Houston's newly-elected mayor, Oscar Holcombe, used KPRC-TV exclusively to test public sentiment. The "Old Gray Fox", as he is widely known, used one 15-minute program on KPRC-TV only, to determine whether he should seek election. He said he would run if 10,000 people from Houston wrote in. Over 34,000 cards, letters and telegrams poured in, responding to this single telecast! This is the pattern of results on KPRC-TV. Overwhelming power to move more people, to sell more merchandise, makes KPRC-TV the most potent advertising force in the Houston Market.

34,000 Said YES To the Old Gray Fox!

KPRC-TV

Houston's 25th year

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Arnoff Celebrates 50th Anniversary Page 48
Work Heads Testify Inside Operations Page 50
SIC to Investigate Pros-for-Time Deals Page 73

JACK HARRIS
Vice President and General Manager
JACK McGREW
National Sales Manager
Nationally Represented by Edward Petry & Co.
Pictured about 1934 during their 9 year stand on **WNAX**

WNAX-570, the Big Aggie station, introduced Lawrence Welk to radio audiences way back in the days of ear phones and crystal sets... 1927 to be exact. Even in those pioneering radio days Big Aggie had a sharp ear for talent and knack of knowing what people like to listen to.

Today, Welk’s sparkling champagne music is the toast of the nation. And WNAX-570, the Big Aggie station, is the toast of the hundreds of leading advertisers who use its airwaves to sell their products. Yes, both Welk and WNAX have grown and developed into top performers. Welk is among the top ten TV attractions in the nation. WNAX-570 is a top-of-the-list radio buy, delivering a big monied audience in the broad, 5-state “Big Aggie Land.”

The Lawrence Welk aggregation today. A top TV attraction. Heard every Sunday on KVTV Channel 9, WNAX-570’s sister station in Sioux City, Iowa.
Latest Neilsen* survey reports

206,420

TV homes in the TERRE HAUTE viewing area!

*SPRING 1956

HEAVENS!
SUCH COVERAGE!

- 69th TV MARKET
- CBS, NBC & ABC
  Television Networks

WTHI-TV
channel 10

TERRE HAUTE, INDIANA
People make a market, and the 3½ million people in the Channel 8 Multi-City area make it one of your most important TV markets—America's 10th. Here 3½ million of your prospects, owning 917,320 TV sets, have $5½ billion to spend annually.

STEINMAN STATION Clair McCollough, Pres.

Representative

the MEEKER company, inc. New York · Chicago · Los Angeles · San Francisco
NEXT MOVE • With adjournment of Foley Square Antitrust inquiry into television last Thursday, there's speculation as to possible first move by Chairman Celler (D-N.Y.) of House subcommittee. Guess is he will offer legislation which would affect network-affiliate relationship, whereby station which is disaffiliated, and where network action is not in “good faith,” would have recourse to damages. Such legislation was offered by Mr. Celler at last session relating to disenfranchising of auto dealers by manufacturers.

BXT THERE'S no rest for weary networks. On day Senate Magnan committee wound up its network investigation, networks got their first notice of impending House Antitrust Subcommittee investigation. Last Friday, day after House Subcommittee hearings recessed, Dean Roscoe L. Barrow, head of FCC Network Study Committee, showed up with long list of questions. Moreover, FBI agents also were to be in New York beginning today in pursuance of Asst. Attorney General Victor Hansen's anti-trust investigation.

BXT THIPLE THREAT • Loew's Inc. has approved budget allocation for its tv division to start production of first pilot—on proposed Goodbye, Mr. Chips half-hour series. Second phase of firm's tv “invasion.” Tv division already has advanced in first two phases: acquisition of tv station interests (now has 25% of KTTV TV Los Angeles and KTTR TV Denver) and lease of MGM library of 752 feature films (now in 17 markets for estimated $24 million). Charles C. Barry, vice president in charge of tv division, plans to leave for England Oct. 15, where pilot will be filmed at MGM'S London studios.

BXT WITH switch of Tom Viscardi, head time-buyer on Mercury at Kenyon & Eckhardt, to Young & Rubicam as time-buyer of Proctor & Gamble's Cheer, shifting of assignments at Kenyon & Eckhardt will follow. Lou Kennedy, head time-buyer on National Biscuit and Pepsi Cola, will succeed Mr. Viscardi as buyer for Mercury; Robert Innes, time-buyer on Mercury, succeeds Mr. Kennedy as buyer for National Biscuit and Pepsi Cola; George Sinko, who formerly worked on Mercury, will devote his time-buying activities to National Biscuit and Pepsi Cola.

BXT SECRETS OUT • Despite unusual efforts to invoke secrecy on FCC decisions in hearing cases, word has spread that ch. 9 Charlotte opinion tentatively is being written in favor of WSOIC, 250 w NBC affiliated outlet, over competing applications of Piedmont Electronics, in which Mitchell Wolfson (WTVJ-TV Miami) holds minority; Carolinas Tv. Corp., affiliated in ownership with WIS-AM-TV Columbia, S. C., and WIST Charlotte, in which G. Richard Shafto holds minority. Instructions, which are not necessarily final (often they are reversed), were weighted in favor of WSOIC on grounds of local integrated ownership. Others, while Charlotte controlled, have out-state interests. Examiner has recommended grant to Piedmont.

BXT IT WAS FCC Chairman McCleanough who insisted upon top security in stow-voting Charlotte case, largely because of “leaks” in two previously considered cases—Jacksonville and St. Louis. Jacksonville case was finalized, but instructions had been issued both ways, while St. Louis case found FCC widely split among four applicants so no final decision was reached. It may be weeks before final actions are forthcoming in either Charlotte or St. Louis.

BXT LEGAL, ILLEGAL TEST • First demonstration of tv translator vs. on-channel booster, latter now outlawed by FCC, is scheduled Oct. 11-12 at Quincy, Wash., in presence of state officials, FCC engineers, consultants and perhaps scores of “illegal” booster operators in rugged Columbia River basin area. Ben Adler, head of Adler Electronics Corp., New Rochelle, N. Y., has received experimental authority from FCC to pick up ch. 4 XKLY-TV Spokane, 150 miles from Quincy, and rebroadcast on uhf ch. 76, one of translator bands. Program simultaneously will be viewed from vhf on-channel booster serving 850 families in Quincy area, one of numerous Northwest Reflector Assn. services.

BXT QUINCY demonstration becomes important because of Gov. Edwin C. (Big Ed) Johnson's defiance of FCC illegal booster order in Colorado, where he has "licensed" half-dozen stations, and pending appeal of Northwest group to Court of Appeals. Among those invited to demonstration are Sen. Warren G. Magnan and his Republic opponent for Senate, Gov. Arthur Langlie. James Barr, assistant chief of FCC Broadcasting Bureau, and Melvor Parker, of FCC engineering staff, also is to be present. Northwest Electronics, Spokane distributor for Adler, is installing 10 uhf receivers along with component equipment to pick up ch. 76 translations in this first side-by-side demonstration.

BXT A FOR EFFORT • It can't be said FTC Comm. Lowell B. Mason failed of reapportionment for lack of trying (story page 70). Seven months ago he exploded with series of widely publicized speeches deploring bait-and-switch advertising on radio-tv, demanded million-dollar FTC probe of broadcast commercials. But although speeches did not succeed in getting him reappointed to post he has held for 11 years, they were at least in part responsible for stepped-up monitoring of radio-tv now being started by FTC. President Eisenhower's selection of Edward T. Tait, special assistant at White House, as Mr. Monsanto's successor was in line with administration's "new faces" appointment policy.

BXT JOSEPH KATZ, chairman of board of agency of same name and one of advertising's famed copywriters, is in final stages of writing two books, practically simultaneously, at his home in Baltimore to appear next year. Titles: I Owed Somebody $2, and [Adv]. Meanwhile, he continues to direct policy activity of agency's headquarters in New York and Baltimore.

BXT FILM STUDY • Second of series of Lever Bros.-inspired sessions on continuing study of tv commercial films standards expected possibly within next two weeks. First session was held Aug. 30 when agency executives (handling Lever accounts) and some network people sampled one-minute commercial films submitted by 22 cooperating film production firms [BXT, Sept. 3]. In upcoming meeting, Lever would like to have film producers personally present to talk about what they are doing to improve techniques.

BXT MEXICO is expected to protest FCC decision on internartwine notice of June 25 to move Fresno ch. 12 (on which KFRE-TV now is operating) to Santa Barbara, deintermixing Fresno area. Notice of proposed switch purportedly was sent to Mexico last June, but FCC subsequently was notified through channels that no formal word had been received. On Sept. 1, new notice went to Mexico and, according to reliable source, protest is in works. Mexico uses ch. 12 at Tijuana, 200 miles from Santa Barbara, but agreement is based on case-by-case standard, not mileage separations.

BXT K & E ABROAD • Kenyon & Eckhardt, New York agency which in past two years has increased billings by $20 million to present $75 million per year, is spreading its international wings. In addition to new Mexico City office, agency, of which ex-broadcaster William B. Lewis is president, is currently exploring establishment of European headquarters in London. Mr. Lewis leaves next week for Mexico City inspection and also is contemplating tour of key markets in South America as part of expansion program.

BXT CBS Inc. President Frank Stanton and his wife flew to Europe last Thursday—day after he wound up his testimony before Celler Antitrust Subcommittee for indeterminate holiday. Dr. Stanton won plaudits of Chairman Celler for his forthright testimony (see page 50).
No matter who asks the question . . .

in Omaha

the answer is KOWH

(Example: Hooper says 47.7%)

This is the 58th—yes, the 58th consecutive month of KOWH leadership in Omaha. And not just hair-splitting leadership, mind you—but way-out-front, dominating leadership throughout the radio day.

*Hooper* (July-August) gives KOWH 47.7% daytime!
Latest *Trendex* gives KOWH top spot in every time period!
Latest *Pulse* gives KOWH top spot in 204 out of 240 daytime quarter hours.

This is the kind of market-dominance which Storz Station ideas, programming and excitement and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the Adam Young man, or General Manager Virgil Sharpe for details.

KOWH OMAHA

"The STORZ Stations" Todd Storz, President

PROGRAMMED FOR TODAY’S LISTENING AND TODAY’S SELLING

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Represented by John Blair & Co.

Represented by Adam Young Inc.
Comments Say All-U Plan Too Radical at Present

GENERAL CONSENSUS that FCC's tentative proposal looking to move of all tv to uhf is too radical expressed by major broadcast entities in comments scheduled to be filed today (Monday), deadline for remarks on feasibility of suggested move. Earlier comments, including resolutions passed at NARTB regional meetings, took same viewpoint (see pages 67, 75).

CBS said many "vital questions" must be answered before it can be determined if shift "would entail too high a price in terms of service costs to the public."

CBS said it has projected field studies for comparison of signal transmission and actual service range of uhf and vhf under varied conditions. But, it went on, it will be necessary "to explore whether or not statistical data from field intensity measurements of uhf stations can properly take these variables into consideration" since it is not clear that assumed average conditions would be "singularly applicable in specific circumstances."

RCA-NBC told FCC they knew of "no existing technical or other factor which would justify transferring all tv broadcasting to the uhf band," and that to consider such move now "would be more injurious to the public interest and can jeopardize the whole future of tv broadcasting in the U. S." Uhf cannot render service comparable to vhf, RCA-NBC said, but it should- be developed and expanded. When tv, both commercial and non-commercial, expands to full stature, RCA-NBC prophesied, even existing 82-channel system may be severely strained.

Based on recent experiments, RCA-NBC said, 5,000 kw uhf transmitter is feasible. Target delivery date of 18-24 months from receipt of firm order was estimated for RCA 5 megawatt transmitter.

RCA-NBC renounced recommendations made last December that FCC preserve and foster uhf by (1) deintermixture, (2) directional antennas, (3) repeal of excise tax on all-channel receivers, and (4) encourage qualified operators to enter tv in intermixed markets.

ABC is expected to oppose move of all tv to uhf. It will, it is understood, recommend that its allocations plan submitted to FCC last year be considered as offering greater possibility of solution—which can be implemented immediately.

Committee for Competitive Tv, representing uhf thinking, called on Commission to move speedily on market-by-market deintermixture program or to hold that if engineering program shows way, it might be feasible to make all eastern U. S. uhf, and probably all U. S.

However, CCT called attention to present technical standards which might result in scarcity of uhf channels in some parts of country if Commission moved tv to upper bands. It maintained that uhf, with reasonable power, can give service to normal market areas.

Meanwhile, on Friday bids for any vacant tv bands—if FCC moved tv out of lower spectrum—were filed by National Assn. of Taxicab Owners and Special Industrial Radio Service Assn.

CALCULATED RISK

CBS INC. announced Friday it would carry President Eisenhower's three-minute talk on behalf of United Community Funds and Councils of America and scheduled film on The Ed Sullivan Show yesterday (Sunday) (8-9 p.m. EDT) and also on CBS Radio. Other networks had scheduled speech, but CBS balked at first, seeking assurance other candidates would not seek equal time (see story, page 80). Democratic Presidential nominee Adlai E. Stevenson noticed CBS he would relinquish claim to equal time, and five other candidates of 13 parties canvassed by CBS followed Mr. Stevenson's example. Sole candidate who refused to relinquish claim by late Friday was Henry Krajewski, Presidential nominee of American Third Party. CBS saw it had no plans to provide equal time for Mr. Krajewski.

CBS-TV Announces Lively Arts Program

PLANS being announced today (Monday) by CBS-TV for presentation of The Seven Lively Arts as once-a-week hour series in fall of 1957, with format designed to educate and inform in entertaining manner. CBS-TV indicated program would be scheduled in 8-10 p.m. evening time.

Robert Herridge leaves Oct. 29 as producer on Studio One (sponsored by Westinghouse Electric Corp.) to undertake preparation of new series. Gordon Duff, tv producer-director who has signed exclusive CBS-TV contract, replaces Mr. Herridge as producer on Studio One, alternating duties with producer Felix Jackson.

Robert Sherwood Awards Competition Announced

FUND for the Republic will announce today (Mon.) second annual competition for Robert E. Sherwood awards for tv programs dealing with freedom and justice. According to Robert M. Hutchins, fund president, jurors panel will make three awards: $20,000 for best drama; $20,000 for best documentary on network; $15,000 for production of either documentary or drama on independent station. Programs on commercial tv between Oct. 1 and May 31, 1957, are eligible. Nominations should be submitted (written or telephoned) to fund's offices, 60 E. 42d St., New York.

Hotel Radio Plan Backed

SERIES of resolutions adopted Friday by NARTB regional meeting at Oklahoma City (see story, page 70) endorsed Telephone project seeking replacement of hotel-room radios with new radio clocks as part of Wake-Up-to-Music Music. Another resolution commended Comr. Robert E. Lee for his speech. Members of resolutions committee were Leo R. Morris, KSWO Lawton, Okla., chairman; Joe Leonard Jr., KGAF Gainesville, Tex., and Fred Conger, KBBW Hutchinson, Kan.

BUSINESS BRIEFLY

LIVE MINUTES • Bristol Myers (Sal Hepatica), N. Y., buying live radio daytime minutes Monday through Friday starting on varied dates in October for 13 weeks in approximately 20 markets. Young & Rubicam, N. Y., is agency.

MARGARINE CAMPAIGN • Lever Brothers (Imperial margarine), N. Y., buying radio spot announcement campaign starting Oct. 15 to run in about 100 markets. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

BREAD BUY • National Biscuit Co., for its breads, buying radio spot announcement campaign in eastern part of country where its 15 bakeries are located. Campaign is for 4 to 13 weeks starting on different days in October. McCann-Erickson, N. Y., is agency.

SCHICK ON D R A G N E T • Schick Inc. (Schick electric shavers), Lancaster, Pa., has signed for alternate week sponsorship of Dragnet (Thurs., 8:30-9 p.m. EDT), starting Oct. 18. Agency: Warwick & Legier, N. Y.

'CURCUS TIME' BOUGHT • Hartz Mountain Products (bird and pet products), N. Y., signed as participating sponsor of ABC-TV's Circus Time (Thurs., 8-9 p.m. EDT), starting Thursday. Agency: George W. Hartman Co., Chicago.

FLOOR PLAN • Allen Industries (Karpent-Square Div.), Detroit, through Alfred J. Silverstein-Bert Goldsmith, N. Y., planning radio spot campaign in few selected markets starting immediately for six weeks.

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HERE ARE THE FACTS
Total Television Quarter Hours during the last 12 months.

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<td>OPPOSITION</td>
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KANSAS CITY
KCMO
RADIO 810 kc.
CBS
TV Channel 5
CBS

SYRACUSE
KCMO
RADIO 620 kc.
CBS
TV Channel 5
CBS

PHOENIX
KPHO
RADIO 910 kc.
ABC
TV Channel 5
CBS

OMAHA
WOW
RADIO 590 kc.
CBS
TV Channel 6
CBS

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

Led by KATZ AGENCY INC.
JOHN BLAIR & CO. BLAIR TV, INC.

Page 8 • October 1, 1956
New Fraternal Order: 'Television Pioneers'

New industry association, Television Pioneers, started by committee of which W. D. Rogers Jr., KDBU-TV Lubbock, Tex., is chairman. Organization meeting will be held during NARTB convention next April. About 200 invited as charter members, with membership restricted to Retired TV and network executives engaged in management or ownership of stations or networks in existence prior to FCC 1932 freeze. Charter associates will include executives of industry associations (NARTB, TVB) and allied organizations active before freeze.

Association will have no dues but engage annually "in a gastronomical festival" to memorizeioneer days and undertake worthy endeavors. Besides Chairman Rogers, who sparked project, organization committee includes Clair R. McCollough, WAGL-TV Lancaster, Pa., president of Radio Pioneers; George M. Burbach, KSD-TV St. Louis; John E. Petzer, WKZO-TV Kalamazoo; Glenn Marshall, WMBR-TV Jacksonville; Richard Rawlis, KPHO-TV Phoenix; Clyde Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City; Harold Hough, WBAI-TV Fort Worth, and Jack Harris, KPRC-TV Houston.

Healey Heads West Coast Mincom Division of 3-M

APPOINTMENT of Francis C. Healey as general manager of newly formed west coast division of Minnesota Mining & Mfg. Co. announced Friday by Robert L. Westbee, vice president in charge of 3-M’s electrical products group [CLOSED CIRCUIT, Sept. 10]. To be known as Mincom, division will continue electronic research and product development activities formerly conducted by electronics division of Ring Crosby Enterprises Inc.

Mr. Healey was executive director of Crosby’s electronics division. These research programs were taken over by 3-M, including Crosby color tape, central development, as part of agreement concluded between Crosby and 3-M last month [B&T, Sept. 3].

Mr. Westbee, named John T. Mullin research director of new division. Mr. Healey said that in addition to continuing research and product development program, new Mincom division will distribute specialized 3-M instrumentation tapes and other products. B&T learned that Mincom’s principal goal will be perfection of color tape recorder. As previously announced, group of Crosby research staff members also have joined 3-M. Group is headed by Mr. Mullin and Wayne R. Johnson.

WMFJ Case Extended 30 Days

FCC Friday extended for 30 days, to Nov. 1, date to return control of WMFJ Daytona Beach, Fla., from WMFJ Inc. to W. Wright Esch. Extension will give Commission time to study pleas of parties to continue case until court proceedings. WMFJ sale is being protested by Theodore Granik and William H. Cook, who claim Mr. Esch sold outlet knowing intentions intended to exercise option to buy. Appeals court recommended case to FCC to take Granik-Cook claims into account.

Ampex VTR Prototypes Set for CBS, NBC

INITIAL shipment of three handmade prototype video tape recorders by Ampex and two such units to NBC-TV will be made within fortnight by Ampex Corp. This week technicians from both networks start training course at Ampex’s Redwood City, Calif., factory. Delivery is month later than original estimate, but firm’s production tooling will enable delivery next August of new orders. Ampex is making only 13 prototypes of its VTR, CBS to receive five and NBC three, with rest going to government laboratories. Production orders now total 84 units and sales of four machines to CBC-TV (Canada) and two units to Associated Rediffusion, London commercial tv firm, will soon be disclosed.

KELO Requests Ch. 6; Reassigned to Reliance

MID-CENTINENT Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.) Friday filed application with FCC seeking ch. 6 Reliance, S. D. Requested channel now is assigned to Pierre, S. D., but FCC, in rule-making action last week, ordered channel reassigned to Reliance effective Nov. 1. KELO-TV (ch. 11) originally sought reassignment, saying it would apply for Reliance tv.

Mid-Continental application proposes 51,950 kw visual power with antenna height of 1,279 ft. above average terrain. Costs were listed at $224,100 for construction, $90,000 for first year operation.

Mid-Continental is owned by equal partners Joseph L. Floyd, N. L. Benton and Edmond R. Rubens. Principals also own ch. 3 KDLO-TV Florence, S. D., satellite of KELO-TV, and WLQI-AM-FM Minneapolis, Minn.

York Uhf Suspends

WNOW-TV York, Pa., ch. 49, was scheduled to cease operations (Monday), it was reported Friday. Cessation of WNOW-TV makes 66 stations which have gone dark, of which 62 have been uhf. With WNOW-TV retaining cp, this makes 39 stations which have gone off-air but still retain grants.

UPCOMING

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.
Oct. 4-5: Central AAA meeting, Hotel Blackstone, Chicago.
(For other Upcomings, see page 107.)
the week in brief

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Agency analysts find aural broadcasting a necessity for both advertiser and public, but to serve its users radio must be bought and programmed judiciously .................................................. 27

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LASSIE FETCHES $3.5 MILLION
Broadcaster Jack D. Wrather Jr. and investment banker John L. Loeb purchased radio-tv rights to canine character plus affiliated enterprises; Wrather also owns Lone Ranger properties ............... 74

REGIONAL SWING HALF OVER
NARTB holds sessions in San Francisco, Oklahoma City, Comrs. Lee (see below) and Hyde speak for FCC .................................................. 75

LEE URGES CAUTION ON UHF
FCC Comm. tells NARTB Oklahoma City meeting that until engineers solve uhf technical problems the Commission must not make "any premature attempt to force the viewing public to accept inferior service" ................. 77

POLITICS TO COST $10 MILLION
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STATION SALES TOP $1 MILLION
Applications for FCC approval were filed last week for sales of WRAK-AM-FM-TV Williamsport, Pa. ($125,000); KWSM-AM-TV Joplin, Mo. ($760,000); KRIS Corpus Christi, Tex. ($225,000); WLAY Muscle Shoals, Ala. ($85,000) ............. 81

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues $7.00. Annual subscription including BROADCASTING* Yearbook (54th issue) $9.50, or TELECASTING* Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING* or TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $2.00 per copy.

ADDRESS CHANGES: Please send requests to Circulation Dept., Broadcasting Publications Inc., 1735 De Sales St., N.W., Washington, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

*BROADCASTING* and TELECASTING* were founded in 1931 by Broadcasting Publications Inc. The title: BROADCASTING—the News Magazine of the Fifth Estate. BROADCASTING's title changed to TELECASTING in 1952, broadcast Reporter in 1953 and TELECAST* in 1953.
Inland Empire residents have come to DEPEND on Newsarama for instant, on-the-spot coverage of local news. Advertisers depend on KXLY for coverage too! Comprehensive coverage of the heart of the Pacific Northwest on a lower cost per thousand than any other aired medium in this rich market.* KXLY, the coverage station, will reach the buyers and put a million friends on your budget.

* This statement supported by April Pulse
THE WHOLE FAMILY LOVES...

"BOWLING
THE BEST BOWLING"

GUEST STARS

WITH
BUD PALMER
& SAM LEVENE

GIAN'T JACKPOTS

STERLING TELEVISION
NEW YORK  CHICAGO  HOLLYWOOD
**TIME**

SHOW ON TV

26 one hour shows

Bowling Time was first introduced in 1955 as a 13 week one hour show in selected markets throughout the nation. It proved to be an excellent attraction from the beginning, out-drawing many famous network shows consistently.

Now with thirteen more shows never before seen on the air, Bowling Time is ready for fall showing, has already been sold in over 100 key markets, and is attracting unprecedented sponsor response.

"Bowling Time" is truly a family show, full of suspense, action and humor. Sponsors of cigarettes, cigars, soft drinks, beer, blades and appliances, to mention a few, have had gratifying response. Whatever the product, "Bowling Time" reaches a vast cross section of the market and holds the viewer from beginning to end.

WHAT MAKES "BOWLING TIME" A GREAT SHOW?

Famous guests, all stars of the sports world, such as Bob Feller, Otto Graham, Jim Braddock, Shirley Fry and Warren Spahn try their hand at bowling and chat briefly with Sportscaster Bud Palmer.

The best bowlers in the nation representing their respective cities vie for championship honors in the National League of Bowling, with narration by bowling authority Sammy Levine.

Lee Jonglaid, famous bowler and ace instructor, demonstrates the fundamentals of good bowling with valuable tips to expert and beginner alike.

Giant Jack Pot prizes add to the excitement as folks from the audience try their hand at toppling the maples set up in challenging fashion.

Get in on the fun and the profit of "Bowling Time." Get in touch with Sterling today for all the details.

CO. INC.

205 EAST 43rd. STREET

NEW YORK 17 N.Y.
ABOUT PEORIA

TRENDEX

also credits WTVH with 83.4% of the audience after 10:30 PM, with an amazing 45% of the sets in use!

*August 1956

NOW

500,000 Watts

224,068 Sets

Channel 19's new IDECO tower and RCA hi-gain antenna makes WTVH the sixth most powerful station in the country!

Represented by EDWARD PETRY & CO., Inc.

STANLEY

BUDDY HACKETT made thousands of friends last spring and summer in his many guest appearances on tv and should make millions more in his own series which started last Monday on NBC-TV. As Stanley, operator of the cigar stand in an elegant hotel, Buddy has a chance to be a simple, lovable slob, honest because he's not clever enough to be crooked, pushed around because he's not strong enough to push back (and therefore easy for the average viewer to identify himself with), and, in the end, inspired to outwit the pusher and come out on top himself (very satisfying to the average viewer who, as said above, has identified himself with Stanley).

The opening program's script, by Billy Friedberg and Neil Simon, established Stanley's character easily and professionally by involving him in an amusingly complicated adventure with a pair of opera tickets, a simple tourist couple and an opera-loving gangster. Max Liebman's production-direction proved that the spectacular maestro is equally adept at comedy-drama.

Stanley can be summed up as the kind of show that insuits the viewer's intelligence but gratifies his emotions, so it will probably achieve a terrific rating.

Production costs: $45,000.

Sponsored by American Tobacco Co. through Sullivan, Stauffer, Colwell & Bayles and Bobbi-Pin-Curl permanent through Tatham Laird on NBC-TV, three out of four Mondays, 8:30-9 p.m.


Theme song: "Stanley" by Clay Warnick and Mel Pahl.

ADVENTURES OF SIR LANCELOT

PRESUMABLY the idea was to make it easy for American youngsters to understand King Arthur and his Knights of the Round Table, but whatever the reason the sad fact is that the producers of The Adventures of Sir Lancelot have turned it into a typical western hoss opera, familiar at every turn once the viewer catches on that in this story cowboys are called knights and wear armor instead of chaps.

The first installment of this half-hour series told the story of Lancelot's joining the Round Table brotherhood in familiar tv cowboy idiom: Three of King Arthur's buckeroos ride out from the ranch house at Camelot looking for trouble; they meet a stranger, twist him about his undented shield and cast aspersions on his manhood; he takes them on en masse and whips them with ease. Another knight, Gawaine, proves through a piece broken from the stranger's sword that he is really the Knight of the Red Plumes who inflicted so much damage on Arthur's forces in their last battle and who killed Gawaine's brother. Lancelot admits the charge, defeats Gawaine in combat but spares his life, then explains that his father had obligated him to serve this other king but he had been released and was now free to join the Round Table as he had long desired. He asks for the privilege of serving as champion of Queen Guinevere, who looks at him fondly as the episode ends.

If you don't mind Camelot as ranch headquarters, the Knights of the Round Table as bullyboys, Merlin as a sly old trickster and the story of King Arthur told in direct action fashion, shorn of all grandeur and glory, you'll probably enjoy Sir Lancelot along with the six-year-olds, who we suspect will all be clanning for helmets and spears for Christmas. But if you first met Arthur through the pages of Tennyson, or even Howard Pyle, you'll steer clear of NBC-TV at 8 p.m. on Mondays.

Production costs: $35,000.

Sponsored by Whitehall Products through Ted Baker and Leon Mazur, through Sullivan, Stauffer, Colwell & Bayles on NBC-TV, Mon., 8:30-9 p.m. EDT.


Producer: Dallas Bowser; directors: Ralph Smart, Bernard Knowles, Arthur Crabtree, Anthony Squire; various writers; script supervisor: Albert G. Ruban.

Cast: William Russell (Sir Lancelot); Ronald Leigh-Hunt (King Arthur); Cyril Smith (Merlin); Jane Hylton (Queen Guinevere).

THE BUCCANEERS

IT IS hard to tell just what type audience CBS-TV hopes to attract with The Buccaneers, which made its debut Sept. 22. The show is slotted in prime early evening (7:30-8 p.m.) at an hour when most children are still up, but it is hardly the type fare recommended for youngsters. Nor does the plot appear to be the type that will appeal to most adults.

The first program dealt with the arrival of a new governor (appointed by the King of England) on Nassau and his efforts to get the pirates to give up their lawless ways.

Filmed in England with English actors, Buccaneers fails completely to measure up to other imported English features (e.g. Robin Hood). The plot was bad: the acting worse.

Production costs: Approximately $35,000.

Sponsored by Sylvania Electric Co. through J. Walter Thompson on CBS-TV, Saturday, 7:30-8 p.m., EDT.


Captain Tempest played by Robert Shaw; Lt. Beamish by Peter Hammond.

A SPECIAL ANNOUNCEMENT

THERE WERE MOMENTS last Monday night during the first Westinghouse Studio One program of the new season when we felt we were watching the old Dave Garroway show of 1950-51 out of Chicago. That is to say, it was a "re-laxed" sort of thing. Cameras rolled by, technicians skipped about, sets were changed as if in a blackout skit, and there was even an m.c. who, while not so relaxed as the afore-mentioned Mr. G., comported himself well.

His name was Alexander Scourby, and he was about to make A Special Announcement: George Lumley, a Bostonian, son of a Boston scion, having accidentally purchased an original draft of the Gettysburg Address at an auction, was about to burn it. Reason: too many people pay lip service to it, too few really understand it, and given a public cremation, the manuscript might at last "come to life."

David Aldrich and Peter Van Slingerland, who composed this item, might have borrowed too many pages from Reginald Rose's past Studio One scripts on civic pride, liberty and related topics; they might have conveniently forgotten to write in a plot; producer Felix Jackson might have been as gimmick-conscious as the writers were flashback happy, but it mattered little. For A Special Announcement was by far one of the most original, well-planned and beautifully-executed plays of the year to
Blackburn-Hamilton Company literally covers the nation... with offices in Washington, Chicago, Atlanta and San Francisco.

But this is only a part of the B-H service picture; more important than geographical convenience is the experience and quality of performance this pioneer brokerage house places at your disposal. Its representatives have worked in the media they represent, and they know their markets and the people in them. They know, too, that there are no substitutes for integrity and experience.
Bright New Star in a Billion Dollar Sky!

WCYB-TV Channel

The channel 5 torch beams your sales message to the heart of a 2 3/4 billion dollar income group! WCYB-TV saturates the wealthy Tri-Cities market area...Bristol, Virginia-Tennessee; Kingsport, Tennessee; Johnson City, Tennessee...in 5 states. WCYB-TV, "the pentagon" of 5 star programming, with the cream of NBC and ABC network shows plus top-drawer local shows with top viewing priority. Hit unprecedented volume sales with this brand new star in a 2 3/4 billion dollar sky.

TOP POWER / TOP VIEWING / CHANNEL
REPRESENTATIVES: WEED TELEVISION CORPORATION

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IN REVIEW

date. Most of the credit, however, should go to Bob Cummings and cast. Mr. Cummings, who showed himself to be an actor of great versatility and considerable force on last season's "Twelve Angry Men" (also Studio One), was perfect as Lumley. The cast was plug perfect.

Production costs: Approximately $36,000. Sponsored by Westinghouse Electric Products Inc., through McCann-Erickson, New York, on CBS-TV. Mondays, 10-11 p.m. EDT.

"An Important Announcement" by David Aldrich and Peter Van Slingerling.

Produced by Felix Jackson, directed by Paul Nickell.


CIRCUS BOY

NBC-TV's new offering is replete with corn and slambang action, judging from the Sept. 23 premiere. But, even if this is unpalatable to adult taste, it's a touch that may well prove surefire for youngsters.

The cast—headed by likeable, 12-year-old Mickey Braddock—is loaded with old Hollywood standbys who perform in good journeyman tradition. The initial show included two mob fights, two individual scraps and (perhaps for variety) one man fighting a group of "bad-dies." This rigorous matchmaking may prompt some parents to overrule junior's choice.

In all, Circus Boy won't inspire many Sullivan or Allen fans to scurry into the living room one-half hour earlier. But it appears fairly certain that a good portion of the small-fry first sighters were on hand for that second show scripted around a circus jinx, a storm, an escaped tiger and a suitable complement of "hey rubes!"

Production costs: Approximately $35,000. Sponsored by Reynolds Metals, through Quentin E. Frank Inc. on NBC-TV, Sundays 7:30 to 8 p.m., EDT.

Cast: Mickey Braddock as Corky, Noah Beery Jr. as Joey the Clown, Robert Lowery as Big Tim Champion, Leo Gordon as Hank Miller and Billy Barry as Little Tom.

Producers: Herbert B. Leonard and Norman Blackburn.

Filmed by Screen Gems (series sold to NBC).

BROKEN ARROW

MAKING PLAIN that it places no faith in the adage that variety is the spice of life, ABC-TV has devoted two solid and consecutive hours of its Tuesday night schedule, at least every other week, to cowboy programming (of the western, not Olde England, variety).

Latest in the trilogy (following an hour of Cheyenne and a half-hour of Wyatt Earp) is Broken Arrow, a running series about an Indian scout out singlehanded to make peace with the Indian warrior Cochise. If all this sounds familiar, it should. It's the TV version of a movie of the same name a few years back, as well as of uncounted other movies.

Despite the obvious handicaps (and a too obvious plot), it's a passable show. The producers skillfully crammed a lot of story into the 30 minutes. John Lupton, as hero Jeffords, is unfortunately lightweight for the role. He acts it well enough, but by appearance does not convey the rugged impression the job demands. Especially when Cochise, played by an actor a half-head taller than him, persists in calling him "Tall One."

Viewed individually, all three of the ABC-
You don't have to ring doorbells when you advertise in Oklahoma

FOLKS GAVE US THEIR HOUSEKEYS YEARS AGO
Financing

KIDDER, PEABODY & CO.—

• Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.

• Has arranged private financings aggregating $700,000,000 in the past five years and has underwritten over $1 billion of public offerings in the past ten years.

We invite you to call upon our experience.

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Kiddel, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

IN REVIEW

TV entries have merit. But, really, enough's enough.

Production costs: Approximately $35,000. Sponsored by Appliance & Television Receiver Div. of General Electric Co., through Young & Rubicam on ABC-TV, Tuesdays, 9-9:30 p.m. EDT.

Executive producer: Irving Asher; producer: Mel Epstein; writer: (various) premiere show, Clark E. Reynolds; director: (various) premiere show, Alvin Ganzer.

Stars: John Lupton as Tom Jefords, Michael Ansara as Cochise, Tom Fadden as Duffield, Michael Pate as Goliya, Donald Randolph as Col. Bernall, Ted de Corsia as Cartwright, Kenneth MacDonald as Loweit and Judith Ames at Terry Wilson.

NOAH'S ARK

JACK WEBB devoted the first program of his new series, Noah's Ark, to an explanation of why the series was originated, what it is about, an introduction of the leading characters and a short preview of coming features. And, it was more than a little entertaining, especially the Hi-Los rendition of the song “Noah,” written especially for the occasion.

The stories will center around Dr. Sam Rinehart's veterinary hospital, its patients and the relationships of the three people who work there; Noah McCann (Paul Burke), Liz Clark (May Wynn) and Sam Rinehart (Vic Rodman).

The Southern California Veterinary Medical Assn. and the American Humane Assn. will work closely in the production of Noah's Ark, and some stories will be based on actual cases. As Mr. Webb put it: “All stories will be credible and accurate...”

It appears that Mr. Webb and Mark VII have a subject that will appeal to the viewing public in Noah's Ark. Let's hope that the writers keep the animals in the forefront and do not let the “synthetic” troubles of the supporting players (humans) take precedence.

Production costs: Approximately $40,000. Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes through McCann-Erickson and Max Factor through Doyle Dane Bernbach on NBC-TV, Tues., 8:30-9 p.m. in color and black-and-white.


Stars: Paul Burke as Dr. Noah McCann; May Wynn as Liz Clark, and Vic Rodman as Dr. Sam Rinehart.

OPEN MIKE

Treasure Hunts

EDITOR:
I have just finished reading your Sept. 10 issue, which, as usual, I enjoyed very much. Your magazine, in my business, is a must.

I could not keep from being amused, however, on the large play up you gave to WRCN in New York City... We here at KFST have carried two treasure hunts wherein we gave $1,000 bill in “cash” as early as September 1955. This was a “cash” giveaway, not a $1,000 gift certificate. Our treasure hunt was carried on in exactly the same manner as is being carried on by WRCN. Even I can not take credit for the birth of the idea. I stole the treasure hunt idea from BMI Newsletter and changed it to fit working conditions at KFST.

We here, in a very small market station, wonder why an idea such as this can get played up only if it is handled by a big station. I suppose such is the lot of those who serve the American people in the “sticks.” How about publishing this letter in your magazine so that BMI people who gave the idea, free of charge, to the industry, can receive the credit which they properly deserve.

Robert H. Dolph, Pres.
KFST Fort Morgan, Colo.

[EDITOR'S NOTE: B'Ts picture story on WRCN's treasure hunt neither said nor implied that this was the first or only such stunt ever conducted by a station. The piece was run (a) because of the excellence of the pictures and (b) because WRCN really set New York on its ear and when a station generates interest like that it constitutes news which we cannot avoid reporting, despite our editorial opposition to giveaways.]

Too Personal Public Service

EDITOR:
A letter in B'T for Sept. 17 from Bert Charles of WVKO regarding personal public service reminds me of what happened on our Swap Shop program a month ago.

A woman whose husband was missing asked us to find him through Swap Shop after regular police agencies had failed. After one airing the man was found working on a farm in our listening area. Last week we received the following postcard from him:

"Why don't you mind your own g— d— business.

William J. Kiewel, Mgr.
KROI Crookston, Minn.

Telemat

EDITOR:
We would like to have written permission to have photostats made of your article on Telemat which appears in your Sept. 10 issue.

Alan Wise, Prood.
Telemat, Beverly Hills, Calif.

[EDITOR'S NOTE: Permission granted.]

Wants Woodies Story

EDITOR:
Please send 10 copies of the article in the Sept. 10 issue entitled "A Prestige Department Store Discovers in Radio Productive, and Profitable, Vehicle to Success."

Dean Fleischman, Commn. Mgr.
WSBP Sarasota, Fla.

EDITOR:
Please advise if you can make available reprints of your fine article on Woodward & Lothrop's use of radio...

If reprints are available, please quote prices for 100 and 200 copies.

F. Parker Hoy, Sn, Mgr.
WLAM Lewiston, Me.

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $10 per 100 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.]

Right Day, Wrong Month

EDITOR:
I see in your Sept. 17 B'T that WBFFY Charlotteville, Va., was granted an extension of its construction permit to 4-29-57. The FCC informs me that WBFFY was granted an extension to 12-29-56.

Lawrence Kennedy, Owner
WBFFY Charlotteville, Va.

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NIELSEN REPORTS

KYW AGAIN BREAKS THE SOUND BARRIER
AS CLEVELAND’S TOP RADIO STATION

35.9% of the total area audience listens to KYW according to the July, 1956 Nielsen report. This gives KYW a 40.7% lead on the nearest competition. Makes the second consecutive rating period that KYW’s total audience share has increased. And this in an area (Northern Ohio) where radio listening is on the upswing (showed gains of 24% over the last Nielsen).

And here’s another example of KYW’s supersonic appeal . . . from 6 a.m. to 9 a.m. an average of 90,000 area radio homes are tuned in with 51% of them dialed to 1100 for KYW’s radio active programming.

Let KYW Skyrocket your sales in Northern Ohio. It’s easy to find out how. John McIntosh, KYW Sales Manager will tell you. C.Herry 1-0942, Cleveland. Or call “Bink” Dannenbaum, WBC VP Sales: M.Urray Hill 7-0808, New York City.

In Cleveland, No Selling Campaign is Complete Without the WBC Station . . .

KYW BROADCASTING COMPANY, INC.
MATTHEW J. CULLIGAN, NBC's new vice president in charge of radio, uses the term "imagery-transfer" to indicate to advertisers that they are weakening the impact of their large-scale advertising in other national media if they neglect network radio.

Preparatory to revamping the NBC Radio programming structure to make the medium more attractive to advertisers, Mr. Culligan is acquainting potential sponsors with the concept of "imagery-transfer." It is Mr. Culligan's contention, based on recent research that the consumer has a short memory: costly sponsorship of television program or a full page color advertisement in a major magazine may well miss its mark because after the second day, the remembrance value of the advertisement is cut by 80%. That, Mr. Culligan continues, is where network radio comes in: it can extend the "image" of the ad on the three or four days after the advertisement appears in other major media through repetition at a fairly low cost per thousand.

Only a few weeks after he assumed his present post [BT, Aug. 27] Mr. Culligan took steps to assure the remembrance value of his concept, because some advertisers and advertising agency executives have short memories too. All NBC Radio letterheads are imprinted with "Imagery-Transfer, NBC Radio," as are all memoranda and even napkins in several restaurants in the Radio City area. Mr. Culligan reports that the reasoning behind the phrase is gathering acceptance among advertisers. Further afield, the Society for General Semantics learned about the concept and is considering a research project, in association with NBC Radio, to ascertain whether the concept has any value in the broad field of communications.

This type of creative salesmanship has stamped Mr. Culligan's career ever since his boyhood days in New York when he was grocery store sales clerk and moved on to other sales posts in industry and in radio and television. Matthew Joseph Culligan (everyone calls him Joe) was born in New York on June 25, 1918, and attended All-Hallows Institute and Columbia U. He did not obtain a degree but accepted his first full-time sales post with the Royal Typewriter Co. in 1938.

During 1939-40 Mr. Culligan was a lecturing-demonstrator at the New York World's Fair. Subsequently he returned to Royal Typewriter's sales staff and remained there until 1941, when he entered the U. S. Army as a private.

Mr. Culligan was commissioned a second lieutenant in the infantry in 1942 and after serving in various camps in the U. S. was shipped overseas in June 1944 and attached to the famed First Division as an officer of a heavy weapons company. During the Battle of the Bulge in December 1944, Mr. Culligan lost the sight of his left eye when a grenade exploded near him. Today, he wears a black eye-patch and, according to friends, not only isn't self-conscious about it but is gratified that his injury was not more severe. He was released in 1945 as a first lieutenant.

Mr. Culligan decided on an advertising career after World War II and in 1945 became associated with Good Housekeeping magazine as a space salesman. He remained there until 1950 and during his tenure, he originated and developed the magazine's home building department, which he managed. In 1950 he joined the Ziff-Davis Publishing Co., New York, serving as advertising director of Radio-TV News, Modern Bride, Flying and Photography magazines. He remained with Ziff-Davis for a year, and then served for another year as vice president of John Sutherland Productions, New York, producers of industrial and educational motion pictures and tv films, before accepting a post as sales specialist for NBC-TV in 1952.

At NBC-TV, Mr. Culligan was assigned to the then fledgling Today program. He is credited with having developed the show into an overall advertising - merchandising - promotion vehicle, stressing the "star-value" of the program. In 1954 Today grossed $11 million, recognized as the largest single-year gross for any entertain ment program. The success of Today prompted NBC-TV to advance Mr. Culligan to sales supervisor of both Today and Home when the latter show was launched in 1953. Shortly thereafter, when Tonight was added to the schedule, he was promoted to sales manager of participating programs. On Nov. 15, 1954 he was appointed to the newly created post of national sales manager of NBC-TV and on Dec. 5, 1955, he was elected a vice president. He assumed his present post last Aug. 27.

Mr. Culligan believes that network radio must be appraised "realistically." He acknowledges that the medium will never approach the magnitude of the pre-television era but contends that it deserves a "rightful place" in the advertising economy. A revamping of the NBC Radio programming, according to Mr. Culligan, will begin after the first of the year.

Mr. Culligan married the former Doris Dernberger of Monmouth County, N. J., in 1946. She was formerly an editor of Good Housekeeping. They live in Rye, N. Y., with their four children—Kerry, 9½; Susan, 8; Caroline, 6 and Eileen, 4. For relaxation, Mr. Culligan likes golf and horseback riding. He is a member of the Apawamis Golf Club in Rye and the Boulder Brook Club in Scarsdale, N. Y.
4th Television Market in Texas

... and growing all the time!

165,000 SETS NOW IN RANGE OF THE MAXIMUM POWER KCMC-TV SIGNAL

- 28,000 Sets in the Recently Designated Texarkana Metropolitan Area In Which KCMC-TV Registers 85% Total Weekly Share of Audience.
- 100,000 Sets in 26 Counties Where KCMC-TV Has 58% Total Weekly Share of Audience.
- Plus Substantial Penetration of 17 Other Counties.

Only KCMC-TV Can Deliver This 4 States Market because...

KCMC-TV

CHANNEL 6
Texarkana, Texas–Arkansas

INTERCONNECTED

Represented by
Venard, Rintoul & McConnell, Inc.

Walter M. Windsor
General Manager

Richard M. Peters
Dir. Natl. Sales & Promo.
It's True...

FLINT WOMEN

Love WKMF

After all, more Flint women listen to WKMF than to any other Flint station! So, if you want to sell FLINT, MICHIGAN...if you're selling something that women buy, or if you want the ladies to hear your story (so they can influence hubby), then put your money where it buys the biggest women's audience per dollar spent...WKMF!

By Buying 2 or More of these Powerful Stations

WKMH  WKMF  WKHM  WSAM
Jackson Broadcasting

BUY ALL 4 STATIONS....SAVE 15%
BUY ANY 3 STATIONS....SAVE 10%
BUY ANY 2 STATIONS....SAVE 5%

WKMF
FLINT, MICHIGAN

The Community Stations

KノRR BROADCASTING CORP.

Page 22 • October 1, 1956

STEPHEN MICHAEL SUREN

on all accounts

ONE of the more rabid advocates of reading the advertising trade press is Sullivan, Stauffer, Colwell & Bayles' Stephen Michael Suren. For Mr. Suren, a farmer's boy whose roots by this time are well embedded in Madison Ave.'s asphalt, admits that it had not been for a trade press "squib" that appeared more than 10 years ago, he wouldn't be buying time for a group of SSC&G accounts that by themselves bill $4.5 million in broadcast media.

The item: "Ruthrauff & Ryan's Ray Sullivan, Don Stauffer and Haagen Bayles will team up with J. Walter Thompson's Bob Colwell and hang out their own shingle."

Steve Suren, discharged after a wartime hitch in the Army Air Forces, wasted little time in drafting a letter to the young firm, and suffice to say, he's been there ever since—on his first and only fulltime job—serving as media checker, later as estimator and finally, as timebuyer.

Born in the hamlet of Brinkerton, Pa. (pop. 90), and raised on his father's farm in Fairfield County, Conn., Steve Suren amplified his non-agricultural intentions with a B.A. in journalism from the U. of Illinois (Class of '40). His first practical newspaper experience was gotten as a cub reporter on the Ansonia, Conn., Evening Sentinel, an experience that was abruptly terminated following America's entry into World War II. "As a veteran," Mr. Suren recalls, "I was as confused about my future as the next guy, but I was sure that I wanted to get into advertising."

Today, he's into it up to his hipboots. Of his four account responsibilities (Carter Products, "Junket" Brand Foods, Smith Bros. and Sperry & Hutchinson Co.), the one that keeps Steve Suren "hopping" is Carter's Arrid Cream deodorant. In addition to lining up Carter's impressive radio-tv spot announcement schedule, he also has recently placed numerous film packages in something like 20 markets. His other duties call for supplementing "Junket's" participation in CBS-TV's Capt. Kangaroo with several children's shows in 10 markets, maintaining S&H Green Stamps' purchase of NBC-TV's Home and Perry Como programs, as well as keeping the Smith Bros. active in Canadian spot "in about 20 markets, depending on whether you like menthol, wild cherry or plain" cough drops.

Some habits simply "can't be shook." Mr. Suren feels, and well he ought to know. The Suren's (he married the former Clara Szauter in 1949) spend week-ends "farming" on their one-third acre plot in Crestwood, N. Y.
Wherever you are...

U. P. News Produces!

* a few of many:

"Best coverage ever"—Alabama
"Would have been rough without you"—California
"Way ahead; we ignored opposition"—Maine
"Completely overrode the opposition"—North Dakota
"I'm convinced"—Ohio
"Hundreds of votes ahead all night long"—Oklahoma
"Set trend immediately"—Washington
"Far ahead and right"—West Virginia

UNITED PRESS ASSOCIATIONS, 220 EAST 42ND STREET, NEW YORK
IN THE PUBLIC INTEREST

WBC Produces Six Jingles For AHF 'Get out the Vote'

WESTINGHOUSE BROADCASTING Co., in cooperation with American Heritage Foundation, has produced a series of six musical announcements designed to aid AHF's "register-and-vote" campaign. The jingles, now being sent to U.S. radio stations, are to be used within musical programs and allow time for local live cut-ins giving local registration dates and places.

The songs, sung by "The Three Beasts and a Peep," were written and produced by WBC National Program Manager William Kaland and scored by composer Roy Ross. This marks the second time this year that WBC has prepared such public service material for use on other radio stations, as the company released several months ago its "Sing Along for Mental Health" jingles.

Get-Out-Vote Film Ready

AMERICAN Heritage Foundation's half-hour TV film "See You at the Polls," featuring Bing Crosby, Bob Hope, Ethel Merman and other stars, now is ready for distribution to television stations for unlimited showings to help get out the vote, it was announced last week by Jack Denove Productions.

Mailing expenses will be the only cost to stations requesting the film, said Mr. Denove. Prints may be obtained by contacting Jack Denove Productions, 6611 Santa Monica Blvd., Hollywood 38, Calif.

McGannon Heads NBW

DONALD H. McGANNON, president of Westinghouse Broadcasting Co., has been named honorary special chairman for the communications industry observance of National Bible Week, Oct. 15-21. Others named to the committee include Geraldine B. Zorbaugh, vice president, ABC; E. L. Saxe, vice president, CBS-TV; Edward Stanley, manager, public service programming, NBC, and Robert Manby, vice president, General Teleradio.

WBRC-TV Telethon Aids CP Fund

THE entire staff of WBRC-TV Birmingham, Ala., was on hand for the station's annual "Celebrity Parade" telethon, which brought in almost $100,000 to the Cerebral Palsy Fund. Talent included actor Vincent Price and musical comedy performers Judy Lynn and Betty Ancona. Forty telephone operators took pledges' calls during the eighteen-hour stretch, and telegraphed donations were handled directly from the stage. Benny Carle, foreman of WBRC-TV's Circle & Ranch, got his "30,000-plus hands" busy collecting piggy banks, jars, and bags full of money. By afternoon he was practically mobbed by children wishing to turn in their donations and shake the foreman's hand, according to the station.

Newscaster Offers Rare Blood Type

ADD PENFIELD, newscaster on WBIG Greensboro, N. C., answered an appeal for a rare type of blood to aid an accident victim. An 11-year-old boy was accidently shot by his brother in a back-yard game of "cops and robbers" at Lumberton, N.C. Mr. Penfield responded to the appeal for Rh blood when hospital authorities asked stations to request it. Another Greensboro resident also contributed the rare blood type to the injured youth.
A. C. Nielsen Company Reports...WLW Radio consistently with one of the ten largest audiences among the more than 2,870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

WLW RADIO WORLD

Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas...Crosley Broadcasting Corporation, a division of
Things are moving faster than ever in the nation's Capital. Washingtonians are riding high, wide and handsome... accounting for the greatest automotive sales volume in Capital history.

In just five years, Washington automotive dealers' annual sales have risen $85 million—an increase greater than the total sales of Salt Lake City or Richmond for all of last year. Washington's total automotive sales for 1955 reached a staggering $420,335,000.

And more and more advertisers who want to go places in this growing metropolitan area are riding with the best selling vehicles—WRC and WRC-TV, Washington's Leadership stations. Billings for the first half of this year against those for the same period in 1954 show that automotive advertisers have more than doubled their investment on these stations in just two years!

You'll be riding in high style, too, when you go with the biggest guns in Washington's selling boom...

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

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.
BBDO RELEASES MAJOR STUDY ON RADIO IN TELEVISION ERA

- Agency traces history of medium before and since tv
- Says radio still necessity for advertiser and public
- But post-tv changes have made radio buying hard work

A NEW LOOK at radio as an advertising medium finds it not only much alive but a necessity both for the advertiser and the American public.

What makes this "re-evaluation" important is: the prestige on Advertising Row of the author of the report—BBDO, which ranked second in agency radio-tv billings last year, placing $49.5 million in television and $10.5 million in radio—and the identity of the report's recipients—BBDO's clients.

The new report, entitled "A Discussion of Radio," is being released today (Mon.) by BBDO as a 65-page analysis outlining the history and "potential" of radio as a medium. In this task, BBDO's radio-tv research department compiled statistics from numerous sources.

But, according to the agency, this is the first time they have been gathered into a "single source" for purposes of analysis.

As compared to an earlier BBDO briefing to agency account executives on radio's health nearly two years ago [BB, Dec. 6, 1954], today's analysis is broader and comes to some startling — for radio's critics — conclusions. Among them:

- Daytime radio up to 3 p.m. reaches more than twice as many homes as television.
- National advertisers who wish to reach housewives in the daytime "can do an outstanding job with television in 30% of U. S. homes," but "for greater reach and frequency" radio is a must in 55% of tv homes and 100% of radio-only homes.
- Radio usage in the home averages two hours and 14 minutes a day between 6 a.m. and midnight. In radio-only homes average listening increases to more than three hours daily as compared to tv homes, where the count was one hour and 48 minutes.
- Most prolonged listening usually is in the afternoon, and radio usage in the morning "is in excess" of tv viewing though slightly less in duration per home with the sole exception of Saturday.
- The report finds five areas in which radio is needed, and, the report points out, "radio will continue to play an important—if unglorious—role in the lives of our people."

The five:
1. Radio is needed to "reach the majority of housewives in the daytime."
2. Radio is needed to reach teen-agers and young people both in and out of the home.
3. To reach the non-tv segment of the population—particularly in the South and on farms —radio is the medium.
4. "It [radio] is needed for the immediacy and scope of its information service."
5. Radio is needed in "different ways by different people—sports lovers, music lovers, foreign language groups, farmers, shut-ins, travelers and all groups of minority interests."

But to serve all these people and the advertiser, the report underscores that radio must be bought and programmed "judiciously."

From their careful analysis of radio, BBDO's researchers conclude that this is the most important change in radio today:

"While it is a universal medium, reaching almost everybody at some time during the day and in the course of the broadcast week, no more than a small percentage of these people is ever tuned in to a particular program at any one time (5%)."

What does this mean to the advertiser? BBDO notes: "This underlies the great need for frequency of commercial message, if an advertiser who needs to talk to many people is to achieve that in radio. It underlies the need for many advertisements broadcast over a great span of time in order that these advertisements will reach a goodly percentage of this huge audience."

The future of radio? BBDO declares its feeling to be that "the strength of radio will continue and even grow on a local and regional basis."

If one has doubts, BBDO suggests a tune-in to "a good local station in any market to hear how many advertisers are making use of the medium, whether they be a one-unit beauty shop, a used car dealer or a national advertiser."

The agency also concludes that radio's big trouble came about because of the speed with which tv arrived on the scene. The loss of favor and detection of audience were "unfairly increased" by a movement of important program people from radio to tv. This suddenly siphoned off "much of the brain power and a goodly percentage of the energies (and money) which built radio."

Not only was this true "right down the line with the programming" but also with the advertising agency and the "offices of the advertisers themselves."

Because of this sudden exodus of creative sources, planners and capital, radio was slow to realize that a change was called for—a drastic change in the approach to programming and advertising."

Radio attempted for months and even years to go along as if "nothing had happened . . . Programming was done as it had been before television . . . Methods of selling and methods by which it was used by advertisers all seemed to ignore the fact that tv was competing with radio."

In noting that radio's strength will increase locally and regionally, the study also claims that the influence of the "powerhouse" station has been relegated to the past along with "teenage buys" (in which low cost overrides other considerations).

The BBDO report is divided into three parts:

THE DAYTIME AUDIENCE

BBDO's analysis shows that, in spite of television's hold on evening hours, radio is listened to in more homes during 75% of the time from 6 a.m. to 6 p.m. than tv is watched. Up to 3 p.m., it shows, radio reaches more than twice as many homes as television. The chart below demonstrates that finding (in New York time, Mon.-Fri.).
"BUSINESS is terrific," reports Time & Copy, a Memphis advertising agency which represents radio advertisers exclusively and bills itself as the "nation's only all radio agency."

The agency was formed in May of this year by Jan Gardner, Russell Taylor and Bailey Campbell, who "didn't like the step-child category relegated to radio by many agencies." And, they said, these same agencies used radio as the "foot in the door" for acquisition of big accounts.

Misses Gardner and Taylor are active in the management of the agency while their partner, Mr. Campbell, is not active in the firm but serves as a sales consultant. Time & Copy now represents 14 advertisers with one national (Tasti-Diet Foods, Stockton, Calif., on a market-by-market basis) and six regional accounts.

A monthly newsletter, What's New in Time & Copy, contains a choice selection of radio's "best buys" for each station in the Memphis area.

Within an hour after the August issue was delivered to a client, he had called Mr. Campbell and won the radio "best buy" on an 8:55 a.m. newscast. Within two hours, the client had signed for the newscast.

Miss Taylor reports that the organizational problems in forming Time & Copy were many, but that radio stations accepted the agency from the very beginning. Stations have provided long range merchandising programs utilizing bus cards, billboards, direct mail and other media at little or no extra cost to clients.

The agency's regional accounts include Ashworth Chemical Co. (Lovers Moon cosmetics), G. M. Baird Co. (distributor of Foley rotary power mowers), Tom Holly way Distributing Co. (Sylvania tv), W. L. Roberts Co. (distributor of Amana freezers), Wallace E. Johnson Inc. (real estate) and Cribb's Sausage Co. Local clients are Faul der Distributing Co., Paddock Swimming Pools, Downtown Assn. of Memphis, Pryor Oldsmobile Inc., General Home Service (tv and appliance retailer), Automobile Sales Co. (De-Soto-Plymouth) and Sterling Furniture Co.

The first reviewing of radio's accomplishments, impact and major areas of influence until 1948; the second, the change of emphasis in some of these areas wrought by tv in the period 1948-56; and finally, the values of radio today and "suggested means of taking advantage of them."

In 1927, there were 722 radio stations operating and as of January 1948, despite the depression and the war, the number mushroomed to 1,621 stations operating, 374 fm stations and 19 tv stations. Radio homes grew from 6,750,000 (24% of U.S. homes) in 1927 to 94% of U.S. homes in 1948.

Ratings for such programs as Amos 'n Andy and Major Bowses Amature Hour became legend. But as ratings dropped in the ensuing years, audiences grew in number along with an ever increasing number of radio homes. "By 1948 peak 'sets-in-use' had dropped 40%, but in numbers, audiences were vast."

As to radio's power as a political force, the study charts—again with an ever upward trend—those audiences which listened to President Roosevelt (the ratings taken from Hooper reports).

For the section on "radio as a salesman of ideas and goods," a bar graph shows the change in public attitude towards DuPont Co. via its Cavalcade of America program on radio. Periodic checks were taken from 1937 to 1940 in a study conducted by the Psychological Corp. It dramatizes visually how, by the fourth check made, the "favorable" attitude had reached 69.4 after having started at 21.0.

From 1948 to 1956 the growth in the number of radio homes continued, with 96.4% of families owning radios in 1956.

Similarly, the number of am radio stations increased in the eight-year span from 2,000 to almost 3,000. But despite this growth, radio moved from the foreground to the background as a mass entertainment medium and in political importance because of the emergence of television, according to BBDO.

With the continued growth of television, the radio set-in-use loving in the evening in 1956 is only 30% of what it was in 1948, 17% of what it was in 1930. With this reduced set usage has arisen a new "peak" time in radio listening—6-6:30 p.m. rather than 9-10 p.m. Nielsen studies for February 1956 show 12.5% sets-in-use at 6-6:30 p.m. as compared with 9.4% for 9-9:30 p.m.

While the evening sets-in-use has declined since 1948, the weekend daytime usage has fallen less sharply—only 29%. Similarly, daytime radio ratings have not dropped as drastically as evening ratings. A revealing comparison is that radio's top five weekday ratings are higher than those of the evening set-in use, which is a complete reversal of the former pattern.

Though the 1952 political conventions dramatized the public's preference for television, according to Hooper, radio still retains its importance as the prime source of news and information. A Politz study in 1953 indicated that in case of hearing about a rumor of a war, 54.8% of respondents said they would turn on the radio to check the report. 15.4% would turn on tv and 7.7% would telephoned newspaper.

Radio's importance as a news medium also is underlined in its sponsorship value. News and current events occupy the largest portion of sponsored network time in the evening—a far larger portion than the most popular radio program category in 1948.

The report makes the point that "the automobile audience is not the only place where listening outside the home takes place. There are 8 million portables and 10 million radios in public places."

It continues: While daytime radio can reach the housewife at home, it can also reach other family members at work or at play. Both at home and 'abroad' it can reach that elusive market, the teenager, and young men and women from 19 to 25 years of age."

What does all this mean for radio's future?

"It means that the buyer will have to recog nize this work-a-day stand and the many different needs it answers for many different kinds of people in many different localities," says the BBDO report.

"Except for situations in which network daytime radio is suitable, emphasis will be on local and regional buys. The influence of the so-called 'powerhouse' stations is virtually a thing of the past. It is no longer possible to achieve effective coverage in one or more states with a single clear-channel station."

"Advertiser and agency will have to approach radio selectively. The days of 'tonnage' buys, where low cost overlies all other considerations, are over. Though, of course, be one factor to consider, even saturation campaigns should be examined from every aspect—the type of station, the type of program and the type of audience attracted."

"This also implies variations in the type of commercial copy—not a single appeal for all segments of the market."

"Buying radio will be harder work. It means harder work for the seller also. The burden of programming—and the finding out how to program—will lie with the individual station. The station which recognizes this need for qualitative information about its audience, and takes steps to provide it will be ahead of the game."

The report then asks "what about networks?"

"Programming for network radio, particularly in the evening, is geared to the need to sell the medium through participation... "Network radio, while holding on to some of the things that have given it prestige in the past—such as news coverage—has, at the same time, been following along the same music-and-news pattern, with some innovations in short segment programming."

"Use of any one of these network participation plans eliminates the flexibility of local buys and selectivity in reaching special groups. Whether or not this is important depends on the advertiser and the type of message he wants to get across. Here again, 'suitability' is the main factor in determining what form of radio to buy."

radio Is Better Than tv Late at Night—WTTM Chief THE CLAIM that more persons listen to radio between 10:30 p.m. and 1 a.m. than to television during the same period is being made by a talk by Fred E. Walker, WTTM Trenton, N. J., general manager. The talk, entitled "Wake Up at Night," is being presented by the WTTM before the advertising club, agency personnel, and directly to advertisers.

The WTTM general manager declares that "the advertiser who limits his budget to early morning radio and evening radio is forgetting a few basic habits of life."

"At night the radio advertiser hardly exists," Mr. Walker continues, "in spite of the fact that more people are listening to their radio at this time than are watching television at the same time. Your rating stories will show that television is turned off at either 10:30 or 11 p.m."

To substantiate this claim, Mr. Walker quotes from a Philadelphia Pulse survey of March 1956 which gives radio a total 11 p.m. rating of 11.4 and tv a 9.2 at the same hour.

"One of the main reasons why we obtain this audience is that radio still is looked to as the evening medium even into the late night. And radio can sell just as many products and services at night as it can in the morning," he says.
SECOND county-by-county estimates of the distribution of television households among the nation's 3,070 counties and 48 states made by the Advertising Research Foundation are reported in the following tabulation. The listing shows, for each county and state, the total number of households, the total number of television households and the percentage of all households that have tv. County statistics are excerpted from ARF's copyrighted report, "U.S. Television Households by Region, State and County—March 1956."  
Essentially the same statistical bases are used as in ARF's first report of television households as of June 1955 [B&T, April 30]: Nielsen Coverage Service estimates for small areas of one or more counties and U.S. Census Bureau's current population survey estimates of stated reliability for large geographical regions. Also as in the earlier study, ARF has prepared a table of standard errors which gives a measure of the precision of the estimates, showing how far they may deviate from the results of a complete enumeration and their chances of doing so.

Costs of the study, like those of the earlier one, were undertaken by three network organizations and two trade associations; ABC, CBS, NBC, NARTB and TbV. The report has been approved by ARF's technical committee and by its board of directors, representing the three major segments of advertising: advertisers, agencies and media.

**Advertising Research Foundation 1956.**

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### TV Homes in U.S. By Counties

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<th>Total Households</th>
<th>TV Households</th>
<th>% of Households</th>
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<td><strong>Alabama</strong></td>
<td>265,747</td>
<td>69,000</td>
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<td><strong>Arkansas</strong></td>
<td>327,000</td>
<td>85,000</td>
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<td><strong>California</strong></td>
<td>3,126,000</td>
<td>752,000</td>
<td>23.1%</td>
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**Note:** Indicates percentage of TV households is under 15%.

* Indicates state total includes estimated number of TV households in counties with less than 10% TV ownership.

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## NEXT TELESTATS: OCT. 15

**B**+TV's monthly TELESTATS, usually in the first issue of each month, has been rescheduled to Oct. 15 as part of the Anniversary Issue. Thereafter TELESTATS will revert to its regular publication date, the 15th of the month, complete listing of advertising, TV and Canadian television along with set points, facilities, etc. The TV Network Comparative Showtimes also is published as part of TELESTATS.

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**October 1, 1956**

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**ADVERTISERS & AGENCIES—TV HOUSEHOLDS**

- **Broadcasting**
- **Teletancing**

**October 1, 1956**
KFEQ-TV

CHANNEL 2 - ST. JOSEPH

A KENYON BROWN STATION

announces the appointment of

BLAIR Television ASSOCIATES

as national representative
effective October 1, 1956

Basic details of the KFEQ-TV Market:

*POPULATION . . 883,700
TV Homes . . . 193,897
*Retail Sales . $944,953,000
*Sales Management, May 10, 1956
Updated ARF

MIDLAND BROADCASTING CO. • ST. JOSEPH, MISSOURI

Contact the nearest office of Blair Television Associates:

NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
13.5% Food Dominance

Market figures prove 13.5% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station.

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<th>Percentage</th>
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<td>Station B $199,661,000</td>
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<td>Station C $199,700,000</td>
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Source: Sidney Hollander Associates

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WXEX-TV

Tom Tinsley, President

Irvin G. Abeloff, Vice Pres.

NBC BASIC—CHANNEL 8

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**Note:** The above table is a simplified representation and may not include all the data from the image.
Chicago homemakers get bright buying ideas in color these days from “Bob and Kay with Eddie Doucette.” This mid-day WNBQ favorite (12:30 to 1:30 pm daily) currently sells in color for such leading advertisers as American Home Foods, Coty, Inc., International Cellucotton and Rockwood Candy.

The stars of this show — Bob Murphy, Kay Westfall and Chef Eddie Doucette — have sold successfully for more than 200 advertisers on WNBQ since 1950. And “Bob and Kay with Eddie Doucette” is only one of many programs included in the more than 30 hours of local WNBQ color now presented weekly for over 40 local and national spot advertisers.

This is your cue to sell in color, too. By all means the place to do that is WNBQ, where color is proven through and through.
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<th>TV Households</th>
<th>% Number</th>
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Who could sell her anything now... except THE NATION'S VOICE

The new advertising strategy based on Politz research

From daybreak to bedtime, radio—and only radio—can follow your potential customer wherever she goes, sell her while she is occupied with other things. And in just five great markets, where television is most highly developed, two-thirds of the adult population listens to radio on any given day.

Among the 2,655 radio stations operating today, only 98 are needed to bring 85% of all America's millions within your reach! Not in just one—but in five separate markets, the Politz studies show that people trust, respect and listen most to one great station—by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in brief presentation form at all Christal offices. Call now and arrange for a demonstration.

First on every list are these 14 Great Radio Stations covering 1/4 of all America

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WBAL</td>
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<td>WJR</td>
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<td>WHAS</td>
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<td>WSBR</td>
<td>Milwaukee</td>
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</table>

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with—

THE LARGEST WEEKLY MAGAZINE—using color pages, your message will go out just three times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT—your money is not quite sufficient for three color pages—delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM—your talent bill alone, with a medium-priced show, would use all your money in less than three shows, and you'd still have to pay for your time.

THE NATION'S VOICE—your full-minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

Broadcasting • Telecasting

October 1, 1956 • Page 39
Radio-TV Set Survey
Released by Nielsen

COUNTY-BY-COUNTY data on radio and
set ownership in the U.S., as of last spring,
distributed by A. C. Nielsen Co. last week to
subscribers to its Nielsen Coverage Service No.
2. The complete NCS No. 2, consisting of sta-
tion coverage reports based on county-by-county
set ownership, will be released to subscribers
“early this fall,” Nielsen said.

The television homes information, according
to Nielsen subscribers, is identical to that
which was released last week by Ad-Research
Foundation (see story, page 29), which developed it in cooperation with
the Nielsen firm through correlation of NCS No. 2 data and a concurrent study by the U. S. Census Bu-
reau. The radio homes information, it was explained,
are an updating of 550 counts by application of
county percent information against new total
home base counts developed in cooperation with
the radio home measurement and the Census Bureau.

“The figures, developed through the coopera-
tion of representatives from both the buying
and selling sides of radio and tv, with Nielsen
and ARF, define radio and tv as a single common
source for the basic dimensions of the two
broadcasting media,” according to Nielsen Vice
President John K. Churchill. “We believe this cooperative effort will resolve earlier conflicting
claims regarding the definition and ownership in certain
tables. The combined television and radio tabu-
lations are being distributed exclusively by Niel-
son, while the television data are being made
available jointly by Nielsen and ARF.

Toy Firm Likes Tv Test,
Plans to Increase Use

TRANS/COMM Co., New York, one of the
largest combines of toy and game manufac-
turers, has been using tv this medium for a
while, having dipped its toe in $10,000 worth of
tv time last year. Allocating “at least one-third”
of its 1956 total advertising budget of an esti-
mated $300,000 to television, Transogram will
place a total of 199 spot announcements on nine stations in the New Haven, Cincinnati and Cleveland markets between Oct. 22 and Dec. 9.

Transogram’s tv schedule includes tie-in work with ABC TV’s “Lambert-Hudnut Key” and “WBH-TV-New Haven and WCPG-TV Cin-
cinnati; participation in “Heading West on
WLTV (TV), Hi Kids on WKRC-TV, and Al
Lewis Show, all Cincinnati; Romper Room,
Tumbleweed Theatre, and Looney Tunes on
WJTV-Cleveland, and “O’clock Adventure
on KYVL-Cleveland.

Spokesmen for Transogram pointed out that
while the firm maintains complete national
distribution, it wants to “give tv a full try” in
ever-expanding market areas before extending its
schedule—probably next year—to cover a wide
graphic area of the U. S.

According to Charles S. Ralzen, Transogram
president, “toys—in action—are a tv natural,”
adding that year by year, his firm is “learning that television is a most powerful
promotion tool.” There are no plans for radio
at present.

Agency for Transogram is Lester Harrison

St. Georges & Keyes,
Shepard Agency Unite

CONSOLIDATION of St. Georges & Keyes,
New York, and K. E. Shepard Inc., Chicago,
was announced last week by the agencies’ two
 principals, Frank Keyes and Kenneth E.
Shepard. The combined agency will operate
under the name of St. Georges & Keyes.

St. Georges & Keyes, 17-year-old agency, serves
such clients as Revere Copper & Brass Inc., H. K. Post, the Connecticut Chemical Co. (division of W. R. Grace & Co.), while the for-
ter, 29-year-old Shepard agency serviced Na-
tional Assn. of Home Builders and the veter-
ary medicine division of Brown & Bigelow.

No personnel changes are contemplated for
the agency, which will now have a Chicago
office in addition to those in New York and
Philadelphia. Mr. Keyes will be general
manager of western operations; Mr. Keyes
will remain president, and Ben F. Homan,
executive vice president of the Shepard agency,
will head the Chicago office’s service depart-
ment.

Richard Hudnut, K&E
To Go Separate Ways

THE 14-year association of Richard Hudnut
(Lambert-Hudnut Div., Warner-Lambert Pharm.
aceutical Co., New York) and Kenyon & Eckbard,
New York, was terminated Dec. 31 on what
an official described as “an amiable note.”

It was understood that Warner-Lambert would
be the approximately $4 million account
accounted for to Mr. Hudnut and Mr. Bayles
in New York, currently serving Warner-Lambert’s
DuBarry brand hair products. Reportedly,
SS&CB may surrender DuBarry to another
agency.

Robert G. Urban, executive vice president of
Lambert-Hudnut, declined to say what
prompted the termination of the K&E adver-
sing agreement by insisting, “we just don’t
make comments in situations such as these.”

Kenyon & Eckbard services Warner-Lam-
bert’s quick home permanent, End home curl
permanents, Pin Quick home permanent, En-
riched Cremin shampoo and Creme rinse, all
bearing the brand name of Richard Hudnut.

Total billing on the account was estimated at
$4 million, with at least $3 million allocated
to broadcast media. Hudnut currently is spon-
soring NBC’s weekly variety program during the
third season on alternate basis with American
Tobacco Co. (Lucky Strike) through BBDO,
New York. It also is active in tv spot and some
years ago sponsored the Edgar Bergen-Charlie
McCarthy program.

Richard Hudnut, now known as Hudnut Sales
Co., subsidiary of Warner-Hudnut Co., was
absorbed in 1954 by Lambert Pharmaceutical Co.,
St. Louis, which was then reorganized into the
Warner-Lambert Pharmaceutical Co.

C&W GETS TEXACO
$11 MILLION SIREN

A LONG-PENDING consolidation of the bulk of
the Texas Co.’s U. S. advertising activities with
a single agency will take effect Jan. 1.

Company officials last week designated Cun-
ningham & Walsh the recipient of the firm’s
annual $11 million billing.

This move, in the discussion stage for over
three years according to Texaco Advertising
Director Donald W. Stewart, “was made to
keep up with a change in marketing condi-
tions, necessitating the formation of a single
advertising planning to a greater degree.”

Affected will be Kudner Agency, New York,
which handles the company’s radio-tv billing
(estimated last season at $5 million), and Erwin,
Wasey & Co., New York, the agency servicing
the Chernoff House-Households Co., Chicago.

One exception to the consolidation will be
made: G. M. Basford Co., New York, which
will take over Erwin, Wasey’s share of indus-
trial advertising.

Cunningham & Walsh handled print and
outdoor advertising for the two Texaco gas-
olines, Sky Chief and Fire Chief. Advertising
for McColl-Frostene Oil Co. Ltd., Texaco’s
Canadian affiliate (and co-sponsor on its ABC
Radio-Dental Research Council) and the advertis-
ing of the Metropolitan Opera Saturday matinee
broadcasts) will continue to be serviced by

Though having spent an annual $3.5 million
of its Texaco Star Theatre Theatre during the
last several years, the Texas Co. will stay clear of
network television “through the present season,”
Mr. Stewart indicated. However, the oil com-
pany, which canceled the Jiminy Durante pro-
gram last season, is continuing that Mr. Stewart
called “valuable tv properties,” for possible use starting next year.

In the aural medium, besides its weekly ABC-
CBC Metropolitan Opera broadcasts during
the fall-winter season, Texaco sponsors 22 five-
minute news programs on ABC Radio week-
ends; a 15-minute sports program with Tom
Harmon, six days a week on approximately 50
western and southwestern radio stations; the big
Buck’s sports program on WBBM Chicago, and
St. Louis; the Tom Manning sports show on KYW
Cleveland, and the John Carmichael sports
program on WBBM Chicago.

Mr. Stewart, aware that word of Texaco’s
imminent move had been making the rounds on
agency row for over two years, attributed the
timing to the fact that “we spent over a
time and a half screening prospective agencies,”
adding that “the choice was altogether more
difficult, since so many very fine presenta-
tions we looked at.”

For Cunningham & Walsh, no stranger to the
Texas Co., the sounding of the familiar red siren is particularly welcome. Earlier this year,
it dropped about $12 million in billing when Liggett & Myers moved its Chesterfield account from C&W to McCann-Erickson.
WE'VE TAKEN THE AGE OUT OF NEWS COVERAGE...

AND PUT THE NEW IN NEWS

SERVING MONTGOMERY ... as well as every HOME TOWN in Southeast Alabama.

40 correspondents in Alabama and North West Florida towns and communities are equipped to IEEE, on the spot, news as it occurs and to wire it to Montgomery for prompt telecasting, usually the same day.

The most modern film processing equipment at our studios makes the news ready to screen in minutes ... NO AGING IN TRANSIT ... 

A news crew that's trained, qualified in every respect, stands ready with their equipment to cover news when it happens, wherever it happens.

WSFA-TV news is presented without still photographs and our consumption of 16mm films at the average rate of 26,000 feet per month makes it fresh ... new ... as new as the news ... 

Excellence in timely and complete, unbiased news coverage is a part of WSFA-TV's service to southeastern Alabama and is one of the many reasons for its dominance over all other media.

Your message will be seen more ... mean more on ...

WSFA-TV, Montgomery, Alabama
WKT, WKT-TV, Oklahoma City, Oklahoma
WTVT in Tampa - St Petersburg
Represented by THE KATZ AGENCY, INC.
FC&B PLANS COMPLETED FOR NEW FORD ACCOUNT

Agency offices to be opened in Philadelphia, Dallas, Atlanta, New Orleans, Boston and Washington to accommodate dealers. Detroit and Chicago offices assign 120.

The Chicago and Detroit offices of Foote, Cone & Belding will assign 120 people to the new million dollar plus Special Products Div. account of Ford Motor Co., with FC&B President Fairfax Cone heading a creative task force as special management representative, it was announced last week.

The agency also reported it will open offices in Philadelphia, Dallas, Atlanta, New Orleans, Boston and Washington, D.C., to accommodate dealer groups for Ford's new model being designed and slated for introduction as a 1958 model next year. FC&B was appointed last January to handle the account, with estimated potential billings (manufacturer and dealer group) of $15 million, a considerable amount of that sum to be allocated to broadcast media.

Directors and officers of Foote, Cone & Belding from various offices and other advertising leaders were on hand on Detroit's last Wednesday and Thursday for formal opening of the agency's new branch in the National Bank Bldg. The Detroit office will eventually be fully staffed with account, copy, broadcast, art, media and research personnel (about 70 people) under Charles S. Winston Jr., vice president and office manager, and Clyde E. Rapp, vice president, associate manager and account supervisor.

The Detroit staff will work closely with a Chicago creative task force headed by Mr. Cone, who earlier this year resigned certain administrative duties to concentrate on creative work for the Ford account and other agency clients. Mr. Cone will be assisted by Fred Ludenks, associate creative head. Chicago staffers on the Special Products Div. account will number 50 people.

As of last week, no specific broadcast appointments had been officially announced, although a number of account, art personnel and copy writers had been assigned to the account. Among key personnel assigned to Ford are A. J. Bremner, copy chief; Curtis Berrien, copy department; Marvin Potts, executive art director, all Chicago.

In Detroit are Robert F. Hussey, media account supervisor; Robert Freeman, Robert G. Andrus and Richard A. Clarke, art directors; John O. Cook, copy chief; John Harvey (from FC&B San Francisco), Albert F. Remington and Bruce E. Miller, account executive, and Robert J. Hakken and David Jenkins, copy writers.

Mr. Cone explained that FC&B will establish a staff of 11 field offices to permit the agency to work closely with various dealer groups on their local advertising programs. Field men also will operate out of already established agency offices in New York, Chicago, Kansas City, Los Angeles, and San Francisco.

K&E Personnel Purge Denied

By Vice President Hal Davis

SPECULATION circulating last week that Kenyon & Eckhardt, New York, was having a personnel purge firmly denied by an agency official who pointed out that the discharge of nine employees (out of a total of 590) was merely a manifestation of K&E's growing pains.

Indicating that K&E—"like any other rapidly expanding agency"—operates on the formula of cost control and profits, Hal Davis, vice president and promotion director, told B&T that his shop is admittedly getting to be more cost conscious and that therefore, "we find ourselves faced with the necessity of having to operate more like a business and less like the proverbial top-heavy agency."

Mr. Davis declined to name the nine departees, but it was understood that two of them, Richard Bellamy and Barney Freeman, came from his promotion department.

K&E claims to have increased its total billings by $20 million during the past two years by adding such accounts as RCA, Shell Oil, Pepsi Cola, National Biscuit Co., Hood Tire Co., Blatz Beer and Whirlpool-Seger (now RCA Whirlpool). Its current billings touch the $75 million mark.

NEW TYPE PEPSI CONTEST ON RADIO-TV IN MUNCIE

Contestants phone reasons why they like soft drink with best to be played on WLBC-AM-TV simulcast. Winners decided by vote of public.

PEPSI-COLA, which made history with its "Pepsi, Please" radio advertising concept [B&T, Aug. 20], will launch a new "electronic contest" idea on both radio and television this week.

The contest, to be staged on a test basis in Muncie, Ind., is not a replacement for but an addition to the "Pepsi, Please" campaign, which itself was tested in Muncie and also in San Diego, and is now going strong in Marion, Ind.

The "electronic contest" differs from ordinary contests in at least two ways. Ordinarily, contestants in such product promotions are required to make written entries, which then explain "why I like" the product, complete limericks, etc. In the Pepsi contest starting in Muncie this week, contestants have to write nothing. They merely call a designated telephone number, identify themselves, and then talk for 25 seconds or less—a variation of the usual contest's "25 words or less"—about Pepsi-Cola. They can say anything they want to, as long as it's about Pepsi. At the other end of the phone, their voices are recorded.

Each week a staff of judges will listen to the recordings and select 10 for the week's finals, based on such factors as sincerity, originality and voice inflection. The 10 contestants who submitted these entries will then appear on a half-hour simulcast on WLBC-AM-TV Muncie, during which the entry of each will be heard.

Voting for the first-prize winner will be done by the public—and to get ballots, people must buy Pepsi. A bottle collar worth six votes will go with a "six pack" of Pepsi, and individual sales—whether fountain or bottle—will be worth one vote each. In the opening week's contest, approximately six days will be allotted for the balloting. For instance, the finals will be staged on the WLBC-AM-TV program next Monday at 7:7-30 p.m., and the voting on that week's finalists will close the following Sunday. A similar pattern will be followed in succeeding weeks, although exact deadlines for voting may be changed somewhat.

Each week's first-prize winner is slated to receive a portable television set, while each of the 10 finalists will receive a year's supply of Pepsi-Cola—about 10 cases—under current planning.

To promote the contest, Pepsi has scheduled 100 spot announcements on WLBC, starting the week of October and also hopes to clear some of its spots on WLBC-AM. Two newspaper ads also are scheduled. The contest is slated to continue for 13 weeks and if successful, it will be placed in other cities.

Like the "Pepsi, Please" campaigns, which award prizes to people who recognize their own voices on broadcast recordings, the Muncie contest is being handled by Pepsi-Cola Co. and its agency, Kenyon & Eckhardt. However, there is no cooperation with the stations involved. Those who have been working directly on the Muncie project include Pepsi-Cola's Charles Derrick, advertising vice president, and Bill Darkee, advertising manager; and radio and television executives J. Clarke Mattimore, account executive, Howard Martin, of the Chicago office, Ted Harbert, producer, and Fred Papert, copy chief, and WLBC's Bill Craig.

QUARTET MOVES UP AT DONAHUE & COE

Mr. Weir Mr. Schneider

AN EXECUTIVE realignment, which was prompted by "expanded business" and a need for reorganization, according to agency President E. F. Churchill, last week saw four Donahue & Coe, New York, executives shifted to top level posts.

Walter Weir, chairman of the plans board and vice president in charge of client service, was named executive vice president, a new position; Oliver A. Kingsbury, with D&C since its 1934 founding and vice president and secretary, became management committee chairman; William Schneider, vice president in charge of creative service, succeeded Mr. Weir as plans board chairman, and J. R. Rosenthal, marketing director, was appointed vice president in charge of research, marketing and merchandising.
WBKB IS CHICAGO

Channel 7 WBKB Chicago, WABC-TV New York
WXYZ-TV Detroit, KABC-TV Los Angeles, KGO-TV San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"NIGHT ON THE DRIVE"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago - Photography: Hedrich-Blessing
### Pro Football on CBS-TV Under Marlboro Banner

Marlboro Cigarettes (Philip Morris Inc.) will hew to the "male line" this season with sponsorship of professional football games that the tobacco firm claims to be "the greatest array of games ever presented to the nation's home viewing audience." It will be Marlboro's first network sponsorship.

Scheduled to get underway this past weekend, the live Sunday telecasts will run through Dec. 23, with two Saturday games scheduled for Dec. 8 and 15—all on CBS-TV.

In order to give audiences "local color," the cigarette firm has ordered eight special networks consisting of 190 CBS-TV stations. As many as six different games will be aired "simultaneously" in various localities, giving the sponsor an opportunity to blanket various regions with a staggered schedule of Marlboro announcements.

Sportscasters covering the games will include Chris Schenkel, Red Grange, Van Patrick, Ernie Harwell, Joe Bolander and others. All 12 clubs of the National Football League have been signed for telecasts.

Leo Burnett & Co., Chicago, is Marlboro's agency.

### Gerst, Sylvester & Walsh, Ohio Adv. Agency Combine

Two Cleveland advertising agencies—Gerst, Sylvester & Walsh Inc. and Ohio Adv. Agency—have merged under the name of the former, effective today (Monday). The merger announcement was made jointly by Arthur Gerst, G&SAW president, and Samuel Abrams, Ohio president.

Mr. Gerst will continue as president of the combined operations with Mr. Adams a vice president. The agencies have moved into newly-remodeled quarters at 3113 Prospect Ave. Mr. Abrams is past president of the Cleveland chapter of the American Assn. of Advertising Agencies.

### K&E Names Two VPs

Two Kenyon & Eckhardt, New York, account executives, John W. Keeshan and Samuel A. Alter, have been elected vice presidents of the agency. Board Chairman Thomas D'Arcy Brophy announced last week.

Before joining K&E in 1951, Mr. Keeshan was with J. Walter Thompson Co. for five years. Mr. Alter joined the agency earlier this year after seven years as vice president and account executive at The Biow Co. He also has been with Aluminum Co. of America and A. C. Nielsen Co.

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### GASOLINE-OIL IN BOSTON RADIO-TV

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

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

#### TELEVISION INDEX (NETWORK PLUS SPOT)

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In the above summary, the monitoring occurred the week ending July 21, 1956.

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

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**Pabst, Burnett Huddling; $6 Million Budget Involved**

RECOMMENDATIONS on Pabst Brewing Co.'s 1957 advertising expenditures are currently under consideration by Leo Burnett Co. and the client, with an estimated $6 million budget involved. Expected to be completed by Nov. 1, substantial part of the budget will go into broadcast media.

One decision hanging in the balance is whether Pabst will buy into ABC-TV's co-op feature It's Polka Time, in certain markets.

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Page 44 • October 1, 1956
Radio's One-Book Reference Library

B·T's annual Broadcasting Yearbook-Marketbook is revving up. Deadline is November 19 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to radio, of agencies and their radio accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. Further details upon request to B·T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B·T's bureaus.

NEW BUSINESS

Carter Products (Arrid), N. Y., renewing contracts with 40 radio and 100 TV stations for 26-week campaign starting today (Mon.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Swift & Co. (meat packer), Chicago, buys alternate weeks of The Lone Ranger on ABC-TV, Thurs., 7:30-8 p.m. EDT, starting Oct. 25. Agency: McCann-Erickson Inc., Chicago.

Menen Co. (Skin Magic hand cream), Morris-town, N. J., through Grey Adv., N. Y., purchased the 4:15-4:30 segment of NBC-TV's Queen for a Day, starting this Wednesday.

Best Foods Inc., through Dancer-Fitzgerald-Sample, both N. Y., signs to sponsor eight seven-and-a-half minute segments in lineup of three CBS Radio daytime series, This Is Nora Drake, Ma Perkins, and Right to Happiness, effective Oct. 8. Sales understood to represent about $380,000 in gross annual billings.

AGENCY APPOINTMENTS

B. T. Babbitt Inc. (household cleansers), New York, appoints Dancer-Fitzgerald-Sample, N. Y., as agency for all Bostwick Labs products. Bostwick is a Babbitt division manufacturing aerosol products. D-F-S services Babbitt's Cameo, Bab-O and Tidy Bowl conditioners.

Procter & Gamble appoints Leo Burnett Co., Chicago, to handle advertising for its Camay Soap.

A&A PEOPLE

Arthur J. Mahoney appointed treasurer of Lambert & Feasley, N. Y., succeeding Robert W. Stowbridge Jr., who has retired after 33 years with agency.

Robert L. Larsen, salesmen in Detroit and Toledo for Salada Tea Co. Inc., to firm's Boston headquarters as general sales manager, succeeding Walter F. Haefele, who has retired from firm.

Tom Viscardi, timebuyer on Mercury Div., Ford Motor Co., at Kenyon & Eckhardt, N. Y., to Young & Rubicam, N. Y., in similar capacity on Proctor & Gamble account, effective today (Mon.).

Arthur Schwartz, associate sales promotion director for radio-tv, Bulova Watch Co., N. Y., to sales promotion manager, International Latex Corp., N. Y.

Frank Noettling, personnel manager, McCann-Erickson, N. Y., elected vice president in charge of personnel at Benton & Bowles, N. Y. He succeeds Rodman Funston, resigned to join Lever Bros. as management employment supervisor.

John B. Hunter, vice president and account supervisor on American Telephone & Telegraph Co., at N. W. Ayer & Son, N. Y., retired Friday after spending more than 30 years with the agency.

Nat Brandon, formerly with Coggin Adv. Agency and Noble-Dury & Assoc., both Nashville, Tenn., rejoins latter agency as assistant to president.


Dick Howell, formerly with WDSU-AM-TV New Orleans, La., named radio-tv director, Caldwell, Larkin & Sidener-Van Kiper Inc., Indianapolis, Ind.

Donald Daigh, TV commercial producer-writer-supervisor, appointed executive producer in William Esty Co.'s TV commercial department.

Tom S. Andrews, formerly eastern division regional director for Marten-Senour Paint Co., Chicago, appointed marketing director. He will supervise advertising, merchandising, market analysis and public relations.

Joseph Daffner, formerly vice president, Norex Labs, division of Schenley Industries, appointed director of advertising and merchandising, Lanolin Plus Inc. (toiletries), Chicago.

William K. Eastham, associate merchandising manager, Lever soaps and detergents division, Lever Bros. Co., New York, appointed merchandising manager of Pepsodent division, reporting to Pepsodent marketing Vice President T. E. Hicks. He succeeds Ambrose J. Addis, named to new post of assistant to the advertising vice president of Lever Bros.

Richard W. Nixon, formerly with Fletcher D. Richards Inc. and Fuller & Smith & Ross, both N. Y., to Young & Rubicam, N. Y., as contact executive on Borden Co. account.

Frank W. Julsen, formerly vice president of Ruthrauff & Ryan Inc., Chicago, to Cunningham & Walsh Inc., same city as supervisor of food accounts.

Correction

The following errors have been discovered in the table "The Top 200 TV Spenders" [B&T, Aug. 20]: Procter & Gamble's network figure should be $20,928,569 and total $33,252,369. General Motors' network figure should be $10,675,407 and total $13,110,307. Brown & Williamson's spot figure should be $5,595,300 and total $7,447,765. Ford's network figure should be $5,237,077 and total $6,985,077.

Broadcasting • Telecasting
“Rumors Were a Dime a Dozen...”
... And Then ... Open Armed Violence!

Case History No. 23

To a good newsman, nothing is more important than the advance contacts he establishes with possible news sources.

For proof of this, just ask Jaime Cunningham, news editor of WCTW, New Castle, Indiana.

Cunningham had built good contacts among both workers and management of the large industrial plants in his area. That's the reason he was ready for quick action when violence broke out at the Perfect Circle Corporation plant, which had been crippled by a 10-week-old strike by most of its employees.

"Rumors were a dime a dozen, but when I checked and got the same word from four different sources, I knew something big was up."

At 6:30 the morning of the big break, Cunningham observed that the usual number of workers were not showing up at other New Castle factories. Tension mounted. He immediately alerted The Associated Press at Indianapolis.

"Looks like real trouble," he said.

Then, shortly after 9 a.m., it happened. Five thousand angry, shouting strike sympathizers descended on the Perfect Circle plant, determined to close it. One hundred armed non-strikers were barricaded inside the foundry. Cunningham was on the phone to The AP at Indianapolis with eyewitness reports of the seething situation.

Four advancing pickets dropped from gunshot wounds. Bullets ricocheted inside the plant, wounding four more. One hundred and fifty state troopers rushed to the scene. Cunningham and the WCTW staff relayed details to The AP.

"Eight shot so far. We'll call you the moment we have more."

Six hundred national guard infantrymen, backed by two tanks, eventually descended on the troubled city. All public gatherings were banned. The sale of alcoholic beverages was halted. A temporary truce did not promptly break the explosive tenseness, and WCTW continued its coverage to The AP.

Said Cunningham, "I've been grateful many times for AP coverage that practically put me at the scene, so my first thought was of The Associated Press."

Cunningham is one among the thousands of newsman who make The AP better ... and better known.

Those who know famous brands...
... know the most famous name in news is AP.

Jaime Cunningham
News Editor
WCTW, New Castle, Ind.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—
SARNOFF'S FIFTY YEARS

THE major developments which Brig. Gen. David Sarnoff asked his RCA scientists five years ago to "give" him on his 50th anniversary in electronics were slated to be presented to him last (Sun.) night on schedule—at a golden anniversary dinner attended by approximately 1,000 of his friends and associates.

The RCA board chairman got the three "gifts" and then some. Shown on color slides at the dinner at New York's Waldorf-Astoria Hotel—and slated for public demonstration at the David Sarnoff Research Center in Princeton today (Mon.)—were these five developments:

- A magnetic tape recorder of both color and black-and-white television for broadcast use;
- A home magnetic tape player for television;
- An electronic amplifier of light and application of it to industrial X-ray use;
- An electronic air-conditioner;
- An electronic refrigerator.

Gen. Sarnoff—whose original request was for the magnetic tape recorder for tv programs, the all-electronic air-conditioner, and the electronic amplifier of light—thanked "all those involved" for "their pioneering courage, their perseverance, their competence unmatched in this field," and accepted these "amazing gifts on behalf of our company."

He said he realized that "in part they are still in what engineers call the developmental stage," but that "bold dreams and hopes" have been turned "into proud realities" and that "in time they will find their way to the market place, serve the public and benefit industry."

Dr. Elmer W. Engstrom, RCA senior executive vice president, announced that the gifts were ready for presentation.

Looking again to the future, Gen. Sarnoff in his address made 20 predictions for the 20 years ahead, including this one on communications:

"Television, in full color, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel."

In another prediction he said that "electroluminescence or 'cold light,' now emerging from the research laboratories, will bring into being startling new types of illumination, effecting far-reaching changes in 'factories, streets, stores, highways and homes' and, among other things, providing 'brighter and bigger tv pictures, and ultimately (replacing) the tv tube altogether with a thin, flat-surface screen that will be hung like a picture on the wall."

Gen. Sarnoff, who entered the radio field on Sept. 30, 1906, as a messenger boy with the Marconi Wireless Telegraph Co. of America (later acquired by RCA), received many tributes at the dinner, including messages from President Eisenhower and Britain's former prime minister, Sir Winston Churchill.

President Eisenhower's message said: "The golden anniversary, marking your 50 years in the field of radio, television and electronics, is made brilliant by your leadership and great contributions in the science, art and industry of communications. You have established an outstanding record of service to the American people and to the nation. You have helped greatly to bulwark the pre-eminence of the United States in electronics and world-wide communications."

"With all who know you I join in congratulations on your splendid record of achievement made possible by hard work and steady adherence to high ideals and American traditions."

"I hope that the years to come will bring you the best of health and happiness—as well as some time for golf."

Sir Winston sent "warm good wishes and my congratulations on the 50th anniversary of your work in the field of wireless and television to which you have contributed so much."

Tributes and awards also were presented to Gen. Sarnoff by the Radio Pioneers, citing his leadership in broadcasting and from the National Appliance & Radio-Tv Dealers Assn., in recognition of his contributions to the radio-television business.
HERE, in condensed text, are highlights of address prepared for delivery by Brig. Gen. David Sarnoff, RCA board chairman, at last night's (Sun.) dinner celebrating the 50th anniversary of his entry into electronics (also see story page 48):

"Exactly five years ago, you gave me a party at the Princeton Laboratory to mark my 45th milestone. Taking advantage of the place and the occasion, I looked ahead to this night and asked our scientists for three gifts for my 50th anniversary. The gifts I asked for were a magnetic tape-recorder for both black-and-white and color television, an electronic accelerator with moving parts and an electronic amplifier of light. . . ."

"Well, the deadline has been reached, and I am here to attest that my faith in their genius has been fully justified. You have heard Dr. [E. W.] Engstrom [senior executive vice president of RCA] announce that the three gifts are all wrapped up in ribbons ready for demonstration. Of course I realize that in part they are still in what engineers call the developmental stage. But the fact remains that in five short years they have succeeded in turning what were bold dreams and hopes into proud realities. . . ."

"This is an occasion that tempts me to reminisce about the rich and exciting years we have travelled together. But I have always been more concerned with the future than the past, and so resolutely bypass the temptation. I shall ask you instead to join me in peering into the future."

"However impressive the events that filled the last 50 years, or even the last century, I am convinced that they will be eclipsed by the events of the next 20 years. I take this arbitrary span of time because, we can hope that, with a little bit of luck all those present tonight—myself included—will still be around to check on the accuracy of our vision. In fact, I have already been promised an 85th birthday party and you are all cordially invited to attend."

"So I proceed to stick my neck out by making the following 20 predictions for the 20 years ahead."

1. Nuclear energy: . . . Nuclear energy will be brought to a practical state of peace-time usefulness, not only for industry but for planes, ships, trains and automobiles. Direct conversion of atomic energy into electricity—a principle already demonstrated experimentally by RCA—will be a fact . . .

2. Solar energy: The energy of sun rays will be effectively harnessed and in worldwide use . . .

3. Communications: Television, in full colors, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations, and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel.

4. Transportation: Jet-propulsion and rocket-type vehicles, using nuclear fuels, will travel at speeds as high as 5,000 miles an hour with greater safety and comfort than today's aircraft. . . . Guided missiles will transport mail and other freight over vast distances, including oceans.

5. Automation: Already well launched automation will reach a crescendo under the impact of cheap and abundant power. It will increase production, decrease costs, and make new products and services available to more people. The transition will create problems of adjustment but ultimately it will free millions of people from arduous and hazardous work. It will increase employment, reduce hours of labor and increase leisure.

6. Materials: Chemistry will make spectacular strides . . . A tremendous array of new plastics, ceramics, lubricants and categories of substances that as yet have no name will become available for personal and industrial uses.

7. Electronic light: Electroluminescence or 'cold light,' now emerging from the research laboratories, will bring into being startling new types of illumination. It will change the appearance of our factories, streets, stores, highways and homes, providing light without heat and almost without shadow. Its glow will be subject to easy control for volume and color nuances to suit any taste or decor. Being light without glare, it will eliminate many of the perils of night driving and flying. It will also give us brighter and bigger TV pictures, and ultimately replace the TV tube altogether with a thin, flat surface screen that will be hung like a picture on the wall.

8. Computers: The era of electronic computers, already begun, will reach fruition. Recording and accounting will be taken over by robots, freeing for other work the great majority of the 9 million Americans now engaged in clerical tasks . . . High speed writing and reading will be as familiar as high-speed arithmetic is today.

9. Foods: Striking developments in irrigation and flood control, more efficient use of solar energy, the electronic acceleration of germination and growth, as well as new chemical and biological discoveries will greatly expand mankind's food resources. At the same time, the oceans will be efficiently "farmed" for nutritious products . . . These developments will enable famine to be eliminated in all parts of the world.

10. Health: The close ties now developing between biology, chemistry, and physics, applying the new tools of electronics and atomic science, will bring an avalanche of improvements in preventive medicine, diagnosis and treatment of human ills . . . Man's life span will be further extended, probably with in halving distance of the century mark.

11. The Home: The housewife's dream of an all-automatic home will be realized. The day's chores in the home will be prescheduled, with each of the tasks performed electronically. . . . Fortunately, we shall continue to do our own eating.

12. Climate: Not only will the prediction of weather for months and even years ahead be perfected, but major steps will have been taken to make and control weather as desired. Ports now icebound will be unfrozen and iceregs rapidly melted. Progress will have been made in dissipating storms even of hurricane intensity, or in diverting them from destructive course . . .

13. Communism: Within the next 20 years Soviet Communism will collapse under the weight of its economic failiories, its political foibles, and the pressures of a restive, discontented population.

14. People's capitalism: . . . As socialism is stripped of its popular appeals, the dynamics of a people's capitalism within a democratic framework will be intensified.

15. Living standards: . . . Slowly but surely the waters of wretchedness now covering so much of the earth will recede, and levels of well-being without past parallel will be attained all over the world. The most pressing problems will not be the use of labor but the intelligent and beneficent use of leisure.

16. Education: . . . Not only will general levels of knowledge rise, but the intellectual climate will be favorable to development of special talents and individual genius. Highly geared technology will put a premium on brains.

17. Entertainment: Every form of art and every type of entertainment will be readily accessible in the home. Talent both live and recorded—will be available by television, radio, the phonograph and electronic photography. The opportunities for creative and interpretative talents will be greater than ever before. The range and variety of programs will embrace everything created by the human mind.

18. Government: Because of unprecedented access to information public opinion will be a more decisive element . . . Prevailing sentiment on any issue will be quickly and accurately registered by electronic means . . . Popular government and democratic procedures will tend to become more and more effective.

19. War: Universal communications and speedy transportation will shrink the world to a neighborhood. Technological development of weapons of mass destruction will leave no doubt that the alternative is between survival or annihilation . . . War as an instrument of international policy will be outlawed.

20. Science and religion: As a reaction against current cynicism and materialism, there will be an upsurge of spiritual vitality. . . .
NETWORKS, ON CELLER STAND, TELL OF INSIDE OPERATIONS

Appearances by Stanton of CBS and Sarnoff of NBC occupy most of House subcommittee's attention as New York hearings come to close. Uneasy prospect: Chairman Celler says he may have to reopen them in D. C. Congressmen commend CBS chief for frank testimony.

DEEP probing into the way networks run their business occupied most of the third, and perhaps final, week of New York hearings before the Celler antitrust subcommittee.

The New York phase of the probe ended late Thursday afternoon on a note of uncertainty as to whether or not the hearings would be resumed "at a later date" in Washington.

Chairman Emanuel Celler (D-N.Y.) announced that they "may" be so reopened but did not amplify his statement. Previously, however, Rep. Celler had indicated while Robert W. Sarnoff, NBC president, was on the stand that he might have to "reassemble" the subcommittee if certain answers to questions were not forthcoming at time.

Questioning was lively at times last week as two network presidents—Frank Stanton, CBS, and Mr. Sarnoff of NBC—went into details of such topics as affiliation contracts, talent fees, film programming and alleged favoritism granted to the networks' inside programs as against non-owned program properties.

Chairman Emanuel Celler (D-N.Y.) paid a glowing tribute to Dr. Stanton at the completion of his testimony. But the impression was evident that the subcommittee feels it is grudging out priceless operating secrets that have never before been revealed. It looked for a time as though confidential salary and fee data from talent contracts might be unveiled to eager competitors, but most of this material was unidentified. There was some disturbance, however, among industry witnesses over unveling of several confidential network affiliation arrangements.

Witnesses testifying during the second week were:

Monday—Alan R. Cartouen, vice president-advertising director, Longines-Wittnauer Watch Co., accompanied by Clark Getts, Getts Lecture Bureau; Carl Haverlin, BMI president; Earl Rogers, former CBS Washington vice president; Ralph W. Hardy, CBS Washington vice president; Dr. Stanton.

Tuesday—Dr. Stanton; Walter Winchell, MBS-NBC-TV newsmen.

Wednesday—Dr. Stanton; Robert W. Sarnoff, president, NBC; James A. Stabile, ABC.

Thursday—Mr. Sarnoff; Robert Moore Jr., superintendent, Sheraton Corp.; closed-circuit TV network; Murray Carpenter, president, WTVQ (TV) Bangor, Me.

Other subcommittee members attending one or more sessions: Reps. Peter W. Rodino (D-N.J.), Byron B. Rogers (D-Colo.), James M. Quigley (D-Pa.), Kenneth B. Keating (R-N.Y.) and Hugh Scott (R-Pa.). Also present: Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel, Thomas H. McGrail and Julian H. Singman, assistant counsel.

Alan R. Cartouen
Longines-Wittnauer

In a letter, Cartouen and Getts described the history of Longines Chronoscope, quarter-hour program on CBS-TV. Under questioning, Mr. Cartouen said the show began on CBS-TV in 1951 as a production of the watch company, with its agency, Victor A. Bennett Co., New York, purchasing time from CBS-TV.

Answering queries, Mr. Cartouen said CBS-TV shortly after the show began in 1951 at 11 p.m., informed Longines that the program was contrary to the network's policy of itself controlling all special events presentations. Thereupon, Longines furnished CBS-TV with a list of the special guests well in advance of each performance so the network could pass on them. In the summer of 1953, however, CBS-TV President J. L. Van Volkenburg, told the company the show was being terminated because "programs in the opinion area must be the direct responsibility of CBS Television."

The program was off the air "several months," but was reinstated as a CBS-TV production with Mr. Cartouen continuing as director on the CBS-TV payroll and also continuing with Longines. The network dispensed with services of Mr. Getts' bureau and secured the special guests itself. Additional costs to Longines, under CBS-TV ownership, was only $300 or $400 more weekly than it was while being produced by Longines. The show was sold to CBS-TV for a "token" sum, with the understanding it would revert back to Longines when no longer used on the CBS-TV network.

Then, in the summer of 1955, CBS-TV took the program off the network altogether, explanatory that it did not fit the current structure as re-evaluated by the network, Mr. Cartouen explained. Since then, Longines has not been able to secure comparable network time for the show, he continued.

Near the end of the 1951-53 period, discussions were renewed on whether CBS-TV or Longines should produce the show, Mr. Getts said, adding that he went to see Mr. Van Volkenburg and told him of "the great damage that would accrue to me if this change were made, and other matters." The network agreed to carry a card saying that the program was produced under "the supervision and control" of CBS-TV. The card was carried two or three weeks. Mr. Getts continued, but was dropped "suddenly when one of the guests, I was told privately, was no favorite of the network."

Mr. Getts said that after his termination, he protested to CBS President Frank Stanton, who said he would look into the matter. When he asked again to see Dr. Stanton, he never heard from the CBS president, Mr. Getts said.

The subcommittee entered in the record a telegraphed reply by CBS Records artist and repertoire man Mitch Miller to a telegraphed charge by singer Frank Sinatra last week [9ST, Sept. 24] that Mr. Miller almost ruined his career by insisting that he record BMI instead of ASCAP songs.

Mr. Miller said Sinatra history at Columbia "during my tenure" shows that he recorded 57 songs in 31 months of which 51 were ASCAP and five BMI, two of the latter "hits." He said he is "prepared to confer on witness stand if your committee so requests." An accompanying affidavit by Mr. Miller was withheld pending "perusal by counsel."

Carl Haverlin
President, BMI

Mr. Haverlin cited similar figures to indicate that most of Mr. Sinatra's telegram "seems to have no foundation in fact."

The BMI president said that in the songwriters' suit against BMI and others "no one has furnished . . . any figures to suggest" that BMI songs are more often recorded by broadcast-connected recording companies than those which are not. ASCAP, he said, "has many times our performances" and "several times our income."

He added that two basic issues before the Justice Dept. for 15 years, whether broadcaster ownership of BMI stock is wrong and whether broadcasters have discriminated against ASCAP and in favor of BMI, Justice "has taken no actions against no action was called for;" he continued.

ASCAP witnesses before the subcommittee, he said, are asking the House group "to assume the existence of a conspiracy more widespread and gigantic than has ever existed in this country."

Mr. Miller called ASCAP testimony "an attack on the integrity of 4,000 broadcasters . . . leading citizens of their communities."

He called the charges "an obvious attempt, in my mind, to prejudice the outcome of a law
suit and to restate that ASCAP monopoly by destroying BMI as effective competition."

He noted the committee is not taking testimony under oath, while the court has "rules of evidence" to protect parties against untruths, and that the committee should not take any action or position to prejudice the court suit. Chairman Celler denied the committee has taken a position, to which Mr. Haverlin reminded him that he had favored divestiture of BMI from broadcasters. Chairman Celler replied that it was only his own opinion, not the committee's, and he still feels divestiture is "most emanently proper."

Mr. Haverlin told Rep. Celler he thought the congressman was "being missed... I think the thing lying to the committee.

Counsel Pierce questioned Mr. Haverlin on a contract entered into by BMI and Hill & Range Inc., a publishing company, March 29, 1949, providing that Hill & Range principals could keep their interests in three other ASCAP publishing firms, but must not do anything to exploit, plug or otherwise promote the ASCAP songs licensed by BMI. Mr. Haverlin said he did not negotiate the contract, nor did he know anything about the provision, although he signed it. He said that regardless of how the provision appears, "it seems to us an activation or operative." He felt the contract applied to the three principals as individuals and not to them in their capacities of controlling the other three firms.

There could have been a verbal amendment which negated the provision, Mr. Haverlin said. He noted that the three men started another ASCAP company afterward which had several hits.

He said that to the best of his knowledge, BMI has made no similar provisions in contracts with others.

A Matter of Subpoenas

Chairman Celler waxed wrathful of the illustration Mr. Haverlin and one of his attorneys, Max Freund, about subpoenas issued in connection with an examination before trial in the songwriters' suit against BMI, BMI attorneys, Chairman Celler charged, subpoenaed three ASCAP songwriters if BMI was not to file suit before the House group last week or who furnished statements to it.

These were Billy Rose, Oscar Hammerstein II, Stanley Adams, and Jack Lawrence. Why, asked Chairman Celler, did BMI lawyers not subpoena two others, Allen Lerner, lyricist for the CBS-backed Broadway musical, "My Fair Lady," and Steve Allen, NBC performer? Was it because they are connected with the networks?

Mr. Freund said that Mr. Lerner is one of the complainants in the case and thus can be called by "serving notice on him." He said BMI did not subpoena Steve Allen.

Chairman Celler retorted: "Do not fence with me... Did you or did you not?.. Answer yes or no."

"Not yet," said Mr. Freund. Mr. Freund explained that "we can only get out a certain number of subpoenas at one time."

Chairman Celler denounced the subpoenaing as being an "interference with the activities of this committee." Mr. Freund said he would not have the evidence if BMI was not in case, due to, Mr. Celler had so informed him, and that he doesn't think it interferes to "cross-examine individuals here under oath, to ask them to repeat the statement made under oath and subject to cross examination."

Chairman Celler didn't agree: "I think it is an harassment of these witnesses, and it indicates your discrimination" to take non-broadcast casting witnesses and not subpoena those connected with networks. Mr. Freund said he would subpoena Messrs. Lerner and Allen "in due course."

Chairman Celler felt the subpoenas might deter other witnesses "that we may want to have appear before this committee."

Returning to theZenith-BMI contract with Hill & Range, Rep. Keating told Mr. Haverlin he would have "a much better effect on this committee if you would come in here and say, 'This contract is a mistake. We ought never to have put that clause in it; I am sorry we did..."

Committee questioning indicated that the BMI contract with Hill & Range was not renewed until April 1955, some time after the songwriters' suit against BMI, and that it did not carry the® provision against exploiting ASCAP songs.

**Dr. Frank Stanton**

President, CBS

Dr. Stanton opened his testimony by warning the subcommittee that TV broadcasting is "an enormously complex and equally delicate mechanism;" it is both a "young and dynamic industry" and "most if not all the pains are growing pains." These pains come from social, economic, and technological factors, none of which should be ignored at the expense of the others.

The CBS president took particular note of the scarcity of TV station facilities and said CBS and other broadcasters haven't made it easy to this problem. "TV is still a growing industry, he said, and it would be a mistake to take action "which might hobble that normal development," because "the damages may be fatal."

Dr. Stanton submitted five documents which CBS already had furnished to the Senate Commerce Committee in the latter's TV network investigation and TV allocations probe.

Turning to the BMI-ASCAP squabble, Dr. Stanton said CBS along with other broadcasters helped create BMI in 1939 because ASCAP had a "monopoly position" in music performance rights. CBS invested $30,000 for 9% of BMI. Since then, he said, ASCAP has never received dividends and no decisions at CBS have ever been influenced by directions or suggestions that BMI music be preferred over ASCAP music: "Our policy is... to use the right music, regardless of its source... to create the best program and to record it."

His inquiries, he said, indicate 80% of the music on CBS-TV and 74% of that on CBS Radio is ASCAP, with 13% and 18% for BMI. At Columbia Records, 70% is ASCAP and 19% BMI in popular records and if hillbilly and rhythm and blues are considered, 62% ASCAP and 21% BMI.

The CBS head said attorneys advise him against discussing CBS' BMI stock pending outcome of the Zenith-BMI suit against BMI, but if the suit is terminated, "and if we have continued assurance of the maintenance of competition in the music licensing field, I can assure this subcommittee that I will take a good, hard look at the question of our continued ownership of the stock."

Rep. Celler said he was "happy to hear such a significant statement," and Rep. Keating "hoped that 'other networks here' will be prepared to make similar statement to that made by Dr. Stanton."

Questioning then turned to events leading to CBS acquisition of the present WBBM-TV (ch. 2) Chicago, formerly WBKB (TV), which was moved to the 2 from ch. 4 by the FCC's Sixth Report & Order of April 14, 1952. Mr. Stanton said CBS agreed to buy the then ch. 4 station from Balaban & Katz in 1951.

"I don't think it proper for a CBS official or employee to discuss privately with an FCC commissioner a contested case pending before the FCC when that case involves..." Dr. Stanton said he did not.

Counsel Maletz then asked questions designed to show that Zenith Radio Corp. had been an applicant for ch. 2 during the 1948-52 frequency reallocation. And, on this report, filed an amended application for ch. 2, and in June 1952 petitioned for a comparative hearing on ch. 2. CBS and Balaban & Katz opposed Zenith's request, Dr. Stanton said. B&K, meanwhile, obtained a temporary authorization to operate on ch. 2.

"I don't think it proper to discuss privately with an FCC commissioner a contested case pending before the FCC when that case involves..." Dr. Stanton said he did not.

Dr. Stanton identified a memorandum to him from CBS Vice President Richard Salant, based on a report by Earl Gammons, then CBS Washington vice president, dated Nov. 11, 1952, in which Mr. Gammons reported talking to FCC Commissioner Rosel H. Hyde, then chairman, about possible ch. 2 transfer. The points made in the report:

1. Mr. Hyde would like to avoid comparative hearings but is not sure they can be avoided.
2. Believes FCC must finally determine B&K's license before approving application to CBS. Mr. Gammons understood Mr. Hyde to mean approval must wait until FCC decided in comparative hearings that B&K, rather than Zenith, would hold a regular license. Mr. Salant thought Mr. Hyde may only have meant Zenith's petition would have to be disposed of before a final decision on assignment.
3. Mr. Hyde does not believe the Zenith petition for comparative hearing must be dismissed because it is untimely; i.e., that Zenith should have filed in "B&K proceedings" and having failed to do so, must await the next renewal period. Mr. Salant thought Mr. Hyde "properly" disagreed with this view on the ground that Zenith's petition was in fact filed long before the merger, renewal and assignment proceedings started. Therefore, the FCC should have consolidated the petition with the overall hearings and made Zenith a party, and that the FCC, having not done so, cannot dismiss or deny Zenith's petition as untimely.
4. Mr. Hyde believes CBS has as good a chance as anyone in a comparative hearing and FCC will not and cannot be influenced by the fact CBS paid $6 million for "something less than a regular license," and that CBS' position would be the same in this regard; that the FCC would not find it fatal that CBS is competing against local owners and that this factor would be offset by the Commission's "strong feelings that equal network competition is important, and because of this, equal ownership of facilities; that Zenith's position would be weakened because of its participation in subjects." Mr. Hyde believes Zenith President Eugene McDonald does not want ch. 2 at all.
5. Believes CBS should not take any action until the "trial" examiner's decision on the petition is made, and that the decision may provide some guidance.

The memorandum said Mr. Gammons believed a comparative hearing was inevitable and that he would discuss the matter further with other commissioners.

Dr. Stanton, asked by Counsel Maletz whether he thought it proper for Mr. Gammons to have any contact with Comr. Hyde in view of
of the "contested" matter before the FCC, said this question was difficult because the "Chicago matter was so complicated by a number of facts that we had nothing to do that Mr. Gammons, and certainly I, for that matter, were very confused about the procedure that would be followed and the exact posture that we were in.

CBS certainly was not seeking help in terms of "one course of action or another," Dr. Stanton continued. "We were simply seeking information as to how to prepare ourselves and how to conduct ourselves in the future. We didn't know whether we were going into a comparative hearing... a renewal procedure... or... a regular transfer situation." There had been no hearing up to that time, he added, and the FCC was not faced with making a judgment between CBS and B&K or CBS and the late Fred Allen and others "complained and called it a 'bustard' network because nobody could understand what the word 'bustard' was deleted from the record.

After resignation talk, Mr. Winchell testified, "I was informed, notified by Goldenson that my option was to be dropped on June 26. I had expected to go along until Dec. 26." He said agencies had told him his ratings were unusually high and sales were very good. He said that when he spoke to advertisers' representatives he could not get answers so he felt he had a basis for a damage suit because of "skuldugery." He said an advertiser told him, "We were told not to renew you," with Mr. Kintner as the source.

Mr. A. Rosenblatt, Mr. Winchell's counsel, summed up his client's testimony this way, "I think the relevancy of the testimony to your inquiry is in connection with demonstration of facts of control by network executives over the very advertisers and the content of the program to be presented by the advertisers, that all being within their control and under their direction, and with the advertisers, should they desire a specific talent to continue with them, being unable if the executives of the broadcasting organization veto their thoughts.

James A. Stabile, ABC general counsel, told the committee Wednesday the points raised by Mr. Winchell are before the Supreme Court of New York in a suit filed by the commentator. He "categorically and emphatically" denied everything Mr. Winchell said but felt it would not be proper during litigation to answer on a point-to-point basis.

Mr. Winchell is currently on MBS and returns to TV on NBC Oct 5, he said. Most of his air career was spent on ABC.

Dr. Stanton echoed an argument with ABC President Robert Kintner over a million-dollar insurance policy protecting him from damage for air comments, with ABC buying the policy. "I have never lost a case in all the 26 years that I have been on the air," he testified, "if I had been permitted to be confronted by the people I exposed or attacked for some crockery, and once or twice settlements were made without my knowledge." He called Mr. (Leonard H.) Goldenson "the rich husband, representing United Paramount Theatres, which saved American Broadcasting from going out of business, adding Mr. Kintner begged him not to leave the network because he was "the only one that is getting a rating for us." He testified and they are trying to get information and we are trying to find out the procedure they are going to follow, then we talk with them."

Mr. Gammons said he couldn't vouch for all the details outlined in the memorandum because he couldn't remember, because there was "a lot of legal procedure. I am not a lawyer." Since there were legal proceedings involved, a CBS lawyer might have got the information just as well, Mr. Gammons said, but he (Mr. Gammons) had "hit the wall" with Mr. Hyde at the time and "I tried to find out. I had to find out many things down there in my days."

He said he met with commissioners regularly at lunch, but tried to "keep away" from any case in the process of being judged. He did not feel the Chicago matter was being judged. The FCC never decided this case because it subsequently was settled "outside," Mr. Gammons said.

Dr. Stanton interposed to explain that the original contract between CBS and B&K called for transfer of a "regular transfer situation." CBS was merely trying to clear up a misunderstanding, he continued. "Zenith, he said, had been an applicant "many times" for ch. 2, but had been turned down.

He affirmed that the FCC renewed the ch. 2 license to K&K in February 1953, Zenith filed a petition for reconsideration, the FCC denied the petition and the Court of Appeals upset the FCC's decision.

Since there was a "cloud" on the FCC's action, Dr. Stanton said, CBS was prepared to get a hearing and he felt sure Zenith was, too. From Feb. 9, 1953, to July 5, 1953, when CBS officially began operation on ch. 2, there was an "awkward" situation since CBS could not point to its operating license because "technically we were not supposed to be operating the station," even though CBS was operating it.

This added up to a confused situation, which, however, does not reflect on the FCC, Dr. Stanton said.

He said the subcommittee's examination of CBS and the industry's "behavior" is "probably a very good thing, because I think it puts into sharp focus the idea not what is legal and what is not proper. I do not mean that I think we were improper, but I think that this is one that is in the twilight zone."

Rep. Keating told Dr. Stanton he thought the latter's recognition now of the subcommittee is "very heartening, and... gives me great confidence in any witness... for this is something which reasonable men could differ on as to the propriety of it..."

"Hindsight," commented Dr. Stanton, "is always 20/20, and I certainly agree with you as I look back on it."

However, he said, he and other non-lawyers were making some of the decisions and had exhausted all the "ordinary channels." He agreed it was a "general misunderstanding all around" and that "I should have not gotten into it myself."

He explained his impatience: "... We had waited a long, long time because I was running the risk of seeing $6 million float down the stream without getting something back for it. My neck was 'way out."

He concluded: "I think what you say is absolutely right, and I think from now on I am not going to do anything without lawyers around me."

Rep. Rodino joined in commending Dr. Stanton for this statement, which he called "very reasonable," adding, "I think the committee is well satisfied." Rep. Celler, too, called Dr. Stanton's attitude "commendable," and said the subcommittee has an "eminent conception" of Bruce Bromley, who accompanied the CBS head as counsel.

Chiefman Celler added: "I am very frank. You take the wind out of our sails with that attitude. ... I take it now that the future will profit by the past mistakes." He interrupted...
Move over, Harold. Make room, Harry.
— I've made a mistake too!

I'm the guy who wrote the copy for the WCCO Television ad in the August 13 Broadcasting-Telecasting, and the August 20 Sponsor. It contained a real dandy error: Said WCCO Television averaged 97% more viewers per quarter-hour, day and night, than any other Minneapolis-St. Paul television station. Quoted NSI, June, 1956, as the source.

That 97% was a mistake. It should be 47%. So I'm setting the record straight, apologizing, and shouldering the blame.

Actually, WCCO Television has 47% more viewers per average quarter hour than the second station in the Minneapolis-St. Paul market; 261% more than the third station; 934% more than the fourth. That's what Nielsen really says.

August was the month of mighty mistakes. Harry Truman's. Harold Stassen's. And mine.

WCCO Television
CBS Television for the Northwest
WCCO television
MINNEAPOLIS - ST. PAUL
Represented by Peters, Griffin & Woodward
Just 72 minutes...from there to here...
report further questioning by Counsel Maletz "in view of the statement made by Dr. Stanton."

Counsel Maletz offered another memorandum from Mr. Salant to Dr. Stanton, dated Nov. 21, 1952, subject to CBS authentication for the record.

Ralph Hardy
CBS Vice President

Mr. Hardy was called to the stand to explain a letter from him to Dr. Stanton, dated Jan. 10, and describing FCC's reaction following the FCC Network Study Committee's visit to New York, where members were briefed by CBS. Mr. Hardy's conclusion was that the FCC group had been favorably impressed with the briefing. Mr. Hardy explained also that he talked to several commissioners to find out how the FCC would proceed in its investigation and how broad it would be.

Chairman Celler explained that other material was being entered in the record so as to be contrary to CBS interests "or in your favor," but to bring these matters out as "... sort of an admonition for the future in the conduct of broadcasting companies and Commission and Commission's staff. They must be very, very careful."

[Dr. Stanton continues.]

Asked for his views on multiple ownership, Dr. Stanton said he saw nothing wrong with it, per se, but questioned "undue concentration of control in any geographic area." He said he had told the Senate Commerce Committee he saw nothing wrong with the 25%-of-population proposal unless the stations were concentrated in one part of the country. Conceivably, he said, stations could be distributed in such a way that 12 individuals could own all the affiliate stations of all three networks. CBS, he said, thus, could sit down with four people and negotiate affiliation agreements instead of with 180. He saw nothing wrong with this provided the concentration is not all in the eastern part of the country. In other words, if the four stations in Chicago were owned by four multiple owners there still would be competition.

Dr. Stanton said that "naturally" he'd like to see the limits lifted, because networking is expensive and uncertain and more station ownership would give stability to network operations. CBS has only three vhf's and is applicant for a fourth, but hopes to get a fifth someday, he added. He did not know what measuring stick should be applied to limit geographical area ownership, but felt, at any rate, that the total ownership shouldn't be less than seven. He thought it would be "chaos" for the FCC to decide multiple ownership on a case-by-case basis. Rep. Celler, too, thought that would be "unfortunate."

Dr. Stanton said he had no private meetings with FCC members regarding changes in multiple ownership rules in 1953, 1954, 1955 and 1956, but in 1950 or 1951 did talk about it with commissioners, but said nothing privately that he wouldn't say publicly and "I suspect that we put in writing exactly the same thing that I talked about."

Chairman Celler at this point asked Dr. Stanton whether he thought direct FCC regulation of networks was desirable. The CBS president replied that this "would make sense if that were what the regulation was intended to accomplish," but that he has opposed network regulation when it was "non-specified" because he feared program control and "certain other features."

Dr. Stanton said he would prefer "direct" FCC regulation of networks because it would be less complicated, more businesslike and systematic, "but it is the blank check kind of regulation that troubles me and that is the reason I opposed it."

Asked by Rep. Celler whether he would oppose changing the laws if the FCC found it could not change the regulations "to conform to what you desire," Dr. Stanton answered in the negative. He felt direct regulation would be better than indirect (through stations).

Chairman Celler said he thought it was a "matter of fact" that he "cannot do that, and the FCC has not been called to do that."

Mr. Salant explained that the FCC finalized its multiple ownership rules in late 1953 to mean that minority holdings would count as full ownership in the new rules, but allowed owners to pursue their current applications while getting rid of minorities. When the two-uhf rule was added, he said, this distinction inadvertently was not made and CBS "woke up one day and found out this tricky little thing, which made no difference. This was just something we felt ought to be called to the Commission's attention..."

Dr. Stanton explained, under questioning, that CBS switched its affiliation from WFBM-TV Indianapolis to WTVI Minneapolis to WISH-TV because CBS "woke up one day and found out this tricky little thing, which made no difference. This was just something we felt ought to be called to the Commission's attention..."

Dr. Stanton asked about CBS' switch to KPOOL-TV Phoenix from KPHO-Phoenix to KPOOL-TV because CBS "woke up one day and found out this tricky little thing, which made no difference. This was just something we felt ought to be called to the Commission's attention..."

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FOCUS ON TALENT CONTRACTS

IN SELECTING network talent contracts to go into the record of the House Antitrust Sub-committee hearings (story commencing on page 50), the committee staff was looking primarily for three things.

These, according to a staff member, were:

1. Indications that the networks might be acting pursuant to a secret or placement bureau, a field they departed in 1940 after the FCC criticized their being in it.

2. Provisions which give the network the artist's services exclusively not only in radio and tv, but in other fields as well.

3. Provisions which guarantee the network exclusive rights to another artist's services beyond the term of the contract.

Most of the talent contracts taken for the record were packed up almost immediately for shipment to Washington, for the New York staff was asked to send an end by that. Thus, except for the half-dozen or so taken from CBS-TV files, the contracts themselves were temporarily unavailable for examination. Those that remained, eventually were open to public inspection—along with network affiliation contracts put into the record.

Meanwhile, however, a staff member told B/T that of the three "things" the staff was mainly looking for, it found "strong examples" of all three in some of the NBC contracts, including indications that NBC in some cases seemed empowered to act as "something akin to an artist bureau.

He said that among CBS contracts it found only one sentence, in one agreement, indicating that a possibility might exist that CBS had authority to act as such a booker for the artist in that case.

Both CBS and NBC in the late 1930's operated artist bureaus which managed concert artists, actors, announcers, writers and other talent. In 1940, after FCC hearings during which the networks' "dual role" as employer and as agency was questioned, both CBS and NBC disposed of their bureaus.

Instances of the two other factors looked for by the committee staff—exclusively outside of radio-tv, and exclusively beyond the term of contract—were found among both NBC and CBS talent agreements, the staff member said.

Examination of the contracts available for inspection last week—those of CBS only—turned up full details on salaries, rights, obligations, and privileges, but nothing to indicate the identities of the talent involved, the programs they're on, or the names of their sponsors where sponsors were involved.

This personal material was deleted by agreement between counsel for the networks and counsel for the committee, in order to preserve the secrecy of private material not pertinent to the investigation.

In most cases the deletions included even those provisions that would indicate the sex of the star involved, and often even the dates were omitted.

One contract—with a CBS-TV star already under contract with the network to Sept. 27, 1957—after term, during which CBS-TV receives his active services for seven years and is assured that the artist will not render services in competition with CBS "in any manner in the fields of television and radio for a period of time not exceeding" the full 20-year period.

For the seven-year period of active service, this star gets $176,000 ($4,000 a week for 44 weeks each of year) and for the next 13 years (subject to renewal) $75,000 a year. He also gets repayment of his out-of-pocket expenses in furnishing the program involved. During the last 13 years of the contract he is obligated to appear on only guest programs. For the first seven, he will appear on a regularly scheduled program whose name was deleted from the record; he is not required to appear on more than one program a week, except for guest appearances (and he may not be required to appear on more than 40 guest programs during the term of the contract, or more than five a year). The program must originate in Class A time.

During each of the last 13 years of the contract, any money the star makes in radio or tv is to be applied against the $100,000 due him annually by CBS.

In case of the artist's death, or disability lasting more than six months, CBS can cancel the contract on six months' notice before the end of the third year, CBS must pay $25,000 a year for each remaining year of the 20-year contract. The network also may cancel the remainder of the first seven years if the artist goes for a year to some other service.

Production budget averages $50,000 per show, to be adjusted if it is broadcast in color. It may be staged either live or on film.

The contract also provides that the artist "will not work in radio and television shows anywhere in the world except pursuant hereto [terms of the contract]."

It also permits CBS to terminate the agreement within 30 days after learning that the star has been involved in any act "involving moral turpitude," if such happens.

Another CBS-TV talent agreement put into the record involved both the original contract, made Oct. 25, 1950, and four subsequent amendments.

It calls for active service divided into two periods—the first covering two years, the second three—and a subsequent "restricted period" of five years. Original contract called for pay of (1) $15,000 per half-hour program; (2) at least $60,000 a year for each of the first two years; (3) at least $300,000 a year for each of the last three years. If the number of telecasts should exceed the prescribed number, the star is obligated to accept any reduction in pay and get no more than the regular guest rate of $4,000 a week.

The star may not perform or perform on any radio or tv program in the United States during the restricted period except as detailed in the contract, above. In addition, he may not appear on radio or tv programs during the restricted period except on CBS or CBS affiliates, or except locally to promote personal appearances, or except on any noncommercial program of charitable or patriotic nature per year, or except for free guest appearances a year.

This contract also contains the following provision:

"The services to be rendered [words omitted] under this agreement are of a unique, special, unusual, extraordinary and intellectual character, and the loss of which cannot be reasonably or adequately compensated for in damages in an action at law, and a breach [words omitted] of this contract will cause Columbia irreparable injury. [Words deleted] that Columbia shall be entitled to injunctive and other equitable relief to prevent a breach, or continuance of a breach, of this agreement [words deleted], but this provision shall not be construed as a waiver of any other rights that Columbia may have in the premises for damages or otherwise . . . ."

Another contract—handled, according to accompanying letterheads, by CBS-TV's Hollywood offices, and dated Dec. 11, 1951—gave CBS the artist's exclusive services, with guaranteed pay of $41,600 for the first year, $52,000 for the second, $55,000 for the third, and $64,000 for each of the fourth and fifth.

Unlike the complicated termination provisions in some of the other contracts, this one gives CBS to terminate the agreement at the end of any year by giving 30 days notice.

Attached to this contract was a copy of a letter from CBS to the artist, dated Aug. 15, 1955, and saying that although "you are under exclusive contract to us and we are entitled to receive all compensation earned by you for services rendered to any person, firm or corporation to whom we make your services available, we hereby consent to your performing services [blank] in connection with the production of a motion picture which the artist apparently had signed to do."

"We agree," the CBS letter continued, "that you may retain for your own use and benefit all compensation earned by you pursuant to the motion picture contract." But, the star was told, he (or she) would not be eligible for certain payments which otherwise would have come to him due from Columbia during the period of his motion picture employment.

Another CBS-TV contract—this one identifying the star as an actress and dated May 1, 1952—called for her services to make television films and covered a five-year period. She would receive certain re-run fees, plus: $3,000 per program during the first and second year; $3,250 per program during the third year, and $3,500 per program during the fourth and fifth years; she could terminate at the end of any year by giving two weeks notice.

The contract called for the actress' exclusive services during its term, except for two radio-tv appearances in each 13-week period. It also gave CBS certain powers of reinstatement of the contract, during which time the actress could not perform in competition with CBS.

A supplementary agreement dated Aug. 15, 1956, indicated that CBS would pay the actress $300,000 (in payments of $50,000 annually), in return for which she agreed to give up the re-run and re-use fees provided for her in the original contract.

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Broadcasting • Telecasting
coming soon

GUARANTEED VIEWERSHIP
covering the rich STEUBENVILLE - WHEELING
and PITTSBURGH markets

PLUS... for the first time in advertising history

MEASUREMENT OF ADVERTISING RESULTS

COMPARE WSTV-TV's RESULTS PER DOLLAR WITH ANY OTHER STATION ON YOUR SCHEDULE

Exciting things are happening in WSTV-TV-land, richest steel and coal producing area in the world! One of America's top research organizations is completing a trend-setting project that will enable you to measure the effectiveness of WSTV-TV versus any other station on your schedule. And WSTV-TV's coverage of this prosperous industrial area—ranking in population, income and number of sets among the top seven markets in America* will be guaranteed!

'Sales Management Survey of Buying Power

WSTV-TV's remarkably low cost per thousand (lowest of any station in this tremendous market) and amazingly large coverage (including free bonus of Pittsburgh) make WSTV-TV one of the safest, most profitable buys in TV!

WSTV-TV
STEUBENVILLE, OHIO
Represented by AVERY-KNODEL

CBS — ABC — CHANNEL 9 — 230,500 WATTS

John J. Laux, Gen’l Mgr. Steubenville, Ohio Atlantic 2-6265
Rod Gibson 720 Fifth Avenue, N. Y. 19. Judson 6-5536

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Stanton testimony

Continues from page 57

tween the network-station relationship and a bill enacted in the 84th Congress to give auto dealers the right to legal redress when the auto manufacturer cancels a franchise.

Chairman Celler said that if a network decides to change affiliation, the network would have the legal right to do it. Even if the public made an outcry "it sometimes might be that the network doesn't care about the public outcry," he said. He noted there were "serious charges" that Thornburgh and the Westinghouse-Philadelphia radio-stations exchange, in which the FCC granted the transfer without a hearing "despite the outcry."

Dr. Stanton said that never had anyone at the FCC commented on the rightness or wrongness of changes in CBS affiliation. He acknowledged other stations in cities where CBS has owned stations do not have a chance for CBS affiliation: "I would have holes in my head if I were to affiliate with somebody where we owned the station."

Asked whether CBS' uhf station in Milwaukee was making money, he replied that this was a "sensitive" question, but said he thinks "very highly" of the station. He noted CBS' concern for uhf and said CBS deliberately picked the mixed Milwaukee market for its uhf outlet.

Dr. Celler asked the FCC members to let multiple owners own uhf stations in addition to vhf so they could show the industry how to make uhf work, but this was not allowed until later. Now, he said, "It may be too late . . . to make that thing work that way, I don't know, but we are trying very hard in Milwaukee, and we are going to try very hard in Hartford.

Dr. Stanton, replying to a question from Rep. Quigley, said CBS could not "legislate an advertiser into an uneconomic purchase"; i.e., force him to take a uhf station when he has choice of a vhf and its greater coverage or circulation.

Counsel Maletz asked Dr. Stanton to comment on the FCC's channel broadcast report of 1941, which said network ownership of a station is pattern of monopoly and renders television essentially inaccessible to other networks, and that common ownership of network and station places the network in a position where its interest as owner of certain stations may be in the best interest as a network serving affiliated stations. He said the FCC may well conclude station and network operation should be "entirely separate."

Resuming testimony Tuesday, Dr. Stanton said he thought Sec. 3.658 (d) of the FCC's regulations "took care" of that condition. This section provides that no station license shall be granted to a network in any locality where existing tv stations are so few or of such unattractive desirability (coverage, power, frequency, etc.) that competition would be re-strained.

The CBS president said CBS had to divert itself of a radio station in Charlotte, N. C., because of the FCC probe, and said that he is "perfectly satisfied to live under the present ownership rules."

Counsel Maletz referred to Assistant Attorney General Todman's testimony. He Sept. 24, 17 that multiple-ownership rules should be tightened and that multiple owners obtain preference in network affiliations.

Dr. Stanton replied that it is a preference. "I think you'll find it that way, based on the merits of operation, Mr. Maletz, not on the basis of multiple-ownership alone." Some multiple owners get higher percentage pay-ments from CBS than non-multiple owners, but if the stations were examined on a market-by-market basis, he said, these same stations wouldn't get higher percentages even if they were owned individually. He cited experience, past pleasant business relationships in other affiliations and the merits of improving network coverage by affiliating with a multiple owner in three places instead of not covering one or more of the areas.

He acknowledged that in general the five Storer Broadcasting Co. affiliates of CBS got better terms than other CBS affiliates.

Mr. Maletz read Sec. 358 (b) of the FCC's rules which allow a network to make an agreement with a network which hinders a station in another community from broad-casting the network programs.

Later, he cited a memorandum from Mr. Salant to Mr. Stanton, dated March 29, 1956, in which Mr. Salant said NBC affiliate KPRC-TV Houston ordered a CBS program on a per-program basis with the advertiser willing to pay for both KPRC-TV and CBS affiliate KGUL-TV Galveston; that CBS has not and will not discuss the problem with KGUL-TV. Mr. Salant noted that "there seems to be a storm brewing" and KPRC-TV had taken the matter to court.

Dr. Stanton replied that CBS considered Galveston and Houston to be the same market (what CBS calls a "hyphenated" market). He said he denied KPRC's claim that the program be "if the have either by extension in other markets all over the country . . . you would dilute the value of our program schedule . . . and such dilution would not be desirable."

There might be exceptions for "very important public events," he added.

Self-Protection

Dr. Stanton said he didn't think CBS acted to protect KGUL-TV, but to protect itself; the public had the program, he said, and it was duplicative and wasteful and undesirable from the public's point of view to have the same program on both stations.

The CBS head was asked about a Salant-to-Stanton memorandum date June 1, 1954, saying that at WFMZ-TV Bethlehem-Allentown, Pa., "the charge has been that we refused to affiliate in Bethlehem-Allentown because of an agreement with another network to go with WCAU." There seems to be some reason to believe that Thornburgh stated to one of the Allentown stations' officials that he would not permit an affiliation with CBS, he said, and that Station Relations took this into consideration."

Mr. Stanton said Mr. Thornburgh personally denied to him that he made this statement. He suspected the reason CBS didn't affiliate was because it would be "uneconomic." He felt that WCAU-TV unquestionably covers Allentown.

Mr. Stanton dismissed as a "rumor" an inter-office note saying NBC radio in 1951 had given Gillette an 85% discount to take business away from CBS radio. Salesmen make these claims to their bosses, he said, as excuses for losing a sale. He said CBS-TV in 1955-56 granted only with its attached points, noted on one of the documents submitted by CBS to the subcommittee, he added. He did not know of any instance in which CBS sold time directly to a sponsor.

Commenting on the subcommittee's report on the 15 top agencies cornering 73.3% of the present TV market, Dr. Stanton said he supposed it was a "normal development in the trade," and nothing CBS had anything to do with. CBS, like many others, he said, with concentration to bigness. "The country is large and if you are going to service the entire country, you have to be big in this business."

The CBS president didn't know whether this is a "good" or "wrong". He said local agencies offer that small agencies cannot. He didn't think an agency could develop market habits because its responsibility is to move merchandise and has no preconceived notion of caring for sales of goods in one market as against another.

Dr. Stanton told the subcommittee CBS would sell any available time under certain conditions to maintain business on behalf of the community.

Chairman Celler felt that bigness in itself might eventually lead to nationalization of in-dustries, as in England, simply because of their size, and wondered whether advocates of big should keep on that course.

The CBS executive noted network advertising also helps the local business by advertising national products which have (local business) handles. In addition, the local advertiser can place spots in between the strong programs of the network on the local station, he added. Some stations have even said they would take CBS programs free, Dr. Stanton said, to build attractive programming by which they can sell local spots.

Dr. Stanton felt the public would be the loser if network option time were reduced from three to 1½ hours a day, with national instead of local advertisers still using the periods.

In a line of questioning on profit participation and subsidiary merchandising rights, he said CBS Television has no profit interest in 42.4% of programs on the fall schedule, with 29.6% wholly owned by the network and partial interest in 28%. In prime evening hours, it has no interest in 49.5%, with 18.8% wholly-owned and partial interest in 37.7%.

As to CBS ownership of specific programs, he agreed (subject to a later check) with the committee that the network has no ownership but gets 50% of net profits (if any) from subsidiary rights to What's My Line (Goodson-Todman) and Winkie Dink & You (Barry Enright Production Corp.); I've Got a Secret (I've Got a Secret Inc.); no longer has an interest in Stage Show (Jackie Gleason Enter-prises). He explained how the network bids for rights to sports events such as the Orange Bowl game and horse races and then tries to sell them.

Other programs in which the network has no interest but a 50% profit participation, testimony showed, include Brave Eagle (Indian Productions); Robert Q. Lewis Show (Rose-bush Enterprises); Navy Log (Gallu Products), 75% of net profits and 50% of profits from subsidiary rights; It's News to Me (It's News to Me Inc.); I'll Buy That (Ermilin Produc-tions). The network owns 25% interest in Bing Crosby Enterprises, Dr. Stanton said, with no program subsidiary rights or profit. "Our profit," he said, "comes from the types of following showing that program," but CBS has 24% ownership in Desilu Productions with 40% of profits, including I Love Lucy and December Bride. Mr. Pierce said CBS shares net profits equally with the producer after 50% deduction for Park Levy and Spring Byington. It also gets 50% of subsidiary rights. He said CBS had no stock in the Gene Autry Show (Flying A Pictures).

Dr. Stanton, responding about the problem of building up the tv network after the FCC freeze, he explained how many markets could be reached by CBS-TV only on a delayed basis. "I do not see why DuMont could not have done the same thing," he said, adding that DuMont then owned three uhf stations.

In a line of questioning on pilot shows, he
AGAIN

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AND WPEN Has More Local Advertisers And More National Advertisers Than Any Other Station In Philadelphia**

*PULSE—May-June, '56-'55-'54. **BAR Reports.

REPRESENTED NATIONALLY BY GILL-PERNA, INC. New York, Chicago, Los Angeles, San Francisco
said the network had spent $192,000 on one pilot project and estimated 15 or 20 programs had reached the pilot stage at CBS in the last few months. But before he got out of there, he guessed they might get on the air. He said CBS represents its own stations. When Rep. Keating asked about "Adventure," he said it would be replaced at the turn of the year by Odyssey, with leading museums cooperating. He said "Adventure" had cost $15,000 a week and was carrying sustaining several years at a cost of about $750,000 a year. He said $750,000 had been taken into the networks and before it took the air "and we never got a dime back for it."

In New York, Dr. Stanton said, the network stations donated $1,944,634 to public service causes in the first half of the year plus another $98,078 to local causes.

Questioned about alleged network preference granted its owned programs, Dr. Stanton said, "It has never happened in the history of CBS Television where we have insisted on a profit participation with an outside package."

A line of questioning about antitrust probe into network programming from Dr. Stanton, the CBS insistence on maintaining production, supervision and control over all its news and public affairs programs. He listed the policy in connection with multiple sponsorship and anchor programs. "Only four of 111 such anchor programs are not produced by the network."

$4 Million For No Profit

"Our test is to get the best program we can get," he said in showing how programs are selected. The network spends over $4 million a year to maintain news and public affairs programs "and there is no profit in it," he said.

He was questioned about minutes of meetings in relation to specific programs. There are fewer "inside the house" schedules than was the case in 1954 and 1955, he said. Other questions covered "You Can't Take It With You," with Dr. Stanton denying Screen Gems had been given prejudicial treatment since the network felt the material would be used up in the first episode.

In his opening testimony Wednesday morning, Dr. Stanton explained other details of the Playhouse 90 project, with history of the Four Star Playhouse Network and the Mount of Mystery series. The exchange included CBS contracts with Young & Rubicam on the last-named series.

CBS has a profit plan with Screen Gems, he said, based on CBS syndication rights the first year plus an alternating formula. It has no profit participation in Four Star Playhouse. Details were given of the Chronoscope 11-11-15 p.m. news documentary. The matter is now in litigation. He contended Television Programs of America testimony had left incorrect impressions on network policy.

Committee members asked why the current hearings had not been given attention on network newscasts. Dr. Stanton repeated his earlier talk of the complete freedom given CBS newsmen. "We will not tell the news department how to handle a story," he said, adding that the network calls them analysts rather than commentators. He suggested the industry today is changing its own concept of how to tell its own story, possibly leaning over backwards.

Questions were asked about CBS negotiations with British Broadcasting Corp. news films, with implications NBC had an advantage. CBS has a tieup with Independent Television Authority. It has negotiated, too, with the Italian government (RAI-TV).

Going into discounts, the committee cited a 25% over-all discount for a $100,000 weekly minimum sponsor, over 52 weeks. Proctor & Gamble had over a half-million dollars in average weekly ratings, announced counsel, noted, getting $135,000 a week discount with $544,300 billings per week in 1955. Dr. Stanton said six sponsors get the over-all discount.

Committee counsel tied the varying discounts into the Robinson-Patman Act, with its ban against preferential quantity rates, but CBS counsel, Bruce Bromley, said the act doesn't apply to television because it is a service. Committee counsel listed these discounts, among others, in 1955 — R. J. Reynolds 25% compared to Philip Morris 12 1/2%; Bristol-Myers 25% compared to Wildroot-Nowem 5%; Cartier 5% compared to Farley 13%; National Dairy 23% compared to American Dairy 5%.

Affiliate contracts were worked over, with unresolved details of several contracts exposed over Dr. Stanton's protest. Among several yardsticks, Dr. Stanton said, is the desire to keep the network's cost less than as low as possible to be competitive with other networks and other media. He said that in 1949 to 1976 in 1956, he said. He said the standard primary contract provides pay at 30% of gross time charges per week, less deductions. Counsel cited a 33 1/3% rate for XIP-X (TV) Baltimore, 36 1/2% for WTVN-Columbus. ADR (TV) San Francisco, 34% for WHK-WTVN Columbus. ADR (TV) San Francisco, 34% for WHK-WTVN Columbus.

"WAGA-TV is one of the Storecasting Co. group. As to WBNS-TV Columbus, Ohio, there is a sliding rate ranging from 10% to 36%, he said the station situation plus network conditions, so it was a key outlet and had bargaining power that wound up in that formula. In the case of WAGA-TV Atlanta, also with 33 1/3% he included "multiple opportunity." WAGA-TV is one of the Storecasting Co. group.

Purpose of the questioning, Chairman Celler explained, was to see if there is network combination or discrimination in dealing with affiliates.

In the case of "WKGA-TV" (apparently WKZO-TV) Kalamazoo, Mich., the 40% rate was traced to single-station situation plus cost of the station's own microwave link. Converted hour discounts were available for the same fragment, with Dr. Stanton explaining they are free hours the station gives in connection with the compensation formula. He called it a carryover from early radio days.

Chairman Celler lanced Dr. Stanton's explanation of the "must-buy" list as a way of confining prime evening hours to advertisers wanting nationwide coverage since the network serves the entire country. Actually, he added, advertisers would be well advised to use the must-buy figure, averaging 123 stations at night only with 55 required. He said CBS-TV had trouble getting clearances in two-station St. Louis, hence agreeing to this clause: "During the term of this agreement so long as CBS Television continues its basic required station group in network purchases, CBS Television shall include station in such group." He said the contract is going forward on the bet that the station now pushing off some CBS programs to take others.

Certain questions about other affiliates were dropped at the chairman's order.

Turning to talent contracts, the committee went into details, with CBS has 77 contracts with individuals, Dr. Stanton testified. Three are 15-20 years — Edward W. Murrow, Ed Sullivan and Jackie Gleason; Arthur Godfrey, Jack Benny, Garry Moore and Lucille Ball and Desi Arnaz hold 10-15 year pacts. No contracts pay over $200,000 a year. Dr. Stanton noted it puts out 90 hours of programming a week, "almost as much as the major Hollywood studios turn out in an entire year."

Committee counsel cited a Sept. 17, 1954, memo from Sam Fuller to Thomas McAvity suggesting MCA could get $15,000 for Edgar Bergen, $35,000-$40,000 for Harry James and Betty Grable. Dr. Stanton said talent represents exaggerate in trying to get the best possible prices.

Lauding Dr. Stanton's testimony, along with that of Judge Bromley and Mr. Salant, Chairman Celler said that in his experience, few witnesses "have been as sagacious, articulate and incisive as you have in your answers to questions.... You have corrected a number of illusions that I had concerning this industry."

Robert W. Sarnoff
President, NBC

Accompanied by John E. Sonnett, NBC counsel, Adolph, executive vice president; Thomas E. Ervin, vice-president general counsel; Benjamin Rau, senior attorney.

The root of the TV problem, Mr. Sarnoff said in reading a prepared statement, is an inadequate number of stations due to the nature of frequencies, allocation of channels and the history of development and ancillary facilities. He argued the elimination of the excise tax on all-channel receivers and took a dim view of a committee suggestion that the tax on vhf only sets might be raised to give all-channel sets a price break. He felt a lower tax would solve hif's distribution problem. He urged full use of the 70 uhf and 12 vhf channels.

"Testimony of film producers and syndicators, he said, twists "the shortage of facilities into an argument for artificially curtailed the network service, in order to enlarge their own market and profit." He called film producers "program merchants," whose sole business is "programs for profit."

Ending the fourth quarter of 1956, he explained, NBC will program 1,100 hours on the tv network of which 440 will be unsponsored. He and the committee traded comments on the fourth network's film organization set up by National Telefilm Associates resulting on differences in NBC and NTA operations.

Chairman Celler told Mr. Sarnoff he was making film witnesses "a whipping boy" and added the mere fact the committee took testimony doesn't mean it was persuaded.

An exchange of legal views on the Supreme Court Paramount decision included a claim by Mr. Sonnett, who had argued for the United States in the case, that there was no application whatever to broadcast networks.

Mr. Sarnoff defended network option time and the must-buy principle. He said film production business is expanding tremendously, extending their announcements of new shows destroy the claim they can't get their programs on the air because network time dominates the field.

He said must buy stations in 50 markets provide basic national circulation, forming "a reasonable and logical foundation for national marketing purposes." He showed how small national advertisers are able to get tv network time. In 1955, 10 advertisers spent less than $100,000 on the network, he said, 58 spent $500,000 or more with about $100,000. These groups included almost half of the network's advertisers. At the other end, he continued, was an advertiser who spent over
$10 million. The number of network advertisers increased from 48 in 1949 to 128 in 1952 and 231 in 1955, an increase made mostly of new advertisers.

Some choice time is still available, he said, including half of Producers' Showcase, a spectacular. He flatly denied the network schedules programs because of a financial interest in them. The network strives for the best available program structure to maintain circulation, he said.

Commercial programs on NBC-TV network cost $8.6 million more than the network received from advertisers for these programs, he said. Unrecovered program cost amounted to $24 million in 1955, he said. Committee questions credited the network with $14.6 million net income with an accounting approach to the profit situation, he said.

But on the other hand, recognition should not affect the other factors—when one operation "controls so much" it should be open to "exhaustive scrutiny" and should "give us pause." Whether it is wrong, he said, "is something we have to wrestle with." Since the Communications Act says that radio-tv affects the public interest, Rep. Celler said, radio must be looked at quite differently than selling of industrial goods such as "ships and shoes and sealing wax." Although the Collier's article was "a bit florid," the New York Democrat continued, there is "nothing invidious in my directing attention to it."

Mr. Sarnoff was asked by subcommittee counsel to supply a list of all NBC-TV affiliates which have bought transmitters and other electronics and the record of his father, RCA Board Chairman David Sarnoff, speak for themselves. There is still competition in the electronics industry, he said, and in the case of RCA it is just a case of who can "build a better mousetrap." Although RCA owns NBC, the network itself operates autonomously, he said, pointing to NBC's role in the development of color television of which "I am particularly proud."

Rep. Celler said that in a talk recently on CBS-TV, he had praised RCA, saying he did not know of anyone who has contributed more to electronics than Gen. Sarnoff. As to the RCA board chairman's "daring and initiative" in this field, "I would be derelict if I didn't say so," Rep. Celler said.

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**BEFORE**

**AFTER**

Want to lose weight? Want sunken eyes, a foggy brain and a collapsed wife?

Then do what this man did! . . . conduct a non-stop Disc-o-thon for 126 hours, 5 minutes and 45 1/2 seconds. Ray Williams, manager of KCSJ radio and television, set up remote studios in the showrooms of the Union Gas and Equipment Company in Pueblo, in cooperation with RCA, and stayed with it, 24 hours a day, for more than five full days. Ray's not in very good shape . . . they took him to the hospital in an ambulance . . . but Union Gas and Equipment reports the most tremendous sales event in history! In five days, they moved a full carload of merchandise.

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October 1, 1956 • Page 63
GOVERNMENT

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Guild Films makes available to you this A-time programming for any slot you may wish—morning, afternoon or evening.

Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

191 MUSICALS
LIBERACE
FRANKIE LANE
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143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT

208 COMEDIES
BUFFY'S TAVERN
LIFE WITH ELIZABETH
JANET DEAN

370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Manny, Moe and Moe
and the LOONEY TUNES

PLUS
134 CHILDREN'S SHOWS
100 ALL-STAR WESTERNS
65 WOMEN'S FEATURES
250 TOP HOLLYWOOD MOTION PICTURES

equipment from RCA, together with dates of purchase, costs and the nature of the equipment.

Asked by Counsel Pierce if NBC's film syndication subsidiary and its owned stations cannot combine to exclude competing stations in those markets from carrying the NBC films, Mr. Sarnoff acknowledged that NBC may have this power, but this action would be impossible because of the "handful" of NBC-owned stations.

Then, Mr. Pierce wanted to know, can the two divisions combine to exclude competing film syndicators from selling film to the NBC owned stations? Mr. Sarnoff supposed it "could" be done.

Counsel Maletz asked the NBC head if there was any legal assurance that NBC owned outlets would not give preference to NBC-syndicated films. Mr. Sarnoff replied that NBC Film Syndication is competing for the "best deal" and that sometimes this means sale to non-NBC-owned stations. There is no assurance, he agreed, that NBC-owned outlets won't prefer NBC-syndicated films, but this does not mean there will be this preference in actual practice.

He acknowledged that he knew of no "legal assurance" that NBC-owned stations could not get NBC-syndicated films on better terms than non-NBC-owned stations.

Chairman Celler wanted to know how much of the eastern seaboard is included in coverage by NBC-owned stations in New York, Philadelphia, Buffalo, Washington and its pending acquisition of a uhf in New Britain, Conn. Mr. Sarnoff said he would furnish this "technical" data for the record, as well as the population covered in each state concerned.

Mr. Pierce read a memorandum, dated Feb. 12, 1952, purported to be from Fred Wille Jr., then in charge of NBC-TV production, to Thomas A. McAvity, then head of NBC's tv programming department, asking if a list of CBS-TV "hits" could be "sprung.

Did this mean, Mr. Pierce asked, that NBC was interested in "pirating" CBS shows?

It means, Mr. Sarnoff replied, that NBC was interested in seeing what CBS hits would rather be on NBC. He didn't know what action NBC had taken on the memorandum, but identified one of the listed CBS shows in Mr. McAvity's reply as being now on NBC. Perry Como also came to NBC from CBS, he added, but the NBC show has a different format than the CBS version.

Mr. Pierce read another memorandum from an NBC program employe to Stockton Helfrich, head of NBC continuity and acceptance, which proposed that the network tighten its guards against "payola"—the free plug—and expressing fear that the mounting publicity about it might touch off a government investigation of the industry. That "payola" inroads were reaching such proportions that they were impossible not to notice, and that the practice was bringing protests from the public that the broadcast industry was being over-commercialized.

Yes, Mr. Sarnoff admitted, the free plug problem has been plaguing the industry a long time. Neither network nor affiliates like it and NBC has asked producers to be active and vigilant in trying to stop free plugs by checking scripts closely. But even when plugs are taken out of scripts, sometimes the performers ad lib them, he said, and he didn't know if "we can ever get rid of it entirely."

Chairman Celler observed that the subcommittee's investigation indicated that others (presumably disc jockeys) get "under-the-table payments" to plug songs, which he felt was a "wholesale indictment" against the recording companies' artists and repertoire men.

Mr. Sarnoff said there is nothing in NBC contracts to prohibit free plugs and is not sure free plugs can be stopped through a contract, but felt that if a performer defies the network and continues to insert free plugs the network might find some way to prevent it.

Mr. Sarnoff acknowledged that in "most instances" a network's power to affiliate with a station is an important power. But, as far as an affiliate having protection against a network's cancellation of a contract, the situation "works both ways," he said, and the station, too, can drop its affiliation if it is unsatisfactory. He felt that both station and network have "comparative rights."

Is there any redress to an affiliate, asked Chairman Celler, when the network cancels the affiliation after the station has spent large sums on equipment and other expenses? Such a station, Mr. Sarnoff said, would have taken a "calculated risk," just as the network did. Many stations have dropped NBC affiliation when NBC didn't want to lose them, he added.

Mr. Sarnoff said that in a three-station-or-less market a station which loses its affiliation can always affiliate with another network, but admitted that if the network refused to renew an affiliation in a four-station market the station would have no redress.

Counsel Maletz then turned to WTVR (TV) Richmond, whose president, Wilbur Havens, told the Senate Commerce Committee during the summer that NBC had pressured against WTVR, before finally letting its affiliation lapse in 1955, to get WTVR to carry programs in option and non-option time [BT, June 18].

Did NBC switch to WXEX-TV Petersburg, which went on the air Aug. 15, 1955, because WTVR did not carry all the programs NBC asked for? Mr. Sarnoff told Mr. Maletz that the station's refusal to carry NBC programs was "one of the reasons in our evaluation."

Sticking close to his testimony to the Senate Commerce Committee [BT, June 18], Mr. Sarnoff said NBC's relationship with Mr. Havens was "troublesome," and that during the time WTVR was the sole station in the market Mr. Havens "forced" NBC to raise its compensation to the station when actual, unduplicated circulation didn't warrant it. Mr. Havens, he felt, took advantage of the fact WTVR was the only station in the market at that time. This led to questions of whether NBC or the station fixed network rates, with Mr. Sarnoff testifying that the network determines by unduplicated circulation and other factors what it
Mr. Sarnoff furnished RCA equipment, and both parties have agreed to the FCC's ruling which the subcommittee had asked NBC or other witnesses to supply the data. The subcommittee chairman then quizzed Mr. Sarnoff for his views on whether he felt the FCC should regulate networks "directly" rather than "indirectly" (through station licensing as at present). Mr. Sarnoff replied he had given that a lot of thought. There are many complicating factors, he said, on what a network is and what the regulations would be.

Direct regulation, he felt, would open the door to programming control, would discriminate in favor of one advertiser over another, would affect the rates in terms of affiliation and would affect negotiations with talent.

Mr. Sarnoff felt competition, as practiced now, is better. No government regulation of networks is needed, he said, unless there is a "clear and demonstrated" need for it. No such need has been shown, he said.

What the industry needs is more stations, and any efforts to help should go in that direction, he said.

Chairman Celler felt the government, through its control over licensees, could exercise even more power over the networks, but doesn't do so.

Mr. Sarnoff said the basis of regulation of stations is the allocation of frequencies. There is no such basis for regulating networks, which are "primarily circulation and program builders," he said.

What does NBC think of the idea, Mr. Pierce asked, of making affiliation contracts longer than the present two years allowed by the FCC—say, five years—the station given the option to cancel any time during the period but the network not allowed to cancel for the five years as long as the station "does a good job of broadcasting"?

Mr. Sarnoff had no objection "if both parties want it and both parties have cancellation powers."

Mr. Pierce asked what motive beyond profits NBC would have in owning tv in cities other than New York, Chicago and Los Angeles?

Mr. Sarnoff replied the profit motive is present because the network needs station profits to "stabilize the network operation." Another reason, he said, in the case of owned uhf stations is to help develop uhf. The network also originates programs at its Washington and Buffalo stations, he said.

Chairman Celler was tenacious about the profit question, and asked why networks want more stations.

Mr. Sarnoff said NBC's five uhfs have enabled the network to "do many things to help build the industry. Our two uhfs will help uhf by encouraging other uhfs in these and other areas." He said the Buffalo operation already
has helped uhf there and generally and that one uhf operator in the New Britain area was "about ready to throw in the towel" until he found out NBC planned to operate a uhf there; that no one man has decided to "stake his contract for"
the NBC president explained that when he said NBC needed more owned stations, he meant uhf in other areas to help uhf there, too.
Chairman Celler thought "there would be no end" to network desires for more shifts in such a case. "That's no answer," he said, and he asked for Mr. Sarnoff's "real motive."
"I don't want to put a halo around your head," Rep. Celler said, suggesting that the network desires for more shifts in such a case "would make money."
Mr. Sarnoff said he had not denied this. "If there is to be further ownership by multiple owners," he said, "it should be in uhf."
It took NBC nine years to make a profit, he said, and now as we turn the corner we are faced with $80 million in costs for color tv development.
Mr. Pierce wondered if there was any tie-in between the radio and tv affiliations of the ownership of both radio and tv stations in the same markets, and if affiliations were negotiated with the network for both at the same time.
Radio Ties Less Weighty
The NBC chief said radio affiliation is no longer "of much consequence" although negotiations "might be" carried on at the same time.
The reason there are so many radio-tv station owners who have NBC affiliations for both tv and radio is that they "favored them back in 1947 to go into television," he said. He did not know of any case where NBC ever held a tv affiliation "over the head" of a radio-affiliate to persuade him to renew his radio affiliation.
If an owner dropped its radio affiliation, would this influence NBC in negotiating for continued tv affiliation, he was asked.
Mr. Sarnoff said tv is "more important. Radio might be an afterthought."
Mr. Pierce asked if NBC would decline to renew tv affiliations with Westinghouse Broadcasting Co. because WBC has dropped its radio affiliations.
At this point, Mr. Sonnett commented that "this gets into an area which is being studied," but Mr. Sarnoff said: "The answer is no."
Mr. Sarnoff, turning to talent, asked Mr. Sarnoff if NBC was renewing NBC tv network contracts for a year or more. There are 53, Mr. Sarnoff replied.
Answering other questions, he said Milton Berle was treated better than 20 others and with 15-to-19-year contracts are Jimmy Durante, Eddie Fisher, Marlon Perkins and Martha Raye. Those with contracts from 10 to 14 years, he said, are Sid Caesar, Perry Como, Dave Garroway, Jack Webb, Paul Gilbert and Frances Horwich. He said he would supply a list of the 32 whose contracts run from 5 to 9 years.
Mr. Sarnoff didn't answer how many performers have contracts for more than $20,000 a year, and for this reason came in for strong criticism from Chairman Celler, who said if he was in Mr. Sarnoff's place he would know.
Mr. Sarnoff said one reason he didn't know was that many of the agreements were on a per program and package basis and a salary might be more one year and less the next. He promised to supply a list, without naming names, of the $200,000, the $150,000, the $100,000 and the $50,000 a year brackets for the past season.
Mr. Sarnoff then brought the subject around to contract negotiations, holding that NBC and CBS sold their artists bureau several years ago as a result of Justice Dept. antitrust action. Mr. Sonnett noted that the cases didn't involve "adjudication."
Mr. Sarnoff read one contract indicating NBC reserved the right to assign the artist to perform in night clubs, on stage, in motion pictures and designated by the artist to NBC, with the network to collect the fees therefrom. Mr. Sarnoff said this was in connection with developing young and unknown talent, "one of our biggest problems."
A network such talent elsewhere before throwing the artist "to the wolves" on the network, he said. NBC designates where an artist will perform, but "we don't act as his agent," he added. NBC's talent scouts over the country find places to use its talent, he said.
Mr. Sarnoff asked that NBC furnish a written answer of its opinion as to whether this constitutes activity by the network as an artists bureau. Chairman Celler suggested the FCC might address itself to this kind of activity and asked that this part of the testimony be referred to the Commission.
As to the fee collected from the artist's non-network performances, isn't this a profit for NBC, Mr. Sarnoff asked. Mr. Sarnoff said it might come under the network, but the network also might make nothing "for quite a while" from the artist's performances.
Mr. Sarnoff wanted to know if the exclusivity of the NBC contract didn't interfere with competition with the network from non-network broadcast entertainment fields. Mr. Sarnoff thought it put the performer in a position to earn better money.
Mr. Sarnoff noted at one time that such a contract "in his opinion" and therefore has value to the performer. Remember, he noted, that NBC is paying him according to the terms of the contract. The NBC president didn't think, as Mr. Sarnoff suggested, that such a contract represented "an attempt to violate the antitrust laws" by affecting competition in non-network fields.
Repeating the exclusivity part of the contract indicating that NBC would designate where an artist is to appear in motion pictures, stage, etc., Mr. Sarnoff wanted to know if this didn't mean NBC is contracting for an artist's performances in non-network fields. Mr. Sarnoff didn't think it was a "contract" but commented that this statement was "inconsistent" with earlier testimony by the NBC president.
Mr. Sarnoff said he wanted to distinguish between a "specific contract" and "general policy"; that this was the point Mr. Sarnoff raised.
Mr. Sarnoff, indicating another contract, asked if its provisions do not limit the kind of contract an artist may make in the event his contract with NBC is terminated.
Mr. Sarnoff protested at this point that the reading of this clause of the contract was rather intricate. Mr. Sarnoff agreed to supply the answer in writing after the chairman asked if anyone present was familiar with the agreement cited.
Mr. Evin told the subcommittee that NBC counsel will read all the contracts and supply answers, since there are wide variations among them and other NBC talent contracts. Chairman Celler said the record would show here that "counsel is unable to answer and wants time to reflect."
Mr. Sarnoff was asked by Mr. Sarnoff if another NBC contract did not interfere with the artist's efforts to get a greater network, even after the NBC contract has expired, and wouldn't this also interfere with another network's efforts to hire the artist? "We want direct answers," Chairman Celler snapped.
Mr. Sonnett protested that Mr. Sarnoff's question was "argumentative" in form, but Rep. Celler didn't think so. "I'm a lawyer of many years standing," he said, and "I want no quibbling. I . . . am in emphatic discord with you."
This, he told Mr. Sonnett, is "nothing new to you."
Mr. Sonnett thought it was still "difficult," to which Rep. Celler retorted: "I don't think you're making a good record here."
Mr. Sonnett agreed that the answer would be supplied later.
Mr. Sarnoff read from another contract specifying five years' performance and $50,000 a year to the artist for the next 10 years for occasional or no services. Isn't NBC paying "topflight talent to remain idle?"
NBC, Mr. Sarnoff said, is paying that sum because the defendant, the network, was seeking to pay him to remain idle, "maybe yes, maybe no," he said, noting the "occasional appearances" provision.
During another exchange, Rep. Celler admonished Mr. Sonnett, "You know how to read contracts."
Another contract read by Mr. Sarnoff required the artist to perform for five years for $50,000 a year and to be on tap for five more years. Rep. Celler wanted to know if this wasn't also putting the artist on ice.
Tax Problems
Mr. Sarnoff said the contract represents negotiations between the network and the artists and some such contracts are the result of "tax problems." The artist knows he has had or will have a network to reach the peak, he said, and that he will have to peak a short time, so that the post-performance contract proposals are made to NBC by the artists.
Mr. Sarnoff said the question was whether these contracts are "all right" if they pose antitrust problems. Aren't there solutions to some of these problems rather than "exclusivity provisions?" he asked.
Mr. Sarnoff told the subcommittee NBC has backed three Broadway plays that he remembers: "Call Me Madam," "Happy Hunting" and "The Great Sebastian."
Mr. Maletz wanted to know the details of certain exchange agreements NBC had with Broadway-casting, NBC's stock in a new film and was told by Mr. Sarnoff that NBC wanted the exclusive provisions, not NBC. Another agreement, with RAJ-tv in Italy, is no longer exclusive, he said.
Mr. Sarnoff was asked to supply a list of advertisers, with agencies and programs, which got NBC discounts in the first half of 1956 and those who didn't. A list of 1953-55 TV discounts was entered in the record.
Chairman Celler ended the NBC testimony by noting that NBC "potentially" covers 95% of television homes, according to the network's claims, and noted NBC's pioneering in the "growing and lusty" tv industry. He said he disagreed with "many of the answers, but they will be taken into consideration."
Robert L. Moore Jr., second vice president of the Sheraton Corp. of America in charge of public relations and associated with Sheraton's closed-circuit tv system, followed Mr. Sarnoff to the stand.
Mr. Moore said he was an independent producer and packager of tv film programs for about two years, leaving the business in November 1952. He charged that during his activities in the field, the networks already had been setting the pattern of domination. Although he did not know what had happened since, he thought the networks today still are seeking to obtain contractual properties. An exception is and as a result program packagers are fading Page 66 • October 1, 1956
from the scene. While he was at it, Mr. Moore managed to get a word in about a new book he has authored and that will be published this week. He said the book is titled "The Pitchman."

Final witness Thursday in the windup of the New York phase of the hearing was Murray Carpenter, president, treasurer and controlling stockholder, WTW (TV) Bangor, Me.

In effect, Mr. Carpenter defended the networks, particularly option time provisions of affiliation contracts. FCC or Congressional change of network practices, he said, would be a "heartbreaking" mistake both for the small station operator and the public.

He was critical of AT&T, however, describing it as a "monopoly which squeezes every penny out of its favored position," and charging AT&T with maintaining "fantastically high charges" which in effect are "a colossal tax on the broadcasting industry."

Criticizes AT&T

He thought if independent operators had an easier access to capital for financing their growth, a "gradual shift of station ownership from small individual operators to giant corporate entities" could be halted.

Under questioning by Mr. Maletz, Mr. Carpenter, whose testimony paralleled what he had delivered before the Senate Commerce Committee last May, said that he would like to obtain more network service, stressing that network option time in particular had played a major part in the growth of tv stations in the smaller class.

**COMMENTS ON ALL-UHF MOVE DUE TODAY**

As of late Thursday, only 12 pleadings had been filed on this phase of FCC's allocations study. Most broadcast groups are expected to file Monday.

**COMMENTS on the feasibility of moving all television to the uhf bands—in the country as a whole or in a major geographic area—requested by the FCC in its June 25 report on allocations, are due today (Monday) with every indication that major broadcast entities will file fairly general observations.

As of late Thursday only 12 pleadings had been filed on this phase of the Commission's allocations study.

A B&T check of major broadcast units indicated that most of the comments will be filed today.

Among the 12 comments already filed, 10 were from Rocky Mountain area vhf outlets who opposed the substitution of uhf for vhf in their portion of the country. They also opposed any reduction in mileage separation, and favored the crash program on uhf which has been organized (B&T, Sept. 24).

Stations signing this western manifesto were KOB-TV Albuquerque, N. M.; KLZ-TV, KTVR (TV), KRMA-TV, KOA-TV, all Denver; KRDO-TV and KKTW (TV), both Colorado Springs; KCSI-TV Pueblo, and KREX-TV Grand Junction, all Colorado.

The City of Burbank, Calif., urged hearings on a shift of all tv to the 470-890 mc area; suggested also the addition of 60-88 mc and 174-216 mc for land mobile use. The communication was signed by Robert E. Brookings, communications engineer.

Albert Jerry Balusek, San Antonio, Tex., who has filed other comments on this subject, urged that the FCC delete vhf television within 10 years, substituting uhf channels for existing vhf stations. He also suggested that tv channels be renumbered, so that ch. 14 would become ch. 1, etc.

Last week, the FCC denied a Feb. 28 petition filed by Mr. Balusek advocating the deletion of all educational reservations so that these frequencies would be available for commercial operation as well as non-commercial educational use.

Meanwhile, the Commission finalized one rule-making proposal, invited comments on three others and denied an amended petition to assign ch. 8 to Mt. Airy, N. C., in lieu of ch. 55.

Granting a request of KELO-TV Sioux Fall, S. D., the FCC deleted ch. 6 from Pierre, S. D., and assigned it to Reliance, S. D., effective Nov. 1. Pierre retains chs. 10 and 22 (educational), neither of which has been applied for.

Comments were asked for by Nov. 1 on the following proposals: (1) assign ch. 8 to Hay Springs, Neb. (requested by Northwestern Nebraska Cooperative Tv Assn., which said it would apply for the channel); (2) assign ch. 3 to Ainsworth, Neb. (requested by ch. 13 KHOL-TV Kearney, Neb., which said it would apply

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COURT TELLS FCC: SETTLE KOB CASE

Appeals tribunal gives Commission 60 days to either get KOB off 770 kc or restrict transmissions to protect WABC New York.

IN WHAT is considered the most severe slap for the FCC in several decades a three-judge federal court in Washington last week ordered the Commission to get KOB Auberuqne, N. M., off 770 kc or permit it to remain on 770 kc with appropriate restrictions. The court also ordered the Commission to report what steps it planned to take or had taken in carrying out the mandate.

The decision, per curiam by Circuit Judges Wilbur K. Miller, David L. Bazelon and George Thomson down, the FCC contends, came one week after the case was argued—itself a precedent.

The implications of the court's order are considered far-reaching in its effect on the decade-old clear-channel case as well as subsidiary daytime skywave proceedings.

The court said that the Commission must in 60 days "take effective steps substantially to relieve said illegal interference upon the exclusive use of WABC (New York), pending final determination of the use to be made of the frequency of 770 kc either in the so-called clear-channel proceedings or in the proceedings now being conducted, . . ." The court ruled that the Commission could reassign KOB to another frequency or authorize its continued operation on 770 kc "with such restrictions and conditions (such as the use of a directional antenna or restricted power) as will substantially eliminate the present interference with Station WABC . . . . It ordered the FCC to report in 45 days what it planned to do.

Ironically, the day before the court's opinion came down, the FCC extended KOB's special service authorization to continue operating on 770 kc, conditioned on pending proceedings including the court's, at that time, unissued decision.

The appeal was taken by ABC (owners of WABC) from a 1952 extension of KOB's SSA to operate on 770 kc. The court had told the FCC in 1951 to resolve the problem, and ABC had requested the hearing in 1952 when KOB requested further extension of its SSA. When the FCC continued KOB on 770 kc, ABC returned to the court demanding that the 1951 mandate be put into effect.

The case originated in 1940 when KOB was granted 1180 kc. This was changed to 1010 kc in 1941 when Mexico was given a priority on 1180 kc after the North American Regional Broadcasting Agreement came into being. After a few months operation on 1010 kc, KOB was moved to 770 kc temporarily. It has been operating on that wavelength since then under SSA's. ABC's WABC is the Class I-A station on 770 kc; WBJZ (Westinghouse Broadcasting Co.) is the Class I-B station on 1030 kc.

FCC Asks Appeals Court To Modify WSPA-TV Editc

FCC last week filed a petition in the U. S. Court of Appeals seeking rehearing in the Westinghouse Broadcasting Co. v. U. S. litigation. The Commission said it is not seeking rehearing with respect to the court's basic determinations, but to modify the Court opinion by deleting the words which state that the FCC's action is set aside. The Commission said the Court could not "set aside" any action with an amendment, but only remand it, consistent with the opinion.

Earlier this month the Court told the Commission it erred in affirming its authorization for ch. 5 WSPA-TV to move its transmitter from Horseshoe Mts., Wyo., to Buffalo, N. Y. The court was told that it should have received certain engineering evidence that was WSPA-TV's committed mis-representations.

Rivervit, Wyo., Vtf, New Orleans U Granted

FCC last week authorized construction of two new television stations. The grants went to WWEZ Radio Co. for New Orleans ch. 32 and to Chief Washakie for ch. 10 in Riverton, Wyo.

WWEZ Radio Co., licensee of WZEW New Orleans, is principally owned by A. L. Chilton (64%). The firm plans a 229 kw operation, with an antenna 1,383 ft. above average terrain. Construction cost has been estimated at $314,875, first year operating cost at $350,000.

Chief Washakie TV is owned by Joseph P. Ernst and his wife, Mildred V. Ernst. They are owners of KWOV Worland, KWRL Riverton, and KEVT Cody, all Wyo. construction. The Ernst's station will operate with 64 kw power, using an antenna 1,712 ft. above average terrain. Construction cost has been estimated at $137,346, first year operating cost at $91,368.

Three Am Outlets Granted Last Week by Commission

AUTHORIZATIONS for three new am stations were made by the FCC last week. Construction permits awarded were:

St. Joseph, Mich.—Lake Broadcasters granted 1400 kc, 250 w un. Principals include Maurice G. Humphrey (31.3%), insurance interests, and Carl L. Benson (33.3%), photo engraver.

Salamanca, N. Y.—Cattaraugus Broadcast- ing Service granted 1580 kc, 1 kw D. Principals include Luther M. Schaefer (27.77%), pastor; Marion G. Shaefer (11.11%), housewife; Warren A. Schaefer (22.22%), auditor; Warren C. Schaefer (11.11%), railroad foreman; Carl L. Schaefer (11.11%), carpenter; George D. Pursell (8.33%) and Lily S. Pursell (8.33%).

Manistee, Ohio — Manistee Broadcasting Corp. granted 1570 kc, 250 w D. Group is wholly-owned by Frederick Eckhardt, radio technician for State of Ohio.
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"I never let a Monday go by that I don't finish Ad Age by noon. I have always found it accurate and startlingly fresh with its news of things that are happening—and for that matter—about to happen. How this is done baffles me, and even annoys me at times, but I must admit I find it . . . damn near indispensable."

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Two days after graduating from Columbia University during the depression years, Mr. Norman began his first job at the Biow Company—at no salary! Working under the famous Kenneth Goode, he was up to $15 a week by year's end, and when he left the agency in 1942, he was supervisor of five accounts, in charge of new business and had five AEs for assistants.

Following a brief period with Duane Jones, two years in the Navy, and an ill-fated attempt to build an agency, he joined Wm. H. Weintraub & Co. In 1955, he joined with Daniel Kaplan and Gene Kummel to purchase the major stock and now operate the agency which billed an estimated $21,000,000 in 1955.

Comes Monday and the start of a new week—you can find most of the executives who are important to you in one important spot doing much the same thing: poring through their copies of Ad Age to see "what's doing." For complete, penetrating coverage of the week's happenings, for insights into major trends and developments—Ad Age is "damn near indispensable" not only to those who activate, but those who influence important market and media decisions.

At Norman, Craig & Kummel, for example, radio-tv billings accounted for nearly $6,000,000 of its $21,000,000 in 1955. This year, N.C.&K. is handling the $7,000,000 Democratic National Committee account ($5,000,000 in broadcast), as well as such outstanding regular broadcast advertisers as Hudson Pulp & Paper Co., G.H.P. Cigar Co., Seeman Brothers, Chanel Inc., etc.

Every week, 22 paid subscription copies of Ad Age get read, routed and discussed at N.D.&K. Heading the route slips are such key titles as Manager, Media Dept.; Vice President & Secretary; Chairman of the Board; Vice President & Director of Research, Marketing & Media; Executive Assistant to Vice President of Radio & TV; Account Executives and others.

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.
FCC PLANS REDUCTION IN TAX RELIEF

Commission says a more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15.

The FCC last week announced that it was narrowing its interpretation of those situations where it will issue tax relief certificates.

A more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15, the Commission said.

Tax certificates under Sec. 1071 of the internal revenue permits broadcasters who have had to sell one broadcast property in order to acquire another to put off payment of capital gains taxes—until the newly-acquired property is disposed of.

The provision came into being in 1943 when the FCC passed its duopoly rule forbidding stations to own more than one radio station in the same market. This rule hit about 40 broadcasters who came under its provision—including such entrepreneurs as Buffalo Broadcasting Corp., licensee of both WBKB Buffalo, N. Y.; Gene T. Dyer, WSBC, WGES and WAIT Chicago; Ralph L. Atllass and family, WWJD Chicago and WIND, then Gary, Ind.; Crosley Corp., WLW and WSAI Cincinnati; Westinghouse Broadcasting Co., WOWO and WGL Fort Wayne, Ind.; Earle C. Anthony Inc., KFI and KECA Los Angeles; Scripps-Howard newspapers, WMC and WFMS Memphis; Des Moines Register and Tribune, KSO and KRNT Des Moines, Iowa; Arde Bulova, WOV and WNEW New York; Portland Oregonian, KGW and KGXT Portland, Ore.; Wesley L. Dumm, KSFO San Francisco and KROW Oakland, Calif.; Fisher's Blank Station Inc., KOMO and KJR Seattle, Wash.; Shreveport Times, KWKH and KTBS Shreveport, La.; Louis Wasmier Inc., KGA and KHQ Spokane, Wash.; Des Moines Advertising Co., WSPA and WORD Spartanburg, S. C., and F. Hale and John F. Steinman, WDEL and WILM Wilmington, Del.

The stricter requirements for issuance of tax certificates is due to the fact that the provision was established for those situations where a regulation of the Commission forced a broadcaster involuntarily to divest himself of one of his properties.

In recent years, the Commission pointed out, broadcasters who voluntarily undertook to sell one property in order to acquire another in order to stay within the FCC's rules have been requesting and have received such tax relief.

In its most common form, tax relief has been requested by multiple owners who have had to dispose of a broadcast property when they acquired a new one in order to remain within the FCC's limitations on multiple ownership.

It is believed that there have been less than 12 tax certificates issued since the 1943 situation was taken care of.

In discussing its new policy, the Commission concluded by stating:

"Therefore, the Commission has determined that, in the future, the basic test to be applied in issuing tax certificates will be that the facility in question of which monopoly has been lawful under the Commission's rules and policies when acquired, but have been disposed of because of a change in Commission policy or rule, and the retention of the facility inconsistent with such policy or rule."

The latest tax certificate was issued to Rolls Broadcasting Co. last month. This was to permit the Rolls group to secure the grant of what is now station WRRS (5 kW day-time, 1590 kc). The Rolls-owned WRAD Radford, Va., was sold. Rolls also owns WAMS Wilmington, Del.; WFWL Georgetown, Del.; WNBH Norfolk, Va.; WBBE Harvey, Ill., and is an applicant for Philadelphia, Pa. (900 kc).

Edward Tait Named To Trade Commission

EDWARD T. TAIT, 36-year-old Pittsburgh attorney now serving on the staff of Sherman Adams, special assistant to President Eisenhower, was named to the Federal Trade Commission by the President last week. He succeeds Lowell B. Mason, whose term expired Sept. 25. The new appointee must be confirmed by the Senate.

Mr. Tait, appointed for a full seven year term running to 1963, was graduated from U. of Pittsburgh in 1942 and received his law degree from the school in 1949. He served as law clerk to Judge W. Heber Dithrich of Pennsylvania Superior Court, was associated with the Pittsburgh law firm of Kuntz, Fry & Meyer, and joined the Securities & Exchange Commission in 1953 as executive director prior to joining the White House staff in July 1955. Mr. Tait was a major in the Army during World War II. He was with the Eisenhower campaign in 1956.

Mr. Mason, who has been the leader of a number of crusades (more lately calling for an all-out drive on radio-television advertising excesses), was first appointed by President Truman in 1945 and remained for a full term in 1949.

FCC Gives Composite Week For Program Log Analyses

FCC announced last week that the following dates will constitute the composite week for preparation of program log analyses in connection with applications of all am, fm and tv stations whose licenses expire in 1957. Attention is directed to date of Dec. 4, 1955. All other dates are 1956.

Monday—Feb. 6, 1956.
Tuesday—March 13, 1956.
Wednesday—April 25, 1956.
Thursday—May 3, 1956.
Friday—Aug. 10, 1956.
Saturday—Sept. 15, 1956.

The Commission also directed the attention of station licensees to Sec. IV, page 3, item 10, of the renewal application, which permits submission of any additional program data that the applicant desires to call to the Commission's attention. If, in the applicant's opinion, the statistics based on the composite week do not adequately reflect the program service rendered.

3 Translators for Kingman

THE NUMBER of newly-authorized translator stations increased to six last week as the FCC awarded construction permits for three new outlets. The grants went to Mohave County Board of Supervisors for chs. 70, 74 and 82 in Kingman, Ariz. KLRJ-TV Henderson Nev., and will be KTVT; KTJK-TV Phoenix on ch. 74, and KOOL-TV Phoenix on ch. 82.
FCC Initial Decisions Propose One AM Grant, One Denial

IN three am initial decisions issued last week, FCC hearing examiners recommended denial of one application for a new station in Mt. Pleasant, Iowa, grant of a new outlet in Shreveport, La., denial of a facilities change for KUIN Grants Pass, Ore., and approval of a power increase (from 1 to 5 kw) for KDSM El Dorado, Ark.

Examiner J. D. Bond recommended denial of an application by Henry County Broadcasting Co. seeking 1340 kc, 1 kw at Mt. Pleasant, Iowa. Mr. Bond noted that the applicant did not offer any evidence under the issues of the hearing and was held in default. Under the circumstances, denial of the application was the only conclusion that could be reached, the examiner said.

Examiner Thomas H. Donahue recommended that the FCC grant a new daytime station at Shreveport (1330 kc, 1 kw) to Twin-City Broadcasting Co. and also grant to KDSM El Dorado (1290 kc) a power boost from 1 to 5 kw. Mr. Donahue found that both proposals would bring a new and needed service to a considerable number of people, and although the proposals would cause mutual interference, such interference was slight and both parties had agreed to accept it.

Jay A. Kyle, assistant chief FCC hearing examiner, recommended denial of an application of KUIN Grants Pass, Ore., seeking a change from 1340 kc, 250 w to 1480 kc, 1 kw. Examiner Kyle found that the proposed change would result in nighttime interference to KWIZ Santa Ana and KYOS Merced, both Calif., with a net loss of nighttime service to 180,200 persons.

Magnuson Alters Aug. Letter On KOVR (TV) 'Straddling'

SEN Warren G. Magnuson (D-Wash.) has retreated a step in regard to his views communicated to the FCC last August in which he commented upon various moves the Commission has taken or contemplated taking in regard to the uhf and vhf situation (BWT, Sept. 24).

In the case of KOVR (TV) Stockton, Calif.—which has applied FCC permission to relocate its Mt. Diablo transmitter—Sen. Magnuson had expressed fear that this was market straddling; that KOVR "having failed to penetrate the San Francisco market" was attempting to "invade" the Sacramento and Fresno markets.

This is not the case, Sen. Magnuson wrote FCC Chairman George C. McConnaughey Sept. 19. According to the information furnished him, the Senate Commerce Committee chairman said, KOVR's basic coverage in the Central Valley of California will be substantially the same from its proposed new site as it is from Mt. Diablo. The signal in Sacramento will be about the same as it is now, the senator said he was told, and there would be no coverage of Fresno even as there is none now. Therefore, the Washington senator said, this does not appear to be a case of market straddling.

"As I understood it," Sen. Magnuson wrote, "this station has found that its coverage of San Francisco in addition to its home markets has resulted in certain economic problems in connection with the pricing of film programming and similar matters. Apparently, these provide the reason for the proposed move, rather than the more common desire to tap the resources of a more attractive market." The senator concluded by expressing the hope that his "earlier misunderstanding of the facts" would not reflect on KOVR's pending application.

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Rounsaville Expansion Among FCC Approvals

EXPANSION of the Robert W. Rounsaville station group by addition of WIOK Tampa and WSOK Nashville headed a list of station ownership changes approved by the FCC last week. Despite winning approvals, the Rounsaville purchases and the sale of WLQW Rome, Ga., drew some commissioners votes for 109(b) (McFarland) letters indicating the necessity of hearings.

Addition of WIOK and WSOK-WHCY (FM) boosts Rounsaville am interests to seven regional outlets, all in major markets. He also owns WQXI Atlanta, his headquarters station; WCIN Cincinnati; WLOU Louisville; WOBS Jacksonville, Fla.; and WMBM Miami Beach. He holds permits for WALT-TV Atlanta; WXQ Xm-TV Cincinnati, and WQXJ-TV Louisville.


WIOK operates independently on 1150 kc with 1 kw daytime. WSOK, also independent, operates on 1470 kc with 1 kw daytime. Price for the two outlets was $540,000.

WLQW was sold by Cary L. Graham to Mitchell Melof (business name Don Mitchell) for $30,000. The application for FCC approval for this sale was filed only one month after Mr. Graham's purchase of the station from the News Publishing Co. (Rome News-Tribune). At that time Mr. Graham paid $17,000 plus assuming certain debts and obligations of the station. Comm. Bartley thought this should be looked into.

Mr. Graham also owns WETO Gadsden, WANA Anniston and WPIE Piedmont, Ala. Mr. Melof is former commercial manager of WGST Atlanta and before that was manager of WQXI in the same city. WLQW—1410 kc, 1 kw—is affiliated with ABC.

FCC approval was stamped on the following deals without incident:

WBAT Marion, Ind.—Transfer of 100% control from John L. Ramp to Central Broadcasting Corp. for $140,000. Central Broadcasting is licensee of WKBV Richmond, Ind. CBS-affiliated WBAT operates on 1400 kc with 250 w.

WARE Ware, Mass.—Sold to Central Massachusetts Broadcasting Corp. for $100,000. Central Massachusetts principals are Bertram Roberts (40%), dentist; Sherwood J. Tarlow (40%), banker; Allan W. Roberts (10%), former employee at numerous am stations, and Joseph Kruger (5%), sales manager at WHIL Medford, Mass. WARE, affiliated with MBS, operates on 1250 kc with 1 kw daytime.

WBW Bedford, Ind.—Sold by Radio Bedford Inc. to Joseph H. and Agnes J. McGillvra for $76,125. The McGillvras have an application pending at the FCC seeking authorization of a new am at Kingston, N. Y. WBW—1240 kc, 250 w—is affiliated with MBS.

KWHN Fort Smith, Ark.—Transfer of control (52.5%) from Salome Nakdimen, administratrix of estate of Hiram S. Nakdimen, to M. Bershof, et al., administrators of estate of A. F. Hoge, and Virginia B. Whiteside for $75,000. KWHN operates independently on 1320 kc with 5 kw.

WLEU Erie, Pa.—Sold by Commodore Perry Broadcasting Service to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. MBS-affiliated WLEU operates on 1450 kc with 250 w.

WJMA Orange, Va.—Transfer of control from O. B. Jones, et al, to Woodbury S. Ober, present minority stockholder who will own 65% interest. Purchase price is $18,375. Outlet, affiliated with MBS, operates on 1340 kc with 250 w.

Opponents Admitted

THE FCC last week reversed Chief Hearing Examiner James D. Cunningham and decided that the National Community Television Assn. has the right to participate in the current hearing on the $250,000 sale of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., to WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling area).

The Commission said that the results of the hearing, involving issues of purported overlap and concentration of control, may affect the interests of community tv systems and thus the association, representing the 400-odd community systems, should be permitted to participate.

The Clarksburg Exponent and Telegram, in objecting to the sale, claimed among other things that because WSTV-TV's signals were distributed to Clarksburg subscribers by a community TV system, there was overlap between Steubenville and the yet-to-begin Clarksburg tv stations. FCC regulations prohibit the same principal from owning more than one station in a market.

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NEW YORK 5,000 WATTS

Representatives: EVERETT-MCKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL Co., Los Angeles, San Francisco
Implications of such arrangements between packagers and stations studied by Commission staffers have begun studying the implications of such arrangements as the affiliation contracts between broadcasters and the newly-organized National Telefilm Assoc. Film Network.

Infinitely it can be assumed that FCC personnel also are studying the meaning of the C&C Television Corp.-International Latex Corp. agreements with stations.

What the Commission attorneys are considering, it is understood, is whether these arrangements result in any abdication of responsibility by TV station licensees. The FCC has always insisted that the licensee must be able to refuse a program, an advertiser or a product. It has also been adamant that the broadcaster must be permitted to substitute a local program for a network program if it thinks it is in the public interest to do so.

They also wonder, it is understood, whether the various option time or free time arrangements between stations and film organizations involve violations of the chain broadcast regulations. These forbid a station to option more than three hours in each segment of the broadcast day. The FCC also asks any imputations of time brokerage (where a station sells a block of time to a second party who in turn resells it in whole or in parts to third parties).

The FCC chain broadcast rules provide that no station may option more than three hours during any one of these segments: 8 a.m.-1 p.m.; 1-6 p.m.; 6-11 p.m.; 11 p.m.-6 a.m.

Could Exceed Time Limit

Should a network-affiliated TV outlet sign an affiliation agreement with the NTA Film Network involving option time, it was pointed out, the combined time liens may amount to more than three hours permitted in each segment.

The time brokerage question arises, it is understood, in the NTA Film Network contract which provides that some stations will receive 800 hours of film programming in return for giving up two hours to the network. The two hours will then be programmed and the sponsor secured by the network.

The NTA Film Network contracts are being studied most seriously at the present time, it was understood, because about 10 have already been submitted to the Commission.

There has been some opposition to filing such contracts with the FCC, it was determined, but it was pointed out by FCC attorneys they must be filed as a network affiliation contract or as a film contract involving time options. This is required by Sec. 1.342(a).

NTA's Ely Landau reported two weeks ago that 104 TV stations had signed affiliation contracts. In 64 major markets, the contracts provide that each affiliate turn over to the film network two hours of time which the network will program and sell to advertisers and for which it will compensate affiliates much in the same manner as on regular networks. In addition, according to Mr. Landau, in 40 smaller markets contracts provide that the network will furnish 800 hours of film programming in return for two hours of time to the network. There will be no compensation involved, Mr. Landau said. The stations have cleared two hours for the network on Friday, Saturday and Sunday, ranging between 9:30 p.m. and midnight, it was reported.

These contracts are two-year agreements, running for 39 weeks per year, with a provision permitting the network to pre-empt option time on 30 days notice.

FCC's network rules prohibit affiliation contracts for more than two years, and side for 56 days notice of pre-emptions, and also contain sections restraining exclusive network arrangements, territorial exclusivity, and reserving to stations the right to reject programs.

**FILMS-FOR-TIME DEALS STUDIED BY FCC**

The C&C Television-International Latex propositions [BT, July 30] provide for the trading of C&C's library of former RKO features in return for time from stations, it has been reported. This time will be used by International Latex in a nationwide saturation campaign, according to these same reports.

**$700,000 in Sales Reported For Gross-Krasne's 'O Henry'**

GROSS-KRASNE INC., Hollywood has racked up a total of $700,000 in five weeks syndication sale of its O Henry Playhouse half hour TV anthology series, it was revealed last week in a joint announcement made by Jack Gross at the California studios and Philip N. Krasne in New York.

Mr. Krasne has left for Hamburg, Germany,

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**On October 1, 1956, the firm of station representatives in the field of Television, formerly titled Hoag-Blair Company becomes BLAIR Television ASSOCIATES**

Richard L. Foote, Executive Vice President & General Manager

**REPRESENTING**

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**OFFICES:**

- New York
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- Boston
- Detroit
- St. Louis
- Jacksonvile
- Dallas
- Los Angeles
- San Francisco
- Seattle

October 1, 1956 - Page 73
$3.5 MILLION PAID FOR ‘LASSIE’ RIGHTS

Wrather, Loeb purchase radiotv rights and affiliated enterprises. Wrather expected to coordinate it in ‘Long Ranger’ operation.

In a property transaction reported at $3.5 million, multiple station owner Jack D. Wrather Jr., in association with investment partner John L. Loeb of New York, last week purchased all rights to the Lassie tv film and radio program and its affiliated enterprises from Television Programs of America and Robert Maxwell Assoc.

Under terms of the agreement, the Wrather-Lob combination will obtain the 65 Lassie films produced since 1954; the new series of 39 programs, which went into production at TPA’s studios in Hollywood June 14, and all rights to the licencing program conducted by TPA calling for manufacture of such items as dog shampoos, dolls, toys, clothing, books and some 35 other products. TPA and Maxwell have owned Lassie since it began on tv two years ago.

Mr. Wrather bought the rights to the Lone Ranger program about two and a half years ago for an estimated $2.5 million. It is reported to be Mr. Wrather’s plan to coordinate the management, operation and promotion of the Lassie program with that of the Lone Ranger enterprises, particularly in those areas of activities which involve merchandising and personal appearance tours. Under Mr. Wrather’s management and ownership of Lone Ranger, the scope of activities in these fields has widened and during the past year all-color film production based on the program, was released by Warner Bros. to theatres.

Those who participated in the negotiations on the project over the past few months were Mr. Wrather, Mr. Maxwell and Edward Small and Milton A. Gordon, board chairman and president, respectively, of TPA.

Mr. Wrather is part owner of KFMB-TV San Diego, KYAT-TV Woma, Ariz., WNEW New York, and sole owner of WJDW (TV) Boston. Mr. Loeb is senior partner of Carl M. Loeb, Rhoades & Co., New York investment bankers.

The Lassie program will continue on CBS-TV under the sponsorship of Campbell Soup Co. and in Canada for Colgate-Palmolive Co. Mr. Maxwell, who has been producing the series, will continue in that capacity under a separate employment arrangement.

Electronicam Showing Readied for Hollywood

AN UNVEILING for Hollywood of the new Allen B. DuMont Labs’ Electronicam film system is scheduled to take place this week at Paramount Sunset Studios. The system was displayed several weeks ago in New York (B&T, Sept. 17, 3).

A trio of eastern executives from DuMont are in Hollywood to participate in the demonstration. The group includes Keeton Arnetti, vice president, John A. Gold, operations manager in charge of the design and development of the unit; and Benjamin C. Bowker, public relations chief. DuMont’s western manager, Ralph B. Austrian, also takes part.

Described as a “television camera” designed to save time and production costs during filming, the electronicam system this week will be demonstrated as practical illustration to all branches of film production on how the system operates and accomplishes its purpose.

A complete cast of actors will be assembled on Stage 4 each evening of the May 23-24 to participate in the demonstrations. They will work from a prepared script while director, cameramen and crew, functioning as a unit, will demonstrate the system’s advantages in speed, camera mobility, lighting and cue-cutting in rehearsals, in camera setups and in editing processes.

Electronicam which Hollywood will view it for the first time will include three Mitchell 35 mm cameras; all necessary electronic circuit and power supplies; control center with facilities for monitoring; a five-circuit intercommunication system; tele-transcription recording and control unit; supplementary electronics, technical and technical personnel; and special editing equipment to speed editing processed in multiple-camera operation.

All this equipment is housed in two vehicles which may be readily transported from lot to lot, location to location, or set to set.

ELECTION of William M. Wolfson as treasurer of Television Programs of America, New York, was announced last week by Milton A. Gordon, president. His election as an officer of the company came five months after he joined TPA as controller. Previously, Mr. Wolfson had been manager of accounting and budget operations for NBC-TV Films and with the staff of S. E. Leidsof & Co., New York, certified public accountants.

MR. WOLFSO

TPA Elects Wolfson

FILM PEOPLE

Philip Frank, formerly vice president in charge of sales, George Blake Enterprises, to Peter Elgar Productions, N. Y., as a partner and vice president.

Robert E. Galen, research director, ABC Film Syndication, to General Telestaro as research-promotion director of RKO Telestaro. Mr. Galen, who will head up all market research and promotional sales activities for RKO Telestaro’s main New York offices and its 41 field representatives, reports to syndicate sales manager William A. Finkeley.

Nathan S. (Nat) Rubin, former assistant research director, Television Magazine, to ABC Film Syndication Inc. as research manager. He succeeds Robert E. Galen, resigned to join RKO Telestaro Pictures in promotion-research capacity.

Cecil H. Surry, 49, animator at UPA Pictures Inc., Burbank, Calif., producer of tv and theatrical cartoon films and commercials, died a fortnight ago following a heart attack at work. He is survived by his wife and four children.
NARTB FALL MEETINGS REACH HALF MARK WITH CALIFORNIA, OKLAHOMA SESSIONS

Station management problems, numerous sidelight events draw attention at San Francisco conference, while FCC Comr. Robert E. Lee tells 200 delegates attending Oklahoma City meeting that Commission must 'make haste slowly' in long-range conversion to uhf.

TWO NARTB regional conferences, at San Francisco and Oklahoma City, wound up the first half of the association's fall series of station meetings as FCC officials joined broadcasters in a review of common problems.

More than 200 delegates at the Monday-Tuesday session in San Francisco went into station management problems, including prospects of another test case in Los Angeles on city taxation of radio-tv station gross income.

Comr. Robert E. Lee, of the FCC, told the Thursday banquet in Oklahoma City the Commission must "make haste slowly" in long-range conversion to uhf but still must act swiftly in individual deintermixing cases (see story, page 78). More than 200 delegates attended the Oklahoma City meeting.

Sidelight events not on the agenda at San Francisco drew nearly as much attention as the scheduled sessions. These included:

* Resolution by west coast affiliates of ABC to back fully, including financial support, NARTB's expanding public relations program to offset industry degradation attending multiple Congressional investigations and other current public criticism.

* Demonstration of pre-patent equipment developments by Mechron Inc., affiliate operation of KRON-TV San Francisco, which will permit automation of complex tv station switching operations as well as billing and logging. Effecting automation from sign-on through sign-off or for single station break, devices will eliminate human error and free technicians for pre-setting and supervising functions (story, page 89).

* Planning session between the Alliance of Television Film Producers and representatives of the NARTB television code review board looking toward making "affiliate subscriptions" to the tv code available to film producers and distributors.

FCC Comr. Rosel H. Hyde, addressing the Monday night banquet at the St. Francis Hotel, said he could think of no more serious blunder the Commission could make than "to permit large financial aggregates to acquire a dominant role in the television medium." He told broadcasters from California, Oregon, Washington, Arizona, Nevada, Guam and Hawaii that "a competitive television system is a bulwark against governmental interference."

Next year's Region 8 meeting will be held in Portland, Ore.

The Region 8 broadcasters went on record Tuesday with resolutions opposing the FCC's rule-making proposals to transfer all television to the uhf and urging all rating services to indicate on their reports any activity of a station "which violates the Standards of Practice in attempting to 'buy' audience."

NARTB President Harold E. Fellows outlined in more detail the association's expanding public relations program in an effort to meet the growing challenge and criticism stemming from Congressional investigations such as the Celler hearing now in progress in New York (story, page 50). He spoke at the Monday luncheon.

In his banquet address, Comr. Hyde warned that "to weaken the multiple ownership rules could weaken a fundamental bulwark of the American system of private broadcasting." FCC
COMPATIBILITY of radio-tv is evidenced in this group at the St. Francis Hotel during NARTB conference in San Francisco. L to r: William Smullin, KIEM-TV Eureka, Calif.; Robert Reynolds, KMPC Los Angeles and KSFO San Francisco; Tom Bastie, KIMA-AM-TV Yakima, Wash.; Richard Brown, KPOJ Portland, Ore.

multiple station owner does not add to the number of tv stations in the U. S., "rather, he acquires an existing one. Permitting such large financial interests to become dominant would not be in the public interest and would not be in the interest of the industry itself, for inevitably the day of reckoning would come."

He noted, "I suspect it would come rapidly now limits tv station ownership to five vhf and two uhf stations for a single corporate entity or individual."

Comr. Hyde pointed out that typically the

Now! more than 3 times the power!

KIDO-TV channel 7

- IDAHO'S MOST POWERFUL TV STATION!
- HIGHEST TV ANTENNA IN THE NORTHWEST!
- BIGGER COVERAGE!
- BETTER PICTURE!
- BETTER SERVICE FOR SOUTHWESTERN IDAHO AND EASTERN OREGON!

GET FULL INFORMATION FROM
HOAG -- BLAIR COMPANY
OFFICES IN PRINCIPAL CITIES THROUGHOUT THE UNITED STATES

Page 76 • October 1, 1956
said that stations subscribing to the code which find it impossible to comply should drop out until such time as they can conform.

He felt this as the fair way so that those who do adhere to the code will not be placed in jeopardy by those who do not. Those who display the code seal and live up to it, he said, are entitled to the resulting good will of the audience.

Halsey Barrett, Television Bureau of Advertising, told the Monday afternoon meeting that of the $13.5 billion total advertising expenditure predicted by 1960, television can expect to get about 22% "but we will have to work for it." TV today accounts for 11% of the total $10 billion market, he said, and TVB is seeking to broaden the base of those now in TV advertising. Among these he cited Hunt Foods, Fullerton, Calif., and Hershey Chocolate Co., Hershey, Pa., "which is losing brand identification among the younger generation."

He also reported that the New York Stock Exchange is planning to test television in two markets for 13 weeks. Purpose is to study effective means for member firms to promote expansion of the stock ownership base among the public. Howard Abrahams, director of TVB's retail sales department, explained progress in tapping the retail field.

The small market roundtable, under the chairmanship of L. W. Trommlitz, KERG Eugene, Ore., was so successful in probing all facets of station operation and sales problems that the group held an adjourned meeting Tuesday morning to wrap up the broadcasters' questions.

Large market operators, attending the roundtable under the chairmanship of Bill Baxley, KABC Los Angeles, reported significant upturns in national business during the last 18 months but were outspoken in their attacks on program rating services.

At a Tuesday morning closed meeting, Thad Brown, NARTB television vice president, reported on Washington affairs while Charles H. Tower, NARTB manager of employer-employe relations, discussed labor problems. Colin M. Selph, president of KEYT (TV) Santa Barbara, Calif., covered sales problems facing TV management in today's market.

While the judges hand out blue ribbons for prize cakes, steers, and grain at the KANSAS STATE FAIR, TV viewers are pinning the blue ribbon on KTVH once again for local programming in the public interest.

During the six days of Fair activity, KTVH is telecasting all local shows live from Television City on the Fair Grounds in Hutchinson. Their on-the-spot audience and the folks at home count on this basic CBS station for strong network programming, as well as for shows of intense local interest.

To sell in this rich Kansas market, buy KTVH with unduplicated CBS-TV coverage, reinforced by local-impact programming.
other activities of an associated nature.

R. E. VADEBONCOEUR of WSYR-AM-TV Syracuse was elected president of the New York State Broadcasters Assn. at a meeting in Syr-

cuse last Monday. He succeeds Michael R. Hanna, WHCU-AM-TV Ithaca, who did not seek re-election. All other officers were re-

elected.

In an informal discussion a majority of the group expressed concern over the inability of broadcasters, as well as of Broadcast Music Inc. officials, to get their side—and that of BMI —into the record in the House Antitrust Sub-

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FRANK FORD JR.
HEADS LA. ASSN.

KENT Shreveport general manager elected president at broadcasters’ fall meeting in that city. Agency, advertiser and representative speakers on hand for session.

AGENCY advertiser and representative speakers joined broadcasters last Monday and Tuesday at the fall meeting of Louisiana Assn. of Broadcasters, held at Shreveport. Frank Ford Jr., KENT Shreveport, was elected president succeeding Robert Earle, WIBB Baton Rouge.

Other officers elected were B. Hillman Bailey Jr., KNOC Natchitoches, radio vice president; Tom Gibbens, WAFB-TV Baton Rouge, tv vice president, and Gene Jones, KSLO Opelousas, treasurer. Elected to the board were John Chauvin, KEUN Eunice; H. F. Wehrman, WTPS New Orleans; Paul Goldman, KNOE TV Monroe; Si Willing, KTLD Tallulah; Tom Pears, KVOL Lafayette; W. L. Switzer, KRMD Shreveport; Kelly Maddox, WBO Baton Rouge, and Mr. Earle.

Dwight M. Martin, board chairman of WAFB-TV Baton Rouge, in a discussion of film-buying problems, pointed to the danger of depreciating the value of its air time through barter deals. He added that stations may load up with large quantities of film and not be in a position to take advantage of the “more recent vintage” that comes on the market later. He noted that some 8,000 feature films were on the market prior to 1956, with 2,500 features released to tv this year. The 1956 releases include 770 by MGM, offered in bulk, and 734 Warner Bros. features offered in groups of 58.

“We should bear in mind that in the vaults of the major Hollywood studios there are still between 6,000 and 7,000 features, not yet offered to television, a substantial portion of which are of more recent origin than those now on the market,” Mr. Martin said. “I wouldn’t be surprised if the bulk of these will be on the market in one to three years. When they are released, it may well be said of the station still amortizing, either in money or time, the cost of a quantity purchase of older films, that it is caught with its old prints showing.” He said he was not deprecating bulk film purchases.

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PROGRAM SERVICES

Transoceanic Cable

Opened to England

THE WORLD’s first transoceanic telephone cable system was inaugurated last Tuesday—with both NBC and the British Broadcasting Corp. employing the new facilities for radio program transmissions on the opening day.

The cable was viewed as opening the way not only for more reliable voice broadcasts to and from Europe, but for transatlantic exchange of live musical programs. The short-wave service generally employed for radio programming between the two continents provides generally satisfactory voice transmission, but atmospheric interference and fading make it impractical in regular orchestral programs.

The prospect of a cable—not this one—that will permit exchange of television programs between the two continents also was held out as a possibility, but that is some years away.

American Telephone & Telegraph Board Chairman Cleo F. Craig, whose company is half-owner of the new cable system, noted that plans for a second cable are under way and said the possibility of equipping it for tv has been considered but as yet is still in the “laboratory stage.” The bandwidth of the new cable opened last week is only a fraction of that required for tv.

The cable, which can carry 36 different telephone conversations simultaneously, offers a “one-circuit” service for radio programming that is somewhat under the quality provided by the Class A lines used by networks in the U. S. This service, providing a range from 200 to 3,400 cycles per second, is available for radio use at a rate starting at $40 for the first 10 minutes, which is the minimum usage for radio.

In addition, AT&T filed tariffs with FCC last week for a higher quality service, effective immediately [CLOSED CIRCUIT, Sept. 24]. This wideband service uses the equivalent of two circuits and provides a range of from 100 to 6,000 cycles per second—somewhat better than Class A lines in the U. S., whose range is from 100 to 5,000 cycles.

Rates for this wideband cable service start at $80 for the first ten minutes. The comparable figure for Class A line service between New York and Los Angeles would be around $60 for ten minutes, a figure derived from rates for “occasional” rather than regular usage since AT&T spokesmen pointed out that differences in usage provisions make exact comparisons difficult if not impossible.

NBC was the first American network user of the cable, piping its regular daily news re- port from the NBC news bureau in London to the U. S., starting at 3:45 p.m. EDT. This program, transmitted via the “one-circuit” service, was transcribed in New York and on regularly scheduled news shows that afternoon and evening. BBC also used the cable two times on opening day to feed programs from the U. S. to London, the first at 3:50 p.m. CBS used it on Wednesday, at 7:58-8:08 a.m., to feed from London to New York.

NBC, in announcing its first use of the cable, did not indicate plans for extensive regular use. “The cable provides an insurance for the overseas news reports and will be available for use when the short-wave reception is interrupted or faulty,” NBC’s announcement said.

The cable was officially inaugurated by Mr. Craig, who spoke from New York in a telephone conversation shortly after 11 a.m. with Dr. Charles Hill, head of the British Post Office, who was in London.

FCC Chairman George C. McConnaughey
PROGRAM SERVICES

was on hand to participate in the New York ceremonies, as was Frederick R. Kappel, AT&T's new president.

Joining in the conversation, Mr. McConnaughhey told London that "this is a major step forward in telephone progress." The ceremonies also linked New York and London with Ottawa.

The 2,250-mile cable system was under construction for more than two years. It cost $42,000,000. AT&T owns 50%; the British Post Office 41%; and Canadian Overseas Telecommunication Corp. 9%. The deep-sea portion was laid under the supervision of AT&T's Long Lines Dept. Bell Labs engineers and scientists designed and tested the system, which is capable of handling about three times the traffic now transmitted between this continent and Great Britain by radiotelephone.

Cost of a three-minute telephone call between Great Britain and any U. S. point is $12 during weekdays and $9 on Sundays and evenings, plus 10% Federal excise tax.

Alfred Francis Harrison, UP Veteran, Dies at 72

ALFRED FRANCIS HARRISON, 72, with the United Press for more than 30 years and the guiding hand in the establishment of the UP radio wire service, died last Wednesday at the home of his daughter, Mrs. Florence Curly, in Hickory, N. C. He retired from the UP Washington office two years ago after suffering a stroke. A native of Indianapolis, Mr. Harrison started his career as a telegrapher and worked for a number of newspapers prior to joining UP in 1914 as a Morse operator. He became a UP salesman in 1918 and four years later was named UP general sales manager in New York.

Mr. Harrison, under UP in 1924 to join the H. P. Perry interests and later the Consolidated Press Assn. While with CPA, Mr. Harrison was credited with selling the first news report to a radio station, WJZ Boston. He returned to Utah in 1933 and a year later, as assistant to UP President Karl Bickel, set up the Washington City News Service.

Mr. Harrison became UP radio news sales manager in 1935 when the news service opened its radio wire to 14 station clients. Ten years later, the service had grown to include 560 stations in every state and the District of Columbia. In 1945, Mr. Harrison returned to Washington as special representative of the UP.

Besides Mrs. Curly, he is survived by his wife, Frances Irene, and another daughter, Mrs. Frances Jund, Washington. Funeral services were held Saturday at St. Aloysious Catholic Church, with burial in the Catawba Memorial Cemetery, Hickory.

Democrats Retain TNT

THE Democratic National Committee has retained Theatre Network Television Inc., New York, to arrange a 50-plus city hook-up to be used for a closed-circuit "jumbo screen tele" fund raising drive Oct. 20. TNT handled a similar project for the Republican National Committee during that organization's "Salute to Ike" box-lunch fund raising campaign earlier this year.

POLITICAL BROADCASTING

RADIO-TV EXPECTS KICK IN THE WALLET FROM UPCOMING POLITICAL PRE-EMPTIONS

Varied methods planned to offset necessity of rebates to advertiser. B&T knocks on a few doors along agency row to sample their attitudes.

RADIO and television industry can expect to "lose" an estimated $10 million on the political campaigns and elections this year as a result of concessions being made to advertisers whose time is being pre-empted by campaigners.

Further findings of a special B&T study indicate that station representatives stand to suffer as much as a three to five % loss in income this year as a consequence of the election displacements. The overall figure is expected to approximate $1.2 million.

The networks, which have already reported approximately $3 million deficit on their convention coverage, appear destined to take another header of from $2 to $5 million on "out of pocket" repartitions to advertisers in cases where commercials cannot logically be re-run at a later date. In such instances the networks are understood to be absorbing the costs.

For the most part, the losses that stations take—aside from the tangible loss marked up to "general dislocation of schedules"—are those that occur when a network political broadcast preempts local and national spot advertising, because the station's return from network programming is considerably less than what it gets from national spot and local advertising.

Meanwhile the advertising agencies are shaping the form of compensation they will ask of stations where commercial programs and spots have to give way to political broadcasts. The compensations generally break down into the following categories:

(1) Make-goods in which the station or network redeems the advertiser's pre-empted time with equally good time at another period.

(2) Extension of contract, wherein the advertiser will, in effect, fill out his lost time after the normal expiration of his contract with the station or network.

(3) Credit, which is outright rebate to the advertiser of the cost of his pre-empted time.

A spot check by B&T showed the following approaches toward repartitions by representative advertising agencies:

Jim McConnell, media director at J. Walter Thompson Co., New York, reported that "the political campaign problems were not unanticipated by advertisers and the agency, and wherever possible contracts are being extended." In fact the extension clause was written into most contracts placed by the agency this year.

On the other hand, Ted Bates Inc., New York, reportedly has asked for "credit" for its advertisers' pre-empted time.

Hope Martinez, timebuyer for such accounts as American Tobacco Co., Lever Bros. and Campbell Soup at BBDO, New York, said that "if the stations can offer the same quality make-good, we'll try." If not, "we'll take credit. We very seldom extend the contract." Among her clients, Miss Martinez estimates that 65% of the time will be "credited" and 35% "make-good."

Another agency, McCann-Erickson, New York, Inc, is accepting "make-goods" in most cases and "extending contracts" in others.

In arriving at their estimate of a $10 million loss from the elections, station men pointed directly at the "credit" factor and the fact that most political broadcasts are placed on a national basis with a consequent reduction in return as compared to the local rates they would customarily get on locally sold programing.

The stations get approximately 30% of their published card rate from the networks.

At the same time they were not unmindful of the indirect, but no less real, losses suffered from application of the "make-good" and "extension of contract" principles.

As one broadcaster, put it: "We're dealing in time; and no matter how you stretch it, there are only so many hours in a broadcasting day. Once you've compromised good time, you can only make it up at the expense of other good time. And, of course, with us time is money."

Station representatives attributed a good measure of their "loss" to the radical increase in their cost of doing business resulting from the pressures of insistant negotiation and long distance communication.

"For just one thing," explained one representative, "we've run up staggering telephone, TWX and telegraph bills since this election business got under way."

IKE CHURCH TALK SPARKS TIME ISSUE

CBS holds up acceptance of President's message pending assurances that other nominees won't ask equal time. ABC, MBS and NBC go ahead and schedule talk.

ISSUE of equal time for political candidates flared last week as CBS held off on a definite commitment to carry a talk by President Eisen- hower's National Association of Community Funds and Councils of America set for yesterday (Sunday) until assurances were given that equivalent time would not be sought by other Presidential nominees.

The National Association of Community Funds and Councils of America had advised the former that it would not carry the talk because the FCC had advised the network that it would be obligated to provide free time to all qualified Presidential candidates.

The FCC letter, signed by Sec. Mary Jane Morris, pointed out that the equal-time provision of the Communications Act (Sec. 315) contain "no exception" with respect to public service broadcasts. The Commission said it "would appear, therefore, that the Community Funds appeal would be a "use" of network facilities under Sec. 315, obligating the network to make available their time to other legally qualified candidates for the same office."

CBS reconsidered its position on Thursday after receiving a telegram from Democratic Presidential candidate Adlai E. Stevenson. Mr. Stevenson said that "in this instance" he would "gladly relinquish the right to ask for equal time" because "it is traditional for the President of the United States to open this important fund-raising campaign." (Similar wires from
FOUR station properties were sold last week, with the selling prices aggregating over $1 million. Involved were two tv outlets. All the sales are subject to FCC approval.

Marking its third television property, and second uhf station, the Steinman-owned WGAL Inc. bought WRKJ-AM-FM-TV Williamstown, Pa., for $125,000.

The Berkman-Laux WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling, Ohio-W. Va.) bought KSWM-AM-TV Joplin, Mo., for $760,000—marking its second purchase within 13 months. WSTV Inc.'s purchase of WPAR-AM-Parksburg and WBLK-AM-TV Clarksburg, both West Virginia, is in hearing. A group in which former Houston Mayor Roy Hofheinz is a principal bought KRIS Corpus Christi, Tex., for $225,000.

The Williamsport stations were sold by Margaretta T. Steele and George E. Joy and associates. WRKJ operates on 1400 kc with 250 w and is NBC-affiliated. The fm station utilizes 100.3 mc with 3.2 kw output. The ch. 36 outlet, scheduled to begin operation this month, received its grant in 1952. Sale of these stations had been optioned by WBGI Scranton, Pa., but WRKJ was released from that agreement last August.

Balance sheet as of July 31 for WRAK Inc., filed with the transfer application, showed total assets of $125,328, liquid assets of $40,516, and fixed assets of $75,303. Liabilities totaled $5,744, capital surplus $1,311 and earned surplus $79,273. WRAK Inc.'s tangible property as of Dec. 31, 1955, was valued in replacement terms at $143,000.

J. Hale and John F. Steinman and family own WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg and WRAW Reading, all Pennsylvania, and WDEL-AM-FM Wilmington, Del. They also own the Lancaster Intelligencer-Journal and New Era. Clair R. McCollough is in charge of the Steinman radio-tv properties.

FCC approval of the acquisition of the Williamsport properties would give the Steinman group the maximum seven am stations, four fm and a third tv. The Steinmans also owned WDEL-TV at one time but sold it to Paul F. Harron (WIBG Philadelphia) for $3.7 million in early 1955.

WGAL Inc. balance sheet as of July 31 showed total assets of $1,867,129, with current assets amounting to $869,710. Current liabilities were listed at $397,054; capital surplus $22,874 and earned surplus $874,225. WGAL Inc. had a net income after taxes of $288,423 in 1954 and of $337,086 in 1955.

The Joplin outlets are primarily owned by Austin A. Harrison, who will remain as a consultant for six months at $2,500 per month. KSWM operates on 1230 kc with 250 w and is CBS-affiliated. The ch. 12 tv station, also a CBS affiliate, licensed to Air Time, Inc., began operating in September 1954.

Balance sheet of Air Time Inc., as of Aug. 31 showed total assets of $110,094, with current assets of $110,094. Current liabilities totaled $39,757; long term debt $3,000; paid-in surplus $76,000 and earned surplus $13,865.

Principals of WSTV Inc. (Jack Berkman, John J. Laux and others) also own WPIT Pittsburgh, WBMS Boston and WFGP Atlantic City.

The WSTV Inc. balance sheet as of Aug. 31, filed with the application for FCC approval, showed total assets of $1,115,530, with current

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**DEMOS SCORED BEST IN CONVENTIONS**

Nielsen reports estimate 21 million U. S. families listened to some part of Chicago sessions. Republican convention's comparable figure was 15.6 million families.

A. C. NIELSEN Co. reported last week that an estimated 21 million American families listened to some part of the Democratic convention in Chicago on radio for an average of 6.5 hours and 4 minutes per home, while about 15.6 million families, with an average of 3 hours and 23 minutes per home, heard some portion of the Republican convention in San Francisco.

These were the highlights of Nielsen data:
- Daily audiences ranged from 6.5 million to 13 million homes, averaging 10.2 million a day for Democrats and 8.2 million for the Republicans and pointing up that the Democrats were in session during daytime and evening. The Republican convention lasted four days and the Democratic five.
- The peak radio audiences to individual half hours were reached in early afternoon at or near the 4 million home level on the opening day of each convention, reflecting "living habits as well as the fact that broadcast audiences were divided between radio and tv."
- The half hour evening peaks were "nearly equally strong" with 3.6 million for the Democrats on Tuesday at 9:30 p.m. and 3.8 million for the Republicans on Wednesday at 9:30 p.m.
assets amounting to $202,017. Current liabilities were listed at $298,214, with earned surplus to Jan. 1 given as $285,108 and profit from Jan. 1 to Aug. 31 listed as $113,140. WSTV Inc. lost $45,031 in 1954, but its net income after federal taxes was $80,405 in 1955.

The sale agreement calls for cash payment of $300,000 plus payment of the remaining $460,000 over six years. A loan of $200,000 has been arranged with the First National Bank of Steubenville, running for five years at 4%. The Corpus Christi sale involves only the 30-year-old, NBC-affiliated KRIS, operating on 1360 kc with 1 kw. Ch. 6 KRIS-TV, also NBC affiliated, is not involved in the sale and will remain in the ownership of T. Frank Smith and family.

Buyers of the Corpus Christi am include W. B. Bates, Frank W. Michaux as well as Mr. Hofheinz and others, all of whom have interests in KTHI Houston. Mr. Hofheinz, 25% owner of KTHI, owns 16% of KTXR-TV Houston (ch. 13) and 75% of applicant for 860 kc at San Antonio.

Gulf Coast Broadcasting Co. (licensee of KRAS-AM-TV) balance sheet as of July 31 showed total assets of $336,761, of which $74,071 were current assets; current liabilities $18,882, capital surplus $60,685 and earned surplus $243,035.

Also filed at the FCC last week was the application for approval of the transfer of WFLY Muscle Shoals, Ala. (1450 kc, 250 w), from M. C. Gregory to Mr. and Mrs. Michael R. Freeland for $85,000. Transaction was negotiated by Paul H. Chapman Co., Atlanta. Mr. Freeland is a partner in WFWL Camden, Tenn., and formerly held controlling interest in WKTU Mayfield, Ky., and WHDM McKenzie, Tenn. WFLY balance sheet as of July 31 showed total assets of $112,916, of which $131,738 were current assets; current liabilities $15,734 and a deficit of $41,228.

**WJBK-AM-TV Dedicates Its New Studios, Offices**

THE FIRST live camera color pickup in Michigan television history highlighted the dedication program a fortnight ago for the new studios and offices of WJBK-AM-TV Detroit.

The colorcast showed the sealing of a microfilm of Detroit memorabilia into a "time capsule" to be opened in 25 years. Taking part were Michigan Gov. G. Mennen Williams, Detroit Mayor Albert E. Cobo and George B. Storer, president of the Clyde Melville Co., which owns WJBK-AM-TV.

**WBUF (TV) Power Increase Effected on Allen’s Program**

WBUF (TV) Buffalo, N. Y., planned to increase its power yesterday (Sunday) to 500 kw. Charles C. Bevis Jr., general manager for the NBC-owned ch. 17 station announced. The power boost will be effected by a switch flipped in New York on the network Steve Allen Show (Sunday, 8-9 p.m., EDT).

Charles C. Bevis Jr., general manager of WBUF, said the power increase is part of a long-range plan that will result in a power rise to 1,000 kw and ultimately to 5000 kw, the maximum permitted under present FCC regulations. Mr. Bevis was scheduled to appear on the station yesterday on a special program, *Stand By For Higher Power*, which was designed to acquaint WBUF’s viewers with the many advantages expected to be realized from the power rise in the station’s present coverage area and with the extension of service to a larger area in numerous communities surrounding Buffalo.

**Willis K. Freiert Appointed WBAL-TV Assistant Mgr.**

WILLIS K. (BUD) FREIERT has been appointed assistant station manager for WBAL-TV Baltimore, it was announced last week by Leslie H. Peard, vice president and station manager. Mr. Freiert also will continue in his present position as the station’s sales manager.

"Mr. Freiert brings to his new position a wide and varied background in both radio and tv, having served in sales, programming and other executive positions," said Mr. Peard.

**WJIM-TV to Boost Rates**

WJIM-TV Lansing, Mich., plans a rate increase Nov. 1 with the addition of Class AA time, according to Harold F. Gross, president. The Class AA hour will sell for $1,000, with one minute and 20 second spots bringing $200. Class B hour will be $500; Class B, $700, and Class C, $450. The station’s highest hourly rate is now $800.

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**LANDSBERG Leaves $35,000**

KLAUS LANDSBERG, former vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, who died Sept. 15, left an estate of more than $35,000, his will has shown. The estate will be divided equally among his widow, a son by a former marriage and an unborn child. He also had a $15,000 insurance policy benefiting his son and parents and a $10,000 policy for his widow.

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News Commentator Godwin Dies Following Long Illness

FUNERAL SERVICES were held last Wednesday for Earl Godwin, 75, Washington news commentator who died in his sleep Sept. 24 at his Rehobeth Beach, Del., summer home. He had been ill for some time and had long been a resident of Washington. Godwin was a former radio and television commentator in that city.

A native Washingtonian, born on the site of the present Supreme Court Bldg., Mr. Godwin entered newspaper work on the Washington Times in 1910, rising to managing editor. He entered radio in the mid-30s after having been interviewed on the air and soon had a five-weekly newscast. He appeared on the old NBC Blue network and later ABC.

Surviving are his wife, the former Elizabeth Cromédin, and four children by a prior marriage. Interment was in Arlington National Cemetery.

KXLF-TV Butte, Mont., Target Date This Month

KXLF-TV Butte, Mont., will go on the air on ch. 4 about the end of October, it was announced last week. The station's permanent assignment on ch. 6, where it has been operating since Aug., 1953, was changed to ch. 4 last July by the FCC to prevent threatened co-channel interference between KXLF-TV and KSEI-TV Pocatello, Idaho, ch. 6 [BT, July 23].

Also announced by KXLF-TV last week was the original of its new RCA transmitter. The new equipment is being installed at the station's bus stop to 64.6 kw. The ABC-NBC affiliated outlet will use an antenna 1,890 ft. above average terrain.

Smith Named C-C Board Head

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., has been elected to the additional post of board chairman. He fills the vacancy created in July 1953 by the resignation of Clarence E. Stouch. C-C owns KFWB Los Angeles and has a contract to purchase the Los Angeles Times (WFBM-AM-TV Indianopolis, WOOG-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis-St. Paul and WDPF Flint, Mich.).

WSAI-AM-TV Elects Quaal Vice President

ELECTION of Ward L. Quaal as vice president of WGN Inc., anticipated since last Aug. 1 when he became manager of WGN-AM-TV Chicago, was announced last week.

J. Howard Wood, president of WGN Inc., made the announcement after a meeting of its board of directors. Mr. Quaal resigned last June as vice president and assistant general manager of Crosley Broadcasting Corp. [BT, June 11] and Aug. 1 formally assumed managerial reins of the Chicago Tribune radio properties, succeeding Frank P. Schreiber, who resigned as vice president and general manager.

Mr. Quaal is a member of the NARTB, vice president of Quality Radio Group. WGN Inc. last week also announced the addition of Wally Phillips and Bob Bell, comedy team, to its talent roster and the new Wally Phillips Show on WGN-AM-TV. Both were associated with the Crosley stations (WLW and WLWT TV) in Cincinnati and previously with other outlets.

WTMJ-AM Milwaukee Plans Increased Color Operation

PLANS for increased color activity at WTMJ-TV Milwaukee were announced last week by Walter J. Damm, vice president-general manager of the Journal Co., licensee.

New facilities, which Mr. Damm said would enable the station to broadcast three times as many programs in color, include doubling of the station's color studio floor space and the addition of three more color cameras, bringing the total to three. Oct. 28 is the date set for the changeover of all local live programs to color. Mr. Damm said that the station would then be broadcasting an average of 15 hours a week of local shows in color.
WJOL Joliet, III., Installs Weather Forecasting Station

WJOL Joliet, Ill., has installed a complete weather forecasting station for airing of weather reports 48 times daily.

The station has received tremendous listener response to the innovation, according to Joseph F. Novy, president-general manager of Joliet Broadcasting Co.

Mr. Novy, who assumed ownership of the station in January 1951 with Jerry Cerny, vice president and station manager, also reported other developments at the station, including installation of a new "hi-fi" RCA transmitter and two Ampex "hi-fi" tape recording machines.

WKCR-FM to Begin Oct. 8

WKCR-FM New York, operating with 89.9 mc, will commence broadcast operations Oct. 8 under the direction of undergraduates of Columbia U. It will mark the first time since the college began broadcasting in 1941 that programs have been heard "off campus." Previously, WKCR, operating a closed-circuit am station, beamed programs only to dormitories and buildings of Columbia and its sister school, Barnard College.

Local Color for KRCA (TV)

EXTENSIVE alterations have begun to prepare KRCA (TV) Los Angeles for colocasting local programs, it was announced Wednesday by Thomas C. McCray, vice president and general manager of the NBC-owned outlet. Studio F, which was the first studio built at the NBC Sunset & Vine location in Hollywood for the exclusive use of television, is being converted for the color operations. Target date for completion is Dec. 1.

KGUL-TV Studios Remodeled

EXTENSIVE remodeling of the studios of KGUL-TV Galveston, Tex., has been completed, including such features as a 50% increase in the size of the main studio, new lighting equipment and greater flexibility to permit more intricate programming.

The revamping also has provided additional space for public service and farm service departments, traffic and accounting departments and dressing rooms.

KNXT (TV) Ups Spot Rates

A RATE INCREASE on spot participations in KNXT (TV) Los Angeles programs becomes effective today (Mon.), it was announced by General Manager Clark B. George.

Participations in KNXT's Charles Collingwood and the News, Stand Up and Be Counted, and Fare for Ladies are increased from $175 to $210. Both of the station's daily movie presentations, The Early Show and Big Hit Movies, have participations increased to $320.

Green Offers New Service

Kenny A. Green, president of Kenny Green Enterprises (KGE), Tulsa, has announced the addition of a representation division, specializing in national religious accounts, to his advertising agency. First client to contract for the new service was H. H. Kennerly, Okla., Mr. Green reported, while "many more have expressed their interest."

WTVH (TV) Power to 500 Kw

WTVH (TV) Peoria, Ill., increased its power to 500 kw Sept. 18 with the use of a new RCA 110 ft. antenna mounted atop a 550 ft. Dresser-Ideo tower. The Ch. 19 outlet is affiliated with both ABC and CBS.

REPRESENTATIVE APPOINTMENTS

WAVZ New Haven appoints George P. Hollinger Co. as national representative. WAVZ represented in New Haven by Kettell-Carter Inc.

KWDM Des Moines, Iowa, appoints Indie Sales Inc. as national representative.

D. Thomas Miller, account executive, CBS-TV Spot Sales, Chicago, transferred to N. Y. office, replacing Lamont Thompson, recently named general sales manager, WHCT (TV) Hartford, Conn.

Wilbur Fromm, advertising-promotion manager, NBC Spot Sales, father of boy, Michael Andrew, Sept. 16, in New York.

STATION PEOPLE

C. W. (Bill) Weaver, vice president, McLendon Investment Corp. and general manager, WRIT Milwaukee, named general manager, KRTSA San Antonio, Tex.

Barry Tucker, general sales manager, KIDO-AM-TV Boise, Idaho, resigns effective Oct. 15. He will announce future plans at later date. His successor not yet named.

Reggie Martin, formerly owner and operator of stations in Stuart and Eustis, Fla., to retail advertising manager, WSPD Toledo, Ohio, handling local and Ohio sales.

C. D. (Duke) Tally named general manager of WDSM-TV Duluth, Minn. Rod Quick, general manager WDSM-TV to represent station in Minneapolis-St. Paul.

Sy and Alfred Dresser to WWHG-AM-FM Hornell, N. Y., as general manager and general counsel, respectively.

Ray McFadden, commercial manager, WTNJ Trenton, N. J., named general manager of station. Ron Pales to chief announcer, WTNJ, replacing Ken Kirkland, leaving station for new post at WGLV (TV) Easton, Pa.


Arthur Harrison, former timebuyer on Black Drug Co. account which was transferred from Harry B. Cohen Adv., N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y. (Sil-T, Sept. 17) last week succeeded George A. Bernstein as sales manager of WLIB New York. Mr. Bernstein resigned to enter his own business.

John Hymes, KGO-TV San Francisco account executive, to head of research for KGO-AM-TV. Robert H. Dodd, KYA San Francisco sales staff, succeeds Mr. Hymes in KGO-TV sales.

Bud Doss, former sales manager of KEO-KDLO (TV) Sioux Falls, S. D., to sales staff of KTIV (TV) Sioux City, Iowa.

Tom Dargan, KING-TV Seattle program operations manager, to KGW-TV Portland, Ore., as program manager. KGW-TV has a December target date. Bob Prins, KING-TV public affairs director, succeeds Mr. Dargan at that station.

Charles W. MacKenzie, Curtis Publishing Co. sales manager for Michigan and Indiana, to WWJ-TV Detroit sales staff.

Nat A. Sibold, assistant general sales manager, Closures Inc. (folding doors), to sales staff, WWJ-TV Detroit.

Wallace M. Bradley, announcer-director, WWLP (TV) Springfield, Mass., to assistant to General Manager William L. Putnam.

Gary Miller, network writer, to publicity director, WGTN Halnes City, Fla.

William D. Gorman, sports reporter, Junction City (Kan.) Daily Union, appointed sports editor, KTVH (TV) Hutchinson, Kan.

Carl M. Lawton, WBZ-TV Boston film department, to film manager of KYW-TV Cleveland.

Robert Paris, account executive, WGAY Silver Spring, Md., to sales staff WWDW Washington, D. C., in similar capacity.

Adna Kuns, formerly vice president and general manager, Air Trails Network, will produce a new Broadway comedy "Double In Hearts," in association with Paul Vroom, veteran Broadway manager-producer, and Barnard Strauss.

Play set to open on Broadway Oct. 16.

Charles Caldwell, WIPS Evansville, Ind., staff announcer, named station's program director. Al McKeever, WPIE Evansville announcer, to WIPS for daily Music Unlimited program.

Gleam D. Lockhart, program director, WPCK-WIDM (TV) Panama City, Fla., to program director of KAFY Bakersfield, Calif.

Sydney Byrnes, president and general manager of WADS Anchorage, Conn., father of girl, Bonni Faith, Sept. 22.

Mr. Poole, president, KBIG Catalina, KBIF Fresno, both Calif.; father of sixth child, Angela Christina, born Sept. 16.

Len Morton, KNOR Norman, Okla., sports diector, to KVQO-TV Tulsa to handle all sports shows on that station.

James A. Gilleland, WGBS Miami news staff, named news editor of station. Former News Editor George Callison to moderator of station's nightly discussion program.

Jack D. Poole replaces Thomas Pate as merchandising manager for KNX Los Angeles' Housewives Protective League.

George A. Rasmussen, WGR-TV Buffalo, N. Y., news writer, named news supervisor.

Joe Patrick to KFAB Omaha announcing staff and daily music and sports show.

Robert J. Ellsworth, formerly with WGTH-TV Hartford, Conn., to announcing staff of WTIC Hartford.

Chuck Bennett, formerly with KNXT (TV) Los Angeles, to announcing staff of KDAY Santa Monica, Calif.

Leland Johnson and Grant Nelson named diectors of KTRK-TV Houston. Ken Morris and Phil Frank to assistant directors and Bill Slater named apprentice director.

William Givens, NBC Philadelphia, to sports and promotion director of WENY Elmira, N. Y.

Doree Crews, former singer, WMBR Jackson ville, Fla., to vocalist staff of WBBM Chicago.

Guy Cherney, singer, to KCBS San Francisco, for two daily 15-minute programs.

Fred Roberts, KBF Fresno, Calif., disc jockey, winner of disc jockey mail pull contest conducted in central California by Edco Distributing Co., RCA representative.

F. C. Sowell, vice president and general manager, WLAC Nashville, Tenn., appointed member of 12-man National Advisory Council on Health Research Facilities.

Lester W. Lindow, vice president-general manager, Trebit Corp. (WFDF Flint, Mich.), apponted volunteer national fund vice chairman for 1957 Red Cross campaign.

Norman Kraeft, farm service supervisor, WGN AM-TV Chicago, elected co-chairman of a State of Illinois Committee for improving farm city relations (National Farm-City Week, Nov. 16-22).

Alene McKinney, music director and librarian, KBG Catalina, Calif., has written song "That's the Way I Feel" recorded on Verve label.

Ed Ronberg, studio supervisor, KHOW-TV Kearney, Neb., father of second son, Kevin Scott, Sept. 18.

MARVIN DIZACK, general manager of Clark Markets, signs a contract ordering more than 900 radio spots a month as part of his firm's new advertising and merchandising campaign. Stations being used are KFWB Los Angeles, KBIG Santa Catalina, KFOX Long Beach, and KXLA Pasadena. At the contract signing are M. B. Scott (l), president of M. B. Scott agency, Hollywood, and Pat Reymond, account executive for the agency.

Northwest Radio & Television School, Portland, Ore., announces following graduate appointments: Walter C. Dean to KGVO-TV Missoula, Mont., as announcer; Bennie Hatch to KLKU Evanston, Wyo.; Robert Lintner to KOKC Ontario, Calif., as announcer; Sprig Parrott to KCOV Corvallis, Ore., as combo man; Jim Skjelstad to KOMB Cottage Grove, Ore., as announcer; John P. Dennington to WBEN-TW Topeka, Kan.; Roy Gibson to KFQD Anchorage, Alaska, as combo man; Katherine Ogles to KXLF-TV Butte, Mont., as assistant program director; Elyane Sahley to WATP-TV Parkersburg, W. Va., as traffic director; George Swartz to KVIP-TV Redding, Calif., as film editor; Peter Ryan to KOMB Cottage Grove, Ore., as announcer; Roger Wagner to WML-TV, Washing ton D.C., as assistant director; Christiane Chadwell to WRC-TV, Washington, D.C.; Roger Thayer to KNY-TV Juneau, Alaska, in general station work; Robert Knodell to KTKN Ketchikan, Alaska, as announcer; Carlyle Decker to KSL-TV Salt Lake City as cameraman; Al Chart to KBCH Ocean Lake, Ore., as announceer; Jack Webb to KTIL Tillamook, Ore., as station manager; Elroy Cooper to KOCO Salem, Ore., as chief engineer; Kendall Burkh head to KXLF-TV Butte, Mont., as film editor; Roland Anderson to KCIB-TV Minot, N. D., as cameraman; Bruce Ruminski to KVAL-TV Eugene, Ore.; Gary Henley to KTEL, Walla Walla, Wash., as combo man; Jerry Deucon to KONK-AM-TV Portland, Ore., as assistant promotion manager.

STATION SHORTS

WOL-FM Washington has placed new trans mitter in operation at West Falls Church, Va., increasing power of its present fm in Silver Spring, Md., from 10 to 20 kw.

WDBJ-AM-TV Roanoke, Va., now in new quarters at 201 Campbell Ave. Telephone: Roanoke 3-8031.

WGLV (TV) Easton, Pa., engineering department under direction of Chief Engineer Robert A. Franceatt, has constructed its own remote mobile unit with associated equipment.

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KILL OR CURE?
Editorial in the Wall Street Journal
Sept. 21, commenting on Assistant Attorney General Victor Hansen's testimony to the Celler antitrust subcommittee [977, Sept. 24, 17] that the Justice Dept. finds a "striking similarity" between the present TV networks and the "pattern of monopoly" found among movie producers in the Paramount case:

We would like to point out that if there is a parallel between what TV is doing today and what the eight movie producers were doing that caused the government to break them up, there may be some other parallels as a result.

The small, independent producers and theatre owners didn't like the way things were going and they thought that they might get the pick of the 500 movies Hollywood annually produced if the government banned producers from owning theatres. And if "block-booking" was also banned, the independents might get first run shows instead of having to wait until the producers who made the pictures showed them first in their own theatres. And eight years ago the government, to the glee of the independents, did exactly as they asked.

But things didn't turn out exactly as the government and the small independents hoped.

What happened was that the big producers no longer had theatres of their own to supply and that pressure was off. They began to cut back production, and the growth of TV made things even more difficult for both producers and exhibitors. Film output slipped about 40%, where it still is. The independents found that under the new system of having a right of access to first run shows they also had to bid for the first run shows. And the rental costs quite often exceeded the box-office take, even with the help of popcorn.

The way we hear it, a great many of the independents right now look on the old days of "monopoly" and block-booking with increasing nostalgia. Some of them are mighty sorry they ever tried to cure whatever was wrong with the movie business; they'd much prefer the illness. After all, even with block-booking and the other evils, there were 500 shows around instead of today's 300.

Perhaps TV's future will parallel that result if the government is successful in acting against the networks for the same reasons it acted against the movie producers. And we don't see how it will help the customers if all that happens is a rerun, the same old dismal show where the government's hero turns out to be the government's villain.

FORBIDDING MATHEMATICS
Roger Pryor, vice president for radio and television at Foote, Cone & Belding, addressing the Fragrance Foundation in New York Sept. 20:

AT THE EXPENSE of being thought of as reactionary, I will, nevertheless, tell you that in my opinion color TV is something you need not seriously worry about for some time to come. To be sure, the networks, notably CBS and NBC, are investing millions of dollars in its furtherance. Even assuming part of the cost of color production, as an inducement to advertisers to launch their wares in color ... Now don't misunderstand me, color is here and it will become increasingly popular ... It's a mere case of mathematics. As of the end of this year, there probably will be from 350 to 400 black-and-white sets in the country to each color set. This being the case, color is still not important from the advertiser's standpoint and won't be until such time as there is a far greater percentage of people viewing color than may be expected in the next year to 18 months.
Denny Heads New NBC Overseas Operations

NBC last week established an international division, thus becoming the first U. S. broadcasting network to formalize its corporate activities overseas. The new division, to be known as NBC International Operations, with headquarters in New York, will be under the supervision of Charles R. Denny, executive vice president for operations, and will be directed by Alfred R. Stern in addition to his regular duties as vice president in charge of the NBC theatrical division of California National Productions. Mr. Stern will be on tour with NBC opera through Dec. 8.

Heading the European operations will be Romney Wheeler, NBC's London office manager and newscaster, who reports to Mr. Stern. The new division will make all of NBC's facilities and experience in both local stations and network operations available to commercial and non-commercial overseas TV stations. Stations outside the continental U. S. with which NBC has affiliation contracts include XEW-TV Mexico City, QMQT-TV Havana, WAPA-TV San Juan, P. R., KUAM-TV Agana, Guam, KONA (TV) Honolulu, KENI-TV Anchorage, Alaska, KFAR-TV Fairbanks, Alaska, KMVI-TV Wailuku, T. H., and YVKS (TV) Caracas, Venezuela.

In commenting on the formation of International Operations, NBC President Robert W. Sarnoff pointed to the network's "pioneering endeavors...throughout the world, dating back to the early days of radio," and said that the new division would "command a place of utmost importance in the network's future planning," because of NBC's "faith in the rapid advancement of international broadcasting during the next few years."

Mr. Stern joined NBC in January 1952 from associations with Universal Pictures Corp. and RKO-Pathe. In November 1953, he became assistant to Mr. Sarnoff, then executive assistant to Sylvester L. (Pat) Weaver. In 1955, Mr. Stern assumed additional duties as operations director for NBC Radio's Monitor and earlier this year, became a vice president of CNP.

Mr. Wheeler came to NBC in October 1930 following a 10-year stint with Associated Press in Europe and the U. S. Since then, he has been in charge of NBC news and special events as well as business operations in Great Britain.

Cohen, Masket Named To ABC's Legal Department

HAROLD D. COHEN, assistant to James A. Stabile, ABC vice president and general counsel, last week was named business affairs director of the network's legal department. Also named to the department: Edward S. Masket, transferred from American Broadcasting-Paramount Theatres Inc.

Before joining ABC in February this year, Mr. Cohen was with the William Morris Agency, Ashley-Steiner (packagers) and with the New York law firm of Hartment & Craven. Mr. Masket was in private practice before joining AB-PT (then United Paramount Theatres) several years ago.
**NBC-TV Will Drop 30 Min. Of 'Allen-Kovacs' 'Tonight'**

NBC-TV will discontinue the last 30 minutes of its *Tonight* Monday-Friday program (11:30 p.m.-12:00 a.m. EDT) starting Oct. 29, to fashion what it calls a "tighter, fast-paced program." Beginning the end of this month, the program will be seen 11:30 p.m. to 12:30 a.m. EST, 11 p.m. to midnight CST, and 11:30 p.m. to 12:30 a.m. PST, with the latter two time zones receiving the program on a delayed basis. The program is not carried in the Mountain Standard Time zone.

Explaining the move, Richard L. Linkrum, executive producer of NBC-TV's participating programs, said the effect of originating Tonight's "full network commercial pattern one half-hour earlier than before will be an increase in audiences for full network adverstising." Mr. Linkrum added that participation would be sold within an hour show instead of within specific half-hours as the case is now, and it also will permit an advertiser "to buy a partial network lineup of eastern or central time zone." 

Tonight, a potpourri of acts, stunts and amiable patter (by Steve Allen on Wednesday, Thursday and Friday and by Ernie Kovacs on Monday and Tuesday), joined Oct. 29 lineup of NBC-TV participating programs in September 1954. It has become an integral part of the network's *Today-Home-Tonight* (THT) sales pattern.

**CBS-TV's Sat. Afternoon Bid: 3½-Hour 'Football Roundup'**

CBS-TV will make a bid for the Saturday afternoon football audience starting Oct. 6 with *Football Roundup*, a three-and-a-half hour potpourri of predictions, film interviews, scores, weather reports, statistics, news capsules, and running commentary on the great American autumn pastime, with a horse race thrown in for good measure. The package, now being offered to sponsors, was described by CBS Sports Director Bill MacPhail as "the most complete coverage of the college football scene . . . the first studio sports show in tv's history . . . ever undertaken."

Behind the scenes of this 2-5:30 p.m. Saturday afternoon program will be wire service tickers, facsimile machines and a complete communications center designed to handle hundreds of phone calls from roving CBS reporters covering the more than 150 games throughout the country. "On set" will be a staff of no less than 45 people, spearheaded by Jack Drees and aided by sportscasters Chris Schenkel, Johnny Lujack, Kyle Rote, Herman Hickman, and Jim McKay. Another "star" of the show will be Datatron, electric "brain" that picked four bowl game winners last year. The "score" of the man-vs.-machine bouts will be posted regularly throughout the program, CBS said.

**WKAT Adds ABC**

WKAT Miami Beach, Fla. joins the line-up of ABC Radio stations today (Monday) following the signing last week of an affiliation agreement by WKAT President A. Frank Katzentine and ABC Radio Stations Relations Director Edwards J. DeGray. WKAT recently renewed its MBS affiliation for a two year period. WKAT is owned and operated by WKAT Inc., and operates with 5 kw daytime and 1 kw night on 1360 kc.

**Just in Case . . .**

PLANS were made last week to carry a playoff series on NBC-TV and Mutual, if the National League pennant race finished in a tie. The best-two-of-three games series will be carried on the networks in Brooklyn today (Monday), starting at 12:45 p.m. EDT, and continue in Milwaukee tomorrow (Tuesday) and, if necessary on Wednesday, beginning at 2:45 p.m. EDT. NBC-TV and Mutual will carry the World Series, starting Wednesday (or later, if a playoff is required).

**'Mama' May Be Revived**

CBS-TV programming officials seemingly still remember *Mama*, the highly-successful 7-year series of domestic situation comedies starring Peggy Wood, for they were huddled last week with Carol Irwin, producer (and co-owner with CBS) of the package, discussing *Mama*'s probable revival next January.

Though plans are still in what was called "the sketchy stage," it was reported the revived series, as against the previous live programs, would be filmed in advance. Negotiations are said to be underway with the original cast members: Miss Wood, Judson Laire, Dick Van Patten, Rosemary Rice and Robin Morgan.

General Foods Corp. sponsored the series on CBS-TV up to this summer. The program in January would be placed for late Sunday afternoon family viewing.

**Coe Signs NBC-TV Contract**

AWARD-WINNING NBC-TV staff producer Fred Coe has signed to a long-term contract with the network, Thomas A. McAvity, executive vice president in charge of NBC-TV programs and sales, announced last week. Mr. Coe, whose last regular assignment was Pontiac's *Playwrights* '56, is currently working on a number of program projects for NBC-TV.

**WSRS Now Mutual Affiliate**

WSRS Cleveland yesterday (Sunday) became a fulltime affiliate of the Mutual network, it was announced by Norman Bergholtz, executive director. The station operates with 250 w on 1490 kc.

**NETWORK PEOPLE**

William K. Emerling, Chicago regional sales manager, Telemat, tv film commercial and animation firm, and former owner of Monogram-Chicago (now defunct), to ABC-TV network sales, Chicago, as account executive.

Norman Macdonnell, associate producer, CBS-TV *Gunsmoke* series, promoted to producer succeeding Charles Marquis Warren, assigned to network's *Playhouse 90*. Mr. Macdonnell also produces radio version of *Gunsmoke*.


Thomas Sarnoff, NBC director of tv production and business affairs and son of RCA Board Chairman David Sarnoff, father of boy, Daniel Jay, Sept. 20.
TV STUDIO AUTOMATION GEAR SHOWN

Mechron Inc., subsidiary of KRON-TV operators, shows two devices at NARTB meet. One will run station for complete 24 hours, the other for 90 seconds.

AUTOMATIC OPERATION of a TV station, including logging and billing functions, has become a practical reality, according to Mechran Inc., a subsidiary of Chronicle Pub. Co., operator of KRON-TV San Francisco. Mechran unveiled for invitational inspection during the NARTB Regional 8 conference in San Francisco last week (story page 75) the two equipment prototypes which it claims will make such automation possible.

Both devices are pre-production and pre-patent models, one designed to handle all switching processes for a 1/2-minute period and the other for an entire day from sign-on to sign-off. Each is pre-set for its various functions.

The machines were developed during the past two years, a project undertaken at the instigation of Harold P. See, general manager of KRON-TV. The development was under the supervision of J. L. Berryhill, KRON-TV chief engineer. Only the pre-production models exist at this time and no prices have been established, although plans are being made to produce them in quantity and to offer them for sale to all TV stations as well as other industries which can make use of time-switching devices.

Both Mechran and KRON-TV representatives emphasized that the new devices are designed to take the element of human error out of complex TV switching and related activities, freeing technical personnel for the task of more careful pre-setting of the equipment and supervision of its operation. It also was noted that the equipment would enable a small station staff to add extra hours to the on-air schedule by taking over the repetitious mechanical duties.

One of the machines is called the automatic broadcast program system and is capable of handling automatically all TV switching procedures for an entire day's schedule, Mr. Berryhill told BTV. It operates from a series of pre-punched IBM tabulating cards and assures accurate, reliable switching for any time period, including two-second spot announcements, he said.

The system will switch both audio and video from live cameras, to film chain, to slide projector, to remote locations and to network in any sequence desired and for any pre-determined length of time for each of these originating points. It allows a film projector a short warm-up head start before cutting in the audio and video, he explained, and is flexible enough to permit last moment changes and manual changes.

One feature is an "unscheduled start" button. In cases of network participating programs where local spots are to run within the program, but the time cannot be determined in advance, the operator watches for his cutaway cue and then pushes the button. The system then performs the local spot and automatically returns to the network.

A more important aspect of the system, Mr. Berryhill explained, is that the punch cards facilitate logging and billing automation in addition to technical operation. The billing-logging phase already is in operation at KRON-TV, he said, and the IBM card is punched as soon as the order is received.

The other machine which may have immediate application throughout the profession, according to Machran officials, is the automatic sequential program switcher. It performs similar switching functions for a pre-determined period up to 99 seconds and in the manner pre-set by the operator. It will be less complex and slower expensive than the system described earlier. The program switcher does not use IBM punch cards, but functions from an operation pattern pre-set on a panel of multiple selector switches.

"The advantages of both the automatic broadcast program system and the automatic sequential program switcher will be immediately apparent to any station manager or owner," Mr. See said. "Both take the panic out of the frantic period—the short period at station break time when an operator must make as many as 10 different switching operations. This is the danger area where human fallibility takes over and often produces errors that disturb the viewer or cause loss of revenue to the station."

The demonstrations during the NARTB meeting were made with a TV station's component elements represented on large display boards. Little lights showed when a camera, scanner or mike was activated by the machine.

New Slide Projector Announced by RCA

DEVELOPMENT by RCA of a television slide projector featuring a loading capacity of 36 2x2 inch color or monochrome transparencies was announced last week by A. R. Hopkins, manager of broadcast and TV equipment department, RCA. The projector will be placed on the market in Jan. 1957 at a price of $2,450.

Mr. Hopkins said the projector (Type TP-7A) has been designed for use in conjunction with virtually all types of TV film camera systems. He observed that the projector incorporates various operating features suggested by broadcasters in an RCA survey. The survey showed, Mr. Hopkins said, that the features most desired by broadcasters and incorporated in the TP-7A were: high-slide-loading capacity, visibility, emergency projector lamp and improved color balance.

The projector, Mr. Hopkins pointed out, has been field tested to determine its performance under actual studio operations. The tests were conducted in conjunction with WBTB (TV) Charlotte, N. C.

According to Mr. Hopkins, WBTB submitted a report on the test which stated:

"The TP-7A projector was in use at WBTB for 51 days, and during that time its operation was virtually flawless. We averaged about 170 slides per day on the air and probably averaged another 60 slides per day in previewing and rehearsals. This means that this unit has projected more than 12,500 slides during the field trials at WBTB. The performance of the slide projector was excellent . . . ."
GE Fills Six New Posts

GENERAL ELECTRIC Co.'s power tube department last week announced six new key positions in its Schenectady, N. Y., manufacturing sections, and named the following GE personnel to the posts: manager of camera and storage tube manufacturing, Walter H. Beers; manager of metal tube, tank rectifier and control, John H. Goodrich; manager of power rectifier equipment, Arthur A. Kehler; manager of equipment engineering and facilities, Robert E. Seward, and manager of klystron and traveling wave tube manufacturing, Hugh E. Thomson.

NYU Buys Collins Equipment

AS PART of a rebuilding and modernization program for New York U.'s two radio studios, the university has purchased new studio equipment from Collins Radio Co. The new equipment will enable NYU to double the scope of its radio operation, according to Prof. Harvey W. Zorbaugh, executive officer of the university's communication arts group.

Fisk U. Orders Tv Equipment

SARKES TARZIAN Inc., Bloomington, Ind., reports that Fisk U., Nashville, Tenn., has ordered complete studio TV equipment, including studio and film Vidicon cameras, 100-slide slide projector and film projector. Also reported were shipments of 100-slide projectors to WBL-D TV Baltimore, WKBV-TV Youngstown, Ohio, and KCKT (TV) Great Bend, Kan.

DuMont Sets Up Sales Zones

DECENTRALIZATION of the Allen B. DuMont sales-distributor structure was effected last week as the manufacturer set up four separate sales zones (in turn containing several sales regions) in hopes of "achieving the broadest possible sales coverage."

The new plan, which splits the DuMont table of organization into eastern, western, central and southern sectors, is expected to shorten the span of control, and by doing so, will bring the firm closer to its distributors.

MANUFACTURING PEOPLE

Carl Harshbarger, formerly with Westhinging Electric Corp., rejoins firm after several months' absence as district manager for southeastern region, television-radio division. He reports to J. C. Drewy, general manager.


R. D. Harris, acting southwest regional manager, tv-radio division, Westinghouse Electric Corp., to same post in permanent capacity. He will make his headquarters at district office, St. Louis.

Bill Ashley, electronics sales-service technician, appointed director of service engineering, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.


Ralph E. Endersby, manager, Toronto, Ont., office, Ampex Corp., to Ampex audio division as export manager.

James B. Valladares, plant manager, Jewel Radio-Tv Corp. and Garad Radio, to production manager of Broadcast Stations Div., Industrial Amphenol Corp., Long Island City, N. Y.


MANUFACTURING SHORTS

S.O.S. Cinema Supply Corp., announces new low cost animation stand. Known as the "TelAnimatestand," it permits production of cartoons, titles, and other special effects. Information may be obtained from S.O.S. at 602 W. 52nd St., N. Y., or 6331 Hollywood Blvd., Hollywood, Calif.

Northeastern Engineering, Inc., Manchester, N. H., has developed a new frequency meter, Model 7-18. Model is designed to measure frequency in the 100 to 10,000 mc range, using a 2x100 triode with elements continuously tuneable from 500-1250 mc. Position may be determined aurally by headphones or visually by means of oscilloscope.

Stromberg-Carlson Division of General Dynamics Corp. announced purchase of Bond Stores Inc., factory in Rochester, N. Y. S-C will utilize new facilities to set up electronics research-engineering-manufacturing center to accommodate overflow from division's main Carlson Road operations.

Sarkes Tarzian Inc., Broadcast Equipment Div., Bloomington, Ind., reports complete order, including image orthicon camera, vidicon film chain and associated units from KGVO-TV Missoula, Mont., and shipment of closed-circuit studio facilities to Toledo (Ohio) U.

INTERNATIONAL

Canadian Commission Hears Color Tv Plea

Other items composing final presentations at Ottawa sitings include urging of an appeal from CBC rulings for independent stations and CBC government financing.

U. S. COLOR tv shows, an appeal from Canadian Broadcasting Corp. rulings for independent stations, and CBC financing from the national treasury were the subjects featured at the final presentations by a variety of organizations before the Royal Commission on Broadcasting at Ottawa a fortnight ago.

A start on color tv for Canadian tv stations was urged on the commission by the Radio-Television Engineers Assn. of Canada in order to boost sale of color tv sets in Canada. The association's brief said that tv stations could be changed over for color tv at a cost of about $40,000 per set. It stated that if color tv is retarded in Canada a situation would develop whereby color sets would be produced in large quantities at low cost in the United States and Canadian manufacturers would find it uneconomical to make color sets, even though there is a 20% import duty on tv receivers into Canada.

The association also urged that the 15% excise tax now collected on radio and tv sets and components be removed. The tax goes to the CBC for its operations. The association, along with others appearing within a few days of each other, urged that money for the CBC come from the general revenue fund. Canadian radio and tv artists would then be able to produce large quantities of large quantities of sets.

At another session of the commission, criticism of employment practices of independent Canadian broadcasters was made by J. E. Jolliffe, Toronto counsel for National Assn. of Broadcast Employees & Technicians. Mr. Jolliffe, a former Ontario provincial leader of Canada's Socialists party, said that most Canadian broadcasting stations pay the 15% tax, help at a low level of pay, have substandard working conditions and are indifferent to pension plans and welfare schemes.

U. S. Tv Exhibits Applauded At International Trade Fairs

CLOSED-CIRCUIT television as featured in U. S. exhibits at International Trade Fairs being staged throughout the world is having a "tremendous impact," according to William R.

Such a reaction is being reflected in reports received from Stockholm, Sweden, to Kabul, Afghanistan, Mr. Traum said. The TV exhibits feature programs ranging from native folk dances to the use of color television in medical science.

In addition to TV, the electronics industry of the U. S. is being represented in the exhibits by a wide variety of radio.

CBS announced that its color television and TV microscope, exhibited for the first time in Europe at the Vienna, Austria, fair, has been loaned to the U. of Vienna for use in medical education and research during the current semester.

Great Britain’s ITA Has First Anniversary

GREAT BRITAIN’s International Television Authority, which operates commercial TV in that country, is celebrating its first anniversary.

The Authority opened its London station Sept. 22, 1955, and the station today is said to have 3,670,000 viewers. A Midlands station (now with an estimated 1,578,000 viewers) went on the air Feb. 17 of this year; a Lancashire station (1,351,000 viewers) debuted May 2, and a fourth station, Yorkshire (with an expected 1,200,000 viewers), will open this month.

CCBA to Elect Directors

SEVEN DIRECTORS will be elected at the annual meeting of the Central Canada Broadcasters Assn., to be held in the Royal Connaught Hotel, Hamilton, Ont., Oct. 22-23. Five of the directors will be elected from various parts of Ontario Province, including one director for the metropolitan stations in English-speaking Montreal, Toronto and Hamilton. Two directors will represent the television stations in Ontario.

English Prices Down 10%

MANUFACTURERS who displayed their radio and television sets at the recent London Radio Show had their prices marked down an average 10% under the previous year. The reduction was brought about by increased competition for a market that has decreased by 20%. Manufacturers hope that the 5,000 buyers in attendance from foreign markets will help to boost set exports as a compensation for the shrinking domestic market.

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Broadcasting • Telecasting

—PERSONNEL RELATIONS—

AFTRA STRATEGY SET IN CASE OF STRIKES

Union reportedly has set up committees and is planning to employ agency to present on radio and TV its side of negotiations for new contracts.

AMERICAN Federation of Television & Radio Artists last week announced plans for strategy to be followed in the event that a strike call is necessary at the expiration of its two-year contracts on Nov. 15. The union reported it has set up strike committees and is planning to employ a "top-notch" advertising agency to present its side of the negotiations' story on radio and television.

The union presented its new codes for radio, television and transcriptions to the networks on Sept. 20 and will meet with industry negotiators on Oct. 8. A AFTRA spokesman told BT last Thursday that the networks' counter-proposal had been received Wednesday night but union officials had not had a chance to study them thoroughly.

AFTRA is seeking an approximate 10% increase in its television fees. In the radio and transcription fields, the union's demands center largely around the establishment of a pension and welfare fund, which already is incorporated in the current network television code. The union also is aiming for changes in the staff announcers' network contracts in New York, Chicago, Los Angeles and San Francisco, asking for a minimum base salary of $100 a week and a minimum weekly guarantee of $300 a week, including commercial fees.

Network officials declined to reveal the nature of the counter-proposals, but it is understood they prescribe a small increase in fees for television and make no provision for extending the pension and welfare funds to the radio and transcription fields.

Local Talks Start

Concurrent with national negotiations, local AFTRA chapters in New York, Los Angeles, San Francisco and Chicago have opened talks with stations in those cities on new contracts covering local conditions.

Donald F. Conaway, national executive secretary of AFTRA, reported that at the request of industry representatives, first attention will be directed to "the radio problem." He said that AFTRA agreed to this schedule "on the condition that the national transcription code and the four-city staff announcers' contracts be considered along with the network radio codes, since all of these agreements are inter-related in view of radio's present status." The success of this plan, Mr. Conaway said, will depend largely on the nature of Industry counter-proposals and on the headway achieved when national sessions resume.

Mr. Conaway said that strike plans are being formulated to meet that contingency, but added that "AFTRA earnestly hopes to avoid a strike."

Mr. Conaway told BT Thursday that an advertising agency to handle AFTRA's campaign has not been selected as this project is still in the planning stage, dependent on whether such a move is necessary. He said a national strike committee and strike subcommittees in New York, Chicago, Los Angeles and San Francisco have been formed. He added the union plans to notify all members that their engagements after Nov. 15, when the current contracts terminate, are subject to an AFTRA strike call.
**AWARDS**

**Dr. Alfred Goldsmith Wins SMPTE Award**

Dr. ALFRED N. GOLDSMITH, motion picture and television consultant to such companies as RCA, NBC and Mr. Hamner, received the SMPTE award for "his many contributions to the progress of sound motion pictures and television engineering, particularly his early recognition of the importance of tri-color scopes and his concept of the importance of his accomplishment. The SMPTE convention, which will run from Oct. 8-12, will be devoted to current developments in the technical phases of television and motion pictures. Complete agenda of the program will be released this week.

**John Potts Memorial Award Made to Hanson in New York**

O. B. HANSON, vice president of engineering services, RCA and former chief engineer for NBC, last week won the 1956 John H. Potts Memorial Award "in recognition of his contributions to better broadcasting systems and facilities."

Presentation of the award was made at the annual banquet of the Audio Engineering Society, on the eve of the opening of the 1956 High Fidelity Equipment Exposition in New York.

**Texas AP Broadcasters Give Two Awards to KLEN Killeen**

KLEN Killeen, Tex., took two of the awards presented by the Texas Associated Press Broadcasters Assn., at the association's ninth annual convention held a fortnight ago in Dallas, Tex. It was the first time in the history of the Texas group that any station has won two of the awards in the same year.

Citations were presented for continuous outstanding news coverage and for continuous outstanding feature coverage.

Other awards went to KDDD Dumas, for the best coverage on a single news story; to KDSX Demison-Sherman, for outstanding continuous news coverage in its class; and to KONQ San Antonio, for outstanding news coverage in its class.

**American Heart Assn. Cites Three From Radio, Television**

CITED by the American Heart Assn. for outstanding reporting on heart disease were Howard Whitman, medical commentator on NBC-TV's Home show, George Vouttas, producer-director, and Earl Hamner, writer, both on NBC radio's Biographies in Sound. The three were honored along with a group of magazine, newspaper and wire service writers.

**Newsnotes**

The big news in Kansas City radio is the new sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact — they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Color can tune you in on the New Selling Sound of KMBC-KFRM.

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PARIS WCAU PRIZE
AN ALL-EXPENSE trip to Paris is being offered to the winner of a new contest being conducted by WCAU Philadelphia. Each morning on the Here's Harvey show a key word is announced, and contestants are asked to incorporate the word in a 25-word statement on "Why I would like to spend New Year's Eve in Paris." Writer of the best letter each week receives a prize and also qualifies for the grand prize, to be announced Nov. 16.

WBZ-TV TOURS SCHOOLS
WITH the advent of the school season, WBZ-TV Boston news cameramen are traveling throughout New England photographing the outstanding features of all the new schools that have opened in the area this fall. These new buildings and facilities are being shown on the station's 6:30 p.m. newscasts.

KIRO ENTERS BOAT RACE
HUNDREDS of listeners from British Columbia to Oregon submitted suggestions in a contest to name a hydroplane racing boat which KIRO Seattle plans to enter in a test to name a hydroplane racing boat. Radio stations and facilities are outstanding features of all the new schools that have opened in the area this fall. These new buildings and facilities are being shown on the station's 6:30 p.m. newscasts.

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THE KRON-TV STORY
AN EIGHT-PAGE publication has been brought out by KRON-TV San Francisco as a source of information for advertising agencies, art services, film producers, schools and others with an interest in television properties. The publication explains the various facilities offered by the San Francisco station.

WBKB (TV) ISSUES BROCHURE
BROCHURE calling attention to its new fall daytime schedule, with heavy emphasis on programs designed to get “maximum women viewership,” is being distributed to trade by WBKB (TV) Chicago. The booklet, titled "Networks, Move Over!", lists personalities in fall setup and cites prominence of “personalized commercials with live personality sell” for six of its eight new programs. Concluding brochure is list of 1956-57 programs for ABC Television Network.

"Who'd have thought that romantic music on KRIZ Phoenix would lead us to this?"
NEW DJ CHAMPION?
RAY J. WILLIAMS, manager of KCSI-AM-TV Pueblo, Colo., today claims the world's championship for continuous radio broadcasting—126 hours.
His "discathon" was conducted in a remote studio set up in the showroom of a Pueblo RCA dealer, the Union Gas & Equipment Co. Thousands of Puebleans were reported lining the streets to see Mr. Williams finally emerge from the studio and walk unassisted to an ambulance that took him to the hospital for a checkup.
According to reports reaching B&T, the previous broadcasting champ was Don King, WBMJ-Macon, Ga., disc jockey, who was on the air for 125 continuous hours (B&T, July 30).

HOLDS D. J. COMPETITION
A NAME-your-favorite-disc-jockey contest sponsored by KSTN Stockton, Calif., gave an all-expenses-paid week's trip for two to Hawaii to a local listener. The promotion, sponsored by Stockton Lincoln-Mercury, in addition awarded lifetime lubrications for their cars to winners of weekly drawings.

CRANE SAVES DAY FOR WSBT-TV
UTILIZING a measure of resourcefulness, WSBT-TV South Bend, Ind., was able to televisé live an hour-long dedication of the new Northern Indiana Toll Road Sept. 17. After station technicians discovered it would be necessary to install microwave transmitter over 100 feet in air at exchange (to obtain line of sight back to the WSBT-TV Broadcast Center), the South Bend Tribune station, with aid of Sollitt Construction Co., secured a motor crane with 110-ft. boom for the remote. Transmitter was clamped to boom and raised, solving the problem and permitting dedication of new section of New York-Chicago superhighway.

KHOZ'S 'JAMBOREE' SRO
KHOZ Harrison, Ark., is presenting Jamboree which has been playing to capacity crowds since its start 16 weeks ago. Bob Lewis emcees the show as it originates live from the stage of a theater in Harrison. Jamboree is said by KHOZ to have been sold out since its beginning, but a contract is being held for an additional 13 weeks at the end of the present segment.

DOMINION DOINGS
A DAILY one-hour evening program on happenings across Canada to be aired five days a week on the CBC Dominion network starts today (Mon.). Titled Assignment, it is designed to give radio listeners "a sample of the best radio can offer," according to Harry Boyle, CBC network program director. The program will give network listeners a wide variety of items, ranging from on-the-spot actualities, interviews, news features on science and medicine, reports from correspondents of the individual stations on the network, to current news. Program will originate at CJBC Toronto, Ont., with cut-ins from all parts of Canada. Sandy Stewart, formerly of CFPL London, Ont., is the producer.

WIRL CARRIES SCHOOL TALK
FOR the first time in the history of Peoria, Ill., radio was used to deliver a special opening-of-school message to teachers and officers of the city's school system, according to WIRL in that city. Station carried the address by Dr. Mark Bills, superintendent of Peoria school system. Use of radio for the talk did away with the necessity of school staffs gathering at a central meeting place, which left more time for individual staffs to concentrate on preparation directly connected with teaching.

WHCT (TV) TELLS ITS STORY
WHCT (TV) Hartford, Conn., which recently became the second CBS-owned uhf station [B&T, Sept. 17], last week hit Hartford and New Britain newspaper readers with a full-page advertisement telling of the importance of a CBS-owned uhf outlet in that market. The introductory ad will be followed up, Harvey J. Struthers, WHCT general manager said, by "the most extensive continuing promotion campaign ever conducted in the area—both on the air and through the use of almost 100,000 lines of newspaper space."

KPOJ ADDS NEW MOBILE UNIT
A NEW special events station wagon has been added to the mobile equipment of KPOJ Portland, Ore., in order to increase its on-the-spot radio coverage. A $2 million waterfront fire was broadcast from it a few days after the arrival of the wagon. The unit is equipped with a portable GE two-way radio and is able to transmit up to 30 miles from the station's towers.

RADIO-TELEVISION Div., Sylvania Electric Products, Buffalo, N. Y., this winter will make available to dealers a cardboard igloo complete with tv antenna which will be given free to consumers with the purchase of a Sylvania tv set. The igloo is designed as a children's playhouse.

KNXT (TV) SALUTES TOWNS
A SERIES of station breaks to salute various communities in its viewing area is being used by KNXT (TV) Los Angeles. The breaks, which will include more than 100 towns, consist of telops depicting a scene from a community with an off camera announcer reading an historical fact concerning the community.

'MISS STRIKE IT LOVELY'
UNIVERSAL Pictures Corp. will effect a promotional tie-in with Colgate-Palmolive Co. for its latest film, "Written on the Wind," from Oct. 1 to the middle of November. The film company, together with the soap firm, will ask west coast beauties to submit their names and pictures (through their local C-P dealers) to Strike It Rich, Colgate's CBS-TV and CBS Radio program, care of KNXT (TV) Los Angeles, to try for the title of "Miss Strike It Lovely." The winner, to be chosen Nov. 12, will act as "a public relations envoy" for the film company, traveling throughout the U. S. on a 30-day promotional junket.

A 'NATURAL' MOVE
ANNOUNCEMENT card of Screen Gems Inc. about the film distributor's New York move to 711 Fifth Ave. was ornamented with two pairs of dice, mounted with "77" and "11" on the upside. Firm noted new address "where program speculation is eliminated because the dice are always loaded in your favor."

IGLOO SYLVANIA GIVEAWAY
RENEWAL CONTRACT, covering the second year of Pearl beer sponsorship of Bullfights From Mexico over KCOR-TV San Antonio, Tex., is signed by Harvey Bolser, advertising director of the Pearl Brewing Co. of San Antonio. Witnessing the signing are Jack Pitluk (l), president of Pitluk Adv. Co., San Antonio, and Rooul A. Cortez, president of KCOR-AM-TV. Bullfights is filmed in Mexico and flown to the U. S. for telecasting. Pearl beer also sponsors the program over KVDO-TV Corpus Christi, KHAD-TV Laredo, both Tex., and KOAT-TV Albuquerque, N. M.
IN WHAT is described by the station as one of the largest sports packages ever put together on a local level for a single advertiser, The Iowa-Des Moines National Bank, through J. M. Hickerson Inc., has purchased several sports events on KRNT-AM-TV Des Moines. Included in the package are nine radio broadcasts of the U. of Iowa football games and one Drake U. game; local sponsorship of a segment of 15 professional football games on CBS-TV; 12 radio broadcasts of U. of Iowa basketball games; several Big 10 conference games not involving Iowa, and radio and television broadcasts of the Iowa State high school boys basketball tournament. Play-by-play of all KRNT-AM-TV originates will be handled by Sports Director Al Couppee. At the contract signing were (1 to r): seated, Robert Dillon, vice president and general manager of KRNT-AM-TV; Harold P. Klein, vice president of the bank; Robert MacRae, Hickerson vice president and account executive; standing, Shelton R. Houx, Hickerson vice president and manager; William Hippae, KRNT-AM-TV sales manager; James Reilly, KRNT-AM-TV account executive, and M. M. McMichael, the bank’s assistant vice president in charge of advertising.

PRESENT FOR PRINCESS

A RECORD ALBUM containing four weeks of broadcasts of the Rainier-Kelly nuptials at Monaco last April has been presented to their highnesses by Benedict Gimbel Jr., president of WIP Philadelphia. The album, presented during couple’s current visit to Philadelphia, is made up of recordings of broadcasts made by Wendy Phillips, WIP’s women’s director, who reported the wedding festivities.

GETS D.J.’S SERVICES

BILL SHARPE offered, along with other prizes, the services of a fellow disc jockey, Perry Allen, to the winner of a mystery song contest held on KTLN Denver. A 12-year-old girl, Melody Mura, was the first to call with the correct answer and the station sent its mobile unit to do a live broadcast from her home. The program had Melody welcoming her guests and answering phone calls from listeners.

VCLI MAKES BASEBALL AWARD

VCLI Corning, N. Y., completing its sixth consecutive year of Pony League play-by-play baseball broadcasts, presented its player-of-the year award to George Lewis, of the Corning Red Sox. The award is a photosensitive glass plaque made by the Corning Glass Works.

PLAY-BY-PLAY IN SPANISH

KWK Pasadena, Calif., claims an American “first” in its play-by-play broadcast in Spanish of a football game last month between Los Angeles State College and Mexico City U.

Hints for Travel

MIDWESTERN radio listeners are getting reports on just what they should take with them on an overseas trip, via George J. Volger, manager of KWPC Muscatine, Iowa. Mr. Volger, his wife and two teenage daughters who have been in the British Isles since last August tape recorded 26 15-minute programs for use on 35-50 U. S. radio stations, including the Iowa Tail Corn Network. Titled The Family Flies to Britain, the series will be released through British Information Services.

All four members of the family are participating in the interview programs, which give details on international travel from a family standpoint and describe places of historical interest.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

September 20 through September 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit, DA—directional antenna, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, sota—satellite, ant.—antenna, aur.—auroral, vis.—visible, kw—kilowatts, w—watts, mc—megacycles, d.—day, n.—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, ke—key, B—Broadcast, SBA—Special Service Authorizations, STA—Temporary Special Authority.

Am-Fm Summary through Sept. 26

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Fm</th>
<th>Cps</th>
<th>Total</th>
<th>Paid</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>WGRM</td>
<td>551</td>
<td>604</td>
<td>16</td>
<td>10</td>
<td>12</td>
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<tr>
<td>Fm</td>
<td>322</td>
<td>545</td>
<td>10</td>
<td>11</td>
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FCC Commercial Station Authorizations

As of August 31, 1956

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Fm</th>
<th>Cps</th>
<th>Total</th>
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<td>322</td>
<td>545</td>
<td>10</td>
<td>11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TV Summary through Sept. 26

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Type</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,022</td>
<td>806</td>
<td>1,828</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>61</td>
<td>27</td>
<td>88</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:

(When FCC began processing applications after freeze)

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<tr>
<th>Type</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>323</td>
<td>315</td>
<td>638</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>23</td>
<td>21</td>
<td>44</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

(When FCC began processing applications after freeze)

<table>
<thead>
<tr>
<th>Type</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
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<td>806</td>
<td>1,828</td>
</tr>
<tr>
<td>Noncom. Educ.</td>
<td>61</td>
<td>27</td>
<td>88</td>
</tr>
<tr>
<td>Total</td>
<td>1,083</td>
<td>834</td>
<td>1,917</td>
</tr>
</tbody>
</table>

FCC ANNOUNCEMENTS

New TV Stations...


Vall Mills, N. Y.—FCC is advising Hudson ValleyBroadcasting Co. that its application for cp for new tv to operate on ch. 16 in Vall Mills has been accepted for filing. Additional features under the circumstances that the Commission's Notice, adopted June 25, 1956, in Docket No. 17514, has issued rule-making instructions toward the possible deletion of ch. 10 from Vall Mills, the Commission has decided to place all applications involving that channel in pending file and to withhold further action on such applications until after 30 days subse-quent to either the disposition of the issues involved in the rule-making or to a public notice removing the applications from the pending file. Announced Sept. 26.

Bryan-College Station, Tex.—Brazos Broadcasting Co.'s application, seeking cp for new tv to operate on ch. 6, returned. (Incomplete and dual station location specified.) Announced Sept. 25.


APPLICATI0NS

White Heath, Ill.—Platina TV Corp., ch. 21 (532-534 mc); ERP 250 kw vis., 120 kw aur.; ant. height above average terrain 654 ft., above ground 603 ft. Estimated construction cost $175,-000, first year operating cost $75,000, revenue $125,000. Post office address P. O. Box 190, 190 N. State St., Chicago, Ill. Studio location one mile south of White Heath on Hwy. #105, near Monticello. Trans. location same as studio. Geographic coordinates 40° 00' 12" Nl., 88° 30' 34" Wl. Long. Ant. & trans. GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter P. Krenz, Riverside, Ill. Station will operate as satellite of WICR-TV Springfield, III. and will be under same ownership. Filed Sept. 25.

Greenwood, Miss.—Delta TV Corp., ch. 6 (68-69 mc); ERP 60.3 kw vis., 30 kw aur.; ant. height above average terrain 596 ft., above ground 566 ft. Estimated construction cost $77,000, first year operating cost $80,000, revenue $140,000. Post office address P. O. Box 321, Greenwood, Trans. location on Miss. Hwy. #445, near Schaller, Miss. Geographic coordinates 33° 38' 30" Nl., 90° 25' 04" Wl. Long. Trans. and Ant. RCA. Legal counsel Spearsman & Roberson, Washington. Consulting engineer A. Karl Cullum Jr., Dallas, Texas. Principals are equal partners. Glouce, Wyo., business interests; F. C. Ewing, general manager-stockholder, WO8M Greenwood; Percy L. DeLoach Jr., stockholder, WGBM; Wiley P. Harris, former director of WDIX, Jackson, Miss.; W. S. L. Jones Jr., business interests; and Floyd M. Melton, business interests. Filed Sept. 25.

Amariito, Tex.—Southwest States Inc., ch. 7 (174-180 mc); ERP 48 kw vis., 23 kw aur.; ant. height above average terrain 816 ft., above ground 843 ft. Estimated construction cost $187,- 000.

The Continental Divide Station

TV4
CALL LETTERS ASSIGNED

KTOA Bishop, Calif.—James R. Oliver. KTOA Bishop, Calif. KTOA Hawthorne, Nev.—Mt. Grant TV Booster Service Corp.

APPLICATIONS

Lewiston, Idaho—Orchards Community TV Assn. seeks ch. 7 to rebroadcast ch. 2 KREM-TV Spokane. Wash. Total output power 10 w. Estimated population to be served 43,801. Post office address 3204 1st St., Lewiston. Estimated construction cost $16,000. First year operation cost $650. Filed Sept. 20.

New Am Stations

APPLICATIONS


MACHLET $892R

5KW AM Broadcast Triode

A standard replacement tube of excellent life characteristics. The Machlett $892R employs sturdy Kovar-metal for all metal-to-glass seals.

MACHLET $5541

5KW AM Broadcast Triode

10KW FM Broadcast Triode

A recent design type employing a thoriated-tungsten-stress-free filament. Long life operation under difficult conditions is assured by the ML-5541.

MACHLET $6423

5-10KW Coaxial Terminal Broadcast Triode

A modern design type employing a thoriated-tungsten-stress-free filament. Rugged coaxial terminals and quick seal-in construction assure trouble-free operation. For new equipment and for conversion from type 892A. Full ratings to 30mc. Weight Only 15 lbs.

MACHLET $5681

35KW TV . Channels 2 to 6 50KW AM

A standard replacement tube of excellent quality. For high power AM broadcast routes.

MACHLET "X-RAY CHECKED"

ELECTRON TUBES...quickly a replaceable via Graybar

Carefully-controlled production methods (including X-ray after assembly to check spacing and alignment of elements) is your assurance of stable, long term Machlett performance. The units shown are typical tubes from the complete Machlett line which you can receive at your nearest Graybar distributor. For tubes or any other Broadcast need, make it a point to call Graybar first. Your nearby Graybar Broadcast Representative will be happy to provide complete price information as well as technical service and assistance.
crease height), and make changes in ground system. Amended Sept. 22.

KBQK-EV, Fla.—Cablevision seeking to change call letters from 3D to 25.

KJOY, Ga.—Radio Station Co.'s application for call letters to change ant. transmission location. Announced Oct. 25.

KQDM, Ill.—Make bower ant. in Chicago. Filed Sept. 25.

KQDI, Ind.—Application for regular operation to change studio location. Announced Oct. 25.

KQFM, Ind.—Application for regular operation to change studio location, utilization of combined system. Amended Sept. 22.

KQH, Iowa.—Announced Sept. 20.

KQHT, Maine.—Change ant.-trans. location. Announced Sept. 22.

KQIX, Md.—File complaint against WJZ for failure to comply with FCC rules. Filed Sept. 25.

KQLR, Mich.—Radio Station Co.'s application for call letters to change ant.-trans. location. Announced Sept. 22.

KQMB, Mich.—Application seeking to change ant.-trans. location, utilizing combined system, to change name of licensee to獲得 Broadcaster. Resubmitted Sept. 22.

KQMC, Mich.—Application seeking to change ant.-trans. location. Filed Sept. 25.

KQMO, Mo.—Application seeking to change ant.-trans. location, utilizing combined system, to change name of licensee to獲得 Broadcaster. Resubmitted Sept. 22.

Kquip, Mass.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQPB, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQPT, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQPS, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQRC, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQRL, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

KQRT, N.Y.—Application seeking to change ant.-trans. location, utilizing combined system. Filed Sept. 25.

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KJFH Klamath Falls, Ore.—Granted 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. Announced Sept. 25.

WDUD Kingtree, S. C.—Granted assignment of license to E. G. Robinson Jr. to as Palmetto Broadcasting Co. Mr. Robinson, present 50% owner of station, is buying out his partner, M. L. Few, for $70,000. Announced Sept. 25.

APPLICATIONS

WFLY Muscle Shoals, Ala.—Seeks transfer of control of license to corporation from M. C. Gregory to Michael R. Freeland and Flora Ellen Freeland for $55,000 and assumption of certain liabilities. Transfer involves 100%. Mr. Freeland is 50% partner of WFLW Camden, Tex. Filed Sept. 25.


WOCR Worcester, Mass.—Seeks transfer of control of license to corporation from Harold and Miriam Kaye to A. Abbott Coblenz and Bernard Koten for $60,000. Messrs. Coblenz and Koten each presently own 25% of stock. Filed Sept. 20.

KCLU Clovis, Calif.—Anne L. Ekols, 25.3% owner of station, through purchase of 25.3% from Horace Ekols and Cey Ekols for $5,251. Filed Sept. 20.

WBST-AM-FM Wilkes-Barre, Pa.—Seeks transfer of control of license corporation to WBSW- TV Inc. Transfer involves 100%. Consideration is exchange of stock. Filed Sept. 20.

WKX-AM-TV Nashville, Tenn.—Seeks acquisition of control of license corporation by Louis E. Drauglis through purchase of 50% from W. H. Criswell for $250,000. Mr. Drauglis is present 50% owner. Mr. Criswell is leaving station. Remaining 50% will continue to be held by S. D. Sanford Jr. Filed Sept. 20.

WCEF Parkerburg, W. Va.—Seeks assignment of license to Franklin Best Co. Corporate change. Filed Sept. 25.

Hearing Cases...

FINAL DECISION

WLON Lincolnton, N. C.—FCC made effective immediately initial decision and granted application of Lincolnton Best Co. to increase power of WLON from 500 w to 1 kw, on 1050 kc D. Announced Sept. 25.

INITIAL DECISIONS

Mt. Pleasant, Iowa—Hearing Examiner J. D. Bond issued initial decision looking toward denial of application of Henry County Best Co. to increase power of WLON from 500 w to 1 kw, on 1050 kc D. Announced Sept. 25.

Shreveport, La.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Twin-City Best Co. for new am to operate on 1330 kc, 1 kw D, in Shreveport, and application to increase power of KDMS El Dorado, Ark., from 1 kw to 5 kw on 1930 kc D. Announced Sept. 24.

Saline, Mich.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of The Saline Best Co. for new am to operate on 1520 kc, 500 w D, in Saline. Announced Sept. 24.

KGNU Grants Pass, Ore.—Hearing Examiner Jay A. Kyle issued initial decision looking toward denial of application to change facilities of KGNU from 1540 kc, 250 w untl., to 1480 kc, 1 kw untl. Announced Sept. 26.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC denied May 29 petition by Department of Defense seeking review of hearing examiner's memorandum opinion and order of May 18 which denied Department's petition to reopen record in proceeding involving application of Deep South Best Co. for modified license to move trans. site to about 69 miles from Selma and 25 miles from Montgomery, locate main studio at trans. site and increase antenna height to 1,900 ft. Announced Sept. 25.

Pine Bluff, Ark.—FCC denied petition by B. J. Parrish, Pine Bluff, for review and reversal of various rulings of hearing examiner, which excluded from evidence various material and testimony which Parrish sought to submit in am proceeding in Dockets 11332 et al., affecting an applications in Mason and Columbus, Ga., Monroe, La., and Pine Bluff, Ark., dismissed as moot by Federal Bureau's motion to dismiss Parrish petition. Commissioner Craven abstained from voting. Announced Sept. 26.


KGE-D TV Enid, Okla.—FCC corrected record

BROADCASTING • TELECASTING

expert tv lighting

low cost...flexible

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

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

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT

234 Piquette Ave.

Detroit 2, Michigan
in certain respect but denied, in all other respects, Department of Defense petition of June 6 for transfer of facilities, proceeds to hearing, involving May 2 grant to Street Electronics Inc. for mod. of cp of KGEO-TV to move to trans. 21 miles from Enid, increase ant. height to 1,396 ft, and make similar changes in equipment changed. Action Announced Sept. 26.


Routine Roundup...

September 20 Applications

September 20 Applications ACCEPTED FOR FILING

Modification of cp

WOCQ Greensboro, N. C.—Seeks mod. of cp (which authorized increase in D power and erection of new antenna tower) for extension of completion date.

WJLN-TV Birmingham, Ala.—Seeks mod. of cp for extension of completion date.

KHBC-TV Hilo, Hawaii—Seeks mod. of cp for extension of completion date to April 1, 1957.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of license

XENL Arcata, Calif.

September 21 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven
KOAZ Ashqunba, Ky.—Granted April 3 petition for dismissal of its application for cp and license covering 800 kc and dismissed hearing. Action Sept. 19.


By Hearing Examiner Thomas H. Donahue


By Hearing Examiner J. D. Bond

By Hearing Examiner Herbert Sharfman
WEAO Cambridge, Mass.—Granted motion for leave to amend its application so as to request 760 kc in lieu of 760 kc, and application as amended is removed from hearing. Action Sept. 19.


By Hearing Examiner Hugh B. Hutchinson
Brownsboro, Ky.—Ordered that prehearing conference for extension of time from Sept. 17 to Sept. 19 to file proposed finding of fact and conclusions, re an application of Sanford A. Schaff, Lorain, Ohio. Action Sept. 19.

WKFQ-FM Flint, Mich.—Granted petition to open record, re its application, solely for purpose of receiving in evidence stipulation attached thereto, of additional engineering subsequence, to close of hearing, and record is closed. Action Sept. 10.

By Hearing Examiner Ray A. Kyle
Jacksonville, Fla.—Ordered that prehearing conference will be held on Sept. 21, re an application of Joseph M. Ripley Inc and Robert Reekhaar, Jacksonville. Action Sept. 19.

September 21 Applications

ACCEPTED FOR FILING

License to Cover Cp

WEND Eaton, Ohio, La.—Seeks license to cover cp which authorized new am.

WFOC (AM) Portland, Me.—Seeks license to cover cp which authorized changes in licensed station to include new tv.

WKST (FM) Charlotte, N. C.—Seeks license to cover cp which authorized changes in licensed location.

Kras (FM) Hastings, Neb.—Seeks license to cover cp which authorized new license.

WAC (FM) Miami, Fla.—Seeks license to cover cp which authorized new tv. Action Sept. 19.

Mediation of cp

WAZL-FM Gretna, La.—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WEAO Orlando, Fla.—Seeks mod. of cp for extension of completion date.

WQIK-TV Jacksonvile, Fla.—Seeks mod. of cp for extension of completion date.

WEAL-TV Orange, Mass.—Seeks mod. of cp for extension of completion date.

WEAR-TV Wren Clayton, Tenn.—Seeks mod. of cp for extension of completion date to March 1, 1958.

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp for extension of completion date.

WPTV (TV) Duluth, Minn.—Seeks mod. of cp for extension of completion date.

WKNV-AM Keene, N. H.—Seeks mod. of cp for extension of completion date.

WFPV-TV Atlantic City, N. J.—Seeks mod. of cp for extension of completion date to July 16, 1957.

WKDN-TV Camden, N. J.—Seeks mod. of cp for extension of completion date.

September 25 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

KGEO-TV Las Vegas, Nev.—Granted license covering changes in facilities of existing tv station.

KGFL-TV Orlando, Fla.—Granted license covering changes in facilities of existing tv station.

KGOL-TV Midland, Tex.—Seeks cp for application for new tv station (ch. 2). ERP: 100 kw vis. 25 kw aur.

KGTE-TV Burlington, Wis.—Granted license for tv station (ch. 2). ERP: 50 kw vis. 50 kw aur.

KKNK-TV Amarillo, Tex.—Granted license for tv station (ch. 4). ERP: 15 kw vis. 15 kw aur.

WMNA Gretna, Neb.—Granted license for am station.

KCCO Lawton, Okla.—Granted license for am station.

Following stations were granted authority to operate extensions of cp on condition that they request Idaho: WSFA-FM Spartanburg, S. C.; WSMT Bexley, Tenn.; WJDJ Panama City, Fla.—Granted extension of completion date to Sept. 17, 1957.

KXZW Coos Bay, Ore.—Granted extension of completion date to 3-1-57.

KXZW-TV Detroit, Mich.—Granted license covering cp for changes in ant. facilities.

KXWW-DK Fortuna, Calif.—Granted license covering changes in facilities.

KXWD Mont Airy, N. C.—Granted license covering changes in facilities, change in trans. locate.

KWOH Post Falls, Idaho—Granted license covering changes in facilities.

KXMT Roseburg, Ore., to 3-8-57; KFIC (TV) Roseburg, Ore., to 3-8-57; WWLP (TV) Springfield, Mass., to 3-1-57.

September 25 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

WOW Omaha, Neb.—Dented Aug. 8 petition for intervention and for other relief in proceeding re an application of KODY North Platte, Neb. Action Sept. 20.

By Hearing Examiner James D. Cunningham


By Hearing Examiner Elizabeth C. Smith


By Hearing Examiner H. Gifford Irion

WSK (TV) Sebring, Fla.—Ordered that filing date for reply findings and conclusions is extended from Oct. 1 to Oct. 15, re application of WSLA for mod. of cp (ch. 8). Action Sept. 21.

By Hearing Examiner Basil P. Cooper

Smith Radio Co., Port Arthur, Tex.—Granted Continues on Page 107

NEGOTIATOR

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Page 100 • October 1, 1956
### Professional Cards

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**Commercial Radio Equipment Co.**
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30 Years’ Experience in Radio Engineering
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**A. Earl Cullum, Jr.**
Consulting Radio Engineers
Inwood Post Office
Dallas 9, Texas
JUSTIN 6108

**Weldon & Carr**
Consulting Radio & Television Engineers
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1001 Conn. Ave.
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612 Evans Bldg., NA. 8-3698
1420 New York Ave., N. W.
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**Walter F. Keen**
Consulting Radio Engineers
Georgetown Bldg.
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago Suburb)

**John H. Mullaney**
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.

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John A. Moffett—Associate
405 G St., N. W.
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**Lowell R. Wright**
Aeronautical Consultant
Serving the radio & tv industry on aeronautical problems created by antennas towers
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420 Taylor St.
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### Service Directory

**Commercial Radio Monitoring Company**
Precision Frequency Measurements
A Full Time Service for AM-FM-TV
P. O. Box 7037, Kansas City, Mo.
631-5902

**Capitol Radio Engineering Institute**
Accredited Technical Institute Courses
3224 16th St., N. W., Wash. 10, D. C.

**Collections**
For the Industry
All Over the World
TV—Radio—Film and Media
Accounts Receivable
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220 West 42nd St., N. Y. 36, N. Y.
LO 5-3990

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October 1, 1956 • Page 101
ENGINEERS NEEDED AT ONCE

Expanding, coastal, California network vhf needs immediately, engineers fully qualified and experienced in studio, transmitter maintenance and operation. Excellent opportunity for qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, Calif.

Classified Ads

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

No charge for blind box number. Send resume to:

BROADCASTING • TELECASTING, 1736 DeSales St. N. W., Washington, D. C.

Assumers: 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. Remittance • Transcripts expressly repudiate any responsibility for their custody or return.

RADIO

Help Wanted

Salesmen

Good salesman who can also announce, southern New Mexico. Basic commission arrangement or salary. Permanent position, congenial staff. Write Box 666A, B-T.

Saleman-announcer wanted by progressive Chil-
cagoland daytime. Experienced in sales and able to handle announcing tricks. Send complete de-
dails and salary requirements. Box 906A, B-T.

Excellent opportunity in major market for hard-
working, experienced salesman with merchandis-
ing ideas. Salary plus commission. Permanent position with expanding organization. Complete de-
tails to KSPO, Spokane, Washington.

Wanted regional sales manager. Should be making over $8,000 per year now, Salary and good com-
dition. Call, wire or write S. A. Hatam, WROX, Carmi, Illinois.

ANNOUNCERS

Wanted Glib DJ—with verve. Polished smooth-
paced, cutting edge. Needs salary. Wanted by station in midwest. Box 638A, B-T.

Michigan regional expanding staff. Need two
fully experienced air and street salesman com-
bination. Immediate opening, station recognized
as area leader. Give full details first letter. Box 865A, B-T.

Announcer with first ticket. Give full partic-
ulars first letter with salary expectation. Northeast. Write Box 911A, B-T.

Announcer-engineer. Topnotch go-getter. Pres-
ently selling top equipment. Convenient location. Box 929A, B-T.

Midwest net affiliate wants experienced an-
ouncer-personality. Give full details first letter,
including expected salary. No tapes until requested. Box 956A, B-T.

Good announcer with 1st phone. South Florida network 250 watter. Box 801A, B-T.

Two combi men wanted at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Opening for a first class announcer. Write Box 956A, B-T.

All night DJ with first class ticket for great 24
hour market, Las Vegas. New ownership going all out on 24 hour DJ personality programming with all out promotion, ads, etc. Send moving tape with your selection from top 100 pop tunes and 5 minute news to KUSK, KRAM, Hotel Riviera, Las Vegas, Nevada.

Help Wanted—(Cont’d)

ANNOUNCERS

Wanted full time dayton.

Florida fulltime network station needs good an-
nouncer-engineer with 1st ticket, capable of
handling daily network program at station located in beautiful southwestern Florida.

Help wanted: Operator with first phone. WSYB,
Butland, Vermont.

Martin Block and Howard Miller disregard. But
we are looking for men of your stature, highest
rated in all our markets, Omaha, New Orleans Kans.
sas City, Minneapolis and we’re just required
a few more of them. Desires should have standing
including expected salary. All tapes returned
immediate. Write WMX, MT.

Florida morning fast growing indie. $85 starting.
Must be experienced. Send audition, resume, WPVF, Painesville, Ohio.

Regional station with television in large midwest
market requires experienced technician. Start-
ing salary for 40 hours is $6000. Box 801A, B-T.

Wanted: Young EE graduate with good mathe-
atical ability for position with established
Washington consulting engineering firm, involv-
ing office, lab and field work. Opportunity for
professional advancement. Send resume. Box 865A, B-T.

Chief engineer wanted. Good pay, pleasant work-
ing conditions. Box 911A, B-T.

Having open for two, first class licensed engi-
neers. Box 971A, B-T.

Technical

Regional station with television in large midwest
market requires experienced technician. Start-
ing salary for 40 hours is $6000. Box 801A, B-T.

WANTED: Young EE graduate with good mathe-
atical ability for position with established
Washington consulting engineering firm, involv-
ing office, lab and field work. Opportunity for
professional advancement. Send resume. Box 865A, B-T.

Chief engineer wanted. Good pay, pleasant work-
ing conditions. Box 911A, B-T.

Immediate opening. Special events and news
writing. Send complete details. Box 961A, B-T.

WANTED: Local news editor-writer for station
located in beautiful southwestern Florida.

RADIO

Help Wanted—(Cont’d)

Technical

Bright young man interested in tape and disc
recording field as apprentice for the engineering
department of a large New York recording
firm. Must be background preferred. Salary to
suit position. Box 2868.

Large network radio station, major eastern mar-
ket needs first class man for studio and trans-
mitter duty. Immediate vacancy. Beginning salary $100. Box 956A, B-T.

Engineer-announcer, Chance to become chief.
Planning television expansion. Contact Gene
Kanfield, KCCW Radio, Ankeny, Neba.

Chief engineer-announcer for third market in
Ohio. Permanent, reliable and ambitious first class man on radio or television. Week or per. Call or write KCRC, Enid, Okla.

WANTED, first class engineer who can do an-
nouncing full time. Salary dependent on position. Box 930A, B-T.

Chief engineer-announcer. Excellent opportunity
for young experienced man to move up. Salary
dependent on experience you can assume. WLIU, Lafayette, Georgia.

Announcer-first class engineer for mountain
studio-transmitter on October 29th. Single man
with car. Two days in the field. $500 plus room and board. Send full details WMIT, St. Louis, Mo.

WTOC, 5 directional, Savannah, Georgia, needs first class engineer. Send complete qual-
ifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle dates remote and Raytheon equip-
ment. Excellent working conditions. Top pay.
Daytime station. WTUX, Wilmington. Delaware.

First class license man for maintenance of re-

Wanted: Experienced tower erecter—work un-
limited. Contact Mr. Auer, Tower Service Com-
pany, 3010 Delta Drive, Salt Lake City, Utah.

Programming-Production, Others

Immediate opening. Special events and news
writing. Send complete details. Box 961A, B-T.

WANTED: Local news reporter with radio voic-
e experience for excellent daytime operation in
Washington. Write or call WESO, Southbridge, Mass. State full background and salary requirements.

Mature news director needed immediately for
radio operation. Good opportunity to sell if desired. Permanent. Phone 941-1111, Fremont, Ohio, Federal 2-9381.

Wanted: Experienced continually writer. Wonder-

Need continuity writer immediately. Must be able
to write strong sell copy. Send sample copy, salary open. To WSBM Jackson, Michigan.

Program director—with good selling voice to re-
place current man. Mgr. leading time slot and manage
new company-owned station. Prefer man who is well known on news and adept at both novelty and pop. Must be steady man. Opportunities unlimited with organization planning expansion plans in major market. Send tape, WKLJ, Cullman, Alabama.
RADIO
Help Wanted—(Cont’d)

Programming-Production, Others

Girl Friday wanted who can double in bring in programming, traffic and executive secretary duties. Must be capable of complete detail today to Radio/TV Station WLDE, Earl Boyles, Manager, Lexington, Ky.

Copying, male, to work closely with account executives in writing and servicing major local accounts. Expanding department, excellent opportunities for advancement. Send personal resume including samples to WMHD, Peoria, Ill.

Wanted: Copywriter, Programming and announcing ability desirable but not necessary. Write WLMPS, Lewistown, Pa.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. E. Darguzh, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Situations Wanted
Managerial

Sales manager/manager: Looking for facts, not fiction. Will give details of my experience outlining the facts of successful manager/sales manager record. Three stations in sixteen years, two sold out from under me at top price. I’m now employed, but we can do better. Negotiations confidential. Box 3631 A, B-T.

Capable manager or operations director tv or radio. Excellent salary with expanding experience. Married, family. Experienced every phase industry. Presently directing tv operations southwest. Desire security with expanding operation. Immediately available. Box 3494 A, B-T.

Manager/sales manager: 14 years sales, sales manager NBC station; 2 years sales manager CBS affiliates in larger market top 5 independently. Family man, 43 years old. College educated. Florida experience. Now employed. Best references. Box 3914 A, B-T.

Manager—7 years experience from ground up. Constructed and operated successful kilowatt 5 kw beginning. Finest references. Willing to invest. Looking for permanent location with future. Age 33. Box 3912 A, B-T.

Manager—managing medium market—desire change and permanency. Energetic family man. Box 3644 A, B-T.

Salesman—desire larger market sales manager. Managing medium market. Family man. Box 3664 A, B-T.

Sales manager—32, family—producer—desires permanent situation. Now general sales manager. Box 3660 A, B-T.

Great general commercial manager. Have over 20 years experience at 43, and this is ready to work for you. Outstanding sales ability on local and national station. Personally known to the clients but a driver with tight operation know-how. Can get that show for you and am ready to go. Box 3651 A, B-T.

Salesmen

Wanted, sales or management in upper Midwest. Several years experience in both. Sales record over $10,000 annually. Presently employed. Will take four weeks to make change. Complete resume on request. Box 3654 A, B-T.

Salesman—announcer. 6 years. Also have 1st phone. Family. Prefer central or north central Texas. Box 3684 A, B-T.

Salesman—top man wants permanence in large market. Experienced sales manager—family man. Box 3671 A, B-T.

Announcers

Announcer-DJ. No great talent just steady, dependable, mature air salesman. Box 3674 A, B-T.

Independent kilowatt daytimer, Midwest will buy $300,000 in cash on 220 kw. 41 years. 49 week to qualified announcer. Send audition, details and references first letter, no unmailed replies. Box 3704 A, B-T.

Announcer, 4 years. All phases. Married. Veteran. Desires permanent location. Box 3674 A, B-T.

Good newspaper, sportscaster, staff. Seeks mid-west radio experience. Presently news and sports director. Box 3654 A, B-T.

Announcers

RADIO
Situations Wanted—(Cont’d)

Announcers

Good, versatile voice with school background. Looking for good spot. Box 660 A, B-T.


Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking big market in confidence. Box 3094 A, B-T.

5 years experience, all phases radio-tv. Married, college—previously employed by satisfied station in good sized market in northeast. Seeks advancement—radio DJ, tv variety show. Successful professional singing. Available 3 weeks notice. Tape, photo, etc. on request. Box 3644 A, B-T.

Announcer, seven years experience, 31, married, family. Experienced in B-F, would like radio or TV. Would like to relocate by November 1. Box 3634 A, B-T.

Announcer—experiences—family man. Desires permanent location in small or medium market. Prefer southern states. Box 3674 A, B-T.

Attention southern California! Experienced and versatile staff announcer wishes to locate at small station. Box 3634 A, B-T.

Staff announcer, Versatile, Sports, records, news. Prefer eastern states. Box 3634 A, B-T.

Announcer—mature, reliable, Accent on news. Some tv experience. Seeking good market, preferably northeastern. Box 3093 A, B-T.

DJ with 5 years experience and 1st phone. Presently employed. Proven results with morning and afternoon shows. Excellent references including station, sponsors. Stations with turnover need not apply. Box 3647 A, B-T.

1st phase top-flight announcer, 3½ years experience. Desirous relocation. Presently employed. Easy going style. Box 3685 A, B-T.

Stations sold! Desires change, west, southwest, northwest, 1st phone, 5 years broadcasting. Announcing, continuity, programming some sports. No maintenance. Minimum 80, forty hours. Guy Christian, Bel Aire Motel, Sterling, Colorado.


Announcing school graduate with 1st phone, desires first position. Salary, hours. Russ Randolph, 2215 N. Pasadene, Chicago.

TELEVISION
Help Wanted

Managerial

Company operating TV stations in several extremely attractive, rapidly growing small markets desires energetic person with strong 3 years ground desired, managerial potential required. Will guarantee individual a genuine opportunity for men who can convince us they’re right man for small market sales. Openings available immediately. Send complete resume including salary requirements. Box 3880 A, B-T.

Salesmen

KCBV-TV has opening for TV salesman. If you are presently selling for a Texas or Oklahoma station and have experience, energy and integrity, you may be our man. Contact George Tarter, KCBV-TV, Lubbock, Texas.

Have opening for aggressive salesman in excellent midwest market. Now affiliated with ABC. Radio background a must. Contact Sales Manager, WYTO, Rockford, Illinois.

We have an opening immediately in sales for man who is qualified to handle local and regional sales at dfts roots level in southern market of $20,000 on CBS affiliated vhf. Position calls for strong background in local sales. Opportunity unlimited as to salary and future. This is an important job and we expect to pay well if you are qualified. Send complete resume with trade references and pictures to John E. North, P. O. Box 309, Jackson, Tennessee.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copy writer in immediate future. Employer-employee relationship ideal working conditions, excellent location. Does not have to interview absolutely essential; send full information, no tapes to Box 3614 A, B-T.

TV announcer—competitive market, midwest. Will accept experienced radio announcer ready for tv. Send picture, resume. Box 3634 A, B-T.

EXCLUSIVE SOUTHWESTERN STATIONS

VHF TELEVISION

- Metropolis 140,000
- Only TV Station
- In scheduled operation $200,000

BROADCAST AM

- College City 10,000
- Only Station
- Year-round mild climate $27,500

Ralph J. Erwin

P.O. Box 811
Licensed Broker
Tulsa, Oklahoma

October 1, 1956 • Page 103
**TELEVISION**

**Help Wanted—(Cont’d)**

**Announcers**

Experienced radio or tv announcer for night time schedule on established Indiana outlet. Film work also involved. Write Box 271, Muncie, Indiana.

**Technical**

Wanted: Licensed engineers with TV experience for mountain top location. Box 812A, B.T.

Technician to operate, maintain, improve three-camera videocon system; teach production course if necessary. Stimulating situational atmosphere. Send information on marital status, salary requirements, training, experience, with photo. Box 813A, B.T.

**Program-Production, Others**

Experienced for sales promotion, merchandising, and publicity director wanted immediately. CBS affiliate, Pennsylvania. Box 898A, B.T.

Girl Friday on air and production work at midwestern vhf. Appear regularly on air plus behind scenes Program Department work. Send full details to Box 969A, B.T.

**Situations Wanted**

**Managerial**

East and midwest. TV salesman-director-producer-anouncer available for medium market. Prefer program director, will consider comparable offer. Eight years experience two major markets. Double in sales. Box 812A, B.T.

**TELEVISION**

**Situations Wanted—(Cont’d)**

**Announcers**

Ten years television-radio. Announcer, dj, singer, actor. Present location five years. Prefer station with live music or variety shows. Box 818A, B.T.

Warm personality—one year commercial tv. Former Dj, Whimical ad-lib. Not "announcer type". Convincing "live" feel. Teleprompt, Perfect MC, College and SRT graduate. Seeking station that appreciates value of "live" commercials and personality show. Medium to large market. Box 817A, B.T.

**Technical**

TV transmitter engineer. Eight years actual experience with GE and RCA TV transmitters to 50 kw, with supervisory background. Former AM chief with college training. Wants locate Kansas, Oklahoma, west Texas or New Mexico. Previously employed large TV station. Available two weeks notice. Size of operation or salary secondary to permanent position in above locations. Matures family man. Best references. Box 819A, B.T.

TV studio technician, currently working. 3½ years experience, all phases studio operations. Second phone. Norm Weissman, 2038 Richfield Drive, Dayton, Ohio.

Recent 1st phone, desires his first position as engineer. State salary, hours and routine. Walter Planchik, 2118 N. Parkside, Chicago.

**Program-Production, Others**

Radio newsman wants teevee. Five years reporting and broadcasting, including newspaper. Also solid foreign experience. Box 811A, B.T.

Copywriter-salesman to write material all for TV station. Two years experience TV and radio copy, currently selling radio. Married, veteran, college. Box 811A, B.T.

Newsman, experienced all phases tv-radio news, married, M.A., Journalism. Desires position with station emphasizing news. Box 948A, B.T.

Ten years experience, all phases, radio and tv, announcer, production, programming, sales, film, traffic . . . veteran, 39, married, university graduate . . . will relocate . . . seeks good position with permanent future. Box 972A, B.T.

**FOR SALE**

**Stations**

**Stations**

* Delaware—$75,000.00; Florida—$25,000.00; Massachusetts—$150,000.00; Maryland—$55,000.00; North Carolina—$100,000.00; New York—$65,000.00; Ohio—$40,000.00; Pennsylvania—$80,000.00; Rhode Island—$40,000.00; Virginia—$50,000.00; Vermont—$50- $500.00; West Virginia—$60,000.00. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

**The Norman Company**, 810 Security Bldg., Davenport, lowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


**Equipment**

**Equipment**

Used 5 kw AM, air cooled, RCA transmitter. XEXW, Apartment 621, Monterey, Nuevo Leon, Mexico.

Wanted: Used type 641X and 7ID microphones. 3½" 90 degree dines. 720 tubes. WFTS, Indianapolis, Indiana.

Used disc recorder, or overhead recording mechanism. State type, condition, accessories and price. WLLN, Lebanon, Kentucky.


Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, 37 autos, etc. Anywhere U.S.A. Gene O'Fallon & Sons, Inc. 629 Grant. Denver, AM 5-2397.

Wanted: Any equipment for 1 kw station, with remote operation. Pastor Schaeffer, Delevan, N.Y. 13768.

Western Electric 10 kw transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spaces. Write or wire Box 948A, B.T.

**BROADCASTERS THROUGHOUT THE COUNTRY FIND...**

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

**Here's why Broadcasters prefer Northwest's graduates...**

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest First. Our Employment Counselor...John Birrel...assures you of immediate, personal attention.

**SUBSCRIBER TO NARTB**

**NORTHWEST RADIO & TELEVISION SCHOOL**

**1231 N. W. 21st Avenue**

**Portland, Oregon • CA 3-7246**

**HOLLYWOOD, CALIFORNIA**

**1440 North Highland**

**HO-7-8322**

**CHICAGO, ILLINOIS**

**540 N. Michigan Avenue**

**DE 7-3830**

**WASHINGTON, D. C.**

**1627 K Street N. W.**

**RE 7-0343**

**Broadcasting • Teletcasting**
WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual bill, $150,000. Answer confidential. Box 885A, B-T.

Part owners desired by experienced program, news and play-by-play sports director. Can make substantial financial investment. Married, veteran, college graduate, Box 890A, B-T.

Chief engineer—can invest. Read other ad: Radio. Schools Wanted. Technical. Box 898A, B-T.

I have qualified clients wanting stations. Texas, Arkansas, Kansas, Missouri, Oklahoma, Colorado. Operating engineer, (12) years transmitters. Ralph Erwin, Brooker, 1443 South Trenton, Tulsa.

Equipment

Equipment wanted: 3 Collins 4 ring fm antenna. Reply to Box 905A, B-T.

Wanted TD 21 tubes, new used two (2) channel console. FCM, 322 DeBallatore Blvd. (12), St. Louis, Missouri.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5, 7. Purchased used or in good condition. Antenna for Channel 12, 5 to 50 kw. Hector Balsear, Apartado 1162, Mexico, D. F.

INSTRUCTION

FCC first phone in 15 weeks. Home study or resident training. Our schools are located in Hollywood, California, all study is open for free booklet, write Grantham School of Electrc. 1505 N. Western Avenue. Hollywood 27, California.


RADIO

Help Wanted

Independent Music...News...Sports Stations in Alaska. Positions open either Anchorage or new station in Fairbanks.

General information for all positions listed: This is not second rate radio. Our stations are on par with best Independent music and news stations in larger metropolitan cities. This is not a slow track and is no place for the would-be, has-been or never-will-be. These positions are for professionals and pay accordingly. On all positions, salary open but good. Tell us what you would expect to be paid statewide and we will adjust upward to compensate for higher living costs in Alaska. Alaska cities are not whistle stops or town towns but have all the necessities, conveniences, and luxuries of any larger modern American city. Transportation advanced. Deductions for price of ticket will be made from salary over the first six months' period. At the end of six months satisfactory service, all deductions are refunded.

1. ALL NIGHT DJ. Shift and work is as follows: Monday to Friday, 11 p.m. to 7 a.m. Saturday and Sunday, 11 a.m. to 7 a.m. Sunday, 10 p.m. to 7 a.m. Sunday, 10 p.m. to 7 a.m. Summer, 7 a.m. to 11 p.m. All hours are Eastern time. Must be able to work work the above hours and even hard commercial hours and all of it do not apology. If you expect to play rhythm and blues, Rock and Roll of all varieties, progressive Jazz, etc., you must please do not waste your time and ours. Strictly enforced music policy of the stations prohibit all of the above. Pay good but hours permit, music policy sticks to a humanitarian or character expected or required. If you feel that you do a good country and western show on but not necessary to get the position.

2. NEWS/INFORMATION

Newshour. Editing news from both press services, deliver five minutes newscasts every hour. Five p.m. to midnight Monday to Friday; 10 a.m. to 7 p.m. Sunday. Must have ability to rewrite, write, type, Latin script. Hours as above. Not subject to change.

3. COPYWRITER

One or more positions. Must be able to write hard sell copy that is original and corresponds to production shows; ad, sell, sell. Must be able to produce and prepare two minute sell announcements at the retail level.

4. SALES

Salary and commission. High wage level. Experience necessary. Accounts and ability to sell to highly professional market. All sales on retail level. Must double your salary or more than usual amount of commissions. Not for the inexperienced. Send applications with resume and head and foot for advertisement for one minute sell announcements at the retail level.

WANTED—STAFF

Complete staff in Number one market. New operation.

COUNTRY & WESTERN MANAGER

Salesman

Send full information in writing. Box 900A, B-T

AM and TV Broadcast Sales

Major manufacturer of AM and TV Broadcast equipment offers unusual field sales opportunity.

Excellent starting salary—outstanding Company paid benefit program—Retirement Plan—Expenses paid including relocation.

Background should include:

1. EE degree or equivalent technical experience.

2. AM or TV broadcast experience:

— 2 years sales or
— 3 years studio engineering or,
— 3 years design or product development.

Resume including complete educational, business, and military background will be treated in strictest confidence.

Reply to Box 928A, B-T

POP DEE JAY WANTED

NBC station, 15 years old, looking for top-notch announcer excelling in pops. Up to $100 a week paid for qualified man. Reasonable hours.

WCRS

Phone 91300 P. O. 868
Greenwood, S. C.

FLORIDA CBS AFFILATE

NEEDS TOP-FLIGHT MORNING MAN

Must have proven ability, outstanding personality, and be able to do strong selling job. Send 15 minute tape of simulated or actual morning show with photo and complete personal details.

Box 958A, B-T

Audio Control Handbook

For Radio & TV Broadcasting

by Robert S. Oringel

Broadcast Engineer, Voice of America

160 pages, 8¾" x 11", 131 illus.

Only $6.50

Now... all about audio techniques, available for the first time in this concise and profusely illustrated handbook. Here are the methods to achieve highest standards of broadcast quality... explained step by step, with "refreshers" review questions in each chapter.

COVERS IN DETAIL:

- TV mike usage
- FCC regulations, etc.
- mike types—patterns
- records—transcriptions
- hand signals and TV interview
- program make-ups
- broadcast terminology
- tapes and tape editing
- cue-up and play procedures
- remote broadcasts

Everything the audio operator needs for all pro work, plus a new feature, a "Springboard", easy-to-use handbook. Examine it today. City mail this coupon.

HASTINGS HOUSE, PUBLISHERS, Dept. BT-2
41 East 50th St., New York 22, N. Y.

Send Oringel's Audio CONTROL HANDBOOK for 10-day examination. If not satisfied I will return it—pay nothing. Otherwise, I'll remit $6.50 plus postage. (We pay postage if you remit with coupon—same return privilege.)

Name

Address

City Zone State

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ENGINEER-ANNOUNCER

for Sitka, Alaska, church-owned KSEW, operated commercially on the campus of Sheldon Jackson Junior College. Must have first class license. Also Program Director wanted with educational radio background. Unusual career opportunity for experienced broadcaster dedicated to Christian service. Write John Groller, Presbyterian Board of National Missions, 156 Fifth Ave., New York, N. Y.

HELP WANTED—TELEVISION

Help Wanted

Programming-Production, Others

WANTED

TV news operation needs a trained newsmen with Journ. degree. Reporting and re-write ability a must, and prefer man capable of on-camera news delivery. Full power, CBS affiliate in state capital. Fine opportunity for man with minimum experience in radio or TV news. Salary commensurate with ability and experience.

BOX 924A, B+T

HELP WANTED—RADIO

Situations Wanted

Technical

Available

Dick Rudolph, former General Sales Manager of WITH, Baltimore, is available. Has averaged over $200,000 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.

661 Edenvale Road,
Baltimore 9, Maryland
Hunter 6-4334

This forceful . . . 34 year old sales executive has an increasingly successful record in sales administration with one of the nation's well known radio and television stations. The sales organization he now operates is successful but self limiting due to market restrictions. He is free to travel or relocate for a challenging job with top station or firm.

BOX 943A, B+T

FOR SALE

RCA S DX Air Cooled 5 Kilowatt AM Transmitter, including operating spare parts and tubes. Price $5,500. F. O. B. Amarillo. Also available 21 function Remote System for this transmitter suitable for directional antenna use. $2,100. Equipment available about October 15th.

KFDA, Amarillo, Texas
B. S. Spiller, Chief Engineer

FOR SALE

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. Easily converted to insolated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

WANTED TO BUY

EQUIPMENT WANTED

I want to buy three Ampex 450-B recorders. Also I want to buy one Ampex 155-C recorder. Time is important. Immediate cash deal on delivery. Please reply immediately to Box 855A, B+T

FOR SALE

BROADCASTING SCHOOL IN BOSTON FOR SALE

September 26 Applications

AEGON Beverly Hills, Calif.-Seeks license to cover cp which authorized change from DA-2 to DA-1 and which authorized new.

WDOE Oneonta, N. Y.-Seeks license to cover cp which authorized new.

WMSL (TV) Miami, Fla.-Seeks mod. of cp for extension of completion date to April 1, 1957.

WHFC-TV Chillicothe, Ill.-Seeks mod. of cp for extension of completion date to April 18, 1957.

KBRE (TV) Beaumont, Tex.-Seeks mod. of cp for extension of completion date.

WHNT-TV Danville, Va.-Seeks mod. of cp for extension of completion date to April 18, 1957.

WFOX-TV Milwaukee, Wis.-Seeks mod. of cp for extension of completion date to April 18, 1957.

October


Oct. 2: Illinois Broadcasters Assn., semi-annual meeting and annual banquet, Springfield, III.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.


Oct. 4-5: Central Region AAAAA Meeting, Hotel Blackstone, Chicago, Ill.

Oct. 4-6: Community TV Assn., third annual western regional conference, Hotel Multimack, Portland, Ore.

Oct. 5: Ohio Assn. of Radio-TV Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 5-6: Midwestern Advertising Agency Network, 4th quarterly meeting, Edgewater Beach Hotel, Chicago.

Oct. 6-7: Women in Radio-TV, Heart of America convention, Wichita, Kan.

Oct. 7-8: Southern Hotel Broadcasters, annual meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.


Oct. 12: North Dakota Broadcasters Assn., fifth annual meeting, Clarence Parker Hotel, Minot.


Oct. 12-14: Intersociety Conference of Women's Advertising Clubs, Minneapolis.

Oct. 12-14: Advertising Federation of America, 3rd district meeting, Hotel Hidelberg, Tuxedo, N. Y.

Oct. 15-17: Radio-Electronics-TV Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 16-17: National Educational Broadcasters Assn., annual convention, Baltimore Hotel, Baltimore, Md.


October 19-20: AAAA East Central Regional Meeting.

Oct. 21-23: Central Canada Broadcasters Assn., annual convention, Royal Ambassador Hotel, Hamilton, Ont.


Oct. 25: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.


November

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.

Nov. 6: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrandt, Trenton.


Nov. 11-12: Texas Broadcasters Assn., annual convention, Hotel Interstate, Dallas.


Nov. 18: Arizona Broadcasters Assn., annual meeting.


NARTB CONFERENCES


Region 1 (New Eng. Me., N.H., Vt., R.I., Mass.)

Region 4 (Ky., Ohio, Ind., W. Va., Ill.)

Region 3 (Fla., Ga., Ala., Miss., La., Ark.)

Region 5 (Tenn., Miss., Mo., Ark., Okla., N.M.)

Birmingham

Oct. 1956 Page 107
Phase 1 Ends at Foley Square

NOW that the Foley Square branch of the House Antitrust Subcommittee has completed its public hearings, the question logically arises: What next?

Phase II, it must be surmised, will be an "interim report," which probably even now is in process of being drafted, and which should see daylight sometime before the Nov. 6 elections. About mid-October, or shortly thereafter, should fit the timing.

And what will this report find? Victor R. Hansen, the new assistant attorney general for antitrust, made the task relatively easy. As Committee Chairman Emanuel Celler telegraphed his punchline:

The committee has already characterized the networks as monopolists. Mr. Hansen, though he has been on his job only since July 13, thinks "divestiture" may be indicated. He regards the network must buy and option time as more sinister than the block-bookings of the motion picture industry, which terminated in a consent decree.

He has made up his mind, even to the extent of calling in more FBI agents to mop up, giving the proceeding a criminal connotation.

The Antitrust Division will be on a consent decree, whereby the networks voluntarily would agree to divest themselves of certain holdings and practices, in return for which the antitrust suits would be avoided. Chairman Celler has said as much while the networks were under bombardment. Later he and his colleagues appeared to learn there was another side, and that to denude the networks of clearance and programming authority would soon be in desirability.

Great stress was placed upon network stock ownership in and purported domination of Broadcast Music Inc. The performance statistics of ASCAP versus BMI prove conclusively that the issue is makeweight from the monopoly standpoint. As a practical matter, we doubt whether any network owning BMI stock would balk at this "divestiture." BMI pays no dividends. BMI achieved its purpose in introducing competition in the music copyright field. Tin Pan Alley and hundreds of therefore unknown composers are better off because BMI came into being.

It is in the other areas of network operation and network-station relationships that the divestiture approach could become onerous. The FCC's Network Study Staff, with a separate appropriation from Congress, is covering the very same ground. Its report is due next June. Mr. Hansen's testimony was that a year, possibly two, would be needed to complete the Antitrust Division's study of all facets of network-station-film-advertiser relationships.

It would be the height of folly to be deluded by honeyed words about cooperation and frankness expressed after the testimony of the network presidents. Network affiliation contracts are in the hands of the committee, as are confidential agreements on talent and programming—the disclosure of which would cause untold distress. It is to be hoped the committee will honor the historic confidentiality of these contracts. So far there has been no answer.

The eyes of television in the weeks ahead will focus on the Celler Committee, the Antitrust Division and the FCC Network Study Group. Never was there greater need for clear thinking by government, lest injury be done to a service closest to the people.

Certainly, at this stage, no one should be stampeded. If there are technical violations of the statutes, then adjustments may have to be made, or the statutes changed to fit conditions peculiar to the information-entertainment-public service art which is television.

Crash Program Can't Be Slam-Bang

OF GREATER potential importance to the marketers and the buyers of advertising (as well as to broadcasters) than the fate of the 15% commission formula and what Uncle Sam may do about co-op advertising and merchandising tie-ins, is the study launched by the FCC to determine the fate of uhf allocations.

Commonly known as the "crash" program, but carrying the forbidding tentative title, Television Broadcasters & Manufacturers Research Committee, this voluntary group will seek the answer to the most vexatious problem confronting television—security of facilities. All of the questions posed before committees of Congress and the Dept. of Justice stem from the fact that there are not enough desirable tv allocations to go around under present methods of allocation and evaluation.

Tomorrow, the organizing subcommittee meets in Washington under the able chairmanship of W. R. G. Baker, GE engineering executive and president of RETMA. The project was born a fortnight ago under the FCC's aegis, and after Chairman McNair had proposed it last April in an address before the NARTB convention.

Planned are a series of projects to determine whether uhf can eventually supplant vhf in whole or in part as the haven for tv. These cover propagation characteristics, along with transmitter and receiver test and design. They would supplant theory with engineering fact.

A number of organizations have pledged full cooperation, backed by their dollars, since government has not appropriated the funds to undertake these highly complex studies, for which there is little precedent and practically no stock testing equipment. Individual companies, too, can get behind the plan.

The project deserves the wholehearted support of all interested in television's healthy, stable growth. Television grew so fast in the post-war years that allocations techniques couldn't keep abreast of broadcaster (which means public) demand. There were few engineering benchmarks. Coverage curves, plotted from theory (or by osmosis) proved faulty. Vhf coverage exceeded theoretical expectations, while uhf coverage, notably in rugged terrain, was substantially less than projected.

With engineering facts at hand, the FCC should be in a position to chart longer range policy determinations on allocations. Meanwhile, it must move forward in providing additional service to areas lacking in facilities. Television progress should not be arbitrarily inhibited.

President or Candidate?

THOSE who question the desirability of introducing common sense into the political broadcasting laws are respectfully referred to the idiotic situation that arose last week when the FCC was asked if a charity appeal by President Eisenhower would entitle other presidential candidates to equal time.

The FCC's answer was yes, and it probably was right—as a legality.

Sec. 315 of the Communications Act says that if broadcasters make facilities available for the use of any candidate, they must give equal opportunity to his rivals. In the legal sense President Eisenhower's short appeal on behalf of the United Community Funds would constitute a "use" of facilities. Hence, Adlai Stevenson and any others running for the Presidency could legitimately request equal time.

This may make legal sense, but not any other kind. It adds no glory to broadcasting that broadcasters have failed so far to unite in an effective effort to obtain more intelligent legislation than Sec. 315.

Page 108 • October 1, 1956
A strong CBS schedule augmented with the top from ABC and such local favorites as Tom Dailey, Gil Newsome and Fred Moegle... Channel 4 commands program leadership!

Telepulse and ARB show that Channel 4 consistently leads in audience coverage of the great St. Louis Market. Throughout the week... month after month... it's Channel 4!

With top programming throughout the week Channel 4 takes the largest audiences to give the advertisers a great sales potential in the St. Louis market!

You Get MORE on

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