60 seconds is all it takes...

Every 60 seconds of every working day an estimated 56,601 candy bars are produced—about 7,063,875,000 in a year.

Spot Radio sells those candy bars—or anything else—effectively and economically.

Spot Radio costs less to reach more customers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.
EFFECTIVE OCTOBER 1 THE NEW ABC AFFILIATE IN RICHMOND, VA. IS

5000 WATTS
1380 KC

REPRESENTED NATIONALLY BY BOLLING CO., INC.
RICHMOND, VA

NOW MORE THAN EVER BEFORE PROGRAMS WILL BE BIGGER
AND BETTER ON BOTH WMBG AND ITS SISTER STATION WCOD (FM)
WHICH DUPLICATES THE ENTIRE WMBG SCHEDULE WITH 50,000 WATTS.
THE FIRST STATIONS OF VIRGINIA WMBG (AM), WCOD (FM), AND
"THE SOUTH'S FIRST TELEVISION STATION" WTVR ARE PLEASED TO JOIN
THEIR FORCES IN PRESENTING TO THEIR VAST VIRGINIA AUDIENCE
THE FULL AND COMPLETE FALL PROGRAM LINE-UP OF AMERICA'S FASTEST
GROWING AND MOST DYNAMIC NETWORK—THE AMERICAN BROADCASTING CO.

WMBG AM  WCOD FM  WTVR TV
First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV
COVERS THE EMPIRE!

No other advertising medium in the billion and a half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the “magic carpet” covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with sales bomb from the “magic carpet that covers the empire.” Write for complete market and coverage information.

Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELE-MARKET and PARADE OF PRODUCTS

KXLY TV
The station with a million friends!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1725 DeSalle 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 3, 1879.
Among the television markets foremost in total manufacture, the Channel 8 Multi-City Market ranks seventeenth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956). This is indicative of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York
Los Angeles
Chicago
San Francisco
COMPARABLE RATINGS • First issue of Activity, new rating service to be published weekly by A. L. Sindlinger & Co., Philadelphia, audience research firm, slated to appear early this week. It will be report on audience for all major advertising media—tv, radio, newspaper, magazine and screen advertising—all measured on common base so that ratings of various media are directly comparable.

WHILE national average increase in radio national spot billing from January to July was 20.6%, based on Station Representatives Assn. findings, one national representative reports billing increase for his list during period approached 40% and is destined to stay at that level or above for entire year. Inquiries at firms handling both radio and tv bring consensus that, percentage-wise, spot radio will outstrip spot tv. but not in dollars.

TRAFFICKING TEMPTATION? • FCC, in its inner councils, is pondering question whether its practice of issuing tax-exemption certificates on new station purchases—which date back to "forced sales" under duopoly rule—actually functions to enforce Commission policy. Duopoly rule, preventing ownership of more than one station of same class in same market, in force since 1941, resulted in tax certificate innovation so that capital gains taxes would not have to be paid on "forced sales." One view is that continued use of tax certificate operates to promote "trafficking" in stations.

BROADCASTER resentment over demand by Olympic Organizing Committees for heavy tv and theatrical newsreel fees to cover upcoming games will be fanned to white heat when background comes out into open. Behind this move against two visual media is reported desire of Australians to build up huge kitty that will finance foreign travel of their athletes for years to come. U. S. opposition centers around protest made by NARTB Freedom of Information Committee. European broadcasters also are set to resist coverage demands.

HOT KINE • NBC-TV's color kinescope process using monochrome lenticular film (story, page 78) is considered not only "emergency measure" to provide necessary three-hour time delay for west coast color shows but also "long range" despite imminence of color tape recording development by RCA-NBC team. Color kinescope showing last week was unexpected order from front office, since first public display wasn't scheduled until Sept. 29. In fact, whole color closed-circuit was rush two-day production with Ziegfield Theatre conversion to tv completed within but one hour of "show time" and technical crews getting no chance for shake-down trials.

STRENUOUS efforts have been made during past fortnight to complete paper work for filing of applications with FCC for transfer of Biner stations (Consolidated Television & Radio Broadcasters Inc.) to Crowell-Collier, but insufficiency of details in $16 million-plus transaction necessitated postponement until sometime this week—probably by Friday, Sept. 21. C-C on Aug. 31 announced it had completed its financing (B&T, Sept. 3), delayed because of tight money market. If application is filed by Sept. 21, it will allow FCC six weeks for approval prior to Oct. 31 cut-off date of sales contract.

CONSPICUOUS BY ABSENCE • Although six members of FCC were in New York last week, principally to attend RTES luncheon at which Chairman McConnaughey was speaker, all stayed away from opening of Celler Subcommittee antitrust hearings at Federal Building in downtown New York. Among observers for FCC, however, were Robert D. L'Heureux, administrative assistant to chairman, and Ashbrook P. Bryant, Broadcast Bureau attorney now assigned to network study staff, latter taking copious notes.

NETWORK representatives at Celler Subcommittee hearings were non-plussed by reading into record of portions of strongly worded presentation made by major film producers to network study group last May 31. They said it was first they knew of these charges they will be called upon to answer this week (story, page 39).

NIGHT RADIO BUY • Reflecting renewed interest in radio by major advertisers, Columbia Pacific Radio Network today (Monday) will announce 52-week purchase by Regal Amber Brewing Co. (Regal Pale beer) of 15 CPRN stations on Monday-through-Saturday 9:30-3 a.m. (PST) for Gil Henry's Regal Record Room through Guild, Bassom & Bonfigli, San Francisco, effective Oct. 8. Show will originate from KNX Los Angeles.

TOLL TV STUDY • That remark of Chmn. McConnaughey in New York last week—that the FCC may begin studying staff-digested comments on pay tv within next 30 to 60 days—does not mean that the staff has started breaking its back to get material together. Ever since controversy over subscription tv suggestion, the staff has been compiling data on subject and is up-to-date on complete "appreciation" of entire matter.

WHEN Chmn. McConnaughey ventured thought there should be some experimental pay tv so public's reaction to paying for tv programs can be more accurately gauged, he was alloysing himself with Conr. Lee who made that very point in his by-lined article in Look Magazine earlier this year [B&T, March 12]. Conr. Lee said that pay tv may prove to be salvation for uhf outlets.

SUPREME COURT TEST • Supreme Court will be asked to review July Court of Appeals 8-2 decision upholding right of FCC to allocate ch. 10 to Vail Mills, N. Y. (outside of Albany, N. Y.). Appeal will be sought by ch. 35 WTRI (TV) Albany. In essence, move asking Supreme Court for writ of certiorari means court-ordered stay against accepting applications for Vail Mills ch. 10 remains in effect. Application for that vhf channel has been filed by ch. 41 WCDA (TV) Albany, but has not yet been accepted by FCC. FCC has proposed to delete ch. 10 allocation in pending intermixture case dealing with area.

FCC ALSO is considering appeal of its own to highest tribunal in case involving WSPA-TV Sparta, S. C., wherein Court of Appeals held FCC erred in granting station permission to move its transmitter from one mountain to another [B&T, Sept. 10]. One legal view, it's understood, is that Justice Bazelon, who wrote strong opinion, exceeded court's function in telling FCC it must accept population count based on curves. Other is that there's no necessity to ask for Supreme Court review, since mandate can be dealt without depriving public of service now being received from WSPA-TV.

GIVES UP ONE HAT • Jack Harris, newly elected president of Assn. of Maximum Service Telecasters, has tendered his resignation to NARTB President Harold E. Fellows as chairman of association's Television Information Committee, which he has headed past two years. With expansion of NARTB's public relations program [B&T, Sept. 10], Mr. Harris assumed work of TIC had been concluded and, moreover, expressed view that his duties with AMST would preclude continued active participation in NARTB public relations.
Nine consecutive ratings, covering more than a year, all confirm: "In Indianapolis the one dominant station is WISH-TV"
JUSTICE DEPT. MAPS MORE FBI PROBES OF NETWORK 'CONTROL' IN TELEVISION

JUSTICE DEPT. will continue to press its two-year industry-wide tv probe with vigor and will ask its Federal Bureau of Investigation later this fall to open a new network-station tv advertiser expedition to collect "wide variety of information concerning network procedures for selling time to advertisers."

Pending new FBI hunt (agents have been actively canvassing field since last March) disclosed Friday by Assistant Attorney General Victor Hansen, in charge of Justice's Antitrust Div., only witness to appear on second day of Celler subcommittee probe was Mr. Hansen, indicating get-tough policy, proved to be first witness cast in main supporting role of network critic.

As Mr. Hansen's testimony ended Friday—subcommittee recessed until today (Mon.)—Rep. Emanuel Celler (D-N. Y.) suggested voluntary effort by tv industry to effect changes to avoid protracted litigation; asserted FCC could solve matter in even shorter time than Justice Dept.'s estimate of one to two years for whole picture to be studied and before any court action instituted by government. Mr. Celler noted FCC has power to modify chain broadcasting rules.

Training most of volley against network "control" practices, Mr. Hansen warned "must buys" may violate Sec. 1 of Sherman Antitrust Act and Sec. 3 of Federal Trade Commission against advertisers using radio-tv merchandising plans (B&T, July 30). Another fact-finding aim, he said, is to determine whether fixed rate—via owned and operated stations and by affiliates by virtue of time periods sold to national advertisers—constitutes illegal price fixing.

Possible impact on proceedings to separate networks from tv production was suggested by Mr. Hansen as last resort if relief is needed and no other is available.

Unexpected development was Mr. Hansen's expressed hope that "not too long hence" the FCC will authorize multiple-ownership limits on tv station (now seven with maximum of five vs) and assured subcommittee Justice would ask FCC to consider tightening existing limitation even further.

During his testimony, he raised possibility that Philadelphia federal grand jury study of NBC-Westinghouse arrangement may be widening helix by disclosing that firms other than that of NBC, ABC, Westinghouse Broadcasting Co. and Westinghouse Electric have had files subpoenaed—he mentioned CBS as one of these firms. "More of these [file subpoenas] may still be forthcoming," Mr. Hansen said, refusing to elaborate.

Mr. Hansen drew parallel of network "control" over nation's tv stations to now famous Paramount Pictures case of 1948, in which Supreme Court divorced movie production and exhibition. But, he said, "networks' control over the nation's tv stations dwarfs the majors' power over theatres condemned in Paramount case." Presenting figures showing number of network-affiliated stations as about two weeks ago (422 stations out of total of 457), Mr. Hansen asserted "it seems clear the networks own or are affiliated with more than 90% of the television stations in this country."

He also charged that its probe, though not yet complete, suggests that the principal networks beyond doubt have power to dominate if not control aspects of television and spill over into distribution of entertainment and program production, building of scenery and tie-ups of talent. Thus, he said, Justice's inquiry now "focuses on whether that power has been, or will likely be, used to exclude competition."

Mr. Hansen noted Justice Dept.'s tv probe now spans every relevant facet in network operations, including pricing of shows (network and independent), discounts, rebates, program rejections, kinescoping, network time demand-supply, percentage of prime network time occupied by network-owned or controlled shows, etc.

Witnesses slated for today's hearing at 10 a.m., Federal Bldg., Foley Sq.: songwriters Stanley Adams (former ASCAP president) and Jack Lawrence and showman-playwright Billy Rose; Carl Haverlin, president of Broadcast Music Inc. Mr. Celler indicated to newsmen that networks may be called to testify latter part of this week, and if necessary when New York phase of hearings is over, they would resume in October, possibly in Washington.

Mr. Rose announced Friday that he, Mr. Adams and Mr. Lawrence would testify today under subpoena and that they, along with others, including Oscar Hammerstein II, Dorothy Fields and Otto Harbach, would hold news conference immediately following the subcommittee's morning session today.

No Cuts for RCA Color

NATIONALLY-ADVERTISED prices of RCA Victor color sets will not be reduced for introduction of 1958 models, President Frank Folsom of RCA told sales meeting Friday in Camden, N. J. In fact, RCA can offer no assurance prices will not rise due to increasing costs in labor and materials, he said.

OLD WAYS BEST?

AS PART of plans to strengthen programming structure, WGN Chicago reportedly is contemplating airing dance band remotes from key hotels—just as radio stations used to do in radio's "Golden Era." Success of Lawrence Welk on tv and revived interest in name bands said to be factors in the Chicago Tribune station's consideration of move, along with desire to veer WGN away from now-conventional record format and "jukebox" concepts.

**BUSINESS BRIEFLY**

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

**PETER PAUL PURCHASE** Peter Paul candy, Naugatuck, Conn., starting tv spot schedule Sept. 16 in approximately 100 markets. Contract, for 52 weeks, placed through Dancer-Fitzgerald-Sample, N. Y.

**CLARK CAMPAIGNS, TOO** D. L. Clark Co. (Clark candy bars), Pittsburgh, planning three-month tv spot drive in children's shows on 64 major market stations across country. Agency: Grant Adv., Detroit.

**DENTURE DRIVE** Block Drug Co. (Poli-Grip and Polilden), Jersey City, planning tv spot announcement campaign in approximately 65 markets for 13 weeks, starting Oct. 1. Greer Adv. & Mktg., is agency.

**SHAMPOO PREPARES** Block Drug Co. (Minipoo shampoo), Jersey City, preparing spot announcement radio campaign to begin Oct. 14 for nine weeks in 14 major cities. Agency: Down, Redfield & Johnston, N. Y.

**LEVER LAUNCHING** Lever Bros. (Silverdust), N. Y., placing 10-week radio spot announcement campaign effective Oct. 1 in nearly 80 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

**SOUPS ON** Thomas J. Lipton (Lipton soup), N. Y., placing radio and tv spot announcement campaigns in 15 radio and 15 tv markets. Radio campaign breaking on West Coast Oct. 1 for five weeks; in Gulf area Oct. 15 for four weeks; in East, Oct. 1. Tv spots start Oct. 15. Young & Rubicam, N. Y., is agency.

**KEY OPENS AD PUSH** National Key Co., Cleveland, today (Mon.) launching "first full-scale campaign" in key industry, using spot radio and television, plus other media. Blaine-Thomson Co., agency, said number of radio and tv markets not determined but campaign, starting this week, is expected to reach markets throughout country where National Key's 23,000 dealers are located.

**SOUTHEASTERN BUY** Colonial Stores will sponsor ZivTv's Dr. Christian film series in 15 major southeastern markets beginning in October. 1liner, Neal & Battle, Atlanta, is agency.

**BREAD BUYING** Baker's Franchise Corp. (Lite Diet bread), N. Y., through Kaster, Farrell, Chesley & Clifford, N. Y., planning radio spot announcement campaign beginning late September and early October for 13 weeks in those half-dozen eastern markets.

**AMMONIA ON RADIO** Parsons Ammonia Co., N. Y., through Jackson-Hedrick, N. Y., started six-week radio saturation campaign Saturday in half-dozen major markets.

**RADIO FOR MY-T-FINE** Penick & Ford Ltd. (My-T-Fine desserts), N. Y., through BBDO, N. Y., placing radio spot announcement campaign in New England area only, starting Sept. 26 for six weeks.

.Broadcasting • Telecasting

September 17, 1956 • Page 7
You can Sell the 9th U.S. Market with One Dominant Medium...

TWO AND ONE HALF MILLION PEOPLE... with over 3½ billion dollars to spend!

Radio WOW serves Omaha, Lincoln and Sioux City, Iowa—plus 1¾th million MORE families outside those areas.

In total this is equal to the ninth market, population-wise in the U.S.A.

This amazingly rich farming-industrial population spends over 3½ Billion a year for goods and services. Are you getting your share?

GET THE COMPLETE STORY—New brochure tells all—the story of the market, the audience and the programming that makes one-station coverage (a media—man’s dream) come true! If you’ve seen Bill Wiseman’s 1956 Presentation, you’ll get a copy right off the press. If you missed it—write us now for your copy.

FRANK P. FOGARTY
Vice President and General Manager

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

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

SERIES of new appointments in wake of NBC top-level executive realignment being announced today (Mon.) by Thomas A. McAvity, new executive vice president for television network programs and sales.

William R. (Billy) Goodheart Jr., veteran show business authority who came out of retirement to join NBC last spring will be put in charge of NBC-TV network sales with nomination for vice presidency to go before NBC board of directors at meeting Oct. 5. He succeeds George H. Frey, who's moving to Sullivan, Stauffer, Colwell & Bayles [CLOSED CURT, Sept. 3; also see story, page 48].

Mr. McAvity, one of four executive vice presidents appointed in reorganization 10 days ago [B’T, Sept. 10], also named Michael H. Dann, vice president in charge of tv program sales, to same post in new alignment; Walter D. Scott, who has been vice president and national tv sales manager, to be vice president and tv sales director; and St. M. Stanton, former vice president in charge of NBC Film Div., to be vice president in charge of tv programs and sales, business affairs. Messrs. Dann and Scott report to Mr. Goodheart; Mr. Stanton to Mr. McAvity.

Meanwhile, announcement to be made shortly that Thomas McFadden, vice president and general manager of NBC’s WRCA-AM-TV New York, will return to owned stations and NBC Spot Sales division as vice president in charge under Charles R. Denny, who held that post until elevation to executive vice president in charge of operations in executive realignment.

In other developments, Richard A. Pinkham, vice president in charge of tv network programs, who had been slated to get offer of another post, decided to stay—and word Friday was that he would keep present title and responsibilities. Frederic W. Wile Jr. also has announced resignation as vice president in charge of tv programs for Pacific Div. [CLOSED CURT, Sept. 9] saying his future plans have not been made.

Speculation continued about future plans of Sylvester L. (Pat) Weaver Jr., who resigned as board chairman coincident with reorganization. He was reported to have had “many” offers (CBS, NBC, Univ. and UHF divisions, MGM, at least two agencies, BBC, financial backing for own enterprises were among those mentioned by some associates). He was represented as challenging estimates that NBC set his long-term contract for $200,000 or $300,000, saying terms were too complicated to put precise figure on.

Bon Ami Puts $350,000 Into Biggest Spot Drive

IN ITS BIGGEST single tv spot splurge to date, Bon Ami Co., through Ruthrauff & Ryan, N. Y., this month and next will conduct daytime drive reportedly totaling $350,000 in billings. Starting today (Mon.), Bon Ami, for new push-button “Jet-Spray” cleanser, buys into NBC-TV’s Today and CBS-TV’s Good Morning With Will Rogers Jr. on Sept. 24, into NBC-TV’s Home and ABC-TV’s Afternoon Film Festival, and on Oct. 7 into NBC-TV’s Matinee Theatre. Bulk of tv budget, however, is slated for daytime drive concentrated in total of 50 markets. Eastern sixteen markets will be hit Sept. 26 and 27 with one-day “Bon Ami Sellathon” consisting of 32 announcements; western markets Oct. 17 and 18—using two stations each “in most cities.” Supplanting this 43-market campaign will be additional spot drive starting end of September in seven major cities. Entire drive is keyed to coincide with completion of national distribution of “Jet-Spray.”

O’Connor Purchases WJVB

WJVB Jacksonville Beach, Fla., sold Friday by J. Lyle Williams Jr. to J. W. (Bill) O’Connor for $75,000, subject to FCC approval. Sale handled by Blackburn-Hamilton Co. Station operates on 1010 kc, 1 kw daytime. Mr. O’Connor recently bought WPFA Pensacola, Fla., subject to FCC approval. He is Chicago radio artist.

WPIX (TV) Strikes ‘Pitches’

WPIX (TV) New York reported Friday it has instituted policy of rejecting all “hard sell” and “pitch advertising” and believes station will be “entirely free” of this type of advertising by end of September. Spokesman said move resulted from national advertisers buying time in “increasing numbers” after station started heavily programming “top-quality” syndicated half-hour shows (60 currently on station). He added WPIX “never was happy about the situation, and was waiting for first chance to get rid of mail order and ‘hard sell’ businesses.” Though not NATB member, he said, station plans to observe NATB code provisions.

Loew’s Hits KMGM-TV Call

USE of KMGM-TV by what was KEYD-TV Minneapolis-St. Paul was protested by Loew’s Inc. Friday when it filed petition with FCC to reconsider grant of call letter change made last month. Owners of KMGM-TV announced they were negotiating with Loew’s for lease of MGM feature films as well as minority interest for Loew’s in station [B’T, Sept. 10]. Loew’s, silent on this, claimed “MGM” trade mark was theirs, that use of call unauthorized and might damage its film sales in Minneapolis-St. Paul area.

Engineers Get ‘til Oct. 1

FCC Friday extended to Oct. 1 deadline for comments from engineers regarding analysis of controverted basic technical data on which comments on proposed deintermixture rule-making involving 14 cities must be based. Original deadline for engineering aspects was Sept. 15. Deadline for comments on proposed unmixing was Sept. 10 but was extended to Nov. 15 several weeks ago. Engineering analysis by special committee of Assn. of Federal Communications Engineers being mailed to FCC this weekend. Congress, according to best information, is that some uhf data should not be relied on too heavily.

GETS NEW REVAMP

PEOPLE

ROBERT L. HOENSHEL, merchandising director, Victor A. Bennett Co., N. Y., elected vice president.

STORRS HAYNES, formerly vice president in charge of radio-tv for Compton Adv., N. Y., and previously radio-tv account executive with McCarren-Erickson, N. Y., National Common group head at J. Walter Thompson Co., N. Y.

WILLIAM P. HEMP, merchandising supervisor for International Div., Minnesota Mining & Mfg. Co. (broadcast tapes), promoted to assistant sales manager for division’s tape products.

GERALDINE ZORBAUGH, vice president and special assistant to president of ABC, to be honored tonight (Mon.) by New York chapter, American Women in Radio & Television, at testimonial dinner hailing her as first woman vice president in network broadcasting.

GEORGE F. HALLER, formerly media supervisor at Blow-Beirn-Toigo Inc., N. Y. (now defunct), to media department of J. Walter Thompson Co., Chicago.

WHAM-TV Now WROC-TV

WHAM-TV Rochester, N. Y., city’s oldest tv station, changes call letters to WROC-TV effective today (Mon.) Station continues as NBC-TV affiliate. David C. Moore, Transcontinent Television Corp. president, said operating policies will not be changed. Change in call letters specified in contract by which TTC sold WHAM-AM-FM to Rigg’s & Green Inc. Originally, WROC call belonged to SS Frederick Von Steuben for visual signal purposes. Ship has been decommissioned. William Fay, longtime manager of WHAM properties, continues as WROC-TV president.

Tv-Boosters to Be Debated

FIRST industry discussion of pressing issues in community tv-booster controversy to be held at Salt Lake City during Thursday-Friday NARTB regional meeting (early story page 81). William C. Grove, KBFC-TV Cheyenne, Wyo., host director, has scheduled debate involving Bernard Koteen, counsel for tv-station group that asked FCC to put community facilities on common-carrier basis; E. Stratford Smith, executive secretary, National Community Television Assn., and Robert L. Heald, NARTB chief attorney.

Scherer Elected MRTAB Head

J. P. SCHERER, WHTB Benton Harbor, elected president of Michigan Assn. of Radio & Tv Broadcasters Friday at close of meeting (early story, page 84). He succeeds Carl E. Lee, WKZO Kalamazoo. Other officers elected were Les Biederman, Paul Bunyan Network, vice president, and George Millar, Knorr Broadcasting Co., secretary-treasurer.

Shelby Gets Sarnoff Medal

DAVID SARNOFF Gold Medal for 1956 of Society of Motion Picture & Television Engineers will be awarded posthumously to Robert E. Shelby, NBC vice president and chief engineer at time of his death last December. Medal, established in 1951 to recognize technical contributions to tv art as well as to encourage development of new techniques, methods and equipment, will be given to M. Shelby’s widow Oct. 9 during SMPTE’s 80th convention in Los Angeles. Mr. Shelby was one of tv’s pioneers in both uhf and color systems.

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FILMS VS. NETWORKS
Testifying before House Antitrust Subcommittee, TV film producers charge TV networks with using option time clauses to control programming of their affiliations. .......... 39

PARTY TIME BUYS
They already aggregate more than $2 million in contracts or options with ABC, CBS, NBC radio and TV networks, Senate Elections Subcommittee hears. .......... 42

Table of party network time options 43

NTA FILM NETWORK STARTS OCT. 15
Ely Landau, president of TV's first film network, says it will provide two hours of programming a week to its 104 affiliated stations, hopes to have 10 hours a week by 1959-60. .......... 56

ELECTRONIC AM COAST DEBUT SET
Hollywood studio executives, bankers, movie union officials and press get first look at improved DuMont film system Oct. 1 at Paramount Sunset Studios. .......... 60

CHAIRMAN FOR 5-YEAR LICENSES
In surprise move at RTES luncheon FCC Chairman George C. Connaughtey says he will propose extension of present 3-year station licenses. .......... 62

ALL IS WELL WITH CBS RADIO
Meeting of CBS Radio affiliates is marked by confidence and optimism, with business up and outlook good. 71

POLLER SUES CBS
Former owner of ch. 25 WCAT-TV Milwaukee charges CBS conspired to put him out of business by purchasing ch. 19 WOKY (TV) there, asks treble damages of $4.35 million. .......... 76

NBC SHOWS COLOR KINESCOPE
Dealers and newsmen on West Coast see playback of program sent live from New York three hours earlier and recorded on film at NBC's Burbank color center. .......... 78

REGIONAL MEETINGS START
Second season of regional, rather than district, broadcaster conferences gets underway today (Monday) at Minneapolis; Hal Fellows heads nine-man NARTB crew making coast-to-coast circuit. .......... 81

HOW TO SELL TIME
Panel of agency timebuyers gives tips to radio and TV time salesmen at meeting of Michigan Assn. of Radio & TV Broadcasters. .......... 84

TV NOW FULL-DAY MEDIUM
TVB presentation to Philadelphia advertising executives shows television as country's "major entertainment, information and communication" service as well as "round-the-clock medium." .......... 86

TVB BOARD APPROVES '57 PLANS
"Thematic" selling, vastly augmented research program and project to implement program of relating specific markets to TV selling impact are among bureau's operating plans for next year ratified at New York board meeting. .......... 86

IBS STARTS WITH 4 STATIONS
Hollywood group forms Imperial Broadcasting System, contracts to buy KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all California, for $400,000. .......... 96

MORE WPFF STOCK OFFERED
Boening & Co., which handled first sale of shares to public for WPFF Broadcasting Co. (WPFF-TV) Wilming- ton and WIBG-AM-FM Philadelphia) is promoting more. .......... 98

'RADIO-PHONIC' SPOT BUYING
Timebuyers interested in programs on stations represented by NBC Spot Sales can now get auditions by telephone. .......... 100

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Everybody knows that WTCN-TV is the best daytime TV buy in the Twin Cities... NOW LOOK what's happening at night! WTCN-TV's nighttime viewing audience has increased over 22% over last year* as television heads into the busy Fall season! Get both impact AND frequency on WTCN-TV... AT NO INCREASE IN RATES! Ask about WTCN-TV's fabulous Class A or AA Five & Ten Plan! Check Katz for availabilities and rates!

*Pulse—6 pm-Midnight... 7 days per week July, 1955—July, 1956

22% Increase in Nighttime Audience NO INCREASE IN RATES!

WTCN-TV Channel 11

"The Station of the Stars" 316,000 watts

ABC Network MINNEAPOLIS • ST. PAUL
Falstaff bought it

C. Schmidt bought it

39 all new half-hour action-packed motion pictures filmed on location with the full cooperation of Nevada's law enforcement agencies. Vivid scenes of Mojave desert, Virginia City, Lake Tahoe, Reno, Las Vegas offer backdrop for thrilling adventures.
for a total of 71 markets

How about you?

TROOPER

Investigate... and Act Now for the Big '57 ahead
AWARDS

Six Legion Auxiliary Awards Split Evenly by ABC, NBC

THREE ABC and three NBC programs have been cited for "Golden Mike" awards by the American Legion Auxiliary during the group’s 36th national convention in Los Angeles concurrent with the American Legion’s 38th convention there. Awards for radio-television were instituted by the auxiliary in 1950.

Two radio awards went to NBC, one for Dr. Norman Vincent Peale as best religious program and another for "Lone Ranger" as best program for youth. ABC Radio’s "Voice of Firestone" was honored as best musical program.

ABC-TV won two television awards, one for "Life Is Worth Living" as best religious program and another for Disneyland as best program for youth. NBC-TV received a Golden Mike for "Perry Como Show" as best musical.

Awards were presented by Mrs. Bowden D. Ward, national president of the auxiliary. They were based on a national poll of the auxiliary’s membership of one million women.

Top ‘Ham’ To Be Honored

NOMINATIONS for the fifth annual Edison Radio Amateur Awards—sponsored by the electronic components division of General Electric Co.—will close Jan. 3, 1957, the awards committee announced last week. The Edison Award Trophy and a $500 check will be given to one of the nation’s 40,000 licensed radio amateurs who displayed sufficient "sacrifice, ingenuity and benefit" in the public interest within the continental limits of the U. S. during the 1956 calendar year.

Judges for the contest include FCC Comm. Rosel H. Hyde, Undersecretary of State Herbert Hoover Jr., American National Red Cross Chairman E. Roland Harriman and G. L. Dossland, president of the American Radio Relay League, the auxiliaries’ national organization.

AWARD SHORTS

WSAZ-TV Huntington, W. Va., received award certificate from Second Army Recruiting & Induction Center, Ashland, Ky., recognizing station’s "fine spirit and public service."

KPTV (TV) Portland, Ore., was awarded U. S. Treasury citation for cooperation in U. S. Savings Bonds Program.

WGBS-TV Miami, Fla., for "wholehearted support" of Area Marine Corps Reserve, got certificate of appreciation.

KING-AM-FM-TV Seattle, Wash., awarded national award of American Humane Assn. for "extraordinary devotion" to humane movement during August.

Warren Culbertson, staff meteorologist, WFAA-TV Dallas, Tex., named top television personality by TV Preview magazine.

Andrew Hoffmann, regional sales manager, WWVA Wheeling, W. Va., won President’s Cup Trophy of W. Va. Broadcasters Assn. at golf tournament held in conjunction with annual fall meeting at White Sulphur Springs, W. Va. [B&T, Aug. 26].

WCCC Hartford, Conn., has received certificate from Leo I. Malcahy, Conn. director of Civil Defense, recognizing station’s cooperation as Conosrad outlet during Operation Alert 1956.

NBC-TV’s third entry in the Project XX documentary film series, "The Jazz Age," cited at the Edinburgh Film Festival. The program—destined to reach U. S. television screens early in 1957—reconstructs the 1920’s through film, music and narration by the late Fred Allen.
Five of the top ten

Mutual's pioneer participation plan—MULTI-MESSAGE—featuring a different mystery program each weeknight from 8:00 to 8:30 (NYT)

1. BEST OF GROUCHO
2. PEOPLE ARE FUNNY
3. TREASURY AGENT
4. GANGBUSTERS
5. GODFREY TALENT SCOUTS
6. TRUTH OR CONSEQUENCES
7. OFFICIAL DETECTIVE
8. VOICE OF FIRESTONE
9. COUNTERSPY
10. TRUE DETECTIVE

hits Nielsen's most recent Top 10 of all once-a-week half-hour shows—five times—at the lowest participation cost in network radio. Over 450 stations regularly carry these top-rated mysteries that consistently beat many of radio's leading personality, quiz and musical shows—plus all other mystery programs on the air.

For the best participation buys in radio...call, write, wire

New York • LOnsgate 4-8000
Chicago • WHitehall 4-5090

**ANTIGONE**

IT WOULD take a far more accomplished actress than Marisa Pavan to hurdle the broad gap between Nunnally Johnson's screenplay of Sloan Wilson's best seller of 1955, _Man in the Grey Flannel Suit_, and Jean Anouilh's stage adaptation of Sophocles' spellbinding tragedy of 441 B.C., "Antigone." Thus, we simply cannot understand what motivated the "Unit Four" people of The Kaiser Aluminum Hour to pick the albeit lito and pretty Miss Pavan for such a strenuous role as demanded by the playwrights. As it turned out, she was more anti-star Claus Randolph than she was Antigone to Mr. Rains' Creon, regent of Thebes.

(To be downright nasty about it, all we recall that the part of Antigone, the strong-willed daughter of Oedipus—in the 1945 adaption by Lewis Galantiere who also wrote last week's tv version—was filled by Miss Katherine Cornell. There, it's out.)

Although backed by a versatile vensity of players, the only true star to emerge from this Theban quagmire of princely struggles and kingly vengeance was that of Alexander Scourby, a Chorus in a Brooks Brothers Suit. It was Mr. Scourby's happy duty to put M. Anouilh's wit to the test. Sample: "Tragedy... unlike melodrama, which is, is... tranquility. In tragedy, the outcome is not in doubt... and there is nothing the audience can do to stop it from unwinding... like a coiled spring."

Though in color, "Antigone" was one of those plays that looked better in black-and-white, and one of the main reasons for this was the eloquent yet stark beauty of Rouben Ter-Arutunian's simple space-cade-like set. The final—but by no means the unimportant—touch was provided by Ben Ludlow's tympanic score. It aided immensely in tightening M. Anouilh's spring.

Production costs: Approximately $45,000. Sponsored by Kaiser Aluminum & Chemical Corp., through Young & Rubicam, New York, on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.

"Antigone" by Sophocles. Adapted for tv by Lewis Galantiere from the stage play by Jean Anouilh; executive producer: Worthington Miner; producer-director: Franklin Schaffner; assoc. producer: Joseph Duckow; costume & set designed: Rouben Ter-Arutunian; unit manager: Douglas Lutzi; script editor: John Byram.

Cast: Claude Rains, Marisa Pavan, Mildred Natwick, Felicia Montealegre, Alexander Scourby, Paul Stevens and Clint Young.

**THE ADVENTURES OF JIM BOWIE**

"I WANT a knife, not just a skinnning knife too small to pierce a bear's fat and so brittle it will snap off if it strikes a bone, but a real knife that a man can depend on—so long, so thick, and with a double-edged tip, curved so and balanced for throwing."

In essence, those are the specifications for the famous Bowie knife as outlined by Jim Bowie, who had just come out second best in a wrestling match with a she-bear, to Sam Black, master cutler. How young Bowie got his knife—and tested it in hand-to-hand combat with a villainous thief—was told in "The Birth of the Blade," opening episode in _The Adventures of Jim Bowie_, new Friday evening series on ABC-TV.

Based on Monte Barrett's biography of Bowie, _The Tempered Blade_, the tv series presumably deals with actual events in it's hero's life, but few viewers are going to be much concerned with how closely the stories match the facts. As long as they're as action-packed as was the first, all true Western fans will be happy. Scott Forbes, in the title role, both looked the part and acted it to the teeth, and the script of Lewis R. Foster, who is also producer-director of the series, gave him plenty to get his teeth into.

In all, _The Adventures of Jim Bowie_ started off like a worthy companion to Davy Crockett.

**Production costs**: $38,825.

Sponsored by American Club Co. through Ted Bates and Chesebrough-Pond's Inc. through McCaCnn-Erickson on ABC-TV, Fri., 8-8:30 p.m. EDT.

Executive producer: Louis F. Edelman; producer-director: Lewis R. Foster; writers: various.

Star: Scott Forbes, supported in the opening program, Sept. 7, by Walter Sande, Ken Dubb and Robert Foulk.

**HEY, JEANNIE!**

WHOEVER CAN (or doesn't have to) overcome aversion to such a title as Hey, Jeannie! (Honesty, Celeste, It's Always Jan, etc.), whoever isn't fed up with half-hour tv comedy situations, with the inbuilt average-national apartment sets, the streets of Brooklyn and the Dodger-loving citizens, whoever measures down to these negative requirements may qualify as a regular viewer of the new Jeannie Carson series.

The star is a charming slip of a girl, very entertaining when allowed to sing and dance. Her acting measures up too, along with the familiar comic talent of Allen Jenkins, cast as the Brooklynese taxi driver who, with his sister (played by Jane Dulo in a tight suit), takes in the Scots lassie heroine. But talent can't always triumph over a tiresome plot.

Episode one on Sept. 8 found the immigrant girl forced by a set of inane circumstances to taxi a pair of umpires for a Dodgers game to the stadium. The heroine couldn't find the way, much less remember that in the States one drives on the right. So it was not surprising when she was stopped by an Irish policeman. ("I'll be akin' to look at yer' drover's license.") They end up dancing a comic version of the few worthwhile moments in the show. Such moments were too rare in a pallid half-hour. Life and Saturday nights are too short.

**Production costs**: Approximately $38,000. Sponsored by Procter & Gamble Co. through Compton Adv. on CBS-TV Sat., 9:30-10 p.m. Producer: Charles Innes; director: James K. Kern; Les Goodwins (alternating); music conductor: Earl Hagen, Herb Spencer; package by: Four Star Productions.

**TWENTY-ONE**

LIKE the card game of the same name, NBC-TV's new quiz show, Twenty-one, can be judged as well as for knowledge, thereby providing an interesting variation on the too-familiar quiz show pattern. Contestants, racing against each other from individual soundproof booths, are given a series of questions; if the winner gets $500 a point for the difference between his score and that of the loser.

On last Wednesday's opening program, a 59-year old longshoreman with little formal education knacked out in fast succession a college graduate wife of a college professor and a psychological warfare expert, both losers hav-
His work is the talk of the town

Telephone talk, that is! For Joseph Rouse installs Bell central office switching equipment made in our factories. He’s shown here doing just that… helping to bring more dial telephone service to Thomasville, Ga.

It could easily be your community. For, last year alone, our 17,000-man installation organization worked on 45,000 separate jobs in over 6,500 cities and towns doing such work as making additions, modifying equipment and changing manual switching equipment to dial service.

Installation of central office equipment is one more way Western Electric people help your local Bell telephone company provide your town with good, dependable telephone service.
NBC SPOT SALES BRINGS YOU... RADIO-PHONIC
NOW YOU CAN ACTUALLY HEAR RADIO PROGRAM AVAILABILITIES SIMPLY BY TELEPHONING YOUR NBC SPOT SALES RADIO REPRESENTATIVE!

From the beginning of Radio, the truly vital elements of intelligent buying have been the programs themselves and the personalities who make them sound advertising investments. Now, for the first time, national Spot Radio advertisers can make important buying decisions based on actual performance of programs and personalities.

Radio-Phonic Spot Buying offers you immediate auditions of Radio programs carried by every station represented by NBC Spot Sales. And you don’t have to move from your desk! This new and exclusive service is available right now to time-buyers in New York. Eventually, it will be available in other key cities.

An up-to-date file of audition recordings is as close to you as your telephone . . . and the list will soon be expanded so that, eventually, you can hear any Radio show on any Radio station sold by NBC Spot Sales. Just call your NBC Spot Sales Radio Representative at your convenience, name the station and the show you want to hear, then sit back and listen to the sample-in-sound for yourself — as much or as little of it as you choose.

Try Radio-Phonic Spot Buying today!

REPRESENTS THESE LEADERSHIP STATIONS:
NEW YORK WRCN, WRCN-TV
SCHENECTADY-ALBANY-TROY WRGB
PHILADELPHIA WRCN, WRCN-TV
WASHINGTON WRCN, WRCN-TV
MIAMI WQNT
BUFFALO WBUF
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAG, WMAR
ST. LOUIS KSG, KSG-TV
DENVER KOA, KOA-TV
SEATTLE-TACOMA KOMO, KOMO-TV
LOS ANGELES KNCO
PORTLAND KPTV
SAN FRANCISCO KNBC
HONOLULU KBG, KOMO-TV
ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

IN REVIEW

ing overgauged their knowledge of a category while the victor knew when to call for a low value question and, just as important, when to call a halt. Result: he has $10,500 to his credit and a week to decide whether he wants to stop there or to take on a new opponent this Wednesday.

Despite a strong conviction that what TV needs least is another quiz show, here's a frank admission that Twenty-one is far from the least enjoyable of the new season's new crop of programs.

Production costs: Approximately $18,000.

Sponsored by Pharmaceuticals Inc. through Edward Ketter Assoc. on NBC-TV, Wed., 10:30-11 p.m.


THE SLENDERELLA SHOW

ELOISE ENGLISH as a young and successful businesswoman, Eloise English as a personality, Eloise English as a piquant talker, is a lady who should be able to command more than passing interest from the radio listener. But when the executive vice president of Slenderella is introduced by Galen Drake on the new CBS Slenderella Show (Sat. 10:50-11 a.m. EDT) as "an authority on behaviouralisms of women," she is defeated before she speaks a word. Authority on the subject conceivably could be established, but never by such a nettlesome assertion as that.

The banter Sept. 8 between the old master and Miss English about whether or not wives should be given "allowances" further diluted the star's charms. Galen Drake can take care of himself, but Miss English deserves more careful treatment, especially when her firm is paying the bill.

Production costs: Approximately $4,000.

Sponsored by Slenderella through Management Assoc. of Connecticut on CBS Radio, Sat. (10:50-11 a.m.).

PICK THE WINNER

CBS-TV IS OUT to resurrect old-style political debates with its new Pick the Winner series. It's a notable attempt, as evidenced by last Wednesday's contest between Gov. Harriman of New York and Sen. Knowland of California.

It's also near impossible to achieve in 30 minutes, as the same show proved.

The technique, roughly, is this: Each speaker is allowed a two-minute opener, then they alternate for periods of four minutes, three minutes and 2 1/2 minutes. That accounts for 23 minutes speaking time, 11 1/4 minutes apiece. Now, everybody knows that 11 1/4 minutes is hardly time for a politician to say hello, much less expand on an issue. Add the fact that with each turn a new challenge or question was raised—and not answered—and you get a rough idea of how little was gotten across.

(If must be noted, however, that Gov. Harriman wasn't as hampered by time as Sen. Knowland. He merely ignored the limits and spoke as long as he pleased.)

All this is not to say that the program is not worthwhile. It is, most certainly. It also is entertaining. More might be gotten out of it, however, if certain issues were set down in advance.

Sponsored by Westinghouse Electric Co. through Kerchem, MacLeod & Grove on CBS-TV: Wed. 7:30-8 p.m.


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UP411
URGENT
1ST LEAD U. N.

BY PETER HAYES
UNITED PRESS STAFF CORRESPONDENT

SAN FRANCISCO, JUNE 21.--(UP)--RUSSIAN FOREIGN MINISTER V. M. MOLOTOV PASSED UP THE UNITED NATIONS ANNIVERSARY CONCLAVE THIS AFTERNOON FOR SOME BEHIND-THE-SCENES WOOING OF THE NEAR AND MIDDLE EASTERN NATIONS.

FOR THE SECOND STRAIGHT DAY, THE STIFF-BACKED SOVIET BIG WHEEL HELD COURT IN HIS RENTED HILLSBOROUGH MANSION WITH DELEGATES FROM THE NEAR EAST--MAKING IT OBVIOUS THAT HE IS, FOR REASONS OF HIS OWN, TRYING HARD TO WIN FAVOR WITH THE ARAB NATIONS.

TOMORROW, HIS CAMPAIGN SWITCHES TO THE MIDDLE EAST WHEN HE PLAYS HOST TO SELIM SARPER, THE PERMANENT U.N. REPRESENTATIVE FROM TURKEY--THE EASTERN ANCHOR OF THE NORTH ATLANTIC DEFENSE RING.

TODAY'S GUESTS AT THE TIGHTLY-GUARDED CAPITALIST-OWNED MANSION WERE MAHMOUD FAWZI AND KHALID EL-АЗЕM, RESPECTIVELY THE FOREIGN MINISTERS OF EGYPT AND SYRIA. THE TWO DELEGATES FROM THE HOT SPOT ARAB COUNTRIES ARRIVED AT THE RUSSIAN RESIDENCE BY SPECIAL MOTORCADE AND REMAINED CLOSETED FOR NEARLY TWO HOURS WITH THE NUMBER THREE MAN OF ALL THE RUSSIANS.

YESTERDAY, ALMOST UNNOTICED IN THE EXCITEMENT OF OPENING DAY AND THE PRESENCE OF PRESIDENT EISENHOWER AT THE UN SESSION, MOLOTOV PLAYED LUNCHEON HOST TO TWO OTHER NEAR EASTERN REPRESENTATIVES. THEY WERE SEIFUL ISLAM ALHASSAN, PRINCE OF YEMEN, AND SHEIKH ASAD AL-FAQIH OF SAUDI ARABIA, BOTH WEARING THE FLOWING ROBES.

THEY, TOO, REMAINED IN THE SPRAWLING SPANISH-TYPE VILLA FOR A LONG, LATE LUNCHEON--AN HOUR AND A HALF.

YOUR AUDIENCE, AND YOU, WILL PROFIT

BY UNITED PRESS
Since the advent of television with its glamour—its newness—its size—and its profits, Radio has led a pretty drab existence around most "rep' offices"—a regular "Lil Orphan Annie".

Not so at Hollingbery—We haven't forgotten that our first dollar twenty years ago was a "Radio Dollar"—and we wouldn't be in business today if we didn't have those same "Radio Dollars" coming in. Radio is a basic and fundamental part of our daily business operation—it always has been in the past and it will be so long as there is radio advertising to be sold.

Radio will never be a Little Orphan Annie in our shop.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country

New York • Chicago • Los Angeles • Atlanta • San Francisco
Seattle • Detroit • Minneapolis
IN REVIEW

SURVIVAL STREET
IT's curious that most Americans allow themselves to be fascinated with stories of nuclear war horror, but display a marked apathy towards such vital functions as civil defense. With "Survival Street," a live telecast from Olney, Md., NBC-TV and the Federal Civil Defense Administration attempted rather admirably to orient the viewing public on the how and why of the latter agency's functions.

The program, marking the opening of Civil Defense Week, was complete enough. There were hundreds of volunteer participants, civil defense workers, fire and rescue equipment, along with burning and smoking sets. However, there was an air of "staginess" to the production. It's the decision of the individual viewer as to whether these overtones of theatrics are good and bad. One viewpoint: The FCDA should be more concerned with an orientation effort. The other: Is it humanly possible to overemphasize possible atomic havoc and the need for preparation?

Stating on NBC-TV Sun., Sept. 9 (5:30-6 p.m., EDT)
Point of Origin: Live from Civil Defense Training Center at Olney, Md.
Narrator: Ben Grauer; Executive Producer: Barry Wood; Producer: Ed Pierce; Director: Dick Schneider; Writer: Lee Bert; Music: Vladimir Selinsky; Unit Manager: Monty Morgan; Associate Director: Van Fox; Production Supervisor For Federal Civil Defense Administration: Nat Linden

SEEN & HEARD

The sight-and-squelch set that felt that Elvis Presley had been unduly restricted in his appearance with Steve Allen a month back cannot make the same complaint about his Sept. 9 spot on the Ed Sullivan Show, which allowed him full freedom of body. It must be said, though, that for the most part the CBS cameras focused discreetly on the singer's head and shoulders. More noteworthy to this viewer, who can take Mr. Presley or leave him, was the guest host, Charles Laughton, whose extremely mobile countenance offered a welcome contrast to Mr. Sullivan's unexpressive mien.

Among the more attractive commercials on television are those for L&M cigarettes ("Live Modern") and Chesterfields ("They're for Real"). Both make artistic use of costumes, music, drama and photography. But when advised to smoke both during the same half-hour (Hey, Jeannie!, Sept. 8, 9:30-10 p.m., EDT), what's a guy to do? Give up smoking out of pure frustration?

DOUBLE DUTY BLONDES
REVLOX Corp. isn't "seeing double," even though the 19-year-old blonde twin contestants on the Revlon-sponsored The $64,000 Question on CBS-TV currently figure in commercials for a rival cosmetic firm, the Toni Co. (div. of Gillette Co.). It appears the twins, Susan and Caryl Volkman, were featured in film commercials as the "Toni Twins," and though the Toni commercials were produced about two years ago, they currently are being shown on CBS-TV.

Mert Koplin, producer of The $64,000 Question, termed the sponsor conflict "unfortunate" but pointed out that Revlon had known of the Toni commercials before the Volkman twins went on Question. He added that since the Toni films had been made "so long ago," Revlon felt it would not make any difference.

OPEN MIKE

Glad to Help
EDITOR:
I was extremely interested in the article on page 56 of the Sept. 10 issue of B&T entitled "A Mat Service for Television."
I'd like to receive more information about Telemart and I would appreciate it very much if you could send the mailing address of this concern, or perhaps pass on this letter to them.

Manifield, Ohio

[EDITOR'S NOTE: Having sent Mr. Foster the information he asked for, B-T wants to point out that the 1956-57 TELECASTING Yearbook, as a tv producer and also as a time distributor, each listing showing the address, phone number and executive in charge of the firm's Hollywood and Chicago offices, as well as the services rendered.)

Fall and Rise
EDITOR:
I read with great interest this morning your editorial page of Sept. 10 issue of B&T....especially the article "Fall and Rise."
I know that I speak for every member of SRA, as well as every other station representative, when I say, "Thanks for the pat on the back."

Despite the fact that the year 1956 may be the biggest year yet in national spot radio, we must put forth even greater effort to constantly increase the dollar volume of one of the greatest of all advertising media...and we will.

Lawrence Webb, Mnger. Dir.
Station Representative Astra., New York

EDITOR:
Many thanks for your editorial plug for the representatives in your Sept. 10 issue. It has been gratifying to observe that the representatives have, over a period of time, gained a more worthwhile recognition. Of course, I believe it is actually due to the fact that we have contributed considerably more over the last several years...

John Blair, Pres.
John Blair & Co., New York

Personal Public Service
EDITOR:
Here's a radio success story a little different from the ordinary. Decrepating the lost pet inquiries on the air, I was reluctant to put one out for my lost kitten, but 15 minutes after WVKO's morning DJ, Bill Mertz, described "Prince" Charles, he was apprehended a distant neighborhood. Public service in another radio success story, where the public was the station manager.

Bert Charles, Gen. Mgr.
WVKO Columbus, Ohio

Woodies
EDITOR:
Please send me 50 reprints of the Woodward & Lothrop Article in the Sept. 10 issue.
R. C. Embry, V. P.
WITI Baltimore, Md.

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $1.00 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.)

A Gem
EDITOR:
...The TELECASTING YEARBOOK is a gem and is with me wherever I go and constantly on my desk where it is in use daily, including many Saturdays when I can work undisturbed.

David A. Bader, V. P.
Atlantic Television Corp.
New York

BROADCASTING & TELECASTING
In straight calendar terms, WSM-TV has a margin of more than three years TV experience over either of the other stations in this market. That's how long WSM-TV was the only station serving this area, and learning in the process what this audience wants and what it takes to sell them. But WSM-TV's experience goes deeper. As an extension of one of the country's biggest and most successful radio operations, WSM-TV's experience can, in several important respects, be projected over the past 30 years.

On the WSM—WSM-TV joint payroll are the skilled technicians, executives, planners, writers, producers, and talent staff of more than 200 nationally famous stars who have earned for WSM numerous awards, plus such accolades as "top music station in the nation" and "showcase of American folk music" in more than 25 top national magazines, including American Magazine, Billboard, Collier's, Coronet, Farm and Ranch, Good Housekeeping, Look, Nation's Business, New York Times Magazine, Newsweek, Pathfinder, Redbook, Saturday Evening Post, Time, Town Journal, Variety, and Wall Street Journal.

Our point is this: the WSM success formula, still going strong after 30 years, has been neatly extended (by the very people who devised it) to WSM-TV—making it the recognized TV leader in this market.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.
IN DETROIT's feverishly competitive Motor City, young Jack Webb Minor has fashioned an enviable reputation not taking the "calculated risk" in media and leaning heavily on television to stimulate automobile sales.

It could literally be said that he demands "all the facts" before applying analysis and judgment and the final step: "either stop and discard, or pull out all the stops and go."

Associated with advertising and sales for the past 16 years, Mr. Minor has managed to cram a considerable amount of experience into his 35 years. With the Chrysler Corp. family since 1953, he shifted from the Dodge to the Plymouth Div. last July, as vice president in charge of sales. In that capacity he has final say on factory and dealer co-op advertising, promotion, merchandising and varied other activities.

In the Chrysler realignment aimed at restoring Plymouth to third place saleswise, television is thus apt to have a golden stake, much as it did during the young executive's tenure with Dodge, where one of his earlier "risks" involved the "discovery" of Lawrence Welk. Mr. Minor also enthusiastically endorses saturation spot radio.

Jack Webb Minor has a simple philosophy about sales and advertising ("sell and you eat") which reflects his early education and background in Kansas City. Born in that city Oct. 29, 1920, he attended Horace Mann grade and Central high schools and obtained his first job at Loomis Adv. Agency selling advertising space in the local telephone yellow pages. It was, as he recalls, a commission job, which he recommends for any beginner in the field.

With the advent of World II, young Minor enlisted in the U. S. Navy. He was assigned to communications and wrote technical reports. As he reflects, he had little leisure time for recreation.

Mr. Minor decided after the war he could best exploit his natural and aggressive abilities in a city with more opportunities, so he moved from Kansas City to Detroit. He joined Transportation Adv. Co. as a salesman, helping the firm to expand by compiling an enviable sales record. He was promoted to vice president and sales manager in November 1945, and built a reputation for development of public relations and merchandising campaigns for Transportation's clients.

Word of Mr. Minor's advertising-sales prowess as a young executive soon got around, even in Detroit's industrial society. In April 1952, he transferred to Grant Adv. Inc. there as vice president for the Dodge account. He joined Dodge in December 1953 as advertising and merchandising director and early this year was appointed its general sales manager for automobiles and trucks.

In his new position at Plymouth, Jack Minor is responsible for all sales activities related to moving vehicles from the dealers' showrooms to the public. Directly or indirectly, this includes supervision and training of Plymouth's expanded field force, personnel of zone and regional sales offices and working closely with dealer associations and individuals nationwide, as well as advertising, merchandising promotion, public relations and direct mail.

"The Welk show proved amazingly successful in helping dealers sell cars and that's not guesswork," he reasons. Dealers enthusiastically backed up Mr. Minor with such reactions as: "In 30 years I've never seen anything sell Dodges the way Welk does" and "The response to our tv show has been almost unbelievable." The past year, before shifting over to Plymouth, Mr. Minor was credited with stimulating a good deal of dealer enthusiasm during the Dodge "Sellathon" shows in New York, Chicago and other key cities—campaigns heavily buttressed by spot radio.

Radio can count Mr. Minor as a supporter, too, "when you want to tell a large section of the public something in a hurry"—and, what's more, it "reaches people in their cars." (This seemed to be demonstrated during Dodge's Sellathons, where spots recorded by Lawrence Welk and others were utilized in appeals to different car owners each week to switch over to Dodge.) He also endorses strong newspaper and magazine schedules.

This strong faith in all media, particularly radio-tv, was exemplified when he joined Dodge in 1950 and quickly welded together a new team and expanded car and truck advertising last fall. With the advent of the 1957 Plymouth line, Mr. Minor will help, advertisingwise, put the division's "K" series before the public and broadcast media are sure to be "prime" factors in the drive. Dodge and Plymouth have purchased another Welk series, Top Tunes and New Faces, starting Oct. 8 on ABC-TV and will use spot radio-tv in some 65 markets, plus dealer co-op campaigns.

When he isn't traveling (he's covered well over 70,000 miles since last October), Mr. Minor likes golf and is active in such organizations as the First Presbyterian Church of Birmingham, National Council of Presbyterian Men, Detroit Adcraft Club, Detroit Board of Commerce, University Club and Alpha Delta Sigma (advertising fraternity). He is chairman of United Foundation's public relations committee.

Personable and deceptively slow-talking, Mr. Minor enjoys the time he is able to spend with his family—his wife (the former Ellen Irwin) and three daughters, Jill, Judy, 6, and Jaclyn, three months—when not talking Plymouth with thousands of dealers throughout the nation.
NTA...
touches off the most spectacular event in television programming history...
proudly present... 52 top-quality Feature Films ... by famous producers including ... Darryl Zanuck, Alfred Hitchcock, Elia Kazan, Louis deRochemont, Otto Preminger and Bryan Foy... and stories by great authors including ... John Steinbeck, Zane Grey, Richard Llewellyn, Raymond Chandler, Rafael Sabatini, Craig Rice and Frank Yerby.

NTA and 20th Century-Fox

BRIGHAM YOUNG
with Tyrone Power and Linda Darnell
The story behind the heroic Mormon trek westward and the virile fighting man who led it.

WING AND A PRAYER
with Don Ameche, Dana Andrews and Sir Cedric Hardwicke
One of the mightiest of all entertainment thrills ... fighting action aboard a fighting aircraft carrier!

THE STORY OF ALEXANDER GRAHAM BELL
with Don Ameche, Loretta Young and Henry Fonda
In the deafness of the woman he loved he found the inspiration for his great achievement.

DOLL FACE
with Vivian Blaine, Perry Como and Dennis O'Keefe
The musical romance of a doll that had a great talent for writing.

FOUR JILLS IN A JEEP
with Phil Silvers, Martha Raye and Betty Grable
The fun, songs and love when Hollywood's loveliest stars take a furlough of entertainment to the front lines.

FOOTLIGHT SERENADE
with John Payne and Betty Grable
A story that steals into your heart ... with music that will set it singing.

DRAGONWYCK
with Vincent Price and Gene Tierney
A tremendous, exciting mystery that will engulf the television screen with dramatic greatness.

DAISY KENYON
with Joan Crawford, Dana Andrews and Henry Fonda
Two kinds of men ... two kinds of love in her life ... and when she chooses it must be forever!

KISS OF DEATH
with Victor Mature, Brian Donlevy and Richard Widmark
The story of betrayal that explodes in a manhunt unequalled in the chapters of violence and vengeance!

DRUMS ALONG THE MOHAWK
with Claudette Colbert and Henry Fonda
Braving all dangers as a nation is carved out of a forbidden wilderness.
in maintaining a tradition of quality...

NTA and 20th Century-Fox

proudly present... 52 top-quality Feature Films... first releases from one of the great Hollywood studios... 20th Century Fox... starring top players including... LORETTA YOUNG, JOAN CRAWFORD, WALTER PIDGEON, TYRONE POWER, CHARLES LAUGHTON, PAUL MUNI, HENRY FONDA, CLAUDETTE COLBERT, FREDRIC MARCH.

HOW GREEN WAS MY VALLEY
with Walter Pidgeon, Maureen O'Hara, Donald Crisp and Barry Fitzgerald
An unforgettable story of love, faith and conflict... winner of six Academy Awards.

THE HOUSE ON 92nd STREET
with Lloyd Nolan and William Eythe
The story the headlines didn't dare reveal about the protection of the atom bomb!

THE OX-BOW INCIDENT
with Henry Fonda and Dana Andrews
The tough, true, terrifying story of America's most ruthless manhunt... urged on by a woman's mocking laugh!

THE BLACK SWAN
with Tyrone Power, Maureen O'Hara and Thomas Mitchell
Over the seven seas, surged the wolf-pack... and it took bold hearts to hunt it down!

CENTENNIAL SUMMER
with Linda Darnell, Jeanne Crain, Cornel Wilde and Walter Brennan
The beloved best-seller bursts into Jerome Kern Songs.

BOOMERANG
with Dana Andrews, June Wyatt and Lee J. Cobb
The vicious killer remains unfound... the savage crime remains unavenged... the story of the most brutal betrayal man ever got from woman!

THE HOMESTRETCH
with Cornel Wilde and Maureen O'Hara
Love and adventure at the world's gayest racing classics!

A YANK IN THE R.A.F.
with Tyrone Power and Betty Grable
Authentic air battles filmed over Germany, France and England... background for a tender love story!

LIFEBOAT
with Tallulah Bankhead and William Bendix
Six men and three women adrift in a lifeboat with no law but the wild sea... written for Alfred Hitchcock by John Steinbeck.

THE FOXES OF HARRROW
with Rex Harrison and Maureen O'Hara
A man of violence and fascination... out of an era that laughed at its own destruction... from the best seller.

These films will help you build top audience ratings, great s...
Included in this group are such screen triumphs as...

- **RINGS ON HER FINGERS**
  Henry Fonda, Gene Tierney, and David Craig

- **IT HAPPENED IN FLATBUSH**
  Lloyd Nolan and William Tracy

- **LES MISERABLES**
  Mervyn LeRoy, Charles Laughton, Sir Cedric Hardwicke, and Rochelle Hudson

- **WITHIN THESE WALLS**
  Thomas Mitchell and Mary Anderson

- **Belle Starr**
  Gene Tierney and Randolph Scott

- **THE BRAHLER DOUBLOON**
  George Montgomery and Nancy Guild

- **Hudson's Bay**
  Paul Muni, Gene Tierney, and Vincent Price

- **Western Union**
  Robert Young, Randolph Scott, and Dean Jagger

- **Berlin Correspondent**
  Dana Andrews and Virginia Gilmore

...and twenty-three more outstanding feature films

WRITE-WIRE-PHONE, TODAY! All the details are available to you from

HAROLD GOODMAN, V.P. CHARGE OF SALES,

National Telefilm Associates, Inc.

IN HIS PREFACE to the third edition, Mr. Hubbell states the volume’s purpose thus: “To analyze and define the nature of television; to formulate basic theory for its development as an art; to demonstrate practical techniques for program production; to show how programs are created and produced; to show what is happening in television around the world, and to show some of the far-reaching effects of economics on programming and television growth.”

Several new chapters have been added to cover the final points, but the major part of the book was written between 1939 and 1944 when the author was a producer-director-writer for CBS-TV. “This portion of the original edition has been retained intact,” Mr. Hubbell writes, “for the simple reason that it has been proved correct.”

For the same reason, B&T repeats what it said when the second edition of Television Programming and Production appeared: “Established as one of the few books which are required reading for anyone considering a career in video programming.”


THE SCENE is a tv studio, with cast, producers, camera crew and other essential personae fighting out the rehearsal of a new $100,000 quiz show which premieres that night, all locked in to prevent disclosing any information about the mystery tune. Suddenly comes murder. Told in the first person by the head of the agency in charge of Quixterry, the story satesevers advertising, tv, quizzes and married life, but the result doesn’t quite come up to the Mr. and Mrs. North stories on which this book is so patently modeled. However, Sam Baker, of the executive staff of Donahue & Co., provides enough chuckles and thrills to make a pleasure his reader’s, particularly for anyone familiar with the Madison Ave. milieu.

HOW TO MAKE GOOD TAPE RECORDINGS, by C. J. LeBel; Audio Devices Inc., 444 Madison Ave., New York 22, N. Y. 151 pp.; $1.50 paperbound, $2.50 clothbound; available through Audio Devices Inc. or any Audio Devices dealer.

STUDIO engineer and hi-fi bug alike will find much of interest in this compact book published by one of the country’s leading tape manufacturing firms. You name it, and Mr. LeBel has the answer for it—on just about every phase of tape recording but video tape. In some detail, Mr. LeBel discusses the background of tape, its uses, advantages, shortcomings and characteristics (frequency response, distortion, speed, wow, flutter and goth-only-knows what else). In the chapter titled “Selecting a Recording Tape,” Mr. LeBel naturally minces few words, recommends “Audiotape”—what else?

In addition to thoughtfully providing several blank pages towards the end of the book for note-taking, the author has invited three experts to contribute additional know-how to tape recording: “Microphone Recording” by Columbia Records Inc.’s recording operations director, Vincent J. Liebler; “Tape Editing” by RCA Victor’s A. A. Pulley, and “Use of Sound Effects” by WNYE (FM) New York’s Herman Haverkamp.

BROADCASTING • TELECASTING

NOW...BY A WIDER MARGIN

HOOPER-RATED RADIO STATION IN HOUSTON

K-NUZ

Hooper May thru July 1956
Monday thru Friday
7 A.M.—12 Noon
Monday thru Friday
12 Noon—6 P.M.
(Sample Size—18,628)
(Sample Size—23,040)

K-NUZ 23.0
Net. Sta. “A” — 12.1
Net. Sta. “B” — 9.4
Net. Sta. “C” — 11.7
Net. Sta. “D” — 13.8
Ind. Sta. “A” — 5.9
Ind. Sta. “B” — 6.7
Ind. Sta. “C” — 13.8

K-NUZ 23.2
Net. Sta. “A” — 12.5
Net. Sta. “B” — 8.4
Net. Sta. “C” — 11.8
Net. Sta. “D” — 7.7
Ind. Sta. “A” — 7.2
Ind. Sta. “B” — 9.6
Ind. Sta. “C” — 11.1

NOW...K-NUZ IS THE LEADER BY A GREATER MARGIN—
Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO...and Radio in Houston is...

K-NUZ

HOUSTON’S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— Southern Reps.: CLARKE BROWN CO.—
New York • Chicago • Los Angeles • Dallas • New Orleans • Atlanta
San Francisco • Philadelphia • Seattle • Los Angeles • Washington, D.C.

In Houston, call Dave Morris, Jackson 3-2581

September 17, 1956 • Page 31
THE 32 COLISEUM TOWER NEW YORK NEEDS CAMPAIGNS

- VERTICAL, SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY
EVERY PRODUCT AND ALLOCATIONS ADVERTISING MEDIA

Adams, WAYNE BUMSTEAD, Media Director for MacManus, John and
Adams, New York, spouts out his reasons for preferring Spot for
clients like White Rock, Good Humor, and Regent Cigarettes:

"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN
SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY
- VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL-
MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC
NEEDS OF SPECIFIC CLIENTS."

dreamboat or dervish?

no matter what your dance style,
you get "the most" with Sesac's
fabulous variety of dance music in
Spectacular Sound

These brilliant top-drawer arrange-
m ents found in Sesac Library's "N"
Section, now available separately

send for prepaid audition discs

THE SESAC TRANSCRIBED LIBRARY
(now available in sections)

THE COLISEUM TOWER • NEW YORK 19

--- IN THE PUBLIC INTEREST ---

KLAC Foats bills For Bowl Charity

FIFTH annual production of the Big Five
Charity Show by KLAC Los Angeles took place
last week at the Hollywood Bowl with such
performers as Bob Hope, Jerry Lewis, Peggy
Lee, Danny Thomas, Liberace, Tennessee Ernie
Ford, Paula Kelly and the Modernaires, Leo
Diamond, and others contributing their serv-
ices. Tab for the production was picked up by
KLAC with proceeds going to the RTRA
(Radio, Television, Recording, Advertising
charity) and the Hollywood Boys' Club.

WCCO Conducts Safety Campaign

A PRE-Labor Day safety campaign on WCCO
Minneapolis-St. Paul featured recorded mes-
sages by leading Twin Cities clergymen, Gov.
Orville Freeman and WCCO personalities urged
motorists and pedestrians to be extra careful
over the long weekend. The station reported
that there were no fatalities within a 50-mile
radius of Minneapolis-St. Paul over the holi-
day period.

NPEH Week Plan Urged

IN OBSERVANCE of National Employ the
Physically Handicapped Week, Oct. 7-13,
the President's Committee for Employment
of the Physically Handicapped is asking radio
and tv programs to feature the work of one of the
many entertainers who have proved their dis-
abilities don't qualify—such as Alec Temple-
ten, Jane Froman, Connie Boswell, Johnny
Ray, Jimmy Savo and Al Hibbler. Featuring
such performers during NPEH Week will help
the nation's two million handicapped workers
seek jobs and persuade more employers to hire
them, the committee believes.

CBS Radio Aids in Robies Search

THE six-year-old son of Mr. and Mrs. Claude
C. Lear of Dallas, Tex., was bitten by a rabid
dog when the mothering family stopped at a
Southwest town. Ignorant of the dog's condi-
tion, the Lears drove off, dismissing the accident
as "nothing serious." When the dog died and his
condition became known, the town's mayor,
trying to contact the unknown family, turned to
CBS News in New York. Bull-tins aired on the
CBS weekend news service, Weather Along
the Highways, reached CBS Radio affiliate
KRLD Dallas, who asked joined in the search.
The KRDL bulletin reached the Lears, and
they sought immediate medical aid.

Talent Array for WGR-TV MD Telethon

THE ENTRATE staff and facilities of WGR-TV
Buffalo participated in an 18-hour telethon
from Memorial Auditorium, staged to help the
local Muscular Dystrophy Assn. attract more
than 8,000 volunteers. Entertainers who joined
the station staff included network m.c.'s John
Reed King and Virginia Graham, Hugh O'Brian,
tv's Wyatt Earp, Cab Calloway, Florian Za-
bach, Captain Midnight and The Platters.

Telethon in Puerto Rico

NEARLY ALL of Puerto Rico's talent was on
hand for WAPA-TV San Juan's telethon to
raise money for the relief of victims of hur-
rricane "Betsy," or "Santa Clara," as the storm
is referred to by islanders. Pledges amounted
to $49,141.32 plus an estimated $50,000 in
clothing, food and building supplies, a total be-
lieved to be the largest ever raised for Puerto
Rican charity. WAPA-TV President Jose Ramon
Quinones introduced Puerto Rico's first lady,
Donna Ines M. de Munoz Marin, wife of the
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island's governor. She was on hand for the
entire telecast, appearing on the air at inter-
vals and helping behind the scenes. A high-

Another thinly disguised WJR success story

It was nothing at all, sir... thanks to WJR

Last winter, the Air Force started broadcasting a series of transcribed 15-minute radio programs. It chose WJR, Detroit, as its outlet for Michigan, Indiana, and Ohio.

We programmed it at 6:15 P.M. on Saturday, as a public service.

In December, they began making one 30-second announcement a week, offering a weather booklet.

They received 4,697 requests in December and January, and WJR alone pulled 2,130—45% of the total.

Nine other stations across the nation split up the rest.

The lieutenant in charge was pleased, of course, and mildly surprised. We should have warned him.

After all, we know that 41% of the total audience in WJR's area rarely turns its radio dials from WJR. We know that 30% of the audience rates WJR as most public spirited, and 18% says it's most helpful.

And we know about response, too—because listeners trust and act on WJR advertisements by 2 to 1 over the nearest competitor.

How do we know? The Alfred Politz Research, Inc. report on listener habits in WJR's area tells us.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

WJR Detroit
80,000 Watts CBS Radio Network
IN THE PUBLIC INTEREST

light of the program was the auctioning by vocalist Lolita Cuevas of an album of records given her by Dr. Albert Schweitzer. It brought $200.

WBZ-TV Comes Crashing Through
“MR. GEORGE WILSOFTEN,” a dummy replica of an average 165-lb. man, was the featured performer in a live teletcast presented by WBZ-TV Boston as a feature of the new “2000 A.D.” series on Dimensions. The dummy rode a crash car equipped with a safety belt to evaluate what happens in a fixed barrier collision at 50 miles per hour. Accelerometers, artificial human heads, and required instrumentation to measure the extreme forces were described. The test was held in front of the WBZ-TV studios with the cooperation of local fire and police departments.

CBA Establishes Scholarship
THE Connecticut Broadcasters Assn. has established an annual scholarship for an outstanding state youth at the U. of Connecticut, Daniel W. Kops, association president and executive vice president of WAVZ New Haven, announced last week at a CBA outing. The outing, under the direction of Sydney F. Burns, general manager of WADS Ansonia, was held to make up for the group’s annual meeting last March, which was disrupted by a blizzard.

WMAR-TV Fights MS
COOPERATING in Multiple Sclerosis Month, WMAR-TV Baltimore is presenting a series of three half-hour programs devoted to all facets of public enlightenment on this disease. A multiple sclerosis symposium featured a discussion by Dr. O. R. Langworthy, chairman of the medical board of the Maryland Multiple Sclerosis Society; Dr. John Magladery, chief neurologist, Johns Hopkins U. Hospital, and John H. Feting, treasurer of the Maryland MS Society. Therapy and rehabilitation methods were explained and demonstrated on the second program in the series, and the third part will deal with the current financial campaign.

WLIB Saturates X-Ray Spots
WLIB New York carried a one-week “satur- ration” campaign of public service announcements last week to call attention to the New York City Health Dept.’s offer of free chest x-ray examinations for residents of the Bedford-Stuyvesant section of Brooklyn.

GOV. George Craig of Indiana (c) receives a film titled “War Without End,” dealing with highway safety, from Robert E. Dunville (l), president of Crosley Broadcasting Corp., and Al Bland, Crosley vice president in charge of programming. The Crosley-produced film was presented on Crosley-owned WLWT (TV) Cincinnati as a tribute to Indiana’s safety record.

NIGHT-TIME RADIO IN LANSING is “ERIK-O”

“HOUSE OF MUSIC” with Erik “O”

8:30 pm-12:30 am
Monday thru Saturday

POPS, STANDARDS, JAZZ, NOVELTIES, R&B, R&R...
REQUESTS. SPECIAL FEATURES, GIMMICKS AND CHATTER

THE THREE HIGHEST RATED REASONS FOR BUYING KCRA-TV

1. DAYTIME WOMAN’S SHOW
“The Valley Playhouse”
2-5 p.m. Monday-Friday

12.4 Average Rating
74.4% Share Audience
Live Demonstration
Commercials
Kitchen Set Available
Milly Sullivan, Hostess

2. KID’S SHOW
“Captain Sacto”
6-6:30 p.m. Monday-Friday

12.5 Average Rating
46.9% Share Audience
Highest Rated Local Kid Show in Northern California
Beats All Competition
Now Featuring “Popeye”

3. LATE MOVIE
“Three Star Theatre”
11 p.m. Saturday and Sunday

9.5 Average Rating
59.4% Share Audience
Feature Films: Warner Bros., Columbia-Screen Gems, General Teleradio

3 REASONS why KCRA-TV on low band Channel 3 has more audience most of the time than the 3 competing stations combined. Call Petry for more specifics.

* All ratings from Sacramento Television Audience Agency June 2-8, 1956
KSLA-TV has ten of the TOP 15 shows . . . 64% of the morning audience . . . 58% of the afternoon audience and 53 of the nighttime audience. Thus PULSE backs up ARB in proving KSLA-TV's continuing audience leadership in Shreveport. That's why over twice as many national spot accounts and one-third more local accounts use KSLA-TV than the other Shreveport channel! Your Raymer man has full details of the success story. KSLA-TV

FIRST IN SHREVEPORT, LOUISIANA
KSLA-TV \[ CHANNEL 12 \]
FULL 316,000 WATTS POWER—ANTENNA HEIGHT 1,200 FEET

PAUL H. RAYMER, INC.
NATIONAL REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • DALLAS • SAN FRANCISCO • HOLLYWOOD
Thru SCREEN GEMS portals
FOR ALL STATIONS ... FOR EVER

SPORTS!
52 — ¼ HRS.
"THE BIG PLAYBACK"
Bill Stern and Jimmy Powers bring the most famous names in sports, filmed at the moment of their greatest triumphs.

"SURPRISE PARTY"
65 HOURS
Each one hour package combines an exciting serial, a hilarious comedy and an entertaining cartoon ... from Columbia Pictures! A festive treat for the young set!

104 FEATURE FILMS
... and more to come!
The finest group of full length features produced by Columbia Pictures ... with Bing Crosby, Rita Hayworth, Paul Muni, Cary Grant, Ingrid Bergman and many other stars!

FOR DETAILS CALL
IN THE EAST
Ben Coleman
Pl. 1-4432
New York, N. Y.

IN THE SOUTH
Frank Browne
National 3-6566
Hot Springs, Ark.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.

IN THE FAR WES
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.
pass TV's BEST SHOWS!
SPONSOR . . . FOR ANY AUDIENCE!

JUVENILE!
91-1/2 HRS.

TOP PLAYS!
278-1/2 HRS.
- COMEDY
- DRAMA
- MYSTERY
- ADVENTURE
- ROMANCE

Superb quality programs from top rated big star series such as "Ford Theatre" . . . . . . . "Celebrity Playhouse" . . . . . . and "Fireside Theatre"

MUSIC!
78-1/4 HRS.
"THE PATTI PAGE SHOW"
Stars with the "Page 5 Singers" and Jack Rael's 18 pc. orchestra.

SCREEN GEMS, INC
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N.Y.
How's radio doing in North Carolina, the nation's 10th most populous state? Here's the answer given by a 52-county Area Pulse taken for the fourth consecutive year.

Radio listenership is up 10% over 1955.

WPTF's share of the audience keeps on growing. It's more than double—almost three times—the audience of the nearest competitor, a regional network... and six to seven times that of any other station.

Let us or The Colonel tell you more about this better-than-ever buy.
FILM VS. NETWORK

Celler Witnesses Attack Chains

THE heralded House Antitrust Subcommittee investigation of alleged monopoly in the television industry opened in New York last Thursday with testimony almost exclusively from a hitherto undisclosed document in which four film companies held out blunt charges against television network operating policies.

But officials of the four companies, who were first day's witnesses, were considerably more moderate than testimony in the 65-page document—which they filed last May with the FCC Network Study Committee—on which the committee quizzed them.

Committee Chairman Emanuel Celler (D-N.Y.) at one point accused one of the witnesses of "tempering your remarks," but all four officials maintained they were not backing down from their presentation to the FCC group.

The four witnesses were Ralph M. Cohn, vice president-general manager of Screen Gems; Michael M. Sillerman, executive vice president of Television Programs of America; Herbert Jaffe, executive vice president of Official Films; A. Frank Reel, operations manager of Ziv Television Programs. The four firms constitute the Association of Television Film Distributors Inc., in whose name their presentation to the FCC Study Group was filed.

Chairman Celler made clear at the outset that the investigation would be far reaching, encompassing, among other things, advertising revenue, FCC's performance of its responsibility, the FCC network regulations, relationships between networks and stations, the uhf problem, networks and film producers-distributors, networks and program "control," networks and music licensing—a new ingredient—networks and AT&T, and networks and talent as well as the network option-time must-buy practices which highlighted the Senate Commerce Committee's tv hearing last Spring.

The film company witnesses stuck to their guns—and their FCC document—in maintaining (1) changes in allocation to permit "a major improvement" in the number of stations would probably make rules changes necessary, (2) but that in the meantime network option time should be restricted, the total amount of programming a station may take from any one source should be limited and that network participations in program production should be restricted

Continues on page 40

ATFD'S SECRET PROPOSALS FOR CURBING NETWORKS

THOUGH its proposals for solution of "the network problem" had been revealed in broad generalities [sat., June 4], full details of the "remedy" prescribed by Assn. of Television Film Distributors came to light last week. Specific proposals were contained in a 65-page "presentation" ATFD made to the FCC Network Study Committee May 31, kept secret since then. Here is a condensed text:

"We believe that the remedy for the ills we have outlined lies in the restoration of free competition in television. We recognize the extent to which our problems are caused by the limitation in the number of television outlets of equal power. We also recognize that we would be somewhat less than realistic if we simply suggested that somehow or other you find ways and means of providing for a large number of outlets of equal power and unmixed frequency in every major city. We, therefore, propose that you consider the modification of the chain broadcasting rules to try to relieve monopolistic tendencies in two general areas:

(a) that having to do with option time and station acceptance of network programming, and

(b) network participation in the ownership of programs."

"One solution calls for the complete abolition of option time... "

"A second solution which has been discussed is to require the networks to divest themselves of program control. Under the present system, the point is made that the networks in deciding whether to purchase a program from an outside source have a conflict of interest. Their obligation is to provide the best possible programming; their financial interest may impel them to choose that program which they own or in whose profits they participate. Their choice of the best programs would undoubtedly be much more frequent if they did not have a financial stake in the programs to be broadcast. And independent program sources would be strengthened since the networks would have the incentive to choose the best possible program without regard to the company that owned it."

"May we also suggest for your consideration a third solution."

"Our solution is two-fold. First, we recommend that the number of hours under option time should be reduced. While we are not dogmatic about the specific number to be allowed, we believe that 1 1/2 hours in each of the segments of the broadcast day, as defined in the communication's rules, is generous. This amount of option time should be more than adequate to provide for programs where simultaneity is important because time is of the essence.

"Our second suggestion is to limit the number of hours of programs that a station may accept from the networks, option time and station time combined. Without such a limitation, the networks would simply continue to dominate station time in the same way they do now. Our recommendation is that stations shall not be permitted to take more than 90 successive minutes from the networks and that in between such 90 minute periods there must be a minimum of one hour devoted to non-network programs. We recognize that some network programs of necessity exceed 90 minutes in length—e.g. sports, political conventions, etc. We believe that provision can be made for this extraordinary type of presentation by providing that the 90 minute total may be exceeded to the extent of not more than 19 hours per month—but only for programs of the exceptional type described above."

"We believe that the suggestion we have made is a reasonable one. It will enable the networks to continue their important role but will remove the obstacles which now handicap the development of independent program sources and restrict the use of television by the small advertiser..."
or banned (for detailed proposal, see condensed text, page 39.)

Chairman Celler obviously did not always agree with them, that they were hewing to the tone of their FCC presentation.

At one point, he insisted that Mr. Cohn, principal spokesman for the group, read the following, the ATFD document.

"In other words, the networks, insofar as television is concerned, do the following:

(1) Own and operate their own stations;
(2) control the time, by means of option contracts, and in some cases as a result of their time control;
(3) own and operate film syndication subsidiaries which, with the advent of tape, will give them almost complete control over the reruns of their live shows as well as their film shows;
(5) own and operate merchandising subsidiaries or divisions.

"In summary, the networks are exercising an increasing monopoly power over the entire field of television, and slowly blocking off independent operations from an opportunity to compete."

Then he polled the witnesses: Did that represent the considered judgment of their company?

Mr. Cohn: "Materially. . . .

Mr. Jaffe: "Materially, in fact, yes."

Mr. Reel: "Yes. . . ."

Mr. Silberman: "Materially. . . ."

The questioning of networks seeking profit-participation rights to programs they buy from independent producers and distributors figured prominently in questioning.

When such contracts were offered for the first time, Mr. Plotkin, counsel to ATFD, won committee consent to have them "edited" to eliminate "private" matters not concerned with the investigation. It was a concession that presumably heartened network officials, who have pointed strongly against having all their private contracts details spread on the public record.

Chairman Celler wouldn't commit the committee as a whole to take for the record only the "profit-participation" provisions of the proffered film contracts, but assured Mr. Plotkin that "I don't think you'll have any trouble" in making satisfactory arrangements with committee counsel on this score.

He instructed each of the four witnesses, however, to submit for the record full details on instances where networks have "demanded" profit-sharing, re-run rights, or merchandising rights as a consideration for putting a program on the network. He also called for details where a network rejected an independently produced program in favor of a network-controlled program.

Rep. Celler's session was to be cut short about noontime, in observance of the Jewish holy days. Thus only Friday witness scheduled was Victor Hansen, assistant attorney general, anti-trust div., Justice Dept. Presumably John G. Johnson of WITB-TV-Wheaton-Salem, N. C., chairman of the UHF Coordinating Committee, who had been scheduled to testify Friday, would appear this week, possibly today (Mon.).

It was known that Carl Haverlin, president of BMF, is slated to appear today at the committee. His appearance was not scheduled in the at 11 a.m. ASCAP was understood to be slated to send a witness, although the probable date and time were not known. ASCAP authorities refused to confirm or deny the report that it would testify; a spokesman said, however, that

it would not appear except by subpoena.

ABC President Robert K. Kintner is slated to appear Thursday, it was learned.

CBS Inc. President Monroney Friday and next Monday. Committee authorities expected the New York sessions to continue through "a good part" of next week.

Committee members on hand for the opening day's sessions, aside from Chairman Celler, were Rep. Kenneth Keating (R-N. Y.) and Rep. Peter Rodino Jr. (D-N. J.). Congressman Rodino was absent Thursday afternoon, however. Committee counsel protesting were: Chief Counsel Herbert N. Maley and Associate Counsel Samuel R. Pierce Jr. and Co-counsel Kenneth R. Harkins.

Chairman Celler opened the Thursday session promptly at 10 a.m. with a statement as to the investigation's purpose.

To receive star billing in the Celler "spectacular" are the following topics as outlined by the chairman: how FCC has "discharged its statutory responsibility in accordance with the

congressional mandate" in insuring "a nationwide competitive system of broadcasting and whether it has had a tendency to become "unduly responsive to the industry viewpoint to the detriment of the public interest"; a "further study" of network advertising practices, particularly option policies as well as the networks' "power to grant or withhold an affiliation contract"; discrimination - if any - by networks as between affiliated stations, and a look at FCC's Chain Broadcasting Regulations, which, he noted, were "adopted some 15 years ago in the pre-television era."

Also, the chairman singled out network control of programs telecast in choice time periods, asserting that "it has been argued that [network control] imposes a production disadvantage upon independent program sources, but permits the networks to insist upon the rights of profit participation and commercial exploitation with respect to independently produced films."

Rep. Celler emphasized that TV advertising revenue, which he admitted to be "the life-blood of network telecasting" would not be sacrosanct: "We shall inquire into whether or not the much sought after prime evening hours on the networks are available on an equitable basis to all advertisers and advertising agencies or conversely are concentrated in the hands of a few."

The subcommittee, moreover, he said, will look into the relationship of the networks and talent by exploring the contention that "option time permits the network to control talent since it alone can guarantee to star performers continued entry into the nation's television homes."

On song licensing and publishing, Mr. Celler noted that this was a "related antitrust" problem commanding the subcommittee's attention because "fulltime" production charges are cause of "so many substantial properties as well as important program material for radio and television use."

He then said the committee would hear testimony upon "joint" activities of broadcasters in this field.

Also on the subcommittee's program, Rep. Celler said, would be an examination of the "relationship of AT&T as a public utility to the television industry's control of network interconnections," and a desire to determine whether the "uptick problem will be handled so as to foster competition rather than impede it, and by what method the maximum number of TV outlets throughout the country."

He thought FCC's current approach through rule-making proposals on deintermixing "holds forth much promise," but, he warned, the subcommittee wishes to know just what the FCC order of June 26 will do and thus expects to hear individual uhf operators and "their representatives."

The Celler group was to no time in tossing a stone into the AT&T milk. It had its initial and subsequent questioning on the document submitted by ATFD to the Barrow Network Study Group of FCC and sharply attacking network practices, particularly option time and the control of programming.

This was the first disclosure of the heretofore secret "presentation" to the Barrow unit. Observers felt that this portended similar revelations in the hearings sessions to come.

Asked by counsel if there were other companies which had similar problems to ATFD, Mr. Cohn named Revue Productions (Music Corps of America, Los Angeles) and National Telefilms Assoc. and Guild Films. Rep. Celler and Mr. Cohn agreed that the networks were in direct competition with independent film producers and distributors as well as being "their customers."

Under questioning, Mr. Cohn said although some producers were "affiliated with networks" they were not associated "fulltime" but as "contracted associates," a practice, he noted, which is becoming more the trend.

Do some producers work exclusively for the networks so that the networks "own the sum total of their services?"

Mr. Cohn said it was some "out of business," "out of new departure" and cited California National Productions (subiety of NBC) as an example.

Taking its cue from the ATFD presentation before the Barrow group, the subcommittee aired data on network-producer contracts, particularly those which give a network a share in the profits. Examples presented by Mr. Cohn were CBS and (its Burns and Allen show, Desilu Productions (I Love Lucy and December Bride) and ABC with the producers of Wyatt Earp, Jim Bowle, and Danny Thomas Show. These producers, Mr. Cohn continued, film shows in association with the networks and thus "direct affiliation as suppliers of the programs."

As to network profit sharing in this program product, Mr. Cohn said he believed CBS, for example, had stock in Desilu. Network control is exercised, he observed, with Desilu films and Burns and Allen playing first run only on CBS.

The committee counsel offered that the network derives its revenue from these programs through time and production charges to the producer. Mr. Cohn amplified network profit from three sources: sale of time, profit on production and profit on distribution. He noted, too, that often additional revenue is available to the network through the film sales sub-

Keating Quips

REP. Kenneth B. Keating (R-N.Y.) got a laugh last week with a topical gag during the House Antitrust Subcommittee's hearings on alleged monopoly in television held in New York City. Chairman Ensminger was reading a statement made in the course of an interview published in B&T last Feb. 28 - by Sylvester L. (Pat) Weaver Jr., who resigned 10 days ago as NBC board chairman.

"The time has come when the high proportion of network billings placed by a relatively few big advertisers, and concluded that if this situation continues the non-network advertisers must "go out of business."


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sidely and gathered from subsequent sale of rights (for example, 714, syndicated version of Dragnet), re-runs after the show is off the air and offering a previous edition of a series to run concurrently with the regular one (an example is the Andy Lucy Show which was on CBS as well as I Love Lucy).

He said that Hal Roach Studios and Desilu were producers which permit a network to bring its own production package into the shop, using stage and studio facilities.

Mr. Cohn declared that the networks hold bargaining power because of a lack of sufficient stations in top markets and because of the increasing promotional costs of television.

He said Screen Gems sold directly to networks four out of its 10 programs which have been or will be networked this coming season: Circus Boy on NBC-TV, filmed segments of Playhouse 90 on CBS-TV; Cowboy Theatre on NBC-TV and George Sanders' Mystery Theatre on NBC-TV. Of these four, Mr. Cohn said the Playhouse segments and the Sanders mystery series were sold to the networks on a basis in which the network would share in the profit.

Subcommittee Counsel Maletz read a paragraph from the minutes of a Screen Gems and NBC Circus Boy meeting. "Profit Sharing," noted it was "complicated" and asked for clarification. Mr. Cohn said the series had been sold to NBC at a "certain price" and that of anything realized over that price in its sale to an advertiser, Screen Gems would share in the profit. For Playhouse 90 segments, Mr. Cohn said, CBS obtains a 50% share in the profit and 50% of rerun rights, and NBC gets a 25% profit share in Sanders' Mystery, U.S. and Canada showings as well as a rerun share.

Committee counsel noted stations do not as a rule obtain a share in profit in either the first or the rerun of programs sold on the networks. Mr. Cohn admitted it indeed would be "very unusual."

The other companies reported as follows on selling shows "directly" to networks for the fall season: Ziv, none; TPA none, although it has four being network-exhibited: Official 1/4 (fraction relates to Robin Hood sold one-half to Johnson & Johnson and the other half to network, this segment sponsored by William F. Fox).

At this point, "drama" eroded in the hearing room as a member of the audience who identified himself as Harry Levine shouted that as a "layman" he was forced to say that "collusion and conspiracy" were not in evidence in this case. Chairman Celler demanded Mr. Levine was out of order and should go through channels requesting to testify if that was his intent. Mr. Levine later told newsmen he was in public relations, had been in the radio-television field for 25 years and had been "around," including the entertainment centers of Hollywood and New York City and was not surprised whether Mr. Levine would be heard formally.

The hearing then veered from the audience interruption to an eruption from Chairman Celler.

Mr. Cohn was asked whether a network should give preference to a network-produced show, or perhaps one that it bought directly, over a program independently produced or sold by the independent producer to an advertiser or agency. The stage was set for Mr. Celler's ire.

Mr. Cohn reminded the subcommittee that networks were responsible for their programming, that they choose on their own grounds, that they made the decisions for what the networks were discriminatory ("though we suspect in some cases they might") and that he thought the networks were as "fair as they can be."

Chairman Celler charged Mr. Cohn with "tempering your remarks" in contrast to ATFD's presentation to the FCC Network Study Group.

Mr. Cohn insisted ATFD's "bulk of criticism" was to the shortage of tv stations. Chairman Celler countered by noting ATFD's position that networks are increasing a monopoly over what is shown on the airwaves. Mr. Celler declared that Mr. Cohn was attempting to place most of the "difficulty" to the shortage of stations. Mr. Cohn, holding fast to his belief that the "deep-seated" fault or long-range problem was in FCC's allocations, added that ATFD's recommended reduction of option time in peak viewing hours (from 3½ to ½ hours in nighttime) was proposed as an interim measure, pending increase in stations.

Mr. Celler immediately shot back that it was implied, if not spelled out, in ATFD's presentation to FCC that networks discriminate as to what programs go on the air and that this should not be done "with only the profit motive."

He maintained these thoughts go "far beyond" the station shortage. Rep. Keating followed up with a blunt query: Should the probe in high gear?

**PROBE IN HIGH GEAR**

REP. CELLER

Justice Dept. force the networks to give up their film subsidiaries?

To this, Mr. Cohn answered no. He noted that the analogy drawn in the presentation to FCC on the relation of the Justice Dept. took in splitting up the production and exhibition of theatrical film was meant to show how another and "related" industry problem was solved. He said the motion picture split was mentioned only for background and as an "approach."

Mr. Celler pursued the issue by pointing to portions of the ATFD presentation which noted that networks could be required to divest themselves of program control, particularly since there is a conflict of interest of outside program product with those programs in which the networks have a financial interest.

Mr. Cohn said that there was a confusion as to what ATFD itself proposed and what had been cited as being advocated by others to cure the problem. The latter were two: complete abolition of network option time and the requirement that the networks divest themselves of program control. ATFD's request, however, he said, was a proposal to limit the number of hours a station can accept from networks, both option and non-option (referring to "straddling"—wherein a network program takes in some option and then runs into non-option periods).

At this point on, the hearing wandered over a key section of the presentation by ATFD to the Barrow committee, which read:

"Using its power to approve or disapprove on the grounds of public interest, 'good programming' or our concept of what kind of show this time period should contain, the network can and does refuse to accept the program of the independent, usually at the same time stating its willingness to accept another show in which, by a strange coincidence, it has a profit participation."

Committee counsel referred to correspondence it had taken from Screen Gems files outlining failure of the film company to have a series, *Joe and Mabel*, taken *Take It to Mr. Celler* although Carter Products and its agency (Sullivan, Stauffer, Colwell & Bayles) had approved it. Carter had been sponsoring *Meet Millie* on Tuesday nights. CBS, it was charged, notified Screen Gems that it planned to produce a film (A CBS-commissioned film series) in that slot for Carter sponsorship. Mentioned was correspondence said to involve J. L. Van Volkenburg, CBS-TV president, Hubbell Robinson Jr., CBS program vice president, and Frank Stanton, CBS president. It was alleged that CBS forced the dumping of *Take It*; Carter accepted *Joe and Mabel*, then *Joe and Mabel* was tossed to CBS, which was obliged to place *Meet Millie* in the time slot.

Chairman Celler and Mr. Maletz set off flares by insisting that the subcommittee's subpoena *duces tecum* (order to produce all records) failed to uncover evidence to substantiate a statement in ATFD's charge to the FCC that there were "many instances" to back up its assertion of networks discriminating against their product in favor of their own show in which, often they have a share in the profit. Mr. Celler then demanded additional papers be presented to the subcommittee after the noon recess. The afternoon session—not attended by Rep. Rodino—was interrupted by the outset by Chairman Celler's inquiry whether the film group had delivered the additional records requested. Mr. Plotkin reiterated that all pertinent documents had been made available earlier to committee counsel and that copies of all those designated by counsel had been supplied.

As questioning of Mr. Cohn resumed, he conceded it is "true" that networks sometimes seek rights to independent producers' proposed program and that often no agreement is reached because of conditions sought by the network—participation in profits on the program; right to approve script, talent, director; rights to subsequent distribution of the program etc.

Such negotiations, however, are business matters involving "give and take," Mr. Cohn said, with each side out to get the best terms it can. He declined to say that networks "demand" a share of the profits as an independent producers' program on the air. They usually tried, he said, "but so would we or anybody else."

When distributors or producers have the upper hand in network negotiations, "we turn the screws," he asserted.

Did networks pay production costs in all cases where they got profit-sharing rights in connection with independently produced programs? Mr. Cohn said that the network has paid a fixed sum, and that if the producer could turn out the program for that sum, "then the answer is yes."

He wouldn't say that these payments by the networks amount to a "subterfuge" by which networks acquired profit-sharing. Perhaps, he said, the networks consider such payments, for films not yet produced, to be "risk capital."

At this point the exchange was quoted as saying producers were "pressed" to give the networks distribution rights to products sought by the networks. Mr. Cohn agreed with the statement but said "this doesn't mean we were compelled to produce. Furthermore, he added, is a part of business negotiations.

The committee wanted to know whether Mr. Cohn agreed. 

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INDUSTRY ASSAILS FREE TIME AT SENATE ELECTIONS PROBE

- NBC, CBS, ABC, NARTB also indict Sec. 315
- Report $2.1 million political time optioned
- Politicos Hall, Butler differ on gratis periods

The three radio-television networks and NARTB last week emphatically denounced a suggestion that they be required by government fiat to give free broadcast time to political candidates. They also told the Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) that broadcasters are trapped during election years by Sec. 315 of the Communications Act and asked that it be amended if not repealed.

Testifying Tuesday before the three-man Senate group were NBC Treasurer Joseph A. McDonnell, also head of the network's Political Broadcast Unit; CBS Vice President Richard S. Salant; ABC Vice President Ernest Lee Jahncke, assistant to the president and head of ABC's Political Broadcast Unit, and NARTB President Harold E. Fellows.

They were joined in their objections to free time proposals by Republican National Chairman Leonard Hall, who testified Monday that such a law would start a "chain reaction" that might extend equivalent demands to other facilities used by candidates in campaigning, such as newspapers and other media, railroads and airlines. The equal time provisions of Sec. 315 would cause countless minority parties to spring up and eventually destroy the two-party system, Mr. Hall declared.

Mr. Hall's opposite number, Democratic National Chairman Paul Butler, who preceded the GOP chairman during Monday's testimony, reiterated his past position that TV networks should be required to make free time available to candidates as a public service in return for "the public license they receive."

The networks submitted information on broadcast time under contract or commitment to the political parties while five national political committees furnished figures on their respective finances as of Sept. 1 (see story, page 44). Sen. Gore has announced that the Senate group will conduct a running account of political campaign contributions and spending, rather than the customary investigation after the elections. Next accounting is due Oct. 1.

The political committees, the networks and NARTB were asked if they could supply similar reports every "week or 10 days." Although all the political committees and the networks thought this possible, NARTB President Fellows expressed his doubts about the possibility of securing information on a regular and frequent basis from individual stations.

Among other witnesses, besides the network executive and Messrs. Hall and Butler, were Jack Kroll and James L. McDevitt, co-directors of the ACLIO Political Education Committee; Sen. John K. McKellar, chairman, Citizens for Eisenhower, and Archibald Alexander, chairman, Volunteers for Stevenson. Also testifying was John Hay Whitney, chairman of United Republican Finance Committee of New York, a fund-raising group which solicits funds for GOP campaigns from eight counties in metropolitan New York. Mr. Whitney is senior partner in J. H. Whitney & Co., which holds several broadcast properties.

The Senate group resumes its hearings Oct. 8, when MBS will be asked to testify on time under contract to political groups. Other members of the three-man subcommittees and present at the two-day session were Sens. Mike Mansfield (D-Mont.) and Carl T. Curtis (R-Neb.). Sen. William Jenner (R-Ind.), chairman of the subcommittee in the 83rd (GOP-controlled) Congress, attended the Tuesday session.

All three networks pointed to their cooperation in helping political parties reduce pre-emption costs of radio-television time by reserving specific periods as far as a year in advance of its use, and to their agreement with the parties to make five-minute periods available by shortening regular one-hour and half-hour network programs, at one-sixth of the half-hour rate, according to proposals first made on behalf of the Democrats.

This year, contrary to the practice in past campaign years, none of the networks are paying agencies their normal fees for pre-empted shows, they testified. As Mr. Salant explained: (1) the agency receives no services, loses nothing; (2) the agency still has the advertiser's budget for the pre-empted program and can place it on any other show; or, in other media and still get its 15%, and (3) "we think it is desirable to keep costs down to a minimum" for the political parties.

Mr. McDonald, leading off for broadcasters, said that because of NBC's foresight, pre-emption costs for time presently under NBC contract will not be more than $50,000, compared to a total of $175,000 in 1952. NBC's proposal for 1-minute and 1/4-minute political spots on participating programs does not seem to have

JW T EXECUTIVE CHARGED WITH ASKING EMPLOYEES FOR CONTRIBUTIONS TO EISENHOWER CAMPAIGN

Henry C. Flower, a vice chairman of J. Walter Thompson Co., New York, was identified in widely circulated news reports following a story that broke in a June issue of The Reporter magazine of an agency executive who had purportedly solicited funds for the Eisenhower campaign from his employees (see main story above).

Reached in New York late last week, Mr. Flower had no comment to make on Democratic National Chairman Paul M. Butler's announcement before a Senate group nor on a later statement by a spokesman for the National Committee that Mr. Flower was the author of the letter to which Mr. Butler referred. At the same time, Mr. Flower released a B&W what he indicated was the "1st letter" mailed to agency employees at their home addresses. Mr. Flower is chairman of the advertising division of the United Republican Finance Committee. The letter follows:

"The right to choose a president, and to decide which party shall have the responsibility for governing our country, must obviously be fully exercised if we are to preserve our democracy. We must know the issues involved—make a critical appraisal of candidates—go to the polls—and vote.

"I am convinced, also, that each of us has a further responsibility to help make it possible for the candidate of our choice to present his case (and explain the principles for which his party stands) to all the people of this country. Like everything else, political campaigns involve increasingly large sums of money.

"The time has long since passed when we can leave the responsibility for financial support to a few rich individuals. We must broaden the base of our giving—if we are to preserve our two-party system.

"The next four years may well be crucial. I am personally convinced that the progress we've made during the last four can only be preserved in an atmosphere of business confidence. Therefore, my choice of candidates is President Eisenhower.

"His doctors assure us that he is equal to the burdens and responsibilities of office. He has told us that he is willing to continue his efforts in our country's behalf, if that is our will. But his election is by no means assured.

"The Democrats (in the population as a whole) outnumber the Republicans 4 to 3. Eisenhower's courageous stand on the farm bill may well cost him votes in normally Republican strongholds. Three-quarters of the normally-independent votes are going to have to be persuaded—if Eisenhower is to be re-elected.

"It is for this reason that I have accepted the responsibility for raising money for the Republican Party.

"In deciding on how much you should give, I think you would be interested in an article in the May issue of Fortune, entitled, 'How to Give Money to Politicians.' As this article suggests, 1% of your income would not be "out of line." But please give whatever you feel is right. I am naturally hopeful that you see television as a standard for our profession—not only in total amount but in number of contributors.

"Sincerely,
Henry C. Flower Jr., Chairman Advertising Division United Republican Finance Committee"

"P.S.: If you want to make a contribution to the Republican Party, a pledge slip is attached. You may pay it in installments if you prefer. I cannot guarantee you won't be approached by committees from other states, but you are authorized to say that you have made your entire contribution through the advertising profession."
aroused much interest up to now, but may do so later, he said.

The NBC executive said his network, as others, requires payment for time 48 hours in advance; that NBC has signed a blanket contract with the Democratic National Committee authorizing the DNC’s agency, Norman Craig & Kummel, to order the reserved time. The time periods have been worked out with the Republican National Committee, but no contract has yet been signed, he said. Mr. McDonald felt sure there will be more daytime political broadcasting done, although the time now under contract is for evening periods.

Asked by Sen. Mansfield of his feeling on the question of government-mandated free time for candidates, Mr. McDonald said such a plan is “fundamentally unsound”; that NBC is a “private business” and this would be “expropriation of our property.” There is actually no “free” time, he said, noting that NBC has to pay for line charges, equipment and rent. Asserting that no similar demands are made on newspapers or magazines, he said he felt radio time would “amount to a subsidization on all fronts.” Discussing network coverage of the conventions, he said the political events should be “streamlined.” He quoted NBC President Robert W. Sarnoff as saying NBC lost over $1 million in covering the 1956 conventions.

Mr. McDonald felt sure more money would be spent in radio-TV in the 1956 election campaigns than the $6 million estimated in 1952. A “wild guess” would be 33-50% more, he said. He felt sure politicians are going to realize the value of radio as the campaign wears on, and buy more radio time.

The NBC executive estimated NBC-TV production costs, in addition to time and pre-emption charges, would run “up to $14,000” for a half-hour program, depending on the kind of presentation wanted and the originating source.

He estimated the $410,000 worth of time under contract to the Democrats would be increased by up to $40,000 in production charges and $2,000 in pre-emption costs, for a total of more than $450,000.

Republican pre-emption costs will be higher, a total of some $42,000 based on the $475,000 worth of time under contract at present, because some of the time was ordered late. With production charges of about $55,000, the total for time presently under contract may cost about $575,000, he said.

Mr. Salant said CBS losses will be over $1 million in pre-emption coverage.

CBS has orders from both the RNC and DNC, but has signed no contracts yet, he said.

Mr. Salant criticized Sec. 315 of the Communications Act: “It has severely limited broadcasters in carrying and broadcasting without charge face-to-face appearances of candidates, because each time we carry President Eisenhower or Governor Stevenson, for example, we subject ourselves to the legal requirement of giving equivalent time to every other candidate for President.” He noted there were 18 parties with candidates in 1952 and there is likely to be a large number in 1956. CBS, as ABC and NBC, has given or scheduled time to candidates of some minority parties for time equal to that given to the Stevenson-Kefauver and Eisenhower-Nixon acceptance speeches during the conventions, running about an hour in each case, Mr. Salant said.

The CBS executive said the network’s political presentations are not slanted or biased to the extent that “human frailty” can be depended upon to avoid such presentations. “We have no commentators,” he said, continuing that “ours are newsmen” who “cannot express their own views.”

He noted that CBS-TV carried short announcements by President Eisenhower recently as public service speeches: one on the Ed Sullivan Show kicking off the Community Chest drive and the other about civil defense on a regular news program. CBS consulted with the FCC but could get no definite assurance of whether equal time must be given to other presidential candidates, he said.

Mr. Salant said the GOP will have to pay $17,000 in pre-emption charges for a half-hour ordered the week before (Sept. 6) for Sept. 19 on CBS-TV.

He said BBDO is the only agency which it gets its 15% commission for time periods pre-empted by political programs, but that CBS is trying to convince the agency otherwise.

Mr. Salant, as well as ABC and NBC representatives, said his network would be glad to cooperate in furnishing the subcommittee information on time under contract to political parties on a weekly or 10-day basis throughout the rest of the campaign.

Mr. Jahneke said ABC estimates it lost more than a half-million dollars in covering the conventions.

Asked whether ABC had calculated the benefits to networks in goodwill and public relations in covering the conventions as compared to the detriment which might have resulted had they not covered the conventions, Mr. Jahneke said ABC had not, but, he added, many people unfortunately were just not interested in viewing the conventions and that in cities where other stations carried ball games and other non-political programs the ABC affiliate lost audience during the two convention weeks.

Sen. Gore said he did not feel TV network

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| HALF-HOUR RADIO                  |             |              |
| Sept. 13                         | D           | D            |
| Sept. 23                         | D           | D            |
| Sept. 28                         | D           | D            |
| Sept. 29                         | D           | D            |
| Sept. 30                         | D           | D            |
| Oct. 2                           | D           | D            |
| Oct. 3                           | D           | D            |
| Oct. 4                           | D           | D            |
| Oct. 5                           | D           | D            |
| Oct. 6                           | D           | D            |
| Oct. 7                           | D           | D            |
| Oct. 8                           | D           | D            |
| Oct. 9                           | D           | D            |
| Oct. 10                          | D           | D            |
| Oct. 11                          | D           | D            |
| Oct. 12                          | D           | D            |
| Oct. 13                          | D           | D            |
| Oct. 14                          | D           | D            |
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| Oct. 35                          | D           | D            |
| Oct. 36                          | D           | D            |

| FIFTEEN-MINUTE RADIO             |             |              |
| Nov. 5                           | D           | D            |
| Midnight                         | D           | D            |
| Oct. 8                           | D           | D            |
| Oct. 29                          | D           | D            |
| 8:55                             | D           | D            |
| 8:55                             | D           | D            |

Mutual figures are not included. Presently booked on MBS are two half-hours (9-9:30 p.m. Oct. 23 and 11-11:30 p.m. Nov. 22, both by Democrats).
coverage of the conventions was "actuated entirely by charitable, eleemosynary motives." Mr. Jahncke replied that ABC covered the conventions as a part of its public service.

A lively exchange followed a part of Mr. Jahncke's statement in which he said a statutory requirement to give free time to political candidates would "be a form of forcing networks to make political contributions or would impose a discriminatory tax on networks and stations.

Sen. Gore asked if free time might not be made a "condition" to a licensee's use of the "people's wavelengths."

Mr. Jahncke said broadcasters would be discriminated against because no similar demands are made on newspapers, which have second class mailing privileges, and on airlines, which have mail contracts.

Nevertheless, said Sen. Gore, "I couldn't let you treat as a discriminatory tax a condition the government might attach to the grant of a license."

Mr. Jahncke said the TV networks operated at a loss for "quite a few years" and that many stations still operate in the red. Telecasting is not a "fabulous gold mine," he said, although now it is a "reasonably profitable" business.

If it had not been profitable, he said, ABC wouldn't have been in position to give full coverage to two political conventions. If ABC were forced to give away free time, the network would be "seriously impaired" in its ability to cover the conventions. There must be a profit in TV, he said, or the alternative is for the government to take over broadcasting, which is "anathema to us all."

Mr. Jahncke said ABC filed statements last February before the House Transportation & Communications Subcommittee saying the network did not favor amendment of Sec. 315 because minority rights should be protected.

Now, he said, ABC is not so sure. It can be argued he said, that Sec. 315 tends to restrict access to cameras and microphones and can be improved by an amendment freeing these restrictions, but "unless Congress is ready to eliminate the possibility of any further change in our political system and to set up a permanent bar to more than two political parties, minority interests are entitled to some protection."

To sum it up, he said, ABC does not advocate repeal of Sec. 315, but has no objection to its repeal. Citing ABC's political broadcast policies, he said the network's policy wouldn't be affected in any case.

Sen. Mansfield expressed his concern with the difficulties presented by Sec. 315 in requiring that candidates of all parties receive the same opportunities as those of the two major parties. He said he hoped the subcommittee would "go into equal time" and make reconsideration to the Senate Commerce Committee to "ameliorate" the present difficulties.

Mr. Fellows said NARTB would be glad to cooperate in making a study of radio TV costs for the campaign, pointing out that the association mailed questionnaires to all radio TV stations Oct. 30, 1952, and received replies from 100% of TV stations and 85.5% of radio stations, showing a total of $6,062,738.05 spent nationally and locally (A Brookings Institute survey showed $3.6 million in radio-TV network buys and $2.4 million in time from local stations.)

But while he was certain if the information could be supplied weekly or every 10 days throughout the campaign, Mr. Fellows said he didn't think it would be possible to get the information on this basis because most stations would "pile up" the free time during the last two to three weeks of the campaign. He indicated such regular reports would lead to confusion.

He inquired if the subcommittee would ask newspapers for the same information on the amount of space bought for political purposes. He said that in his opinion, if newspapers received such a request, they would "rear up" through their trade association and there wouldn't be a "tink of NARTB would cooperate in any way the Senate group desired, but it is "not going to be easy to get a running account" from individual stations.

Mr. Fellows criticized the censorship provision of Sec. 315, stating that NARTB would not cooperate in any way the Senate group desired, but it is "not going to be easy to get a running account" from individual stations.

John Moore, special counsel for the Senate group, told BTV Wednesday that NARTB and the subcommittee staff will confer on whether to attempt to get regular reports on time purchased from stations. He said the subcommittee intends to make a study of alleged institutional newspaper advertising by corporations which advocates a political viewpoint, yet is claimed as tax-deductible.

Mr. Fellows said Sec. 315 places the broadcast industry in a "legal strait jacket," and that the easy solution is to decide "not to do any political broadcasting [which the present law permits]. This obviously is not consonant with our view of the industry's public service obligations.

However, I think it is undisputed that Sec. 315 does prevent the public from receiving full coverage of the news forum and panel shows involving candidates, and all the campaign messages of the major parties."

Mr. Fellows criticized the censorship provisions of Sec. 315, under which a broadcaster cannot censor a candidate's broadcast speech, yet may be held liable for libel and slander under state laws. Sen. Mansfield agreed that the provision is unfair to the broadcasters.

The NARTB president said the record shows broadcasters have been fair in presenting issues not covered by Sec. 315 (broadcasts by supporters of a candidate, attacks made against him by non-candidates and administrative for or against him) and, thus, can be trusted to maintain balance and fairness where candidates themselves are concerned.

Free time proposals, he said, are "not only discriminatory but unrealistic, unworkable and unconstitutional." He asked for "complete elimination" of Sec. 315.

Mr. Butler charged Republicans with refusing to cooperate in the plan of Phillip L. Graff, publisher of the Washington Post & Times Herald (WTOP-AM-FM-TV Washington), to use public service advertising in all media (through The Advertising Council) to solicit small contributions from citizens for the party of their choice. Democratic National Committee also has advocated legislation calling for "free" radio-time for candidates, he said.

The Democratic chairman said that on May 22 this year "the vice president of a large New York advertising agency solicited funds by mail from over 100 employees of his agency, on the basis of 'what it might mean to you personally if you're re-elected.'" The DNC Thursday told BTV the agency referred to was J. Walter Thompson Co., and the vice president, Henry C. Fower.

PARTIES HOLD $2.1 MILLION OF RADIO-TV NETWORK TIME

The three major radio-TV networks told a Senate group last week that the two national political parties already have under option or control $2,179,690 of radio and TV time for the 1956 political campaigns.

Testifying before the Senate Elections Subcommittee (see story page 42), executives of ABC, CBS and ABC said the Republican National Committee and Senate Democratic National Committee have signed for or optioned a total of 29 hours and 10 minutes radio and TV time (see table). These are straight time charges and do not take into account pre-emption costs (which, however, are expected to be much lower than in 1952 because of early orders) and production costs.

Of the total, television time purchases outstanding range between 22 and 24 hours and 45 minutes of network television and $105,130 for 6 hours and 25 minutes of network radio. (Merital, which did not testify this week, said Friday the network presently has only two half-hour periods under contract, both to the Democrats—9:30 p.m., Oct. 23 and 11:30 a.m., Nov. 3 on the full network at a total cost of about $15,000.)

There will, of course, be additional radio-TV purchases which are likely to cost far in excess of the time already under contract because of increased pre-emption charges for less than 30 days notice of cancellation or non-cancellation of a show bumped off a network to make way for a political presentation.

Several officials of political committees also testified last week on the state of their respective finances and on efforts to contribute to the finance of the campaigns of candidates of one or the other of the two parties.

The networks' share of the contracted time ran like this: NBC—a total of $885,000 for 10 hours and 26 minutes of radio time of which $851,000 is for 8 hours and 50 minutes of television and $34,000 for 2 hours of radio; CBS—total of $874,630.20 for 10 hours and 20 minutes of radio time, including $355,500 for 7 hours and 55 minutes of network time and $41,500 for 2 hours 25 minutes of radio; ABC—the total $420,000 for 8 hours of radio time, including...
Continuing Dominance!

May-June PULSE proved it!
July ARB proved it!

And now July-August PULSE once again gives WXEX-TV:

• More 1/4 hours and more top shows than any other Richmond area TV station!

WXEX-TV

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

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.
H-R has always been a major league outfit. The mature working partners who started this firm were all seasoned professional salesmen in the field of radio and television.

Every man we've added to our staff, as we have grown, has reached the "majors" before we take him on. He has to be a "pro" to live up to our promise to "always send a man to do a man's job." This major league thinking also applies to the stations we represent; they're in there pitching too.

Together we make a team with a batting average, that is consistently among the highest in the leagues.
BUTLER'S FORECASTS

SEN. John Marshall Butler (R-Md.), who is engaged in a contest for re-election with Democrat George F. Mahoney, has come out with a new campaign gimmick. He's sponsoring a nightly weather roundup over WTTG (TV) Washington, D. C., which has coverage in its neighboring state.

Leslie G. Arries, Jr., general manager of WTTG, said, "This marks the first time in the television history of the Washington area that a candidate for political office has sponsored a program, other than a political talk, to present his viewpoint to the public."

The five minute program—Weather at 11:10—will be aired by the ch. 5 outlet Monday through Friday.

$390,000 for 6 hours of tv and $30,000 for 2 hours of radio.

Brooken down according to the respective political committees:

GOP—$1,109,245 with all three networks: $475,000 for 5 hours 20 minutes on NBC-TV; $472,750 for 4 hours 35 minutes on CBS-TV, $1,495.10 for 5 minutes on CBS Radio; $414,000 in written promotion on ABC and NBC Radio; $360,750 on ABC and $34,000 on NBC -TV and $34,000 on ABC.

Democrats—$1,070,385.10 with all three networks: $376,000 for 3 hours 30 minutes on NBC-TV and $34,000 for 2 hours on NBC Radio; $360,500 for 5 hours 20 minutes on CBS-TV and $39,635.10 for 2 hours 20 minutes on CBS Radio; $230,000 for 4 hours 10 minutes on ABC-TV and $30,000 for 2 hours on ABC Radio.

The ABC agreements with the Republican National Committee were for one full hour, six half-hours and 16 5-minute periods, all on television, and with the Democrats for four half-hours on both radio and tv and 18 5-minute tv spots.

CBS agreements with Republicans called for one full hour, five half-hours and 13 5-minute periods on tv and one 5-minute period on radio. Democrats agreed to four half-hours, one quarter-hour and 13 5-minute periods on television, one quarter-hour and one 5-minute period on radio.

The ABC agreements with the Republican National Committee were for one full hour, one half-hour and four 5-minute periods on television. Democrats optioned four half-hours and 26 5-minute periods on television and four half-hours on ABC Radio.

All the networks made some regional or local sales for national or state and local candidates and ABC Radio contracted with AFL-CIO on behalf of the International Union of Machinists for one-quarter-hour national hookup for Democratic presidential nominee Adlai Stevenson (Sept. 6).

The NBC regional contract was with the New York State Democratic Committee for the senatorial campaign, calling for an eight-station television hookup from 7:7:30 p.m. (NYT) last Monday.

CBS reported the Liberal Party in New York ordered "a lineup of CBS Radio stations in New York for a 55-minute broadcast" last Tuesday.

ABC reported these orders or sales: Television—Pennsylvania State Democratic Committee, 9:30-10 p.m. last Wednesday on six stations; New York State Democratic Committee, 10:10 p.m. June 6 on six stations; New York State Stevenson Committee, 9-9:30 p.m. April 25 on eight stations; Californians for Stevenson & Women for Stevenson, 10-10:15 p.m. June 3 on four stations.

Kefauver for President Committee, 10:15-30 p.m. June 3 on five stations; Senator Kefauver for Kefauver Committee, 6:30-7 p.m. June 4 on seven stations; Californians for Stevenson for President Committee, 6:30-7 p.m. Feb. 4 on 11 stations. Radio—Democratic State Committee (New Jersey), 10-10:25 p.m. Aug. 2 ("New York State only").

Financial status of the various political groups who testified before the Senate subcommittee, as of Sept. 1.

Democratic National Committee: Cash on hand, $35,655.64; unpaid bills, $49,000, making a total of $13,154,100. According to Chair- man Paul Butler, Mr. Butler said the DNC received $269,000 during the first quarter of this year.

Republican National Committee: Cash on hand, $66,625—what was left of $1,754,142 received in contributions for the first seven months of this year, according to Chairman Leonard Hall.

Democratic Senatorial Campaign Committee: Cash on hand, $26,541. Received in addition $35,000 Sept. 6 from proceeds of dinner for Sen. Walter F. George (D-Ga.), according to written report by Sen. George Smathers (D-Fla.), chairman.

Republican Senatorial Campaign Committee: Cash on hand, $692,349, with anticipated commitments of $329,113 on Sept. 1, according to written report by Sen. Andrew Schoeppe (R-Kan.) chairman.

National Federation of Republican Women: Cash on hand, about $30,000, use of which is not restricted to "entirely partisan" purposes, according to Mrs. Carroll Kearns, chairman.

National Volunteers for Stevenson-Kefauver: Cash on hand, $29,000; collected $34,668 this year and has spent $5,516, according to Archibald S. Alexender, director, who said the group hopes to help pay for tv time for the Demo- cratic nominees.

Citizens for Eisenhower: Cash on hand, $59, 706, with commitments of $44,000, leaving "position" at $15,000. John R. Kilpatrick, chairman, said the group collected $414,000 this year up to Sept. 5 and spent $385,000; that it expects additional contributions of $300,000 to $700,000, or a total of approximately $1 million. It collected $1,694,000 in 1952, he said.

AFL-CIO Political Education Committee: Cash on hand, $215,560 in "voluntary contribu- tions" to be used for political purposes. There is another $117,754 in an "educational fund," which is used to educate people to vote and to disseminate the voting records of congressmen, among other things.

Jack Kroll and James L. McDevitt, co-directors. Mr. McDevitt said the Political Education Committee "hopes" to collect $1 million for the elections campaign, but doubts if that goal will be reached.

United Republican Finance Committee, New York: Cash on hand, $90,554. John Hay Whitney, chairman of the GOP fund-raising group which solicits funds in an eight-county area in metropolitan New York, said the group has raised $683,559 this year and disbursed $593,076. He said the unit "hopes" to raise a total of $1.5 to $1.75 million. Disburse- ments have included $21,355 to Republican Congressional Committee, $104,688 to Republi- can Senatorial Committee, $75,000 to New York State Republican Committee and $20, 064 to Republican National Finance Commit- te.

Ike Plans Indefinite

PRESIDENT EISENHOWER may expand his campaign itinerary and speech schedule, as he in- dicated Tuesday at a news conference. Explain- ing that a large number of invitations to speak and suggestions for appearances have been re- ceived, he said final decisions have not yet been made. Wherever plans call for five or more major addresses, with as many as three of them origi- nating outside Washington.

At his Gettysburg, Pa., GOP rally address Wednesday, the President said the radio ex-ecutives have promised special programming and promotion to aid the voter registration drive.

Hotpoint Plans to Stress Marketing of Tv Color Sets

MARKETING of color tv sets will be one of Hotpoint Co.'s "priority projects" in 1957, D. Edward Westion, Jr., general manager of its tv receiver division, asserted last week.

At the same time he forecast that formation of new family groups and "new disposable in- come" will be major factors in stepping up sales for black-and-white units.

While tv is still in its infancy, Mr. Weston pointed out, a number of monochrome tech- nological advances have been made which, to- gether with the imminence of color, are ex- pected to boost tv sales.

Additionally, Mr. Weston cited growth of the second-set tv market and "intense interest" in portable models, plus aggressive manufac- turer-dealer advertising campaigns. He reported Hotpoint, which introduced its first tv line this past summer, is enjoying current orders and sales "surpassing all original expectations."

Piel's, Hamm's Again Voted Best Liked Tv Commercials

PIELS AND HAMM'S beers retained their one and two spots, respectively, gained last May, in the latest Advertising Research Bureau survey of best liked commercials. Both are regional advertisers (New York for Piel's and Hamm's in Midwest). Alka Seltzer moved up from third to third position.

Of the 28 best liked commercials in the latest October survey, 16 also were on the list last May. The top 28 and their rate of mention:

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<th>% of Commercial Mentions</th>
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<td>Piel's beer</td>
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<td>Top Value stamps</td>
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<td>Valley Dale meats</td>
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September 17, 1956 • Page 47
FREY TO LEAVE NBC DEC. 1 FOR SSS&B

GEORGE H. FREY, NBC vice president in charge of television network sales and associated with NBC since its inception 30 years ago, will move to Sullivan, Stauffer, Colwell & Bayles as vice president in charge of network operations, effective Dec. 1. (Closed Circuit, Sept. 10), the agency announced last week. Mr. Frey has been in radio since 1924, when he joined WEAF New York (now WRCA) when it was operated by American Telephone & Telegraph Co., prior to its sale to RCA in 1926. He started as a stock clerk in the engineering department and after technical training at RCA Institute, repaired the radio sets of clients of the station and later of the network.

While he was repairing, he also was promoting the young medium— a combination job that led to his appointment as an NBC salesman in 1929. He has remained in sales since that time and has been credited with working on virtually every account the network has had on the air. Among others, he represented NBC in the negotiations that sold Lever Bros. and Kraft Foods on their first large-scale use of radio.

Mr. Frey became sales service manager in 1940; manager of eastern sales in 1946; director of sales for network tv in 1949; a vice president in 1951, and vice president in charge of tv network sales in 1954.


The national committee, which has responsibility for creating the campaign material for both the AFA and AAW this year, will meet under the direction of Chairman Brophy on Sept. 28 at the Advertising Club of New York.

KENT USES FIRST SPOTS TO ANNOUNCE PRICE CUT

P. LORILLARD Co.'s Kent cigarettes is turning to spot tv for the first time in its three-year history in order to report a four-cent price reduction. The reduction was announced on last night's (Sept. 25) $64,000 Courage on CBS-TV (which Lorillard sponsors with Revlon Products Inc.). The all-media campaign kicks off today (Monday) with a mammoth saturation drive via newspapers, magazines, radio and television.

Through Young & Rubicam, New York, Kent is launching a five-week tv spot campaign in approximately 60 top markets. Coincident with the tv spot drive will be an 18-month radio push, also. An agency spokesman, while declining to divulge allocations, said broadcasting will get "well over 50% of the budget."

Kent is the second filter-tip cigarette to cut its price within a month's time. Earlier, Philip Morris' Parliament Institute introduced a five-cent price reduction. Kent's cut averaged four cents a pack, or $1.80 per thousand cigarettes wholesale, and applied to both regular and king-size.

Reason for the price reduction, according to Lorillard President Lewis Gruber, was that extensive testing in West Virginia and Wisconsin indicated that "Kent's sales volume could be lifted sufficiently on a nationwide basis by a price reduction to offset the reduced profit."

The tv film commercials also give the reason for the price cut as the completion of an ultra-modern new Greensboro, N.C., plant whose "high-speed machines are turning out thousands more packs per hour than has been hitherto possible."

American Character Doll Sets Big Pre-Yule Tv Push

TELEVISION-CONSCIOUS American Character Doll Co., New York, which earlier this year predicted that its pre-Christmas push this year would account for its heaviest tv spending to date (Sept. 27, May 28), last week verified this by earmarking "well over $300,000" for what was said will be the longest campaign of any toy manufacturer this year.

American Character Doll, through Webb Assoc., New York, will invade 100 top U. S. markets with a double-rafted kiddies' drive, utilizing Associated Artists Productions' "Popeye" and "Bugs Bunny" cartoon packages and specially-filmed "tv mats" showing its latest line of dolls. Starting the end of this month, the doll company will place the AAW cartoons on a tv station in each of 50 top markets, and simultaneously will unleash spot announcement drives in 50 other tv markets, in which stations are still being lined up.

According to the doll company's Advertising-Promotion Manager Bernard J. Schiff, "this will be the largest spot campaign in our industry so far as duration goes."

Page 48 • September 17, 1956
Where else, in a city of 150,000, do you find...

...more commercial air travel per capita than New York and Chicago.

...more New York Stock Exchange member firm branches than any city in the Southeast.

...bank debits per capita exceeding those of Washington and Baltimore.

...wholesale volume exceeding Salt Lake City and Tulsa.

...an Auditorium-Coliseum equal to those in cities of a half-million or more, operating at a profit during its first year.

The unique character of the Charlotte market is found in a ring of satellite cities, none competitive to Charlotte in size, each dependent on Charlotte for metropolitan services they cannot themselves provide.

Speak to these area-Charlotteans with the 50,000 Watt voice they understand and trust from 34 years experience... WBT Radio. Talk with WBT, Charlotte, or CBS Radio Spot Sales about availabilities TODAY!

SEP 17 1956
Don Belding to Run For Mayor of L. A.

DON BELDING, director and chairman of the executive committee of Foote, Cone & Belding, Los Angeles, announced last week he will be a candidate for mayor of Los Angeles in the municipal elections next spring and will liquidate his stock interest and resign from active management of the agency Jan. 23, 1957.

Mr. Belding made his political future known on the eve of a business trip to South America and just a few days after the incumbent Mayor Norris Poulson announced he will not seek re-election. Mr. Belding made his decision following the urging of friends in the Greater Los Angeles area who asked him to forestall his retirement plans and seek the highest city post. He presently is vice president of the Los Angeles Airports Commission.

The widely known agency pioneer announced he will open his campaign in November after his return from South America and visits to affiliated FC&B offices in seven countries there. Several friends are reported to be forming a campaign committee.

Mr. Belding has worked in Los Angeles for 33 years and in addition to his broad experience under his predecessor, Lord & Thomas, he has been active in both national and local civic affairs. Under President Truman and Secretary of Commerce Sawyer, he was a one-term chairman of the Small Business Advisory Committee of the Commerce Dept. Last year, President Eisenhower named him to the National Monument Commission and he now serves as vice chairman.

Mr. Belding is a founder and former director of the Advertising Council and is a founder and present chairman of the board of the Freedoms Foundation at Valley Forge. He also has served as chairman of the advertising industry's Joint Committee for Improvement of Understanding of our Economic System and founder and trustee of the Council for Advancement of Secondary Education.

The FC&B executive is a member of the public relations committee of the National Conference of Christians & Jews and is past director of both the Los Angeles Chamber of Commerce and the Merchants and Manufacturers Assn. Currently, he also serves as civilian aide to the Secretary of the Army and is vice president of the Defense Orientation Conference Assn.

SC&B Gets 3 Block Accounts

BLOCK DRUG Co., Jersey City, N. J., last week appointed Sullivan, Stauffer, Colwell & Bayles, New York, as its agency for Nytol sleeping powder, Green Mint mouthwash and Py-Co-Pay toothbrushes. SC&B had been mentioned as the likely candidate—out of a handful of agencies—to receive the bulk of the Block account following its departure from Harry B. Cohen Adv., New York (CLOSED CIRCUT, Aug. 27). Only one of the Block products carried by Cohen—Lent toothpaste—is as yet unassigned to a new agency. An agency spokesman said no decision on Amm-I-Dent had yet been reached. Account switch is effective Oct. 1.

Lady Esther to Use Spots

SPOT broadcasting, primarily tv, will be utilized by Lady Esther Div. of Chemway Corp. in 21 major markets, probably starting some time in October, it was reported last week. The firm's agency, Dancer-Fitzgerald-Sample, is currently viewing availabilities for spots to promote Lady Esther's press powder compact and comb offer announced previously [B&T, Sept. 10]. Media plans are expected to be finalized in the next two weeks.

Gardner Rejoins Thompson Co.

ED GARDNER, creator and star of the Duffy's Tavern series of radio and television, has joined J. Walter Thompson Co., New York, as a creative member of the television department on such programs as Kraft Television Theatre. Before launching the Tavern series and taking on the role of Archie, the bartender, Mr. Gardner was a producer-director with the Thompson agency on radio's Burns and Allen Show and the Rudy Vallee Hour.

Page 50 • September 17, 1956
In Appreciation of
Dr. Frank Stanton's 10 Years
As President of CBS

For his leadership, his fine business judgment, his confidence
in CBS Radio—cornerstones on which our Association
has been built and prospered.

* For his genius, courage, integrity, capacity for work
and unselfish devotion to duty which have earned the respect
and admiration of his fellow man and the whole
Broadcasting industry.

* For the sure logic and courage of his answers when responding
to major industry problems.

* For the application of his early training in establishing
realism in Radio research.

* For his keen intellect in continuously proposing
and vigorously supporting innovations and changes for the
betterment of Broadcasting.

* For making the phrase “Public Interest, Convenience and
Necessity” the ruling tenet of his business life.

Now be it resolved that the CBS Radio Affiliates,
at their annual Association meeting, express their affectionate
esteen to Dr. Frank Stanton for his many great contributions
and continuing confidence in CBS Radio in particular, and the
great art of Broadcasting in general.

CBS Radio Affiliates Association
September 10, 1956

WHIO, DAYTON,
now completing its 50th year
as a CBS Radio Affiliate,
is proud to participate in this
tribute to a former Daytonian.
Hutchins Loses Part Of Philco Account

THE Philco Corp. and Hutchins Adv., both Philadelphia, will terminate a 21-year association at the end of July. At that time, Philco will transfer its consumer products division (radios, tv sets, air conditioners, electric blankets, washers and dryers and refrigerator-freezers) to an agency "to be announced shortly.

The loss of the consumer products division, accounting for "at least" an estimated $10 million billing, will leave Hutchins servicing the Philco national telephone directory program, service division and government and industrial division accounts handled through the agency's Rochester, N. Y., office. Hutchins Adv. Co. of Canada Ltd. in Toronto will continue to service all Philco advertising for the domicile.

Philco officials would not comment on the shift. It was understood that several large agencies in New York—among them Burmah & Ryan—had been vying for the account.

Philco Corp. has been an active broadcast media user so far as "big shows" are concerned this past year. It sponsored radio-tv convention coverage and spot drives for all 50 states (see Buck story, this page) and a week ago Sunday—as it has done for the past few years—sponsored the "Miss America" pageant from Atlantic City, also on ABC-tv. It bowed out of regular network tv last year, when it dropped "Playhouse" on NBC-tv.


OFFICIAL opening of its Detroit office, set up to service the Ford Motor Co. Special Prod- uction Div., has been scheduled by the Automobile Manufacturers Assn. in support of the first industry-wide National Automobile Show.

First day of the official opening will be devoted to station representatives and the press with the second day for Ford executives and personnel. The office is located in Detroit's National Bank Bldg., and will formulate plans for the introduction of the division's new automobile in the fall of 1957.

Spot Radio, Tv to Publicize National Automobile Show

ADVERTISING campaign using spot radio, spot television as well as other media is being planned by the Automobile Manufacturers Assn., in support of the first industry-wide National Automobile Show in 16 years being held in New York's Coliseum Dec. 8-16.

William H. McGaughy, American Motors vice president and chairman of the sponsoring committee of the auto show, told a news conference last week that AMA has appropriated $100,000 for the campaign. Through Cunningham & Walsh, New York, which will handle advertising, public relations and the event, AMA will advertise the show from Dec. 2 through 16, using about 100 television and 500 spot radio announcements featuring the jingle, "Let's Go to the Auto Show." Above and beyond this, all car manufacturers plan to promote the show on their regularly-scheduled radio and tv programs and many will allocate special funds for separate radio-tv promotions, according to Mr. McGaughy.

Passenger car manufacturers in the show will be American Motors, Chrysler, General Motors, Studebaker-Packard and Ford, making the first time that Ford has participated in an all-in-ustry promotion to Mr. McGaughy. Eleven makers of commercial vehicles will be represented in the show—Chevrolet, Diamond T, Dodge, Ford, General Motors, International, Harris Ford, Mack, Reo, Studebaker, White and Willys. A highlight of the event will be a 30-minute stage presentation to be produced by Arthur Knorr, who produced the recent television "Salute to Eisenhower," and to be written by Goodman Ace, radio-tv writer.

Toni Fall Radio-Tv Plans

LINEUP of 1956-57 radio-tv properties for Toni Co., heavy broadcast advertiser, was taking shape last week with the approach of the network fall season. With its new network plans already set, ABC, all set, it seemed certain that Toni will definitely drop alternate-week sponsorship of CBS-TV's "Godfrey and Friends" while retaining its every-other-week place on "Talent Scouts."

Toni is set for alternate sponsorship of the new Walter Winchell show (with P. Lorillard's Old Golds) on ABC-tv (Friday, 8:30-9 p.m. EDT) starting Oct. 5 and a new situation comedy, "Stanley" (with American Tobacco's Pall Mall), on NBC-tv (Monet Moulinet out of four, 8:15-9 p.m. EDT), beginning Sept. 24.

Toni also resumed alternating sponsorship (with R. J. Reynolds' Salem cigarettes) of Art Linkletter's "People Are Funny" on NBC-tv (Sat., 7:30-8 p.m. EDT), beginning this past weekend.

Bobb! Pin Curl permanent and Pumper shampoo will be promoted on "Stanley," with business placed by Tatham-Laird Inc., Chicago. North Adv. Inc. is the agency for products to be featured on "Talent Scouts" and Linkletter programs.

Firm will continue its participations in CBS-tv's "Garry Moore" and Bob Crosby shows and its daytime CBS radio schedule (Nora Drake, Helen Trent).

Historical Foundation

A TV SPONSOR has come up with a program that is unusually well-suited for its sales plans. The sponsor is Warner Bros. entertainment divisions of Bridgeport, Conn., for which NBC-tv last week announced the format of Warner's four Be A Famous Figure musical afternoon colorcasts, the first of which will be on the network Sept. 22, 1:2 p.m. EDT. The program, placed through C. J. LaRoche & Co., New York, features Broadway singer billings ("South Pacific"), Tabbert and Jettitita ("The King and I") Morrow and narrator, Jack Benny, of Philadelphia McCrory. It concerns a young fashion illustrator (Tabbert) in search of the "perfectly proportioned" female to use as a model. Miss Moran will play various of these women—all from the pages of history: Napoleon's Josephine, Flo Ziegfeld's "girl," and Mata Hari, among others.

ABC-TV Lines Up 3 Sponsors For New 'Circus' Program

AMERICAN Metal Specialties Corp. (Amisco Toys), Huntboro, Pa.; Remco Toys, Newark, and Hartz-Mountain Products, New York, are slated to be among the first advertised to buy participations in ABC-TV's new hour-long Circus program starring ventriloquist Paul Winchell and Jerry Mahoney and including variety acts from the U.S. and around the world. The Martin Stone package, successor to last season's Super Circus, in which Hartz-Mountain was also a participating sponsor, goes on the air Thursday, Oct. 4, 4-9 p.m. EDT.

announcing the debut of "Circus," ABC-TV programming and talent vice president Robert Lewine said "the demise of Ringling Bros. (Ringling Bros., Barnum & Bailey circus) suggested to ABC the need for continuing the colorful American institution."

Agencies are Lavenstein Bureau of Adv., Philadelphia (Amisco); Webb Adv., (Remco) and George H. Hartman Co., Chicago (Hartz-Mountain).

ABC Election Package Picked Up by Buick

SIGNING of the Buick Motor Div., General Motors Corp., as sponsor of ABC's election night radio-tv coverage was announced last week by E. T. Ragsdale, vice president of General Motors and general manager of the Buick Div.; Stlocum Chapin, vice president in charge of ABC-tv network sales and Don Durgin, vice president in charge of ABC radio. It is understood that Buick will pay in the neighborhood of $250,000 for the coverage.

sponsorship follows Philco Corp.'s relinquishment of its optional election night coverage. Philco originally signed for a reported $4.3 million for ABC's political package but decided not to exercise its option for election night coverage.

ABC's election night coverage will begin at 8:30 p.m. EST and continue until presidential and other key races are decided.

P&T Dye Promotion Begins; Network, Spot Radio Used

RADIO—network and spot—are to figure prominently in Park & Tilford Distillers' fall campaign for its All-Fabrics Trio home dyes. Starting today (Monday), P&T will kick off a network sponsorship deal via ABC Radio, placing its announcements on When A Girl Marries and Whispering Streets, both across-the-board daytime serials. Tintex used these same shows last spring.

P&T's agency, Emil Mogul Co., New York, will supplement network coverage (330 ABC Radio affiliates) with a flexible radio spot drive also starting today—approximately 100 markets for 9 to 13 weeks, depending on the area. All announcements on the spot campaign—the most part placed on women's participations programs—will be live, except for a recorded jingle on the theme of "if you can wash it, you can dye it." According to Mogul, radio will take the bulk of the fall budget and the remainder will go towards home economics and retail trade publications.

Agencies Merge Operations

RALPH H. JONES CO., Cincinnati and New York, and Mumma, Milsap & Nichols, Columbus, Ohio, and New York, have consolidated their staff operations. The agencies, however, will operate as separate corporate entities.
DUMONT BROADCASTING CORPORATION

owner and
operator of
television stations

WABD
CHANNEL 5
NEW YORK

WTTG
CHANNEL 5
WASHINGTON

takes pleasure in announcing the immediate appointment of

WEED TELEVISION CORPORATION

as exclusive national representative
On Right Track

SOUTHERN PACIFIC RAILROAD

may be leading the way for other trains to get on right track to save passenger traffic through saturation radio. Since a three-week radio test in June on one station each in San Francisco and Los Angeles using a jingle, SP has had 17% increase of traffic on daylight trains between the two cities. For nine previous years traffic has constantly decreased. Result: This week SP starts a bigger saturation radio drive through Nov. 25 using the same jingle on six stations in each of those two cities. Typical buy is KLAC Los Angeles with 1,000 spots. Agency is Foote, Cone & Belding, San Francisco.

Cannon Mills, N. Y., names N. W. Ayer & Son, N. Y., to handle advertising for Cannon sheets. Agency handles other Cannon products, also.

Helene Curtis de Mexico, appoints Kenyon & Eckhardt de Mexico, S. A., to handle its advertising, effective Jan. 1, 1957. K&E will handle the entire Helene Curtis line.

RATING SERVICE PEOPLE

William Nelson Shafer, Western Div. of American Research Bureau, appointed Pacific Coast manager.

A&A PEOPLE

Henry S. Jacobson, formerly with Ted Bates & Co. and Biow Co., to the Colgate-Palmolive Co. account group as vice president of Lennen & Newell, N. Y.


Mr. FERGUSON

Albert James Weinrich, with BBDO in various capacities since 1941 and with BBDO's Detroit office for past four years, named vice president of that office.

Edward G. Chase, with Fred Gardner Co., N. Y., for the past year, appointed vice president of agency.

Marvin Young, west coast representative, Ogilvy, Benson & Mather, Hollywood, teaching tv writing classes for U. of California Extension Div. at Hollywood Women's Club. He has been conducting class for several years.

Ruth Farrell to Paris &Pearl Inc., N. Y., as associate copy director.

Robert Franke, assistant account executive, and George Saracen, copywriter, Hicks & Greist Inc., N. Y., promoted to account executives.

William Gay, recently research associate at Facts Consolidated, L. A., to McCann-Erickson, that city, as production director, with super-

vision of script and production on Chrysler Corp. CBS-TV Climax and other agency shows. Joyce Cook, current production director at agency, resigns to leave advertising field.


Graeme (Sandy) Macleod, member of the plans board and account supervisor, Lawrence C. Gumbinner Adv., N. Y., elected a vice president of the agency. Mr. Macleod formerly was with Biow Co. and Benton & Bowles before joining Gumbinner in 1954.

Donald J. Wilkins, head of Ruthrauff & Ryan, Washington, appointed vice president of agency.


Rosann Gordon, recently with Streit & Finney Adv., N. Y., to T. A. A. Inc., N. Y., as radio and TV timebuyer.

Timothy J. Stone, account executive with C. J. LaRocche Co., N. Y., to Benton & Bowles, N. Y., as account executive.


Howard Webb, previously with Grey Adv., named media director, Ralph Alum Co., N. Y., agency.

David F. Johnstone, food and household product advertising specialist, named head of copy department, Charles F. Hutchinson Inc., new Boston agency.

Carter B. Cordner, copy executive, Compton Adv., N. Y., to Geyer Adv., N. Y., as copy group head.

James E. Garabrant, formerly with The Biow Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as executive in production department.

Richard E. Hodges Jr., staff member with Liller, Neal & Battle, Atlanta agency, for six years, appointed public relations director.

Patricia McDowell, formerly assistant advertising manager, Capehart-Farnsworth Co., to Bossib Inc., Fort Wayne, Ind., agency, as copywriter.

Sally Fly, formerly with Elisa Duggs fashion coordination, Donald Deskey Assoc. and Young & Rubicam, to William Esty Co. in publicity.
THE NEW NAME AT OUR HOUSE IS YOUR TICKET TO MORE SALES

The tag affixed to your luggage by the airline you travel assures its safe arrival. Your sales are an assured success when entrusted to Western New York’s tried and proven sales medium WROC-TV.

Yes, the new name, WROC-TV—Rochester’s MOST POWERFUL Station—serves 17 prime Western N.Y. counties with 2 1/2 million people in 386,000 homes. WROC-TV produces sales results!

WROC-TV
(formerly WHAM-TV)
Rochester 3, New York
A TRANSCONTINENT TELEVISION CORPORATION STATION
President Ely Landau terms it the fourth tv network, says it will start with two hours programming each week, hopes to have 10 hours weekly by 1959-60.

THE FIRST tv film network, hailed by its founders as embodying "the network sales and programming concept of the future," moved out of the planning stage last week with an actual blueprint for operations, starting Oct. 15, on a lineup of 104 affiliated stations.

Confident that the film network foreshadows the business of tomorrow, Ely A. Landau, president of the newly organized NTA Film Network, disclosed that operations will begin with a two-hour network program each week of "super-spectacular" feature films and expand according to this tentative time-table: three and a half hours by early 1957 and 10 or more hours per week by 1959-60, supplemented by live telecasting of outstanding sports and other special events.

Mr. Landau views his new project, which he calls "the nation's fourth tv network," as embodying a concept that must be followed by tv networks generally, if television is to flourish and take its "rightful place" in the economy of the nation.

Mr. Landau points out he has no desire to replace current tv networks and understands that this "would be impossible," but believes the film network will broaden the base of the tv economy by attracting advertisers because of "its advantages of flexibility, non-interconnection and no 'must-buy' policy." He contends that network television, as now constituted, has impeded the growth of the medium and offers these observations:

- The coaxial cable is a "mighty expensive item" in networking, with CBS-TV on record as having spent $20 million in 1955 for this expenditure and ABC-TV about $6 million. This expense item ultimately is passed on to the advertiser and has "discouraged" many sponsors from using network tv and has restricted usage by advertisers presently in the medium.
- Network practice of specifying "must buy" basic lists of stations (often running more than 50) is "un economical" for the advertiser, who has no distribution in certain "must-buy" markets and consequently "turns him away" from the medium on numerous occasions.
- The need for "powerhouse" network programming is not being met in the markets that have four or more stations, and even stations that currently have network affiliations are "insecure" in that they do not know when they may lose that affiliation. Several stations have had to discontinue business or operate with reduced revenues when their networks switched affiliations.

In view of these "network limitations," according to Mr. Landau, the NTA Film Network can "fill an urgent need" of television stations throughout the country for "an additional major source of quality programming and national advertising income." The film network, he claims, "provides an additional marketplace where national advertisers can buy nation-wide coverage of American television homes in a single, competitively-priced transaction, combining market flexibility with the convenience and prestige of a national network."

The NTA Film Network of 104 stations "probably" will be expanded to more than 130 stations by the time of the beginning of operations, Mr. Landau believes. As presently constituted, the network will reach about 31 million television homes of the country's total 48.6 million families. The families covered by the NTA Film Network, according to Mr. Landau, have an effective buying income of about $213 billion, or 80% of the country's total potential.

Mr. Landau claims that the film network will offer these advantages:

- Advertisers will be guaranteed time clearances and programming and "advantages in timebuying flexibility without the burden of 'must buys' now prevalent in the industry."
- Stations will be offered "power-house" programming, consisting initially of "super-spectacular" feature films never before shown on tv, to vie for larger audiences.
- Advertisers will achieve a lower cost-per-thousand through large audiences gained from "top-level" programming, through their expenditures for time will adhere to published rates.
- Stations will gain more revenue than under the conventional network arrangement, largely because the lack of the coaxial cable will pare down overhead.
- Stations will acquire more programming "leverage": In the event they lose their conventional network affiliation, they still can rely on NTA's "power-house" programming. Not withstanding, they have acquired another major programming source to bolster their regular network offerings.

The NTA Film Network has signed two types of two-year contracts with its affiliates, running for 39 weeks a year. In 40 smaller markets, the network has supplied the station with a library of 800 hours in return for which the station makes available two hours of time to the network. These stations receive no additional compensation. In the 64 other markets, the stations offer the two hours of time to the network, which programs and sells this time...
THEY'RE CHECKING VIDEO EVERYWHERE WITH THE FAMOUS TELECHROME

PORTABLE VIDEO TRANSMISSION TEST SIGNAL GENERATOR

- Completely self-contained
- Portable
- Multi-frequency burst
- Stearstep
- Modulated stairstep
- White window
- Composite sync
- Regulated power supply.

MULTI-FREQUENCY BURST AMPLITUDE v. FREQUENCY.
Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, steps, steps, low frequency tilt, phase shift, mismatched terminations, etc., in TV signals or systems.

STAIRSTEP SIGNAL modulated by square, controlled 6.579 me for differential amplitude and differential phase responses. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-A includes variable duty cycle adjusting (0-90% average picture level).
Model 1001-A HI-LO CROSS FILTER for signal analysis.

MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.

MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.

1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.

1371-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

DELIVERY 30 DAYS
Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.
The Nation's Leading Supplier of Color TV Equipment
08 Merrick Road
Amityville, N. Y.
AMityville 4-4446
and compensates the stations out of sales revenues.

The 104 stations generally have cleared for the network two hours on Friday, Saturday and Sunday evening, ranging between the hours of 9 p.m. and midnight. In the markets where the network has not arranged the library transaction, the contract provides for a 60-40 gross split of the affiliate's rate card, with the network receiving the larger share. The contract provides for a regular rate card for the time period prevails for advertisers. If the network does not sell a program in a particular market, the station may sell it locally with the same split prevailing, but NTA may "pre-empt" the program on 30-days notice.

It is Mr. Landau's contention that the NTA Film Network's affiliates will "get a better shake" from his arrangement than under conventional network procedure. His explanation is that although networks provide approximately a 70-30 division, the station gains only 22% net after provision is made for the first 30-hour concession to the networks; for the cost of coal, cable and the agency commission. NTA film affiliates gain 30% net, after provision is made for both agency and station representatives' commissions on gross revenues. Mr. Landau points out that the station representative also stands to gain under his network policy.

Mr. Landau regards his formula for advertisers as "realistic," observing there is no "must-buy" station list. He calls his minimum-quality "$1-a-day" buy. Mr. Landau explains it this way: He places a certain value on his programming and time to an advertiser, or groups of advertisers. For "X" numbers of dollars, the advertiser can purchase time on a certain number of stations, reaching the minimum total of the rate cards of the stations he requires. Mr. Landau stresses that advertisers can select the markets conforming with their product distribution patterns. He has set no limit on the number of national advertisers to participate in sponsorship of the initial network program on Oct. 15. The network presently is devising a volume discount system for advertisers.

Coincident with the announcement of the launching of the film network, the company last week kicked off an advertising-merchandising campaign that is expected to cost about $400,000 in the next few months. Newspaper advertisements in major cities heralded the advent as "the fourth dimension newscast" that will be presented in business, trade and consumer publications.

The concept of a non-interconnected film network has been a pet project of Mr. Landau for more than four years. He outlined plans for the network in hearings before the Senate Interstate & Foreign Commerce Committee in June [B&T, June 28]. Since that time, Mr. Landau and other officials of the network's parent company, National Telefilm Assoc., have been occupied in lining up affiliates, obtaining film programming and working out other details of the venture.

Though reticent about pinpointing programming plans, Mr. Landau intends to introduce the network with "top-notch" feature films that he is obtaining from independent producers. After the first of the year, he plans to offer weekly films, each a 90-minute "spectacular" aimed at children; the program will be offered on Saturday afternoon or Sunday morning. He is confident that from this modest beginning, the network will "catch fire," and envisions 10 or more hours of film programs by 1959-60.

Other officers of the NTA Film Network, who have assumed new posts in addition to those with the parent company, are: Oliver A. Unger, executive vice president, and Harold Goldman and Edythe Rein, vice presidents. Miss Rein also has been named secretary of the network. Operating head of the film network is Raymond E. Nelson, vice president and general manager.

Home office for the network is New York. Regional offices are located in Los Angeles, Boston, Minneapolis, Chicago and Memphis. Affiliates of the film network signed through last Thursday are:


NEGOTIATIONS have been completed for purchase by WBKB (TV) Chicago of three-year "exclusive in Chicago" rights to 60% of 742 RKO-Redskin feature films from C & C Television Corp., with option for the rest of the properties. Signing the contract is Sterling C. Quinlon, ABC vice president in charge of WBKB, in presence of Ralph Andrews (I), WBKB film director, and Skip Stelloff, C & C account executive. The deal is one of several currently being consummated by C & C involving spot announcements for International Latex in films-for-time 'trade' [B&T, July 30].

Four Star Films Suit On 'Cavalcade' Films

FOUR STAR FILMS Inc., Hollywood, filed suit in Santa Monica (Calif.) Superior Court last week to prohibit Don Sharpe and Warren Lewis, producers of the "Cavalcade of America" television program, from using "Du Pont Cavalcade Theatre" and to request that all profits from the series be returned to Four Star. Additional damages totaling $500,000 are sought.

The action was taken because of the recent announcement that Sharpe-Lewis Productions has been retained to make 16 new "Cavalcade Theatre" films, Four Star said.

The suit also names Don Sharpe and Warren Lewis individually. Mr. Sharpe formerly was president of Four Star Films and Mr. Lewis was producer for the plaintiff. Both are Four Star stockholders.

Mr. Sharpe contended that Mr. Sharpe, while employed by the plaintiff as the salaried sales agent and executive producer for the "Du Pont Cavalcade Theatre" and as a member of the board of directors of Four Star Films, violated his obligations of faithfulness, trust and confidence to Four Star and that Sharpe and Lewis secretly conspired and agreed to seize for themselves a corporate business opportunity belonging to Four Star Films Inc.

The suit asks that all profits in connection with the filming of "Cavalcade Theatre" by the defendants be transferred to the plaintiff. The plaints allege that the defendants, among other things, have received, not only general damages for breach of fiduciary obligations, but $250,000 punitive damages.

Four Star Films is Harry L. Gershon of the law office of Cruikshank & Lewis. Lead stockholders are the plaintiff companies are Dick Powell, Charles Boyer, David Niven, Messers, Sharpe and Lewis and President William Cruikshank.

Sharpe-Lewis Productions gave the following brief comment to B&T: "John Sharpe and Warren Lewis have not been served with any papers in connection with any legal action by Four Star Films Inc." When it cannot be determined whether the claims as reported to them, they stated that they violated no obligation, legal or moral, to Four Star Films in connection with "Cavalcade" and that...
heads are better than 1

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market KOIN-TV delivers OVER TWICE THE AUDIENCE of any other station!

HIGHEST TOWER
MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market
- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

TOP RATINGS
- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB 1956 Salem ARB

KOIN-TV
Channel 6 – Portland, Oregon

THE BIG MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

Sources: May 10, 1956, Sales Management "Survey of Buying Power"
on the contrary their dealing with Cavalcade was with the prior consent of the president of Four Star Films.

They said that a complete and specific answer will be made to all allegations made by Four Star in the legal action when the legal papers are served on them.

**FILM EXECUTIVES TO SEE ELECTRONICAM DISPLAY**

DuMont film system will be unveiled at Paramount Sunset Studios Oct. 1. Showing will kick off week-long series of demonstrations for film production crafts and guilds.

HOLLYWOOD will see Electronicam in action for the first time when the DuMont Electronicam film system is unveiled for a demonstration showing at the Paramount Sunset Studios, Oct. 1, Ralph B. Austrian, western manager of the Allen B. DuMont Laboratories, announced Fri-

day. The improved Electronicam system was shown in New York a fortnight ago [BT, Sept. 3].

The Oct. 1 demonstration of how Electronicam can save time and money in film produc-
tion will be held for stockholders and with financial institutions in the Los Angeles area who are interested in and connected with film production financing. Also attending will be major and minor members of the Screen Producers Guild, Society of Independent Motion Picture Producers, business managers of the various guilds associated with film production and members of the motion picture and financial press.

This premiere demonstration will launch a week-long series of demonstrations for members of crafts and guilds engaged in motion picture production, Mr. Austrian said. Invitations are going out this week to an industry-wide list, which will include, in addition to the already mentioned groups, the Screen Directors Guild, the American Society of Cinematographers, the Motion Pictures Research Council, Alliance of TV Film Producers, Screen Actors Guild, Unit Production Managers and the International Alliance of Theatrical Stage Employees. All of these organizations, Mr. Austrian said, are cooperating with DuMont in the demonstration.

General Manager Stonant Osgood of the Paramount Sunset Studios has set aside the 12,000 square ft. Stage 4 at the Sunset Blvd. plant for the demonstrations.

The week-long series was necessary, Mr. Aus-
trian pointed out, since the invitation list of financiers, studio heads, producers and produc-
tions personnel totaled some 2,500 and the seating area on the demonstration stage will accom-
modate a limited number of 300 at one time.

The DuMont mobile unit, which is now en-
route to Hollywood for the demonstrations, is the first of its type to be used in film produc-
tion with DuMont claims. It consists of two stream-
lined, air conditioned vehicles, each with a special function, the larger, 32 ft. trailer houses and transports cables, stage and floor monitors and cameras. The second is an 18 ft. trailer, which may be rolled onto the stage and in the control room or "brain" of the unit and becomes the viewing monitors, switching equipment and provides space for the director and other produc-
tion personnel. One side has a 12 ft. window comprising one view of the shooting set.

The DuMont Electronicam film system is de-
scribed as a "team tool" designed to save time and production costs during filming and is said to fit readily into established Hollywood pro-
duction patterns. It does not interfere with, but rather supplements already tried and proven tech-
tiques used currently, DuMont contends.

The system is a closed circuit television (high de-

dinition) system integrated with a Mitchell 35 mm motion picture camera through a com-
mmon optical system which eliminates trouble-
some parallax, and which enables every mem-
ber of the production crew, from producer, director, cameraman, and editor on down, to view the actual scenes being filmed on monitors as they are registered on the film in the cam-
ers. It can function with one, two, three or more cameras, Mr. Austrian stated.

The demonstrations will be supervised by a corps of DuMont personnel and of men who are accompanying the mobile unit to Hol-
lywood, Mr. Austrian said. Many of the top DuMont executives from the main laboratories in Clifton, N. J., are expected to come to Holly-
wood for the demonstrations.

**Color from Monochrome Film Produced at Cut Cost—Klein**

COLOR prints from black-and-white motion picture negatives are going to be made at a cost of production has been achieved by Anima-
tion Inc., Earl Klein, president of the Holly-
wood television commercial producing firm, an-
nounced Thursday.

Using a similar process, Mr. Klein said it is no longer necessary to reshoot the commer-
cial film in color. Instead, color conversions can be made directly from the original nega-
tives at a cost of less than 1% of the original film.

"Increasing use of color television has brought an increased demand for color com-
mercial materials, " Mr. Klein said. "Clients are begin-
ing to request conversion of old black-and-
white commercials into color." Nationwide In-

surance, through the Ben Sackheim agency, New York, was the first to take advantage of the color conversion process of Animation, he added.

**Gross-Krasne Inc. Appoints Hill, Simel Vice Presidents**

ED SIMEL AND ROBERT HILL have been named vice presidents of Gross-Krasne Inc., Hollywood, and join the re-activated syndicated film television sales organization immediately, it was announced Thursday by Jack Gross and Phil Krasne.

Mr. Simel, formerly associated with G-K when it operated United Television Productions, and later with MCA TV Ltd., will cover the southern territory for G-K.

Mr. Hill, who formerly headed his own company engaging in the distribution of filmed and live tv programs, will operate in 11 western states.

This makes a total of five key sales represent-
atives appointed by G-K to sell its O. Henry Playhouse syndicated tv series, the other three being Mel Schlank, vice president in charge of sales, Robert Braun, who has the New York office, and Irving Feld, now headquartered in Chicago and covering the Middle West.

**GUILD BUYS LANTZ CARTOONS**

GUILD FILMS CO., New York, announced last week it has acquired the Walter Lantz car-
toons for television distribution. The package, comprising a total of 179 shorts, will be offered as a library to stations for unlimited runs.

**Warner News Bought By Studio Films Inc.**

STUDIO FILMS INC., New York, last week reported the purchase of Warner News Inc. from Warner Bros. for $500,000, adding that a new organization will be formed called Pathe Pictures Inc. Warner News was the subsidiary that produced the recently-discarnned Warner Pathé Newsread and a variety of short subjects.

In the transaction, the new company acquires the extensive Warner Pathé film library, consist-
ing of more than 22 million feet of newreel film and the cameras and installations of Warner News.

Benjamin Frye, executive vice president of Studio Films, which produces live and filmed programs and commercials, has been named president of Pathe Pictures. While the new company will not produce newreels for theat-
res, Mr. Frye said, it will make use of the library for the production of tv documentaries and news subjects and for theatrical short subjects. It will continue production of the twice-weekly "Warner Picture News".

Other officials of Pathe Pictures, which will begin formal operations today (Monday), will be Andrew Gold, production chief of Studio Films; Robert Youngton, production chief of the Warner "News Magazine of the Screen"; John Levien, formerly news editor and general manager of Warner News, and Dr. Laurence B. Tipton, education director of the "News Maga-

zine of the Screen." These executives have been named vice presidents of Pathe Pictures.

Frank J. Shea Appointed By Roach to Post in East

FRANK J. SHEA has been named director of eastern operations of the Hal Roach Studios commercial division, according to Sidney S. Van Keuren, vice-president-general manager. Mr. Shea has been vice president in charge of sales, Pelican Films, New York, and previously di-

rector of tv and commercial film sales, John Sutherland Productions.

Mr. Van Keuren said the Roach division has enjoyed a 67% increase in business over last year, with the greatest increases in the Mid-
west and East. Mr. Shea will headquarter in New York, effective Sept. 19. He began his business career with New York brokerage firms. From 1940 to 1954, he was world sales director of Time Inc. motion picture and tv units.

**'Earp' Sold in England**

ABC-TV's Life and Legend of Wyatt Earp series, which started over the weekend, has been sold by ABC-Film Syndication as a series of 26 half-hour segments on Associated TV Ltd. outlets in London and Birmingham, Eng-

land. ABC-Film Syndication also has sold the show on CBC-TV Canada along with another ABC-TV property, Adventures of Ozzie & Harriet.

**SCREEN SALES**

Screen Gems Inc., has sold its Hollywood Movie Parade package of 104 Columbia Feature Films to 15 more stations, raising to 84 the total number of tv outlets that have signed for the package.

Ziv Television Programs International Div. has sold Science Fiction Theatre and Highway
Where would you advertise...

...if you were a station manager?

This spring a research firm* asked 1,476 advertising executives in forty states, "In which of the following (7) publications would you advertise if you were a station manager?" 560 replied.

**B • T** ———— 49.1%

**Pub. B** —— 27.7%

**Pub. C** —— 3%

*Erdos and Morgan; survey was "blind" with sponsorship undisclosed. Complete summary available upon request to Broadcasting Telecasting. Write Executive Hq., B-T Bldg., 1735 DeSales St., N.W., Washington 6, D.C.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W.
Washington 6, D.C.
McCONNAUGHEY SAYS HE WILL PROPOSE FIVE-YEAR LICENSE EXTENSION PLAN

FCC chairman, speaking at RTES luncheon in New York, surprises audience with first public disclosure that he is in favor of extending present three-year license stints. He also reveals that FCC is expected to review staff-digested comments on subscription tv within 30 to 60 days as next order of business to follow allocations study.

AN audience of about 500, including leaders of the radio-tv industry, was electrified Wednesday by FCC Chairman George C. McConnaughey’s first public disclosure that he will propose formally that the term of broadcast licenses and renewals be extended from a three-year to a five-year maximum [Closed Circuit, Sept. 10].

Mr. McConnaughey was the featured speaker at a Radio & Television Executives Society luncheon at New York’s Hotel Roosevelt, marking the opening of the broadcast-advertising executive group’s season.

Other highlights of Chairman McConnaughey’s major address and his meeting with newsmen that followed later:

• Revealed at the news session that FCC expected to review staff-digested comments on subscription tv within 60 days as the next order of business to follow the Commission’s allocations study. FCC, he thought, would decide after reviewing comments if it would ask for hearings or perhaps “finalize a decision.”

• Warned the conference that FCC is going to look more closely into “sales, mergers and consolidations of broadcast facilities,” explaining this policy in view of a rapid turnover in station facilities (at one point he characterized this development as possible trafficking in station licenses).

• Emphasized that the Commission has an “open mind” in its quest for a solution to uhf-vhf allocations problem, and reiterated the need for a crash research program—a united effort by FCC, Congress and industry in exploring the issue.

• On the eve of the Celler hearing in New York on radio-tv industry practices (see story, page xx), declared “duplication” of Congressional committee proceedings “a decision particularly toward the Celler group.

The RTES luncheon, saluting FCC, was attended by all of the commissioners except T. A. M. Craven.

FCC Chairman says his proposal that broadcast licenses run for three years, however, that stirred the industry. Although there has been some talk along these lines for years, Mr. McConnaughey’s was the first open advocacy of the move.

The chairman’s remarks on this subject were as follows:

“Under Section 307 (d) of the Communications Act of 1934, as amended, broadcasting licenses and renewals may be granted for a maximum of three years. In other services the maximum period is five years. I have given this matter considerable thought during the past year and questioned why the distinction between broadcasting licenses and licenses for other services.

“In my opinion, there should be none. There should be no distinction between the period of time. When a group of people go through the requirement processes of getting a broadcasting license with the necessary requirements entitled for obtaining such a license, those licenses should be for a period of five years. Renewals, in my opinion, should be for a like period of time. It is common knowledge that people who go into the broadcasting business must, in many instances, make arrangements for financing proposed operations, and I feel that a five-year period written into the Communications Act would have the effect of stabilizing the industry and by so doing inure to the public interests.” The license terms have been unchanged in the Communications Act since 1934.

In am radio, license terms ran from three months (1928-1931) to six months (1931-1939) to one year (1939-1941) to two years 1941-
An open letter
to TV station owners and managers:

1956 will go down in TV history as the year in which Hollywood's great libraries became available to TV.

The first entire major studio library to be acquired for your use was the RKO library of 742 features in December of 1955 by C & C Television Corporation.

Since then Columbia, Warners, 20th Century-Fox and the Metro-Goldwyn-Mayer Company also made available to you part or all of their great film libraries.

The combined original cost of production of the feature motion pictures being offered to you by all these companies is well in excess of $2,000,000,000.00. It would probably cost double this amount to produce these outstanding attractions today if money alone could accomplish the end result.

Such creative talents as Louis B. Mayer, Darryl F. Zanuck, Jack L. Warner, David Selznick, Harry Cohn, directed the production of these successful pictures.

Every important male and female star throughout the world plays in them. The outstanding directors and writers of the motion picture industry directed and wrote the scripts, many of them based on successful novels and plays.

All of this is now available to the TV viewing public through your stations.

I heartily recommend that you acquire these pictures for your stations by contacting Ralph Cohn of Screen Gems for Columbia features, Bud Barry of MGM for their fabulous library of features, Eliot Hyman of Associated for the wonderful Warner library, Ely Landau of NTA for 52 Fox Pictures, and Erwin Ezzes of C & C Television Corp., for the RKO library.

You would be fortunate indeed if you could acquire all of these features for your station. We realize this would be very costly and difficult to absorb in addition to your other program commitments.

You can, however, acquire at least two of the companies' entire libraries available if one of them is RKO because C & C TV Corp. has made available the most unique purchase plan in the short history of television.

You are able to make most of your payment with only a part of your unsold inventory of spots, as none of the spots in your evening "A" time is required. You will also be permitted to own this library for your market for 10 years, even though we are asking for spots for only 5 years.

Ask some of the theater managers in your town how they would like to pay their theater's film rental by giving the distributors passes for a fraction of yesterday's empty seats instead of with hard dollars.

Yes, Mr. TV Station Owner, most of these theaters made big profits and many still are making money but I doubt if any of them would turn down such an opportunity.

Many of the most highly respected and successful TV station operators have not been too proud nor permitted themselves to be dissuaded by our beloved competitors when they took the time to properly analyze what unique value our method of merchandising has to offer.

Some of them such as Westinghouse, Crosley, Triangle, Storer, were at first affected by what they had heard about that naughty word called "Barter" of their unsold-unprofitable-unused spots for our great RKO library; however, after thorough analysis, they have signed contracts.

You don't have to commit for the entire library, as we'll make available a smaller number of pictures for a reduced number of spots.

Our plan contemplates providing you with a new set of prints directly from the lab to remain permanently in your station.

Every TV market in the country will be playing some of the features from the companies mentioned above—they will either be on your station or your Competitor's stations. You cannot afford to ignore their existence or they may affect your station's existence.

From a purely objective standpoint, just reflect on the reason why you are not using a greater number of features today. Perhaps it's because only now have the highest quality feature pictures ever produced been made available to TV.

We don't believe you can afford to pass up investigating what we consider to be the single most profitable deal you've ever been offered to date.

We believe that the American public, who have paid billions of dollars to see feature pictures in the movie houses throughout the country, is the same audience watching TV and we would like to point out that well over 90% of them have not seen even the best of the top pictures from all the libraries.

Matthew Fox
President, C & C Television Corp.
Approved by the Leaders

CROSLEY, KOA, KTRK-TV, STORER, TRIANGLE, WESTINGHOUSE, ARE BUT A FEW OF THE MOST ILLUSTRIOUS NAMES IN TELEVISION WHO HAVE BOUGHT MOVIE TIME USA

General Manager, Triangle Stations

"First of all, it's a tremendous buy, realistically priced for local use. Beyond that, my personal opinion is that the package is the greatest programming source ever made available to TV stations. 'Movietime USA' will automatically provide a competitive advantage for every station running it.

"As an organization, we are in the habit of relishing our many 'firsts.' We're proud to have scored another by being first to wrap up 'Movietime USA.' The fact that the contract is the largest ever negotiated by a film distributor and a regional station group is evidence of our confidence in the salability of every feature of the package."

Roger W. Clipp
ROGER W. CLIPP

General Manager, KTRK-TV

"I have been buying film for television for about ten years now and have never seen such enthusiasm on the part of our audience and advertisers as we have had since the announcement of our MOVIE TIME USA package. We have had an amazing number of calls and letters from people in and out of the industry about it.

"It goes to prove that RKO's star-studded package is the kind of television fare that will sell our station, because it is the kind of programming that the people have been waiting to see."

Willard E. Walbridge
WILLARD E. WALBRIDGE
The Crosley Broadcasting Corporation is very pleased with the arrangements completed with Mr. Matthew Fox for the showing of the RKO feature film package over our television stations in Atlanta, Dayton, Cincinnati, and Columbus, because we can now augment our fine schedules with star-studded names of filmland in such excellent features as 'Abe Lincoln in Illinois,' 'Citizen Kane,' 'Hiding,' 'Citizen Kane,' 'Quality Street,' 'Stage Door,' just to mention a few of the many tremendous box office smashes which assure our audiences that the best in movies will also be seen on WLW-Television. Yes, we are delighted and the reason for this feeling is bound to become more and more apparent to our audience and clients as we program these great RKO features.

JOHN T. MURPHY
President and General Manager, KOA-TV

"The addition of Movietime, U.S.A. feature films to KOA-TV's movie library is an exciting one for all of us. We believe these feature films to encompass all the facets of entertainment that bring about high ratings and audience acceptance.

"Among the great number of Hollywood's best feature films that KOA-TV has already shown or plans to show, the Movietime, U.S.A. package promises new highs in audience applause and commercial success.

WILLIAM GRANT
HOW TO GET A 50% INCREASE IN SPONSORED TIME

- Authoritative Statistics show that most television stations increase paid commercial time by 50%, when good movies are programmed.

- You can make present non-productive time pay off by trading part of it for our outstanding package of Hollywood's greatest motion pictures.

- By bartering this unsold time, you can acquire a proven-successful programming pattern which will increase your sales and soar your ratings to new heights.

- The Company which will use the bartered spots is the International Latex Company. Since this organization has never been a television advertiser, you are not losing a customer.

- As you know, the trend today is towards feature films. With our outstanding motion pictures, your programming can be planned to successfully capture a loyal audience.

- As business men, we don’t have to spell out for you what this means in terms of increased ratings, increased sponsorships and increased profits!

- Every dollar you gross on our library, whether sold for total sponsorship or on a participating spot basis, is adding to your profits. Where else can you get such an opportunity?

C & C TELEVISION CORP.
270 PARK AVENUE • NEW YORK 17, N Y • PLAZA 3-5600
E. H. Ezzer, Vice President and General Sales Mgr.
The committee then canvassed the four film firms for any such experiences they might know about.

Mr. Keating said he remembered it had occurred "a couple of times" but that he could recall no specific instances. Mr. Cohn said that, being in a managerial position, he didn't and wouldn't necessarily know about such cases. Mr. Keating had said he knew of no instances of his own knowledge but that since he was not in sales he, like Mr. Cohn, wouldn't necessarily know.

Chairman Celler said the record would be kept for details on all such cases known to the four witnesses.

The inquiry moved next into network pre-emption of sponsor's time. Mr. Jaffe cited NBC's pre-emption of Firestone's "Voice of Firestone" for pre-emption of "Cesar's Hour," which previously in Voice moving to ABC. He also noted that U. S. Tobacco Co.'s "Martin Kane" went off the air when NBC secured Lever Bros. "Lux Video Theatre" and installed it in the ABC network time. Mr. Sillerman said CBS-TV had taken Longines-Wittnauer's "Chronoscope" off to install a nightly news roundup, and that Singer Sewing Machine and Bristol Myers had "renewed Four Star Playhouse" but that CBS-TV had taken the time for "Playhouse 90."

Rep. Keating said it sounded to him as if "the big job of the advertiser is to get on the air at all," and wondered why networks bothered to pre-empt.

Counsel Maletz cited the ATFD document's assertion that networks, by long-term exclusive contracts, "exercise tight control over the services" of star performers. Mr. Cohn conceded that producers might negotiate with the networks for "loan-out" of such talent, and that it might be granted for a single show but hardly would be permitted if the producer wanted the talent for a whole series since that would take the star's services away from the network for a protracted period. The subcommittee also—without pursuing the idea—drew out of Mr. Cohn a confirmation that some film producers were thinking about producing live shows. He said nobody was engaged in such a venture now, however.

Harmon Joins Advisory Group

APPOINTMENT of Ralph Harmon, vice president in charge of engineering of the Westinghouse Broadcasting Co., New York, as a member of the Broadcast Advisory Committee was announced last week by Theodore C. Strinberg, director of the U. S. Information Agency. Members serve without salary. Mr. Harmon has been vice president of engineering at Westinghouse since 1948.
HAVE MARKET...

WILL SELL...

TOTAL POPULATION: 5,640,208
TOTAL FAMILIES: 1,644,948
BUYING INCOME: $9,836,277,000
TOTAL RETAIL SALES: $6,365,340,000

REPRESENTED BY
Paul Raymer Co., Inc.

WPFH TELEVISION

SERVING GREATER DELAWARE VALLEY

It's a big market, and it's all yours! Channel 12 effectively presents your sales message to a steadily increasing Delaware Valley audience. 316,000 watts are ready to net you tremendous per-viewer acceptance at low per-viewer cost. Contact your Raymer representative today for availabilities.
WGTH-TV Sale to CBS
Given Second FCC OK

FCC last week reinstated its approval of the sale of WGTH-TV Hartford, Conn., from the General-Times Television Corp. to CBS. The $650,000 purchase of the ch. 18 Hartford outlet had been approved early this year, but when WNHC-AM-FM-TV New Haven, Conn., protested, the grant was suspended.

Last week's reinstatement action came after the sale of WNHC-AM-FM-TV to Triangle Broadcasting Inc. (radio and tv division) last June [BTN, July 2]. Two days after Triangle assumed ownership of the outlet, it filed pleadings with the Commission to withdraw the WNHC objection to the CBS purchase and also to the proposed NBC purchase of WKNB-TV New Britain, Conn., which is still pending at the FCC.

Despite the fact that the WNHC protest, plus a protest by WATR Waterbury, Conn., were withdrawn, hearings on the $600,000 NBC purchase of WKNB-TV were set by the FCC's own action. The hearings began Sept. 7 before Hearing Examiners James D. Cunningham and Herbert Sharram and will resume tomorrow (Tuesday). Issues involve purported concentration and overlap.

Operational duties of WGTH-TV were assumed by CBS Sunday (see story, page 100). Purchase of the outlet gives the network its second uhf facility. Its other stations are ch. 19 WXIX (TV) Milwaukee, Wis.; ch. 2 WCBS-TV New York; ch. 2 KNXT (TV) Los Angeles, and ch. 2 WBBM-TV Chicago.

Economic Impact No Issue
In Pittsburgh, FCC Rules

ECONOMIC IMPACT of one television station on another is not a proper subject for FCC inquiry. This is the essence of the FCC's decision last week in turning down a request by WSTV Inc. (WSTV-TV Steubenville, Ohio) that the economic issue be included in the rehearing on the Commission's 1965 grant of Pittsburgh's ch. 11 to WWSW Inc. (WIIC (TV) Pittsburgh).

WSTV Inc., whose ch. 9 WSTV-TV covers the Steubenville-Wheeling area, claimed that if WIC were permitted to increase its power and antenna height the business of WSTV-TV would suffer.

The FCC, with Comrs. McConnaughey and Mack abstaining, declared that the economics of broadcasting should have no place in FCC hearings. Its attitude was summed up in the following words:

"It is clear that inclusion of the issue requested by WSTV would constitute recognition of the principle that an existing television licensee operating in one community may be entitled to protection from competition from a station operating in another community. Such recognition would, as stated in Cullum, supra, and as stated by the courts, run counter to the over-all policy of the Communications Act that broadcasting is to be a competitive service. It would establish the consistently rejected notion that economic injury to an existing station is in itself grounds for refusing to grant a broadcast license."

A hearing already has been held on the Pittsburgh ch. 11 grant, with ch. 16 WENS (TV) that city as the protestant, and with an initial decision affirming the grant already issued. WSTV's intervention was ordered by the Commission and the hearing ordered reopened today (Monday).

In addition to the grant, WIC's request for increased power and antenna height is also involved.

The grant of Pittsburgh's ch. 11 to WWSW Inc. came after a merger agreement between WWSW and Pittsburgh Radio Supply House Inc., owner of WIAS-AM-FM Pittsburgh, which must be sold before the option can be exercised.

FCC to Take Another Look
At WGMS Sale to RKO

SALE of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc., for $400,000, approved by the FCC last July, has been held up by the Commission pending oral argument on a protest by minority stockholder Lawrence M. C. Smith [BTN, June 18]. Oral argument is scheduled for Oct. 1. The FCC ordered reassignment of the WGMS licenses from RKO Teleradio to The Good Music Station Inc. by Oct. 12.

Mr. Smith, who holds 16 1/2% of WGMS stock and also owns WFLN (FM) Philadelphia and 30% of WABE Allentown, Pa., has charged that the stations were sold despite the fact that Nathan Strauss, WMCA New York, had offered a higher price. Mr. Smith also attacked an agreement whereby RKO Teleradio would retain Mr. and Mrs. M. Robert Rogers (41 1/2% WGMS stockholders) as consultants for a five-year period, at $30,000 per year.

The FCC found that Mr. Smith was a party in interest. However, since the allegations in the protest were considered by the FCC before it approved the sale, oral argument rather than a hearing was ordered.

Gen. Sarnoff Visits Ike

BRIG. GEN. David Sarnoff, RCA board chairman, conferred with President Eisenhower at the White House Tuesday morning. Gen. Sarnoff said after the conference they had discussed the report filed by the National Security Training Commission, of which he is chairman. The President was pleased with the report, Gen. Sarnoff said.
Spectrum Curb a Must, McC Tells Colo. Gov.

THE FEDERAL GOVERNMENT must control the radio spectrum, FCC Chairman George C. McConnaughy said last week in answering Colorado Gov. Edwin C. Johnson's plea to permit on-channel boosters to continue operating without FCC interference [B&T, Sept. 10].

"...In view of the nature of radio, the coordinated interrelation of services in the spectrum and the variety of broadcast needs throughout the country, the part government plays in the process must be at the federal level," Mr. McConnaughy wrote in a Sept. 11 letter to the former chairman of the Senate Commerce Committee.

He warned that unless the radio spectrum is federally policed, broadcast services may again face the difficulties which led to the adoption of the 1927 Radio Act.

The FCC chairman's letter also related the background of the Commission's thinking which led to the establishment of a "facilitated" service for remote areas to receive big city TV signals. This new service—the first three grants for which were made two weeks ago [B&T, Sept. 10]—permits the establishment of a "repeat" service which enables a big city TV station to be picked up, amplified and converted to one of the upper uhf bands and re-broadcast on a low-cost, low power basis. This came about after several dozen unlicensed "booster" transmitters sprang up in the northwest states to bring TV to small, mountain-locked communities. The FCC brought cease-and-desist actions against a number of them and is awaiting a U. S. Court of Appeals decision on a case involving an unlicensed booster in Bridgeport, Wash.

Gov. Johnson last month "authorized" Steamboat Springs, Colo., booster to continue operating without regard to the FCC [At Deadlines, Aug. 6]. There are about six such operations now "blessed" by the Colorado governor.

Four Am Stations Granted By FCC During Past Week

FOUR new am outlets were authorized by the FCC last week. Construction permits awarded were:


Golden, Colo.—Golden Radio Inc., granted 1230 kc, 1 kw daytime. Principals are Pres. William H. Finch (56.8%), 39.6% owner of KCSR Chardon, Neb.; Vice Pres. Conrad F. Schader (25%), employe of KTLN Denver; Secy. Robert W. Fouse (56.8%), 39.6% owner of KCSR; Fred D. Fouse (31.81%), 20.61% owner of KCSR, and Rachel R. Fouse (31.81%), housewife.

Portland, Me.—Casco Broadcasters Corp., granted 1310 kc, 1 kw daytime. Principals include Pres. Sherwood J. Tarlow (49%), owner of WNH, Medford, Mass., and 60% owner of WGGY Bangor, Me.; Melbin L. Stone (25%), 49.8% owner of WRUM Rumford, Me., and 55.4% owner of WGHM Skowhegan, Me., and Faust Couture (25%), 56% owner of WCOU Lewiston, Me., and WFAU Augusta, Me.

San Saba, Tex.—Radio San Saba granted 1410 kc, 500 w daytime. Principals are equal partners J. Earl Webb, painting contractor, and Gilbert T. Webb, commercial manager of KSWA Graham, Tex.

Amarillo, Detroit Tvs Asked in Two Applications

APPLICATIONS seeking construction permits for two new television stations were filed at the FCC last week. Southwest States Inc. filed for Amarillo, Tex., ch. 7, and Plaza Radio & TV Co. filed for Detroit ch. 62.

Southwest principals are equal partners Murray Woroner, commercial manager-2.66% stockholder at KAMQ Amarillo; George A. Oliver, sales manager-1.33% stockholder at KAMQ; Robert D. Houck, general manager-47% owner of KAMQ; Hoyt Houck, president-47% owner of KAMQ, and Estate Development Corp., Amarillo (land development, loans, Investments, etc.).

The application calls for 46 kw power and antenna height 806 ft. above average terrain. Construction cost is listed at $167,500, first year operating cost at $388,029. Affiliation with ABC-TV is planned.

Plaza principals are Alex Rosenman (50%), former minority stockholder in WCAN-AM TV Milwaukee and owner of a representative firm in New York; Eliot Hyman (25%), former owner of Associated Films Inc., motion picture-television production firm, and David M. Harris (25%), photography interests.

Power for the proposed Detroit outlet was listed at 252.68 kw, with antenna height 407.25 ft. above average terrain. Construction was estimated at $371,539, first year operating cost at $264,000.

Peter W. Seward Dies

FUNERAL services were held in Larned, Kan., last week for Peter W. Seward, former assistant chief hearing examiner for the FCC, who died in a Wichita hospital Sept. 8.

Mr. Seward, 78, had been suffering from an intestinal ailment for four months.

Mr. Seward entered the communications field in 1934 as an FCC lawyer in Washington. He joined the Commission in 1937 as a hearing examiner and served as assistant chief hearing examiner 1938-39. He left the FCC in 1945 to re-enter communications law.

Mr. Seward abandoned his law practice in 1952 and had not participated actively in broadcasting since then. He sold his 39.8% interest in KNOK Fort Worth, Tex. (then KWBC) in September 1953. He is survived by his wife,
'PEACHES AND CREAM' OUTLOOK RULES AT CBS RADIO AFFILIATES CONVENTION

Optimistic view prevails as all speakers stress upswing in network business and programming trends. Rivers elected to replace Brown as board chairman; Coley succeeds Sowell as vice chairman; Ryder and two directors re-elected; Wailes in for Storer.

A HEARTY BLEND of the old confidence and optimism that used to dominate radio gatherings was evident as the CBS Radio affiliates held their third annual convention last Monday and Tuesday in New York.

Some 200 affiliates, already heartened by the year's general upswing in radio business at the spot and local levels, received further encouragement from the reports they heard on business, programming and other accomplishments and prospects at the network level.

Dr. Frank Stanton, president of CBS Inc., told the affiliates that the network's faith in radio has been justified, and John Karol, sales vice president of CBS Radio, reported that "we are doing so well that our two major problems—at least in our daytime schedule—are product conflict and station clearances."

Another heartening development was the report, not yet announced publicly, of negotiations with Jack Benny—for years almost a symbol of network radio in its best days—to return to his old "Sunday at seven" spot on CBS Radio, which he left in May 1935.

PRESENTATION of an armchair to CBS President Dr. Frank Stanton (r) is made by Kenyon Brown, KWFT Wichita Falls, Tex., retiring chairman of the CBS Radio Affiliates Assn. board of directors.

More concretely, officials also disclosed that the network had just added an estimated $300,000 in billings by (1) sale to Pharma-Craft Corp. of 100 five-minute segments in CBS Radio nighttime programming over a 20-week period, in addition to its current sponsorship of two quarter-hours a week on the daytime Houseparty, and (2) sale to Standard Brands of 30 71/2-minute segments in daytime serials over a two-week period. Agency for Pharma-Craft is J. Walter Thompson Co.; for Standard Brands, Ted Bates. The signings were viewed as further evidence of advertisers' rising regard for network radio as an "exciting, even fashionable" medium for moving goods and services.

Dr. Stanton, who received from the affiliates a surprise salute in the form of a gift and a scroll honoring his "ten years as president of CBS" (see story page 00), told the affiliates at the opening-day luncheon that "radio is here to stay and has a good future ahead of it . . . our faith in the future of radio is stronger than ever."

In a business meeting, John M. Rivers, WCSC Charleston, S. C., was elected to succeed Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the board of the CBS Radio Affiliates Assn. Mr. Brown will remain on the board in an advisory capacity.

Charles Coley, WMBD Peoria, Ill., was elected vice chairman, succeeding F. C. Sowell, WLAC Nashville, who also served as chairman of the convention committee. J. Maxim Ryder, WBRY Waterbury, Conn., was re-elected secretary-treasurer. Three directors-at-large elected were Frank Fogarty, WOW, Omaha, and Worth Kramer, WIR Detroit, by re-election, and Lee Wailes, Storer Broadcasting Co., to succeed George B. Storer, of the same organization.

Opening the convention Monday morning, after introductory remarks by retiring Chairman Brown, CBS Radio President Arthur Hull Hayes stressed progress made by the network in sales, programming and research. He said much of the credit should go to the affiliates and thanked them for their cooperation.

Mr. Karol stressed that "we are facing the future with confidence—but let me add quickly, not with complacency." CBS Radio's advances, Mr. Karol asserted, stem "from our management's willingness to invest heavily in fine programming" and from "the hard-hitting, hard-working and really dedicated group of people who make up our business."

He told the group that "the way some people in our business are operating reminds me of the stabbler who was trying to save money by feeding one of his horses sawdust instead of oats." The only thing wrong with it, he said, was that just about the time the horse was getting used to the sawdust—he died. "And this is what might even happen to some of those in our business," he added, asserting that CBS Radio's attitude is the reverse, with its program schedule "being strengthened instead of weakened."

Mr. Karol regarded CBS Radio's sales accomplishments as "good," but emphasized that "such recent sales as Colgate, Standard Brands, Slenderella, Wrigley, Mentholatum, Pontiac, Chevrolet, Minnesota Mining, plus renewals and extensions of existing business—these successes have been building for many months and even years." Others are expected to join the list soon, he said.

Of some of the ways that we are going after new and repeat business, he said:

"We have continued to expand our sales force. We have substantially increased the size of our sales service dept. We are in the midst of a strong advertising campaign aimed at our prospects. We are doing even more in specific research efforts. We are combing the fields more carefully for smaller national advertisers. We are continuing to call on agencies, and I know we are doing it more thoroughly and intelligently but, most important, we are greatly increasing our calls on advertisers.

"Our greatest success has been in the Monday through Friday daytime schedule."

In this, he continued, CBS Radio has furthered its cause by pointing up, through research, "that the medium of daytime television does an adequate job at a very high cost" while daytime radio has a "truly universal character."

He said, "we must now, and we shall, develop new interest and new sales in evening
radio.” He cited General Motors’ renewal of Lowell Thomas, some “very sincere current interests” in the Edward R. Murrow nighttime news strip and the extension of Chevrolet nighttime business as “heartening.” “We have a number of clients in our segmented shows,” he continued, “but we intend to have many more in the future.”

The “most important change we have wrought in the past year,” Mr. Karol told the affiliates, has been “a change in the attitude of advertisers and advertising agencies toward network radio.” From looking at network radio as “a somewhat sickly medium” a year or two ago, he said, advertisers are coming to regard it as “ exciting, even fashionable . . . both advertisers and agencies are giving an ever-increasing amount of time to exploring the great opportunities in network radio.”

But, he cautioned, “at no time in recent years has it been so vital that we not relax our efforts . . . we are facing increasing competition as our revenue increases. You have probably heard that NBC recently strengthened its network radio management, sales and program personnel. Already we are facing bitter cost competition. Our higher costs, and greater income for you, are justified by our greater value. We must enhance these values and continue to justify and protect our rate card.”

Howard G. Barnes, programs vice president, told the convention that “every aspect of the strong radio network is still to be found in the weekly program schedule of CBS Radio. When the CBS Radio Network furnishes all of this programming to the audiences of its affiliated stations, and has every intention of continuing and improving the schedule, by whom can it be said that network radio is dying?”

Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, reported that CBS Radio currently carries 97 newscasts a week, apart from special events, sports, and public affairs.

Carroll Hansen, coordinator of news and sports, stated plans and goals in his field. Jules Dundes, vice president in charge of advertising and promotion, described the advertising campaign being launched by the network for the fall season and outlined special promotional materials being prepared.

The final day’s sessions included a management conference in which the affiliates directed questions to President Hayes and other network officials; a report by William D. Shaw, network sales manager, on sales and research projects; a luncheon featuring commentator Eric Sevareid as chief speaker, and a panel session with WLAC’s Mr. Sowell as moderator and J. Frank Jarman, WDNC Durham, N. C., representing management; Catherine Feden, WHOP-

Helpmate Aids in

Dr. Frank Stanton, president of CBS Inc., was paid a surprise tribute by CBS Radio Affiliates Assn. at its convention last week “in appreciation of (his) 10 years as president of CBS.” The tribute took the form of an armchair, selected after secret consultation with Mrs. Stanton, and a scroll expressing “affectionate esteem” for his “many great contributions” both to his own organization and to broadcasting as a whole.

A jocular string was attached to the gift of the chair—a condition that he “not use it to watch television.” But there was no frivolity about the scroll. It read:

“For . . . his leadership, his fine business judgment, his confidence in CBS Radio—cornerstones on which our association has been built and prospered.

“For . . . his genius, courage, integrity, capacity for work and unselfish devotion to duty which have earned the respect and ad-

Stanton Tribute

miration of his fellow man and the whole broadcasting industry.

“For . . . the sure logic and courage of his answers when responding to major industry problems.

“For . . . the application of his early training in establishing realism in radio research.

“For . . . his keen intellect in continuously proposing and vigorously supporting innovations and changes for the betterment of broadcasting.

“For . . . making the phrase ‘public interest, convenience and necessity’ the ruling tenet of his business life;

“Now be it resolved that the CBS Radio Affiliates, at their annual association meeting, express their affectionate esteem to Dr. Frank Stanton for his many great contributions and continuing confidence in CBS Radio in particular, and the great art of broadcasting in general.”

WHOA... Pardner, DON'T BE IN SUCH A HURRY!

That little rustler on the horse has been trying to stompede the ratings (and claiming that he has) but we shore would be proud for you to look over the July 16-20 Pulse Report.

KONO

Still San Antonio's Leading Independent!

See Your H-R or Clarke Brown Man
RCA announces a major development—MICRO-MESH SCREEN—in Image Orthicon design that substantially improves the picture quality of TV cameras—even beyond present-day high-quality standards of performance!

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

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

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

ADVANTAGES OF MICRO-MESH

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

For color only
- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.
Mr. Elliot Hyman
Assoc. Artists' Prod., Inc.
345 Madison Avenue
New York 17, N.Y.

Dear Elliot:

You can’t do better than first. And "Looney Tunes" is first -- the leading Monday through Friday children's show. In average ratings by Nielsen, from October '55 through May '56 (just to show you that it's not a flash in the pan) "Looney Tunes" averaged 12.5 with a certain mouse following at 10.8.

It is a real moneymaker. Naturally, when you released the 337 new Warner Brothers' cartoons, we were able to dress the show up for fall selling and this has resulted in current billings of $12,000 a week.

But more than that, we have taken the Bugs Bunny cartoons from the Warner Brothers' cartoon package and are giving the Estimable Rabbit a half-hour program of his own on Fridays at 7:30 p.m. Twenty-four hours after we announced it, Bugs' favorite drink, 7-Up, bought it for every week sponsorship.

Cordially yours,

Ted Gott
Vice President

P.S. Starting very soon, we get a second boost from this package -- running them in color. And what's more, we are giving color a real boost by having 200 kids a day from schools on field trips, Boy Scout Troops, etc., get their first taste of color TV watching color-sets in our studios.

GET THE TOP MONEY-MAKING 337 NEW WARNER BROS. CARTOONS THAT GET THE FABULOUS AUDIENCES AND THE BIG SPONSORS!
337 NEW WARNER BROS. BOW AT N.Y.'S WABD!

PRE-SOLD BY PAST PERFORMANCE OF WARNER BROS. CARTOONS!

First in average ratings by Nielsen

Looney Tunes 12.5
Mickey Mouse Club 10.8
Clubhouse Gang 8.8

...and sold-out all year to major sponsors: Peter Paul, Coca Cola National Biscuit Co., etc.

NEW CARTOONS SCOOPED UP, BILLINGS SOAR TO $12,000 PER WEEK!

BUGS BUNNY SO HOT, SPECIAL HALF-HOUR SOLD TO 7-UP 24 HOURS AFTER ANNOUNCED!

RUN IN COLOR AT NO EXTRA COST!

CALL... WRITE... WIRE... a.a.p. Associated Artists Productions, Inc.

NEW YORK 345 Madison Avenue - Murray Hill 6-2323
CHICAGO 203 N. Wabash Avenue - Dearborn 2-4040

DALLAS 151 Bryan Street - Randolph 6043
LOS ANGELES 9110 Sunset Boulevard - CRestview 6-5886
kinsville, Ky., representing sales; Art Schofield, Sterer Broadcasting Co., representing promotion, and Sam Gifford, WIAS Louisville, representing programs.

The annual banquet Monday night featured an entertainment program with Robert Q. Lewis as M.C.

POLLER SUES CBS ON MILWAUKEE BUY

Former owner of ch. 25 outlet charges network forced him out of business. CBS- Stanton answers that Poller’s own request spurred network’s purchase.

AN antitrust suit, asking $4,250,000 in treble damages, was filed last week by Lou Poller, owner of the now-dark ch. 25 WCAN-TV Milwaukee, Wis., against CBS Inc. and others.

Mr. Poller charged that CBS conspired to force him out of business by its 1954 purchase of ch. 19 WOKY (TV) Milwaukee (now WITI-TV). The charge was denied in a statement issued Friday by CBS President Dr. Frank Stanton.

The suit was brought in the U. S. District Court in Washington for CBS Inc., née Broadcasters Inc. (former owners of the Milwaukee ch. 19 outlet), CBS Television, J. L. Van Volkenburg (president of CBS Television), H. V. Akerberg (stations relations vice president of CBS Television), and Thad Holt (former owner of WAPI, WAFM and WAFM-TV Birmingham, Ala.).

Gist of the accusations was that CBS dissuaded George B. Sterer (Sterer Broadcasting Co.) from competing for a $2 million purchase of WCAN-TV, that CBS assured Mr. Poller that WCAN-TV would be continued as the Milwaukee CBS-TV outlet, that on the strength of this assurance WCAN-TV obligated itself to lease quarters in a new building, at a $500,000 charge, plus acquiring new equipment, that CBS secured an option to buy WOKY with Mr. Holt acting as a front, and that as a result of the $550,000 CBS purchase of the ch. 19 station, WCAN-TV had to go out of business.

Dr. Stanton in commenting on the suit brought against CBS by Mr. Poller said: "There is no basis in fact and, according to our counsel's advice, no basis in law, for this complaint. Mr. Poller charges that CBS drove him out of business. The facts are exactly to the contrary. CBS purchased certain of Mr. Poller's Milwaukee broadcasting equipment at his urgent request, and in turn CBS sold certain equipment to Mr. Poller. CBS did so only on the express written representations by Mr. Poller that he would remain in business. Mr. Poller now trying to take advantage of his own failure to live up to his representations and would appear to be putting the bite on the hand that fed him."

When CBS bought the then WOKY, it paid $500,000 in Wisconsin for his equipment, and the leases to his studio-transmitter quarters. Mr. Poller also received the WOKY equipment, which he valued at $30,000. Deducting these from the $2 million value he placed on WCAN-TV, he figured his damages at $1.45 million.

Mr. Poller, was a stormy figure during his Milwaukee telecasting days—he fought bitterly against the allocation of ch. 6 to the Milwaukee suburb of Whitefish Bay, and against the ch. 12

At the two-day planning and operations meeting of the ABC’s top executives of its nine owned tv and radio stations, last Monday at the St. Regis Hotel, New York, were (l. to r.): seated, James H. Connolly, vice president in charge of the San Francisco office (for stations KGO and KGO-TV); Harold L. Morgan, Jr., vice president and controller, who presided; Robert E. Kintner, president ABC; James G. Riddell, president and general manager of WXYZ-AM-TV Detroit; and Sterling C. Quinan, vice president in charge of WBKB (TV) Chicago.

Standing: Robert L. Stone, general manager of WABC-TV New York; John Pival, vice president for WXYZ-TV; Harold Neal, vice president for WXYZ and John S. Hansen, general manager of KABC Los Angeles.

Not present were Stewart Barthelmeis, general manager of WABC New York, and Selig J. Seligman, general manager of KABC-TV Los Angeles.

Milwaukee grant to merged applicants, Milwaukee Area Telecasting Corp.—has been living in Washington during the last two years. He was one of the inner group plumping for the nomination of Sen. Kefauver as the Democratic presidential candidate. He was nominated prominently at one time as a possible successor to Frieda B. Hennock when her term expired in 1955 as an FCC commissioner. He has also applied for FCC permission to test pay tv on his Milwaukee outlet and offered to buy ch. 44 WOPT (TV) Chicago if he could operate parttime on subscription tv.

At one time Mr. Poller also controlled WPWA Chester, Pa. (now WDRP) and had a substantial interest in WARL Arlington, Va. (Washington, D.C. area).

Mr. Holt, and his partner Edward Norton, told their Birmingham properties to the Birmingham News Co. in 1955 for $2.4 million. Early this year the FCC approved the $18.7 million purchase of the Birmingham News Co. by S. J. Newhouse (Newhouse newspapers and broadcast stations).

The civil suit was filed in behalf of Mr. Poller by Wolf, Block, Shore & Solis Cohen, Philadelphia.

Mr. Poller told BPT that the full impact of the Milwaukee transactions did not "hit" him until almost a year after their occurrence. He said that he began discussing the antitrust suit with his attorneys six months ago and that the complaint took four or five months to draft.

AB-PT Sets 25-Cent Dividend

DIVIDENDS of 25 cents per share on common and preferred stock were announced last week by the board of directors, American Broadcasting-Paramount Theatres Inc., payable Oct. 20 to shareholders on record as of Sept. 28.

Affiliation of KGW-AM-TV With ABC Confirmed

KGW-AM-TV Portland, Ore., will become affiliates of ABC, Walter E. Wagstaff, tv manager, and John Eichhorn, am manager, confirmed last week [CLOSED CIRCUIT, Sept. 3]. Effective date for the affiliation was not announced.

Present ABC affiliates in Portland are KLOR-TV and Westinghouse-owned KEX. KGW-TV (ch. 8) is not yet on the air and has an October target date. KGW went on the air Mar. 25, 1922, and joined NBC in 1927. KGW-AM-TV is owned by Pioneer Broadcasting Co., whose principal stockholder is KING Broadcasting Co. ( KING-AM-TV Seattle).

ABC’s Segmented Selling Has Gроссed $7 Million

ABC RADIO’s segmented selling plan for its top-rated morning block has resulted in sales representing more than $7 million in gross billings during the first year it has been in effect and has achieved a “near sell-out” in the morning schedule, Don Durgin, vice president in charge of ABC Radio, announced last week.

Mr. Durgin said the billings came from 52 national advertisers, of which 24 used network radio for the first time. Called the ABC “D” (dispersion) plan, it permits advertisers to sponsor morning programs in five-minute segments.

Advertisers who used network radio for the first time during the year on ABC Radio’s morning schedule, according to Mr. Durgin, were: Accent International, American Bird Food Mfg. Corp., Beatrice Foods Co., Cameo Curtains Inc., Consolidated Cigar Sales Co.,

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The budget is set - the client has okayed the general plan.
Now the pressure is on to draw up space schedules; compare stations.
The hour is late, but the agency men work on - work with Standard Rate.
And if you have a Service-Ad in SRDS you are there.

For the full story on the values 1,362 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.


Note: Eight years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.
NBC RADIO lined up 50 kw but Mutual-owned” WNAC Boston last week as its affiliate —on a part-time basis—in that area where it faced exclusion when Westinghouse Broadcasting Co. dropped its NBC Radio affiliations (B&T, July 1). The station, which succeeds WBC’s WBZ in the NBC lineup effective next Monday, also will continue to carry both Mutual and Yankee Network programs. WNAC is licensed to RKO Teleradio Properties Inc., station owner of General Teleradio (including Mutual, the owned stations, and Yankee and Don Lee networks). The 34-year-old WNAC operates on 680 kc.

The NBC affiliation was announced jointly by Harry Bennett, NBC vice president in charge of station relations, and Norman Knight, executive vice president of the Yankee Network Div. of RKO Teleradio Pictures.

The three-way affiliation of WNAC was unusual enough to prompt Mutual President John B. Poor to go on closed circuit to all MBS affiliates on Thursday with this message:

“For information we have permitted our key New England affiliate, the 50 kw WNAC Boston, to air some NBC features. This in no way will interfere with clearances for MBS and Yankee [network] programs. This is being announced jointly today by WNAC and NBC and is being done to provide a sister network with an outlet for some of its programming in one of the nation’s major markets. We wish to bring this to your attention first because it undermines the unreserved faith we and RKO Teleradio Pictures Inc., our parent company, have in network radio and the soundness of network operations.”

Signing of WNAC leaves only one affiliate to be replaced out of the four NBC stations which disaffiliated in disagreement with NBC’s radio programming policies [B&T, July 16]. That one: a replacement for KDKA Pittsburgh.

Earlier, NBC replaced Westinghouse’s KYW Cleveland with WHK, and WOWO Fort Wayne with WJIG.

NBC Promotes Ed Macauley

APPOINTMENT of Edward H. Macauley as head of the western division sales office of NBC Radio Spot Sales in San Francisco was announced last week by John H. Reber, director of NBC Spot Sales. Mr. Macauley joined NBC in 1953 on the local sales staff of KNBC, the NBC station in San Francisco, and served successively as account executive for NBC Spot Sales and Television Spot Sales in that city.

NBC-TV SHOWS ITS COLOR KINESCOPE FILM

Demonstration on West Coast involves use of Eastman Kodak’s lenticular monochrome development.

NBC-TV Tuesday night demonstrated its color kinescope film development for newsmen and set dealers on the West Coast, playing back a closed circuit origination from the Ziegfeld Theatre three evenings later. The color kinescope was originated at NBC’s color center at Burbank, Calif., and seen at network affiliates from San Diego to Seattle. The original closed circuit telecast was held for Whirlpool distributors in 120 cities. It was a special 50-minute musical review starring Billie Burke, Dinah Shore, Vaughn Monroe and Fran Alison. Robert Sarnoff, NBC president, and Frank Fosom, RCA president, were among top network and advertiser executives who made on-camera talks.

It was the first time the network has shown its color kinescope to the public and it goes into regular use. This week Mr. Williams’ “Aqua Spectacle of 1957” Functioning in the same manner as black-and-white kinescopes, the color kinescope will allow western cities to see color origination from NBC’s New York stations. It is a phenomenon of the program “should offer an ‘additive color process’ and uses light blue films, whereas previous kinescopes heretofore have been ‘subtractive,’ taking white light and subtracting red and green to get blue. When the new CFI plant becomes operational, film quality will improve because the film will be developed by techniques, other than conventional deep tank, another NBC engineer told B&T. This eliminates all chance for “hypo drag” to streak or alter the film’s image quality, particularly susceptible in deep tank with lenticular film.

The color kinescope does not include the sound track, NBC engineers explained. It presently is recorded separately on synchronized tape, although the development group is perfecting techniques to include the sound track on lenticular film as on monochrome kinescopes. Brief explanation of how the new color kinescope process works was given on the West Coast closed circuit by John R. Kennedy, NBC engineer in charge of the Burbank equipment. “Lenticular film is a special form of black-and-white film with tiny cylindrical lenses, called lenticules, etched on its surface.” He explained, “Each lenticule extends across the 35 mm width. There are 25 lenticules embossed in each mm of film length. And, in the height of the 35 mm frame, the output is approximately 390 lenticules. The purpose of these lenticules is to direct color-separated black-and-white stripes or layers on the film emulsion.

“The techniques of color television must be mentioned briefly. The color signal is split by an optical system into three color images — the red, green and blue primaries of the system. These images are then translated into separate color-separated electrical signals. These signals are coded and transmitted into color on receivers or monitors.”

“Either the monitor or local receiver, the coded color signal is decoded and three signals representing red, green and blue information are applied to a spray gun kinescope tube. Due to the angular impingement of the electron stream on to the special phosphor face of the kinescope, a color picture is achieved.

Voice Contest Planned by NBC’s Radio Team

FIRST programming idea under the new management team at NBC Radio centers around “the most beautiful voice in America” contest and includes participation by the network’s affiliates in the project, designed to whet local and national advertising interest.

Details of the new program were outlined last week in a closed circuit by NBC affiliates by Matthew J. Culligan, newly-installed vice president in charge of NBC Radio. As described to affiliates by Mr. Culligan, the program idea will take hold initially at the local level with stations in 50 markets who believe they have “beautiful speaking voices” to cut a tape. Subsequently, stations will broadcast the tapes over a period of weeks, select winners, and relay these tapes to NBC, which will hold a national contest over several weeks.

Mr. Culligan believes the nationwide search for “the most beautiful voice in America” will provide entertainment value and at the same time capitalize on the profit that millions of men and women have in their speaking voices.

He told affiliates that the program “should offer
Helping him and her to health and beauty!

The after-shave lotion he rubs on his chin... her cosmetics so kind to feminine hands...
the alcohols for bracing rub-downs or antiseptic needs... many depend on a chemical ingredient
from oil first developed by Esso Research. So many things that help us live better
today are the result of ESSO RESEARCH—working wonders with oil!
an almost unlimited opportunity for local and national promotion and merchandising.” He suggested tie-ins with local merchants as a means of obtaining prizes for local contests, and added that the network planned to secure many valuable prizes for the national competition.

Mr. Culligan indicated that NBC Radio shortly will announce the name of a national advertiser to sponsor the contest. He urged affiliates to communicate with the sponsor’s dealers in their area and attempt to sell him the local contest. If this is not feasible, Mr. Culligan said, affiliates should try to sell the local program to another logical client.

NBC Radio plans to continue the network show for several weeks after the local contests are over so that the best voices of the area winners can be put on the air, Mr. Culligan explained. He said a national board of judges will pick the national winner. Mr. Culligan reported that prizes also will be awarded to the station that sends in the winning tape and the station promotion director who performs the most effective job on the contest.

Harry H. Frazee Jr. Dies

HARRY H. FRAZEE Jr., 54, staff director of public service broadcasts, NBC Radio, died Wednesday at Lenox Hill Hospital, New York, after a brief illness. Mr. Frazee joined NBC in 1952 after a lengthy career in broadcasting that included a tour as program manager of the old Blue Network (now ABC) and as producer with Phillips Lord Radio Productions on the Gunsmothers series. He was the son of the late Harold H. Frazee, former owner of the Boston Red Sox and producer of Broadway shows. He is survived by his wife, Mrs. Helen Frazee, two sons and his mother.

META Plans New York Educational TV Center

AN EDUCATIONAL TV production center will be established in New York City “before the end of the year,” it was disclosed last week by the Metropolitan Educational Television Assn. Inc., a non-profit corporation chartered several years ago by the New York State Board of Regents for the purpose of integrating state education and tv.

META announced that kinescope production facilities will be set up at an approximate cost of $500,000 at small, rented quarters in the Carnegie Endowment International Center opposite the UN headquarters in Manhattan, now housing various private groups. One of the organizations backing META financially is the Carnegie Endowment for International Peace. Other funds are slated to come from the Rockefeller Foundation, Avalon (Mellon estate) Foundation, Fund for Adult Education and other private charities.

To Study Fla. Educational Tv

A COMMITTEE to make a thorough study of Florida’s immediate and long-range educational tv needs has been appointed by the state’s governor, LeRoy Collins. The committee, which Gov. Collins said would prepare a coordinated state-wide plan for taking fullest advantage of the nine educational channels which have been allocated to the state, already has requested the FCC to make no changes in reservation of any of those channels until the committee has completed its study.

NBC, NABET Begin Talks Over West Coast Dispute

TALKS were begun in New York Thursday looking toward settlement of an organizational dispute between NBC and the National Assn. of Broadcast Employees & Technicians involving three clerks in the network’s Hollywood recording department.

The network was off the air for four hours on Wednesday when NABET technicians refused to go on duty across a picket line set up by the three protesting non-technical employees.

The dispute occurred just as the Tennessee Ernie Show was to start and only the audio portion continued. The network substituted a movie for Matinee Theatre, a weekday live origination from Burbank Studios, and was able to have supervisory technicians on duty in time for Queen for a Day. Regular technicians returned later in the afternoon when the network and NABET agreed to switch discussions to New York Thursday.

Several months ago the three recording clerks designated they wished to join NABET but the network claimed they did not constitute a bargaining unit under the National Labor Relations Act. NABET said it was protecting its rights by the protest picket line.

An NBC spokesman said the walkout was “in violation of a contract between NBC and NABET.”

AFTRA, Networks to Talk

The American Federation of Television & Radio Artists will begin negotiations in New York Thursday with ABC, CBS and NBC for a new contract covering radio and television performers under the union’s jurisdiction. The current two-year pact expires Nov. 15.
NARTB'S REGIONAL CONFERENCES OPEN SECOND SEASON AT MINNEAPOLIS TODAY

Association President Harold E. Fellows to head nine-man crew touring nationwide circuit. Salt Lake City meeting starts Thursday; San Francisco and Oklahoma City set for next week.

NARTB opens its second season of regional conferences today (Monday) at the Nicollet Hotel, Minneapolis, with a two-day program format instead of the three-day program used at last year's first regional meeting circuit.

President Harold E. Fellows will head a nine-man crew that will make the nationwide circuit in two jumps. After the Minneapolis meeting ends tomorrow, the "feet circus," including a large crew of associate members, will head for Salt Lake City where proceedings start Thursday morning. Next week includes San Francisco (Mon.-Tues.) and Oklahoma City (Thurs.-Fri.).

After that the traveling group will return to base for a fortnight, resuming Oct. 11 in Washington. Winding up the series will be Boston (Oct. 15-16), Indianapolis, Oct. 18-19, and Birmingham, Ala., Oct. 25-26.

The two-day agenda in Salt Lake City was rearranged because of the FCC's Sept. 20 Washington conference on the uhf crash program. FCC Chairman George C. McGonaghey, originally scheduled to speak Thursday night at the Salt Lake City banquet, has been replaced by Comr. John C. Doerier.

President Fellows' luncheon speech at Salt Lake City has been shifted from Thursday to Friday. He will take part in the FCC conference, leaving Washington Thursday night to join the regional meeting Friday.

A. Prose Walker, NARTB engineering manager, is expected back from Poland this week in time to take part in the FCC meeting. He may join the NARTB travelers on part of the regional meeting circuit.

The NARTB traveling crew will include President Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Vincent T. Wasilewski, government relations manager; Charles H. Tower, employer-employee relations manager; Joseph M. Stricks, publicity and informational services manager; Edward H. Bronson, tv code affairs director; William L. Walker, assistant treasurer who will be convention manager for the series, and a representative of NARTB's station relations department.

A member of the NARTB TV Code Review Board will attend each meeting.

45 FAMOUS FEATURES

Television's original Million Dollar Movie — the most successful film package ever sold to television — is now available for resale in many markets at extremely low cost.

Now...32 branch offices

RCA will be host at a reception prior to the opening day's banquet at each of the meetings and in addition will operate a coffee club.

Opening the Minneapolis meeting today will be the host director, F. E. Fitzsimonds, KFYR Bismarck, N. D. After introductory remarks, he will present John F. Meagher, NARTB radio vice president, who will preside at a "bull session" behind closed doors. This feature, dealing with radio topics, occupies the full morning agenda on the first day.

President Fellows will speak at today's luncheon. After his talk, a forum discussion will be held on the upcoming membership referendum, calling for a new vote on a recent by-law change eliminating the eight at-large directors from the NARTB board. Named to lead discussion were H. K. Hartenberg, KCNO-AM-TV Kansas City, on behalf of re-establishing at-large directors for large, medium, small and fm stations, and Jack Dunn, WDAY Fargo, N. D., speaking against at-large directors.

The at-large director forum will be held at each of the eight regional meetings.

Television Bureau of Advertising will give a sales presentation the afternoon of the first day. It will be led by Oliver Treyz, president, Mr. Brown will discuss recent tv developments. Mark L. Waddling, WOC-TV Davenport, Iowa, will speak on tv management's sales problems.

Winding up the first afternoon for tv delegates will be an NARTB TV Code presentation led by William B. Quartern, WMT-TV Cedar Rapids, Iowa, vice chairman of the NARTB TV Code Review Board. Edward H. Bronson, tv code affairs director, will review enforcement developments.

While the tv program is under way, concurrent radio programs will be given radio dele-
Legislators' Conference Favors Radio-Tv Coverage

RESOLUTION favoring "improved and expanded" use of radio-tv coverage of state legislative sessions was adopted by the National Legislative Conference at its ninth annual meeting in Seattle a fortnight ago.

The conference directed its executive committee to inquire into the proposal as a means of increasing "public awareness of the legislative process." Host for the meeting was the Washington State Legislative Council. Text of the resolution, one of 11 proposals adopted, follows:

"Be it resolved that this ninth annual meeting of the National Legislative Conference authorizes and directs the Executive Committee to make inquiry with respect to the improved and expanded use of the various public communications including television, press and radio, in order that the public may better understand the legislative process in the several states."

Idaho Assn. Forms Network To Cover State Legislature

IDAHO broadcast stations will operate a statewide network during sessions of the legislature, providing on-the-spot coverage from Boise, it was decided at the Sept. 5-6 convention of Idaho Broadcasters Assn. at Idaho Falls.

The plan calls for all stations to carry a nightly news roundup which is expected to demonstrate radio's importance to the state's political and civic life.

IDAHO broadcast stations will be represented by General Manager Arthur McConnaughey (tentative); Indianapolis, Ind., and expanded coverage from the Washington State Legislative Council. The plan goes to the university's board of regents. Each station would send one boy or girl for instruction by faculty members and broadcasters.

C. N. (Rosie) Layne, KID-AM-TV Idaho Falls, was elected president of IBA, succeeding Clair Hurl, KCID Caldwell. K. Clark, KBAR Burley, was elected vice president, and Gene Shumate, KRXX Rexburg, secretary-treasurer.

Named to the board of directors were Mr. Hurl, Earl Glade Jr., KBOI-AM-TV Boise; John Matlock, KOZE Lewiston; Harold Toedtemeier, KIDO-AM-TV Boise; Mervin Ling, KAYT Rupert, and John Taylor, KWJ Pocatello.

George Lewis Moskovics, tv development manager of KNXT (TV) Los Angeles, was banquet speaker. John Young, KIDO, won the IBA golf tournament.

51 Indiana Radio Outlets Carry State Fair Programs

TWO 15-minute tours of the Indiana State Fair at Indianapolis were carried a fortnight ago by 51 of the 59 am and fm outlets in the state through a special network set up by the Indiana Broadcasters Assn.

Daniel C. Park, association president and commercial manager of WIRE Indianapolis, said that the special network was part of the organization's program to bring all the Indiana outlets into the IBA fold. The fair coverage was originated by WIRE and taken past were Tom Peden and Carolyn Churchman of WIRE: Harry Martin, farm director of WFBM Indianapolis, and Bob Morrison of WXWL Indianapolis.

A similar hook-up for the state high school basketball tournament and state fair was set up in 1954.

BROADCASTING • TELECASTING
The Nation's Leading Broadcasting School Proudly Announces

THE
"Stella" AWARDS
FOR 1956

PRESENTED BY NORTHWEST
As Our Tribute to Those Who Have Contributed Such Outstanding Efforts to Excellent Television Entertainment.
Northwest presents these "Stella" awards as the result of a poll of thousands of Northwest students of Television, in every one of the 48 states. Who could be better qualified to reflect the popularity of these stars than these people from every walk of life.
 Yet these "Stella" awards represent far more than popularity alone! The people polled were all students of Television, well versed in the requirements of good Television programming and astutely critical. So these people and programs are really stars—Tops in popularity, Outstanding even in the constructively critical eyes of the students of their own media.
It's With Pride That Northwest Salutes These Stars by Presenting Them With These First Annual Acknowledgments of Achievement.

The "STELLA" Awards for 1956
Northwest commissioned the noted Norwegian artist, Arvid Orbeck to design this award, depicting the Greek masks of comedy and tragedy. The awards are hand crafted in Sterling silver.

NORTHWEST
RADIO & TELEVISION
SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS 540 N. Michigan Avenue
DE 7-3826
WASHINGTON, D.C. 1627 K Street N. W.
RE 7-0342

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MICHIGAN ASSN. HEARS TIPS ON SELLING

Panel discussions at broadcasters convention in Gaylord feature agency advice that attacks some current ways of doing business.

RADIO AND TV stations were offered a series of agency tips on ways to sell time during two panel discussions held Thursday at the opening sessions of Michigan Assn. of Radio & TV Broadcasters convention, held at Hidden Valley, Gaylord, Mich.

With a record registration of 170, Michigan broadcasters heard a series of talks and exchanges of views that attacked some of the current least business success. Seven agency executives calmly aired their favorite gripe and offered constructive suggestions from the standpoint of those who buy broadcast time.

Sen. Charles E. Potter (R-Mich.), member of the Senate Commerce Committee, spoke at an after-dinner session. John Karol, CBS Radio vice president in charge of network sales, told of program upgrading by the network.

The Thursday morning panel, covering radio timebuying, was moderated by Don DeGroot, WMJ-AM-TV Detroit. Taking part were William H. Stockwell, of Stockwell & Marcuse; A. H. Ritter, Zimmer-Keller-Calvert, and Ken Fleming, Leo Burnett, both of Chicago.

Mr. DeGroot called for imaginative promotion and publicity, citing NBC's Monitor as an example. He found radio listening in tv homes had increased six minutes in a year, showing slow growth and stability. Mentioning the Dick Clark account, he said sponsored shows and agencies want reasons for radio buying "other than ratings." Station pitches are poorly timed, he said, mentioning that the agency is now deluged with station sales efforts despite the fact that station sales decisions were made two months ago. He urged stations to submit local success stories.

Mr. DeGroot said saturation radio is a helpful supplement to print campaigns. He favors power stations in early morning and late afternoon time segments. One or two radio stations once covered most of an area, he said, but now more stations are needed.

A survey of Chrysler dealers, conducted every two years, shows radio "way down the line" below newspapers, tv, outdoor and movies, he observed. He said stations will be asked to make this autumn in connection with automotive advertising, and wondered how many stations will be willing to make these calls.

Mr. DeGroot criticized the calibre of station commercial personnel, claiming it is "relegated to a low-paid clerk." He said station managers should "sentence themselves" to the task of listening to the commercial copy their employees create for sponsors.

He criticized audjackets that conceive of package rates as cut-rate pricing. As to station promotion, he felt stations should spend at least 2 to 2 1/2% of annual revenue for advertising and promotion. He called for better programming to offset the news-music trend and advised stations to study seasonal patterns of local business houses.

Mr. Fleming, at the tv panel, emphasized the importance of station personality and community service. He said many station decisions by agencies, he claimed, "sit down and write out a statement on just what your station represents and stands for," he urged, hinting this might turn out to be a tough job.

P&G Products Stand on Merit

As an example of personality importance, he said Procter & Gamble Co. makes each product特性 of its own, with no reliance on company name. "The same relationship should exist between a station and its network," he added, with the network lending stature to the station but not serving as the station's sales representative.

If I were a station manager or commercial manager," he said, "I would spend 75% of my time at agencies selling the personality of my station. I would leave the selling of ratings, coverage and the other statistics to my representative. He knows the agency intimately on a daily basis, and he knows best how to tell them I'm first in this or second in that.

As to advertising, he said he had noted a flood of station ads showing pretty girls. "I am certainly not opposed to beautiful girls," he said, "but I wonder if an ad such as this performs its function?" He urged selling the stage, the station. Also, there are still great numbers of ads screaming 'I'm first' in this or that. It would be interesting to run a survey and find out how many timebuyers knew the station was first before the ad ran and how many knew the station was first after the ad ran. If the latter number is higher than the first, he had said, get new timebuyers and you had better get a new representative.

Mr. Stockwell told the Thursday morning panel that "radio salesmen are more often paid on sales. They are not given any thought of handling or selling promotions." He also argued that a reduction in program quality "means a loss in audience . . . and eventually that will lead to a loss of advertisers and revenues." Among advertisers who have contributed to the 17% to 20% reduction in ratings, he said, "are a number of national advertisers in the $30 million to $60 million range. The biggest thing is the need for local sales people to sell for CBS Radio over the past few months, Mr. Karol said, were Colgate-Palmolive, Standard Brands, Slenderella, Mentholatum and Pontiac.

In addition to the upgrading in programming, Mr. Karol cited "new sales approaches" that are used by the network to attract the attention of advertisers. He pointed out that CBS Radio has directed its advertising "more specifically to our clients," has increased its advertising for sales and service facilities, and has aimed its research "more accurately as specific targets."

Another factor that has contributed to radio's sales upsurge, Mr. Karol said, is the advertiser's recognition of radio's ability to deliver frequency. He continued, "in the past few months, a number of national advertisers have told me the same story—that they are facing increasing competition from new products. As a result, they are convinced that they have to repeat their sales messages more and more often. The ability to give advertisers tremendous repetitive impact at reasonable rates is . . . an ability almost unique to radio."

Ernie Greup Heads NCBAP

ERNIE GREUP, program manager of WTVD-TV Durham, N. C., was elected president of the North Carolina Associated Press Broadcasters at the association's annual meeting last fall in Raleigh. He succeeds Jack Knell of WBT-WBTV (TV) Charlotte.

Phil Ellis, WPTF Raleigh, was named first vice president, and Hal Stanley, WRWR Clinton, second vice president. Paul Hansell, AP Charlotte branch chief, was re-elected secretary-treasurer.

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they BUY BIG
in Detroit...

...and WWJ-TV
is your BIG BUY

Greater Detroit families had a king-size average income of $6500 in 1955.* That’s 28 per cent above the national average.

Folks here are big earners, big spenders—and equally important, big boosters for WWJ-TV’s feature programming, sparkling personalities, and exceptional news coverage.

Buy Detroit. And when you do, buy WWJ-TV, now serving 1,610,000 television sets and 6,370,000 people.

*Detroit Area Study, Survey Research Center, University of Michigan, 1956
**FULL TIME MEDIUM**

years ago," Mr. Treyz said. He called the morning hours "the great developmental area of tv—the great advertising potential to reach and sell the American purchasing agent, the American housewife, the woman with the billion dollar reach.

"Today, according to Nielsen, in television homes more families view daytime television in one week than to listen to all of radio, day and night. Furthermore, they spend more time watching daytime television than listening to all of home radio around the clock. This is even true on a Monday-through-Friday, as well as a Sunday-through-Saturday basis." This Nelsen comparison certainly doesn’t make radio look small—it merely puts the new dimensions of daytime television circulation into accurate and dramatic perspective.

TvB, which has drawn the fire of other media, especially newspapers, on a number of occasions, has a good word for all media in the Philadelphia presentation. "Today’s advertising boom ... happily applies to all media," the Bureau said.

"Radio, for the first time after six consecutive years of decline, has turned the corner and is on a spectacular rate. And, on top of all this advertising boom, television—virtually overnight—has skyrocketed to first position in any medium," said Mr. Treyz.

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**TvB BOARD APPROVES ’57 OPERATIONS PLAN**

TELEVISION Bureau of Advertising’s board of directors, convening in New York last Wednesday, approved TvB’s operational plans for 1957, including its research, sales promotion, and membership expansion programs.

Among the projects approved by the board, according to TvB, was one that would implement an earlier bureau program whereby it "related the results of its selling efficiencies of television," and others calling for "a vastly augmented research program" into new fields not previously covered, and "a thematic selling campaign".

Details of TvB’s expanded research schedule were not divulged, but during the board meeting, its highlights were presented by Dr. Leon Arons, the bureau’s director of research, and Charles H. Smith, director of research of WCCO-TV Minneapolis and chairman of the TvB research committee. The research program had been discussed on Tuesday by the TvB research committee, which consists of Messrs. Arons and Smith, and Daniel H. Denenholz, director of research, The Katz Agency; Melvyn A. Goldberg, director of research, Westinghouse Broadcasting Co.; Oscar Katz, CBS-TV; and those of daytime programs and until recently, director of research for the network, and C. Wrede Petersteny, KOTV (TV) Tulsa.

Norman E. Cash, TvB vice president, reported that membership in the bureau now stands at 225.

The board approved plans for TvB’s annual membership meeting Nov. 16 at the Waldorf-Astoria Hotel, New York, and for Nov. 15 as the date for the next board meeting. A resolution commending President Oliver Treyz and his staff for their "excellent work" also was passed by the board.

Board members present at the meeting in addition to Mr. Treyz were W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., chairman of the board; Campbell Arnoux, WART- TV, Des Moines, Iowa; Roger W. Clipp, WFIL-TV Philadelphia (TvB secretary); Donald W. Coyle, ABC-TV; Gordon Gray, WOR-TV New York; Merle S. Jones, CBS-TV; Robert Lemon, WTTV (TV) Bloomington, Ind.; H. Preston Peters, Peter, Griffin, Woodward Inc.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va. (TvB treasurer); Charles W. Slavick, WCMF (TV) Memphis; George R. Storer Jr., Storer Broadcasting Co.; Robert R. Tincher, KVTV (TV) Sioux City, Ia., and Thomas B. McDaffedy, newly-appointed vice president for NBC-TV owned and operated stations.

Unable to attend were board members Kenneth L. Carter, WAAM (TV) Baltimore, and Richard A. Moore, KTTV (TV) Los Angeles.

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**RAB Executive Unit Meets**

RADIO Advertising Bureau’s executive committee will meet at the Waldorf-Astoria Hotel in New York tomorrow (Tuesday). On the agenda will be a discussion of the bureau’s current campaign to bring major advertisers into radio and consideration of a large-scale radio advertising promotion marketing experiment planned for early 1957.

Kenyon Brown, KWFT Wichita Falls, Tex., is chairman of RAB’s executive committee. Other members are: Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrimm, KXI Los Angeles; William B. McGrath, WHDH Boston and Allen M. Woodall, WDAK Columbus, Ga.

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**Haber Heads RETMA Group**

JULIUS HABER, RCA, has been reappointed chairman of the Public Relations & Advertising Committee of Radio-Electronics-TV Mfrs. Ass’n. The committee is directing RETMA’s participation in the National Radio Week and National Television Week.
The
"WILD WEST SHOW"
runs wild

In April the program scheduled in the 5 to 6 P.M. spot on WHIO-TV drew only 7.3 against the opposition 33.8*. On April 30 we started programming western movies in this slot.

*Nielsen (July) gives "Wild West Show" 14.8, the opposition 11.3 at a cost of 51c per 1000

STARTING OCTOBER 29

GENE AUTRY

ROY ROGERS

Now, with a new all-star cast, the "WILD WEST SHOW" goes really wild. With a heavy promotion schedule already planned, these two cowboy stars will blast off the fall campaign for this 5-6 P.M. spot, zooming the ratings even higher. To corral prime time in this section see our head wrangler George P. Hollingbery.

CHANNEL 7 DAYTON, OHIO

One of America's great area stations
Dealers Laud NARTB, RETMA For Tv Week Promotion

NARTB and RETMA have been lauded by the National Appliance & Radio-TV Dealers Assn. for the “important contributions” they have made to the second annual National Television Week this year.

Don Gabbert, NARTDA president, praised Joseph Sticktr, NARTC chairman of publicity and informational services, for his work with RETMA and NARTDA and Julius Haber, chairman of RETMA’s publicity-advertising committee, for organizing promotional aids and helping manufacturers. Mr. Gabbert described NARTB’s “How to Use Television” booklet as “one of the most useful devices yet created for offsetting what negative publicity television has received and for presenting television as the excellent entertainment medium it is.”

Plans for television week promotions in several key markets and small communities, ranging from elaborate banquets to sales meetings, were announced by A. W. Bernsohn, managing director, NARTDA, coordinator of local activities for the event.

Celebrations have been scheduled for Phoenix (Ariz.) Sept. 21, Bakersfield (Calif.) Sept. 23, Milwaukee Sept. 11, Muskogon (Mich.) (no date given), Atlanta Sept. 12, Madison Sept. 16, St. Louis (week after actual event), Los Angeles Sept. 27, Seattle Sept. 27, New Orleans Sept. 19, Seattle Sept. 18, Salt Lake City Sept. 21, Cincinnati (whole week), Tucson Sept. 10 and other cities.

Many events will be held in conjunction with local NARTDA meetings and set promotions in conjunction with newspapers, as well as local appliance dealers.

In Cincinnati the week will be used as a foundation for a special television-radio-phonograph promotion involving the Cincinnati Post and local utilities. Promotion will stress a second tv set for families and include, during the period Sept. 5-Oct. 10, series of 58 radio spots on 10 stations, transit ads in 600 buses, 60 billboards and newspaper advertising.

A NARTB executive, is slated to be luncheon speaker at Los Angeles’ observance at the Beverly Hilton Hotel. The Electric League there has produced 3,000 window banners with the theme, “The Fabulous TV Fall,” stressing programs in the period from the political nominations in August to the elections Nov. 6.

KTBC-TV Austin, Tex., served as host for an organizational meeting of tv leaders in that area, NARTDA reported, while Florida Power & Light Co. is aggressively using broadcast media in Miami to promote radio-tv set sales during September and October.

NARTB Booklet Aids Public In Television Appreciation

A BOOKLET designed to help the public appreciate tv broadcasting has been published by NARTB. It will be distributed by tv stations during National Television Week Sept. 23-29.

Titled “How to Use Television,” the booklet was written for NARTB by Dr. Robert M. Goldston, psychology teacher at Hunter College, New York.

Dr. Hunter uses a typical family to show ways tv can stimulate family interests, lead members of the family in new directions and show them how to take advantage of tv programming. The publication has been distributed to 3,000 American educators, government officials and civic leaders.

NARTB’s first printing totals 12,000 copies. Booklets may be ordered from the association for 10¢ each, actual cost.

Co-sponsors of National Television Week are NARTB, Radio-Electronics-Tv Mfrs. Assn. and National Appliance & Radio-Tv Dealers Assn. Plans include banquet meetings of tv retailers in major cities, special network tv programs, local and national promotional and advertising campaigns and special public events commemorating the contributions made by tv to entertainment in the American home.

The event coincides with the main receiver selling season. RETMA pointed out that 90% of the nation’s population is within range of at least one of the 477 licensed tv stations, with 49,500,000 tv sets produced by manufacturers. Consumer investment in home sets exceeds $7.5 billion. Four of every five homes now have tv equipment. Production this year is estimated at 7,500,000 receivers.

AAAA Planning Group Named For Eastern Annual Meeting

NAMES of the planning committee for the Cooperation With Sales Work group meeting of the 1956 Eastern Annual Conference of the American Assn. of Advertising Agencies were announced last week by Adolph J. Toigo of Lennen & Newell, New York, chairman of AAAA’s Eastern Region. The conference will be held at New York’s Hotel Roosevelt Nov. 27-28.

William Nevin of Compton Adv., New York, has been appointed chairman of the planning committee for the group meeting, which will discuss specific tools and approaches in the marketing field that agencies have used to increase the effectiveness of advertising. Other members of the committee are: Hal Davis, Kenyon & Eckhardt, New York; Joseph I. George, Wiltion, Haight, Welch & Grover, Hartford; William E. Holden, Doherty, Clifford, Steers & Shenfield, New York; Sherman Landers, Gray & Rogers, Philadelphia; David Palmer, Erwin Wasey & Co., New York, and Lyle Puchell, BBDO, New York.

FIRST entries in a contest seeking best identification ideas for subscribers to the NARTB Standards of Practice are reviewed by a special NARTB committee headed by Worth Kramer, WJR Detroit. Attending the committee meeting in Washington were (1 to r): seated, Walter E. Wastaff, KDKA Boise, Idaho; Chairman Kramer; Carleton Brown, WTVY Waterville, Me.; Cliff Gill, KBIG Los Angeles; standing, NARTB President Harold E. Fellows, and John F. Meagher, radio vice president. Prize for the best entry from station personnel will be a transistor radio.

MBA, U. of Mississippi Plan Sales Management Conference

SALES management conference for broadcasters will be held Sept. 28-29 by the U. of Mississippi in cooperation with Mississippi Broadcasters Assn., under the direction of D. C. Trelter, director of the university’s conference-institute short courses activity. The sessions will be held at University, Miss.

Howard Cole, WHOC Philadelphia, MBA president, will open proceedings. Ray Butterfield, WLOX Biloxi, will preside at the first luncheon. An afternoon panel on regional agencies will be moderated by Paul Schilling, WNAT Natchez. Taking part will be H. N. Gwynn, Simon & Gwynn, Memphis.

The last day opens with Granville Walters, WAML Laurel, MBA secretary, presiding. Automatic radio will be demonstrated by Seeburg Corp. and Skyline Network. Taking part in a panel on profits through cooperative advertising will be R. P. Bratton, McGregor Inc., Memphis; Mrs. Norma Marsh, B. F. Goodrich Co., and Hal Yockey, Pan-Am Southern Corp.

Harold Kreilein, president of WMPS Memphis, will speak on ways of putting sales ideas to work and Duncan Whiteside, director of the university’s radio department, will discuss the institution’s radio activity.
HOW TO MIX BUSINESS AND POLITICS

An election isn’t much of a show if you want frequency, but everyone knows that there are more radios in this country than Congressmen. So, counting candidates’ wives and all, right smart interest gets stirred up for the solo go irregardless.

Couple years ago Sears, Roebuck & Co., a friend of ours, bought half of a primary election broadcast on WMT and decided to advertise dehumidifiers. In case you live in a dry climate, a dehumidifier is an electrical appliance that sucks moisture out of basements. ( Sounds like nasty work.—Ed.)

(It is, but somebody’s got to do it.)

Sears got rid of a big clutch of these items from that one ½ primary.

With this large do coming up in November it occurs to us that, if you or Sears or anyone you know is stuck with dehumidifiers, you could do worse than destock with some delovely radio commercials.

WMT

CBS for Eastern Iowa Mail address: Cedar Rapids
National representatives: The Katz Agency.

BROADCASTING • TELECASTING

September 17, 1956 • Page 89
RCA Devises Technique For Reducing Interference

Development might cut co-channel mileage separation between stations by 15%. A NEW technique for reducing interference between tv stations on the same frequencies was disclosed last week by RCA. The development involves the use of an exceedingly stable crystal oscillator which establishes a fixed relationship between the carriers of co-channel stations and at the same time cuts down the fluctuations in frequencies at each station to as little as five cycles-per-second.

This puts the interference patterns in the field frequency of the transmissions, it was understood, and thus hides them. This type of interference is generally a bar effect. Result is an improvement of about 10 db in reception—which might result in the possibility of reducing co-channel mileage separations by about 15%.

The method has been tested for the last seven weeks between NBC-owned ch. 4 stations WRCA-TV New York and WRC-TV Washington. They are about 200 miles apart.

The results of the tests and of the new crystal oscillator were discussed by W. L. Behrend, RCA Labs., Princeton, N. J., at the sixth annual fall symposium of the Institute of Radio Engineers, Professional Group on Broadcast Transmission System, in Pittsburgh this past weekend.

IRE members also heard Ross Snyder, Ampex Corp., describe details of that company’s video tape recorder; John T. Wilner, WBAL-TV Baltimore, chief engineer, and Raymond L. Day, FCC Laboratory Div., among others.

Radio Set Sales Gain; TV Sales Off Slightly

RADIO SALES by retail dealers showed an increase in the first seven months of 1956, compared to last year, but tv sales dropped slightly, according to Radio-Electronics-TV Mfrs. Assn. Radio and tv set production figures for the seven months were below the 1955 levels.

RETMA found that radio set sales (not including auto sets) totaled 3,967,535 units in the seven-month period compared to 2,733,883 a year ago. July radio sales this year totaled 576,453 sets compared to 839,830 in June and 303,963 in July 1955.

Tv set sales totaled 3,273,560 units in seven months compared to 3,584,562 a year ago. July tv sales totaled 405,310 sets compared to 439,362 in June and 381,567 in July 1955.

Production of both radio and tv sets was down from 1955, according to RETMA, with July figures affected by the general industry vacation period.

Tv set production totaled 3,752,133 units in seven months compared to 4,173,036 in the same 1955 period. Production in July totaled 336,931 sets compared to 553,025 in June and 344,295 in July 1955.

Radio set production totaled 7,225,862 in seven months of this year compared to 7,777,378 a year ago. July radio output totaled 566,697 sets compared to 1,073,775 in June and 718,489 in July 1955.

Of July’s 336,931 tv sets, 41,803 had uhf tuners and 273 had fm tuning circuits (for pickup of fm radio band).

Radio and tv set production in July and the first seven months of 1956 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Radio</th>
<th>Total Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1956</td>
<td>588,037</td>
<td>519,436</td>
</tr>
<tr>
<td>February</td>
<td>576,291</td>
<td>557,637</td>
</tr>
<tr>
<td>March</td>
<td>538,003</td>
<td>478,073</td>
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<tr>
<td>April</td>
<td>549,035</td>
<td>451,393</td>
</tr>
<tr>
<td>May</td>
<td>575,013</td>
<td>475,011</td>
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<tr>
<td>June</td>
<td>5,020,196</td>
<td>2,538,266</td>
</tr>
<tr>
<td>July</td>
<td>4,045,310</td>
<td>2,318,323</td>
</tr>
</tbody>
</table>

RCA Tube Types Program Stresses Standardization

RCA has introduced a new Preferred Tube Types Program covering a group of electron tubes having universal application in tv receiver design, it was announced last week by L. S. Thees, general communications manager, RCA Tube Div.

Mr. Thees, who described the program as "an answer to the need for greater standardization in television receiving circuitry and tubes," reported that RCA’s new listing of preferred tubes includes types for tv receiver applications, such as rf amplifiers, deflection oscillators, rectifiers, damper circuits and control circuits.

"The program," Mr. Thees explained, "enables electronic equipment manufacturers to concentrate on fewer tube types. Concentration of fewer tube types makes possible lower tube production costs, lower warehousing and stocking expense. All of these factors can contribute to lower prices for the user."

The new preferred types program for tv and radio equipment manufacturers, Mr. Thees continued, is a counterpart of a similar program for radio manufacturers which was inaugurated by RCA in 1940. RCA’s 1956 preferred types, he said, cover virtually every type of radio and television receiving circuit: AC, AC-DC, and battery-operated radios; portables and auto receivers; black-and-white, and color tv sets; am and fm receivers and phono amplifiers.
RELIABILITY
- Exclusive Patchover—Prevents serious loss of air time, eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament—In readiness to operate if needed.
- Longer-life AX-9904R Amplifier final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?
get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT
- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!
- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement.
- Fits into standard elevators and thru doorways.

EASIER OPERATION
- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality, readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand... and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements... when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction... S-E equipment alone meets all these requirements! Put your thoughts into action now... send for new free bulletin showing how you can boost power the more dependable, more economical way... with S-E!

standard electronics corporation
A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET NEWARK 5, NEW JERSEY

ALFORD ANTENNA+STANDARD ELECTRONICS AMPLIFIER HIGH BAND ECONOMY

Broadcasting • Telecasting September 17, 1956 • Page 91
Sylvania's Mitchell Foresees
Continuing Electronics Gains

TREMENDOUS growth potential of the electronics industry in the next decade is projected by Don G. Mitchell, board chairman-president of Sylvania Electric Products, New York, in an article appearing in the September issue of The Exchange, published by the New York Stock Exchange.

Mr. Mitchell predicts that revenues from the electronics industry in 1966 will amount to about $22 billion as compared with an estimated $11.5 billion in 1956. He lists current broadcasting revenues in 1956 as an estimated $1.9 billion and predicts they will reach $5.6 billion by 1966.

On color tv, Mr. Mitchell estimates that about 150,000 color sets will be sold this year and believes that by 1966 color receivers will represent about 75% of all sets sold.

Saxon Promoted to Director
Of RCA Regional Operations

ADVANCEMENT of Raymond W. Saxon to director of regional operations of RCA was announced last week by Martin F. Bennett, the firm's vice president of merchandising. Mr. Saxon, who has been with RCA since 1940, served most recently as manager of the northeastern region, with headquarters in Boston. Previously, he had been general sales manager of the RCA Victor Televisions Division, and in a series of key merchandising and sales posts with the company. In his new position, Mr. Saxon will supervise the operation of RCA's eight regional offices, with headquarters in Camden, N. J. His successor at Boston will be announced later.

Tele-Communications Inc.
To Move to Staten Island

TELE-COMMUNICATIONS Inc., electronics laboratory division of Tele-Broadcasters Inc., New York, soon will be moved to Staten Island, it was announced last week by H. Scott Kilgore, Tele-Broadcasters president.

Purchase of WBBR Brooklyn, N. Y., from the Watchtower Bible and Tract Society in Brooklyn was announced last week by Mr. Kilgore [BT, Sept. 10]. In seeking FCC approval of the transfer, Tele-Communications is asking to change the call letters to WPOW. Studios and offices will be located at 41 E. 42d St., New York, and on Staten Island.

Gray Develops New Projector

DEVELOPMENT by Gray Research & Development Co., Manchester, Conn., of a new tv transparency projector for both black-and-white and color has been announced by Newland F. Smith, vice president. Mr. Smith said the new projector, called Telojector Model 4 B, is an improvement over previous models. He claims "It is easier to maintain and practically eliminates the possibility of losing commercials through mechanical breakdowns."

New Parts-Saving Assembly
Being Used In R&D Radio Kits

RADIO KIT, using a new module assembly devised by the Bureau of Standards to reduce the number of parts and wiring in electronic equipment, has been announced by R & D Electronics Labs, Long Island City, N. Y. In R & D's radio, two modules do the work of 16 separate electronic parts. R & D said engineers now estimate that 10 or 12 modules in tv sets would replace over 200 separate parts and that eventually modules will replace condensers, resistors and coils in all man-produced electronic equipment, thus affecting the size and price structure of radio and tv sets.

Module assembly is patterned after the government's "project tinkertoy" (developed for use in military electronic equipment). Each module has five or six stacked ceramic wafers. The methods in applying a silver material to each wafer designate its behavior (i.e., as a condenser, coil or a resistor).

GE Lab Moved, Enlarged

A NEW shift in current streamlining of General Electric's electronics business has been announced: GE is transferring its microwave lab at Stanford U. (Palo Alto, Calif.) to its power tube department, which has test laboratories and manufacturing plants in both Schenectady, N. Y., and Scranton, Pa. Lab facilities will be expanded to more than double the present size with new construction nearly completed. The lab, located in Palo Alto two years ago, employs more than 200 persons, including a professional staff of more than 75.

Tarzian TV Gear Ordered

SARKES TARZIAN Inc., Bloomington, Ind., reports receiving an order from Toledo U., Toledo, Ohio, for complete tv studio equipment, including Vidicon cameras, 100-slide automatic slide projector and associated equipment. Shipments of 100-slide projector and video switching equipment to KDEX-TV Dickinson, N. D., and studio equipment to the U. of North Dakota also were reported.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of custom built five-section superturnstile antenna to WDAF-TV Kansas City (ch. 4) and 25 kw amplifier transmitter to WKBT (TV) La Crosse, Wis. (ch. 8), and 50 kw amplifier transmitter to KTIV (TV) Tyler, Tex. (ch. 7).


General Electric instrument department sponsoring scientific color measurements course Sept. 24-28 at Portsmouth, N. H., to be taught by specialists from industry, government and educational Institutions. Curriculum will cover spectrophotometry and color in industrial applications. Tuition is $110. Information is available from Ronald Doyle, Meter & Instrument Section, Canadian General Electric Co., 1130 Blvd. Charest, Quebec 8.

ORRadio Industries Inc., Opelika, Ala., reports August sales, usually light, reached biggest monthly total in company's history. Sales for
Welcome Relaxation from Constant Duty for the USAF Personnel on the Texas Tower

Channel 10, WJAR-TV, is received with enjoyable clarity on the Texas Tower.

Channel 10 delivers the market in Southeastern New England

*200 miles from Providence!
Notre Dame Gridcasts Slated For Closed-Circuit Viewing

PLANS for closed-circuit tv feeds of at least five U. of Notre Dame football games into hotels of the Sheraton chain have been announced by WNDU-TV, South Bend, Ind. Starting with the Notre Dame-Southern Methodist clash in Dallas Sept. 22, the games will be beamed by WNDU-TV for Sheraton Closed-Circuit Television in Chicago, according to Bernard C. Barth, vice president and general manager of the Notre Dame tv outlet. He said additional cities and games may be scheduled as demands increase. Unlike system used in last year's telecasts, school will have complete control over package, handlingoriginations and play-by-play of all closed-circuit feeds, it was understood.

Four other Notre Dame games scheduled for closed-circuit tv are Indians, Oct. 6 (tentative); Purdue, Oct. 13; North Carolina, Nov. 17, and Iowa, Nov. 24.

Color Tv, Motion Pictures Set for Theatre Alliance

LARGE-SCREEN, live color tv will appear on the same program with standard motion pictures in the theatre. The system, engendered by Larry F. Harby, corporation vice-president, is designed to serve the consumer products industry, which include tv, radio, appliance and automotive divisions.

Verne Roberts, radio manager, Raytheon Mfg. Co., Chicago, to Spartan Div. of Magnavox Corp., Fort Wayne, Ind., as sales manager. His offices will be in Sentinel plant in Evanston, Ill.

Gordon L. Fullerton, with Sylvania Electric Products Inc. since 1943 in various engineering and executive capacities, was appointed post of managing manufacturer of tv picture tubes at Hatboro, Pa.; Fullerton, Calif., and Ottawa, Ohio. Harold E. Martin, engineer-in-charge, Naval contract projects, metal parts section of Sylvania Electric Products', York, Pa., plant, named product sales manager for metal parts.


Frederick W. Alexander, technical editor, electronics-communications division of Motorola Inc., Chicago, was appointed to newly created position of manager of tv advertising and was succeeding Reginald Mars, resigned. Other promotions: Robert L. Borchardt, from assistant manager to manager of Motorola Technical Information Center, and Robert E. Newlin, from technical product writer to product promotion supervisor for communications.

George Fezzell, manager of tv-radio appliance department of Joseph Home Co., Pittsburgh, Pa., department store, to Magnavox Co., Fort Wayne, Ind., as merchandise manager for department store accounts.

PROGRAM SERVICES

Stamps and Jingles

AGENCIES ordering radio or tv jingles from Les Woz Jingles, 58 E. 79th St., New York, are being rewarded with Merchants' Green Stamps by Les Woz— a minimum of 16,600 per jingle—if they so desire. Helen Greer, New York representative for Woz, says that as a result of a newspaper ad campaign, a few agencies already have expressed a definite interest in getting the stamps.

Titus Heads New Song-Ad Unit

DAVE TITUS, radio-tv director of Cole & Weber, Seattle, has been named manager of the new business and educational film division to be opened this week in Hollywood by Song Ad Film-Radio Productions, it was announced last Wednesday by Song Ad President and Executive Producer Robert Sande. Mr. Titus becomes vice president of the west coast tv film commercial and radio spot production company. He has been with Cole & Weber three years and prior to that was in agency radio-tv work in both Southern California and New York.

PROGRAM SERVICE PEOPLE

Herman Finkenstein, ASCAP general attorney, appointed head of copyright division, American Bar Assn.'s patent trade mark and copyright section.

Mort L. Nasatir, director of advertising, Decca Records, N. Y., has assumed additional duties of merchandising director.

Milton Golin, formerly head of Chicago City News Bureau's radio-tv department, to staff of Journal of American Medical Assn. as assistant to editor. He is credited with helping Community News Service of Chicago in 1947 organize nation's first local news wire service for broadcasting stations.

Howard Merrill, program supervisor of I've Got a Secret and writer of various tv program series, appointed by Barry & Enright Productions, N. Y., as producer of new giveaway program, Twenty One, to be launched on NBC-TV Sept. 12 (Wed., 10:30-11 p.m. EDT).

PURCHASE by Western Union of 14% interest in TelePrompTer Corp. [8%, Sept. 3] was completed Wednesday in New York by officials of the two companies. L to r: Thomas F. McMAins, WU vice president; Walter P. Marshall, WU president; Irving B. Kahn, TelePrompTer president, and Theodore B. Gittings, WU public relations vice president.
KSLA-TV INCREASES COVERAGE 6 TIMES WITH NEW IDECO TOWER

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265' tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195' IDECO guyed tower increasing population coverage to 1,089,350.

When KSLA-TV decided to “reach up to reach out” they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers... has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation’s tallest TV towers and hundreds more of usual heights.

So when you are ready to “reach up to reach out” it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average... unusual... or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your nearest RCA Broadcasting Equipment representative.

DRESSER-IDECO COMPANY
One of the Dresser Industries
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or Short... for TV, Microwave, AM, FM...
IDECO Tower "Know-How" Keeps You on the Air
NEW GROUP BUYS 4 CALIF. STATIONS

Imperial Broadcasting purchases KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe for $400,000. Also sold: KALI Pasadena, Calif., for over $600,000.

NEW ENTRY into radio-tv station ownership was revealed last week with the $400,000-plus purchase of four California radio stations by Imperial Broadcasting System Inc. The four-station purchase highlighted a week which saw KALI Pasadena change hands for over $600,000 and WOOW New Bern, N. C., for almost $30,000.

Newly formed by Hollywood tv and business figures for the purpose of acquiring radio and tv properties, IBS announced Wednesday it had purchased stations KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe from Broadcasting Corp. of America and W. L. Gleeson, subject to FCC approval.

Owner-management of IBS includes Frank K. Danzig, president and general manager; A. Bartlett Ross Jr., vice president and general sales manager; Richard L. Rosenthal, chairman of the board; Sherrell C. Corwin, vice president; Morris Pfafelzer, secretary-treasurer, and Rachford Harris, director.

Messrs. Danzig and Ross have been in radio-tv for 20 years. They head Ros-Danzig Productions, Hollywood tv program packagers. Mr. Rosenthal is president of Citizens Utilities Co.; Mr. Corwin heads Metropolitan Theatres and North Coast Theaters and is a director of KAKE-TV Wichita, Kan.; Mr. Pfafelzer is an attorney, and Mr. Harris is an investment executive.

No changes in station personnel are contemplated, although expansion plans are already being discussed, an IBS spokesman told B&T.

"With Southern California setting the pace for radio all over the country, we look forward to a very successful enterprise under a revitalized organization," Mr. Danzig said. "We want the IBS stations to be the most attractive possible buy for local, regional and national advertisers, at the same time fulfilling our obligations to the listening audience for superior entertainment and news," he added.

IBS is currently investigating purchase of additional properties in other markets, B&T was told.

Also announced last week were the sales of KALI Pasadena, Calif., for a sum in excess of $600,000, and that of WOOW New Bern, N. C., for $48,500.

KALI was sold by Henry Fritzen, owner of KBUC Corona, Calif., to Tele-Broadcasters Inc. The transaction, subject to FCC approval, was negotiated by Albert Zugsmith Corp., Hollywood, newspaper-station broker. KALI is a daytimer on 1430 kc with 5 kw. Tele-Broadcasters, headed by H. Scott Kilgore, owns WPOP Hatfield, Conn.; KUDL Kansas City, Mo.; WXXV Knoxville, Tenn.; WWXL Concord, N. H.; WARE Ware, Mass., and—pending FCC sanction—WBBR Brooklyn, N. Y. Sale of WARE to Sherwood J. Tarlow and associates also is awaiting action by the Commission.

WOOW was sold by Credit Merchandise Co. (Dr. F. Y. Sorrell) to Paul E. Reid, Otto Griner and H. M. Roberts, all of Fitzgerald, Ga. Mr. Reid is vice-president-general manager of WBHH Fitzgerald; Mr. Roberts is WBHH commercial manager, and Mr. Griner is former owner of that station. WOOW, fulltime independent, operates on 1490 kc with 250 w. The station is subject to FCC approval, was handled by the Paul H. Chapman Co., Atlanta, Ga., broker.

Among ownership changes approved by the FCC last week were one television station and three am outlets. These were, in the same order, WMCM (TV) Grand Rapids, Mich.; WIOU Kokomo, Ind.; WDBO Canton, Miss., and KTXX San Angelo, Tex.

H & E Balaban Corp. obtained control of ch. 23 WMCM. E. A. McCready Sr. and E. A. McCready Jr. surrender their 40% stock interest and Balaban Corp. also acquires 6.6% interest from 40% owner-president John D. Loeks, and 3.6% from 20% owner-secretary Howard W. Freck. Consideration involved is $7500. H & E Balaban Corp. owns 50% of WICS (TV) Springfileld, Ill., 50% of WTVO (TV) Rockford, Ill., and 100% of Birmingham TV Corp., applicant for ch. 42 in Birmingham, Ala.

WIOU was sold by North Central Indiana Broadcasting Corp. to Booth Radio & TV Stations Inc. for $180,000. WIOU is on 1350 kc with 1 kw and its affiliated with CBS. Booth interests include WLIB-WBRI (FM) Detroit, WWBC Flint, WSGW Saginaw and WBIM Jackson, all Mich., and WVJA South Bend, Ind.

WDOB was sold by J. Dige Bishop and associates to W. E. Farrar, Hugh Hughes, R. E. Hook and Lucille Hek for $24,000 less $5,000 in liabilities. The purchasers have interests in WRUS Russellville, Ky.; WRG Carrollton, Ala., and WMAG Forest, Miss. WDOB is a daytime independent station on 1370 kc with 1 kw.

KTXL (1340 kc, 250 w), a Mutual affiliate, was sold to Warren J. Fortier for $15,000. Mr. Fortier is owner of KVLH Pauls Valley, Okla., and 33% stockholder in KMC Morgan City, La.

KTTV (TV) Los Angeles has announced its purchase of the 20th Century-Fox package of 52 feature films from National Telefilm Assoc. and will schedule uncut features, starting Nov. 7, in a Wednesday night period to be sold at time and program cost of $6,500 per week. KTTV earlier sold selected features from its MGM buy to Colgate-Palmolive Co. for Friday evening use. KTTV is already programming the Columbia Pictures bundle of 104 features.

Represented Nationally by:

AVERY-KNODEL, INC.

Page 96 • September 17, 1956
YOU MIGHT CLIMB MT. EVEREST* -

BUT . . . YOU NEED WKZO RADIO TO REACH THE TOP IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

If you want to reach a larger Western Michigan audience than any TWO other radio stations can give you, put WKZO to work—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

1956 Pulse figures show that WKZO gets more listeners than any other TWO stations in the area combined, morning, afternoon and evening . . . gets the MOST listeners 100% of the time!

Let your Avery-Knodel man give you the whole WKZO story.

* Edmund Hillary of New Zealand and Tensing Norkay of Nepal made the record-breaking ascent on May 29, 1953.

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WPFH BROADCASTING STOCK IS OFFERED

Company, which includes WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, joins movement by major radio-tv companies to sell shares to general public.

A MOVEMENT to offer publicly stock in broadcast properties has been gathering momentum over the past few years and now includes many of the major companies in radio-tv.

To the ranks of publicly-held companies such as ABC, a division of American Broadcasting-Paramount Theatres Inc.; NBC, owned by RCA; CBS, and Westinghouse Broadcasting Co., a subsidiary of Westinghouse Electric Co., have come in recent years Storer Broadcasting Co., Consolidated Television & Radio Broadcasters Inc. (Bitner stations) and Tele-Broadcasters Inc. (H. Scott Kilgore).

Latest to join this group is WPFH Broadcasting Co. (controlled by Paul F. Harron and whose stations include WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia).

Its first offering was made last summer and comprised 150,000 shares of Class A common $1 par value stock at $1.875 per share, through Boenning & Co., Philadelphia. Also offered were 125,000 shares of Class B common at $2 per par value—but these were direct through Mr. Harron, president and controlling stockholder. The Class B over-the-counter price during last spring fluctuated between $1.75 and $2.00 per share. These offers were completely subscribed in the summer.

Last week, Boenning & Co. advertised WPFH Broadcasting Co. A and B stock and recommended them for "future appreciation."

Mr. Harron bought Wilmington's ch. 12 outlet (then WDEL-TV) from the Steinman interests in 1955 for $3.7 million. He already controlled the WIBG stations, which he and his associates bought in 1936.

WPFH Broadcasting Co. is authorized to issue 7.5 million Class A common shares (of which 1,609,204 are outstanding) and 2.5 million Class B common shares (of which 2,141,671 are outstanding). There also are notes and debentures. Class A stockholders elect five out of 15 directors; Class B shareholders, 10 out of the 15 directors.

Mr. Harron owns 67.59% of the company's Class B stock.

Consolidated balance sheet of WPFH Broadcasting Co., which also controls a wired music company in the Philadelphia area as well as the broadcast properties in Philadelphia and Wilmington, showed that as of March 31 there were total assets of $4,335,985, of which $418,685 were current assets. Current liabilities added up to $481,902 while long term liabilities were given as $1,156,917. The balance sheet showed an overall deficit of $3,230.56, and was included in the prospectus submitted to the Securities & Exchange Commission last June.

The ch. 12 Wilmington station operates independently with 316 kw. It is represented by Paul H. Raymer Co. WIBG operates on 990 kc with 10 kw. WIBG-FM is operating on 94.1 me with 20 kw as a functional music station under an agreement with a supermarket merchandising company.

Mr. Harron is principal owner of the Atlantic City Racing Assn. and also of an outdoor swimming pool.

WBC Buys Warner Movies To Show on Three Stations

WESTINGHOUSE Broadcasting Co. last week announced it had signed a contract totaling approximately $1 million with Associated Artists Productions, New York, calling for the Warner Bros. library of feature films and assorted short subjects to be shown on the company's WBBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

The contract provides for the entire library of 740 Warner feature films for WBZ-TV, in addition to 240 Popeye cartoons, which Paramount produced. One unusual aspect of the sale is that AAP provided sponsorship of the Popeye cartoons by signing American Character Doll Co., New York, and Remco Electronics Toys, Newark, N. J., both through Webb Assoc., New York.

The WBC agreement with AAP also provides that KPIX will be supplied with 58 Warner Bros feature films and that KDKA-TV will obtain the Looney Tunes cartoons, featuring Bugs Bunny.

FORTY-TWO engineers of WGR-AM-TV Buffalo, N. Y., last week offered congratulations in the form of a scroll to the WGR Corp. and ABC Radio and TV. The gesture grew out of the recent changeover of both the radio and tv station to ABC affiliation. Presentation of the scroll is made to Joseph J. Bernard, (r) vice president-general manager, by (l to r) engineers Albert Koltun, Anibal Souza, William F. Willig, Pat Luisi, Raymond Smith.
"I read Ad Age regularly and thoroughly"

says: F. E. BENSEN, JR.
Advertising Manager
Canada Dry Ginger Ale, Inc.

"I look to Advertising Age every week for complete penetrating reporting of the news, as well as for provocative commentary on advertising trends and practices. And every week, that's what Ad Age gives me. It's one of the few publications I consider indispensable . . .

I read it regularly and thoroughly."

F. E. BENSEN, JR.

Mr. Bensen handles what is probably one of the most complex campaigns in the advertising field. In addition to national advertising, his office supervises and coordinates the local campaigns of nearly 200 franchise bottlers and company-owned plants. He has held his present post for four years, working closely with W. S. Brown, V.P. and Director of Advertising.

Mr. Bensen joined Canada Dry in 1943 following his association with Vick Chemical Co. He served as assistant ad manager for four years, first for company-owned plant promotion, later for franchise advertising before being named manager for both. During this period Canada Dry's annual sales jumped from $30 million to $74 million.

Setting aside sufficient time to read Ad Age regularly and thoroughly is not so much decision as habit with most of the executives who are important to you. They have found in its crisp reporting, its insights into trends and developments, the style and calibre of information that makes it indispensable—not only to those who activate, but those who influence important market and media decisions.

A case in point is Canada Dry, where the advertising budget runs close to $6 millions annually, not counting the share paid by franchise bottlers. Last year, it ranked among the top 200 tv spot advertisers*, and uses both radio and tv spots to promote its line of soft drinks, club soda, etc.

Every week, six paid-subscription copies of Ad Age reach important desks at Canada Dry, where they get read, quoted and discussed by sales, advertising and other management executives. Further, 38 paid-subscription copies get similar readership in the agencies handling their advertising, J. M. Mathes, Inc. and MacLaren Advertising, Ltd.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000—and you'll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

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important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
1 Year (52 issues) $3

Advertising Age

September 17, 1956 • Page 99
NBC SPOT SALES’ CLIENTS
AUDITION BY TELEPHONE

Buyer needs only call up to hear a program he’s interested in sponsoring. Now limited to New York, ‘Radio-Phonic Spot Buying’ may be extended.

A NEW SERVICE, enabling agency timebuyers and other agency and advertiser people to audition by telephone the radio programs they’re considering, was unveiled last week by NBC Spot Sales.

The programs, of course, must be those of the 10 radio stations represented by NBC Spot.

The service, called “Radio-Phonic Spot Buying,” is “so simple somebody should have thought of it long ago,” John H. Reber, director of NBC Spot Sales, said in pre-viewing it for newsmen last week. It works this way:

Transcriptions of programs on stations represented by NBC Spot are collected at the organization’s New York headquarters. There a turntable has been installed, connected with the telephone. A prospective buyer, considering a certain program or programs, can call his NBC Spot Sales radio salesman in New York and ask to hear it (or them). While the buyer “holds on,” the salesman has the department’s receptionist—“Radio-Phonic” operator—put on the transcription and throw the switch that enables the caller to hear the program at his own telephone in his own office. The caller can have one program taken off and another put on at any time, merely by speaking to the operator on the same telephone through which he’s listening to the recording.

“From the beginning of radio,” Mr. Reber said, “the truly vital elements of intelligent buying have been the programs themselves and the personalities who make them sound advertising investments. Now, for the first time, national spot radio advertisers can make important buying decisions based on actual performances of programs and personalities.”

“Radio-Phonic Buying” makes unnecessary the lugging of record players and transcriptions from one agency to another, which Mr. Reber said NBC salesmen have sometimes done in the past without finding the practice particularly satisfactory.

The new service—which was the idea of Bill Fromm, manager of advertising and promotion for NBC Spot Sales—goes into effect today (Mon.) but at the moment is available only to New York agencies. However, Mr. Reber said, “...extend it to our other sales offices in the near future.” He said his organization already has collected audition records of some 50 programs and hopes eventually to have all programs that are carried on all NBC Spot represented stations.

Struthers to Manage CBS’ Buy in Hartford

CBS INC. was set to assume ownership of WGH1-TV Hartford (ch. 18) yesterday (Sun) and change the call letters to WHCT (TV).

In announcing these developments last week, J. L. Van Volkenburg, CBS TV president, named Harvey J. Struthers as general manager of the station. Mr. Struthers joins WHCT (TV) from WEEI, CBS owned-and-operated radio station in Boston, where he has been general manager for five years. Mr. Struthers has been associated with CBS for 16 years.

“...viewers to WHCT (TV) in the Hartford-New Britain areas will receive an expanded program schedule,” Mr. Van Volkenburg said. “The station will carry a full daytime schedule, starting at 7 a.m. and will add substantially to its local programming, particularly in the field of public affairs and civic interest programs.”

CBS Inc. bought the station from General Times Television Corp. FCC reinstated the approval last week (see story page 69).

WFLO in New Studios

COINCIDING with the station’s ninth anniversary, WFLO Farmville, Va., moved into its new studio, transmitter and office building Sept. 9. The new building is of colonial design with white columns extending to the roof of the two-story structure. Opening ceremonies included messages from Virginia Gov. Thomas B. Stanley and others. Mrs. Carla B. Keys is WFLO owner-general manager and John Wilson is station manager.
WEEI NAMES GORMAN GENERAL MANAGER

TOM GORMAN, sales manager of WEEI Boston since September 1955, has been named general manager of the CBS-owned radio station, it was announced last week by J. Kelly Smith, administrative vice president of the network. Mr. Gorman succeeds Harvey S. Struthers, who becomes general manager of CBS newly acquired WALTH-TV Hartford, Conn. (see story, page 100).

Mr. Gorman entered broadcasting following the war when he joined WOR New York. In January 1953, he joined CBS Radio as account executive at WCBS New York, transferring to CBS Radio Spot Sales that December. He remained with this department until the summer of 1955, when he moved to the network's Boston operation.

Report on NBC Spot Sales Cites Upswing in Spot Radio

MORE than 50 new advertisers bought radio and tv time on stations represented by NBC Spot Sales during the past six months, John H. Reber, director of the sales organization, announced last week.

Without detracting from tv sales, he said "our radio business is just terrific," and concurred with other industry authorities who have predicted that this will be a peak year for spot radio. He said a number of stations represented by NBC Spot Sales are running up record volumes, with the "most amazing" record thus far—in point of percentage increase—going to WRC Washington, whose spot billings he said were 47% higher during the first seven months of this year than during the same period of 1955.

He credited a good share of his department's success to its trade advertising campaigns.

The new advertisers signed by his organization in radio and tv during the last six months, Mr. Reber said, encompass a number of consumer goods including detergents, perfume, beer, gasoline, paints, baked goods, and wearing apparel. Also, he noted, national spot schedules have been used in selling airline, bus, and railway transportation, insurance, and air conditioning—and in recruiting workers.

Englander, Chicago Stations Launch New Treasure Hunts

A TREASURE HUNT with $100,000 as prize was launched over the past weekend in Manhattan by the Englander Co. (sleeping equipment) and two Chicago stations, WMAG and WCFL, announced that they each would launch similar contests for prizes of $1,000. The contests follow a "finders-keepers" giveaway stunt inaugurated a few weeks ago on WREA New York (B&T, Sept. 10).

Englander last week aired 150 "teaser" spots over WNEW New York and for the next four weeks will broadcast 287 spots on WNEW and three other New York stations, WMCA, WINS, and WMGM. The contest calls for the hiding of a $100,000 draft somewhere in New York, with clues being available at Englander dealers. If the draft is not found by next Monday, a new set of clues will be placed between the company's Automated dealer display show-rooms. If the draft is not found by Sept. 29, it will drop to $25,000 and continue to drop daily as additional hints are revealed by the four New York stations. Englander is awarding one gift certificate each day during the first 15 days of the hunt.

WMAQ gave its contest chore to Henry Cooke on its Chicago Calling early morning show. He will give new clues each day (from 5:18-8:40 a.m.) until a certificate worth $1,000 is found. The station promised it would be hidden in an easily accessible and prominent city location and that there would be no necessity for listeners to climb flagpoles or go skin-diving off Grant Park.

WCFL, the Chicago Federation of Labor outlet, will launch its Treasure Hunt, giving away a $1,000 bill each week and dispensing clues from 7:30-10 a.m. WCFL promised it would be hidden in Metropolitan Chicago.

SUNFLOWER CONTEST BRIGHTENS WRCV-TV DIVIDEND PLAN

A SUNFLOWER-GROWING contest, with an RCA Victor color tv set as the prize, turned the trick in stimulating interest in what WRCV-TV Philadelphia felt was an "extraordinary tv buy" but one that had been bypassed by many clients.

The buy is the station's "12-50 Dividend Plan," which offers an advertiser who buys twelve 10 or 20-second announcements in one week a full 50% discount on announcements falling in Class B, C or D time periods, plus a dividend of one 10 or 20-second station break for each two similar announcements purchased between 9 a.m. and 5:30 p.m. Sunday through Saturday.

In order to use his nationwide mailing list of some 1,750 top-level agency personnel, WRCV-TV Promotion Director Jack Wiley's first chore was to procure a seed that would germinate equally in all sections of the country and at the same time grow at such rapid pace as to offer keen competition. The sunflower turned out to be the answer.

Mr. Wiley then went to work creating copy for a direct mail piece which would tell the recipient about the contest as well as the "12-50 Dividend Plan." He came up with a three-part campaign which afforded him the opportunity to place his WRCV-TV sales message before prospective buyers throughout the summer months. Mailing pieces were sent out May 30, July 18, and August 7.

As a result, approximately 200 entries came from 15 different states, and the WRCV-TV sales department signed up 20 new customers to the dividend plan during an admittedly slack sales period.

The Philadelphia tv station received a variety of stories from contestants during the contest—some true, some mighty "tall." One ad man in California confessed that he had split his packet of seeds and planted them in five different locations, each week sending forth a message from his office to check the height and condition of the crop.

A fellow from Chicago declared his sunflower to be 288 ft., 9 in. tall—and sent along a picture to prove it (there he stood, proudly displaying his three-ft. sunflower atop a tall Windy City building!). Chris

WEBB MANAGER OF WAIT

APPOINTMENT of Lloyd Webb as station manager of WAIT Chicago was announced last Wednesday by Robert O. Miller, owner-managing director of the 5 kw independent outlet.

Mr. Webb, who joined the station in 1954 as an announcer-disc jockey, will supervise all departments, concentrating on realignment of sales and programming operations, according to Mr. Miller. Mr. Webb formerly was with WGES Chicago. WAIT operates on 820 kc and programs music and news.
HOAG QUILTS POST, REPLACED BY BLAIR

ROBERT B. HOAG has resigned as president of Hoag-Blair Co., tv station representative, and is being succeeded by John Blair, also president of John Blair & Co., radio station representation firm which owns controlling interest in Hoag-Blair.

The changes are being announced today (Monday) by Mr. Blair, effective last Friday. In addition, Mr. Blair said Richard Foote, recently named executive vice president of Hoag-Blair, will assume the duties of general manager of the firm.

Mr. Hoag’s plans were not disclosed. He formed the Hoag-Blair organization in association with John Blair & Co. in the fall of 1954, to represent television stations not represented by Blair-Tv. He formerly was sales manager of KFMB-TV San Diego, and before that was with CBS-TV Spot Sales and, before that, with KNXT (TV) Los Angeles both before and after its acquisition by CBS.

Mr. Foote, new general manager of Hoag-Blair, joined the organization in the fall of 1954 and became eastern sales manager six months later. He was named executive vice president a short time ago.

WQAM Signs Two

TWO MIAMI radio personalities have been signed by WQAM in a major talent move to capture a larger share of the audience, according to Todd Storz, who recently acquired the Miami station for his group. The station is expected to drop ABC affiliation and operate as an independent.

Alan Courtney joins WQAM Oct. 1 after a long background at WNEW and WHN New York and other stations. He has been at WGBS Miami seven years. At WQAM he will conduct his telephone interview program. Jerry Wichner, long at WINZ Hollywood, Fla., moves to WQAM at the same time.

Dexheimer With KFXM Buyers

PHIL DEXHEIMER, salesman of KBIG Catalina, Calif., has joined Howard Tullis, John Hearne and Ben Paschal in prospective ownership of KFXM San Bernardino, and will be general manager if the KFXM sale is approved by FCC. The Tullis-Hearne-Paschal group bought KFXM for $24,000. The three own KAFY Bakersfield, Calif.

ADAM YOUNG Inc. has been named national sales representative for WGMS Washington, newly-purchased radio station that now is one of the owned-and-operated facilities of RKO Teleradio Pictures Inc. John B. Poor, MBS president and RKO Teleradio vice president, signs the contract, while Adam Young (l) of the representation firm and Wendell Campbell, national sales manager of General Teleradio’s owned-and-operated radio and tv properties, look on.

KYSO-TV Ardmore, Okla., Appoints Key Personnel

KEY PERSONNEL of KYSO-TV Ardmore, Okla., now on the air with regular programming, was announced last week.

Douglas C. Dillard is station manager; Don Irwin, sales manager; Galy Warrell, director of tv operations; Bill Kolb, chief engineer; Dollie Talkington, program director; Barbara Winkler, promotion director, and Bill Lauderdale, news director.

The station also has released its first time card. One hour, one time in the Class A period (6 p.m. to 10 p.m.) costs $150. One hour, one time in Class B (all others) is $120.

KYSO-TV went on the air Aug. 21 and began regular programming the first week in September.

KPLC’s Wilson Dies at 56; Mills Succeeds as Gen. Mgr.

DAVID WILSON, veteran Lake Charles, La., radio-tv executive, died at his home there last Tuesday after an illness of several months. He was 56.

Mr. Wilson was general manager of the Calcasieu Broadcasting Co. and was active in management of KPLC Radio and KPLC-TV Lake Charles until this summer.

Felham E. Mills Jr., with KPLC-AM-TV for 13 years and acting manager since Mr. Wilson’s illness, succeeds him as general manager.

Lee Perryman, formerly of the Lake Charles American Press has succeeded Mrs. Pauline Mahoney as promotion manager of KPLC-TV.
NEW ELECTRONICAM REDUCES SHOOTING TIME

Du Mont’s Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason’s popular show “The Honeymooners.” In going “live on film,” Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video’s electronic practices. Savings in shooting time and costs are substantial.

The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequalled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.

*85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell
MEEKER CO. NAMES 3 VICE PRESIDENTS

Three others promoted and two other executives added in executive realignment.

A SERIES of executive promotions and additions to the staff of the Meeker Co., station representation firm, was announced last week by President Robert Meeker.

Louis J. F. Moore, who joined the firm when it was formed 11 years ago, was named vice president in charge of the radio division. In broadcasting for more than 30 years, he also has been manager of the Radio Advertising Co. and supervisor of promotion for the

Hearst newspapers.

Edgar B. Filion, with the Meeker organization for seven years, was named vice president in charge of the television division. His new duties include supervision of sales development, station relations and TV sales.

Carl Jewett, who joined Meeker six years ago after serving with Everett-McKinney Co. and WKAN Kankakee, Ill., was named vice president in charge of Midwest operations.

Vic Pianos, with the Meeker company for four years and before that promotion director of WSB-AM-TV Atlanta, becomes director of sales development and promotion, working directly with Mr. Filion and Mr. Moore.

Chuck Standard, who was a Procter & Gamble account executive for The Biow Co. and also served as an NBC-TV salesman and a client service executive with A. C. Nielsen Co. before joining Meeker, becomes eastern sales manager for television. He reports directly to Mr. Filion.

Norm Cisneros, account executive in Chicago, becomes manager of sales development for the Midwest area.

Additions to the firm include Paul Murray, formerly with WTV (TV) Bloomington-Indianapolis, who will be an account executive, and Mrs. Mimi von Zeilowitz, formerly a supervisor in the radio-TV research department of Young & Rubicam, who joins as director of research. She reports to Mr. Piano. Both she and Mr. Murray will be in the New York office, which has taken over the 37th floor at 521 Fifth Ave.

MBIG Rejects Church Group’s Request for Sunday Ad Ban

REQUEST by the Long Beach Council of Churches that KBIG Catalina, Calif., refuse to accept advertising from auto dealers on Sunday has been denied by John Poole, station president.

"I do not believe it is within our premise to decide who should conduct business on Sunday and who should not," he wrote the council, adding, "This must be the decision of the business people themselves."

Mr. Poole explained that KBIG refuses advertising based on fraudulent claims, indecent or profane material, vulgarity or poor taste.

"The services of radio and TV stations must be available to all advertisers on equal terms, in accordance with our American philosophy of free enterprise," he said. He pointed out that the station could not apply a Sunday advertising ban on auto dealers and not on other businesses. He said many people dine at restaurants after attending church, suggesting the station performed a service to these people if it made them aware of a good place to dine.

KFSD-FM San Diego on Air

KFSD-FM San Diego, Calif., was to go on the air today (Monday), "completely sold out," according to Manager F. T. Boise.

The only San Diego station programming strictly for FM broadcasting, KFSD-FM will carry popular, semi-classical and classical music throughout its broadcast day, 4 p.m. to 11 p.m. Monday through Friday. Mason Ingram has been signed to program and announce all shows. KFSD-FM is to operate with 33 kw.
WRCA-AM-TV Names Heitin, Stevens as Sales Directors

REORGANIZATION of the sales departments of WRCA-AM-TV New York to "meet the changes and requirements of so rapidly an expanding industry," was announced last week by Thomas B. McFadden, NBC vice president and WRCA-AM-TV general manager.

Under the executive realignments, Jay J. Heitin, WRCA-TV sales manager, becomes sales director, as does George C. Stevens, WRCA sales manager. Succeeding them are James Barry (WRCA-TV) and Herman Maxwell (WRCA).

Mr. Heitin, former program manager, WHYN Springfield, Mass., joined WRCA-AM-

TV in 1949 as news and special events director for the then WNBC and WNBT (TV) stations, switching to sales in 1950 and becoming sales manager in 1954. Mr. Stevens joined NBC in 1945 as business manager of the radio recording department, becoming WRCA controller in 1949 and sales manager in 1954. Mr. Barry, a former space salesman, joined WRCA-TV in time sales, and Mr. Maxwell moved to WRCA as a salesman in 1953 after spending 20 years with WOR New York as account executive.

Tri City Promotes Two, Forms New Policy Group

FORMATION of a seven-member policy and operational group by Tri City Radio Corp. (WLBC-AM-TV and WMUN [FM]), Muncie, Ind., has been announced by President Donald A. Burton. Also announced was the promotion of two executives.

Maurice M. Crain, chief engineer, has been advanced to the newly-created post of vice president of engineering and purchasing agent and made a member of the policy group. He has been with the stations since 1936. Patrick S. Finnegan, assistant chief engineer since March 1954, moves upward into the chief engineer's post vacated by Mr. Crain.

Other members of the policy and operational group, in addition to Messrs. Burton and Crain, are W. F. Craig, vice president and commercial manager; Mrs. Garnet Burton, secretary; Lee Allerton, program director; Florence Boyd, office manager, and W. F. Craig Jr., recording secretary of the new group.

Buys for Year on WCKT (TV)

FULL-YEAR schedule of newscasts over WCKT (TV) Miami, Fla., has been purchased by Cities Service Oil Co., New York, through its agency, Ellington & Co., same city. The oil company will sponsor, effective today (Monday), Phil Kelleher's 11th Hour News over the ch. 7 Miami outlet, Mondays through Fridays at 11 p.m.
Stars National Names Bress To Manage Chicago Office

ALAN BRESS, account executive in the New York office of Stars National, radio-television representation firm, has been named general manager of the organization's new Chicago office, effective today (Mon.). President Bernard Howard announced last week.

Mr. Bress was with Harry B. Cohen before moving to Stars National in 1954.

Mr. Howard also announced that Larry Wasserstein, a timebuyer with the Cohen agency, has joined the New York office.

Ch. 32 WWLP (TV) Declares Both Stock, Cash Dividends

STOCK and cash dividends were declared last week by the board of directors of Springfield Broadcasting Co., owners and operators of WWLP (TV) Springfield, Mass. (ch. 32). The station believes it is the first uhf station to declare cash and stock dividends.

Roger L. Putnam, president of the station, said that a 5% stock dividend payable today (Monday) and a cash dividend, amounting to 10 cents a share, payable Nov. 17, were voted

last Wednesday, coinciding with the end of 3½ years of operation by WWLP. He added that the uhf station has completed "one of its most successful six-month periods," with gross sales amounting to nearly $300,000 and net earnings exceeding $82,000. He predicted that gross sales for this year will top the $1 million mark and earnings will reach "a record high."

Fourth WNBQ (TV) Studio Completes Switch to Color

WNBQ (TV) Chicago has completed its conversion to all-color operation, with the last of four studios now ready, NBC Central Div., reported last week.

At the same time, completion of remodeling of Studio E has been supplemented by withdrawal of equipment from storage adjacent to the Studebaker Theatre, consolidating NBC Chicago operations under one roof (the Merchandise Mart) for the first time in years.

WNBQ also has pressed into use a new film studio with one monochrome and two color film camera chains, slide projectors and switching-control equipment. Additionally, production facilities, props and shops have been moved from the lower tower of the Mart to the 19th floor.

DuMont Outlets Name Weed

WEED & Co. has been appointed national station representative for WARD (TV) New York and WTTG (TV) Washington, D.C., DuMont Broadcasting Co.'s President Bernard Goodwin announced last week. The appointment is effective immediately.

Uncensored Russian Talks Taped During Hallock Trip

TED HALLOCK, director of public affairs for J. Henry Helser & Co., Portland, Ore., investment firm, has returned from a 23-day tour of the Soviet Union during which he taped interviews with Russian citizens. Helser, which claims to be the first financial house to underwrite a private reportorial trip behind the Iron Curtain, said the interviews were made without government censorship.

Fourteen quarter-hour programs, titled Inside Russia, have been made of the tapes and will be aired on KPOJ Portland, starting yesterday (Sunday) under the sponsorship of Helser. In addition, the programs have been offered for sustaining broadcasts to other Oregon stations and a 30-minute program on Mr. Hallock's trip has been made available to Mutual.

Mr. Hallock formerly served in various capacities with KGW, KEX and KPOJ, all Portland, and KUGN Eugene, Ore. Twice he has been selected as Oregon's outstanding radio broadcaster by the Press Club of Oregon and has received awards from the National Conference of Christians and Jews, the English-Speaking Union of the U. S., Freedoms Foundation, Ohio State U., and in 1951, the George Foster Peabody award for his program series, Careers Unlimited and Civic Theatre on the Air at KPOJ.

Eggs in Alaska

TWO THINGS were proven by a recent sales campaign in Alaska: Alaskans like eggs and listen to and watch the territories radio and tv stations.

Using only the Midnight Sun Network (KFAI-AM-TV Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau and KABI Ketchikan, all Alaska), Washington (state) Co-Op Assn., through Rone Goranson Co., Seattle, advertised its Lynden brand eggs. As a result of the campaign, the co-op's egg sales have increased seven fold. The week of Aug. 30, orders from Alaska were so large the association did not have enough eggs, had to short Alaskan customers by 30 cases.
We build electronic "BRAINS" for guided missiles

A missile's accuracy in reaching its target depends upon the reliability of precision electronic controls.

From the very beginning, scientists and engineers of the International Telephone and Telegraph Corporation have been at work on guided missile systems, applying world-wide experience and a score of special skills.

Federal Telecommunication Laboratories and Farnsworth Electronics Company, both divisions of IT&T, are deeply engaged in research, development, and manufacture of missile guidance and precision remote control systems... contributing to the conception and operation of such missiles as the Terrier, Talos, Sparrow, Meteor, Rascal, and Bomarc.

Missile guidance is one more field in which the creative engineering and the integrated facilities of IT&T are developing new concepts in electronics and telecommunications.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.
Antitrust Suit by WNDR Ordered Brought to Trial

A MILLION dollar antitrust suit by WNDR Syracuse, N. Y., against the Newhouse newspapers and radio stations in that city (Syracuse Post Standard and Herald Journal-WSYR-AM-FM-TV) has been ordered to hearing. The U. S. Court of Appeals, Second Circuit, two weeks ago reversed the dismissal of the suit by a federal district judge last year (BWT, Aug. 22, 1955).

Written by Circuit Judge Harold R. Medina, the appellate court said that a trial should be held on the charge of conspiracy to restrain trade by the use of unit rate for advertising in the two newspapers, the circulation of false rumors about plaintiff, the refusal to publicize in the newspapers items favorable to the plaintiff and the giving of discriminatory advantages to WSYR. Judge Medina pointed out that a directed verdict in defendant's favor may be warranted at the end of the trial, and that there are some indications that no substance will be found in the charge relative to rumors . . . .

WNDR brought suit to collect treble damages charging the Newhouse newspapers and stations with unlawful restraint through "package deals in advertising," and alleged false rumors about WNDR's financial stability.

The suit was dismissed by Federal Judge Stephen W. Brennan. The appeal was argued before Judges Medina, J. Edward Lumbard and Sterry R. Waterman last February.

30 YEARS AGO...we said:

LIKE A CAT with ONE KITTEN you'll think that your account! is the only one we have!

There's Far Flying When WIBW Starts Delivering Your Sales Message

- WHY? Because we're always seeking improvement
- not at the expense of sales
- any steady, type
- be our producer
- your when establish this.
- terribl appeal.
- J. Rec.

Today, in our 30th year, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Color Slides by KTVT (TV)

KTVT (TV) Salt Lake City is now transmitting black-and-white slides in electronic color with 56 different color combinations, the ch. 4 outlet reported last week. The color effects equipment was built and installed by Alan Gundersen, director of engineering, and his staff. The station plans a series of workshops with local advertising agencies to explain how advertisers can best take advantage of color presentations.

Mehlig Heads KTLN Sales

LEE MEHLIG has been appointed general sales manager of KTLN Denver, effective Sept. 10, according to President Richard B. Wheeler. He replaced Dean Jarvis, who is leaving to construct a new station.

Mr. Mehlig, who has been national sales manager of KTLN since January 1954, began his radio career as an announcer with WNMP Evanston, Ill., and joined the Denver station in August 1953.

KPIX-TV to Show Color Movies

KEEPING with the general trend to more color programming, KPIX-TV San Francisco has announced that color movies will be featured on the station’s Fabulous Program (Sundays, 5 p.m.). Among color films to be shown on tv for the first time, according to KPIX-TV, will be “The Great Gilbert & Sullivan,” starring Maurice Evans, “Garden of Allah,” with Marlene Dietrich and Charles Boyer, and “New Mexico,” featuring Lew Ayres and Marilyn Maxwell.
Cameraman Gene D. McKinney goes aloft for some footage on a new building.

WIBW-TV goes anywhere for news and gets it — with High Speed Du Pont 931 film

Good local and regional coverage is an important part of the six daily newscasts of WIBW-TV, Topeka, Kansas, and is contributing to the station's rapid growth in the Midwest. Du Pont 931 Film has proven ideal for their news photography both day and night.

Ed Rutherford of WIBW-TV Photo Staff says, "On one occasion, a photographer 'opened up' and shot in darkness so dense there was no meter reading. Result: a usable print!"

WIBW-TV staff members report a 180 ASA rating outdoors for 931 and easily push it up to 350 ASA. Latitude and sensitivity — excellent. And Mr. Lewis Dickensheets, Assistant General Manager, says: "Fortunately, Du Pont 931 is prehardened. That's particularly important, since the water we use for cooling is often above 76 degrees!"

Take advantage of the many fine features of Du Pont 931. For more information, ask the Du Pont Sales Office nearest you or write Du Pont, Photo Products Department, Wilmington, 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

DU PONT MOTION PICTURE FILM

Ed Rutherford of WIBW-TV (left) discusses techniques with Richard Allen, Du Pont Technical Representative. WIBW-TV processes as much as 2,400 feet a day of 931 film.

News cameraman Richard C. Robbins editing some "hot" processed footage with Lewis Dickensheets, Assistant General Manager (left) of Television Station WIBW.

Cameraman Charles W. King (right) films announcer Dean Curfman, who says: "We use single-system sound, and 931 never blocks up an optical sound track."

SALES OFFICES

Atlanta 8, Ga. .......... 805 Peachtree Building
Boston 10, Mass. .......... 140 Federal Street
Chicago 30, Ill. .......... 4500 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio .......... 20950 Center Ridge Road
Dallas 7, Texas .......... 1628 Oak Lawn Avenue
Los Angeles 38, Calif. .......... 7521 Santa Monica Blvd.
New York 13, N. Y. .......... 748 West 38th Street
Wynnewood, Pa. .......... 308 East Lancaster Avenue
Export Nemours Bldg., Wilmington 98, Delaware

BETTER THINGS FOR BETTER LIVING .... THROUGH CHEMISTRY

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STATIONS

REPRESENTATIVE SHORTS
Avery-Knodel Inc., national radio and TV station representatives, appointed H. B. Humphrey, Alley & Richards, Boston and N. Y., as its advertising agency.

REPRESENTATIVE APPOINTMENTS
KBIF Fresno, Calif., names Weed & Co. national representative effective Sept. 15. Weed also represents KBIG Catalina under same ownership.

KUDL Kansas City, Mo., appoints Weed & Co. as national station representative.

REPRESENTATIVE PEOPLE
Bob Maggiore, Chicago office of The Branham Co., father of girl, Christine Joy. Peter Childs, Branham Chicago staff, also father of girl, Joy Elizabeth.

STATION PEOPLE
Katherine Peden, commercial manager of WHOP Hopkinsville, Ky., elected vice president and member of board of Hopkinson Broadcasting Co.

H. M. (Mack) Humpleide, local sales staff, WSAV-TV Savannah, Ga., named commercial manager of station.


Clyde W. Johnson, program director, KLOH Pipestone, Minn., to program director of WFHN Findlay, Ohio, succeeding Jack Douglas, resigned to join WSKS Cleveland.

Edwin J. Lupman, news director, WTUX Wilmington, Del., to WASA Havre de Grace, Md., as program director.

Jack J. D. Lehman, sales manager and chief engineer, WMJA Orange, Va., to chief engineer and assistant to president, WASL Annapolis, Md.

Bill Schubert, news department, WVET-AM-TV Rochester, N. Y., to publicity director of the stations.

Ken Carson, formerly with WMAQ Chicago, to production department of WBMM same city.

Lute Mason, formerly sports director at WDSM-TV Superior, Wis.-Duluth, Minn., to KSTP-TV St. Paul-Minneapolis as account executive.

William N. Davidson, manager of WRCA-TV New York, selected along with 15 other senior executives of companies throughout the country to participate in special course at School of Industrial Management, Massachusetts Institute of Technology, Cambridge, Mass. He was selected from all divisions and subsidiaries of RCA for course consisting of 10-week study of executive function and the business environment, starting Oct. 1.

CHECKING final installations prior to KSBW-TV’s Salinas-Monterey, Calif., power boost to 240 kw [9OT, Sept. 3] are Ed Edison, KSBW-TV consulting engineer; Jack Frost of RCA, and Bill Hargon, the ch. 8 outlet’s chief engineer. The increase to maximum authorized power was scheduled last Tuesday.

David Lea appointed program director, WRBL Columbus, Ga., and Eleanor Whitlaw to sales promotion director. Bob Bradley leaves WRBL sales department to take over morning radio show, Rebel Revelle.

Hal Moon, news editor, KSEL Lubbock, Tex., to KOSA-TV Odessa, Tex. in similar capacity.

Ray Brock, staff announcer, WHBY Appleton, Wis., named program director succeeding Orion Samuelson, who joined farm service department of WBAY-TV Green Bay, Wis.

George W. Wilson, news director, WIBX Utica, N. Y., to announcing staff, WSYR-AM-FM-TV Syracuse, N. Y.

Julian Bell, announcing staff, WSVT-TV Harrisonburg, Va., to station sales department. Bruce Miller to WSVT-TV announcing staff; Betty Groah to WSVT continuity department.

John M. Comley Jr., WMMW Meriden, Conn., to staff announcer, WKNB West Hartford, Conn.

Berry Long to KOSI Denver as account executive.

Bob Glacy, WGR Buffalo, N. Y., disc jockey, to WVET Rochester, N. Y., in similar position, succeeding early-morning deejay, Bob Trebor, who takes over an afternoon program.

Jim Westover, morning man, KQV Pittsburgh, Pa., to be commentator for Pittsburgh Symphony Orchestra Concerts for Young People series. He narrated series last year.

Don Speare, program director, KGJF Hollywood, to head station news department. Ed Perry, KRKD Los Angeles, to KGJF as announcer.

Casey Kasen, announcer, WILB Detroit, to WJIB there for night series.

John Pondfield, film editor, WAAM (TV) Baltimore, appointed film supervisor.

Bob Duck, WSPA Montgomery, Ala., to WCTA Andalusia, Ala.
John V. Lyons, WCAO Baltimore, to sales staff of WCBM Baltimore.

W. B. Reisnweaver, chief engineer, WSJS-TV Winston-Salem, N. C., resigned to devote full-time to his two-way radio sales and service business. He also is partner in H&R Electronics, recently established to promote automation in industry.

Don Dilkay, staff announcer, KYOU Greeley, Colo., named program director. Roland Reed, formerly chief engineer, KCOW Alliance, Neb., to KYOU as chief engineer succeeding John Roscoe, to KFEL Pueblo, Colo., as station manager. Betty Rubel moves to KYOU as traffic director and Ed DeCola to KYOU staff announcer and disc jockey.

Peggy Fisher, former member of training program at WKAR-TV East Lansing, Mich., to station's staff as production assistant on fulltime basis. Clark Lucas from training program to fulltime staff cameraman.

Frank Cox, chief of auditing and bookkeeping department, XKOK St. Louis, and Dr. Mary Mills married Sept. 15.

Bob Cawley, production department, KRCA (TV) Hollywood, father of boy, Sean Patrick.


STATION SHORT

Bartell Group Stations have adopted profit-sharing plan for employees. To be eligible employees must have been with group three years to earn employer's contribution, based on 15% of annual compensation paid participating employees. Stations in Bartell Group are WOKY Milwaukee, WMTV (TV) Madison and WAPL Appleton, all Wisc.; WAKR Atlanta, KRUX Phoenix, Ariz., and KCBQ San Diego, Calif.

JOHN G. MYERS Co. (department store), Albany, N. Y., which does an annual business of approximately $10 million, has signed for four hours weekly for 26 weeks on WOKO Albany. The purchase is one of the largest single bulk time transactions ever made in the Albany tri-city market, according to the station. Present for the contract signing, which calls for Myers to sponsor one-half hour daily of the Sun Dial morning show and the 1½ hour Friday night telephone program, Johnny G's Wax Works, are (l to r) Howard B. Hayes, WOKO general manager; Millard Hunter, Myers advertising manager, and Roy H. Myers, president and general manager of the department store.
PRIZE: A TROPICAL ISLAND
PIEL BROS., Brooklyn, is launching a "Bert and Harry's Treasure Island Contest," toda y (Monday), with the grand prize the ownership of a tropical island in the Bahamas. The contest will be promoted by "Bert and Harry" on radio and TV and in printed media. Weekly contestants asked each week to write in 25 words, or less, a reply that "Bert" would make to a comment by "Harry." Each week 107 prizes will be awarded, including automobiles, appliances and color sets.

SALUTE TO THE IRISH ON MBS
MUTUAL will present a special, one-time only Spirit of Notre Dame program Friday (5-9:30 p.m. EDT) on the eve of the beginning of its broadcast schedule of Notre Dame U. football team. The program, which will feature persons associated with Notre Dame in the past and present, will be highlighted by a brief documentary outlining the career of David Hayes, president of WACE Chicopee, Mass., chosen to exemplify the "Spirit of Notre Dame." Mr. Hayes is an alumni.

KDEF PREPARED FOR STEVENSON
KDEF Albuquerque News Director Ben Caine was one of approximately 200 news and cameramen surrounding Democratic candidate Adlai Stevenson and Estes Kefauver when they visited Albuquerque on their "grass roots tour" of the nation. However, Mr. Caine was prepared. A mobile unit had been installed in his convertible the previous day and he approached Clayton Fritchie, head of the press relations, with, "we're ready now sir." With no idea what Mr. Caine was talking about, Mr. Fritchie replied, "You are?" "Yes, sir, and right on schedule, too. Please get Mr. Stevenson out to our mobile unit . . ." Apparently unwilling to admit that a radio address had been scheduled without his knowledge, Mr. Fritchie whispered into the candidate's ear and then led him to the newsman's waiting convertible. Mr. Stevenson proceeded to deliver a brief, unscheduled radio address on KDEF, thus giving the station a clean beat over other news sources.

NISTA SENDING EXPENSIVE KITS
NATIONAL TELEFILM Assoc., New York, last week started distribution of promotion kits for its package of 20th Century-Fox feature films to the more than 100 stations that have bought the films. NTA claimed the kit is the "most comprehensive to be put together by a distributor to support a station operator." The kit weighs six pounds and is in the form of a file folder. It contains pockets for synopses, publicity releases, on-the-air announcements, slides, teles, mat ads, photos, and newspaper and magazine reviews. The kits, available free to the stations, cost NTA about $50 each and would cost $150 to duplicate, an NTA spokesman said.

KANSAS CITY'S PRETTIEST BABY
USING 56 radio spots per week, Union Chevro- let, Kansas City, held a "Prettiest Baby" contest in which entrants were less than six years old. The contest, staged by Litman, Stevens & Margolin agency, Kansas City, was a tie-in with the fact that Union's Jerry Green claims to be one of the world's youngest Chevrolet dealers and, therefore, advertises as "Baby Jerry." The contest drew 3,000 entrants within two months and singer Bing Crosby served as judge.

Neither High Road Nor Low Road for WISN
TO POINT UP its new "Musicana" format, WISN Milwaukee, is employing "maestros" rather than disc jockeys. The maestros earn this fancier title because he is backed up and includes in their programming to maintain the tone and quality of the "new list" and the individualistic techniques with which they present them, according to John B. Soell, manager of WISN-AM-TV and his assistant manager for radio, Carl Zimmermann. "When they prepare their programs, they start with a basic policy, Mr. Zimmermann explains. "The artists must be well known . . . the music must not scream or shout at the listener. Tempo is then considered. Because the music is smooth does not mean it must be tame and monotonous. At least every third selection must have a beat but definitely not a blues or rock-and-roll beat."

Although music is the focal point, the station's format also includes news, sports and network shows (predominantly ABC, with one NBC and one CBS show on Sunday). "We know and present this music, WISN employs five of Milwaukee's and Wisconsin's most competent and popular air personalities," says Mr. Zimmermann. They are: The Little Maestro With the Long White Hair (Bob Peterson), who is on in the early morning hours, and Maestros Bill Bramhall, Jack Denton, Tom Lambert and Don Froelich, who are on at various times throughout the day and evening. Bramhall is featured from noon to 3 p.m. for housewives, and Jack Denton is on hand for an additional audience of teenagers coming home from school between 3 and 6 p.m. Tom Lambert carries a more sophisticated after-dinner show, and the 9 p.m. to midnight stretch belongs to Don Froelich.

Network shows get their biggest play in the 9 a.m. to noon section of the day's programming and include Breakfast Club, serials, and music programs. Network news and sports are spotted at other times throughout the day.

Letters received for the new WISN format have been rolling in both from agencies and the listening public.

Typical of the agency comments is one from James Doolittle, radio-tv director of Klau-Van Pietersom-Dunlap, Milwaukee: "Perhaps the simple, most important element in station programming is to reach an audience with programs the majority of people will listen to. WISN reaches that level of people who are in the better position to buy or influence the purchaser of advertised products. I personally can't believe that the rock-and-roll enthusiasts or that other musty influence when it comes to purchasing power . . ."

KDKA'S CARMAN TO CAMPAIGN
TO SCARE UP votes for Carman Monoxide, "peace crown nominee" of Cordic & Co., disc jockey show on KDKA Pittsburgh, a 14-car campaign train sponsored by the station will tour towns in the tri-state area, Sept. 29. At certain towns along the route, the train will stop for a Cordic & Co. show, featuring election speeches by Carman (played by Bob Trow) and supporting talks by other program characters. The trip began as an on-the-air gag with Cordic & Co. show, running in the latter part of August and the station used pre-recroded skits supposedly taking place on a Carman campaign train. A real trip materialized when KDKA officials realized that many younger citizens had never seen such a train.

HERALDING 'CIRCUS BOY'
SCREEN GEMS has arranged a series of promotional events this week to herald the launching of its Circus Boy tv film series on NBC-TV Sept. 23 (7-30-8 p.m. EDT). During the week, Screen Gems will hold a circus party for 400 guests, including 100 youngsters belonging to the PAL (Police Athletic League); a press party with a circus motif; visits to New York hospitals by the cast of the tv film series and several ballyhoo stunts.

WBZ-TV SCOOPS LOCAL FIREMEN
WBZ-TV Boston claims a scoop on its competitors and local firemen when it began telecasting a Sept. 6 fire in Harvard U.'s Memorial Hall before the fire fighters arrived on the scene. A WBZ-TV worker saw the blaze and the station called the university to find out what was burning. This was the first time Screen Gems will hold a circus party for 400 guests, including 100 youngsters belonging to the PAL (Police Athletic League); a press party with a circus motif; visits to New York hospitals by the cast of the tv film series and several ballyhoo stunts.

WNIB (FM) INVITES COMPARISON
WNIB (FM) Chicago is inviting comparisons with a series of promotional announcements asking listeners to tune in on broadcasts, then switch to WBBM high fidelity fm. One announcement claims fm radio "compared with am is like a modern professional photographs compared with a tintype of yesteryear." Idea for the promotion was conceived by William C. Florian, WNIB program director.

WORLD SERIES PREPARATION
PAPER MATE Co. has signed actor-comedian Joe E. Brown to handle commercial pitches for its team of ball pens during the upcoming World Series on NBC-TV. Mr. Brown will enliven five different ball park characters—complete with rubbery grimaces and all the bullhorny. He'll start with his version of the pitcher winding up and the gamut of catcher, umpire, sportscaster and hot dog vendor, throwing in a sales pitch for Paper Mate's Piggy-Back pen. The company filmed the spots in Yankee Stadium for authenticity and atmosphere and is providing in World Series sponsorship for the first time. TRADE INVITED TO GUESS
A "WORLD SERIES" contest among agency, advertiser, and network people has been launched by KELO-AM-TV Sioux Falls, KELO- TV's satellite KDOI-TV and WOL, Des Moines, and WLOL, Minneapolis. The contest will run
through the last four weeks of the baseball season, with a weekly prize awarded to the contestant guessing closest to the total number of runs that will be scored in both the National and American leagues in that week. For the first three weeks, portable TV sets will be awarded; for World Series week, a color TV set will go to the winner.

WBUF (TV) USING RADIO SPOTS

NBC, in double-barreled effort to promote full-time network status of its Buffalo and WBUF (TV), ch. 17, will use sound to promote sight. Starting at end of month, network will launch radio blitz. The tape will be announced over WEQB, WKWB, WKBW, and WBNN all Buffalo. Grey Advs., N. Y., is NBC's agency. Subject of week-long radio blitz: Completion of WBUF's new transmitting tower.

TV PIPER LEADS KIDS TO THEATRE

KPHO-TV Phoenix reported the "SRO" sign was hung out Labor Day by the large Fox Theatre there when the station's Wallace Snead acted as mc. for a special children's cartoon performance patterned after Mr. Snead's Wallace Watcher Club tv show. More than 500 children were turned away, KPHO-TV said, quoting the theatre manager as saying the tie-in promotion "proves the influence of television." Members of Wallace Watcher Club got reduced admission tickets by showing their TV membership cards.

POLLOING PRESIDENTIAL CHOICES

WALTER WINCHELL launched his post-card-poll-for-President project on his MBS program on Sept. 9 (Sun., 6-6:15 p.m. EDT), and asked listeners to indicate their preference and also if they plan to switch their votes this year. Mr. Winchell has arranged with the Reuben H. Donnelly Corp., mail handling specialists, to tally the cards, which are addressed to "the theatre manager" at WQAM, 711 New York City. The newscaster will announce the results on his Oct. 7. broadcast.

ISLAND TOURISTS TAPED

CJRW Summerside, P.E.I., has a special tourist program "Hi Neighbor!" with interviews of tourists coming to the Canadian island province on the Atlantic Coast. CJRW interviews tourists while they are crossing from the mainland on the ferries plying Northumberland Strait and airs the taped interviews. To make sure the tourists touch at Summerside, they are given gift vouchers redeemable at stores sponsoring the program. Last year 90% of the vouchers were redeemed.

KPIX (TV) HOLDS GYM PREVIEW

KPIX (TV) San Francisco held a "sneak preview" and luncheon for the press at a local gymnasium to publicize the motion picture "Champion" starring Kirk Douglas and shown on the station's Big Movie program. The promotion took place at Newman and Herman's gym, a training center for professional fighters.

MISS COLOR TV CHOSEN

TWENTY-one-year-old Ann Daly of Ridge-wood, N. J., was picked last week from among 473 contestants as Miss Color TV 1957 by WRCA-TV New York. The winner of the six-week-long search, who will be featured prominently in the station's forthcoming "color tv week," will receive, for her troubles, a new RCA color tv set and a two-week vacation for two at the Concord Hotel, Klamath Lake, New York. She will make appearances on station and network (NBC) shows.

U. S. Visit Planned By Royal Commission

CANADA's Royal Commission on Broadcasting, which for months has been considering dominion broadcast policy problems, plans to visit New York and Chicago for discussions of various—and far-reaching—phases of this country's system of free broadcasting.

Before it's U. S. visit, the commission also plans, during its current sitting in Ottawa, to take evidence on subscription television from one and possibly two of the principal U. S. advocates of pay tv. Zenith Radio Corp., proprietor of the Phonevision pay television system, is slated to appear and Skiatree Electronics & Television Corp. (Subscribingvision) may be on hand. Famous Players Canadian Corp., which has the Canadian franchise for International Telemeter, also will be heard.

The pay-tv sessions are scheduled for Sept. 21, and perhaps Sept. 22, and the commission has left the way open for U. S. opponents of pay television to present their own views on the subject if they wish.

The commission—whose major problem is to find a solution to the Canadian Broadcasting Corp.'s financial difficulties—expects to wind up its public hearing in Ottawa about the second week of October and plans then to move to Chicago and New York for private sessions. The group, headed by Chairman R. M. Fowler, is scheduling a three-day visit to New York Oct. 17-19 and is undertaking to set up private—and separate—conferences with officials of CBS and NBC regarding their respective methods of operating, especially in television.

Among the subjects the commission would...
like network information on are the determina-
tion of broadcast policies; organizational struc-
tures; network operation details; revenues from
networking as against revenues from owned
stations; affiliation policies; relationships of net-
works with Canadian broadcasters; discounts
to sponsors; how tv program budgets are set;
agency vs. network control of programs;
color television, video tape recording and other
new developments and the effect they may have
on tv economics; the uhf-vhf problems, and the
outlook for radio.

Italian Publishers Protest
RAI Commercial TV Plans

A DELEGATION of Italian newspaper pub-
lishers has protested to the Italian Government
against planned commercial television of RAI,
Italian Radio & Television Service. Presently,
the RAI radio service is operated on a semi-
commercial basis while a switch in the tv serv-
vice from non-commercial operations to an ad-
vertising basis was formally planned for this
fall.

The publishers' argument is that RAI, as
the state's broadcasting monopoly, has no right
to operate in the field of advertising. They
point to Article 43 of the Italian Constitution
which prohibits the state to take over private
segments of the economy and to enforce its
monopolies. The publishers added that RAI's
operations are in direct competition to other
media and independence of the press thus is
in danger.

Original plans for the introduction of com-
mmercial tv in Italy called for about 30 min-
utes of commercial segments before and 30
minutes after the usual (non-commercial) pro-
grams of RAI. State-owned SIPRA (Societa
Italiana Pubblicita per Azioni) plans to handle
the commercial segments. No rates for the
commercial segments have yet been announced
officially, but observers believe that future rates
will be at the lire equivalent of about $500 to
$1,000 for every three minutes.

Launching of advertising in Italian tv is
most likely to be postponed beyond the origi-
nal fall date. A meeting of SIPRA, which had
been set for Torino and at which details were
to be discussed for an early introduction of
commercial tv, has been postponed.

Meantime, set sales in Italy are booming.
New viewers added during the first quarter of
this year were estimated at 70,000, which is
only slightly less than the four-quarter total
of 1954, the first year of regular tv in Italy.

Observers agree that almost all of the latest
success of tv in Italy must be credited to one
single program, Lascia o Radoppiat, the Itali-
ian version of the $64,000 Question.

CBC Charged With Playing
In Game, Being Umpire Too
REGULATORY POWERS and operational ac-
tivities of the Canadian Broadcasting Corp.
should be divorced, the Canadian Chamber of
Commerce told the Canadian Royal Commis-
ion on Broadcasting at the Sept. 10 session
at Montreal.

At this first reconvened post-summer ses-
Sion of the commission, the Canadian Chamber
of Commerce stated that the CBC is in unfair
competition with private stations and that the

CBC board of governors is hamstrung in a
conflict of interests between its own operations
and those of private stations. The spokesman
for the organization stated "in baseball, you
can't play in the game and be umpire either.

Commission chairman R. M. Fowler said
his investigating body has yet to hear specific
testimonies of unfair competition by the CBC.
He questioned the spokesman for the Canadian
Chamber of Commerce at length to find proof
of any unfair competition with private stations,
but no single case was supplied.

A number of other briefs were heard the first
week of the reconvened sessions including
some for the present radio-television status
and some asking for encouragement of private
stations, not presently permitted by the
CBC.

U. S. Broadcasters to Relate
Selling Ideas to Canadians
SUCCESSFUL United States selling ideas in
radio and television are to be unfolded before
the Canadian regional broadcasters meeting at
Hamilton, Ont., Oct. 21-23. To inform mem-
bers of the Central Canada Broadcasters Asso-
ciation annual meeting at the Royal Con
Hotel, Hamilton, on latest selling techniques, a
large number of U. S. broadcasters have
announced their intention to attend the sessions.

Included are Elmer O. Wayne, general sales
manager of WJR Detroit; Robert B. Jones Jr.,
general manager of WBFR Baltimore; Ralph
Breit, vice president of WIP Philadelphia;
Robert Sweeney, general manager of WDSU-
AM-FM-TV New Orleans; Elmo Ellis, WSB
Atlanta; Easter Straker, WIMA Lima, Ohio, and
Carl E. Lee, vice president, WKZO-AM-TV
Kalamazoo, Mich.

Tv Set Sales Down in Canada
WHILE SALES of television sets to dealers
were up to 36,031 sets in July 1956 compared
to 27,595 in July 1955, total sales of television
receivers for the first seven months of 1956
were down from 273,518 last year to 252,227,
according to figures released by the Radio-
Electronics-Television Mfrs. Assn. of Canada.

Radio receiver sales, on the other hand, were
up in the first seven months of this year to
275,877 sets compared to 247,425 in the same
period last year.

Hour in Question
THE Independent Television Authority,
which operates all commercial tv sta-
cles in the United Kingdom, has asked the
British Postmaster General for per-
mission to telecast programs during the
6-7 p.m. hour, now blacked out on the
theory that the absence of tv makes it
easier for mothers to get their children to
bed.

Its appeal to end the 60-minute break
does not come as a result of advertiser pres-
sure, according to London's Com-
mercial Television News, which reports:
"The sole reason is to ensure continuity of
programming.... research charts
show clearly that the audience grows
steadily during the afternoon and has to
start rebuilding from 7 p.m. onwards." The
News quotes an ITA executive that
"those who have drifted away during the
break period may forget to come back
when transmissions are resumed." BBC
reportedly is opposing any change in the
present arrangement.

...Going Our Way!

Abner A. Wolf, President, Abner A. Wolf, Inc., the Nation's Largest
Food Distributors, and J. E. Campeau, President CKLW-TV Detroit,
sign a 750 hour, 52 week contract to promote over CKLW-TV,
national brands sold in all AW Independent Markets in this region.
PROOF again of the confidence men closest to this market have in
the SELL APPEAL of this powerful 325,000 watt station. Why not
find out what CKLW-TV or CKLW Radio can do for you?

*Show title featuring full-length
Hollywood movies every Friday
afternoon at 1 p.m.

FOR RESULTS IN THE DETROIT AREA, IT'S

CKLW-TV
Channel 9

GUARDIAN BLDG. • DETROIT 26, MICH.

ADAM YOUNG, INC. National Representative

Broadcasting • Telecasting
FCC ANNOUNCEMENTS

New TV Stations . . .

ACTIONS BY FCC

APPLICATION AMENDED
Casper, Wyo.—Donald Lewis Hathaway's application seeking replacement of KICA-TV (ch. 22) at Casper (Sioux Falls) for new TV to operate on ch. 6, is amended to change ERP to 12.2 kw vis., 6.4 kw aud. change type ant., and make other equipment changes. Amended Sept. 8.

Existing TV Stations . . .

ACTIONS BY FCC
WTTV (TV) Bloomington, Ind.—Is being advised that application for change of stations, change of license type, and make other equipment changes indicates necessity of hearing. Announced Sept. 6.

APPLICATION

APPLICATION AMENDED
WYKE-TV Elkhart, N. Y.—Granting of mod. of ch. 4 to increase ERP to 10 kw vis., 5 kw aud., install DA and make other equipment changes. Announced Sept. 11.

APPLICATION
WITF-TV Waterside, Ind.—Seeks mod. of cp (which authorized new tv) to change ERP to 470 kw vis., 224 kw aud., change type ant. and make other equipment changes. Filed Sept. 11.

APPLICATION AMENDED
WNRC-TV New Haven, Conn.—Amended to change name to Triangle Publications Inc. Amended Sept. 6.
Actions By FCC

To broadcast: Calif.—James R. Oliver, granted chst. 70 and 72 to rebroadcast ch. 2 KNX-TV Los Angeles and ch. 4 KCOP-TV Los Angeles, respectively. Trans. output power 10 W, ERP to community 83 W. Post address O. Box 781. Bishop. Estimated population to be served 6,500. Announcement Sept. 7.

Hawthorne-Babbitt, Nev.—Mt. Grant Television Booster Service, granted ch. 4. Trans. output power 10 W, ERP to community 98 W. To rebroadcast KRON-TV San Francisco, Calif. Estimated population to be served 68,000. Estimated construction cost $1,000, first year operating cost $700. Announcement Sept. 6.

New Am Stations

Actions By FCC

Fry, Ariz.—Carleton W. Morris granted 1420 kc, 1 kw D Post office address P. O. Box 119, of Woodruff, Ariz. Estimated construction cost $2,000, first year operating cost $500, revenue $27,500. Principals are C. E. Wilsen (46%) and P. D. Jackson (45%), owners of KBVO-1, Ore., and KLAD Klamath Falls, Ore., and C. E. Field (15%), chief engineer at KBOY. Filed Sept. 11.

Tampa, Fla.—Robert W. Rounsaville's application seeking cn for new am to operate on 1540 kc, 1 kw D, returned. (Dated wrong.) Action Sept. 11.

Seneca Bstc, Mo. Little Rock, Ark.—Radio Pine Bluff, pine Bluff, Ark.—Designated for consolidated hearing on applications for new am to operate on 1560 kc, 1 kw D, announced. (Dated wrong.) Action Sept. 12.

Golden, Colo.—Golden Radio Inc. granted 1250 kc, 1 kw D. Post office address 1699 Detroit, Denver, Colo. Estimated construction cost $17,600, first year operating cost $8,700, revenue $45,000. Principals are Pres. William H. Finch (50%), Roy W. Caudill (37.5%) owner of KPRC, Sec’y, Robert W. Fouse (12.5%), secretary of KSCN. Vice Pres. Conrad F. Schader (32%), KTN Denver, Colo. Filed Aug. 30. Announcement Sept. 12.

Madison, Fla.—FCC denied protest by WCNI Quincy, Ill., directed against Commission's action of July 18 granting without hearing application of Norman F. Provens of Quincy, Ill., for cn for new am to operate on 1230 kc, 250 kw, announced. Announcement Sept. 12.

Punta Gorda, Fla.—Deep South Radioways' application seeking cn for new am to operate on 1340 kc 1 kw D, requested to expedite. Action Sept. 12.

R. D. Covington Jr., Winter Garden, Fla.—Designated for hearing application for new am to operate on 1560 kc, 50 kw D. Filed June 27, consolidated proceedings with applications for new am stations of Polk Radio Inc., 1320 kc, Lake Placid Fla., and Duane F. McConnell on 1320 kc, 500 w D, in Winter Garden, Fla. Announcement Sept. 12.


B. W. Fouse, Camden, Md.—Notified by Commission that his application seeking cn for new am to operate on 1370 kc, 250 w D, dismissed at request of attorney. Action Sept. 12.

Irving, Tex.—Estimated construction cost $15,000, first year operating cost $30,000, revenue $50,000. Principals are equal owners J. Earl Webb, chairman and Gilbert T. Webb, commercial manager of KSWA, Graham, Tex. Announcement Sept. 12.

Great Western Radio Co., Midland, Tex.—John Jack Bentley, Stanton, Tex.—Designated for consolidated hearing applications for new am to operate with 1 kw D, Great Western on 1540 kc and Bentley on 1600. Announced Sept. 6.

Rochester, N. Y.—Robert H. and Martha M. Bopp granted 1360 kc, 5 kw D. Post office address 1400 Third Ave. Rochester, N. Y. Mr. Bopp is general manager Air Force communications officer and has been serving as general manager of KFRC Columbia. Announcement Sept. 6.

Waia Walls, Wash.—Leader Bstc. Co. granted 1540 kc, 1 kw D. Post office address P. O. Box 90, Anacortes, Wash., announcing Sept. 6.

Fairbanks, Alaska—Radio Anchorage Inc. granted 1460 kc, 250 w unil. Post office address P. O. Box 1960, Anchorage, Alaska. Estimated construction cost $4,000, first year operating cost $72,000, revenue $84,000. Radio Anchorage Inc. is successor to KBYB Anchorage. Announced Sept. 12.

Applications

Eureka, Calif.—Independent Broadcasters, 690 kc 5 kw D. Post office address P. O. Box 119, of Paris, Calif. Estimated construction cost $2,388, first year operating cost $50,000, revenue $80,000. Principals include C. E. Wilsen (46%) and P. D. Jackson (45%), owners of KBBO Medford, Ore., and KLAD Klamath Falls, Ore., and C. E. Field (15%), chief engineer at KBOY. Filed Sept. 9.

Cocoa, Fla.—Emerson W. Brown, 1350 kc, 1 kw D Post office address P. O. Box 41, of Daytona Beach, Fla. Estimated construction cost $15,000, first year operating cost $29,000, revenue $36,000. Principals include Em. W. Brown (75%), owner of WSBQ, being, and ownes, 33% of WCUL Camilla, Ga. Filed Sept. 9. Announcement Sept. 12.


Cedar Falls, Iowa—Jane A. Roberts, 1250 kc, 1 kw D. Post office address 1307 First Ave., of Farmington, Mo. Estimated construction cost $27,500, first year operating cost $50,000, revenue $50,000. Jane A. Roberts and her husband Cecil A. Roberts own WOCU Farmington, Mo.; CHAI Childhoo., Me.; KCHI Childhoo., Mo.; KBIA Colmbus, Ne.; KAMM Lincoln, Ne.; KNNC Kansas City, Kan., and WINI Murphysboro, Ill. Filed Sept. 11.

Preston, Ky.—Cumberland Pub., Co., 560 kc, 1 kw D. Post office address 316 W. Third St., of Prestonsburg, Ky. Estimated construction cost $47,000, first year operating cost $60,000, revenue $60,000. Mr. Fick is owner of WLSI Pikeville, Ky. Filed Sept. 12.

Albany, Ga.—The Albany Bstc. Co., 960 kc, 250 w D. Post office address 1014 Washington St., Albany, Ga. Estimated construction cost $11,000, first year operating cost $40,000, revenue $51,000. Principals include Chester B. Wheeler (46%), general manager of KWLW Albany; E. Y. Bennett (66.6%), and Claude H. Kinne (8.66%), dentist. Filed Sept. 12.

Applications Amended

Pocatello, Idaho.—J. Ronald Baytans' applica—
tion seeking cp for new am to operate on 989 kc, 1 kw D, amended to change frequency to 1100 kc, make changes in ant. system (decrease height and change ground system. Amended Sept. 12.)

Cernith, Miss—Triangle Bctg. Co.'s application seeking cp from 1370 kc to 1380 kc, 500 W D, amended to change frequency to 1380 kc to 1350 kc. Bucyrus, Ohio—Bucyrus Enterprises' application seeking cp for new am to operate on 1910 kc, 250 W D, DA, amended to make changes in DA pattern and make changes in ground system. Amended Sept. 12.

Graham, Texas—John Trahan's application seeking cp for new am to operate on 856 kc, 1 kw D, amended to change power to 350 w. Amended Sept. 12.

Existing Am Stations

ACTIONS BY FCC

KBRE Crescent City, Calif.—Application seeking cp to change frequency from 1360 kc to 1340 kc returned to be notarized. Action Sept. 11.

KFSO San Francisco, Calif.—Application seeking mod. of license to change name of licensee to Golden West Broadcasting returned. (Filed in wrong name.) Action Sept. 11.

KHLI Fort Lupton, Colo.—Application seeking mod. of license to change station location to Brighton-Fort Lupton, Colo., and establish second main studio in Brighton, returner. (Necessary to file Form 301.) Action Sept. 11.

KFLM Van Buren, Ark.—Granted increase in power from 250 w to 500 w, continuing operation on 1260 kc, D. Trans. to be operated by remote control from main studio. Announced Sept. 6.

WLRN Salina, Kans.—Granted mod. of cp to change ant.-trans. and studio location to Ellegood St. and 13th St. in Salina; west of 16th to 900 E. Main St. Park Blvd, Salina; to operate trans. for 1250 kc, D. Trans. to be operated by remote control from Studio location and to make changes in ant. and ground systems. Announced Sept. 11.

WNNR Washington, D.C.— Granted change in D power from 1 kw to 5 kw, continuing on 1350 kc. Action Sept. 12.

KOHU Hermon, Me.—Application seeking mod. of cp (which authorized new am) for extension of experimentation date, authorized and call letter of station deleted. Action Sept. 6.

KOCY Nampa, Idaho—Granted change on 1270 kc from 500 w D to 1 kw-LS, 500 w D; DA-N; engineering conditions. Announced Sept. 12.

WHIT Mount Jackson, Va.—Granted change in operation from 1 kw D, DA, LS; change in location and engineering conditions. Announced Sept. 6.

WHBF Bluefield, W. Va.— Granted change in N operation from 5 kw DA, to 500 w, non-DA; continuing operation on 1460 kc, 5 kw-LS. Announced Sept. 12.

APPLICATIONS

KAGK Yuba City, Calif.—Seeks cp to increase power from 105 w to 10 kw. Request waiver of Rulings 328.3. Action Sept. 12.

WSTU Stuart, Fla.—Seeks cp to increase power from 100 w to 3 kw. Action Sept. 12.

WCPM Cumberland, Ky.—Seeks cp to change frequency from 1780 kc to 900 kc, D. Trans. to be operated by request of applicant. Action Sept. 11.

WHIG Mount Jackson, Va.—Granted change in operation from 1 kw D, DA, LS; change in location and engineering conditions. Announced Sept. 6.

WHBF Bluefield, W. Va.—Granted change in N operation from 5 kw DA, to 500 w, non-DA; continuing operation on 1460 kc, 5 kw-LS. Announced Sept. 12.

(Which authorized new am) to change ant.-trans. location to intersection of Grace St. and State Aid Rd., St. Peter. Filed Sept. 6.

WOW Omaha, Neb.—Seeks cp to erect new ant. (increase height). Filed Sept. 11.

KBAG Albuquerque, N. Mex.—Seeks cp to change frequency from 1460 kc to 1370 kc, increase power from 250 w to 1 kw and change hours of operation from unt. to D. Filed Sept. 11.

WALY Herkimer, N. Y.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location and to make changes in ant. system. Action Sept. 11.

WIRI Riverhead, N. Y.—Seeks cp to increase power from 500 w to 1 kw. Filed Sept. 11.

WVBY Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium. Rochester, to CKCR Kitchener, Ont. Filed Sept. 11.

WDAI Philadelphia, Pa.—Seeks cp to make changes in DA-D. Filed Sept. 6.

KYOM Houston, Tex.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 6.

KDFW Stamford, Tex.—Seeks cp to change frequency from 1460 kc to 1380 kc, increase power from 250 w to 500 w and change hours of operation from unt. to D. Filed Sept. 11.

KPOA Honolulu, Hawaii—Seeks cp to change frequency from 930 kc to 560 kc and increase power from 5 kw to 10 kw. Filed Sept. 11.

APPLICATION AMENDED

KOCQ Ontario, Calif.—Application seeking cp to increase power from 220 w to 1 kw: change hours from D to unt.; install DA-D; change ant.-trans., and studio locations, and make changes in ant. system, amended to make changes in DA pattern. Amended Sept. 12.

New Fm Stations

ACTIONS BY FCC

KNCA Nevada, Calif.—Cornell Radio Guild Inc.'s application seeking cp for new fm returned. (Accepted for filing—error.) Action Sept. 12.


APPLICATION

Jonesboro, Ark.—Arkansas State College, 91.9 mc., 764 kw. Post office address John E. Cramer. Box 176, Arkansas State College, State College, Ark. Estimated construction cost $5,500, first year operating cost $2,600. Station is for noncommercial, educational purposes. Filed Sept. 11.

Existing Fm Stations

ACTIONS BY FCC

KBBN-FM Modesto, Calif.—Granted mod. of license to operate trans., by remote control from corner of Otter and Old Oakdale Rds., San Joaquin County, approximately 4.5 miles north of Modesto. Announced Sept. 11.

WLOL-FM Minneapolis, Minn.—Seeks mod. of cp (which authorized new fm) to change ERP to 9.7 kw, change ant. height to 325 ft.; change trans. from Anthony & Frontenac Sts. to St. Paul, Minn., and change ant. system. Filed Sept. 12.

WUSC-FM Columbus, 8. C.— Granted cp to change studio location to 1310 Pendleton St., Columbus, and change ERP to 9.5 kw. Announced Sept. 11.

PETITION

KGMS-FM Sacramento, Calif.: KPFA-FM Berkeley, Calif.—Filed joint petition requesting institution of rule regarding proceeding to amend tentative allocation plan for Class B Fm stations in California as indicated in ch. 265 to Sacramento and deletion of same in San Francisco-Dakota metropolitan district, also deletion of chs. 333 in Sacramento. Announced Sept. 7.

Ownership Changes

ACTIONS BY FCC

KXXXL Monterey, Calif.—Granted assignment of license of R. A. Cifer to Pacific Ventures Inc. for $110,000. Principals are Pres. Norman H. Ellis (60.8%), Jack W. Badehac (18.0%), William J. Cashill (7.8%), Marshall Johnson (5.8%), Ruth H. Nelson (7.8%), Clayton E. Helgren (7.8%), Dollar Associates Inc. (9.2%) and others. Announced Sept. 12.

KEAR San Francisco, Calif.—Granted assignment of license to Mid-America Broadcasters Inc. for $500,000. Mid-America principal is Pres.
David M. Segal (90.2%). Mid-America stations are KOST Denver, Colo., and WGVM Greenville, Miss. Announced Sept. 6.

KWG Stockton, Calif.—Granted assignment of license to Western Bestg. Co. for $25,000. Principals are equal owners Pauline B. Kahle, owner of KWW Ashland, Ore., and businessman Robert J. Hamtry. Announced Sept. 6.

WGMS-AM-FM Washington, D. C.—FCC granted petition for reconsideration filed by Lawrence M. C. Smith for postponing effective date of July 18 grant of assignment of license and transfer of WGMS-AM from Good Music Station Inc. to RKO Talker Pictures Inc., pending determination with respect to Smith's protest; designated applications for oral argument on Oct. 1, and afforded applicants until Oct. 12 to effect reassignment of licenses and cp to assignee. Smith is licensee of WJRN (FM) Philadelphia, Pa., and has interest in WABE Allentown, Pa. Announced Sept. 12.

WGHE Chicago, Ill.—Granted assignment of license to partnership, comprising two new members, to the Canton, Ill. interest to each of two children of Vivian J. Cristoph. Mr. Cristoph will retain 24%. No transfer of control is involved. Announced Sept. 11.

WIOU Kokomo, Ind.—Granted assignment of license to Boon Radio & TV Stations Inc. for $180,000. Principals are John E. Booth and family. Booth interests include WJLB-BWBR (FM) Detroit; WBRE Films, WSQG Sachem, WBN Jackson, all Mich., and WJVA South Bend, Ind. Announced Sept. 1.

KLEM Le Mars, Iowa.—Granted assignment of license from Charles E. Loving and Robert McKune to George Martin De Ryder for $72,500. Announced Sept. 6.

WBDC Escambia, Mich.—Granted relinquishment of control of licensee corporation from E. A. McCready Sr., E. A. McCready Jr., et al. to H & E Balaban. McCreadys are transferring 49%. H. & E. Balaban is also acquiring 46% from 8% owner Pierre John D. Leeks and 3% from 20% owner Seyer Howard W. Varden. Consideration is $5,000. H. & E. Balaban Corp., owns 56% of WICH (TV) Springfield, Ill. 50% of WTVO (TV) Rockford, Ill., and 100% of Birmingham Television Corp. applicant for ch. 42 in Birmingham, Ala. Announced Sept. 12.

WDON Canton, Miss.—Granted assignment of license to control of licensee corporation from T. Dige Bishop, James T. Ownbey and Ann Davis, all of present stockholders or officers. F. Farrar, Hugh Hughes, R. E. Hook and Lucille Hook for $200, less $5,000 liabilities. Principals have sold interest in WRRS Russellville, Ky., WRAG Carrollton, Ala., and WMAQ Forest Park, Ill. Announced Sept. 12.

KGHM Brookfield, Mo.—Application seeking assignment of license to Ira J. Williams returned. (Not property contested.) Action Sept. 12.

KLMB Libby, Mont.—Granted involuntary transfer of control of licensee corporation from Mary Elizabeth and Oliver G. Coburn, as family group, to Oliver G. Coburn, administrator of estate of Mary Elizabeth Coburn, deceased. Announced Sept. 11.

WPFG Atlantic City, N. J.—Granted assignment of license for $201,000. Jerome Sill (88% owner) has formerly been associated with WMIL Milwaukee. Announced Sept. 6.

KWBL Blackwell, Okla.—Granted transfer of control to Vance H. E. Nusler (40.52%). Mr. Nusler was already minority stockholder. Cost of additional (controlling) shares was not indicated in application. Announced Sept. 6.

WBAC Cleveland, Tenn.—Granted transfer of control and assignment of license to Fitch & Kile Inc., for about $150,000. Principals are equal owners Thad F. Fitch, general manager of WBAC, and Walter T. Kile, automobile interests. Announced Sept. 6.

KWBU Corpus Christi, Tex.—Granted assignment of license to Bernard Massey Inc. for $10,000 in cash and notes. Principals include Sery, Francis C. Gagnier (22.5%), homemaker; Cressman Oil Co. (14.87%); Harry H. Hayes (11.25%), present manager of KWBU; Ben F. Vaughan Jr. (11.25%), oil interests; and others, none holding over 6%. Announced Sept. 6.

KLUP Galveston, Tex.—Granted acquisition of negative control of licensee corporation by George Raymond Clough (75.95%) from his wife Helen D. Clough, deceased. Mr. Clough will hold 50%. Announced Sept. 11.

KTYL San Angelo, Tex.—Granted assignment of license to San Angelo Bestg. Co. for $15,000. Sole owner Mrs. Warren B. Foster is owner of KYL Pauls Valley, Okla., and is 33.3% owner of KMRG Morgan City, La. Announced Sept. 12.

KNOX Sweetwater, Tex.—Granted assignment of license to Radio Station KNOX. Sole owner F. L. Ledbetter is selling 45% to his general manager Myrl Stein for $15,000. Announced Sept. 6.

KBQ Castleberry, Ala.—Granted assignment of cp to Bozart Bestg. Co. George E. Daley and Richard S. Prows are dissolving their partnership. Mr. Prows has transferred Mr. Daley's interest for $1,100. Principal owners of new corporation will be Richard S. Prows (35%), J. Golden Barton (35%), and Adam M. Duncan (30%). Announced Sept. 12.

KWEA-AM-FM-TV Harrisonburg, Va.—Granted assignment of license to Shenandoah Valley Bestg. Inc. Corporate change only, no change in control. Announced Sept. 11.

APPLICATIONS

KWWN Fort Smith, Ark.—Seeks transfer of control from Salome Nixaliden, administratrix of estate of Hiram T. Nixaliden, deceased, to KWWN Bestg. Co. for $75,000. Filed Sept. 11.

WBOO Daytona Beach, Fla.—Seeks transfer of control of licensee corporation from Edgar J. Sperry and Josephine T. Sperry to James F. McDonough and John E. Murphy for $126,000. Transfer involves 100%. Mr. McDonough, chief engineer at WDXN Clarksville, Tenn., and Mr. Murphy, sales manager at WAKX Jackson, Tenn., will be equal owners. Filed Sept. 6.

WBIV Bedford, Ind.—Seeks transfer of license to Bedford Bestg. Co. for $75,000. Principals are legal partners Joseph H. McImurtry and his wife Agnes M. McGillvary, who have application pending for new am at Kingston, N. Y. Filed Sept. 6.

WARE Ware, Mass.—Seeks assignment of license to Shenandoah Valley Bestg. Corp. for $109,900. Principals are Bertram Roberts (45%), dentist; Sherwood J. Tarlow (40%), banker; and Alan W. Roberts (15%). Former employee at numerous am stations, and Joseph Kruger (10%), sales manager at WHDF Medford, Mass. Filed Sept. 11.

WSSU Sauler Ste. Marie, Mich.—Seeks acquisition...
tion of positive control by Ann O. Pratt through purchase of 65.4% from Otto B. McNaughton and Sherwin Overhill, executors of estate of Vernon W. Atkins, deceased, for cancellation of $10,000 indebtedness. Ann O. Pratt is 65.4% owner of WESC and is 25% owner of WESC Escanaba, Mich. Filed Sept. 4.

WBRR Brooklyn, N. Y.—Seeks assignment of license to Tele-Broadcasters of N. Y. Inc. for $133,000. Principal is Tele-Broadcasters Inc. License of WRXL Concord, N. H., WBFX Saranac, Mass. (this station is being sold, see separate item). WKNY Rochester, Conn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn. H. Scott Kozie is 100% owner of Tele-Broadcasters Inc. Filed Sept. 11.

WETP-AM-FM Salisbury, N. C.—Seeks assignment of license to WETP Inc. for $32,000. Principals are Thomas D. Harrell Jr. (50%), sales manager at WFNC Fayetteville, N. C.; Mary Latham Harrell (10%); Theodore Ward Austin (50%); Program manager at WGEM Quincy, IL, and Margaret Thornton Austin. Filed Sept. 11.

KQUE Albuquerque, N. M.—Seeks assignment of license and cp to KQUE Corp. for $137,000. Principals are Pres. John R. Albers (30.5%), Interest in KQUB Fort Collins, Colo.; Earl M. Nelson (17.7%); Interest in KEOX, and seven others. None holding over 8.7%. Filed Sept. 8.

KBK Baker, Ore.—Seeks involuntary transfer of control from Ruth H. Jacobs, deceased, to Barbara L. Lockwood, executrix of estate of Ruth H. Jacobs. Transfer involves 92%. Filed Sept. 6.

KFJJ Klamath Falls, Ore.—Seeks involuntary transfer of control from W. D. Miller, deceased, to Willard D. Miller, executor of estate of W. D. Miller. Transfer involves 100%. Willard D. Miller is son of W. D. Miller. Filed Sept. 6.

WDKB Kinston, N. C.—Seeks assignment of license to E. G. Robinson Jr. tv/as Palmetto Broadcast Co. Mr. Robinson, present 50% owner of station, is buying out his partner. M. L. Few for $70,000. Filed Sept. 12.

KCMI McCamey, Tex.—Seeks transfer of stock from Jack W. Hawkins, Barney Hubbs and Gene Hendryx to Kenneth Bond. Mr. Hawkins will transfer 14.5%, Mr. Hendryx 20%, and Mr. Hubbs 14.5%. Mr. Bond is manager of station. Filed Sept. 11.

Hearing Cases...

INITIAL DECISIONS


WBEB Dundalk, Md.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward affirming Commission's April 11 grant to WBEB to increase D power from 1 kw to 5 kw; change DA system, and change station location from Dundalk to Baltimore, Md., continuing operation on 1590 kc. Announced Sept. 7.

OTHER ACTIONS

Gilroy, Calif.—FCC denied request by Bernard & Jobbins Bestc. Co. for waiver of hearing on its application for new am in Gilroy. Announced Sept. 11.

WGTR-TV Hartford, Conn.—FCC granted joint petition by General-Times Television Corp. and CBS; terminated hearing proceeding; removed stay, and reinstated effectiveness of grant of assignment of cp of WGTR-TV from General-Times to CBS. Commissioner Bartley dissented. Announced Sept. 11.


Pittsburgh, Pa.—FCC denied March 29 petition by M. H. Neuwerth, Inc., to enlarge issues in Pittsburgh ch. 11 proceeding to assure continued effectiveness of grant of application for mod. of cp of WIBC (TV) Pittsburgh. Announced Sept. 11.

KTXA-AM-FM San Antonio, Tex.—FCC (1) granted petitions by McLeod Investment Corp. and E. B. Mitchell Motors Inc. as they request postponement of effectiveness of June 27 stay of order of transfer of control of KTXA-AM-FM from O. R. Mitchell Motors to McLeod Investment Corp., pending final decision after "protest" hearing in Docket 11782, and (2) authorized Memphis to London to utilize authorization pending final decision. (Previous order required return of control to O. R. Mitchell by Sept. 12.) Announced Sept. 11.

WCBS-TV Charleston, W. Va.—FCC made effective immediately initial decision and granted application of WCBS-TV for mod. of cp to move trans. 11 miles from Charleston; increase ant. height to 1,238 ft.; decrease vfa; ERP from 216 kw to 186 kw; change type equipment, and make

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other equipment changes. By separate order, Commission denied petition by Capital Television Inc., owner of WCBD-TV, for clarification of Commission's order designating above application for hearing, to show Capital as separate party to hearing. Commission held that participation by minority stockholders as separate parties should not be permitted under circumstances of this case. Announced Sept. 11.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican stations modifying appendix containing assignments of Mexican stations attached to recommendations of North American Regional Broadcast Engineering Meeting, Jan. 30, 1941.

Mexican List #195

Aug. 15, 1956


XEBH Hermosillo, Sonora—Change call letters from XEXQ. 5 kw D, 1 kw N. Class III. 8-15-56.

XEXY Veracruz, Veracruz—New. 5 kw D, 250 w N. Class IV. 2-15-57.

1010 kc

XEDX El Sauzal, Haja California—Increase power. 1 kw D, 250 w N. Class II. 1-15-56.

XEXS Nueva Rostia, Coahuila—Change in time of operation. 1 kw D, 100 w N. Class IV. 5-15-56.

1370 kc

XELX, Patruco, Michoacan—Change in frequency from 600 kc. 10 kw D, 100 w N. Class IV. 2-15-57.

1470 kc

XEXL Colima, Colima—Increase in N power. 1 kw unil. DA-N. Class III. 11-15-56.

1590 kc

XEXQ, Hermosillo, Sonora—Change in call letters from XEBH. 5 kw unil. Class II. 8-15-56.

Routine Roundup . . .

September 6 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven
Suburban Bstg. Corp., Hopkins-St. Louis Park, Edina, Minn.—Granted petition insofar as it requests dismissal of application for new am. Action Sept. 6.

By Chief Hearing Examiner
James D. Cunningham
Claremore Bstg Co., Claremore, Okla.—On petition, set for hearing Aug. 3rd, subject motion insofar as it requests dismissal of application for new am; accepted late appearance. Action Sept. 6.

News On The Air Inc., Port Clinton, Ohio—Granted petition insofar as it requests dismissal of application for new am; dismissed as moot motion of WKYZ Detroit to hold applicant in default, and petition of Court House Bstg Co. to dismiss with prejudice. Action Sept. 5.

KPNS Shenandoah, Iowa—On Chief Hearing Examiner’s own motion, continued indefinitely hearing on application to change antenna location and increase antenna height, pending action on petition to dismiss application without prejudice. Action Sept. 4.

By Hearing Examiners James D. Cunningham and Herbert Sharman
WKBW-TV New Britain, Conn.—Granted petitions of Triangle Publications Inc. and WATR-TV Waterbury, Conn., for leave to withdraw as parties and terminated participation in proceeding on applications for mod. of cp of WKBW-TV (ch. 30), and for transfer of control to NBC; scheduled hearing for Sept. 7. Action Sept. 5.

By Hearing Examiner James D. Cunningham

By Hearing Examiner Herbert Sharman
Pachuta-Laurel, Miss.—Issued statement and order incorporating by reference transcript of further conference held July 30 and Sept. 4, and ordered that ruling there made will govern course of hearing on applications for mod. of cp of WCOC-TV Pachuta, and Laurel Television Co., Inc., for new tv (ch. 7) in Laurel. Action Sept. 5.

WCBQ Sarasota, Fla.—Issued statement and order incorporating transcript of Sept. 2 pre-hearing conference on applications for cp to replace expired cp and for mod. of cp for WCBQ, at which it was agreed that applicant turn off and file proposed direct case exhibit by Oct. 8; further conference to be held Oct. 19, with evidentiary hearing on Oct. 22. Action Sept. 5.

By Hearing Examiner Hugh B. Hutchison
Masajes, P. R.—On joint petition by Sucesion Luis Pirallo-Castellanos and the Department of Education of Puerto Rico, continued hearing on their applications and that of Ponce de Leon.
BCTZ, Co. of P. R., for new tv on ch. 3 in Mayaguez, from Sept. 7 to Oct. 29. Action Sept. 5.

J. Hearing Examiner A. D. Band

KODY North Platte, Neb.—Ordered parties in proceeding on application of KODY to appear at conference on Sept. 11. Action Sept. 4.

By Hearing Examiner H. Gifford Irten

WDVM Pocomoke City, Md.—Granted petition to change location of station from Sept. 11 to Oct. 16 for change in frequency and change in location.

KDQX TV-AM, Amarillo, Tex.—Granted license covering increase in power and change in location.

KDKL, Vicksburg, Miss.—Ordered party to appear at a conference on Sept. 11. Action Sept. 4.

September 6 Applications

ACCEPTED FOR FILING

License to Cover Cps

KMFC Marysville, Calif.—Seeks license to cover cp which authorized erection of first tower to be used with present northeast tower for D operation; increase in D power; and changes in DA ant.

KSLR Oceanside, Calif.—Seeks license to cover cp which authorized new am.

KART Jerome, Idaho.—Seeks license to cover cp which authorized new am.

KBSO Las Vegas, Nev.—Seeks license to cover cp which authorized new am.

WSIN Dover, N. H.—Seeks license to cover cp which authorized new am.

WBLA Elizabethtown, N. C.—Seeks license to cover cp which authorized new am.

WTAB Tabor City, N. C.—Seeks license to cover cp which authorized increase in power.

WSYM Mount Airy, N. C.—Seeks license to cover cp which authorized increase in power; change in location; change in number of hours of operation; change in remote location; change in ant. system; and installation of DA.

KZEE Weatherford, Tex.—Seeks license to cover cp which authorized new am.

KOA-TV Denver, Colo.—Seeks license to cover cp which authorized new tv.

WRAQ-TV San Juan, P. R.—Seeks license to cover cp which authorized new tv.

License to Cover Cps Reopened

KQON Oregon City, Ore.—Resubmits application seeking license to cover cp which authorized change in frequency, increase in power and installation of new location.

Modification of Cps

KAAA-TV Hannibal, Mo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to September 30, 1957.

KSLM-TV Salem, Ore.—Seeks mod. of cp (which replaced expired cp which authorized new tv) for extension of completion date to September 30, 1957.

Renewal of License Returned

KIXX Provo, Utah.—Dated wrong.

September 11 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Action of September 5

WGFB Aquadilla, P. R.—Granted license for am station.

KFEI Pueblo, Colo.—Granted license for am station.

WORM Savannah, Tenn.—Granted license for am station.

WWVA Norton, Va.—Granted license covering change in frequency, in increase in power and change in ant.-trans. location.

WHBN Perry, Ga.—Granted license for am station.

KNDY Maryville, Kan.—Granted license for am station.

WNIA Cheektowaga, N. Y.—Granted license for am station.

KXMYL Marked Tree, Ark.—Granted license for am station.

WYVR Franklin, Va.—Granted authority to operate trans. by remote control from 102 E. Fourth Ave., Franklin.

Actions of September 6

WAYU Albertville, Ala.—Granted license covering increase in power and change in ant.-trans. location and studio location.

KIKI Honolulu, Hawaii.—Granted license covering change in frequency.

WHDB Thomasville, Ala.—Granted license for am station.

WHBO Harrisonburg, Va.—Granted license for am station and for specification of studio location and remote control.

WZKY Albemarle, N. C.—Granted license for am station.

WRAW Barnwell, S. C.—Granted license covering increase in power.

WTAB Tabor City, N. C.—Granted license covering increase in power.

WLOC Madisonville, Ky.—Granted license covering change in ant.-trans. and studio location and operation of trans. by remote control.

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**Actions of September 4**

- **WRNC Chapel Hill, N.C.** - Granted license covering cp which replaced expired permit.
- **WEX-FM Columbus, Ohio** - Granted license covering cp which authorized new non-commercial educational station.
- **WKAR-FM East Lansing, Mich.** - Granted license covering cp which authorized changes in licensed station.
- **WPWT (FM) Philadelphia, Pa.** - Granted license covering cp which authorized changes in licensed station.
- **WOL-FM Washington, D.C.** - Granted license covering cp which authorized changes in licensed station.
- **KSON-FM San Diego, Calif.** - Granted license to cover cp which authorized changes in licensed station.
- **WAUY-FM Albertville, Ala.** - Granted license to cover cp which authorized changes in licensed station.
- **KRNW (FM) Roswell, Colo.** - Granted license to cover cp which authorized new fm.
- **WGEV-FM Greenville, Tenn.** - Granted license to cover cp which authorized new fm.
- **WBBF-FM Billings, Mont.** - Granted license to cover cp which authorized new fm.

**September 11 Decisions**

**ACTIONS ON MOTIONS**

**By Chief Hearing Examiner**

- **James D. Cunningham, KFNF Shenandoah, Iowa.** - Granted petition insofar as it seeks dismissal of application to change AM trans. location and increase ant. height. Action Sept. 6.
- **KLFF Golden Meadow, La.** - Denied petition for acceptance of late application and dismissed with prejudice application to increase power from 500 w to 1 kw. Action Sept. 7.
- **Clarksburg, W. Va.** - Denied petition and rejected statement attached thereto "with respect to reply to oppositions to petition to amend or clarify issues" filed by applicants in proceeding on applications of Ohio Valley Bscrg. Corp., for new tv station in Clarksburg, and for consent to transfer control from News Publishing Co., Wheeling, W. Va., to WSTV Inc., Steubenville, Ohio. Action Sept. 7.
- **By Hearing Examiner Harold L. Cooper, Smith Radio Co., Port Arthur, Tex.** - Denied petition for amendment of examiner's Aug. 2 order; scheduled oral argument for Sept. 28 on necessity for Port Arthur College to furnish information on tv ch. 4 proceeding. Action Sept. 5.
- **By Hearing Examiner Hugh B. Hutchison, WKMF Flint, Mich.** - Granted petition for extension to Sept. 28 to file proposed findings in am proceeding. Action Sept. 10.
- **By Hearing Examiner J. D. Bond, Toledo, Ohio.** - Issued order in Toledo, tv ch. 6 proceeding which (1) denied suggested corrections to petition but subject to right of any party to submit within 30 days either stipulated corrections to transcript or corrections properly verified and certified by the witnesses and notary public who reported their testimony, (2) denied certain suggested corrections to transcript except as otherwise ordered, (3) ordered that written objections may be filed by any party within 20 days to transcript corrections made upon examiner's initiative in order; (4) ordered that any moving party named in Paragraph 1 of order may file within 20 days objections to any ruling made previously to motions advanced in pleadings under consideration, and (5) corrected transcript on own initiative. Action Sept. 7.

**September 10 Applications**

**ACCEPTED FOR FILING**

**Modification of Cps**

- **KILO Grand Forks, N. D.** - Seeks mod. of cp which authorized change in station location and changes in ant. system for extension of completion date. Action Sept. 8.
- **WMAI-TV Washington, D. C.** - Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to March 31, 1957.
- **WWLP Springfield, Mass.** - Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to March 31, 1957.
- **WDAM-TV Hattiesburg, Miss.** - Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 31.

**License to Cover Cps**

- **KRGG-TV Westlake, Tex.** - Seeks license to cover cp which authorized new tv and to change studio location to 311 Missouri Ave., Westlake. Action Sept. 9.
- **WTUX Wilmington, Del.** - Application seeking license to cover cp which authorized new tv for extension of completion date to Sept. 6.

**Applications to Amend Licenses**

- **WFRG-TV Concord, N. C.** - Application seeking license to cover cp which authorized new tv and to change station location to 302 W. Main St., Concord. Action Sept. 7.

**Applications for New Cps**

- **KSYR-TV Oklahoma City, Okla.** - Application seeking license to cover cp which authorized new tv for completion of construction and to extend completion date to Dec. 31.

**License to Cover Cps Returned**

- **WAKR Akron, Ohio.** - Remote Control Returned.
- **KRPL Moscow, Idaho.** - (Signed by gen. mgr.)

**September 11 Applications**

**ACCEPTED FOR FILING**

**Modification of Cps**

- **KFRE (TV) Fresno, Calif.** - Seeks mod. of cp which authorized new tv for extension of completion date to Dec. 11.

**License to Cover Cps Returned**

- **WTKR Lafayette, La.** - Application seeking license to cover cp which authorized new tv for extension of completion date to Dec. 11.

**Applications to Amend Licenses**

- **KOLX Caldwell, S. D.** - Application seeking license to cover cp which authorized new am, returned. (Balance sheet dated after notation date.)

**Applications for New Cps**

- **KCBW Huron, S. D.** - Application for new cp which authorized new tv, returned. (Balance sheet dated after notation date.)

**Remote Control**

- **WKLYcklame, Ohio.** - Remote Control Returned.
- **WBBR Franklin, Va.** - (FM) Modesto, Calif. - Remote Control Returned.
- **KROY Sacramento, Calif.** - (Dated wrong.)

**KCMS (FM) Manistion Springs, Colo.** - Seeks re-Continues on page 128
JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Phones and Laboratories
1339 Wisconsin Ave., N. W.
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Sutter 1-7545

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AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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Riverside, III.
(A Chicago suburb)

Vandivere, Cohen & Warren
Consulting Electronic Engineers
612 Evans Bldg.
NA. B-2698
1420 New York Ave., N. W.
Washington 5, D. C.

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Consulting Radio Engineers
2000 P St., N. W.
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A FULL TIME SERVICE FOR AM-FM-TV
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CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence course.
Write for Free Catalog, specify course.

SPOT YOUR FIRM’S NAME HERE.
To Be Seen by 77,440* Readers—among them, the decision-making station owners and managers, chief
engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1956 ARB Continuing Readership Study

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TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

S E R V I C E  D I R E C T O R Y

PROFESSIONAL CARDS
Help Wanted—(Cont'd)

RCA

Help Wanted

Managerial


Salesmen: We are seeking a hard-working salesman who can make a good living for himself on a straight commission basis and who, by his efforts, can become second in command and eventually manage a well established local station. You must need experience, education, sales ability, courage and determination. If you have them, write. If you don't, please don't take up my time because I'm busy making money. Box 728A, B.T.

St. Louis' top rated station specializing in negro programming has immediate opening for experienced high grade salesman. Take over immediate billing netting over $125 per week commission with unlimited opportunity to make big money. Send full resume and photo. Address Bob Kethcaying, KATZ, St. Louis, Missouri.

Opportunity at RCA

for Broadcast Field Engineers

RCA needs trained broadcast engineers who can direct and participate in the installation and servicing of AM and television broadcast equipment. Here's an excellent opportunity for experienced and trained engineers with experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

Can You Qualify?

You need 2-3 years experience in broadcast equipment, including work on TV or AM transmitter installation. You should have good technical training and 1st Class Radio-Telephone License.

Enjoy RCA advantages:

Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-32
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA Service Company, Inc.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situation Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$8.00 minimum

All other classifications 30¢ per word—$1.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington, D. C.

Advertisements: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Back issues—Telecasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted—(Cont'd)

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified applicant. Send written references, first letter, no unmarred men. Box 726A, B.T.

Immediate opening in southeast Florida station now in 21st year. Top station in area. Must be good talking man, estimator, able to handle fast paced, very busy morning show on Chicago market. Computation is required. This is a permanent if you can qualify. Tell all in first letter, including salary expectations. Write Box 728A, B.T.


Rapidly expanding chain in Pennsylvania needs experienced announcer with a minimum of 2 years' experience in the television industry. Our company is a well established and personable person to move up and join America's fastest growing chain of independent radio stations. Rush tape and background to Box 801A, B.T.

Combo man with first class ticket, for night shift. Must be sober. Reliable. Come well recommended. Send letter and resume by October 1. Salary open. Give full particulars first letter plus starting salary. Write Box 804A, B.T.

Minnesota station needs news director. Starting salary $600 per week. Looking for good announcer, able to type. Box 822A, B.T.

Immediate opening in southeast Florida station now in 21st year. Top station in area. Must be good talking man, estimator, able to handle fast paced, very busy morning show on Chicago market. Computation is required. This is a permanent if you can qualify. Tell all in first letter, including salary expectations. Write Box 728A, B.T.

Top rated NoeMac station, southwest, needs personalty deejays and experienced mobile newsman. Here's your chance to make top money and join America's fastest growing chain of independent radio stations. Rush tape and background to Box 801A, B.T.


Announcer, 1st phone. Routine maintenance 41 hours. Can advance. Write or call Dick Coleman, WLBE, Leesburg, Florida.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincerity, friendly style. Excellent facilities, fine fellow employees, outstanding call letters, settings, professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Immediate opening north Florida station for experienced salesman, preferably referred by other salesman. Base salary, plus commission in agricultural market. Send resume and references Radio Station WNER, Live Oak, Fla.

Announcer—excellent opportunity for man with selling voice who can build musical shows from list of man's top favorites and keep "in sync" to selections brief and interesting. Send no tapes now. This will be a new position. Write complete outline of qualifications in letter to Program Director, WOC, Davenport, Iowa.

Personality disc jockey—announcer—kw daytime. Profit sharing plan. WPSX, Potterton, Penna.

Announcer needed immediately. Contact WPFR, Perry, Florida.

Florida fulltime network station needs good announcer. Residence will preferably be in a southern city of maintenance. Lovely, fast growing town, famous southern beaches. $600 weekly to start. WSTU, Stuart, Florida.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets. Markets. Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only your alert and critical sounding deejays need apply. All tapes returned immediatedly. Air time to be paid. Lebozy Storz, Patric Building, Omaha, Nebraska.
Help Wanted—(Cont’d)

Virginia station—needs experienced announcer for staff work. No drifters, drunks, or prima donnas, please. Has honest desire to enjoy radio at a good rate of pay with good working conditions and good living accommodations. If you want permanency in the minors instead of the major leagues, send all details to WTON, Staunton, Virginia.

Announcer-engineer to handle Gates remote and daytime equipment. Excellent working conditions. Top pay. Daytime station. WTXL, Wilmington, Delaware.

Three announcers, one with first class license. New station opening November 1. Want good, dependable men with ability and expect to pay accordingly. Send complete resume, picture, salary requirements, audition tape. Dick Holloway, 5 Niles Daily Star, Niles, Michigan.

Technical

First phone operator. Top salary, chance for advancement. No experience necessary. Box 883A, B-T.

Engineer with first class license. Experience desired in am and fm transmitter operation and maintenance. Single station city in medium sized town. Box 72A, B-T.

Engineer with first class license. Experience not necessary. New England daytimer. Write Box 74A, B-T.

First class engineer needed at once Ohio 5 kw, B-T. Salary $100 weekly. Box 75A, B-T.

Kentucky station needs first class engineer immediately. Beginner acceptable. Write full details. Box 75A, B-T.

Chief engineer for 100 kw fulltime station in Louisiana. Box 76A, B-T.


Wanted. Engineer with first class license, Excellent working conditions, paid vacation. No announcer. Write or call Kenneth Kunze, Chief Engineer. WPTL, Port Huron, Michigan.

1st phone engineer. Chance for advancement, send details to Dan Williams, WVOT, Wilson, North Carolina.

Programming-Production, Others

Experienced continuity gal for fulltime independent television market. Good salary, lovely downtown studio surroundings. Box 78A, B-T.

Fulltime newsmen, experienced: Gather, compile, arrange local news for top network from day to day, tape, resume, photo, salary requirement. WESO, Southbridge, Mass.

Experienced radio news writer qualified to air own news. Must be man of newsmanship. Contact Lowery Turner, News Director, WJLK, Asbury Park, New Jersey.

News director, experienced local news and on-camera delivery. Opening effective immediately. Write J. W. Kelfin, Jr., WTVO, P. O. Box 470, Rockford, Illinois.

Little Rock, Arkansas—KOKY—new negro programmed station. Wants experienced, while "live wire" program director. Must have ability to supervise personnel and handle some managerial duties. If you like money and want to move up, send resume and photograph immediately to John M. McLendon, Box 96, Little Rock, Arkansas.

Reporter for replacement on three man news staff. CBS affiliate in city of 70,000. Excellent working conditions. Good pay for 40 hour week. Experienced man or recent journalism graduate. Good writing, air and local newsgas. Send resume, tape, sample copy. WSOY, Decatur, Illinois.

Situations Wanted—(Cont’d)

Managerial

Sales manager/manager: Looking for facts, not fiction. So am I. Available, my detailed experience outline documenting the facts of my successful management/manager sales manager record. Three stations in six years. Two sold out under me at top price. I'm now employed, but we both can do better. Negotiations confidential. Box 81A, B-T.


Salesmen

Salesman, married, veteran. 8 years radio experience. Steady worker, presently employed. Will consider TV. Prefer West or Northwest. Box 80A, B-T.

Toplight girl. Advertising agency experience in radio-TV time buys, to prove valuable in sales with local New York independent radio station. Can lead as well as follow. Excellent contacts. Box 82A, B-T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-saledman. Box 87A, B-T.

Two years experienced staff—would like to try sports—vast knowledge of all major sports. Box 79A, B-T.

TV or radio. Man and wife proven sales records. Strong on the air personalities dj's musical backgrounds. Will do staff. Employed. Box 79A, B-T.


Kaeper proves it! The top-rated deejay in seven-station market wants bigger pay in bigger market. Strictly first class. Minimum starting wage $175 weekly. Box 86A, B-T.


Negro deejay. Experienced, emphasis news, road salesman. Good market, Scriptwriting, Board operation. Box 81A, B-T.

Experienced dj, knows music. Ability to perform and sell. Strong news, sports, veteran. Now with top rated station, medium market. Box 82A, B-T.

Situations Wanted—(Cont’d)

Young announcer with private speech coaching plus broadcasting school graduate, desires first position. Terrific DJ, news, commercials. Hard, willing worker. Box 82A, B-T.

Staff announcer thoroughly trained in news, commercials, DJ and board. Tape available. Box 82A, B-T.

Experienced, single, college and SRT graduate. Strong on personality, news, DJ and selling commercials. Write original copy, shows. Also gulf, tartist, folk-singer. Tape, resume, photo, available. Box 83A, B-T.

New York and vicinity: Young announcer, some experience. Third ticket, operate board. Tom DeCillis, 110 Lowaden Avenue, Union, New Jersey. Phone 4 PM to 9 PM. Elizabeth 3-0668.

Small station, staff position desired. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey, No telephone.

Announcer-engineer with first class license. Graduate of RCA Inst. and Cambridge School of Broadcasting. California or Florida preferred, will relocate anywhere. Call or write Lonnie Padion, 520 West 135 ST. NYC. WA 6-5673.

4 years experience negro deejay. Hard punching. Emphasis news-commercial-deejay shows. Board operation. Rudy Rutherford, 9 Palisade Avenue, Jersey City, N. J.

Programming-Production, Others


Available three weeks notice Program Director, ten years experience in radio and television. Thoroughly schooled in all phases programming, copywriting, promotion, sales. Desire to relocate. Female now employed. Box 78A, B-T.

Program director: 8 years solid background; heavy on music and news; lots of drive; seeks program into indie; presently employed. Box 78A, B-T.


WANTED TO BUY

- 700 FOOT TOWER
- MEDIUM & SUPER GAIN UHF ANTENNA
- 12 OR 15 KW UHF TRANSMITTER and associated UHF equipment

Contact: B. Presti
Broadcast Equipment Division
Sarkes Tarzian, Inc.

Bloomington, Indiana
Phone 7251

September 17, 1956 • Page 125
Situations Wanted—(Cont’d)

Program director-announcer with 50 kw network affiliate in major city. B.A. Degree radio production, 5 years all phases, young, single, stable. Draft exempt. Desire position in medium sized market, independent in midwest or southwest preferred, but all replies considered. Resume, references on request. Box 890A, B-T.

Sports director, 10 years experience in radio and television. Play-by-play includes Triple A baseball, college and high school football and basketball. Tape and brochure on request. Box 890A, B-T.


TELEVISION

Help Wanted—(Cont’d)

Salesmen or announcers who would like to enter sales. If you have experience or training in radio or television and would like to join the sales staff of an established UHF station, WSBT-TV in a solid UHF market plus 5000-watt CBS radio affiliate, WSBT, we would appreciate hearing from you. Permanent position. Hospitalization, free life insurance, company paid pension, 401K. Webster Dupage, South Bend Tribune, South Bend, Indiana.

Announcers

Announcer-director. Ability to do convincing "on-camera" selling Control room and production experience preferred, send resume and photos. Will request tape later if wanted. Manager, KCTV, Colorado Springs, Colorado.

WANTED: TV newscaster with minimum of three year's experience. Wanted by VHF west coast network affiliated station, $150 weekly. All applications confidential. Write to Box 767A, B-T.

TELEVISION

Help Wanted—(Cont’d)

Increasing staff—Maine's fastest growing station needs announcers. Experience preferred but not necessary. Interview in Bangor or Boston by appointment. Reply P.O., WTWO Television, Bangor, Maine.

Technical

Projectionist—experienced, for medium market vhf. maximum power station. 40 hour, 5 day week. Reply Box 767A, B-T.

First class license man for studio, transmitter, operating, maintenance. Experience not necessary. At KDDL-TV, Garden City, South Dakota which is one leg of a three-television station regional hookup. Send full particulars and photographs to N. L. Benton, 840 Northwest Bank Building, Minneapolis, Minnesota.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 500G, B-T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. Salary offer depends on experience. Box 500G, B-T.

Account opportunity in network for man experienced in general or program cost accounting in station in medium sized or larger market, willing to relocate in major market. College degree in Accounting, Finance or General Business. Experience in public accounting preferred. Age limit 35. Send detailed resume to Box 81A, B-T.

Girl as assistant to program manager. Established network vhf. Experienced on-camera helpful but not required. Typing and shorthand essential. Box 711A, B-T.

WASHINGTON, D.C.

HOLLYWOOD

TV GRADS READY

SITUATION

Apply for graduate positions with the United Artists Television Network. Earnings are based on ability. Write for complete details.

WAWC, Werksman Broadcasting Company, 3500 Wilshire Blvd., Los Angeles, Cal., Box 80A, B-T.

TELEVISION

Help Wanted—(Cont’d)

TV-radio program directors, others. Opportunity now exists to add to your present income by $100 to $400 per month without detracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 899A, B-T.

Do you know TV traffic operation? California VHF in ideal small market needs at once thoroughly experienced TV traffic girl. We use cardex system. Send complete details of experience, qualification and background first letter to KGBW-TV, P. O. Box 1818, Salinas, California.

Director-producer for WCEM-TV—Channel 10, vhf. NBC-ABC affiliate. Must have thorough knowledge of switching operation and commercials. Phone or write Program Director, WCEM-TV, Quincy, Illinois.

Opportunity for good newsmen with some staff work. TV only. Write qualifications and availability. Peter P. Gallagher, WOLP-TV, Easton, Pennsylvania.

Situations Wanted

Salesman

California preferred, $7,500.00 minimum incentive plan to 5 figures. Relocation allowance. 6 years radio-TV, Emphasis sales, capable announcement-management experience. Age 35, family man. Desire affiliation with active news conscious civic minded station. Currenty N.E., will consider all offers. Box 81A, B-T.

Salesman, nine years radio, one television. With present employer five years. Best of references. Want larger market, prefer city about 100,000. Box 81A, B-T.

Announcers

Announcer-salesman. First class license. 7 years experience, interested primarily TV. Better than average income required. Employed. 1956, B-T.

WASHINGTON, D.C.

HOLLYWOOD

TELEVISION PRODUCTION EXPERIENCED

Professionally trained, well qualified Personnel Classes in TV Production have just completed their training in each of our four schools' completely equipped studio. A Washington, D. C. and Hollywood class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST

RADIO & TELEVISION

SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland
CHICAGO, ILLINOIS 540 N. Michigan Avenue
WASHINGTON, D. C. 1421 K Street N. W.

SCHOOL HOME OFFICE 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7144

Page 126 • September 17, 1956 Broadcasting • Telecasting
TELEVISION

Situations Wanted—(Cont’d)

Technical

TV studio engineer, tv trained, first phone. Experience includes 11 years studio technician and supervisor, 1 year video, have directed, understood production. Interested California list will consider opportunity anywhere. Box 16A, B-T.

Recent 1st phone desires TV engineering spot. State salary and routine. Box 853A, B-T.

Programming-Production, Others

TV-director-producer. 3 years New York agency-network. 2 years senior tv director top independent station. Brochure and references upon request. Box 76A, B-T.

Producer-director desires change present employment security. Excellent television background. Box 76A, B-T.

Television newscaster with proven ability. Mature, married, reliable. Box 78A, B-T.

Producer-director-writer-artist: 6 network years of producing, directing on Eastern network on top. The Wanted: Position requiring imagination, intelligence, energy at local level. Box 78A, B-T.

TV program director. Top qualifications for top producing position experience, ability, education. Age 30, twelve years professional radio and tv. Resume, personal interview. Box 76A, B-T.

Experienced cameraman-assistant director. Married, video, audio, floorman. Desires production. Box 81A, B-T.

FOR SALE

Chicago 89m studio—completely equipped to make tv film commercials, industrial, etc. Studio, offices, living room, including all cameras, light, sound equipment, remote truck, etc. $12,500. Terms. Box 83A, B-T.

Stations

Have engineering study showing existence of aviation picture and tv experience on top. The Wanted: Position requiring imagination, intelligence, energy at local level. Box 78A, B-T.

Florida major market daytimer. $150,000 on long terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 119 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stieglitz Associates, 4668 Mead Ave., Los Angeles 29, Calif.

$225,000, fulltime 39% down, $165,000,000 retail sales; 146,000 people, projects 4 year capital return from investing $35,000. The Norman Co., 516 Security Building, Davenport, Iowa.

$15,000 down, $80,000 price, midwest, 30,000 people, 3 years experience, office building. Box 76A, B-T.

FOR SALE—(Cont’d)

Radio

Help Wanted—(Cont’d)

CHIEF ANNOUNCER WANTED

Small station serving growing and predominately rural — small industry — large estate area in middle Atlantic state requires chief announcer who will take full responsibility on control board, supervise his three assistants, and help in programming. Must be mature, experienced man. This job is with a station with an excellent future; and the right man will share in the profits. Replies to this ad will be held in confidence. In answering, send tape, photo, references, complete outline of experience and indicate salary desired. Box 818A, B-T

RADIO

FOR SALE

Help Wanted—(Cont’d)

RADIO STATION MANAGER

Well established station network affiliate. Best facilities in one of fastest growing communities in South. Must have excellent sales record and all-round ability. Great future for right man. Right now. State qualifications and references fully. Box 816A, B-T

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-travelling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to Box 753A, B-T

MANAGER

Dick Rudolph, former General Sales Manager of WITI, Baltimore, is available. Has averaged over $200,000.00 annual sales for past ten years. Also served with Hearst newspapers for 10 years. Know all agencies and advertisers in Baltimore, Philadelphia, Washington and Richmond. Best reference is my record.

5611 Edenvale Road, Baltimore 9, Maryland

Hunter 6-4334

(Continued on next page)
FOR THE RECORD

Continue from page 122
placement of expired authorization for SCA.

September 12 Decisions

BROADCAST ACTIONS

By the Commission

Following were granted renewal of licenses on
regular basis:

WWGS Tifton, Ga.; WHRM Madison, Wis;

FOR SALE

TV STATION

INVESTMENT

OPPORTUNITY

Southern VHF

Two major network affiliations.

Owners desire to sell for personal

reasons.

Now operating at profit.

$50,000 Cash required.

Terms: 5 years.

Note: All inquirers will be re-

quired to show financial ability

to complete purchase agreement.

This is a private sale. No inquiries

are solicited from brokers.

Box 781A, B&T

WANTED:

TELEVISION

Help Wanted

Technical

Announcers, writers, producers

active

hitting

salesmen and

will

land

maximum power VHF

Experienced

Reservations Necessary

FOR SALE

Situations

New residence

Over

market. While

in

WANTED:

PII()

station

ammunition, 

Top

Successful Students

-Pressed

of national

phone

List

-(Cont'd)

Note:

Two major network

 affiliations.

Classes-

and

take

in

Year

hard

-expected

Record

devise

of

August

(whicn

described

is a

8100

$50,000

425 FOOT GUYED

STAINLESS TOWER

Complete with guys and lighting.

Perfect condition. Now in use supporting three bay

channel 4 TV antenna and side mounted eight bay FM

antenna. Easilly converted to insulated tower for radio use.

Available approximately October 1st. Contact E. B.

Vordermark, WMBR-TV, Jack-

sonville, Fla.

WANTED TO BUY

Equipment

Used old and obsolete broadcast transmitters

tower of 5 K.W. and up. Please send

description and price to

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WLSU Baton Rouge, La.; KOPO Tucson, Ariz.; KOB

Grangeville, Idaho; KOVE Lander, Wyo.

KOVO Provo, Utah; Lewiston, Idaho

KPBN Caribou, N. M.; KPHX Phoenix, Ariz.

KPON Pocatello, Wyo.; KALB Albuquerque, N. M.

KNNM Tucumcari, N. M.; KTOO Thunder Bay, Ont.

KVBF Santa Fe, N. M.; KWEI Weiser, Idaho

KWJE Globe, Ariz.; KIDO-TV Boise, Idaho

KPHO-TV Phoenix, Ariz.; KQTV Lake City, Utah

KANW Albuquerque, N. M.; KFCA Phoenix, Ariz.

KVCZ Logan, Utah; KAREL Salt Lake City, Utah

KAZI Phoenix, Ariz.; KLBC Lewiston, Idaho

KXER Butte, Mont.; KGBN Boise, Idaho

KXPA Roswell, N. M.; KETV Rexburg, Idaho

KXDK Pocatello, Idaho; KULG Silver City, N. M.

KXRV Roper, New Mexico; KGAI Cagay, Utah

KXFM Cedar City, Utah; KVEC Richfield, Utah

KXTR Phoenix, Ariz.; KFPI Twin Falls, Idaho

KALG Alamogordo, N. M.; KALI Salt Lake City, Utah

KABI Newcastle, Wyo.; KAVE Caribou, N. M.

KATU Portland, Ore.; KCIN Roswell, N. M.

KBLL Blackfoot, Idaho; KBOL Boise, Idaho

KCFY Chico, Ariz.; KCFV Des Moines, Iowa

KCEO Albuquerque, N. M.; KCGM Gal-

lup, N. M.; KEGM Boise, Idaho; KGCM Albu-

querque, N. M.; KIPS Las Cruces, N. M.

KODI Cody, Wyo.; KOH Reno, Nev.; KOOL Phoenix,

Ariz.; KRPL Moscow, Idaho; KRNK-AM-FM Los Alamos, N. M.; KLMX Clayton, N. M.

September 12 Applications

ACCEPTED FOR FILING

Modification of Cpl

WORJ (TV) Evansville, Ind.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to Feb. 1, 1957.

KTVC (TV) Ensign, Kan.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to Dec. 25.

KGM-TV Portland, Ore.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to Dec. 17.

KREI-TV Lufkin, Tex.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to April 1, 1957.

WTAP (TV) Parkersburg, W. Va.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to March 1, 1957.

WDBJ-TV Roanoke, Va.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to April 4, 1957.

WTVO (TV) Rockford, Ill.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to April 6, 1957.

WRC-TV Cincinnati, Ohio-Seeks mod. of cp

(which authorized changes in facilities of exist-

ing tv) for extension of completion date to Jan. 5, 1957.

WRBG-TV Chattannoga, Tenn.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to April 8, 1957.

KTVF (TV) Portland, Ore.-Seeks mod. of cp

(which authorized new tv) for extension of completion date to Jan. 5, 1957.

WRKT (TV) La Crosse, Wis.-Seeks mod. of cp

(which authorized changes in facilities of existing tv) for extension of completion date to March 8, 1957.

WUNC-TV Chapel Hill, N. C.-Seeks mod. of cp

(which authorized new noncommercial, educational tv) for extension of completion date to April 8, 1957.

License to Cover Cpl

KIMA-TV Yakima, Wash.-Seeks license to cover cp which authorized new tv.

KLEW-TV Lewiston, Idaho-Seeks license to cover cp which authorized new tv and to change studio location to 1116 Idaho St., Lewiston.

WCTV (TV) Thomasville, Ga.-Seeks license to cover cp which authorized new tv and to change studio location to 122 N. Madison St., Thomasville.

WGN-TV Chicago, Ill.-Seeks license to cover cp which authorized changes in facilities of existing tv.

WQSB-TV Columbus, Ohio-Seeks license to cover cp which authorized new noncommercial, educational tv.

Renewal of License

KBCO Santa Cruz, Calif.

Remote Control

WPBM Indianapolis, Ind.

BROADCASTING • TELECASTING

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CHANNEL changes proposed in the 14 pending deintermixture cases were issued last June, but without offset carrier designations. The

The following, issued by the FCC earlier this month, lists the frequency changes proposed with offset carrier specified for each channel.

### Broadcasting

#### Oct. 17-20: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

- 7:10: SMPTE semi-annual convention, Los Angeles

- Oct. 12-19: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa

- Oct. 12-14: Intemcy Conference of Women's Advertising Clubs, Minneapolis

- Oct. 14-12: Advertising Federation of America, 3rd district, Charlotte, N. C.

- Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn, fall radio meeting, Hotel Syracuse, Syracuse, N. Y.


- Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio

- Oct. 21-23: Central Canada Broadcasters Assn., 9th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

### Telecasting

**THE BUSINESSWEEKLY OF RADIO AND TELEVISION**

**1735 De Sales Street, N. W., Washington 6, D. C.**

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**September 17, 1956 • Page 129**
McConnaughey on Target

THEREFORE, for the first time publicly, I am proposing that broadcasting licenses and renewals be given the same treatment as licenses for other services and that they be for a period of five years.

In those words, FCC Chairman George C. McConnaughey endeared himself to the broadcasters of the nation. The words were spoken before a capacity meeting of the Radio & Television Executives Society in New York last Wednesday. They brought rousing applause.

Mr. McConnaughey has the support of his fellow commissioners. They feel that, with the investment entailed in going into the broadcasting business, the three-year license is a slender thread indeed for economic stability. Non-broadcast licenses, most of them entailing much smaller investments, may be issued for five years.

The FCC now can be expected to recommend to Congress, when it convenes in January, that the Communications Act be amended to provide for the five-year license tenure. Broadcasters should back up the Commission by adopting strong resolutions at the NARTB regional meetings which get underway this week. And the state associations as well as all other organizations representing the broadcast media should follow suit.

One Week Worth Noting

THE WEEK of Sept. 23-29 is National Television Week. It also is National Dog Week. For that matter, it also is Home Fashion Time, Christian Education Week, National Tie Week, Visit Your Dealer Week and it contains Gold Star Mother’s Day.

Assuming that tv broadcasters across the country are more interested in promoting their own rather than man’s best friend, we suggest they get behind the promotion mapped out by NARTB, RETMA, TVA and the National Appliance & Radio-Tv Dealers Assn. The promotion puts across a point: how important television is in the lives of all Americans. It also makes a sales pitch: for second, portable and color sets.

Admittedly, special “weeks” are getting to be a bore because of the sheer weight of numbers. Tv Week need not be in that category. How the public will react—or if—depends in direct proportion to the amount of attention the industry itself gives to its own special week.

Empire Building

SHOULDN'T there be new regulations to govern multiple ownership of broadcast stations? The FCC is pondering this question, having been given carte blanche by the Supreme Court to write reasonable regulations limiting ownership.

The present limitation on ownership by a single entity is, for tv, five vhf stations plus two uhf's, and for am and fm, a maximum of seven stations. The numerical limits are arbitrary. They now apply irrespective of the size of the markets served or the coverage of the stations.

At the last Congress, practically identical bills were introduced in House and Senate to substitute for the seven-station rule a 25% of population yardstick. Under it, conceivably five stations in the first five markets might surpass the population limit, or, at the other extreme, perhaps two dozen small stations in secondary markets would be permissible.

The FCC is considering this and several other alternative plans, but is sharply divided. There is support for a case-by-case approach, but this unquestionably would result in special pleadings and endless controversy.

The situation today obviously is inequitable. The concern is over the influx of investment capital by non-broadcasting entities, with the accent on television. In a comparative hearing, the FCC, all other aspects even, gives preference to the local applicant, as opposed to the non-resident. Yet, a non-local group can come along later and buy the property, with approval of the FCC virtually assured.

Broadcasting is an attractive business for investment capital—television being particularly appealing, although radio has experienced a remarkable resurgence in values in recent months. In many instances there are tax angles which permit the purchaser to pay a big price and still make a long-term advantageous deal. Usually, the licensee, notably if there’s a multiplicity of stockholders, feels he cannot afford to reject the proposition.

No one questions the need for restraint by the licensing authority. Without it, wealthy individuals or organizations could conceivably acquire stations in all key markets and exert control in public affairs and business which would be unattainable in any other manner.

The FCC realizes, moreover, that if the trading in stations continues at the current pace, Congress will step in. And, historically, Congress deals with a heavy hand in anything that smacks of monopoly control.

Of the many complex policy questions before the FCC, few are more important than multiple ownership. A high degree of wisdom and courage is called for.

New Era at NBC

IN THE nine years he was with NBC, Sylvester L. (Pat) Weaver Jr. became probably the most talked-about executive in network broadcasting.

Not all of the talk was complimentary. A management man who defies the rituals of managerial behavior is apt to provoke criticism among those who hold the rituals dear. To some of his contemporaries, the vision of Mr. Weaver making policy while astride a bongo board was shattering.

Yet, there always was much talk in admiration of Mr. Weaver’s creativeness, and we suspect that in time that sort of talk will survive while the criticism disappears. The truth is that Mr. Weaver, more than any other individual, gave shape and excitement and courage to television programming during the big growth years of network tv.

In a sense he was miscast both as president and chairman of the board of NBC. There is little evidence that he had or wished to develop an extensive interest in administration. He was and is a showman, whose flair for elegeante and glitter is tempered by respect for substance.

These are talents which television can and undoubtedly will continue to use.

Meanwhile, NBC begins operating under a reorganized management team composed of experienced executives of proved accomplishment.

The management team, in contrast to one-man dominance, has become the common structure of U. S. business. We wish Mr. Weaver and NBC success in their personal and corporate futures.
That's the story of KSTP Radio which opens the Fall season with an exciting, all-new line-up of sparkling radio entertainment!

Popular KSTP Television stars have joined with top KSTP Radio personalities to present the finest programs in the Northwest.

New features include on-the-spot tape recordings made daily by roving reporters and interjected into various shows in the style of NBC's successful "Monitor;" "Talk Time" is a new show in which listeners may participate by telephone; live music and interviews are other new features.

*Now* is the time to put KSTP to work for you. Take advantage of the Northwest's BIG station with the new concept in radio programming to do your most effective selling job in this vital Four Billion Dollar market.
July Pulse Shows
Channel 9 Again Leads
In Quarter-Hour "FIRSTS"
...Has Best Over-All
Ratings in the
3-Station Market!

Morning, noon or night — whenever you put your money on KMBC-TV — you're backing the favorite!

KMBC-TV is definitely "out front" in Kansas City's television ratings race! According to current Pulse figures — calculated on average Monday-through-Saturday ratings during Channel 9's on-air periods — KMBC-TV is a good length ahead in the total of first-place quarter-hours...and is a 1-to-8 favorite to either "win" or "place" anytime during the broadcast day!

And ratings aren't the entire KMBC-TV story, either. The form sheet shows that Channel 9 provides Class "A" primary viewing service to 31,493 more families than any other channel in the area, according to A. Earl Cullum, Jr., consulting engineer. Combine bigger coverage and higher ratings with the fact that KMBC-TV offers full minutes (not just chainbreaks) throughout the day and most of the evening — and it's easy to see why the Swing is to KMBC-TV.

For sure-thing tips that produce sure-fire advertising results, see the man who knows the facts — your Peters, Griffin, Woodward Colonel!

See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to KMBC-TV
Kansas City's Most Popular and Most Powerful TV Station
Basic ABC-TV Affiliate

...and in Radio, it's KMBC of Kansas City — KFRM for the State of Kansas