAY
ENTERING its second decade on the air, WEDO McKeesport, Pa., has launched a tenth anniversary trailer unit to promote its birthday locally and in nearby communities. The station started celebrating its anniversary month by giving away more than 30 radio sets to listeners and topped off the celebration with a three-hour trailer-based broadcast party in downtown McKeesport. Station talent, pretty girls and visiting celebrities entertained the crowds and passed out records, gifts and candy.

THE Toffenetti Restaurant and Hotel, St. Peters burg, Fla., has signed to sponsor two daily newscasts on WSUN that city. Completing final arrangements are (l to r) Doris L. Toffenetti Sr.; Neil Vanderpoel, WSUN sales representative; Alisha Faster, manager of the hotel and restaurant, and Fred P. Shaw, WSUN-AM-TV manager.

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local program- ming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peter, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

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KASI MAKES JAYCEES WORK

KASI Ames, Iowa, was glad to turn over facilities one day for a Junior Chamber of Commerce benefit. But the Jaycees had to “sing for their supper” by selling time, giving newscasts, running record shows and giving station breaks, with regular staff standing by for advice. At day’s end, the Jaycees took home KASI earnings for their charity fund.

WBKB (TV) ADDS NEW SHOW

WBKB (TV) Chicago has added the Teddy Phillips Show, with orchestra of same name, to its schedule. Addition of the show is another step in WBKB’s move toward live dance band programs, it was reported.

WET ORIGINATION FOR WING

No hot air station in summer months is WING Dayton, Ohio. This station sends its mid-morning disc jockey, Bud Baldwin to the Miamisburg, Ohio, municipal pool every day to do his show directly from a pool-side console. Mr. Baldwin presides beside the water appropriately dressed in swim togs in the shade of a beach umbrella. Five Miamisburg merchants sponsor the sport.

KLZ-TV COVERS FLOOD DAMAGE

Dragging cameras and remote equipment through mud and water, KLZ-TV Denver brought the story of floods in South Denver to viewers. Those in more fortunate, drier parts of town saw cleanup crews and residents as they cleared out six-inch deposits of mud and pictures of yard-high water marks inside homes as KLZ-TV documented million-dollar flood damage from heavy rains.

TIMELY QUESTION

“Was your antenna blown down last night?”

KWRT Boonville, Mo., carried a series of spots for a radio- tv repair shop asking that question the morning after a tornado struck the area. KWRT owner Bill Tedrick and his staffers had a ready answer for the query. The tornado had leveled the station’s tower and they had spent the night in a rainstorm making temporary repairs so that KWRT could sign on at its regular time the next morning.

RADIO DIAMOND’S BEST FRIEND

How radio turned out to be an 18-karat medium for Bernard Shipper, manager of Zale’s Credit Jewelers in Galveston, Tex., is told in a new brochure issued last week by Radio Advertising Bureau. Titled Radio Boosts Diamond Sales 59% for Zale’s-Galveston, the booklet tells how Mr. Shipper, unhappy with the results of his heavy newspaper advertising schedule, turned to radio. The result, says RAB, sales shot up within a six-month period, and Mr. Shipper’s branch was signaled out for no less than two sales incentive awards by Zale’s home office in Dallas.

MORE COLOR ON WRC-A-TV

STARTING Sept. 10, WRC-A-TV New York will increase its weekday colorcasting schedule to one hour and 40 minutes daily, five days a week. It is now colorcasting 55 minutes daily. The eight hours-plus of weekly colorcasting will represent approximately 65% of the station’s local programming.

REAFFIRMING confidence in radio, George F. Martin, sales manager of Worcester (Mass.) Gas & Light Co., signs a one-year contract to sponsor WTAG Worcester’s news-commentator Jim Little in a 10-minute show across-the-board. Involved in the purchase are (l to r): seated, Leonard D. Davis, of Leonard Davis Advertising Inc.; Mr. Martin; Bernard Morley, WTAG salesman; standing, Richard L. Gravel, WTAG’s local sales manager; Mr. Little, and WTAG Program Director A. J. Brissette.

CAGNEY DEBUT SET ON NBC-TV

FILM star James Cagney will make his live tv debut Sept. 10 on NBC-TV’s Robert Montgomery Presents, playing the role of a U. S. Army Sergeant in an as-yet-untilled drama by Robert Wallace. Mr. Montgomery reportedly had been trying to interest Mr. Cagney in doing a tv play for some time, but the star held off until he could find a suitable role.

REYNOLDS PICKS NEW COMEDY


NBC-TV TO FOREST HILLS AGAIN

NBC-TV will telecast the 1956 men’s semifinals and women’s as well as men’s finals in the Forest Hills, N. Y., national singles tennis Championship for the fifth consecutive year, Sept. 8-9, starting at 2 p.m. EDT on both days.

WABC-TV PROGRAMS BLOCK

ABC Radio d.j. Martin Block whose Make Believe Ballroom is in its 22nd year, will add tv on Sept. 7, when WABC-TV New York launches The Martin Block Show. Mr. Block, who continues on his ABC Radio, Monday-Friday 2:30-4 p.m. program, will be seen weekdays, 11:30 noon EDT.

KYA CAMPAIGNS AT GOP MEET

UNDER banners urging “Vanderhoof for Veep,” “Vanderhoof will Murder Herter,” “Vanderhoof’s Passin’ Stassen,” KYA San Francisco staged rallies in the Mark Hopkins, Fairmont and St. Francis Hotels last week in behalf of its disc jockey, Bruce Vanderhoof. A cable car parade brought KYA campaigners into rooms fogged by GOP Convention smoke. Riding the bandwagon, along with musicians and candidates, were 10 bashing-suited beauties who, Mr. Vanderhoof promised, would make up his cabinet. The candidate distributed copies of his political record in 45 and 78 rpm sizes.

LUX SHOW CONVERTS TO COLOR

Effective with last week’s show all programs of the weekly Lux Video Theatre Thursdays on NBC-TV are being telecast in color. Negotiations between the show’s Executive Producer Stanley Quinn and NBC for the color changeover were completed last week. The Lux “summer preview” series is slated to end with the Sept. 6 show, and the fall series will begin the following week.

WTTV (TV) PLANS FAIR COVERAGE

WTTV (TV) Bloomington, Ind., will devote 35 hours of airtime to the Indiana State Fair during Fair Week, Aug. 29-Sept. 7, with half of the total hours originating from tents and exhibits at the fairgrounds. Programs from seven fairground locations will feature WTTV Fair Service Director Bill Anderson, officials, event winners, and special guests. Men at the Fair a special feature program, will interview fairgoers from various states. An additional 15-man crew will cover key points and a film unit will record highlights of various events for use on evening shows.
RUSSIA REPORT BEING READIED
TED HALLOCK, former program and special events director of KPOJ Portland, Ore., now director of public affairs for J. Henry Helser & Co., west coast investment management firm, is temporarily back in the broadcast harness. He is winding up a six-month stay in Russia filming and recording a report on Russia Today for a broadcast series to be heard on KPOJ and other stations beginning in October and documentary film for showing on KPTV (TV) Portland and others. Mr. Hallock’s 1952 foreign report, London Calling, won a citation from Ohio State U. and the English-Speaking Union. Helser will sponsor the KPOJ series through House & Leland Adv., Portland.

WOHO GOES ALONG ON SWIM
NOT content to cover a long-distance swim from the shore, WOHO Toledo, Ohio, got into the water beside Harry Briggs when he tried to become first to swim the 33 miles between Pelee Point, Ont., and Cedar Point, Ohio, on Lake Erie. Using a ship-to-shore transmitter to contact the Marine Radio-Telephone Station at Lorain, Ohio, WOHO Sports Director Dave Martin boated a yard and broadcast direct hourly reports of the swimmer’s progress until the second story lawsuit forced him to give up after 13 hours and 42 minutes. He was interviewed on the air before and after the venture.

MCA-TV DEPLOYS EMPLOYEES
DO a sponsor’s employees watch the boss’ TV shows? MCA-TV’s Film Syndication Div. is convinced they do, and last week, set out to capitalize on this type of interest. As a "hooch" to sponsors of MCA-TV’s Rosemary Clooney Show, the firm has dispatched a special "house-warming kit" containing, among other things, sample invitations to special employees’ "smack previews" of the series, posters and other bulletin board material; suggestions for Rosemary Clooney company parties and other visual aids designed to make press-agents out of each employee. Confident that this "kit" will meet with enthusiastic response, MCA-TV plans to launch similar kits for its other film properties.

WTM STVENGAL ACT
IT TOOK the work of a hypnotist to produce the "forgotten" combination to a locked safe once belonging to WTTM Trenton, N. J., and the result was one of the biggest promotions in the history of the radio station.

When the station recently moved into a new studio, it sold all of its old office furniture, including a safe which was bought by the New Hope Gazette, a weekly newspaper in Bucks County, Pa. Upon delivery to the newspaper office, it was discovered that the safe was locked. To make matters worse, a call by the editor to WTTM got the response that "our book-keeper has forgotten the combination."

A professional hypnotist was called in, and as a feature of WTTM’s Tom Durand Show, succeeded in obtaining the safe’s combination from bookkeeper Shirley Weirs.

Four local newspapers plus the UP and AP wire services were on hand to cover the event, and the following day Dave Garway interviewed the hypnotist on his NBC-TV Today program.

WARREN C. COUGHLIN (r), vice president and national sales manager of the Muzak Corp., throws the switch at WCAU Philadelphia that begins the transmission of Magnetic Muzak background music. Looking on is Edward J. Meehan Jr., general manager of the Magnetic Muzak Div. of WCAU, which early this month became the regional franchiser for the music service in Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

WHEN-TV BRINGS IN BLAZE
TELEVISION gave radio a run for its money in immediacy and mobility two weeks ago as WHEN-TV Syracuse aired a live telecast of a three-alarm blaze within seven minutes of the first alarm. The fire, which broke out in a lumberyard nearby WHEN-TV’s studio Aug. 14, was telecast direct from the roof of the studio building by a 20’’ telescopic lens as an unexpected “extra” during WHEN-TV’s regular 6:30 p.m. Shell Oil Newscast. In addition, the station’s news cameraman, Bob Kimman, was sent to the scene of the blaze where he filmed the disaster. The filmed report later was used to supplement WHEN-TV’s live coverage of the fire.

WKNB-TV MARKS FLOOD DATE
THE first anniversary of the disastrous New England flood of Aug. 19, 1955, that cost the area a quarter-billion-dollar loss in addition to lives, was marked last week by WKNB-TV New Britain, Conn., in an hour-long film documentary. Flood sequences taken by the station’s news staff and the U. S. Army Signal Corp at the time of the disaster were shown.

AUGUST
Aug. 28-30: Georgia Assn. of Broadcasters, annual meeting, King & Prince Hotel, St. Simon’s Island, Ga.
Aug. 31-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park, Montana.

SEPTEMBER
Sept. 6: Massachusetts United Press Radio-TV Assn. Awards committee meeting, Parker House, Boston.
Sept. 7-8: RAB midwestern managers’ conference, French Lick, Ind.
Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.
Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

OCTOBER
Oct. 2: Wisconsin Broadcasters Assn., meeting, Hotel Plankinton, Milwaukee.
Oct. 4-5: Central Region AAAA Meeting, Hotel Elizabethan, Chicago.
Oct. 5: Ohio Assn. of Radio-TV Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.
Oct. 7-8: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.
Oct. 8-10: SMPTE semi-annual convention, Los Angeles.
Oct. 15-17: Kalamazoo Assn. of Broadcasters annual meeting, Hotel Kalamazoo, Kalamazoo, Mich.
Oct. 15-17: Radio-Electronics-TV Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17-18: Central Canadian Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

NOVEMBER
Nov. 12-13: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.
Nov. 15: Arizona Broadcasters Assn., annual meeting, Hotel Roosevelt, Phoenix.
Nov. 16-17: Oregon State Broadcasters Assn., Salem.

NARTB CONFERENCES
Region 7 (Mountain States)....Sept. Salt Lake City.
Region 9 (Kan., Okla., Tex.)....Sept. Hotel Blackstone.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)....Sept. Ridgedale Hotel.

NORTH CAROLINA
178 North W. 5 Avenue, Greenville, N. C.

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FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
August 16 through August 22

Includes data on new stations, changes in existing stations, ownership changes, hearing
cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit, DA—directional anten
tenna, ERP—effective radiated power, vhf—
very high frequency, uhf—ultra high frequency,
ant—aerial, aur—aural, vis.—visual, kw kilo-
ways, mc—megacycles, d.—day, n.—

Am-Fm Summary through August 16

<table>
<thead>
<tr>
<th>Call</th>
<th>Licensed Cps</th>
<th>Pending</th>
<th>Ear.</th>
<th>Cps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,883</td>
<td>3,031</td>
<td>169</td>
<td>286</td>
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<tr>
<td>Fm</td>
<td>321</td>
<td>546</td>
<td>33</td>
<td>10</td>
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FCC Commercial Station Authorizations
As of July 31, 1956

<table>
<thead>
<tr>
<th>Call</th>
<th>Fm</th>
<th>Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fm</td>
<td>2,877</td>
<td>225</td>
</tr>
<tr>
<td>Cps on air</td>
<td>45</td>
<td>11</td>
</tr>
<tr>
<td>Cps off air</td>
<td>113</td>
<td>116</td>
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<tr>
<td>Total authorized</td>
<td>3,041</td>
<td>549</td>
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<tr>
<td>Applications in hearing</td>
<td>182</td>
<td>128</td>
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<tr>
<td>New station requests</td>
<td>283</td>
<td>72</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>113</td>
<td>32</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>143</td>
<td>42</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>314</td>
<td>68</td>
</tr>
<tr>
<td>Licenses deleted in July</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Cps deleted in July</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Based on official FCC monthly reports. These are not always exactly current since the FCC
must await formal notification of stations going on the air, causing operation of nonofficial li-
censes or grants, etc. These figures do not include noncommercial, educational fm and tv stations.
For current status of am and fm stations see "Am and Fm Summary," above, and for tv sta-
tions see "Tv Summary," next column.

Tv Summary through August 16

<table>
<thead>
<tr>
<th>Call</th>
<th>Total Operating Stations in U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vhf</td>
<td>Uhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>363</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>17</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:

Am Fm and Fm and Tv stations. For
further details and special authorizations, SBA—special service authorization,
STA—special temporary authorization.

Florida Independent

$75,000.00

A profitable coastal independent covering one of the great growth markets of Florida. Due to favorable circumstances this property can be financed with $21,000 down and the balance over 5 years at 5% interest.

Negotiations • Financing • Appraisals
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Washington Hig.
Jackson 2-1078
Sterling 5-8411

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CHICAGO
Ray V. Hamilton
912-B

SAN FRANCISCO
William T. Shubelfield
521-6191

TEXAS

111 Sutter St.

SANTA BARBARA

1234 E. Thompson Blvd.

Eastbrook 2-6712

BROADCASTING • TELECASTING

Page 108 • August 27, 1956
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JANSKY & BAILEY INC.
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1725 Da Sales St., N.W., GE 9-5411
Offices and Laboratories
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
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Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Natch, N. J.
Member AFCCE

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501-514 Munsey Bldg. Sterling 3-6111
Washington 4, D. C.
Member AFCCE

INTERNATIONAL BLDG., DL 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5503
KANSAS CITY, MO.
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Pennsylvania Engineering Repub 7-1254
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GAUTNEY & JONES
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1055 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8315
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1236 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
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RUSSELL P. MAY
711 14th St., N. W.
Sheraton Bldg.
Washington 6, D. C.
Republic 7-9984
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Consulting Radio & Television Engineers
Washington 6, D. C.
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PAGE, CREUTZ,
STEEL & WALDSCHMITT, INC.
Communications Bldg.
719 16th St., N. W.
Executive 2-8370
Washington 6, D. C.
205 White Henry Stuart Bldg.
Metropolitan 3300, Seattle 1, Washington
Member AFCCE

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1902 18th St., N. W.
Hudson 5-9000
WASHINGTON 6, D. C.
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A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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JUSTIN 6106
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Crestview 4-8721
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WASHINGTON 14, D. C.
Oliver 2-8520

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AM-TV BROADCAST ALLOCATION
II C & FIELD ENGINEERING
1 Riverside Rd.—Riverside 7-2153
Riverside, Ill.
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4900 Euclid Avenue
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J. G. ROUNTREE, JR.
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Gateway 1-0524
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AM-FM-TV
Allocations — Applications
Petitions — Licensing Field Service

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P. O. Box 7027 Kansas City, Mo.
Phone Jackson 3-2302

COMMERCIAL RADIO MONITORING COMPANY
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Phone Jackson 3-2302

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Hilland 4-7010
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VANDIVERE,
Cohen & Wearn
Consulting Electronic Engineers
412 Evans Bldg.
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

WILLIAM E. BENNIS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., B. C
Phone Emerson 2-8071
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SPOT YOUR FIRM’S NAME HERE.
To Be Seen by 77,440* Broadcasters
—among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for om, fm, tv and facsimile facilities.
* 1956 ARB Continuing Readership Study

A. E. TOWNE ASSOCs., INC.
TELEVISION AND RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 3-5100

November 27, 1956 • Page 109
HELP WANTED—(Cont'd)

**Salesmen**

Davenport's music and news daytime station needs another top salesman to develop the easiest growing local station in the nation's 8th market. Your first application must have picture, references. Your sales record in radio, and other qualifications. We are ready for quick action, write today to Letter L. Gould, Manager, KFMY Broadcasting Company, Box 497, 416 Perry Street, Davenport, Iowa.

Immediate opening for optimistic, hustling salesman. Real opportunity, independent daytimer exclusive in small city. Good trade area, Active accounts, good prospects. Submit complete Information to Manager, KOFO, Ottawa, Kansas.


Opportunity knocks for a young aggressive salesman, $150.00 per week plus commission. Bob McKay, WAKR, Columbus, Tennessee.

Progressive radio-AM operation accepting applications for salesmen. Full details and picture with first letter. Sam Phillips, WARK-CHS, Hagerstown, Maryland.

An experienced salesman who will assume the position of commercial manager in six months. In a 5000-watt station, top-rated in a New England market at $150.00 per week. Starting guarantees of $125.00 weekly against 15% commissions. Good house accounts assigned immediately. Two years successful experience will make commercial manager to participate in major promotions. Send complete background, references and picture to Box 332, Worcester, Massachusetts.

**Announcers**

"Hillbilly disc jockey," a great independent, will hire highly reliable person with good audience and selling record. Box 390A, B.T.

**Help Wanted**

**Manager**

Cheeks and money orders only. Payable in advance.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted $20 per word—$1.00 minimum • Help Wanted 25¢ per word—$1.00 minimum • Help Wanted 25¢ per word—$1.00 minimum No charge for blind box number. Send box replies to BROADCASTING  TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

**Applications:** If transcriptions or bulk packages submitted, 15¢ charge per word for each separate page. All transmissions photo, etc., sent to box numbers are sent at owner's risk. BROADCASTING  TELECASTING expressly repudiates any liability or responsibility for their custody or return.

**RADIO**

**Help Wanted—(Cont'd)**

**Salesman**

Little Rock, Arkansas—KOBY—New all negro programmed station staffing—need 2 experienced white men for executive positions—program director, assistant manager and sales manager. Accepting applications through September 15. Write today to Manager, KOBY, Little Rock, Arkansas.

Indianola, Miss. WNLA needs manager-salesman immediately. Only station in city of 6000. Salary and overhead to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

Wanted: Ambitious sales manager for WWOC, Manitowoc, Wisconsin. Immediately. Write, wire or phone.

**Salesmen**

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa. area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B.T.

Self-starting salesman for California coast local. Draw against commission. Potential earnings $9.00 to $15.00 per month. Send resume, experience, references. Box 626A, B.T.

For a good experienced solid salesman, we offer high earnings and advancement on a good solid basis. Box 639A, B.T.

**DO YOU HAVE ALL THREE?**

1. **Character**
   If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

2. **Ability**

3. **Experience**
   The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nationwide contacts, exclusively dedicated to the broadcast industry.

   We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

333 Trans-Lux Bldg., 724 Fourteenth St., N. W., Washington 5, D. C.

**RADIO**

**Help Wanted—(Cont'd)**

Announcers

Country-western DJ for one of the nation's hottest medium-sized market radio stations. Must have record to handle weekend and Sunday work. Must be able to handle announcer interview work and be able to handle mail pull copy. Starting salary over $1000. Send resume to Manager, KOAM, Pampa, Texas.

Immediate opening in central Florida station for experienced, versatile disc jockey. Must be educational back and showmanship. Salary plus talent. Paid vacation. Send tape audition and full particulars. Send full details to Box 395A, B.T.

Wanted by NBC outlet northeastern Pennsylvania. A top-notch metropolitan disc jockey who knows the business and has real self-sell ability. Send tape and pertinent information to Box 659A, B.T.

Wanted a combo man. Must have announcing ability and 1st phone. New music and sports station. This station is 80 miles from the coast. $125. Salary. Box 612A, B.T.

Wanted—Ogil DJ with sparkle and pep, bright and perky. Must be able to handle all commercial, clean, clever quips, novel record intro by station. Your resume and letter. Baltimore, Maryland.

Top pay for two top announcers with lst class experience and good solid records. Send picture to run DJ show. No engineering or maintenance, local entertainment. Box 155A, B.T. Hagerstown, Maryland.

Immediate opening for good experienced personality disc jockey in the capital city of Nebraska, location exclusive to station. No experience necessary, send picture and letter to Bob Roberts, Owner, KJAY, Topeka, Kansas.

Combination sportscaster-disc jockey for W9C. Local network affiliate. All major sports plus some local picture. Open for man with equal calibre. Send full particulars, including market, experience and references to Box 155A, B.T.


Two top-notch combo men being transferred into our TV. Need men of equal caliber to replace them immediately. Must know comprehensive TV. Send tape and resume to Ed Mostey, KREM, Spokane, Washington.

**Announcers**

**Help Wanted**

**Manager**

Sales manager—strong on sales. Major independent, Baltimore, has real financial opportunity to offer right man. Please write fully and availability. Box 631A, B.T.

Commercial manager, strong on local sales, train and assist other salesmen. Competitive market experience. Salary, commission, override. Can invest. Send resume and photo. Box 643A, B.T.

Little Rock, Arkansas—KOBY—New all negro programmed station staffing—need 2 experienced white men for executive positions—program director, assistant manager and sales manager. Accepting applications through September 15. If you like money and want to move up with rapidly expanding organization send complete resume and photograph first letter or application not considered. John McConnell, Box 1956, Little Rock, Arkansas.

Indianola, Miss. WNLA needs manager-salesman immediately. Only station in city of 6000. Salary and overhead to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

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**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

333 Trans-Lux Bldg., 724 Fourteenth St., N. W., Washington 5, D. C.
**Help Wanted (Cont'd)**

**Announcers**

Wanted immediately, experienced morning music man, ability to work with music library, programming. Fast growing industrial-university community. Salary open. Reply WGAU, Athens, Georgia.

Growing in ratings and revenue. We need the right man to grow with us ... strong announcer-DJ who can sell and be sold ... knows all kinds of music and can program it with variety and taste for afternoon audience. No rock and roll. Solid background, mature style, pleasing personality ... even writing first letter ... interview later. News, commercials, DJ on 715-15 minute tape. $4,000 plus. Mai Morse, WICH, Norwich, Connecticut.

Experienced, top-notch, DJ-newsman. Top salary for small market. Must be ready to go immediately. Call MCT, WICY, Malone, New York.


Announcer with minimum of one year commercial experience. Will not consider recent graduates for AFIS programs. Desire mature voice and judgement for staff work which can lead to position of executive responsibility. Company operates several stations. All applicants must have car. Play-by-play sports experience an advantage. Reply for phone expense to Manager, WLDS, Lansing, Pa.

Immediate opening: Fulltime announcer wanted by central Pennsylvania university town station. Write, call, or write Station Manager, WMJAJ, State College, Pennsylvania.

Opportunity for experienced announcer who does all around excellent job with DJ, commercial, news. Winning personality, selling voice to build shows. Send tape, resume to WMDK, Mt. Vernon, Illinois.

**Help Wanted (Cont'd)**

**Announcers**

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintaining 150 watt station. Lovely, fast growing town, famous South Florida ocean beaches. $655 week to start. WSTU, Stuart, Florida.

Southeastern regional needs competent engineer-announcer. Please localy in up-and-coming area. Excellent opportunity for young man. Good chance for freedom of operation and development. Send resume giving experience and desired salary. Box 517A, B-T.

Chief engineer, with accent on maintenance and preferably with some announcing experience, for a remote operated 250 watt independent in major southeast market. Excellent opportunity for right man. Please furnish references. Box 519A, B-T.

Help wanted: Immediate opening transmitter-engineer-gate first ticket. In Wisconsin’s vacationland. Box 567A, B-T.

Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $50.00 to $150.00 per week. Radio and television jobs available immediately. Experience not required. Write Box 520A, B-T.

Top engineer wanted. Thoroughly experienced chief engineer for remote controlled station. A chance for freedom of operation and good salary in return for 100% efficient engineering operation. Prefer located on west coast. Apply only if you’re sure you can handle everything between the mike and studio and enjoy everything connected with radio and engineering. Complete details to Box 560A, B-T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very good equipment, and excellent employee relationship. Salary increased with experience. Apply Box 561A, B-T.

Wanted—first class engineer who can serve as disc jockey. Send picture and state experience. Box 563A, B-T.

Chief engineer-announcer, southern California indie. Excellent market, fine opportunity and wage set-up. Contact Fred D’Angelo, KCBS, San Bernardino, California.

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOG, Nogales, Arizona, immediately.

**Help Wanted (Cont'd)**

**Technical**

Combination man with first class ticket. Should be able to do mike work. Good opportunity with new station. Contact R. Thomas Gibson, KZEE, Weatherford, Texas.

Engineer, announcer 250 watt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary commensurate with ability. Write Manager, WDLC, Point Jervis, New York.

Man with first license, some announcing, transmitter and studio maintenance. Car. Will consider straight operator. Salary open and will depend on ability and experience. A good opportunity for family man to settle permanently in a growing community of 15,000 in the northern Shenandoah Valley. Contact Station Manager, WEPN, Martinsburg, West Virginia.

1st class engineer wanted—possibility of becoming chief of day and night station. Contact Chief of WGSN, Huntington, Long Island.

**RADIO-TELEVISION ARE OUR BUSINESS**

Right now we have several outstanding broadcasting people available for employment. If you have a Radio or TV personnel need contact ...
RADIO

Help Wanted—(Cont’d)

Technical

WINR, Binghamton, N. Y.: needs man with first
class radiotelephone license. Write WINR, 50
Exchange Street, Binghamton, N. Y. Phone 4-5831.

First class engineer to maintain 500 watt direc-
tional. Beneman, WHSE. Sheboygan, Wiscon.

WTOW, 5kw directional. Savannah, Georgia, needs
first class engineer. Send complete qualifications,
references and photograph to Chief Engineer.

1st phone engineer. Chance for advancement.
Send full details to Dan Williams, WVOT, Wilson,
North Carolina.

WANTED: Engineer-announcer combination around
September 1st. Pleasant working conditions, top
pay for right man. Call Ed Wilson, Orange Va.

Programming-Production, Others

Program director. Top-rated news and music
station in large Ohio city. Solid background in
pop music and news, with ability to supervise
personnel essential. Exceptional opportunity.
Unless you have proven record as assistant pro-
gram director or program director in big-time,
independent operation, do not apply. Confiden-
tial. Box 57A, B-T.

Sales promotion manager. Fine opportunity open
for young man able to type and draw with good
ideas for radio promotion. Write Box 58A, B-T.

Newman-experienced desirable. Emphasis on
delivery. Morning shift after break-in. WHHI,
Warren, Ohio.

Situations Wanted

Managerial

I'm no magician but—if you have the facilities
and a market, I can make your station pay off.
Top ratings in 90 days. Over 20 years operating
experience. Presently gainfully employed but
seek a market half million or more. Moderate
salary plus percentage of gain. Write Box 50A, B-T.

Manager: Investigate before you invest! Fac-
tual outline, administrative and personal sales
record; bona fide details and figures; top accred-
ted industry reputation; substantial local/nation-
sal sales know-how. Business getting ability.
On your desk—at your request! Nothing to lose.
Confidential. Box 518A, B-T.

Successful manager wants Alabama, Georgia or
northeast Florida. Excellent salesman, adminis-
trator and 1st class engineer. Box 59A, B-T.

Manager—long experience in radio management
seeking connection as station manager. Know
and prefer southern market. Strong salesman-
ship, showmanship. Plenty know-how, energy,
gets things done. Excellent character and refer-
ces. Box 58A, B-T.

Manager with outstanding sales and program-
ning record is interested in association with mid-
wst major market or medium market independ-
ent as sales manager. Present earnings in five
figure bracket. Will also consider stock option
program in lieu of certain salary considerations.
Only stations seeking permanent and long term
sales management need apply. I am a family
man who is interested in making a lifetime con-
nection in a market in excess of 20,000 in the
midwest. Box 58A, B-T.

Experienced general manager—am-tv—currently
heading top-rated small market network opera-

tion. Have fine New York-Chicago agency and
advertiser contacts. Want to relocate with pro-
gressive operation seeking first-rate sales results
and economical operation. Box 61A, B-T.

Top-flight general manager available immediate-
lly. Industry veteran with excellent working
knowledge of all phases of radio and television.
Looking for medium to medium-large market
where I can build your sales from red to black
in a short time (have one of the finest sales rec-
ords and pride myself on sharp economical opera-
tion). For complete details and background.
Write Box 618A, B-T. Confidential.

Well known radio executive leaving present post.
Would like thriving, competitive medium market,
where sales know-how and sharp programming
will pay dividends for both you and myself. Have
fine network references and top record. Write
Box 58A, B-T.

Manager. Experienced independent and network.
Small or medium midwest market. Box 62A,
B-T.

Manager with go-getting sales ability proven
record, contagious enthusiasm for radio plus chief
engineer. Moderate salary, plus percentage. Best
sales and technical and other references. Box
68A, B-T.

Situations Wanted—(Cont’d)

Managerial

Salesmen

Commercial manager. High caliber salesman, as
good as the opportunity, no better. Announcer,
first class license, if necessary. Box 57A, B-T.

Salesman-sportscaster. Career radio man, 25,
marr-
ed, vet, college graduate. High salesman 7 of
9 months at southwestern kilowatt. Desire sales-
sports combination. Substantial, solid midwest-
ern, eastern operation. Now $470 medium mar-
ket. Box 61A, B-T.

Bargain hunters, please note—here's a two for
the price of one deal that you can't afford to
miss. Salesman-announcer with 10 years sales
experience, recent broadcasting school graduate,
presently employed. Will work on sales commis-
sion, no salary required. New York, New Jersey,
Connecticut, Pennsylvania. Box 614A, B-T.

Announcers

Sportscaster: Excellent play-by-play. Top rated
radio and television sports shows. Desires good
sports television and/or radio station position.
News and special events. On-camera commer-
cials. Presently employed. Box 59A, B-T.

RADIO

ANYONE INTERESTED

who would like to receive our national
publication, TELEVISION, please let us
know. We would be happy to send it
to you at no cost or obligation.

NORTHWEST

RADIO & TELEVISION

SCHOOL

HOME OFFICE

1221 N. W. 2nd Avenue
Portland, Oregon 97214

Page 112 • August 27, 1956

BROADCASTING • TELECASTING

These People have just completed their training in
Television Production with Northwest, which included
extensive work in one of our commercially equipped
studios under the direction of experienced TV per-
sonnel. People like these—with TV studio training
and production experience—are now available in YOUR
area. Though well-versed in TV know-how, you will find them highly
adaptable to your station’s way of doing things.

Call Northwest FIRST!
Contact John Birrel, Employment Counselor, for immediate details.

TELEVISION PRODUCTION EXPERIENCED
RADIO

Situations Wanted—(Cont'd)

ANNOUNCERS

Former singing DJ, 50,000-watt radio; show business background; family man; presently employed. Interested in permanent position on TV or radio as staff announcer, sportscaster, staff singer, possible kiddie show. Box 346A, B-T.


Seven years experience, play-by-play. Sports director and staff. Two years sales. All phases. Married, vet. Box 352A, B-T.


Experienced announcer-radio and television. Build good balanced record shows for morning or afternoon or night. Have fast moving alert morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Can deliver sales, top salary. Tape and photo on request. Box 368A, B-T.

Top Negro DJ would like afternoon or night show. Commercialist, college. Will travel anywhere. Available now. Age 22. Box 392A, B-T.

Negro DJ want second chance: Have good personality, very dependable. Box 394A, B-T.

Good, versatile voice with school background. Looking for good spot. Box 397A, B-T.

Prefer women's news and especially commercials. Interested in news. Available all phases. Box 402A, B-T.

Commo man: Presently employed. All phases. Radio, experienced scanner, project man. Some tape, board, remote control, camera operation. Desire southwest or west. Box 408A, B-T.

8 years experience, seeking employment with top station that realizes full value of successful personality. Excellent background but very willing to be permanent—and I mean permanent position. Box 409A, B-T.

Recent broadcasting school graduate with first phone license seeks position at small southeast station. Age 25, single, veteran. In interested in air. Excellent radio experience, not wages, prime factor. Box 410A, B-T.

Experienced DJ-announcer. Currently with top rated medium market eastern station. Seeks location where responsibilities are more thorough. Interested in knowledge all phases. Finest references. Box 411A, B-T.

Experienced staff announcer—excellent news commercial any way you want—pleasant jokey want it at start position. Play-by-play. Box 420A, B-T.

 Negro rock and roll record spinner—convincing commercialist—extremely willing, veteran, will travel, tape available Box 421A, B-T.

Experienced announcer—DJ-writer, thorough knowledge programming, production, desiring major-market network with major network or 100+ kw. Authoritative speech, relaxed, informal DJ, sincere commercial delivery. Box 422A, B-T.


Announcer: 3 years experience; married; want progressive operation to settle, learn, and earn. Box 428A, B-T.

Announcer-salesman, presently employed production department network-owned 50kw. Desire air experience with aggressive small station. Prefer Minnesota, consider all. Box 429A, B-T.

Experienced announcer—well schooled in all phases of radio-television—proven sales ability—references—prefer State of Michigan. Box 384A, B-T.


RADIO

Situations Wanted—(Cont'd)

ANNOUNCERS


Experienced staff announcer, married, family wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Desires permanent position in southeast. Box 621A, B-T.


5 years radio, 1st phone. Excel—announcing, continuity programming, news. Some sports. No response to ads. Minimum $90, forty hours. Prefer west, southwest, northwest, con- necticut. Box 624A, B-T.


Experienced staff announcer, married, family wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Desires permanent position in southeast. Box 621A, B-T.


5 years radio, 1st phone. Excel—announcing, continuity programming, news. Some sports. No response to ads. Minimum $90, forty hours. Prefer west, southwest, northwest, connecticut. Box 624A, B-T.


Experienced staff announcer, married, family wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Desires permanent position in southeast. Box 621A, B-T.


5 years radio, 1st phone. Excel—announcing, continuity programming, news. Some sports. No response to ads. Minimum $90, forty hours. Prefer west, southwest, northwest, connecticut. Box 624A, B-T.


Colored female: Young, aggressive; familiar with all phases of radio. Available immediately. Z. Palmer, 1948 Wabash, Chicago, III.

TELEVISION

Situations Wanted—(Cont'd)

ANNOUNCERS

Engineer, 28, desires chief engineer, or chief-mananger position. Has chief, am-fm experience, reman operation. College and technical schooling. Formerly engineer with national known company. Box 399A, B-T. Desire position in southeast.

Chief engineer, announcer, sales, continuity, news, heavy loc-bl programming. TE 5634. 3942 Goodwin, Dallas, Texas.

Program—Production, Others

Program director, other supervisor. 9 years experience radio-television. Presently employed responsible position major 200kw. Would like to put my experience and knowledge to work for good station. Young man, single. Box 392A, B-T.

California stations attention . . . news editor . . . woman . . . now employed . . . would relocate in your state where she was born. Box 420A, B-T.

Radio-tv newsman: Six years experience 3 ra- dio-tv commercials, 1 year network, 3 years -tv. Can do outstanding job both station and on-the-air positions. Tape, job, background on request. Married. Box 420A, B-T.


TELEVISION

Help Wanted

SALESMEN

WANTED: TV times salesmen in the nation's fast-est growing market. WFMV-TV, Greensboro, North Carolina. SMS. Ability to hire a man of high calibre, excellent sales record, good character, keen judgment and pleasant personality. Desires experience as account executive. Substantial base salary, liberal commissions. Detailed information and small photo. WFMV-TV operation and Greensboro market will pleasantly surprise the most conservative. Send attention Commercial Manager.

Announcers

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B-T.

Announcer-director. Commercial vhs has immediate opening for on-camera announcer with directing background. Must have commercial experience. Salary open. Send resume, picture, tape and salary requirements to Program, Director, KOMU-TV, Columbia, Missouri.

Good commercial announcer needed immediately. Must have commercial, studio experience. Send resume, complete with tape and photo. To Charles J. Casey, WNEM-TV, 614 Adams Street, Bay City, Michigan.

Program—Production, Others

Have immediate opening for transmitter operator. Duties will also include remote television picture pick-ups. Full details first letter. Box 529A, B-T.

Kinescope operator for major metropolitan sta- tion, top salary, liberal benefits, good secure fu- ture. Box 530A, B-T.

Have immediate opening for transmitter opera- tor. Northwestern Pennsylvania. Duties will also include remote television picture pick-ups. Full details first letter. Box 613A, B-T.

Transmitter engineers for aggressive vhs, DuMont experience preferred, however will consider any man with good technical background. Send de- tails, schooling experience, family status, photo, salary, Chief Engineer, KERO-TV, 1420 Truxtun Ave., Bakersfield, California.


WTOC-TV, Channel 11, Savannah, Georgia, needs audio engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming—Production, Others

Experienced continually writer for large eastern network affiliate. Forward copy samples and com- plete resume with salary requirements. Box 506G, B-T.

NEED THREE HEADED DISC JOCKEYS

Please describe your disc jockey's qualifications.

August 27, 1956 • Page 113

BROADCASTING • TELECASTING
TELEVISION

Help Wanted—(Cont’d)

Programming-Production, Others

Experienced news photographer for local sound and studio work. Must be able to shoot and edit in small amounts of footage. Some newswriting experience helpful. State salary requirements with resume. Box 580E, B-T.

Experienced tv continuity writer wanted immediately. Opportunity to grow with young, full power vhf net station in rich market. Need person with tv know-how and originality. Excellent opportunity for right person. Box 360A, B-T.

Tv traffic department. Excellent opportunity to build long-range career with one of California's leading broadcaster. Typing Sunday. Excellent helpful, experience tv traffic preferable. Age 19-25. KCRA-TV, 310 Tenth Street, Sacramento, California. Hudson 1-4631.

Opening at once in traffic and copy departments. Man or woman acceptable. Mail resume and references to operations, KHAS-TV, Hastings, Nebraska.

Girl Friday for Colorado Springs office KKVY. Secretarial experience and outside sales work considered helpful. Ex- celent opportunity in pleasant climate. Send full details and salary requirements with resume. Box 580A, B-T.

Excellent opportunity for alert promotion man. WFMJ-TV, Greensboro, North Carolina, needs a promotion manager. Must have experience in radio and/or television. Job entails supervision of station advertising, program, station and market promotion in trade press, on the air, promotion research and on sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

Expanding operation needs cameraman, projectionist, announced news man. Write Program Director, WHTN-TV Huntington, West Virginia.

Situations Wanted

Managerial

Television manager available. Finest sales record. Seeking progressive operation that needs sales boost. Full details, write 518A, B-T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to large-market with opportunity to make a large step from current position in a short time (have one of the finest sales records in the industry of any operation). For complete details and background, write Box 616A, B-T. Confidential.

Announcers

Experienced tv announcer, director, writer, air personality. Presently employed. Seeking permanent position with progressive station. Size and sophistication live programs and commercials. Box 500A, B-T.

Technical

Engineer, 9 yrs am, fm, 2½ yrs tv transmitter. Also interested in tv studio operations. Best references. Prefer western states. Box 588A, B-T.

Engineer, vet, desires tv transmitter, studio work. Have chief engineering experience. For ex- cellent engineer for national known corporation. Technical and college training. Desire position in southeast. Box 600A, B-T.

I have an opening for a capable, experienced, hard-hitting Sales Manager. Salary and override. Must be able to furnish references as to integrity and performance. Apply Box 644A, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Programming-Production, Others

CBS newsmen in major market looking for tv opportunity, air work, writing, administrative. Will relocate. Box 396A, B-T.


Attention tv newsmen: Top-notch news reporter desires change. Fifth year with same national news program and delivering their television news strip across the board in major eastern city. Ten years radio experience—married. If you can afford to pay for outstanding new presentation—let’s talk things over. Box 600A, B-T.

Tv producer-director: 3 years with 100,000 watt vhf-tv. Experienced producer-director, switcher, floor man—learned the hard way, by doing it. Married. Will make change to move back to midwest. Available October lst. Box 606A, B-T.


Ten years experience, all phases, radio and tv, announcer, production, programming, sales, file, engineering. Ten years air time, high rating, grad- uate, will relocate . . . seeks good position with permanent future. Box 623A, B-T.

Director-producer with musical and dramatic background, 3 years experience with major midwest network affiliate wishes to relocate with progressive station in larger market. Box 632A, B-T.

FOR SALE

Stations

Florida secondary market, coastal, $30,000 total. $14,000 will handle. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Major market suburban station, recent months netting $2,000 each, priced at $90,000—terms available to responsible parties. Paul H. Chapman, Atlanta.


Also two Florida stations, both under $55,000. Both need good owners-managers. Terms can be arranged. See John Hanly.

Eastern fulltime, grossing around $125,000. Operating costs, $100,000. Combo operation. Ask John Hanly.


Both fulltime, good stations. Both self-sufficient. Asking $45,000, at least 50% down. See John Hanly.

Southeastern fulltime, combo staff. Grossing about $150,000. Operating costs, $100,000. New building. The asking John Hanly.

Southeastern fulltime, combo staff. Grossing about $150,000. Operating costs, $100,000. New building. The asking John Hanly.

New England daytimer, single market. Established station in black. Asking $48,000, all cash. See John Hanly.

Southeastern fulltime, combo staff. Grossing about $250,000. Operating costs, $100,000. Near $100,000 down. John Hanly.

New England daytimer, single market. Established station in black. Asking $48,000, all cash. See John Hanly.

FOR SALE

Stations

For the best station buys in the east and south, call John Hanly, 12 N. Main Street, N. W. Washington, D. C. Executive 3-2185.

Equipment

RCA TT-5A high band transmitter, factory con- verted. Air cooling. $1,000. Box 583A, B-T.

5 watt wall schedule boards, divided into 15 minute segment for an 18 hour day. Box 581A, B-T.

Minilite tape recorder . . . over the shoulder portable ½" battery operated in first class condition. Looks and runs like new. Has been used 300 hours and over. First check for $185 delivers this ready-to-operate professional recording box to your door with microphone and battery charger. General Manager, WACE, Chicopee, Mass.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WAKF, Hagerstown, Maryland.

REL type 585 50 watt transmitter and receiving units. Whips and receiving dipole, 33 ft. windup mast and trailer. Now operating on 153.11 meg. Contact WCEC, Rocky Mount, N. C.


Gates 250-A transmitter, complete with crystals for 1210 kilocycles. Lots of spare tubes. First check $250. Box 525, F.O. Box, LaGrange, Ed Muillin, WLAG, La Grange, Georgia.


Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Prefer leasing to sale. See U. S. Associates, Melrose Ave., Los Angeles 605A, B-T.


Best offer takes insulated self-supporting 150 ft. tower. Call REPublic 7-8000, Washington, D. C.

Magnecord M81CX used 50 hours, new condition, $1,200.00. Used 1953. Add- Black. See Manager Wm. P. Chapman, Ten- nessee.

5 kW-rated 401b windload tv tower complete with 1000 sq. ft. 1140 ft. tower. Good price. Box 518, Metal Erectors Corp., P. O. Box 218, Muskeggon, Okla-

WANTED TO BUY

Stations

Corporation with management experience and limited capital wants to buy small market broadcast station. Replies Confidential. Box 511A, B-T.

Private sales, Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used video camera. Prefer field power supply and control unit. Box 554A, B-T.

Wanted: Used RCA BC-2B or GE BC-1-A console in good condition. Slate price. Box 550A, B-T.

Wanted—used kilowatt transmitter, cheap; 20- 000, 210 kilowatt wire; 180 tower. Box 550A details first letter. Box 605A, B-T.

Cash for self-supporting tower suitable am be- tween 360 and 410 feet. KBRO, Bremerton, Wash-
GENERAL MANAGER
... with 20 plus years of excellent experience with two top flight major market stations. Knows programming, sales management, promotion and agency - representative contacts. Have a proven record and excellent references.

Box 572A, B&T

NEW YORK REP
Seeking working partner, preferably one with station connections. Write in confidence to:
Box 636A, B&T

RADIO PRODUCTION MANAGER WANTED

We're looking for a man to fill a big job at a great clear channel radio station. We want a production manager. He must be resourceful, energetic and creative. He must know how to administer a large staff of experienced broadcasters and production people. He must be able to handle the problems of live musical variety, farm, news and recorded music programs. He must be able to cope constructively and imaginatively with the problems of a competitive, big-city market.

The man we're looking for must have had station experience and a lot of it. No air work required for this job. We'll pay good money to the right man, and the opportunities for advancement are unlimited. We'll provide complete information on your experience, education and capabilities. Also a small photo. Replies confidential.

Box 635A, B&T

FOR SALE

Equipment

TOWERS
Radio-Television
Annenies—Classical Cable
Tower Sales & Erecting
6100 N. Columbus Blvd.,
Portland, Orqon

FOR SALE

1—TU 1B Transmitter (Channel 53)
1—TK20D Film Camera
1—TK34 Flying Spot Scanner
All RCA Equipment. Very slightly used. Make offer. Write
Box 642A, B&T

MISCELLANEOUS

NOTICE
One Shure Microphone, Model 200. Ser. 2642
Two Alto Microphone System Model M290
Ser. 1120 and 1130
One Electro Voice Filter-type Microphone
One Electro Voice Microphone slim-line type
One McIntosh Amplifier, Model 159A. Ser. 7216
Two General Electric Amplifiers. A1296
These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.
Any information of the above listed items should be sent to this office or to the
Detectives G. E. Townsend or G. F. Carnew, Detective Division, Police Department.
City of Denver.

FOR THE RECORD
(Continued from page 108)

Woodall, 50% owner of WDAK Columbus, Ga., and 30% owner of WCGA Geneva, Ala.; W. Ferguson, sales manager of WDAK, 25% owner of WGEA; W. Newton Morris, 40% owner of WMIL, Dublin, Ga., and George T. Morris—father of W. N. Morris—40% owner of WMIL. Filed Aug. 20.

Alhena, Ga.—Southeastern Bestg. System, 1470 kc. 1 kw. D. Post office address 1% James S. Riv-
er, P. O. Box 635A, Dekalb. No air construction cost $24,475, first year operating cost $5,499, revenue $5,090. Principals are equal owners Marshall W. Rowland and Carol C. Row-
land, husband and wife, owners of WFRF Fern-
andina Beach. Filed Aug. 20.


Chiswell, Wash,—Havenam Bestg. Co., 350 kc. 1 kw. D. Post office address 1005 Key St., Bel-

APPLICATIONS AMENDED

Ormond Beach, Fla.—C. H. Packham's application seeking to operate on 1380 kc., 1 kw. D., amended to operating location 10 Ormond, Fla. Filed Aug. 16.

Musial, Ohio—Musial's application seeking to operate on 1350 kc., 1 kw. D., amended to change in operating location to Ormond. Filed Aug. 16.

Auburndon, Va.—Burley Bestg. Co.'s application seeking to operate on 1350 kc., 1 kw. D., amended to operate changes in the DA pattern. Filed Aug. 20.

Auburndon, Va.—Burley Bestg. Co.'s application seeking to operate on 1350 kc., 1 kw. D., amended to operate changes in the DA pattern. Filed Aug. 20.

Milwaukee, Wis.—Beacon Bestg. System's application seeking to operate on 650 kc., 1 kw. D., amended to operate changes in the DA pattern. Filed Aug. 16.

APPLICATIONS RESUBMITTED

Franklin, N. C.—Macon County Bestg. Co. re-

No advance reservation fees.
Resumes invited from qualified people.

August 27, 1956  Page 115

EMPLOYMENT SERVICES

Facts About People and Jobs!
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 be as complete as possible in your first letter or tele-

Palmer De Meyer, Inc. Agency
50 East 42nd Street
New York 17, New York

Paul Baron, Director Radio-TV-Film-Adv.
MU-3-9800

\(
\)
FOR THE RECORD

Existing Am Stations . . . .

ACTIONS BY FCC

KQWI Warren, Minn.—Application seeking approval of its request to terminate license. Filed Aug. 22.

KDFW Stanford, Tex.—Seeks cp to change power from 300 w to 1 kw. Dismissed for failure to prosecute. Action Aug. 17.

ARK Media, Inc.—Granted mod. of cp to change trans. location. Announced Aug. 17.

New Fm Stations . . . .

APPLICATIONS

Los Angeles, Calif.—Coast Radio Bstg. Corp., 920 m w. power, 1250 m f. load of 950 kw. Frequency 530. First year operating cost $1,500, first year license fee $490, annual revenue $1,500. Applicant is composed of six persons. Filed Aug. 22.

KWHO Norfolk, Va.—Seeks cp to change frequency from 980 to 990 m. Change over by re-license. Applicant is composed of nine persons. Filed Aug. 21.

KCRX Sarasota, Fla.—Seeks cp to change frequency from 930 to 940 m. Frequency 920. Application is composed of five persons. Filed Aug. 21.

KBUF Honolulu, Hawaii.—Seeks changes in location. First year operating cost $400, annual revenue $400. Application is composed of five persons. Filed Aug. 20.

KQWJ Oklahoma City, Okla.—Seeks cp to change frequency from 1250 to 1250 m. Estimated construction cost $200. First year operating cost $200, first year license fee $200, annual revenue $200. Applicant is composed of six persons. Filed Aug. 21.

KWMU Manchester, N. H.—Seeks cp to make changes in trans. location. First year operating cost $200, first year license fee $200, annual revenue $200. Application is composed of five persons. Filed Aug. 20.

KXOR St. Joseph, Mo.—Seeks cp to change frequency from 1550 to 1600 m. First year operating cost $200, license fee $200, annual revenue $200. Applicant is composed of three persons. Filed Aug. 20.

KZIE Wilmington, Del.—Seeks cp to change frequency from 1600 to 1650 m. Frequency 1550. First year operating cost $200, license fee $200, annual revenue $200. Application is composed of five persons. Filed Aug. 20.

KQVJ Bryan, Tex.—Seeks cp to change station location. First year operating cost $200, license fee $200, annual revenue $200. Application is composed of five persons. Filed Aug. 20.

KQZK Jacksonville, Fla.—Seeks cp to change station location. First year operating cost $200, license fee $200, annual revenue $200. Application is composed of five persons. Filed Aug. 20.
August 21 Applications Accepted for Filing License to Cover Cp KOEL, Laramie, Wyo. —License to cover Cp which authorized new fm.

August 22 Applications Accepted for Filing License to Cover Cc WCON, Mt. Pleasant, Iowa. —License to cover Cc which authorized new fm.

August 23 Applications Accepted for Filing License to Cover Cc WODN, Toluca, Ill. —License to cover Cc which authorized new fm.

August 24 Applications Accepted for Filing License to Cover Cc WATC, Independence, Mo. —License to cover Cc which authorized new fm.

August 25 Applications Accepted for Filing License to Cover Cc WSMR, St. Thomas, Virgin Islands. —License to cover Cc which authorized new fm.
Pensions and Patsies

FOR NEARLY a decade baseball's prime pessimists have wailed that television is ruining the gate and undermining the future of the game.

The waiters were curiously quiet when a new players' pension plan was announced last Monday in Cincinnati.

Commencing April 1, 1957, pensions will provide benefits up to $275 monthly for ex-major leaguers upon reaching the age of 50. This compares with the current plan providing just $100 monthly as a maximum. Many other disability and insurance benefits are in the new arrangements.

How can organized baseball afford this new plan? The players and club owners each make a small contribution. But, $1.9 million annually—or 60% of the $2.5 million needed each year to finance the plan—comes from the radio and television rights to the World Series and All-Star Game.

Those radio-tv rights are sewed up for five years to a total tune of $16.25 million. We won't try to detail the other millions fed annually to organized baseball for radio-tv rights to regular and pre-season games. We won't even suggest that club owners examine their own product or malfunctioning business administration before crying the broadcast blues.

We simply point out that the medium which is too often criticized for shaking the foundations of baseball is, indeed, making a solid contribution to the very foundation itself.

It's the patsy that's paying the pension.

Conventions Are Obsolete

AFTER sitting in on two political conventions during the last fortnight, we are drawn to the inescapable conclusion that they no longer fit the pattern that electronic journalism has fashioned. Gavel to gavel coverage is passé.

Both conventions were geared to radio and television audiences and not to the few thousand delegates, newsmen, lobbyists, vendors and that curiosity-seeking smattering of the public occupying portions of the galleries. The conventions constituted the greatest free time grab in history. The Democratic convention in Chicago, which had a few dramatic hours, ran five days. The job could have been done in two, as far as prudent broadcast coverage is concerned.

The Republican convention in San Francisco last week ran four days. It was a dull, prefabricated, taken-for-granted political rally. The essentials could have been handled in one working day, with time to spare.

Prior to radio, political conventions were needed to stimulate candidates and workers, and to entice dollars for the expenses of old-fashioned campaigning. Came radio and the pace changed swiftly because the candidates got new exposure to millions, instantaneously, and not just to the few thousand faces in the meeting hall.

With television, an entirely new era in political campaigning dawned. Pancake makeup and blue shirts became standard props for the politicos. Conventions were geared to the "unseen audience" which now sees and hears all.

But it's evident that the public doesn't like all it sees and hears. The rating on both conventions prove this. Important keynote addresses, yes. Balloting on nominations, yes. But the sameness of artificially stimulated demonstrations and dull-as-dishwater speeches drive audience away. Other forms of leisure endeavor, including non-newspaper stations, get the audience.

Analysis of the schedules of the two conventions proves that the political parties aim primarily at prime Class A time grubs. This means pre-emptions of commercial programs only partially offset by one-shot sponsorship revenue, and this doesn't include dislocations of local and national spot programming, resulting in heavy revenue losses to stations.

Moreover, the fact that the conventions were held at widely separated cities only two days apart meant duplicating the extensive network installations at inordinately high cost. It is remarkable that the neworks were able to accomplish this feat in logistics without serious breakdown.

Chicago, after a couple of desultory days, did develop excitement and interest, but the San Francisco session was so devoid of news that newsmen found themselves interviewing one another to fill in time. The complaint from the newspaper galleries was that everything was programmed for television and radio. They were exactly right. Practically every important speaker had something to say to the "unseen audience" but not much commendable to say about the media per se.

It will be four years before the next conventions. It is evident that the networks should not wait until they are told the what, where and when. They have the record of 1952 and the demonstrably bad showing of 1956. They should inform the political parties that it is their best judgment that broadcast coverage should not run longer than two days at the outside; that there will be no gavel to gavel coverage and that only the newsworthy events will be handled. And in the interests of efficiency, economy and common sense, both conventions should be held back to back, in the same city.

Pepsi Pleased

ANY surviving doubters of radio's ability to move goods for its advertisers will need a lot of ingenuity to explain away what radio did for Pepsi-Cola in tests completed a fortnight ago in San Diego, Calif., and Muncie, Ind. As detailed in this journal last week, radio uncapped a whopping lot of Pepsi out there.

The results of the two tests were, in truth, little short of phenomenal, even for radio. Pepsi-Cola and its agency, Kenyon & Eckhardt, recorded the voices of townspeople saying "Pepsi, please," then played the recordings on the air and offered prizes to all who could identify their own sounds. There were 36 commercials a day in San Diego and 23 a day in Muncie, and when they did the voice playsbacks there were 10 different voices saying "Pepsi, please" in each one-minute spot, giving the campaign a multiple saturation effect.

The campaign set the two cities agog in many ways, but most importantly it set them buying Pepsi-Cola. For competitive reasons, the company is chary with sales figures, but it did point out that its fountain business in Muncie in a single week in July, while the test was on, jumped 300% ahead of sales for the entire month of July 1955. And bottle sales were "heavily increased."

These results become doubly significant for radio when the costs are counted. In both cities, Pepsi also used newspaper advertising. But when the cost-per-inquiry was figured up, the cost via newspapers came to $33.33—as against four cents in radio. Even if you agree that in San Diego the newspaper was hamstrung a bit by the timing of the radio call periods, that's still quite a clobbering that radio handed its old rival.

Pepsi-Cola and K&E are naturally delighted, and now—understandably—they're getting ready to spread the campaign nation wide. They've shown again what radio can do when used with enterprise and imagination. Other advertisers would be smart to heed the lesson.
ANNIE OAKLEY
NOW AVAILABLE FOR CO-SPONSORSHIP IN THE BALTIMORE MARKET

Here's a wonderful opportunity to co-sponsor a successful film show, together with one of America's great products—Carnation Company's "Friskies". ANNIE OAKLEY is a part of WBAL-TV's widely advertised 3-hour solid block of Programs for the Entire Family on Saturday afternoons. ANNIE OAKLEY will hit your sales target dead center!

5:30 to 6:00 P.M. SATURDAYS

WE'LL TALK TO YOU IN TERMS OF RESULTS

Nationally represented by EDWARD PETRY & CO., INC.
TWICE AS MANY ADVERTISERS

as any other radio station in Baltimore!

- Advertisers know they can milk the cream of the Maryland market by blanketing concentrated, metropolitan Baltimore (pop. 1,500,000 and growing every day).

- So their "first and automatic" choice is W-I-T-H...whose low, low rates plus "pinpointed power" equal top sales results.

- W-I-T-H reaches 74%* of all Baltimore homes every week...is first by far in out-of-home audience**...delivers more listeners per dollar than any other medium.

- Isn't it the station you want, too?

*Cumulative Pulse Audience Survey  **Hooper Radio Audience Index

Buy WITH CONFIDENCE

Tom Tinsley President
R. C. Embry Vice Pres.