Network-film fight for tv dominance in offing
Time Inc. gains edge in bidding for Bittner stations
Storer offers $5.4 million for Philadelphia proper
NBC, marking 30th year, poses three challenge

A DOLLAR will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

When you consider what's happened to the purchasing power of the dollar, it's mighty impressive to see what a buck will still buy in national spot radio—especially WHO Radio!

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual listening homes.

That's 1,135 homes for a dollar, or 1,000 homes for $.80—all listening to WHO!

That's the rock-bottom minimum. Over and above this proven audience, 50,000-watt WHO is heard by hundreds of thousands of unmeasured listeners, both in and outside Iowa. Bonus includes Iowa's 573,000 car radios and 527,000 extra home sets—plus vast audience in "Iowa Plus"!

Let your PGW Colonel give you all the facts on WHO Radio.

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

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines.

Peters, Griffin, Woodward, Inc., Exclusive National Representatives
NOT SEVENTEEN...

National and Regional Advertisers are now getting WBRE—TV'S 17 COUNTY COVERAGE

As a Basic NBC-TV Station, you know of course, that WBRE-TV carries every NBC Network show to this big 17 County area comprised of office, factory, mining, industrial and agricultural wage earners. But, look at this list of eighteen consistent regional and national "show sponsors" during the past 12 months and you'll get some idea why WBRE-TV is your best buy in Northeastern Pennsylvania:


NOT SEVENTEEN...

Taller than the Neanderthal Man is this JUMBO. The world's most famous elephant was a male African Elephant. Weighing 7 tons, he was 14 feet long and measured 17 feet around the middle. JUMBO, who was the most powerful and largest of his kind, became the symbol of the Wisconsin State Fair. Projected 17 ft. above ground and JUMBO the best advertising medium for The Greatest Show on Earth.
Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

in Des Moines TV
Almost one-third of all the TV sets in Texas are in the vast 52-county KRLD-TV market. When you add the sets in the 5 Oklahoma counties, within this area, you find a total of 558,410 sets. 2,616,300 people reside here and have annual effective buying income of $3,885,816,000.00. To sell this wealthy, densely populated, southwestern market, any advertiser must FIRST look to KRLD-TV, Channel 4, Dallas, as the basic, primary advertising medium. KRLD-TV, telecasting with MAXIMUM POWER from the top of Texas' tallest tower, gives you more coverage than any other Texas TV station.

The Biggest Buy in the Biggest Market in the Biggest State

KRLD-TV Channel 4 Dallas

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

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

REPRESENTED BY THE BRANHAM COMPANY

Page 4 * December 17, 1956
OUTSIDE THE CLAN • There’s move afoot to develop NARTB convention keynote award into major national honor, extending scope of project to include persons outside broadcasting who have made outstanding contribution to industry. Past awards have gone to broadcast figures. NARTB’s keynote subcommittee understood to have drafted plan for subscription to association’s board of directors at February meeting.

DERELICTS IN SKY • First draft of proposed legislation to insure continuation of proper lighting and painting of abandoned radio-tv towers has been drawn up by FCC and submitted to Bureau of the Budget for coordination among other government agencies. Not decided yet is which government agency will be responsible for carrying out law, if enacted. At present nobody is responsible for abandoned towers. This was one point which won unanimous agreement among members of working group of Joint Industry Government Tall Structures Committee which drew up proposed solutions to some of the vexing tall tower problems. JIGTSC still trying to come to some decision regarding criteria for deciding whether applicants must site towers in antenna “farms” or other built up areas.

BEST guess is that FCC will reopen decades-old clear channel case—probably first after year—for taking additional testimony, with ultimate disposition to come shortly thereafter. At issue is whether to open way for power beyond 50 kw on any or all of present 24 Class I-A (fully clear) channels, or permit up to 750 kw power on certain centrally-located clears for which there may be demand. In latter event, disposition seems to be to reduce coastal channel to I-B status, permitting duplication on opposite coast.

PEN IN HAND • All clearances were obtained late Friday for signing of U. S.-Mexico treaty on use of standard broadcast frequencies, and FCC Comr. Rosel H. Hyde was poised to fly to Mexico City, where formal signing of treaty will take place this week, it is hoped. Bilateral treaty, which will have to be ratified by U. S. Senate, will take place of new NARBA treaty—since Mexico refused to join other North American countries in agreeing to overall settlements. NARBA treaty is still awaiting Senate ratification.
Latest Omaha Pulse* Reveals: Except for these 12 1/4 hours, KOWH IS FIRST IN EVERY DAYTIME QUARTER HOUR

No matter who asks the question in Omaha, the answer is KOWH

And even these 12 1/4 hours find KOWH a close second. Think of it—282 out of 240 weekly quarters—more evidence, added to previous figures, of KOWH's decisive dominance of Omaha Radio.

Hooper shows KOWH far, far out in front, too.

So does Trendex, which gives KOWH top spot in every time period!

This is the kind of market-dominance which Storz Station ideas, programming 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

* Pulse, September 1956, 7 a.m.—5 p.m., Mon.-Sat. In and out of home.

The Storz Stations
Today's Radio for Today's Selling

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

Represented by John Blair & Co.

TODD STORZ,
President

Page 6 • December 17, 1956
SARNOFFS OF NBC TELL AFFILIATES OF PLANS TO PUT NETWORKS ON TOP

SARNOFFS, father David and son, Robert, told NBC’s affiliates at closing session of 30th anniversary celebrations in Miami Friday of ambitious plans to make NBC tv and radio No. 1 in all aspects. And Gen. Sarnoff said NBC would not take government antitrust suit or any other future action “lying down.” (See earlier story page 60.)

After Bob Sarnoff, NBC president, at morn-
ing briefing session had told of plans for new team to regain and retain leadership, Gen David Sarnoff, chairman of parent RCA, in extemporaneous address, warned against making television “a national screen, just as some radio stations have become a national phonograph” through replacement of live programming with feature film.

In talks reminiscent of his famous 1947 Atlantic City speech in which he implored affiliates to enter tv, he said that 10 years hence color would be as universal as black and white. He answered stories of Bob Sarnoff’s move “upstairs” and explained forthrightly his philosophy of father-son business relationship, asserting that parents have no right to “stand in the way” of their children. He praised “with pardonable parental pride” job Bob has done with NBC and said Bob had told him he hoped to stay with NBC “without date and without limit.”

Gen Sarnoff made four main points. Alluding attention being given by government agencies to network operations and particularly antitrust suit on Westinghouse-NBC swap, he said this is “only symbolic of present effort to investigate and to ventilate the networks” and that involved is possible new legislation which evidently would be designed “to give solace to the have-nots and the Johnny-come-latelys.”

MENTIONED as figuring in this effort were the motion picture industry and “other forces.”

“We do not propose to take it lying down or to compromise the situation as has been indicated,” he said. RCA-NBC will have their day in court on the Westinghouse matter, he said, asking “is it conceivable that the powerful Dept. of Justice and the famous RCA and NBC of pushing a competitor around?”

Strongly emphasizing film vs. live tv, Gen. Sarnoff warned against short range view of simply making more money with film than with live. He said that film producers would be exhausted in couple of years and that return to live would be indicated, but he inferred that then it might be too late.

While color sales were not as great as expected this year, he predicted that 1957 would see color get off ground and said other manufacturers would follow RCA’s leadership in color. On programs, he said NBC always has been No. 1 in program quality but not in program popularity.

Gen. Sarnoff said NBC has its best and most complete organization in years and that there is no foundation to gossip about further impending changes. He said Robert Kintner, former ABC president who joins NBC next month as an executive vice president, will have his first assignment in color but that he will not be limited to it. He called him “a splendid piece of management and told how he was retained.

He said Bob Sarnoff put the question to his executive board and that they voted unanimously for Mr. Kintner. He gave Mr. Kintner credit for this success.

“What’s ahead in NBC was a subject of briefing session presided over Friday morning by Bob Sarnoff and attended by practically all affiliates and network staff executives. On radio, he asked for clearances for on-hour “hot line” news, pointing out that he recognized difficulty in shifting schedules. But without clearances “we don’t have a network and with no network, we’re not in business,” he said.

Joe Culligan, vice president in charge of radio network, said “hot line” news means $4 million in revenue. Bristol-Myers has contracted for $2.1 million for half of newscasts to begin Jan. 14. He hoped to have second sponsor lined up in few days but said program would not be sold to more than four accounts.

Contrary to reports, he said 120 stations have accepted “hot line” on Jan. 14 or later when clearances can be made. Not one station has said no, although some have problems.

Revitalized network plans involves appointing string correspondents at each of network’s 197 affiliated stations to supplement regular staff. They will be fully accredited and indoctrinated in New York to improve stature and prestige.

Opening tv forum, Bob Sarnoff said NBC now is ahead of CBS on ratings in two or three time categories and soon hoped to lead in all. Evening programming’s most troublesome area is 7:30-8. He said new strip will be moved ahead of 7:30 by next fall if not sooner.

On DSt problem, he said he hopes that Ampex video tape recording will be available on production basis has faded. If pre-production models are satisfactory, VTR’s will be used, supplemented by kines. He said many new things are in works but there will be some shifts and some replacements next season, lamenting that some of 11 new programs started this season

JUDICIAL REVERSAL

CALIFORNIA State Bar Assn. may soon swallow own medicine in forbidding radio-television court coverage through Canon 35. Wm. P. Gray, president of Los Angeles City & County Bar Assn., has written Jack Beck, news director of KNX there and Columbia Pacific Radio Network, to preserve tapes of coverage of House Un-American Activities Committee hearing fortnight ago since it may be only evidence whereby local and state bar groups can base prospective investigation of manner in which attorneys were forcibly evicted from hearing room. Issue of counsel’s rights is involved and radio may save day. Asked why he wanted tape rather than written transcripts of hearings, Mr. Gray said written version does not tell whole story. Mr. Beck will save tapes. (See B&T, Sept. 24 and page 52 this issue).

BUSINESS BRIEFLY

ASPIRIN CAMPAIGN • Plough Inc. (St. Joe-seph aspirin), Memphis, Tenn., preparing radio spot announcement schedule to start in 1957. Agency: Lake-Spiro-Shurman, N. Y.

BUFFER IN BUSINESS • Bristol-Myers Co. (Bufferin pain relief tablets), N. Y., plans radio-television campaign in unspecified markets throughout nation to start sometime in January for undetermined number of weeks. Agency: Young & Rubicam, N. Y.


SPRY BUY • Lever Bros. (Spry Shortening), N. Y., placing spot radio campaign in 44 markets starting Jan. 14 and running for 10 weeks. Kenyon & Eckhardt, N. Y., is agency.

OUTDOOR SERIES • Louis de Rochemont Assn., N. Y., understood to have completed first multi-market sale on new Field and Stream 15-minute tv film series to Genecee Brewing Co., Rochester, N. Y., for showing in Buffalo, Rochester, Syracuse, Binghamton, Watertown, Plattsburgh, Utica and Schenectady, starting in March. Series was produced in color by Field and Stream magazine with Robert McCaohn as writer-director. Agency: Rogers & Porter Adv., Rochester, N. Y.

HIT PARADE EXTRAS • American Tobacco Co. (Hit Parade Cigarettes), N. Y., which started spot schedule on West Coast in middle-October and has expanded eastward, is adding 25 radio and 25 television markets for 13 weeks, effective Jan. 2. BBDO, N. Y., is agency.

 couldn’t have fared too well.

Winding up session, Bob Sarnoff said that daytime sales constitute big competitive problem but that gap is being closed. In evening, programming is big problem but he pointed out that differential in sponsored hours between CBS and NBC now is down to five per week, smallest in four years.

NBC Affiliate Directors Named

SIX new members of NBC tv Affiliates Boards, to fill vacancies, were elected at session in Miami Beach Friday. Elected to tv Executive Basic Affiliate Board were Ewing C. Kelly, KCR- TV Sacramento; Ralph Evans, WHO-TV Des Moines, WOC-TV Davenport; John DeWitt, WSM-TV Nashville. Elected to Executive Optional Affiliate Board were Harold Eber, WSIT-TV Winston-Salem, N. C.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Joe Bryant, KCB-D TV Lubbock.

December 17, 1956 • Page 7
Meredith Stations Are "One Of The Family"

In a game room in KANSAS CITY
15th
RANKING MARKET

In a car near OMAHA
55th
RANKING MARKET

On a patio in PHOENIX
51st
RANKING MARKET

In a kitchen in SYRACUSE
57th
RANKING MARKET

*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
KCMO
WHEN
KPHO
WOW
KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines
FIRST RETURNS FROM CAUSE ALARM AMONG

COMPLAINTS were mounting last week against showings of seemingly marked declines in individual radio station audiences in A. C. Nielsen Co.'s new Nielsen Coverage Service (NCS) Report No. 2, with indications Friday that organized protests are in process of development.

Station sources said that compared to NCS No. 1 reports four years ago, NCS No. 2 reports for some stations show drop-offs ranging as high as 70 or 75%—in extreme cases—in number of listeners tuning once a week or oftener during nighttime hours, and that declines up to 30% or more are reflected in similar data on daytime tuning.

These represented relatively few reports, however, since distribution to subscriber stations started only fortnight ago and, as of last week, no one authority had seen more than a handful—half-dozen, say, at most. Thus authorities agreed it was too early to determine whether such declines would be found in NCS reports generally—though they obviously were apprehensive.

Station representatives were reluctant to discuss situation in detail until more reports are available, but Ward Dorrell, vice president and director of research for John Blair & Co., acknowledged under questioning that "we have some reservations about them." He also indicated Blair may challenge effectiveness of interviews in which NCS No. 2 radio data were collected, on ground that it apparently is same technique used in 1952 even though character of radio listening has changed markedly since that time.

No longer, Mr. Dorrell pointed out, does radio programming have "a single program identity" which existed in 1952 when Jack Benny and other big name programs could swallow tolls for "once-a-week" listening. Today's dominant fare of music, news and service programs gets listenership, but its unspectacular nature makes it more likely that occasional listeners will fail to mention specific tuning unless interview technique was adapted to fit these new patterns, he asserted.

Nielsen officials declined specific comment, but it's known their position is that they undertook NCS No. 2 upon assurances from both buyers and sellers of time that current coverage information is needed; that they realized that obvious but not necessarily valid comparisons inevitably would be drawn with 1952 data, that it was history and not basis for 1956 buying and selling. They also declined to give "composite" or "average" figures, pointing out that NCS No. 2 is measurement of individual stations, that stations' coverage is affected by many factors and that composite averages would be academic and have little practical value.

Agencies as yet have not received NCS No. 2, so that interpretations and plans for its use cannot yet be determined. Station people who have studied reports appear agreed that, as Nielsen also feels, they must be used as indication of radio coverage it exists today and that comparisons with 1952 could be seriously misleading. They know—and can document—radio's selling power, and they're hopeful advertisers and agencies will not allow themselves to become misled by meaningless comparisons in which they might lose sight of radio's size and effectiveness as it exists today.

Station Representatives Assn. plans early meetings with Radio Advertising Bureau and that company's Agencies, in effort to promote uniformity in interpretation of NCS material (Story page 90).

Aubrey Named to Direct ABC-TV Programming, Talent

JAMES T. AUBREY JR., who has resigned as manager of network programs for CBS-TV in Hollywood, will head ABC-TV's programming and talent, Oliver Treyz, vice president in charge of ABC-TV, is to announce today (Mon.). Mr. Aubrey, who succeeds Robert F. Lewine, now with NBC's tv program department [At Deadline, Dec. 3], will be proposed for vice presidency at next board meeting of American Broadcasting-Paramount Theatres, ABC's parent.

He had been associated with CBS-TV since 1952, serving as general manager of KNXT (TV) Los Angeles and of Columbia Television Pacific Network.

Stressing end to ABC-TV's search for "the best man to fill the role," Mr. Treyz said Mr. Aubrey's record indicates "promise and potential" to network in "the initiative and leadership in programming vital to its growth and development."

Also being announced are elections of Michael Boland and J. Russell Gavin as assistant treasurers of ABC. Their elections were announced by Simon B. Siegel, treasurer of ABC and AB-PT. Mr. Boland, member of ABC's cost control unit since November 1955, has previously had his hand in budgetary and controlling posts. Mr. Gavin, chief accountant, with ABC since September 1954, formerly had been in ABC's cost control and budget departments.

WJQS to Milner for $75,000

SALE of WJQS Jackson, Miss., by D. W. Gavin and associates to Milner Enterprises Inc. (D-Ken Milner) for an announced Friday, Transaction involving CBS-affiliated station (250 w on 1400 kc) handled by Black-hamilton Co. Mr. Milner is major south-southwestern area automobile dealer, has major interest in Jackson State Times, among varied other interests. Mr. Gavin owns WOCO Meridian, Miss.

WAOK Sold to Employees

WAOK Atlanta, Ga., has been sold by J. W. Woodroof interest to group of employees for $46,000. Station, operating on 1380 kc with 5 kw, was sold to group headed by L. M. George, president of WAOK Broadcasting Co. Woodruffs own WRBL-AM-TV Columbus and WGPC Albany, both Ga.

ABC at Deadline

BROADCASTING • TELECASTING
THE FIGHT FOR TV DOMINANCE
Release of 20-year supply of feature pictures to tv plus growing stockpile of syndicated films constitutes threat to tv networks, NBC believes

TV NETWORK TIME SALES
Gross billings of tv networks, tabulated by B&T from PIB records, show 22% increase over 1955 for first nine months of the year

ROSLOW LAUDS RADIO'S ECONOMY
Pulse director reports on two-year research project comparing impact and cost of radio and newspaper advertising

TOP SYNDICATED TV FILMS
The most popular syndicated film programs in 10 U. S. cities during November, compiled by B&T from the audience records of American Research Bureau

TIME MAY GET BITNER STATIONS
Decision may come this week in tale of midwestern radio-tv properties; price seems higher than $15.2 million which Crowell-Collier was to have paid

STORER'S PHILADELPHIA BID
Deal made with Harron for transfer of WIBG-AM-FM Philadelphia and WPFF (TV) Wilmington to Storer Broadcasting Co. hinges on acquisition of 95% of stock valued at $5.4 million and on sale of a present Storer vhf station

STAMPS SELL SPOT RADIO
John Blair & Co. creates series of stickers, each highlighting a selling feature of spot radio, for use on all company's mail

3 CHALLENGES FOR NBC'S FUTURE
In 30th anniversary address to affiliates, NBC President Sarnoff points to need for improving relations with government and public, for avoiding excessive use of film programs and for assisting educational tv

NBC GETS AMPEX RECORDER
But does not plan to put it into use on until tape performance improves; streaks occasionally appear in CBS-TV taped rebroadcasts of nightly news show

MAGNETIC STRIPES FOR TV FILM
CBS News adopts new process of recording devised to raise sound quality to parallel that of picture

HOUSE GROUP BACKS LOCAL 47
Labor subcommittee backs right of individual members versus trust funds in AFM dispute over disposition of recording and film fees

FCC OPPOSES UHF-VHF TAX
Commission tells House Ways & Means subcommittee that 10% excise tax on all-channel tv sets should be reduced or eliminated

RCA EQUIPMENT EVENLY DIVIDED
As many affiliates of ABC-TV and CBS-TV have RCA transmitters, antennas and studio gear as do NBC-TV outlets, Celler Committee learns

SRA ELECTS HEADLEY
President of H-R Representatives and H-R Television becomes 1957 president of Station Representatives Assn

BILLINGS OF NBC-TV AGENCIES
Second installment of B&T tabulations breaks down network's billings by agency and client. CBS-TV's agencies appeared Dec. 10

departments
Advertisers & Agencies 31  Film 38  Networks 60
At Deadline 7  For the Record 117  On All Accounts 24
Awards 100  Government 76  Open Mike 16
Closed Circuit 5  In Review 12  Our Respects 20
Colorcasting 35  International 98  Programs & Promotion 112
Editorial 126  Lead Story 27  Stations 44
Education 102  Manufacturing 96  Trade Assns. 90

BROADCASTING TELECASTING
THE BUSINESS WEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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1735 DeSales St., N.W., Washington, D. C.
Telephone: Metropolitan 8-1022

Eduard B. Soule, Editor

 Classified Advertising Manager: Helen B. Chessman

Maury Long
President

H. H. Tash
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Treasurer
The WCBS-TV "Late Show" has long been the New York stay-up-later's favorite... but never before by so fabulous a margin!

Nearly 90% of the late viewers were tuned in to COMMAND DECISION starring Clark Gable at 11:15 P.M. Saturday, December 1... and the TRENDEX hit a high of 28.4... topping its closest competition by more than eleven-to-one!

Never have so many New Yorkers stayed up so late to watch any single television program... but who can resist the mighty M-G-M lion?

WCBS-TV billings are heading for a new high! With exciting new programming from M-G-M, offering more viewers for the advertiser's dollar, the prestige and profit potential of this flagship station are now greater than ever before.

And the story's the same everywhere the M-G-M features are being programmed: higher ratings and billings skyrocketing higher than ever before!

Wait no longer. Inquire today as to the availability of the M-G-M library in your area.

* WCBS-TV TRENDEX Saturday, December 1
**NATIONAL AUTOMOBILE SHOW**

The new cars for 1957 are longer, lower and more powerful than 1956 models. They have smaller wheels and softer tires, dual headlamps, high tail fins and lots and lots of aluminum grillwork. And, with few exceptions, they have dropped the two-tone look that has been almost universal in the past few seasons in favor of one-color finishes, with perhaps a narrow band of contrasting color between two gleaming strips of metal.

That about sums up one viewer's memory of an hour spent at the National Automobile Show in New York's Coliseum by courtesy of CBS-TV, which also provided five newsmen to demonstrate and describe the newest features of the new autos, including the retractable steel hard-top of the new Ford convertible, the rear-facing back seats of the nine-passenger Plymouth station wagon and the secretary's typewriter desk (also rear-facing) of the "three-room" Cadillac, which also carried a radio ticker to keep the busy executive in touch with the market as he rides and dictates.

A few more generalizations gleaned from the flow of automotive wisdom spouted by Charles Collingwood and his colleagues:

- The hardtop has replaced the sedan as the most popular American auto model.
- There are more automobiles than houses in the United States. There are enough cars to take every man, woman and child in the country out riding at the same time.
- One person in every seven earns his living in a job directly connected with the automotive industry.

Who says tv's not educational?

Production cost: $32,000.

Sponsored by Reynolds Aluminum Co. through Buchanan & Co., Sun., Dec. 9, 5-6 p.m. EST, on CBS-TV.

**FESTIVAL OF MUSIC**

EXERCISING considerably more restraint than they used for last January's "Festival of Music" on NBC-TV, S. Hurok and the Producer's Showcase planners made the second festival, Dec. 10, a crowning achievement.

This time, instead of upending the cornucopia, Mr. Hurok picked out a few choice items and arranged them for ultimate delectation. With only five features filling the 90 minutes—two good-sized opera extracts and three solo acts—this was a program of satisfying balance. The adroit staging demonstrated once again television's highly penetrating, sympathetic bond of understanding between artist and viewer. Maybe an audience in a hall gets a dimension that is lost in electronic transmission, but whenever did the balcony-sitter get such a look at Segovia's or Rubinstein's hands, share the agony and splendor of Boris Godunov's last hours on such intimate terms?

This show seems to mark impresario Hurok's graduation as a finished producer for television. Now that he is master of the medium, may he bring his glories back to the screen soon and often.

Production cost: $200,000.

Sponsored on NBC-TV Producer's Showcase Dec. 10, 8-9:30 p.m. EST, by RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt.

Produced by S. Hurok; NBC executive producer: Mort Abrahams; director: Kirk Browning; narrator: Jose Ferrer; musical director: George Bassman; program supervisor: Shelley Hull; unit manager: Warren Burmeister; associate director: Dean Whitmore; settings: Burr Smith; costumes: Robert Fletcher; choral supervision: George Schick; assistant conductor: Felix Popper.

Cast: Jose Ferrer, narrator; Alfred Wallenstein, conductor, and Showcase Symphony Orchestra; Victoria de los Angeles, Barry Morell, Andres Segovia, Marian Anderson, Artur Rubinstein; Boris Christoff, Nicola Moscona, Michael Pollack, Kirk Jordon and others.

**NEW FIGURES OF 1957**

So far as Warner Bros. Co.—the girdle and bra makers, not the movie brothers—were concerned, what better showcase could they have asked than one in which New York's top models ($57 per hour) wafted around in the choicest, shearest and most dazzling creations this side of the Place Vendome. Naturally, underneath all this finery lurked a Warner foundation.

The good, and expensive, word came from Cecil Chapman, Molly Parris, Adele Simp- son, Ben Zuckerman, Pauline Trigere, Sydney Wragge, Dave Evins, Estevaze, Andre and Roxanne—10 of America's top designers. Doing a very efficient job of interviewing them was Home's fashion editor, Natalie Core.

A word of caution to NBC-TV: Fellows, don't ever show your color-test pattern on black-and-white again. It may make a charming piece of cubist art, but it'll never sell color sets.

Production costs: Approximately $35,000.

Sponsored by Warner Bros. Co. through C. J. LaRoe & Co., on NBC-TV, Sat. Dec. 8, 1-2 p.m. EST.

Commentator: Natalie Core; producers: Kay Elliot and Roger Gimbel; director: Barry Shear; sets: Trew Hooker; costume designer: Guy Kent; unit manager: Elmer Gorry.

**THE PRICE IS RIGHT**

The old question—will entertainment or prizes win viewers most effectively?—is about to be answered once and for all by a new daytime (10:30-11 a.m.) series on NBC-TV titled The Price Is Right.

Here is a straight appeal to cupidity, that of the contestants in the studio and that of the viewers at home. No jokes, no side business, no nonsense of any kind is permitted, on this program, to interfere with the serious business of winning merchandise.

The formula is simple: Four contestants bid on products displayed before them, a single
KGW-TV brings to the PORTLAND, OREGON market . . .

- 316,000 watts of on-the-ground Video Power — the most powerful commercial television transmitter in the world!

- A terrain-trained signal to penetrate deeply into Portland’s steep up-and-down residential core . . . as well as across all of western Oregon and southern Washington!

- Full ABC Network schedule!

- Local identification with 30 hours a week of live production!

- Feature films including MGM and DAVID SELZNICK productions!

- The newest yet most experienced channel because KGW-TV’s personnel is representative of over 138 years of television experience!

ASK BLAIR-TV 8 TELEVISION NETWORK for rates, availabilities and market information.

PORTLAND, OREGON
IN REVIEW

TOP RATING IN CINCINNATI!

The Ellery Queen

series

starring Hugh Marlowe

488 Madison Ave.
New York 22
PLaza 5-2100

The highest rated syndicated program in Cincinnati! America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pule 9/10/56

unit or an assembly. The bidder coming closest to the actual retail price of the goods—and without exceeding it—wins the merchandise itself as a prize. The telecast reviewed presented canny bidders with prizes ranging from a portable typewriter to a 1957 Chevrolet.

Home viewers get a chance to get in on the game by bidding by postcard on goods displayed in the Home Showcase for a week. The first week the Showcase held a natural ranch mink coat, a white satin hat, a diamond wrist watch, a hand bag and a set of matched luggage. The closest bid for the lot which does not exceed the retail price takes the lot.

NBC-TV is presenting The Price Is Right itself, without a sponsor, apparently in an effort to determine whether goods can be sold on the air. Next years' program fare may well be at stake.

Production cost: Largely the cost of the prize, which varies from day to day.

A Goodson-Todman production, broadcast on NBC-TV, Mon.-Fri., 10:30-11 a.m. EST.

Producer: Robert Stewart; director: Max Miller.

Master of ceremonies: Bill Cullen.

TICKET TO THE MOON

HOW MANY people know that the A-Bomb was actually detonated in the pages of Astounding magazine a year and a half before the big boom at Hiroshima? That the magazine carried a more detailed description of the bomb's trigger mechanism than the ensuing Smythe Report? Or that Rostand's rapier-nosed Cyrano de Bergerac might well be considered the daddy of the "Honest John" rocket when he talked about shooting into space, "driven by villainous impulses fed by saltpeter?"

Certainly we didn't, and that's why we're grateful radio is still around. Especially NBC Radio's Biographies in Sound which on Dec. 4 did a "take-out" on science fiction, a literary phenomenon that "uses tomorrow's words to pay for the writer's bills of yesterday."

For 55 minutes, we heard host Norman Rose talk to the leading exponents of science fiction: Editor John W. Campbell of Astounding; biochemist Dr. Isaac Asimov ("there is a difference between science fiction and science fantasy ... "); Galaxy columnist and guided missile expert Dr. Willy Ley ("it stimulates the scientific mind to seek and widens goals"); author Ray Bradbury ("there's too much gimmickry in science fiction"); radio writer Arch Oboler ("it's honest writing"); Hollywood producer George Pal ("Hollywood has done a fabulous job in special effects"); and Dr. Bob Richardson of the Mt. Wilson Observatory ("today's flying saucers are like yesterday's flying witches—imagination").

It made us sit up and listen, and we agreed that in the world of science fiction, there is no such word as "impossible." There is only "impossible." It not only proved that the industry can turn out good programming on a ridiculously low budget, but that so far as imagination goes, radio's got it all over the other media as a theatre of the mind.

Production costs: Approximately $500.

Produced by NBC Radio program department. Director: Danny Setter; writer-editor: Ernest Kinoy; m.c.: Norman Rose.

Broadcast on NBC Radio, Tues., Dec. 4, 8:35-9:30 p.m. EST (sustaining).

BOOKS


THE ADVENT of radio as a communications medium altered the traditional relationship between the U. S. government and the press, which was guaranteed the freedom to criticize the lawmakers and law enforcers by the First Amendment. Radio, as Mr. Wiggins points out, was a different sort of thing. "The number of channels was limited. They had to be allocated. Once allocated it was necessary that the stations be required to stay on their authorized channels and utilize authorized power. The alternative was a chaos of conflicting signals in which none of the stations could have been heard. Obviously, no private power was equal to the task of allocation or enforcement. Government assumption of the obligation was inevitable."

"This means, inescapably, government licensing of a media differing from the press only in the mechanical device employed to disseminate information. Government was thus propelled into a sort of licensing which every constitutional authority until the advent of radio would have described as unconstitutional." And, when the FCC began to look at program content, in determining whether or not to renew station licenses, "government found itself knee-deep in an enterprise that surely would have been abhorrent to every one of the founding fathers."

Mr. Wiggins is executive editor and vice president of the Washington Post and Times Herald and was, for three years, chairman of the Freedom of Information Committee, American Society of Newspaper Editors. In Freedom or Secrecy, he takes a long hard look at the right of the American public to know what its elected officials, judges, military men and other public and semi-public figures are up to; the right of newspapers, magazines, radio and tv to attend sessions of legislatures and courts to get the facts for the public, and the growing tendency of legisliative and other groups to avoid this public scrutiny by going into executive session and by other actions which, while perhaps not illegal, are certainly in conflict with the right of the people for full access to the full facts.

Good reading for anyone interested in government or news or both, this thought-provoking volume is especially recommended to station news directors and general managers, two groups directly concerned with the problems of keeping the channels of information wide open.
Red Carpet* Service on United Air Lines

...luxury travel at its best!

Air travel's warmest welcome mat is a Red Carpet! It introduces you to United's brilliant Red Carpet Service—special nonstop DC-7 flights coast to coast and between fifteen U.S. cities (including Honolulu).

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. Cocktails . . . full-course meals and between-meal treats created by Master Chefs . . . soft music . . . a spacious lounge where you always find good company . . . many other “extras” at no extra fare added to your pleasure.

You'll want to make reservations soon for Red Carpet Service (with us, or with an Authorized Travel Agent).

"Red Carpet" is a service mark used and owned by United Air Lines, Inc.
STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America...a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U.S. Census of Manufactures—the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market—four states wide, four billion dollars deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

OPEN Mike

Tv Network Billings

EDITOR:

We have found B&T computations based on network records filed with the Celler House Antitrust Subcommittee most helpful and valuable [B&T, Dec. 10, Nov. 19, 12].

We would also be interested in comparable data pertaining to the ABC network. Will you please advise if ABC data are or will be available?

Jeff Peters, Media Analyst
Needham, Louis & Brobery, Chicago

[EDITOR'S NOTE: ABC has not yet submitted to the Celler committee any data on billings of discounts.]

Ladies Day at WNAR

EDITOR:

What happens to a radio station when all announcers and personalities decide to go hunting together? The station can't be closed down for the day and it would be impossible to transcribe all the programs and the newscasts. The management of radio station WNAR Norristown, Pa., felt it would be a good idea for the boys to get away for a day of enjoyment and relaxation, but the problem of substitution remained unsolved.

Suggestions poured into the station from listeners and finally one listener said, "Who knows the job and the problems of broadcasting better than the wives of the staff? Let them take over for the day." With tongue in cheek, I agreed to this novel idea.

No one figured on the reaction that followed the one-day experiment. Telegrams poured into the station from all sections of the listening area complimenting the wives on the fine job they were doing. Sponsors called up and asked for additional spots to advertise merchandise slanted at the women. Everyone in the area was talking about the experiment and letters are still pouring into the station asking that "Ladies Day" be made a regular feature of the station in the future.

John M. Banzhoff, Mgr.
WNAR Norristown, Pa.

Wonderful Error

EDITOR:

Thank you for the wonderful error you made—you listed us in your "Top 40 Agencies in 1956 Radio-Tv" survey [B&T, Dec. 3] as doing $71 million combined radio-tv billing with 45% as the am-tv share of overall billing. Actually, it is 75% of our business.

Emil Mogul, Pres.
Emil Mogul Co., New York

Westinghouse Sand Storm

EDITOR:

One of our accounts is Moore-Handley Hardware of this city which distributes Westinghouse throughout the state.

Your insert, "Sham? Not in These Sands" [B&T, Nov. 19], looks like an excellent piece of promotion for Studio One that we'd like to let all of our dealers read.

Would appreciate permission to reprint this page in our own shop in offset and send out several hundred.

Lou Peneguy, Appliance Promotion
Frank M. Taylor Advertising
Birmingham, Ala.

[EDITOR'S NOTE: B&T is glad to grant Mr. Peneguy permission to reprint the story of the Westinghouse commercial on Studio One that first aroused cries of "sham" which changed to cheers when the test of sand in a washer was repeated. The only provision B&T makes is that it be given credit as the source of the story.]

Bouquet of Rose's

EDITOR:

Having had some time to cool off after reading Billy Rose's pungent attack on BMI during the recent Senate hearings [B&T, Sept. 24], I am enclosing some information on the kind of songs which Mr. Rose and others have had published as ASCAP composers. The information was taken from ASCAP's own "40 Years of Hit Tunes."

I think our industry should make a vigorous defense of Mr. Carl Haverlin, his carefully selected officers and personnel and the entire board of directors of BMI. I have found them to be: First, interested in the

TAKING PART in "Ladies Day" at WNAR Norristown, Pa., are (l to r) Sandy Molinaro, Mena Brode, Helen Bekas, Dolores Nellany, Barbara Jones and Helen Newman. The one-day experiment may become a regular station feature.
Naturally we’re “air minded” at H-R. We started as a group of mature working partners, representing a selected list of radio and TV stations. Each day we took off to land at the desks of buyers of time with selling facts and figures on the available “air time” of our stations.

Over the years, other stations seeking this type of personalized, working partner representation, have availed themselves of our unusual service.

Today, while we have more offices and a larger staff, the working partners who head up H-R, still take off each day, still render personal representation to every station on our list, still keep our promise to “always send a man to do a man’s job.”
OPEN MIKE

future of radio and television broadcasting in its broadest sense! Second, gentlemen in every sense of the word in carrying out those interests. Anyone making a personal attack on Mr. Haverlin and his associates could do so only for selfish reasons of which our great industry should take heed of the source.

I have had the privilege of attending a number of BMI clinics and at no time was a reference made that a station should exclusively program one kind of music from any particular source. BMI has been largely responsible for introducing "American free enterprise" to the music publishing field and deserves unqualified support.

These are the beliefs of one of the smallest of the "small guys" in radio.

Charles L. Mitchell
Olney, Ill.

(Editor's Note: Mr. Mitchell's list of ASCAP "classics" includes three compositions by Billy Rose: "You Tell Her, I Stutter," "A Cup of Coffee, a Sandwich and You" and "I Got a Code in My Door." Along with "Horses, Horses, Horses," "Maury's Boats," "I Faw Down and Go Boom," "Papa Loves Mambo" and a score of others of that ilk.)

Plymouth's Agencies

EDITOR:
I have just noticed a story in your Nov. 26 issue regarding the renewal of the Ray Anthony Show by Plymouth. Thank you very much for using this item.

However, I notice that you say the agency is N.W. Ayer & Son. For future information, Ayer is the Plymouth agency for print media, radio and local TV, while Grant Advertising handles not only the Ray Anthony Show but Plymouth's 50% sponsorship of Lawrence Welk's Top Tunes and New Talent show . . .

L. W. Brown, Vice Pres.
Grant Advertising Inc., Detroit

Newsworthy Wrecks

EDITOR:
I guess a car wreck is newsworthy, according to "WISE Was There" [Open Mike, Dec. 3].

Same happened to us. As I was reporting the news from our "picture window studio" I looked out to see a car wreck . . . reported same, as events transpired. But shucks, everybody here knows that "they hear it while its news on KTFS."

Incidently, bet we have about the only studio from which can be observed happenings in two states. From our studio, 100 feet from the Arkansas state line, we watch and report considerable material such as the above.

Les Eugene, Prog. Dir.
KTFS Texarkana, Tex.-Ark.

EDITOR:
The way I understand Douglas China's report [B&T, Dec. 3] on the WISE blow-by-blow account of a Nov. 20 wreck, KITE might credit him with a tie but not a "first" for quickest news coverage of local news in the history of radio. But did WISE carry the actual sound of the impact?

Back in September of 1955 KITE was there when a gasoline truck exploded while unloading gas at the San Antonio police department . . . across the street from the KITE studios. KITE's program director, Stan Nelson, had the mike open reading a commercial . . . and it came out something like this: "When Jack Mitchell has a sale, he really has a sale! BLOOEY!"

Stan stopped right there, turned reporter and gave a window ledge account, smoke-by-flame!

By any standard, that's the ultimate in instantaneous coverage of a totally unscheduled newsworthy occurrence. Some will recall the memorable broadcast of the Hindenburg explosion, but there's a distinction for the landing itself already was a newsworthy event and radio reporters already were broadcasting as scheduled . . .

Glen Krueger, News Dir.
KITE San Antonio, Tex.

WTRI-TV Is Back in Business

EDITOR:
Page 86 Dec. 10 issue states WTRI-TV [Albany, N. Y.] now dark. WTRI-TV returned to air July 1, 1956, and has been telecasting uninterruptedly since then. Can you arrange correction?

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell
New York

Sound Approach

EDITOR:
I read on page 78 of your magazine of Dec. 3, that uhf station WWLP (TV) is offering a year's advertising free to the first manufacturer of all channel sets.

I believe this is a very sound approach and perchance it may have considerable merit to it. You can put us down as going along with this advertising approach 100%.

Norwood J. Patterson, Gen Mgr.
KSAN-TV San Francisco, Calif.

Radio and Education

EDITOR:
American Education Week in Centralla will be long remembered since WCNT has programmed 11/4 hours of air time devoted to Centralla's grade, high school, and junior college. Administrator, teachers and students are participating in the programs during the week. When the schools were approached on what they had planned for the week they expressed a great appreciation that we were interested and gave us the complete details.

We offered assistance and through mutual agreement all the time was sponsored.

The schools are giving all of the sponsors certificates in appreciation of their part in American Education Week.

Never let it be said that any part of the school systems won't work completely with an advertising medium and assist in thinking and producing program material that will attract listenership.

I have written this letter in the hope that other stations will become closer acquainted with their schools. Remember, students influence parents.

Benjamin E. Shore, Gen. Mgr.
WCNT Centralia, Ill.

BROADCASTING • TELECASTING
**KING-TV BAGGED THE LION’S SHARE...**

It was popcorn on the house the night KING-TV and M-G-M put new life into the late evening movies.

The most recent regular ARB Rating Report shows that KING's Command Performance roared into probably the highest ratings in the nation for late evenings, in a four station market.

If your plans include the rich Seattle-Tacoma market... ask your Blair TV man for details of KING's Command Performance.

Typical ARB Rating for KING's Command Performance: October 12 — 30 Seconds Over Tokyo

<table>
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<th>Time</th>
<th>Set-in-Use</th>
<th>KING-TV</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
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<td>22.0</td>
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<tr>
<td>11:00 p</td>
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<td>24.6</td>
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<td>1.5</td>
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<td>24.9</td>
<td>2.9</td>
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<td>27.0</td>
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**FIRST IN SEATTLE**

*ABC — Channel 5*

100,000 Watts

**ASK YOUR BLAIR TV MAN**
CHOICE literary quotes are sometimes offered by Jim Beach, newly-elected ABC-TV vice president, to help explain his views on selling—observations embellished with a rare candor characteristic of his own personal relationships. But none of them epitomizes his working philosophy better than the simple word “competitive”—whether applied to his team concept of sales management or to extra-curricular activities.

Doubtless, the quality of competitiveness was uppermost in the minds of Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., and other AB-PT board members when they elected Mr. Beach vice president in charge of ABC-TV’s Central Div. [B*T, Nov. 26].

Mr. Beach seems well qualified for his role on the network’s new management team on the basis of his achievements as sales manager for five-and-a-half years of ABC’s owned and operated WBKB (TV) Chicago and as director of ABC-TV’s Central Div. since May 1955. Modesty and his concept of teamwork preclude his taking personal credit for placing, out of the central division, about one-third of all ABC-TV billings.

Recognizing this accomplishment—and in the wake of ABC’s realignment of top-level management—Mr. Goldenson told a recent Chicago news conference that greater authority would be delegated to Mr. Beach and that “Jim is ABC’s management voice in the central division and can speak with authority for the company.”

James Webster Beach was born Dec. 21, 1912, and except for short periods on the family farm in Michigan, was reared in Chicago.

In 1930 young Beach divided his time between Northwestern U., Evanston, Ill., where he majored in journalism and advertising, and newspaper work, starting as a cub reporter on the old Chicago Herald & Examiner. By 1934, he was staff sales manager in classified advertising. When the Herald & Examiner and American staffs were combined in 1938, Mr. Beach “survived” the merger by conducting a real estate Sunday supplement.

The “radio bug” hit Mr. Beach, he recalls, and in 1940 he went to work as a salesman for Ralph Atlas, who at that time owned WJJD and WIND Chicago. Prior to the end of World War II, Mr. Beach left broadcasting to become sales and advertising manager of Westfield Homes Inc. From 1946 to 1949 he was vice president and co-owner of B & W Brick & Material Co. The venture turned out ill-fated but proved to Mr. Beach he should remain in advertising and sales.

Instead of returning to radio, at the standing invitation of Mr. Atlas, he turned to tv in 1949. Mr. Beach had no previous experience, although John H. Mitchell, then head of Paramount Theatres-Balaban & Katz WBKB (TV), was impressed with his self-confidence and hired him as administrative sales assistant.

An avid believer in the vitality of tv for the large local retailer, he piled up several “firsts” at WBKB (then ch. 4): first commercial sponsorship of major league baseball in Chicago (Cubs and Sox for Atlas Prager beer); first across-the-board department store live tv series for 52 weeks (audience participation show for Goldblatt’s); highest budgeted local show on any Chicago station, (Pace of Chicago for Marshall Field’s as high as $10,000 per half-hour); five-a-week Nite Owl movies series for Polk Bros. at 12 midnight; sale and start of first commercially-sponsored regularly-scheduled Saturday evening tv program in Chicago (Studebaker Playhouse).

After FCC approved the ABC-PT sale and merger in 1953, Mr. Mitchell became head of midwest operations for the new WBKB (on ch. 7) and organized the team of Mitchell, Quinlan, Vieracker and Beach, (Sterling C. Quinlan is vice president in charge of WBKB and Matthew Vieracker is general manager.) Mr. Beach was named sales manager, a post he held until his appointment as director of ABC-TV’s Central Div. on May 16, 1955.

Since relinquishing his WBKB sales post, where he (and his “team”) compiled an enviable local sales record, Mr. Beach has proceeded to guide the ABC-TV’s central division operation into a more favorable competitive position with other networks in Chicago in terms of billings.

Mr. Beach is married to the former Anne McKay of Boston. They have three children—Valerie, 19, a student at Chicago Conservatory of Music; Jeffrey, 17 (senior at Niles High in Skokie, Ill.), and James W. Beach III, 2—and live in Skokie.
When you need guidance through the intricacies of the Washington market, call on WTOP Radio. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington’s most popular personalities and (4) ten times the power of any other radio station in the Washington area.
If you want to know something about radio and television, ask Sol Taishoff. He's the authority to whom topmost leaders of broadcasting turn in search of information and advice. His encyclopedic knowledge of communications has been accorded tributes like these:

From the University of Missouri Honor Award for Distinguished Service in Journalism: "... distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."

From the plaque presented by the National Association of Radio and Television Broadcasters, on B*T's 25th anniversary: "... in acknowledgment of his vast contribution to the free American system of broadcasting as a publisher, as an editor, as a reporter..."

From Sigma Delta Chi, the national journalism fraternity: election as president Dec. 1, 1956.

With so knowledgeable an editor and publisher, it's no wonder BROADCASTING*TELECASTING is regarded by its 77,440 readers as the most authoritative, most comprehensive publication in its field. With a staff of 60 (by far the largest covering radio-television), a circulation of 19,000, and offices in Washington, New York, Chicago, Hollywood and Toronto, B*T publishes more editorial linage than most consumer newsweeklies, more pages of advertising than all others in its field combined.

Executive and Publication Headquarters:
B*T Building, 1735 DeSales St. N.W.
Washington 6, D. C.

the only vertical news magazine specializing
in radio television coverage
with membership in ABC
ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners... twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio... you’ve got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

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

BETH BROBERG

on all accounts

When it comes to getting results for advertisers, Beth Broberg, media director of the Mayers Co., Los Angeles, which Jan. 1 becomes a division of Cunningham & Walsh, New York, admits her agency has become "very television conscious" and has "never been disappointed" by radio.

She cites case histories such as the California radio campaign of Bandini Fertilizer Co. to establish brand identification and whose unusual "high fashion" theme in radio and print not only won wide attention in advertising circles but considerably boosted sales. She has others to quote as well for western and regional accounts using radio and tv.

Mrs. Broberg's only problem involving the broadcast media is to get spots at the time desired, indicative of the high business barometer for west coast stations. She believes ratings show the trend of a market, but thinks a buyer can go only so far in the use of these figures since actual sales experience proves the better buy and gives a good basis for repeat time purchases.

Other Mayers Co. accounts currently using radio, tv, or both, include Hoffman Candy Co., Sears Roebuck & Co., Muller Bros. (Oldsmobile dealer in Hollywood) and Glendale (Calif.) Federal Savings & Loan Assn.

Born Beth Freeman Jan. 18, 1919, at Ely, Nev., she majored in English and music at the U. of Southern California before joining Foster & Kleiser Co., Los Angeles outdoor advertising firm, in 1942. Four years later, she switched to West-Marquis Inc., Los Angeles, as assistant to the media director and chief accountant. It was here she learned of the power of radio in advertising. In 1948 Mrs. Broberg joined Jere Bayard & Assoc. as media director and in 1951 went to the Mayers Co. as secretary to the vice president. She became media director for Mayers in 1954.

Her husband is Nels Broberg, with North American Aviation. They were married in 1950 and make their home in the Wilshire Blvd. area of Los Angeles.

Mrs. Broberg is active with the Los Angeles Advertising Women and is a member of the music sorority Sigma Alpha Iota.
AND SO WERE WKMH'S THOUSANDS OF DETROIT LISTENERS WHEN DISASTER SUDDENLY STRUCK JACKSON, MICHIGAN

The above photograph was taken shortly after the Consumers Power Building, under construction in Jackson, Michigan, collapsed burying more than a score of workers beneath tons of debris. While rescue crews worked frantically to free the trapped workers, WKMH's mobile truck unit flashed on-the-spot progress reports to news hungry Detroit listeners. This on-the-spot reporting of big news events is just one of the reasons why more and more thousands of Detroit-area listeners are setting their radio dials on WKMH...they get comprehensive coverage. In music and sports, WKMH's star shines bright, too! All day in a big way, WKMH listeners get the big 3 in radio...news, music and sports!

SAVE UP TO
15%

by Buying 2 or more of these Powerful Stations
WKMH WKMF WKHM WSAM
Dearborn- Flint, Jackson, Saginaw,

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

WKMH
Dearborn-Detroit
FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director
Represented by Headley-Reed

KNORR BROADCASTING CORPORATION
KTHS (LITTLE ROCK)

Flips Through MAGAZINE, Too!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts it also serves hundreds of smaller towns and cities throughout the State.

Take Magazine (Ark.) for example. With only a few hundred souls, Magazine doesn't offer much "circulation" by itself. But combined with scores of other communities, it helps give KTHS interference-free daytime coverage of more than 3-1/3 million people!

Ask your Branham man for the full KTHS Story.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
H. G. Robertson, General Manager
THE FIGHT FOR TELEVISION DOMINANCE

NBC labels ‘invasion’ of film product as menace to future of networks

NOW SHAPING UP is what may well become the biggest battle in television history. The antagonists: television networks and the motion picture industry. The rich prize for which they are struggling: dominance in tv programming.

The battle, which has been building up for several years, broke into open warfare last spring when Richard A. Moore, president of independent KTTV (TV) Los Angeles, with the backing of several film producers and distributors, formally charged the networks with hogging the airways and asked the government to create more opportunities for film product [B*T, April 2].

The conflict has intensified in the months since then as a flood of some $100 million worth of feature movies has hit the market.

Last week, NBC retaliated by declaring war on Hollywood. In a speech to the Miami libraries have been made available to television: from RKO, 740 features and 1,000 short subjects for $15.1 million; from 20th Century-Fox, 390 features for $30 million; from MGM, 770 features and 900 shorts for roughly $20 million in sales to date with more in prospect; from Warner Bros., 850 features and 1,500 shorts for $21 million; from Columbia, an unknown number of features for an unknown yield, released through the Columbia subsidiary, Screen Gems. The total value of all this product runs to an estimated $100 million.

And there promises to be more to come. Paramount Pictures Corp., the only major movie producer yet to release its library to TV, reportedly has been in at least exploratory negotiations with prospective purchasers. Reputed asking price: around $30 million.

show of feature movies, starting at 11:15 p.m., competes with NBC-TV's live Tonight, 11:30-12:30. On Dec 3, Late Show's "Random Harvest" got a Trendex rating of 21.1 against Tonight's 6.1; on Dec. 4, "Sahara" was rated 15.3 to Tonight's 4.7; Dec. 5, "Above Suspicion," 16.3 to Tonight's 6.0; Dec. 6, "Together Again," 15.8 to 5.6 for Tonight; Dec. 7, "Johnny Eager," 25.4 to 5.5 for Tonight (all Trendex ratings, as reported by WCBS-TV).

KMG-MTV Minneapolis, reporting on Dec. 8 and 9, when the station began programming its MGM feature films, reported a Saturday night share of audience of 48.8 for "Honky Tonk" against George Gobel, Gunsmoke, Masquerade Party and other programs on the three competing network outlets, and a Sunday night share of audience figure of 43.6 for "Above Suspicion"

- $100 million in films hits tv market
- More's coming as producers open vaults
- Will stations choose film over live tv?
- If so, NBC sees 'toboggan of decline'

convention of NBC affiliates, NBC President Robert W. Sarnoff warned of a "film invasion" and said television would "ride a toboggan of decline" if it loaded its schedules with movies.

NBC, he said, had decided that television's future lies along the route we now chart . . . emphasis on live television, on fresh new programs designed for the medium, and on the development of color." (For full report of Mr. Sarnoff's speech, see page 60.)

When Mr. Sarnoff spoke of a film "invasion," he may not have chosen too strong a word.

Since early this year, the following film

All of the libraries mentioned above are confined to films made before 1948. Post-1948 films are still withheld from TV owing to the inability of producers and unions to reach an agreement on residual payments. But serious negotiations on this problem have been going on since last summer [B*T, Nov. 19; Sept. 10], and qualified observers feel it will be merely a matter of time until this new wave of movies hits television.

That good feature films can provide tough competition for live network programs is documented in reports from a number of cities recently made to B*T. As one example, take New York during the late evening hours, when WCBS-TV's Late Night against Loretta Young, $64,000 Challenge, Omnibus, et al.

Showing the MGM Movie Theatre has put KTVR (TV) Denver in first place at both 3-5 and 9-10:45 p.m. in that four-station market, Hugh Ben Larue, executive vice president and general manager of the independent station, has announced. Citing the Nov. 1 Pulse, (Continues on page 30)

How Stations Divide Their Time

B*T survey showing breakdown of station time in terms of local, network and film programming, and network time in terms of film and live programming, begins on the next page.

December 17, 1956  Page 27
TV PROGRAM TIME TOPS
100 HOURS PER WEEK

● More time, more film, more network shows
● Trend still up in continuing B&W survey

THE TREND is up for tv programming. Year after year the commercial tv stations of the country provide more hours of program service, more hours of network programs, more hours of programs on film. Only at the local level does the curve turn down—and that but slightly.

During the week of Oct. 15-21, the average commercial tv station was on the air with programs for 101 hours and 43 minutes, first time that the industry average has topped the 100-hour-a-week mark. One station, operating in Las Vegas and matching its service hours to those of its home community, reports full-time program service of 134 hours a week, or 24 hours a day. Of the total, 160 programs are devoted to motion pictures originally produced for showing in theatres; the rest of the time goes for local live programming. Fewest hours on the air reported by any station for the survey week is 42, of which two-thirds are devoted to film programs, and one-sixth each to local live shows and to network service.

Nearly half of the average station’s time is devoted to programs on film, 47.6%, to be exact. This figure is the total of the 33.7% of the average station’s time occupied by non-network films and the 13.9% that goes for film programs broadcast over the tv networks. (The average station devotes 51.4% of its time to network programs; 27.1% of all network program time is film; 27.1% of 51.4% equals 13.9%.)

As the adjoining table shows, stations without network affiliations are the largest users of non-network film programs, devoting more than three-fourths (77.5%) of their air time to this type of programming. Non-interconnected network affiliates rank second in their use of non-network films, which get three-fifths (61.6%) of their air time, compared to the three-tenths (29.4%) given to non-network films by the interconnected network affiliates.

It should be noted that practically all commercial tv stations on the air today are interconnected affiliates. The few non-interconnected affiliates are located in Western states of sparse population and wide open spaces not yet penetrated by AT&T’s coaxial cable or microwave radio relay intercity connections. The few non-network stations are largely found in cities to which more than three channels have been allocated and more than three stations put into operation.

With this survey, sixth of a continuing series conducted by B&W, which now sends questionnaires to all operating commercial tv stations in the nation each March and October, a consistent pattern is becoming apparent.

First, there is a steady increase in the hours of tv program service provided by the average tv station.

Second, there is a steady, although slight, decrease in the percentage of total time on the air that is given over to local live programming.

Third, for the past two years, at least, the percentage of total air time devoted to non-network film programs has shown a small seasonal fluctuation, up in the fall, down in the spring. In March 1955, these filmed programs got 30.4% of the total program time of the average station. In October 1955, the figure was 34.0%. In March 1956, it was 31.1%. And last month, October 1956, it was 33.7%. The amount of time given to non-network film programming shows a steady year-to-year increase, however.

Programs on film are getting an increasingly large share of time on the tv networks. This is true in actual hours, which have risen from 29% a week in March of 1955 to 45% in October of that year, to 49 last March and to nearly 58 hours last month. It is also true percentagewise, films rising from 13.3% of total network program time in March of 1955 to 22.3% in October of that year, to 23.2% in March of this year and 27.1% in October of this year.

A major factor in this procedure has been the heavy use of filmed programs by ABC-TV, which now devotes more than 26 hours a

THE TV BROADCAST WEEK
FILM—NETWORK—LOCAL

<table>
<thead>
<tr>
<th>Total Non-Network Film</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NON-NETWORK FILM PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specially Made for Tv</td>
</tr>
<tr>
<td>Made for Theatrical Showing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Network Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off Coaxial Cable or Microwave</td>
</tr>
<tr>
<td>Kine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCAL LIVE PROGRAMS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TOTAL PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Total Hours and Minutes on Air Per Week</td>
</tr>
</tbody>
</table>

* Figures for all stations not available for previous years.
<table>
<thead>
<tr>
<th>Survey Date</th>
<th>No. Hours Per Week</th>
<th>% of Total Hours On Air</th>
<th>Interconnected Network Affiliates Average</th>
<th>No. Hours Per Week</th>
<th>% of Total Hours On Air</th>
<th>Non-Interconnected Network Affiliates Average</th>
<th>No. Hours Per Week</th>
<th>% of Total Hours On Air</th>
<th>Non-Network Stations Average</th>
<th>No. Hours Per Week</th>
<th>% of Total Hours On Air</th>
<th>All Stations Average</th>
<th>No. Hours Per Week</th>
<th>% of Total Hours On Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/56</td>
<td>31:08</td>
<td>29.4%</td>
<td>34:45</td>
<td>61:55</td>
<td>77.5%</td>
<td>34:20</td>
<td>30:57</td>
<td>31.1%</td>
<td>32:08</td>
<td>30.4%</td>
<td>*</td>
<td>*</td>
<td>27:02</td>
<td>30.4%</td>
</tr>
<tr>
<td>3/56</td>
<td>29:22</td>
<td>28.6%</td>
<td>30:08</td>
<td>63:22</td>
<td>74.6%</td>
<td>32:08</td>
<td>30.4%</td>
<td>*</td>
<td>32:08</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>10/55</td>
<td>30:24</td>
<td>31.0%</td>
<td>41:31</td>
<td>51:35</td>
<td>72.0%</td>
<td>21:27</td>
<td>51.4%</td>
<td>*</td>
<td>32:08</td>
<td>30.4%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>3/55</td>
<td>27:11</td>
<td>28.9%</td>
<td>31:50</td>
<td>18:51</td>
<td>52.6%</td>
<td>31:00</td>
<td>60.8%</td>
<td>*</td>
<td>32:08</td>
<td>30.4%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>12/53</td>
<td>23:38</td>
<td>29.7%</td>
<td>22:34</td>
<td>54.2%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>6/53</td>
<td>25:37</td>
<td>27.3%</td>
<td>29:01</td>
<td>52.6%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

*Broadcasting • Telecasting*  
December 17, 1956 • Page 29
week, 63.1% of its total program time, to these programs. Both CBS-TV and NBC-TV show the same slight fluctuation that was noted for the average individual station: up in the fall, down in the spring, but with this year's spring dip not descending to last year's spring level and with this fall's rise going well above last year's fall peak.

Fear was expressed that the volume of five-minute political films placed on the networks this October, during the final month of the Presidential campaign, may have made this month not a good one for comparative purposes by boosting its film content level above normal. The figures do not seem to support that theory.

### FILM ON THE NETWORKS

<table>
<thead>
<tr>
<th>Network</th>
<th>Film Hours Per Week</th>
<th>% of Total Hours on Air</th>
<th>Live Hours Per Week</th>
<th>% of Total Hours on Air</th>
<th>Total Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>26:10</td>
<td>63.1%</td>
<td>15:20</td>
<td>36.9%</td>
<td>41:30</td>
</tr>
<tr>
<td></td>
<td>33:00</td>
<td>59.8%</td>
<td>20:30</td>
<td>36.6%</td>
<td>53:30</td>
</tr>
<tr>
<td></td>
<td>14:00</td>
<td>41.4%</td>
<td>23:30</td>
<td>36.1%</td>
<td>47:30</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>18:00</td>
<td>50.0%</td>
<td>15:00</td>
<td>32.2%</td>
<td>33:00</td>
</tr>
<tr>
<td></td>
<td>15:30</td>
<td>35.2%</td>
<td>20:45</td>
<td>38.1%</td>
<td>45:45</td>
</tr>
<tr>
<td></td>
<td>17:15</td>
<td>29.3%</td>
<td>23:00</td>
<td>43.6%</td>
<td>37:15</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>8:00</td>
<td>20.0%</td>
<td>12:00</td>
<td>30.5%</td>
<td>20:00</td>
</tr>
<tr>
<td></td>
<td>35:50</td>
<td>82.8%</td>
<td>55:55</td>
<td>91.8%</td>
<td>71:45</td>
</tr>
<tr>
<td></td>
<td>8:00</td>
<td>13.3%</td>
<td>52:00</td>
<td>86.7%</td>
<td>60:00</td>
</tr>
<tr>
<td>ALL TV</td>
<td>13:40</td>
<td>16.3%</td>
<td>70:20</td>
<td>83.7%</td>
<td>84:00</td>
</tr>
<tr>
<td></td>
<td>3:00</td>
<td>10.0%</td>
<td>75:10</td>
<td>90.0%</td>
<td>84:10</td>
</tr>
<tr>
<td></td>
<td>10:30</td>
<td>13.0%</td>
<td>70:00</td>
<td>83.8%</td>
<td>83:30</td>
</tr>
<tr>
<td></td>
<td>11:30</td>
<td>13.7%</td>
<td>64:45</td>
<td>79.0%</td>
<td>82:45</td>
</tr>
<tr>
<td></td>
<td>14:03</td>
<td>20.8%</td>
<td>53:23</td>
<td>79.2%</td>
<td>72:06</td>
</tr>
<tr>
<td></td>
<td>12:20</td>
<td>18.1%</td>
<td>55:40</td>
<td>81.9%</td>
<td>73:20</td>
</tr>
<tr>
<td></td>
<td>57:50</td>
<td>27.1%</td>
<td>155:40</td>
<td>72.9%</td>
<td>213:30</td>
</tr>
<tr>
<td></td>
<td>49:00</td>
<td>23.2%</td>
<td>162:25</td>
<td>76.8%</td>
<td>211:25</td>
</tr>
<tr>
<td></td>
<td>45:15</td>
<td>22.3%</td>
<td>157:15</td>
<td>77.7%</td>
<td>202:30</td>
</tr>
<tr>
<td></td>
<td>29:30</td>
<td>13.0%</td>
<td>193:00</td>
<td>86.7%</td>
<td>222:30</td>
</tr>
<tr>
<td></td>
<td>34:38</td>
<td>17.0%</td>
<td>170:18</td>
<td>83.0%</td>
<td>204:56</td>
</tr>
<tr>
<td></td>
<td>34:05</td>
<td>18.5%</td>
<td>158:10</td>
<td>81.5%</td>
<td>184:15</td>
</tr>
</tbody>
</table>

* The totals for these dates include data from The DuMont Television Network, which ceased operating before October 1955.

### THE FIGHT FOR TELEVISION DOMINANCE

which gave KTVR an average rating of 24.4 for Monday-Friday, Mr. Larue said, "This dominates all network competition and results in a higher tune-in than ever before achieved in the market."

In addition to the "backlog of Hollywood features now being released in quantity to television," Mr. Sarnoff told the affiliates last week there is "the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry."

Has the pressure been felt by network programs? So far, according to available evidence, the answer is no. The victim of the network-movie struggle for the market seems at this stage to be the local program.

The latest in BtT's semi-annual surveys of station programming shows a continuation of the trend that has persisted for the past three years: The average U. S. commercial tv station is on the air for more hours each week, devotes more time to network programming, more to film programming and less and less to local shows. [For full details of the newest BtT survey see next page.]

The tv networks themselves have helped create the "pressures" referred to by Mr. Sarnoff. Each has its own syndicated film division, energetically competing with the networks for a larger share of station time and of tv's advertising revenue. Indeed, barely more than three years ago Mr. Sarnoff himself was the vice president in charge of NBC's own film division.

NBC-TV, like the other tv networks, has not hesitated to make liberal use of films in the programming of its o&o stations. American Research Bureau's November report of the audiences for syndicated film telecasts in New York, for example, shows that the six most popular of these programs with New York viewers were broadcast by WRC-TV, NBC-owned station there. In Washington, NBC's WRC-TV for years has deserted the network at 10:30 p.m. on Saturdays to put on feature films for a local sponsor.

Moreover, more than a quarter of all tv network program time is devoted to shows on film (see table this page). ABC-TV has been most active in filmed programming for its network, currently devoting nearly two-thirds of its total hours of network service to films. CBS-TV divides its program hour four-fifths to live, one-fifth to film. NBC-TV is the most aggressively live-programmer of the three, with only one-sixth of its time given to programs on film.

ABC-TV is not only the largest user of film programming among the tv networks, but its parent company, American Broadcasting-Paramount Theatres Inc., has recently announced its intention of entering the motion picture production field, through a new subsidiary, Am-Par Pictures Corp. [BtT, Nov. 19]. Am-Par, however, plans to make films only for use in theatres.

Not mentioned by Mr. Sarnoff in his Miami speech was another way in which the motion picture companies are invading television—through the acquisition of tv stations. Paramount is the veteran in this activity, through its outright ownership of KTIA (TV) Los Angeles and its 26.5% ownership of DuMont Broadcasting Corp., owner-operator of WABD (TV) New York and WTTG (TV) Washington. Within the year, Loew's Inc., parent company of MGM, has acquired a 25% stock interest in three tv stations—KMG-M-TV Minneapolis, KTTV (TV) Los Angeles and KTVK (TV) Denver. Screen Gems, tv subsidiary of Columbia Pictures, has announced its firm intention to get into station operation and has just appointed Robert H. Salk, formerly director of syndicated sales for the company, to the new post of director of station operations [BtT, Dec. 10]. Mr. Salk's immediate duties will be to represent Screen Gems in the purchase of tv stations.

So, one way and another, the television and film businesses are getting closer and closer together. A part of the process is through mergers, whereby conflicting companies are acquiring a mutuality of interest, but in the main the approach seems to be in preparation for a winner-take-all slugfest in the main boat in the billion dollar center ring.

### 16 Sales of New Fox Package By NTA Go Above $1.5 Million

SALES totaling more than $1.5 million gross for the newest group of 86 20th Century-Fox feature films have been completed by National Telefilm Assoc. in the past week, it was announced by Ely Landau, NTA president. The sales were made to 16 stations.

The films, included in the new "Rocket 86," were sold to KFS-D TV San Diego, WTVI (TV) Miami, WCAU-TV Philadelphia, WJAR-TV Providence, KHOQ-TV Spokane, KTN-TV Tacoma, KJEO (TV) Fresno, WRAL-TV Raleigh, WNBS-TV Columbus, WGBI-TV Scranton, WBTN-TV Buffalo, WMCT (TV) Memphis, WKNB-TV New Britain, WTVH (TV) Peoria, WHTN-TV Huntington, WVA and KTVH (TV) Hutchinson, Kan.
**TV NETWORK BUYS AND BUYERS**

**P&G TOTALS ASCEND TO NEARLY $3.7 MILLION IN SEPTEMBER**

Procter & Gamble Co. spent $3,691,691 for network TV time in September of this year—some $500,000 more than in September 1955 and about $1.5 million more than in September 1954.

This general measurement of P&G's increasing outlay for network TV is based on Publishers Information Bureau's compilation of network TV gross billings.

As it did in September of a year ago, P&G kept approximately $1.5 million ahead of its closest contender among the top ten network TV advertisers (Colgate-Palmolive).

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1956, COMPARED TO 1955

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$44,947</td>
<td>$49,292</td>
<td>$39,690</td>
<td></td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>511,661</td>
<td>2,485,714</td>
<td>137,068</td>
<td>2,291,777</td>
</tr>
<tr>
<td>Aviation, Aviation Access &amp; Equip.</td>
<td>721,221</td>
<td>5,438,357</td>
<td>691,379</td>
<td>5,615,253</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>290,619</td>
<td>2,466,401</td>
<td>111,530</td>
<td>835,785</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>569,299</td>
<td>6,554,273</td>
<td>451,786</td>
<td>5,436,561</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>301,455</td>
<td>1,833,535</td>
<td>112,926</td>
<td>906,495</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>3,288,934</td>
<td>27,756,536</td>
<td>1,834,077</td>
<td>15,949,529</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>250,878</td>
<td>3,038,034</td>
<td>459,549</td>
<td>3,554,843</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>35,019</td>
<td>71,982</td>
<td>31,141</td>
<td>31,141</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>7,468,811</td>
<td>64,813,822</td>
<td>6,444,667</td>
<td>58,280,509</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>2,315,127</td>
<td>25,968,271</td>
<td>2,833,434</td>
<td>22,732,724</td>
</tr>
<tr>
<td>Horticulture</td>
<td>250,909</td>
<td>2,301,705</td>
<td>183,288</td>
<td>1,843,478</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>1,078,550</td>
<td>7,586,289</td>
<td>422,188</td>
<td>4,849,592</td>
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<tr>
<td>Household Furnishings</td>
<td>467,098</td>
<td>3,319,774</td>
<td>229,738</td>
<td>1,302,228</td>
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<tr>
<td>Industrial Materials</td>
<td>538,745</td>
<td>4,250,137</td>
<td>325,122</td>
<td>3,255,546</td>
</tr>
<tr>
<td>Insurance</td>
<td>304,667</td>
<td>3,063,827</td>
<td>453,711</td>
<td>4,246,013</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>230,864</td>
<td>1,255,170</td>
<td>58,929</td>
<td>54,601,563</td>
</tr>
<tr>
<td>Political</td>
<td>747,267</td>
<td>9,314,493</td>
<td>634,136</td>
<td>6,215,189</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>35,199</td>
<td>71,982</td>
<td>31,141</td>
<td>31,141</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>10,392</td>
<td>10,392</td>
<td>10,392</td>
<td>10,392</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>3,517,161</td>
<td>30,188,487</td>
<td>3,498,765</td>
<td>30,836,712</td>
</tr>
<tr>
<td>Smokings Materials</td>
<td>2,248,891</td>
<td>44,879,730</td>
<td>4,134,367</td>
<td>32,798,414</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>48,203</td>
<td>491,501</td>
<td>43,922</td>
<td>43,922</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>6,732,340</td>
<td>60,418,834</td>
<td>6,299,200</td>
<td>54,601,563</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>45,558</td>
<td>429,108</td>
<td>40,350</td>
<td>380,850</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>221,034</td>
<td>2,104,645</td>
<td>154,550</td>
<td>1,951,237</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>39,107,409</td>
<td>353,961,824</td>
<td>305,038,317</td>
<td>290,575,813</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

The top ten last September compared to the same month of a year ago was made up of the same advertisers except for the dropout of American Tobacco and Ford Motor Co., each of which was replaced by another advertiser in the same product category—Lever & General Motors and General Motors, respectively.

Increases in gross billing were not evident, however, for several of the top 10 companies, with the notable exceptions—P&G, American Home Products (up nearly $500,000) and Lever Bros. (up nearly $200,000).

While there were a few declines in the product groups, no weakening was evident for the nine months (Jan.-Sept.) compilation of expenditures per product category. To offset slight reductions were substantial increases in many categories, namely automotive, drugs and remedies, building materials, foods, household equipment and supplies, industrial materials, insurance, publishing and media, radios and TV sets and allied products, soaps and cleansers, toiletries and toilet goods.

LEADING ADVERTISERS BY PRODUCT GROUPS DURING SEPTEMBER 1956

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>1955 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ralston-Purina Co.</td>
<td>44,947</td>
</tr>
<tr>
<td>Knorrmark Mfg. Co.</td>
<td>135,597</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>1,102,287</td>
</tr>
<tr>
<td>Joseph Schlitz Brewing Co.</td>
<td>205,824</td>
</tr>
<tr>
<td>American Radiator &amp; Standard Sanitary Corp</td>
<td>111,126</td>
</tr>
<tr>
<td>The Coca-Cola Co.</td>
<td>361,339</td>
</tr>
<tr>
<td>American Tel. &amp; Tel. Co.</td>
<td>331,455</td>
</tr>
<tr>
<td>American Home Prods.</td>
<td>1,052,427</td>
</tr>
<tr>
<td>Paramount Pictures Corp.</td>
<td>35,019</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>1,250,550</td>
</tr>
<tr>
<td>Gulf Oil Corp.</td>
<td>174,222</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>621,971</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>166,800</td>
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<tr>
<td>Aluminum Co. of America</td>
<td>256,888</td>
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<tr>
<td>Prudential Ins. Co. of America</td>
<td>279,720</td>
</tr>
<tr>
<td>Bulova Watch Co.</td>
<td>172,630</td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>100,770</td>
</tr>
<tr>
<td>Democratic Natl. Comm.</td>
<td>291,913</td>
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<tr>
<td>Time Inc.</td>
<td>203,275</td>
</tr>
<tr>
<td>Radio Corp. of America</td>
<td>160,927</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>875,577</td>
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<tr>
<td>Procter &amp; Gamble Co.</td>
<td>3,300,363</td>
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<td>Mattel Inc.</td>
<td>32,537</td>
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<tr>
<td>Colgate-Palmolive Co.</td>
<td>1,169,120</td>
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<tr>
<td>Pan American World Airways</td>
<td>43,290</td>
</tr>
<tr>
<td>Sperry &amp; Hutchinson Co.</td>
<td>78,967</td>
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</table>
ECONOMY OF RADIO ADS STRESSED
• Dr. Roslow tells Illinois club of new Pulse survey
• Study again compares medium with newspapers

NEW RESEARCH documenting the economy of radio advertising as compared to newspaper advertising was made public by Dr. Sydney Roslow, director of The Pulse Inc., in a speech before the Peoria, Ill., Advertising & Selling Club last Monday (Dec. 10).

The research is a follow-up to a two-year project, whose results were unveiled last fall, in which Pulse applied to printed media the same techniques used in obtaining broadcast ratings [B&T, Sept. 3].

The follow-up study was conducted in Los Angeles, Dr. Roslow said. The same method (standardized aided-recall) was used to measure the remembrance of both newspaper advertisements and radio commercials.

The ratings were based on total homes, not just those homes that had read the ads or heard the commercials. Here are the findings as summarized by Dr. Roslow:

"Average remembrance ratings of all homes for 45 announcements broadcast by the radio stations were found to reach 19,000 families. An eighth page in the newspaper was found to reach 30,400 families. On this basis of audience, it would seem that the newspaper advertising with its 1.6 noting is superior to radio with its 1.0 remembrance in this particular comparison."

Cost Analyzed
But look at the cost, he declared:

"The cost of an eighth page is $200, and the cost of the announcement on radio is $30, in closest round numbers for quick comparison. Hence it is immediately apparent that on a cost basis, the newspaper advertisement would have to have a reading audience seven times the size of the listening audience, to pay out comparably."

Dr. Roslow continued:

"Now that would seem to be an eminently fair comparison, without hair-splitting or getting caught in the confusion that the media are different. And because of the admitted advantage of repetition in advertising, just imagine the extra impact for an advertiser who buys numerous minute announcements for the same price at which his competitor buys one impact of newspaper advertising! Isn't this the realistic slant of the buyer who has X dollars to spend in a given market?"

"Now it is true that the philosophy of buying some of both is of considerable advantage in many, many instances. That the newspaper advertisement 'enjoys long life,' however, is thoroughly disproved in this particular Pulse study. And here as in the other previous Pulse studies it is revealed that in most instances, the reader having read, passes on. And in only 15% of cases does the newspaper reader go back for a second look. The other 85% glance and are gone. America has been criticized as a nation of headline readers. The attention given to advertising is even worse."

Dr. Roslow acknowledged that "to say that newspapers are ineffective selling vehicles in spite of such low advertising noting would be a silly and fatuous claim." But, he added, "to say that radio advertising with similarly small listening for the commercial messages is eclipsed by newspapers is still more fatuous."

He said that "both the newspaper and the radio station earn their proper share of the advertising investment on the basis of the actual results achieved. It is the end-results that have enabled the local newspaper to provide its vital service. It is the end-results that have enabled the local radio station to provide the service, news, and entertainment features that are part and parcel of everyday living, in the home or away from home, and for many more hours than are spent on newspapers."

"Therefore the conclusion seems incontrovertible, that selling the total circulation figures of the newspaper is an impressive but misleading approach. Radio stations would be roundly criticized if they followed a similar course.

"Newspapers and radio both have their own individual merit. Neither should apologize for producing sales-resultful coverage of the tiny percentage of families in the 'buy it now' mood for any product or service that families want and need, or for the implantation of new outlooks, new horizons, and desires that will be gratified in the future if steady advertising cultivation is maintained."

Dr. Roslow said the use of identical methods in measuring newspaper and radio commercial remembrance "should provide an answer for all time for critics who stated that it was not fair to compare programs and advertising." The radio ratings, he emphasized, were for the commercials only. He described the method thus:

"Families were shown [on the following evening] an itemized card listing radio announcements aired on a selected, typical station for a Thursday night from 6 p.m. to midnight. Those who had listened were asked to identify the announcements they could remember through these reminder-mentions [not total 'playback' which might have over-estimated response]. . . The ratings obtained by this standard method were based on total homes, not just homes that had heard the commercials, or in exactly the same way that the programs are measured month after month."

This radio methodology was exactly the same followed in showing Los Angeles families the Thursday night newspaper containing the advertising heretofore measured and reported.

Dr. Roslow called attention to Pulse's Salt Lake City findings, which were part of the data released last fall, showing that of 326 ads of all sizes in two newspapers, only 10 in each newspaper were seen by the average reader. "Of the newspaper studies made since in other markets," he said, "that was the best showing. So in no way can the Salt Lake City observation appear to be a freak low."

Four New Clients Take 'Breakfast Club' Time

A NEW 52-week contract by Life Savers-Beechnut Corp. (Beech Nut gum), Canajoharie, N. Y., for three weekly segments on Breakfast Club led sales activity last week representing an estimated $1.1 million in gross billing for ABC Radio's morning program block.

The new and renewed business was announced by George Comtois, the network's national sales manager. Other new contracts involved The Grant Co. of Chicago (formerly D-Con Co.) for its products, M-O-Lene rug and upholstery cleaner, and Woolene, and Sterling Drug Inc. (Phillips milk of magnesium toothpaste), New York.

Advertisers renewing: Bristol-Myers Co. (Sal Hepatica to add to renewal for Bufferin, Truslax), New York; Ex-Lax Inc., New York; The Dromedary Co. (div. of National Biscuit Co., New York, for cake mixes); Atlantis Sales Corp. (R. T. French bird seed), Rochester, N. Y., and The Drackett Co. (Twinkle, to add to segments already sponsored for Drano and Windex).

The Beech Nut contract, through Young & Rubicam, New York, is effective Jan. 8; Sal Hepatica renewed their segments weekly on Breakfast Club also through Y & R, for 52 weeks through 1957; Ex-Lax, via Warwick & Legler, New York, renewed for the full year three segments weekly of My True Story; Grant, through Leeds & York, Chi...
Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage. W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for you, too.

*Cumulative Pulse Audience Survey

Buy WITH CONFIDENCE

Tom Tinsley President
R. C. Embry Vice Pres.

WHO BILLS WHAT ON TV NETWORKS?

J. WALTER THOMPSON Co., with net billings of $23,389,495, topped all agencies in the NBC-TV network during the 18-month period January 1955-June 1956.

BtT's analysis of NBC-TV net billings, amounting to $206,306,849 in the 18-month period, is the first compilation ever made of the network's time sales by agency, sponsor and individual program. A similar analysis of CBS-TV network business was published in the Dec. 10 BtT.

Other agencies placing more than $10 million in business on NBC-TV in the 18-month period were Young & Rubicam, $14,245,685; BBDO $12,422,361; Benton & Bowles, $11,959,489, and Wm. Esty Co., $10,227,980. Young & Rubicam was top agency on CBS-TV, having placed $24,646,724 on that network during the same period.

BtT has converted network contract information to show exactly how much agencies spent on NBC-TV, based on information in the files of the House Antitrust Subcommittee which asked networks to supply complete data on clients billings and discounts. [BtT, Nov. 12, 19.]

The NBC-TV billings are broken down separately for 1955 and the first half of 1956. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*). The separate amounts handled by each agency are unavailable in such cases.

The totals and separate sponsor expenditures on NBC-TV are net billings (gross minus network discount).

Kitchens of Sara Lee Boosts Broadcast Budget to $840,000

KITCHENS of Sara Lee Inc. (bakery goods), Chicago, has increased its broadcast budget 15% and plans to launch bowling and other programs during fiscal 1956-57, while continuing to invade new markets, it was learned last week.

The company, a subsidiary of Consolidated Foods Corp., has earmarked 60% of its $1.4 million overall advertising budget to radio- TV—roughly $840,000. Sara Lee expects to double its $5 million sales of 1955 this year and triple that figure in 1957.

Under study is a bowling series in a major market, probably New York, along the pattern of Sara Lee's "Tv Bowling Classic" on WBBM-TV Chicago, which it recently renewed. It has been a heavy user of audience participation, personality, special events and sport shows throughout the country. In addition saturation radio- TV spots are utilized.

Consolidated acquired Sara Lee last August. Agency is Cunningham & Walsh, Chicago.

Duffy Still Seriously Ill

BEN DUFFY, president of BBDO, New York, remained in serious condition last week after suffering a cerebral hemorrhage Dec. 3 during a business trip to Minneapolis [BtT, Dec. 10]. The 54-year-old advertising leader was flown from Minneapolis' Abbott Hospital to Harkness Pavilion of Columbia Presbyterian Medical Center in New York on Dec. 8. Late last week he remained in a state of semi-coma, but doctors reported that his blood pressure was normal and his temperature down.

25% Increase in Radio Billings By Food Advertisers Is Forecast

TOTAL radio billings from food advertisers could increase as much as 25% next year, Sherrill Taylor, vice president and director of promotion, Radio Advertising Bureau, predicted Tuesday.

In a talk to the Virginia Food Council in Richmond, Mr. Taylor charged that it's the "fantastic rates" for daytime TV which are responsible for "more and more" food product advertisers refusing to pay for that medium "when they can reach millions of people with radio at half the cost."

A large share of daytime radio listening occurs while the housewife is taking care of household chores or preparing food, Mr. Taylor pointed out, adding that this is the time to sell food products.

In predicting the increase in food advertiser radio billing, Mr. Taylor came up with an estimate of a 10-15% increase in the number of food advertisers during 1957.

He noted that Grocery Mfrs. of America has reported that retail food store sales exceeded $45 billion for the first 10 months of 1956, and that estimated sales for next year will be more than $48.5 billion.

Said Mr. Taylor: "Radio and grocery products have a vital, basic factor in common. Both are universal. Everybody eats and virtually everybody listens to radio regularly."

National advertisers which have been increasing their use of radio and which have forecast higher radio billings next year, he said, would include Standard Brands, Colgate-Palmolive, National Biscuit, General Foods, Lever Bros., and various top food chains.

'Can Do' Joins Revlon List Of Casualties in January

REVLON Inc. is expected to drop in January the three-week-old (as of today) Can Do stunt program on NBC-TV which apparently didn't do. It also probably will give up the Monday, 9:30-11 p.m. EST time slot.

NBC-TV plans to move Twenty One, a quiz sponsored by Pharmaceutical Co., from its Wednesday, 10:30-11 p.m. EST period into the Monday time that would be vacated by Revlon. No decision has yet been made on what show would fill the Wednesday night vacancy created. Revlon's agency on the show is C. J. LaRoche, New York.

Revlon bowed with Can Do Nov. 26 when plans for presenting The Most Beautiful Girl in The World fell through.

DuPont Signs ABC-TV News Show

E. I. DuPONT de Nemours & Co. (finishes division, paints and varnishes), Wilmington, Del., will sponsor John Daly and the News (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST) on Thursdays and Fridays, effective March 14. General Cigar Co., New York, which has sponsored the program Monday through Friday, will pick up only the Monday, Tuesday and Wednesday newscasts. Agencies are BBDO for DuPont and Young & Rubicam for General Cigar.
Sinatra Series Co-Sponsorship Sought by Lambert-Hudnut Div.

LAMBERT-HUDNUT Div. of Warner-Lambert Pharmaceutical Co. last week made a bid to become co-sponsor of the new Frank Sinatra series, which will debut next fall on ABC-TV.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has a contract for the Sinatra series which includes the right to make available to another advertiser alternating week sponsorship [BT, Dec. 10].

Previous to the Lambert-Hudnut bid, Ford Motor Co had made overtures toward co-sponsorship of the program. Late last week, L&M had taken no action on either bid.

Ayer Increases Armour Account

ARMOUR & Co., Chicago, has assigned its food product advertising for the West Coast to N. W. Ayer & Son, San Francisco. Ayer also nationallizes art and copy for Armour's Dash dogfood, Dairy-Poultry-Margarine Div., Frosted Meat Div., Refinery Div., bakery sales, commercial products, food service, consumer service and feed additive departments.

Thornblad to Open Own Agency

SVEN THORNBLAD, vice president and public relations director, Hicks & Greist, New York, will leave the agency at the end of the month to open his own advertising firm, Sven Thornblad Sales Engineering Co.

The Thornblad agency expects initially to handle clients with limited budgets and “for whom we can get outstanding results within six to eight months.”

Before joining Hicks & Greist, Mr. Thornblad was copy chief at Brooke, Smith, French & Dorrance. He also had served in various advertising capacities with General Motors Corp. and Allied Chemical & Dye Corp.

E. C. Tompson currently is handling publicity for Hicks & Greist.

Grove Labs Buys NoDoz

GROVE LABS Inc., St. Louis, a heavy user of radio and tv, is announcing today (Monday) that it has bought Harrison Products Inc. (NoDoz awakeners, a proprietary caffeine product), San Francisco. The firm will be operated as the Harrison Products Div. of Grove Labs. It was understood that Sidney Garfield & Co., San Francisco, would continue to be the agency for NoDoz.

In the future, NoDoz awakeners will be manufactured at Grove Labs' headquarters in St. Louis.

THE NEXT 10 DAYS

Of Network Color Shows

(All times EST)

CBS-TV

Dec. 18 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 25).

Dec. 19 (8-9 p.m.) Arthur Godfrey Show, participating sponsors (also Dec. 26).

Dec. 21 (3:30-4 p.m.) Bob Crosby Show, participating sponsors.

Dec. 23 (5:30-6 p.m.) McBoing-Boing Show, sustaining (also Dec. 30).

NBC-TV

Dec. 17-21 (3-4 p.m.) Mainevee, participating sponsors (also Dec. 24-28, 31).

Dec. 17 (7:30-7:45 p.m.) Nat King Cole Show sustaining.

Dec. 18 (8:30-9 p.m.) Noah's Ark, Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood.

AGENCY APPOINTMENTS


Gump's Stores Inc., S. F., appoints Buchanan & Co., same city.


Sterling Brewers Inc., Evansville, Ind., appoints Compton Adv., N. Y.

Jones Metal Products Co. appoints Griswold-Eshleman Co., Cleveland.


Cribben & Sexton Co. (Universal gas ranges), Chicago, appoints Erwin, Wasey & Co., same city.

Tulsa Oil Co., Newark, N. J., appoints Jay Victor & Assoc., same city.

Textile Mills Co. (Ironing board pads, covers), Chicago, appoints Erwin, Wasey & Co., same city.

Roy Rodgers-Frontiers Inc. (western clothes and toys bearing Roy Rodgers brand), L. A., appoints Dan B. Miner Co., same city.


Dennison Manufacturing Co. (gift wrapping paper, tags, seals, crepe paper, school supplies), Framingham, Mass., has named BBDO, N. Y.

Elam Mills Inc. (whole grain cereals, flours), Broadview, Ill., appoints Henry Senne Adv. Inc., Chicago.

Annual Auto Show, Washington, D. C., appoints Larrabee Assoc., for third consecutive year.

Gottfried Motors, Chicago Chrysler-Plymouth dealer, appoints Kuttner & Kuttner Inc., same city.

Naar Food Co. (As You Like It refrigerated salads and gelatins), Brooklyn, N. Y., has appointed Blaine-Thompson Co., New York.

G. P. Halferty & Co., Seattle (packers of Pioneer minced sea clams), has appointed Miller, Mackay, Hveck & Hartung, same city.


December 17, 1956
Sponsors, Stations Sign Pacts For ’57 Cubs, Cardinals Games

ANHEUSER-BUSCH Inc. will increase radio-tv budget for its Busch Bavarian beer in 1957 with the addition of St. Louis Cardinals’ baseball broadcasts on a regional radio network and possibly a greater use of spot television. Bavarian, through Gardner Adv. Co., already is a heavy regional spot radio-tv user in three state area (Missouri, Kansas and Illinois). The brewery may be telecasting selected Card road games.

Also on the baseball broadcasting front, four sponsors, including Pabst Brewing Co., General Finance Co., Oklahoma Oil Co., Perfect Power Gasoline (owned by Standard Oil Co. of N. J.) and a food advertiser to be announced, have been signed by WINO Chicago for the Cubs’ regular season baseball broadcasts in 1957 on a 30-station network. Pabst and Z. Frank, local Chevrolet dealer, will sponsor pre-season weekend games, and Coca-Cola Co. game adjacencies. Agencies are D’Arcy Adv. Co. for Pabst, Gordon Best Co. for General Finance, Maryland Adv. for Oklahoma, and McCann-Erickson for Coca-Cola.

Basketball for Viceroy

BROWN & WILLIAMSON Tobacco Co. (Viceroy cigarettes) will sponsor one-quarter of four alternate Saturday afternoon telecasts of the National Basketball Assn. games on NBC-TV, starting at 2:30 p.m. EST, William R. Goodheart, vice president, NBC-TV network sales, announced last week. Through Ted Bates & Co., Brown & Williamson has signed for one-quarter of the Jan. 5 and 19 and Feb. 2 and 16 telecasts. Earlier, Carter products and Bristol-Meyers Co. had signed for one-quarter sponsorship of various telecasts.

General Motors Buys Pro Playoff

GENERAL MOTORS Corp. (Pontiac Motor Div.), Detroit, will sponsor the National Football League championship game on NBC-TV, Dec. 30, with the telecast blacked out in the city of origination, which was still undetermined as of last Friday night. Agency for Pontiac is MacManus, John & Adams, New York.

R&R Promotes Shively, Bishop

ELECTION of Holly Shively and Allen G. Bishop as vice presidents of Ruthrauff & Ryan was announced last week by F. Kenneth Beirn, R&R president. Miss Shively is head timebuyer and business manager of the agency’s Chicago office and has been with the organization since 1943. Mr. Bishop joined R&R in 1949 and is an account executive and a member of the agency’s expanded marketing staff specializing in food and drug products.

West Coast Agencies to Meet

ANNUAL meeting of the Continental Advertising Agency Network, comprising 15 agencies active in 24 markets, will be held March 20-22 at Rickey’s Studio Inn, Palo Alto, Calif., it has been announced by Wayne Lenz, secretary-treasurer of Long Adv., San Jose, Calif. About 75 agency executives are expected to attend.

‘Spot Radio Report’ Adds 35

THE Executives Radio-Tv Service, Larchmont, N. Y., has announced that the schedules of 35 advertisers have been added to its monthly Spot Radio Report. James M. Boerst, publisher, reported that about 90 agencies currently are providing spot radio activity data on 400 advertisers.
NETWORK NEW BUSINESS

Chrysler Corp., Detroit, to sponsor 32nd annual East-West Shrine football game on NBC-TV and NBC Radio on Dec. 29, starting at 4:45 p.m. EST.

Union Oil Co., L. A., signed to sponsor Saturday feature races at Santa Anita on KNXT (TV) Hollywood. Agency: Young & Rubi-
cam.

A&A SHORTS

Buchanan & Co., S. F., has moved to new offices in Russ Bldg., Suite 1500. Telephone remains: Yukon 6-2927.

Cruttenden & Eger Assoc., Chicago, announces change of Fred Gardner effective Dec. 1.

Fred Gardner Co., N. Y., is expanding by leasing additional unit of space on 17th floor of 50 E. 42nd St.

Harry Miller & Assoc. has been formed as advertising agency affiliate of M. M. Fisher Assoc., Chicago. Address: 79 W. Monroe St., Chicago, III.

J. M. Hickerson, N. Y., moves to new quarters at 551 Fifth Avenue. Telephone: Oxford 7-6330.

Buchen Co., Chicago, has resigned advertising account of Club Aluminum Products Co. (cookware) and its Inland Glass Div., same city.

A&A PEOPLE

G. C. Pound, president, Kraft Foods Co., to become chairman of board on Jan. 1. J. Clyde Loftis, executive vice president of Kraft, will succeed Mr. Pound and John H. Platt has been reelected senior vice president.

Elias B. Baker, vice president-account supervisor on Colgate-Palmolive Co., Carl S. Brown Co., N. Y., elected executive vice president of agency. J. Lawrence Barnard, merchandising director, also elected to vice presidency and Isabel M. Hart, secretary, named secretary-treasurer.

Tom Slater, western division director of radio-tv films, Fuller & Smith & Ross, Cleveland, named vice president. Mr. Slater was formerly vice president of radio-tv division, Ruthrauff & Ryan and director of sports-special events for MBS.

Paul Carey, general manager, Lehn & Fink Products Corp.'s Tussey Cosmetics Div., and James M. Boohecker, general manager, L&Fs Dorothy Gray Ltd. Div., elected vice presidents of parent company. Both remain their general managerships and seats on board of directors.

Broadcasting • Telecasting

NEVER UNDERESTIMATE THE POWER, ETC.

MORE and more advertising agencies are coming to agree with the Ladies' Home Journal's conviction never to underestimate the power of a woman, according to a leading woman agency executive.

Speaking before the Assn of Advertising Men & Women in New York, Mrs. Julia Morse, vice president and account executive at Anderson & Cairns, New York, declared that at A&C, the agency's women employees have a voice in planning at least 90% of A&C's account strategy.

Mrs. Morse declared that while women may not exactly have a "point of view," they do have their own convictions, and these comprise much of the motivational factor in consumer buying. She cited, as an example, that women for years had the conviction that color and fashion were "influential" in selling cars. Finally, the auto industry capitulated and accepted this female conviction with the result that the car market today is not only bigger than ever before, but more colorful and stylish than in any other previous year.

The man, Mrs. Morse asserted, "will generally talk about a product's superiority," while the woman will deal "with its pleasures in use." Realizing this and being aware of tv's intimacy, many agencies have revamped a good deal of their clients' strategy "from a completely factual approach (i.e. price) to one of emotion (i.e. taste)." It no longer suffices, Mrs. Morse said, to refer to a food product on tv as merely "delicious." Taste must be conveyed by inference, "arousing sympathy . . . carrying over the feeling of quality without using exaggerated statements." Exaggeration, Mrs. Morse said, can be spotted almost immediately by the tv-viewing housewife. Because of this factor, it comes as no surprise to note many more women account executives and women tv film supervisors on the job today, Mrs. Morse concluded.

Henry E. Picard, executive vice president-general manager, S. F. Brewing Corp. (Burgermeister beer), named president.


Don S. Manchester, president of Manchester-Kriner Inc., Chicago, resigns to join McCann-Erickson Inc., same city, as vice president-senior account supervisor.

Richard Irwin, account executive, Ruthrauff & Ryan Inc., Chicago, elected vice president.

Alvin Willner, former secretary and assistant treasurer of Bozell & Jacobs, N. Y., to Hicks & Greist, N. Y., as assistant treasurer.

John J. Waldron, treasurer of Jacob Ruppert Brewery (Knickerbocker, Ruppert beers), N. Y., elected vice president and treasurer.


George T. Carroll, director of media and research, Bresnick Co., Boston, named vice president in charge of marketing-sales development. John W. Spellman Jr. assigned to work directly with Mr. Carroll and Philip Luttinger, director of research, Richard Manville Research, N. Y., succeeds Mr. Carroll.

J. Lewis Ames, vice president-secretary of Ruthrauff & Ryan, N. Y., appointed treasurer of firm.

F. R. Wilcox, assistant general manager-treasurer, Sunkist Growers, named general manager, effective Jan. 1. He replaces Paul S. Armstrong, who will retire. D. M. Angerson, secretary, succeeds Mr. Wilcox and M. D. Street, assistant treasurer, named treasurer.


Howard Garnitz, copy chief, Elliot, Jaynes & Baruch, Chicago, appointed account executive.


Elliott M. Moore, radio-tv director-account executive, O'Grady, Anderson & Gray, Chicago, to Erwin, Wasey & Co., same city, in similar capacity.

Tom Armstrong, Vick Chemical Co., to Grey Adv., N. Y., as assistant account executive. Eugene Bassin, last with Kudner Agency Inc., N. Y., to Grey's radio-tv department as producer and Gwen Selnfield, R. H. Macy & Co.'s art staff, to agency's junior art director.

Keith B. Shaffer, chief timebuyer, Erwin, Wasey & Co., N. Y., to Fletcher D. Richards Inc., as head of station relations and program development departments. Milton E. Stanson, tv director-copy chief, Ovesey & Straus Inc., same city, to Richards as writer-producer.

Herbert Rothschild appointed merchandising manager and Charles Cooper sales promotion manager of Beauty Salon Div., Helene Curtis Industries Inc.

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### THE 10 TOP FILMS IN 10 MAJOR MARKETS

**AS RATED BY ARB IN NOVEMBER**

#### NEW YORK

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<thead>
<tr>
<th>Film</th>
<th>Station</th>
<th>Time</th>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Guy Lombardo (MCA-TV)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Death Valley Days (McC-E)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>D. Fairbanks Presents (ABC Film)</td>
<td>WRCA-TV</td>
<td>7:00</td>
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<tr>
<td>Victory At Sea (NBC Film)</td>
<td>WPIX</td>
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<tr>
<td>Sheena of the Jungle (ABC Film)</td>
<td>WPIX</td>
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<td>Soldiers of Fortune (MCA-TV)</td>
<td>WPIX</td>
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<tr>
<td>Looney Tunes (Guild)</td>
<td>M-S</td>
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#### LOS ANGELES

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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>KABC-TV</td>
<td>6:00</td>
</tr>
<tr>
<td>Search for Adventure (Bagnall)</td>
<td>KCOP</td>
<td>7:00</td>
</tr>
<tr>
<td>San Francisco Beat (CBS Film)</td>
<td>KTVT</td>
<td>9:30</td>
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<tr>
<td>Buffalo Bill Jr. (CBS Film)</td>
<td>KABC-TV</td>
<td>6:00</td>
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<tr>
<td>Susie (TPA)</td>
<td>KTTV</td>
<td>8:00</td>
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<tr>
<td>Jungle Jim (Screen Gems)</td>
<td>KTTV</td>
<td>8:00</td>
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<tr>
<td>Life With Father (CBS Film)</td>
<td>KNXT</td>
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<tr>
<td>Confidential File (Guild)</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
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<tr>
<td>Life of Riley (NBC Film)</td>
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#### MINNEAPOLIS-ST. PAUL

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<tr>
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<td>Celebrity Playhouse (Screen Gems)</td>
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<tr>
<td>Sheriff of Cochise (NTA)</td>
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<td>Highway Patrol (Ziv)</td>
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<td>Led 3 Lives (Ziv)</td>
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<tr>
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<td>Studio 57 (MCA-TV)</td>
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<tr>
<td>Search for Adventure (Bagnall)</td>
<td>WTCN-TV</td>
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<tr>
<td>City Detective (MCA-TV)</td>
<td>WCCO-TV</td>
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<tr>
<td>Mr. District Attorney (Ziv)</td>
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#### SEATTLE-TACOMA

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<tr>
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<tr>
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<tr>
<td>Sheriff of Cochise (NTA)</td>
<td>KING-TV</td>
<td>7:00</td>
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<tr>
<td>Soldiers of Fortune (MCA-TV)</td>
<td>KING-TV</td>
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<tr>
<td>Superman (Flamingo)</td>
<td>KING-TV</td>
<td>6:00</td>
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<tr>
<td>Studio 57 (MCA-TV)</td>
<td>KING-TV</td>
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<tr>
<td>Badge 714 (NBC Film)</td>
<td>KING-TV</td>
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</tr>
<tr>
<td>Western Marshal (NBC Film)</td>
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#### CHICAGO

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<tr>
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<tbody>
<tr>
<td>Secret Journal (MCA-TV)</td>
<td>WBBM-TV</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
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<tr>
<td>City Detective (MCA-TV)</td>
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<tr>
<td>Superman (Flamingo)</td>
<td>WBBM-TV</td>
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<tr>
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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>WBBM-TV</td>
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<tr>
<td>Studio 57 (MCA-TV)</td>
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<tr>
<td>Buffalo Bill Jr. (CBS Film)</td>
<td>WBBM-TV</td>
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<tr>
<td>Federal Men (MCA-TV)</td>
<td>WBBM-TV</td>
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<tr>
<td>Wild Bill Hickok (Flamingo)</td>
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#### WASHINGTON

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<tr>
<th>Film</th>
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<tr>
<td>Ramar of the Jungle (TPA)</td>
<td>WTOP-TV</td>
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<td>Superman (Flamingo)</td>
<td>WRC-TV</td>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>WTOP-TV</td>
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<tr>
<td>Jungle Jim (Screen Gems)</td>
<td>WMAL-TV</td>
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<tr>
<td>Wild Bill Hickok (Flamingo)</td>
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<td>Brave Eagle (CBS Film)</td>
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<tr>
<td>Soldiers of Fortune (MCA-TV)</td>
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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>WTOP-TV</td>
<td>7:00</td>
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<tr>
<td>Count of Monte Cristo (TPA)</td>
<td>WMAL-TV</td>
<td>6:30</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
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#### ATLANTA

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<thead>
<tr>
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<tbody>
<tr>
<td>Badge 714 (NBC Film)</td>
<td>WSB-TV</td>
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<td>Superman (Flamingo)</td>
<td>WSB-TV</td>
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<td>Science Fiction Theatre (Ziv)</td>
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<tr>
<td>Jungle Jim (Screen Gems)</td>
<td>WLWA</td>
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<tr>
<td>Amos n' Andy (CBS Film)</td>
<td>WAGA-TV</td>
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<td>Susie (TPA)</td>
<td>WSB-TV</td>
<td>7:00</td>
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<tr>
<td>Man Called X (Ziv)</td>
<td>WAGA-TV</td>
<td>7:00</td>
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<td>Sheena of the Jungle (ABC Film)</td>
<td>WLWA</td>
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<tr>
<td>Highway Patrol (Ziv)</td>
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<td>7:00</td>
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<tr>
<td>Waterfront (MCA-TV)</td>
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#### CLEVELAND

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<tr>
<th>Film</th>
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<tbody>
<tr>
<td>Highway Patrol (Ziv)</td>
<td>WVNS</td>
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<tr>
<td>Range Rider (CBS Film)</td>
<td>WJW</td>
<td>10:30</td>
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<tr>
<td>Soldiers of Fortune (MCA-TV)</td>
<td>KYW</td>
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<tr>
<td>Science Fiction Theatre (Ziv)</td>
<td>KYW</td>
<td>7:00</td>
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<tr>
<td>Crunch &amp; Des (NBC Film)</td>
<td>KYW</td>
<td>7:00</td>
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<tr>
<td>Annie Oakley (CBS Film)</td>
<td>KYW</td>
<td>7:00</td>
</tr>
<tr>
<td>Sheriff of Cochise (NTA)</td>
<td>KYW</td>
<td>7:00</td>
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<tr>
<td>Sheena of the Jungle (ABC Film)</td>
<td>M-P</td>
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<tr>
<td>Racket Squad (ABC Film)</td>
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#### BOSTON

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<tr>
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<tbody>
<tr>
<td>Waterfront (MCA-TV)</td>
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<td>Soldiers of Fortune (MCA-TV)</td>
<td>WNAC-TV</td>
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<td>Superman (Flamingo)</td>
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<tr>
<td>Western Marshal (NBC Film)</td>
<td>WNAC-TV</td>
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<td>Studio 57 (MCA-TV)</td>
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<tr>
<td>Count of Monte Cristo (TPA)</td>
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<td>Ellery Queen (TPA)</td>
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<td>Highway Patrol (Ziv)</td>
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<tr>
<td>Wild Bill Hickok (Flamingo)</td>
<td>WNAC-TV</td>
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</tbody>
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**FROM the monthly audience surveys of American Research Bureau, BT each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to the use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.**

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**Page 38 • December 17, 1956**
KRON is TV in SF

San Franciscans are sold on KRON-TV

S. F. CHRONICLE - NBC AFFILIATE - CHANNEL 4 - PETERS, GRIFFIN, WOODWARD
Still growing...
Unlike Topsy, who just growed, there's a reason for the growth of Jack Sterling – for the growth of his audience, his advertisers, and his admirers in general.

Maybe it's his twenty years' experience in broadcasting – as raconteur, salesman, snake charmer, and tattoo artist. Maybe it's because, instead of trying to be all things to all men, he winds up being so many things to so many people.

But he does grow on you, this Sterling character. And on his audiences. And on his advertisers – many of whom have been faithful to him for his full nine years on WCBS Radio.

But the best news about the growth of New York's favorite Man in the Morning is this: there's more of him available. He's now on from 5:30 till 9:00 (with appropriate news intermissions) every weekday morning.

WCBS RADIO
New York • 50,000 watts • 880 kc
Represented by CBS Radio Spot Sales
Unemployment Ruling May Set U.S. Pattern

A NEW RULING handed down by the New York State Unemployment Insurance Appeals Board is expected to have significant effect on the eligibility for unemployment insurance of performers appearing on transcribed or filmed programs.

The ruling was promulgated on Nov. 30, according to Jack London, an attorney with Jaffe & Jaffe, New York, who handled the appeal for unemployment insurance filed by radio-television actress Rachel Price on behalf of the American Federation of Television & Radio Artists. Mr. London explained that in New York an applicant for unemployment insurance must have worked 20 weeks in the year prior to the application in order to be eligible for benefits. Miss Price based her application on five weeks of actual labor and 16 weeks during which radio and television commercials in which she had appeared were reused.

Though Miss Price's original application had been turned down by the New York State Unemployment Insurance Division, the appeal board ruled that any week in which one of her commercials was replayed constituted a week of labor and should be credited toward her eligibility.

Mr. London reported that since rulings handed down in New York often are adopted in other parts of the country, it is probable that many other states will take a similar position. He noted that AFTRA had been conferring with the insurance division over a five-year period with a view toward recognizing transcriptions and filmed programs as services rendered to an employer, and expressed the opinion that the new policy will encourage talent to remain in the field, rather than seek outside work during periods of unemployment.

Gross-Krasne Appoints Rohrs

JOHN ROHRS, formerly with MCA TV Film Syndication, has been appointed vice president of Gross-Krasne in charge of its new Midwest office. Mr. Rohrs, who will head sales covering 12 states, had been with MCA-TV for the past two years as vice president in charge of its Chicago office. Previously he was associated for five years with United Television Programs, owned by Gross-Krasne until it was purchased by MCA-TV. Mr. Rohrs' office is located at 75 E. Wacker Drive, Chicago.

Three Join Ziv TV Natl. Sales

GROWING importance of agency background in the tv film sales field was stressed last week by Walter Kingsley, head of Ziv Television Programs' national sales department, in announcing the appointment of three former agency executives to the department.

James Shaw, for five years director of radio-television for Henri, Hurst & McDonald, Chicago, has been named regional sales manager in that city; Jerry Kirby, formerly with the television department of Rogers & Smith Adv., Chicago, and earlier with Beaumont & Homan, has been appointed an account executive in Chicago, and Jerry Harrison, account executive with the New York office of McCann-Erickson, has been named an account executive in New York.

Disagreements Cause Changes
In 'Playhouse of Stars' Posts

DISAGREEMENT over production policies for Schlitz Playhouse of Stars at Revue Productions, Hollywood, has resulted in change in some production posts, it was reported by the company last week. Joseph Schlitz Brewing Co. executives are on the West Coast this week for discussions about future programs in the series.

Producers David Stephenson and Willis Goldbeck have resigned, it was learned. Jules Bricken, a director, has been added as producer for 10 new films. Frank P. Rosenberg continues as producer. Schlitz agency is J. Walter Thompson Co.

NTA Reports Quarterly Gain

NATIONAL TELEFILM Assoc., New York, last week reported a record net income of $225,619, equal to 35 cents per share, in the first quarter of the current fiscal year, ending Oct. 31. The figure was said to represent a 273% increase over the $60,531, or 9 cents per share, in the corresponding period last year.

This was reported by Ely A. Landau to stockholders at the company's annual meeting in New York. Mr. Landau said NTA "looks forward to a very satisfactory second quarter, and there is every indication that the result for the 1957 fiscal year will be far ahead of last year, with the possibility that the board of directors may be able to consider the declaration of a dividend."

Mr. Landau referred to the 390 20th Century-Fox feature films which NTA recently committed itself to acquire, and predicted that gross sales income from these pictures will amount to "somewhere between $50 million and $60 million."

NTA Reports Expansion Plans

NATIONAL TELEFILM Assoc., New York, last week reported plans to open regional sales offices in Atlanta and Dallas and to increase its sales force in line with its agreement to distribute 10 new syndicated film series. Four of these series will be produced by TCF-TV, subsidiary of 20th Century-Fox, and the remainder by Desilu Productions.

FILM SALES

Ziv TV reports sales on Men of Annapolis, half-hour TV film series, have been completed in 91 markets. Latest sales include those to such advertisers as Kroger Stores, Safeway Stores, Coca-Cola Co. and South Carolina Electric & Gas Co.

Sterling Television Co., N. Y., reports that its Bowling Time filmed series has been sold in more than 150 markets, with latest sales to KTSN-TV El Paso, KGGM-TV Albuquerque, WRGB-TV Schenectady, KBET-TV Sacramento, KNAC-TV Fort Smith, Ark., and KDMO-TV Sedalia, Mo.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., is offering 20-minute film, Star in the Night, to stations for Christmas programming.
WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a “must” market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programing. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.

TOP DOG IN THE NATION'S 21st MARKET

waga-tv CBS-TV in Atlanta

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager

CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.
TIME INC. GAINS INSIDE TRACK IN BIDDING FOR BITNER OUTLETS

- Probable price in excess of $16.2 million C-C deal
- Firm's officials meet with Bitner Sr. in Florida
- Gross-Meredith combined offer affords major competition

TIME Inc. looms as the probable buyer of Consolidated Television & Radio Broadcasters Inc. at a price probably several hundred thousand dollars in excess of the $16.2 million transaction agreed to with Crowell-Collier Publishing Co. but which foundered last month because of the "tight" money market (B&T, Nov. 26).

Firm offers for the Bitner package were made Dec. 10 by Time Inc., as well as by at least one other group, and indications were that a decision might be reached this week or next by Harry M. Bitner, chairman of Consolidated, who with his family holds the controlling interest. Second bidder is the Gross-Meredith group, interested in acquiring WOOD-AM-TV and WDFD Flint (by Gross) and WTCN-AM-TV Minneapolis-St. Paul (by Meredith). But while at least two groups reportedly were negotiating for the remaining property—WFBM-AM-TV Indianapolis—no firm offer appeared in hand at the weekend.

Officials of Time Inc. were in Miami Beach last week attending the NBC 30th anniversary convention and conferred Tuesday with Mr. Bitner Sr. at his winter home at Del Ray Beach, a few miles from Miami. In the group were Wayne C. president-general manager-50% owner of KOB-AM-TV Albuquerque, 50% owned by Time Inc., and Ben Larson, KTVT (TV) Salt Lake City, 80% owned by Time and 20% by Mr. Larson. Weston C. Pullen, Time vice president, was due in Miami Beach over the weekend and presumably planned to visit Mr. Bitner.

**Time Inc. Makes Two Offers**

It is understood Time Inc. made two separate offers. One, approximating the Crowell-Collier figure of $16.2 million, reportedly is for the Consolidated properties, excluding WDFD. With WDFD, the figure was understood to be around $16.9 million. One of the reasons for the increased offer, it was evident, was the fact that Consolidated net quick assets have increased substantially since the agreement was reached with Crowell-Collier last April—probably by as much as $1 million. Moreover, Mr. Bitner is said to feel that recent transactions, including the $10 million sale of WISH-AM-TV Indianapolis and WANE Fort Wayne-WINT (TV) Waterloo, Ind., to John H. (Jock) Whitney & Co. merited a higher price than the $20 per share committed by Crowell-Collier, which it was forced to withdraw.

Harold Gross, owner of WJIM-AM-TV Lansing, Mich., likewise in Florida for the NBC convention, is actively interested in the Bitner Michigan properties. Informally, the value of the Consolidated properties was broken down under the Crowell-Collier agreement into $7 million for Indianapolis and $3.5 million for Minneapolis-St. Paul, a figure which Meredith Publishing Co. made Dec. 10. This would leave $5.7 million for Grand Rapids and Flint.

It was thought Mr. Bitner might want to retain WDFD, still lit in litigation on assignment of ch. 12 in a three-way contest now in the courts. This obviously was the reason for the Time Inc. bids—one excluding Flint and the other including this NBC-affiliated property.

It is understood that Mr. Gross' offer likewise is with or without Flint.

**Network Affiliation Considered**

A factor taken into account in the bidding was network affiliation. Final decision by the FCC in the ch. 13 four-way contest in Indianapolis, for example, could be significant. A victory for Crosley Broadcasting Co., long-time affiliate of NBC in Cincinnati, Dayton and Columbus, would appear to indicate that the network would shift to the new assignment if a sale of the properties were made to a group not so solidly aligned with the network.

If Time Inc. emerges as purchaser of Consolidated, with or without WDFD, it will have to sell at least one property to conform to the present five-vhf-station multiple ownership rule of the FCC. In addition to its control of the Albuquerque and Salt Lake City properties (both NBC affiliated), it also owns KLZ-AM-TV Denver (CBS-affiliated). Since it would acquire three additional vhf stations, sale of one station would be necessary. The smallest market property probably would be spun-off—KOB-AM-TV Albuquerque, with the possibility that Mr. Co., present 50% owner, would acquire the balance.

Mr. Co., a native of Indiana and a former Indianapolis newspaperman and city official, probably also would be considered for operation of WFBM-AM-TV under Time Inc. ownership. He served as chairmen of the FCC from late 1947 to 1952.

If Meredith acquires the Minneapolis-St. Paul stations, it will have no multiple-ownership problem. Before the bid was made, Payson Hall, Meredith controller and director of radio-vt operations, conferred with officials of ABC, with which WTCN-AM-TV is affiliated, about retention of the network in that four vhf-station market and was assured there would be no affiliation changes with a change in ownership. Meredith owns WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, WHEN-AM-TV Syracuse and KPHO-AM-TV Phoenix.

Crowell-Collier had tried for seven months to secure financing for the Bitner properties at suitable terms before calling

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**FILM PEOPLE**

Irving Feld, formerly vice president of Gross-Krasne Productions and previously national sales manager of UM&M TV Corp., N. Y., named national syndication sales supervisor for Guild Films Co., N. Y., covering regions west of Mississippi.

Harry Lange, executive vice president-general manager of Kling Film Enterprises Inc., reappointed to visual aids subcommittee of Wood Products Section Executive Committee of National Safety Council.

Jack Cohn, cofounder-executive vice president, Columbia Pictures Corp., died in New York on Dec. 8.

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**FILM PRODUCTION**

Desilu Productions Inc., Hollywood, to begin production this month on Date with the Angels. Betty White and Bill Williams star.
Our new tower is one of the three tallest in the world. WMT-TV. CBS for Eastern Iowa. National Reps: The Katz Agency.
off the whole deal. The contract had included a deadline for FCC approval, extended to Nov. 21. Crowell-Collier had agreed to put up $100,000 in liquidated damages. This eventually was paid to Consolidated stockholders.

In the early 1950's, Crowell-Collier entered the broadcast field with purchase of KFWB Los Angeles for $2.5 million. Last September, at the time Crowell-Collier was given a deadline extension on the Consolidated contract, it cancelled an agreement to buy KULA-AM-TV Honolulu for $1 million. Crowell-Collier publishes Collier's and Woman's Home Companion magazines, Collier's Encyclopedia and other books.

STORER AIDS FOR PHILADELPHIA, WILL PAY HARRON $5.4 MILLION

- Involved: WIBG-AM-FM Philadelphia, WPFH (TV) Wilmington

Deal hinges on stock acquisition, sale of Storer vhf

PURCHASE by Storer Broadcasting Co. of Paul F. Harron's WIBG-AM-FM Philadelphia, WPFH (TV) Wilmington Philadelphia for approximately $5.4 million for all of the stock, which includes half ownership of a wired music concession in Philadelphia, is the basis of a memorandum agreement entered into by the two parties, it was learned Friday. The transaction is under negotiation, but the acquisition of at least 95% of the WPFH Broadcasting Co. stock, now widely held, but with Mr. Harron and his associates having control. All told, there are about 2,750,000 shares of stock outstanding which would be acquired at $1.50 per share. This figure, plus liabilities, would bring the purchase price for 100% in the neighborhood of $5.4 million, it is understood.

Mr. Harron, long-time owner of WIBG, which operates as an independent on 990 kc with 10 kw, purchased the ch. 12 station from the Steinman interests in March 1955 for $3.7 million. He has asked the FCC for permission to move the WPFH transmitter to Pittman, N. J.

Storer presumably would have to sell one of his present properties to acquire the Harron facilities since, under the multiple ownership regulations, Storer now holds the limit of five vhf's and two uhf's, as well as the seven station limit. Storer already has a contract to sell WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million, which is contingent upon Storer's purchase of WMUR-AM-TV Manchester, N. H., and removal of the ch. 9 tv station to a point whereby it would be designed to serve both the New Hampshire and the greater Boston area. This is a logical FCC action in the light of protests from other Boston tv stations and a group in New Hampshire. Move of the WMUR-TV transmitter closer to Boston is due to be reviewed Wednesday by the Washington Airspace Panel.

George B. Storer, president and directing head of SBC, within the past fortnight purchased the Miami Marlins, International League baseball club, for a reported figure of $250,000. The company also includes, in addition to its broadcast properties, the Stand- lard TV Tube Co., which manufactures automotive steel tubing.

Storer owns WGBS-AM-FM-TV Miami, Fla.; WBKJ-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-Am-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va.; KPTV (TV) Portland, Ore., in addition to the WAGA stations. Storer, also sought to buy ch. 3 KSLM-TV Salem, Ore., and move its transmitter closer to Portland, Ore. This was denied by the Commission last month when it refused to waive its 5-vhf maximum ownership rule.

Kluge Buying Sixth Station

PURCHASE of KNOK Fort Worth, Tex., by John W. Kluge, Washington, D. C., food broker and multiple radio station owner, for $300,000 was announced last week. KNOK is an independent on 970 kc with 1 kw daytime. The sale was from Associated Broadcasters Inc. (John J. Flood Jr., John R. Pikes and George G. McGown). Sale, handled by station broker Blackburn-Hamilton Co., will give Mr. Kluge six standard broadcast stations if approved by the FCC. Mr. Kluge already has controlling interests in WILY Pittsburgh; WGGY Silver Spring, Md. (Washington area); WLOF Orlando, Fla; KXLW St. Louis; WKDA Nashville.

Lawrence Brandon Buys WHVH

SALE of WHVH Henderson, N. C., by Howard V. Harrell to Lawrence Brandon for $30,500 was announced last week. Independent WHVH operates on 1450 kc with 250 w. Mr. Brandon owns WWCO Waterbury, Conn. Transaction was handled by Blackburn-Hamilton Co., station broker.

WPAT Plans to Resume Its Fm

WPAT Paterson, N. J., which hasn't been airing its fm programs since 1950 when a severe storm blew down its fm tower, expects to return to the megacycle band after the first of the year, its president and general manager, Dickens J. Wright, announced last week.

WSRS Offers Discount System

As Incentive to Quality Ads

A "SOUND-FACTOR" system of discounts based essentially on the listening quality of the advertising placed with it, was announced last week by WSRS Cleveland.

Samuel R. Sage, president and general manager, said the discounts—which may range as high as 40%, depending on how many "sound-factor" criteria are met by the commercial involved—are being offered to advertising agencies in lieu of the customary 15% agency commission.

The purpose, he explained, is to encourage agencies to put quality advertising on WSRS—advertising that will contribute to the station's listenability, thereby benefiting both the station and its audience, as well as its advertisers.

Some eight "factors" have been set up. The number of these factors that are involved in any given commercial will thus determine the rate of the "sound factor" discount.

A straight live announcement is one factor. A transcribed spot with a live announcement by a free-lance or non-staff announcer at the end is another. Others include: use of a free-lance announcer; sound effects preceding the announcement; use of two announcers with sound effects; use of a melody background behind the voice commercial; and use of musical banks before and after the commercial.

Rounsaville-Owned Stations

Hold Annual Meet in Atlanta

THE annual meeting of the Robert W. Rounsaville owned and operated stations was held last Thursday through Saturday in Atlanta. Panels and round-table discussions were held on various subjects pertinent to the industry with the organization's annual Christmas party closing the meeting Saturday night.

The Rounsaville stations are WQXI Atlanta, WCIN Cincinnati, WLOU Louisville, WSKO Nashville, WBBS Jacksonvile, Fla., WIKO Tampa, Fla., and WMBM Miami. All except WQXI program 100% to the Negro population.

WPIX (TV) to Carry Yankees

WPIX (TV) New York reported last week it had signed rights to coverage of New York Yankees' at-home baseball games for the next three years. Some "away" games also are included. During 1957, seventh consecutive year that WPIX will have carried Yankee home games, coverage will be sponsored by P. Ballantine & Son and R. J. Reynolds Tobacco Co., both through William Esty Co.
CARE

Meticulous attention to detail...essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK  ATLANTA  DALLAS  DETROIT  SAN FRANCISCO  LOS ANGELES  CHICAGO
FROM CARBON MIKE

...TO LIVING COLOR!
Just thirty years ago Will Rogers was chatting with all America on the broadcast which marked the founding of the National Broadcasting Company's radio network. But look what's happened since then.

The trumpet loudspeaker in the living room has given way to the 21-inch color screen. And radios are everywhere — in kitchens, cars, bedrooms, on beaches.

The people who chuckled at Will Rogers are laughing now at Sid Caesar and Bob Hope and Groucho Marx. The nation that loved Al Jolson and Fred Allen lights up at the sight of Perry Como and Steve Allen and Dinah Shore.

Since 1926, NBC has kept America in touch with the latest news, the latest tunes, the greatest stars of the time. The NBC chimes have helped to weld the continent together. And now the NBC color peacock is a welcome visitor in homes from coast to coast.

The names have changed, but the object remains the same: to give the nation its best-loved personalities and programs for the next thirty years.
Blair Managers Meet in Chicago; Seminar Seeks Improved Service

WAYS of improving service both to client stations and to agencies and advertisers were explored by 17 executives of John Blair & Co., radio station representation firm, in a two-day seminar for Blair office managers in Chicago, company officials reported last week.

The meeting, first of its kind by the Blair firm, was held Nov. 30-Dec. 1 under the direction of a management team from New York headquarters, led by President John Blair and Executive Vice President Robert E. Eastman.

Speakers included Messrs. Blair and Eastman, who outlined future advertising and publicity plans, with Mr. Eastman also showing the firm’s basic spot radio presentation; W. Ward Dorrell, vice president in charge of research, who analyzed existing audience measurement systems; Wells Barnett, assistant to the president, on rate planning and methods and philosophy of program analysis and evaluation employed by the Blair organization; Robert Walton, Blair farm director, who gave the company’s basic farm broadcasting presentation; Ray Eichmann, sales development manager, on sales tools and new promotion projects, and Jackson Smart of the company’s auditing firm on the organization’s new pension retirement plan.

On hand for the two-day session, in addition to the headquarters management group, were Manager Paul Ray, Sales Manager Clifford Barborka Jr., and George Rapp, James Simons, Stuart Coshran and Robert Walton of the Chicago office; Charles Dilcher, vice president and manager of the Atlanta office; Tom Harrison, St. Louis manager; Frank Carter, Dallas manager; Charles Fritz, Detroit manager; Carleton E. Coveny, vice president and Los Angeles manager, and Heber Smith, San Francisco manager.

KCHA Opens Additional Studio
KCHA Charles City, Iowa, has established an additional studio in Waverly, Iowa, with Frank W. Arney as resident manager. First broadcast from the studio was made last week.

Mr. Arney, recently associated with KWWL-TV Waterloo, will write and broadcast news from Waverly and Bremer Counties for a daily program on KCHA. He also will be in charge of sales in that area. KCHA also has a studio and resident manager in New Hampton, Iowa.

MESSRS. Dorrell, Eastman, Blair, Barnett and Eichmann at the first office managers seminar of John Blair & Co. discuss representative problems.

WFRV-TV Finishes New Tower, Part of $750,000 Expansion

WFRV-TV Green Bay, Wis., began using a newly-constructed 1,165 ft. tower Dec. 9, according to Soren H. Munkhof, executive vice president and station manager. The new tower is more than 600 ft. taller than the old one, he said.

The tower is the first completed part of a $750,000 plus expansion program which will include a new headquarters and studio building. A special program is planned for mid-January in honor of the new facilities. Ch. 5 WFRV-TV is a basic ABC-TV affiliate and also carries some CBS-TV programming with the maximum authorized power.

Sloan Returns to WPAT

JOHN F. SLOAN, account executive with Ziv Television Programs has returned to WPAT Paterson, N. J., as vice president and sales director, it was announced last week by WPAT President and General Manager Dickens J. Wright.

Mr. Sloan will direct the station’s business activities out of WPAT’s sales office in New York City. He formerly was WPAT general sales manager.

Before joining Ziv, Mr. Sloan was with General Teleradio as sales manager of WOR-TV New York and KHJ-TV Los Angeles.

Auxiliary Antenna for KSTP-TV

KSTP-TV Minneapolis-St. Paul has recently completed installation of an auxiliary antenna system. The second antenna is mounted inside the stations 600-ft. triangular tower, above the 310-ft. level. It will provide a signal of 52 kw during adjustments and maintenance or an unforeseen emergency to the main antenna.
This handsome plaque, denoting 25 years of service to the Community Chest of Wheeling, was presented to WWVA in October of this year. It is but one of many citations which adorn the walls of our studios which commemorate the widespread and constant Public Service activities of WWVA.

Since 1926
the Radio Service Station
to the Industrial Heart
of the Nation

These have been thirty wonderful years... years made happy and profitable by the friends we have made, the people whom we have served and the advertisers and advertising agencies which have helped us serve them. For twenty-five of these thirty years WWVA has been owned and operated by the Storer Broadcasting Company, now celebrating its 25th anniversary in the radio broadcasting field.
FINDING that its play-by-play descriptions of area high school basketball games were appealing only to a limited audience, KMA Shenandoah, Iowa, came up with Fast Break, which not only increased its audience but also upped the station's revenue on Tuesday and Friday nights by more than 300%.

Fast Break gives the scores of some 30 high school games every quarter, leading listeners and a liberal serving of "bouncy-type" music, plus spots from local and national advertisers. KMA Sales Promotion Director Toke Nelson said the 3½ hour program replaced the regular game broadcasts because the original audience was limited mostly to those fans of the two teams being broadcast. "And some listeners, when we queried them, said that in basketball they don't enjoy the description too much because it moves so fast. Rather, they just listened for the scores periodically," he said.

Giving the fans scores of several games, with music, seemed the logical solution. A six-man staff, consisting of Mr. Nelson, Dean Naven, Ralph Childs, John Springer, Neil Bachman and Cecil Hamilton, are on hand to take the scores, via phone, from correspondents at the game and play the records. If the score being reported is one of wide interest, the correspondent goes on the air live with his report.

"And, in addition to reporting the scores, some of our correspondents have a good nose for news and also give us exclusive scoops on the weather conditions, unusual stories, accidents, fires and news items," Mr. Nelson reports.

Eighteen spots, one on each program or two weekly on the same night, on Fast Break are sold for $65. Two spots per night (total of 36 spots) go for $100 and individual spots are $2 each or six for $25. "Our revenue is more than three times the revenue we realized when we went out to set up a remote (for a single game broadcast)—where we had to use an engineer, play-by-play man, commercial man," Mr. Nelson says.

The music and scores show is being promoted heavily on KMA, in newspaper advertising and by window cards.

Winds Topple WMT-TV's Nearly-Finished Tower

WINDS in excess of 50 miles an hour last Monday blew over the nearly-completed, 1,250 ft. tower of WMT-TV Cedar Rapids, Iowa. The new tower, which had not yet been permanently anchored at the top, twisted in the strain of the winds, then collapsed into a tangle of steel and cable on the ground.

When winds started whipping the top of the tower in the morning, workers, who were attaching the top set of permanent guy wires, were called to the ground. A short time later the top section twisted off and fell. As it came down, it pulled the cables anchoring the rest of the tower and section by section the entire structure came down.

"We're thankful no one was injured in the tower collapse," said WMT-TV General Manager William Quanton.

The falling steel also missed the station's new transmitter building at the foot of the tower, which was being constructed near Walker, Iowa.

Mr. Quanton said that the tower, made by the Dresser-Ideco Co., Columbus, Ohio, and being constructed by the Sego Construction Co., Dallas, under contract to RCA, would be rebuilt as soon as possible but that no immediate estimate has been made as to when work would start.

Six Ounce Radio Keyed to WKRC To Be Sold in Cincinnati Market

A SIX-OUNCE radio, smaller than a cigarette pack and keyed to WKRC Cincinnati, is to be placed on the market this month by Newssette Manufacturing Corp. in that Ohio city.

The radio, called the "Newsette," is a superheterodyne model tuned and locked to receive only WKRC at 550 kc. Individual reception is permitted by a cord and ear piece similar to those used on hearing aid devices.

According to Charles Lipman, president of the manufacturing concern, the transistor radio has been tested successfully within a 25-mile radius of Cincinnati. It will sell for between $10 and $12, he said.

WKCR Installs New Transmitter

WKCR Miami, Fla., placed a new 5 kW RCA high fidelity transmitter into operation with sign on Dec. 7, according to Niles Trammell, president of Biscayne TV Corp., licensee of the station. Owen Uridge is WKCR manager and installation was under the direction of Chief Engineer Gene Rider.

Calif. Microphone Ban Draws KNX Protest

KNX Los Angeles has protested the barring of its microphones from the hearing of the California Un-American Activities Committee in the state building there last Monday.

Jack Beck, news director for KNX and the Columbia Pacific Radio Network, said the action of the committee chairman, State Sen. Hugh Burns (D-Fresno), was an "arbitrary exclusion" of one branch of the "press." KNX news broadcasts on Monday called attention to the threat to freedom of the press in limiting coverage of public hearings by radio and television, he said.

Sen. Burns said that microphones were barred because it was against the policy of the committee and because microphones picked up the by-play and small talk around the committee table. The ban has been in effect for many years on live coverage although silent movies and photos are allowed.

News Director Beck said that it has long been the policy of CBS News to protest every limitation placed on radio reporting and "we will continue to do so in every way possible. The implication of Sen. Burns' statement is that a limited or expurgated version of the committee hearings is better for public consumption than a free and complete coverage. We do not agree with this view at all."

Mr. Beck pointed out that, by contrast, the House Un-American Activities Committee hearing held in Los Angeles the previous week was not closed to radio-tv, with local stations providing coverage.

"The activities of the Burns committee should certainly be a matter of free and public record," Mr. Beck said. "To hold that comments passed by committee members or committee counsel in open public meetings of the body should in some way be privileged is indefensible. It inhibits the constitutional privilege of the press or news media to report without censorship that which is in the public interest."

Gene Barrons, chairman for NBC-TV related that his network was all set to cover the hearing with sound film but was advised that only silent film would be allowed. He said the committee was "very polite" in its refusal and indicated it would consider re-vision of its ban next year. Others covering by silent film were CBS-TV, KTTV (TV) Los Angeles and Hearst Telenews.

Judge's Threat Against Keen Studied by KFMB-TV, NARTB

THREAT of a California judge to cite a KFMB-TV San Diego newsmans if he continued interviews with witnesses after they had testified in a kidnap trial is under scrutiny by NARTB as well as station executives.

George Whitney, vice president-general manager of the Warner-Allen Valley station, said Wednesday the threat against KFMB-TV's Harold Keen focuses attention on the right of a judge to tell a broadcaster who can be interviewed, involving a serious threat to freedom of communication.

Judge John A. Hewicker of the State Su-
LOOK AT THESE PHENOMENAL NIELSEN RATINGS SCORED BY.

SCREEN GEMS

JUNGLE JIM

STARRING JOHNNY WEISMULLER

IN THE TOUGHEST COMPETITIVE MARKETS

ATLANTA
WLW-A
30.6

BOSTON
WBZ
28.6

DETROIT
WXYZ
28.0

ST. LOUIS
KWK
27.2

AT THE PEAK OF THE TV SEASON!

Call today for availabilities on these 26 exciting half hour TV adventure films

IN THE EAST
Ben Colman
Pl. 1-4432
New York, N. Y.

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

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.
perior Court warned Mr. Keen he would be cited if he interviewed any more witnesses in the Ruth Latham kidnap-attempted murder case, even after they had completed testimony and had been excused. Mr. Whitney observed that little legal precedent has been established on the question.

Robert L. Heald, NARTB chief attorney, said his department is looking into the issues as well as reviewing precedents.

WIBW-TV Allowed Pickup From Kansas Supreme Court

FIRST telecast of Kansas Supreme Court took place Dec. 7 as WIBW-TV Topeka filmed a session at which three retiring justices were honored. The room was filled with federal and district judges as well as bar association officials.

Gene McKinney and Gary Brittain of WIBW-TV picked up the court session, operating free of restrictions on lighting and camera placement. They felt the work had been done without disrupting proceedings or detracting from the dignity of the court.

The Kansas court had previously refused permission for a similar pickup. Only one state district court has allowed still photos. Motion picture and TV filming have not been allowed in the lower tribunals.

Target for Auto Sales; Women Daytime Viewers

SELL new cars by selling to women through daytime spot television. That's the message of a new presentation prepared for automotive advertisers and their agencies by the television division of Edward Petry & Co., station representatives.

The study points out that one-third of the nation's drivers are women, compared to 24% in 1940, and that even the back-seat drivers are influential in deciding when and what new car to buy. Moreover, the study continues, the younger and larger family units represent both the largest automobile market and the largest TV viewing groups. And families that watch daytime television, according to research by W. T. Simmons Co., are more apt to own a car—or cars—than those who don't own television or who watch TV only at night.

The Simmons study, made in 1954 among 2,861 housewives in all sections of the U. S., shows:

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<thead>
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<th>Daytime Non-Daytime Non-Tv</th>
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<tr>
<td>Homes</td>
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<tr>
<td>Own one car</td>
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<td>Own two or more cars</td>
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Spot television's flexibility and the efficiency and economy of daytime television, the presentation concludes, form a combination that enables automotive advertisers to "influence the woman in the new car buythrough her favorite showcase—her own TV screen." A "typical" campaign of morning and afternoon announcements and participations on 133 stations in 106 markets, it is pointed out, will deliver 1,370 announcements reaching an unduplicated total of 13.7 million homes an average of 3 times a week, making a total of 41.1 million sales impressions at a weekly cost of $57,000—or $1.40 per thousand impressions.

AGENCY PEOPLE shortly will find themselves on the receiving end of "postal presentations."

John Blair & Co., radio station representation firm, has come up with a device which its officials think will help solve two problems at once: (1) that of continually reminding people of radio's size and advertising efficiency, and (2) that of attracting attention to the mail they send out.

The device: A series of stamps, each highlighting a selling feature of spot radio in words and pictures, to be attached to all mail sent out by Blair, its nine offices, and its client stations.

The stamp approach was devised by Ray Eichmann, sales development manager, who already has designed a score or more different stickers.

"If every timebuyer gets a pound of mail a day—and they must get that much, at least—you can imagine that it takes something different to get attention directed to a specific letter," Mr. Eichmann explains. "We think these stamps will help do the trick. We think they'll also serve another important purpose in not letting agency people forget that spot radio not only reaches virtually everybody, but, more importantly, moves goods for the advertiser."

In addition to their use on all mail, the stamps can be used to make a miniature "presentation" in letter form. For example, a letter prepared for Paris & Peart, designed to get client A&P into spot radio, employs seven picture stamps, and, also like a standard presentation, uses a minimum of copy to get the points across.

The A&P letter starts off with a stamp depicting a housewife listening to radio while engaged in housewifely chores. It points out that "spot radio harmonizes with the busy life of young housewives," then cites research data showing that 95% listen to radio every week, 80% listen daily an average of 2¼ hours, and favorite listening places are: kitchen 38%, bedroom 20%, living room 17%, automobile 9%.

Copy picks up to point out that "housewives are without a doubt the backbone of A&P's business" and that "spot radio is an ideal medium for reaching the housewife market because the daily—"—and then there’s a stamp showing a woman pushing a grocery cart and reminding that "two out of three women listen to spot radio before shopping."

Succeeding stamps—with just enough copy to sharpen the point—note that "one out of 10 women listen on way to shop," and call attention to a series of radio success stories in the grocery product field: Chock Full o' Nuts Coffee "skyrockets to third place via spot radio"; the Peepsident "Where the Yellow Went" campaign, and a "Candajada tomato paste" report that it "practically sold out of product due to spot radio."

Annual Yule Projects Launched by Stations

RADIO and television stations throughout the United States last week were in the midst of their annual Christmas projects. Among stations reporting to B+T were the following:

WNAC-TV Boston is presenting its second annual "Noel New England" on Dec. 22. The program, a "Christmas card" to sta-
Pow. Make like a sharpshooter because you can't miss. Channel Five has (at long last) come alive in a market as big as the side of a barn. Ain't no one station covered this $2 billion heart-of-Carolina market until now. NBC-TV. 288,745 sets, maybe a couple more. 100,000 unhampered watts. H-R.
tion's viewers, will present typical scenes of Christmas in New England.

WATV Newark, N. J., has presented a one-hour television version of the Fairleigh Dickinson University's annual Christmas show.

WWHG-AM-FM Hornell, N. Y., and the area's firemen are cooperating in collecting, repairing and repainting toys for their annual "Operation Helping Hand" program. The toys will be distributed to needy children at Christmas.

WMAL Washington is conducting its annual Country Store Drive to collect food for needy children at Christmas. The station has placed its mobile unit in front of three local grocery stores and originates its broadcasts for donations from these stores.

WDVA Danville, Va., has launched its ninth annual Penny Parade, which finances the community's annual Christmas party for underprivileged children.

WTVJ Miami is holding its third annual Christmas party in collaboration with the Jim Dooley Fishing Club at Miami Stadium on Dec. 22.

WAKE Atlanta, Ga., is planning to award a 1957 Plymouth Belvedere on Christmas Eve as the climax of its year-long Lucky Drivers License Number contest.

WCOA Pensacola, Fla., has arranged for Santa Claus to appear daily from its mobile studio set up in front of a local department store.

WWJ-TV Detroit is telecasting eight special holiday programs which will feature various choral groups, visits to Christmas parties and a midnight mass at a local church.

KLZ Denver, Colo., has launched its annual drive to obtain clothes and toys for the children of Ridge Home.

KITE San Antonio, Tex., is presenting Santa Claus' departure from the North Pole, his trip and arrival at Santa Antonio.

KPHO-TV Phoenix has decorated its tower with Christmas lights, said to be visible 20 miles away.

A Christmas tree with 2,300 25-watt light bulbs was placed atop Capitol Tower Bldg., home of Capitol Records, Hollywood.

KGB-TV San Diego has established a Friendship Tree in a local children's hospital. People are asked to send Christmas cards which will be placed on the tree.

KPIX-TV San Francisco is showing films from "Pixie Kiddie Karoos" to children in hospitals, orphanages and institutions.

KMGM-TV Cites Film Impact; Announces New Rate Increases

STRENGTH of newly-acquired MGM feature film product in the Minneapolis market was pointed up last week in a special report by Sy Weintraub, president of United Television Inc. (owner of KMG-M-TV Minneapolis). MGM has a newly-acquired 25% interest in the station [AT DEADLINE, Nov. 5] which started programming its MGM feature package on Dec. 8.

With the MGM film product, Mr. Weintraub asserted, the station has been able to build its other program schedules and business, signing "more than a quarter million dollars" in less than two weeks. He met with newsmen in New York Tuesday to report on what he said has been a station increase in sales, ratings, promotion and rate card.

On the sales front, Mr. Weintraub said the independent station has sold out the weekend run of the product (9-11 p.m., Saturdays and Sundays) and that an expanded schedule, beginning about Jan. 1, of across-the-board showing of MGM pictures, already had two nights sold to a national advertiser. Said Mr. Weintraub: "KMG-M-TV is convinced it can compete with the networks on this [feature film] basis." He noted that the station now is programmed "99% in film."

National advertisers newly-signed include Viceroy cigarettes, Hit Parade cigarettes, Maybelline and Carter Products.

Station rates, effective the week of Dec. 3, were increased from $600 to $1,500 for one-hour Class A time and from $120 to $275 for a Class A spot. Mr. Weintraub revealed. He estimated that the station now programs about 14 film features a week plus syndicated shows and other film.

The station's representation firm—The Branham Co.—has held daily presentations in New York to about 20 timebuyers per day on the KMG-M-TV and MGM programming. In Minneapolis, the station heavily promoted the package with a four-day appearance of Betty Furness both on the air and at department stores and local clubs; parties for agency and advertiser personnel; a local beauty contest; radio and tv spots; newspaper ads and features, etc.

Mrs. Custer, WGIL Pres., Dies

MRS. Olive Francis Temple Custer, president of the Galesburg Broadcasting Co. (WGIL Galesburg, Ill.), died Dec. 9 following a long illness. She also was president of the Galesburg Printing & Publishing Co. (Galesburg Register-Mail) and was the widow of Omar Nixon Custer, banker and western Illinois Republican leader. Her grandson, William Frichard, is manager of WGIL and publisher of the newspaper.

REPRESENTATIVE APPOINTMENTS

KHEP Phoenix appoints Boling Co.

WTSP St. Petersburg, Fla., appoints Weed Co., N. Y.

WRAD Radford, Va., appoints Robert S. Keller Inc.

WTOW Towson, Md., appoints Breen & Ward, N. Y.

REPRESENTATIVE SHORT

Adam Young Inc., N. Y., moves its offices to 3 E. 54th St. Telephone: Plaza 1-4848.

STATION SHORTS

WSTP Salisbury, N. C., has moved to combined studio-transmitter-office building at 1105 Statesville Rd.

KEYT (TV) Santa Barbara plans to maintain full-time office in Santa Maria, both Calif., for the use of Robert A. Allen, northern account executive. Address correspondence to Robert A. Allen, KEYT (TV) office, Santa Maria Inn, Santa Maria, Calif.

WSVA-TV Harrisonburg, Va., scheduled to begin live studio telecasting on Dec. 15.

KOVR-TV Stockton, Calif., appoints Golden-George Adv., same city.

KTSL San Angelo, Tex., and KARY Proser, Wash., signed as affiliates of Keystone Broadcasting System, giving KBS total of 914 affiliates.

CKLW-TV Detroit has joined National Telefilm Assoc. Film Network.

WDEF-TV Chattanooga, Tenn., began operating on increased power of 316 kw, Dec. 10.

STATION PEOPLE

John H. Norton Jr. elected chairman of board, Oliver Broadcasting Corp. (WPOR Portland, Me.), succeeding John M. Kimball. Mr. Norton is also vice president-general manager of WMTW (TV) Poland Spring, Me. WPOR is radio affiliate of WMTW (TV).

Bob Chappelear, WBAP-TV Fort Worth cameraman-newscaster, killed in automobile accident Nov. 26.

Todd R. Gauloch, account executive, WAVE Louisville, Ky., to WLW Cincinn-
Children in Western New York are no different than tykes in Toledo or kids in Kansas City. They love a good cartoon show...a perky puppet...and an adult adroit at weaving delightful fantasy.

"Live" and likeable, Uncle Mike Mearian and his puppet-pal Buttons have developed this formula of fun that has won a large and loyal audience of youngsters who influence parent purchases.

If you want to make your mark in New York State's second largest market take your place with your product upstage in Children's Theater. No other area station boasts so popular a locally produced children's show...no other station covers the market as does WBEN-TV.

Ask Harrington, Righter and Parsons, our national representatives, for complete information on spots and participations, or call us direct.
WCKY's Winter Warnings

WCKY Cincinnati has instituted a school emergency radio warning system for the winter season, and nearly 500 public, parochial and private schools—with a total enrollment of approximately 150,000—are cooperating.

WCKY News Director John Murphy, under whose supervision the warning system functions, explained that principals and administrative executives of the area schools have received special kits detailing the operation of the plan and containing bulletin board notices, emergency telephone cards and "home notice" cards for pupils to give to their parents.

Authorized school representatives, whose names are on file at the station, notify WCKY's news department at any time, day or night, of any emergency closing. The station then broadcasts such information at 6:30, 7, 7:30 and 8:30 a.m. and at other times should the situation justify it.

Parents are informed by the "home notices" of this broadcast service and are able quickly to know whether or not their children are affected by an emergency by simply turning their radio sets to WCKY's frequency.

R. M. Fleming, the station's promotion director, explains the value of the system this way:

"Aside from the public service aspect of this promotion any station should be happy (as we are) to get its call letters into approximately 150,000 homes in its listening area on a more or less official sanction from their own school systems."

Alice L. Sinele to KMPC Los Angeles traffic department; Patricia Holland to WFLA-TV Tampa; Merrill Dimick to KSL-TV Salt Lake City maintenance crew; Neil Patterson to KWWL-TV Waterloo, Iowa, as producer; Richard Hill, Donald K. Davis and Robert Vance to KBTV (TV) Denver as camera men. Dick Gassaway to KEPR-TV Pasco, Wash., as announcer and Max S. Atterberry to WEEK-TV Peoria as film editor. All are recent graduates of Northwest Radio-TV School.

Arlene Golden, KGFJ Hollywood, named music librarian.

Del Clark to WJJD Chicago as disc jockey replacing John McCormick, resigned, to WDSU New Orleans.

Alfred S. Leibert, WTNJ Trenton, N. J., to WGBS Miami as disc jockey.

Jim Barkley, KSUM Fairmont, Minn., program director-disc jockey, to KVTY (TV) Sioux City, Iowa, announcing staff; John Nyberg to KVTY accounting staff and Marge Hinshaw named hostess of station's new show, At Home with Marge.

W. J. Hecht, engineering department, WHBU Anderson, Ind., promoted to assistant manager in charge of technical operations.

Bob Dale, announcer, WEWS (TV) Cleveland, to KFMB-TV San Diego in similar capacity.

Gene Fallon, freelance announcer in N. Y., to announcing staff, WHL1 Hempstead, L. I.

John Seaver, WQXR New York, to KCBS San Francisco engineering staff.

Perl Ranney, reporter, St. Petersburg Times, to WUSN-TV St. Petersburg, Fla., promotion department. Earl Wood, WRC-AM-TV Washington, named announcer and production assistant for WUSN-TV, and Harold Nosti, Tampa-St. Petersburg artist, joins art department. Harry Williams, WLV Cincinnati, to WUSN-TV as announcer.

Ken Martin, chief announcer, WLBD Atlantic City, to staff announcer for WHL1 Hempstead, N. Y.

Anne Glasner, WGN-TV Chicago to continuity department of WBBM, same city.

Dave Archard, WMYB Myrtle Beach, S. C., and Jerry Cross, WVOO Liberty, N. Y., both announcers, to WLDB Atlantic City in similar capacities.

Frank Butler, freelance announcer, joins WCCO Minneapolis-St. Paul as newsreader.

Red Jones, KTAE Taylor, to KTEM Temple, both Tex.

Hugh Smith, formerly of United Press, to WCCO Minneapolis-St. Paul as news writer.


George C. Biggar, president-general manager, WLBD De Kalb, Ill., elected vice president of De Kalb Chamber of Commerce.

Edgar Kobak, president of WTWA Thomson, Ga., appointed head of 1957 Easter Seal appeal in New York City.

C. L. Thomas, vice president-general manager, KXOK St. Louis, elected for three-year term to Goodwill Industries of St. Louis.


Hawthorne D. Battle, president, WCHS-AM-TV Charleston, W. Va., appointed to Advisory Council on Naval Affairs for Fifth Naval District.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of Sixth Annual Ohio Apprenticeship Conference.

Bob Roberts, KGMB Honolulu, selected by Honolulu Japanese Junior Chamber of Commerce to judge area's Voice of Democracy contest.

Ken Wayman, news director, KTIV (TV) Sioux City, Iowa, father of girl, Nov. 19.
Welcome Relaxation from Constant Duty for the USAF Personnel on the Texas Tower*

Channel 10, WJAR-TV, is received with enjoyable clarity on the Texas Tower.

Channel 10 delivers the market in Southeastern New England

*200 miles from Providence!
THREE CHALLENGES FOR NBC'S FUTURE

- President Sarnoff says industry needs to be understood
- 'Toboggan of decline' seen if film overtakes live tv
- Network announces pilot project to aid educational tv

NBC PRESIDENT Robert W. Sarnoff deviated from the norm of anniversary speakers last week when he addressed NBC affiliates celebrating the network's 30th anniversary with a four-day Miami holiday. In the convention's major address he posed three major challenges: (1) to improve understanding of networks on the part of government, the press and the public; (2) to avoid excessive reliance on Hollywood film product that could put the networks out of business, and (3) to foster educational television. His remarks are contained in the condensed text which follows.

THE FIRST network show was not important just because the initials of the network were NBC. It was the process it put into motion that had significance. Hundreds of individual stations, with irregular, makeshift programming, lacking audience interest, and without an economic basis for growth or even survival—this was the radio picture in 1926. The unifying force of the network service started the evolution of an American communications system that today reaches the world over, that is more watched, more listened to, and more relied upon—particularly in times of peril—than any communications form man has devised.

Today the service that came to life in the old Waldorf finds itself in an ambiguous position. There are four national radio networks, 2,800 stations, 140 million receivers. Never has a communications medium achieved such totality of national coverage.

Yet none of the networks, I suspect, is contributing many nickels this year to stockholder dividends; and the struggle to develop a permanent economic base for a service of such enormous national importance continues.

Even so, the picture is hopeful. At the 30-year mark, network radio is finding the bedrock of essential service and is beginning a modest rebound—turning from the things that television can do better, focusing on the things it [radio] can do best.

In the camp of one radio network, at least, there is no intention of hoisting the white flag. We have plunged upstream, against the current, to find new types of audience and advertiser service. At long last, I believe, we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength.

On the other side of the broadcast coin, television has renewed with great vibrance the cycle of network growth. The three TV networks reach nearly all the country. Four hundred fifty-two commercial stations now function—the vast majority profitably—and the science and art of communicating sight have become a billion-dollar business. In mounting frequency, the television signals that blanket America are being infused with color—true color, color as nature created it. More than 230 stations now carry network-originated color shows, and major programs are telecast by NBC on a daily basis.

The 30 years of networking parallel the 30 years of the nation's greatest industrial growth, and the relationship between the two is more than casual. Broadcasting has assumed the multiple functions of advertising, marketing, merchandising and, in effect, pre-selling the American consumer. It has streamlined a once-cumbersome sales and distributive process. It has served as a prime mover in advancing the gross national product this year beyond the $400 billion mark.

While a commercial message may occasionally be long, tedious, or—heaven forbid—even annoying, the true import of broadcasting's commercial aspect is that it possesses the priceless power to move merchandise, to create new mass consumption desires in a nation that consumes its way to prosperity, to strength and to security. Were this power stripped from television, the repercussions on the national economy might well be immediate and fearsome.

It is ironic that a service of such value and potential, with such an outstanding track record over 30 years, should find itself so little understood at the time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it. One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with government officials. A fourth hand deals with the press, and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands.

Public sensitivity toward broadcasting is truly the Eighth Wonder of the World. Jimmy Durante once said that "everybody wants to get into the act." He must have been thinking of networks in the year 1956 when he said it. Congressional investigations, inquiries by public agencies, demands by other television interests, have come faster than free plugs on a Bob Hope Show.

One of our tasks is to explain ourselves to government. The past year has been a wave of investigations questioning functions inherent in the network system. Our operating practices have also been under a drumfire of attack by outside interests. If these basic practices were prohibited, networking itself would cease to exist. A great deal of value would disappear from American broadcasting.

Yet, I am confident this will not happen, for there is really only one issue: will the public be hurt or helped if the network system is dismantled? When all the facts are weighed on the scales of public interest, I am sure the balance will be heavily in favor of the present network structure.

And while we seek to explain ourselves to governmental bodies and other external groups, we must also evaluate a new factor developing within the industry itself—the film invasion. It could change the entire character and scope of television if it is not thoughtfully assessed by broad-
THIRTY-YEAR affiliations were honored at NBC's four-day anniversary meeting at Miami Beach. At head table (l to r): Joseph Sinclair, WJAR Providence R. I.; Paul W. Morency, WTIC Hartford; Walter J. Damm, WTMJ Milwaukee; Niles Trammell, WCKR-WCKT (TV) Miami, ex-NBC president and a speaker at banquet; Robert W. Sarnoff, NBC president; Harry Bannister, casters in long-run terms. It may seem to open a smooth and easy road, but it could be a short road with a dead end.

The flood of film comes from two sources which are beginning to conflict with one another: first, the backlog of Hollywood features now being released in quantity to television; second, the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry.

The Hollywood film makers have, quite naturally, seen in the combination of their old pictures and television, a means of quick and profitable replacement for the loss of theatrical outlets and declining motion picture revenues. They have also seized on television as a means of reactivating idle movie studios and facilities. I do not criticize their decision to move into television. The financial pressures directing them toward our medium—after the broadcasters established it as a national system—have been obvious for some time, and the release of the feature backlogs was not unexpected.

Insofar as the broadcaster is concerned, the price tag on a feature package almost compels him to play each film over and over again in order to recoup his costs. These packages, of course, include some fine pictures which promise good first-play ratings. But what about all the grade B, C and D films in the package? How much audience will they hold when they have been run, and rerun, and run again? And if most broadcasters, take that route, where will the industry be when the end of the road is reached two or three years from now? Or will television by then have surrendered itself to the Hollywood film-makers as its main source of new product?

Today, television broadcasting is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

At NBC we have carefully weighed the alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis on live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality.

This is our decision for ourselves. We do not control the decisions of others. Yet I think every network affiliate should reflect on the likely results of loading schedules with feature films—particularly if use of this temporary product leads to displacement of network programs. If such a trend results in curtailing the networks' access to the air, they will be deprived of the resources and the opportunities to move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the broad network service, and that are not offered by any other program service. Ultimately, the Hollywood movie makers might replace their former 40,000 theatrical outlets with the nation's 40 million or more television sets. If they do, television as a communications service will ride a toboggan of decline.

In considering the alternatives, I think you will also want to assess a related factor—the rise of a third network. This should be a source of satisfaction, for three-network competition can only add to the overall strength of our medium.

With a rising population, a steady increase in circulation, and the trend toward multiple sets in the home, black-and-white will continue to grow, but not at the breakneck pace of the past.

This places a special premium on developing and refreshing the creative resources within television itself. Above all, it places a premium on color. Color is the booster charge for our fourth decade.

Just as black-and-white television came along when radio reached maturity, so now color comes to the forefront. The opportunity that was ours in Atlantic City is now ours again.

Next year we are aiming for at least two color programs nightly and soon we hope to have the bulk of our nighttime schedule in color. We are driving hard on color expansion because high-attraction network color shows are the best and quickest means of creating national color circulation, just as the big Berle spectacles created black-and-white circulation.

Through the network structure, color service has already spread nationally. Today 95 percent of all television homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about thirty stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future.

Now, like our young friend, Jack, I want to climb a different beanstalk. This beanstalk leads to a new world of television—a world which we commercial broadcasters seldom explore. This is the world of educational television.

While our commercial broadcast service spans the whole range of informational subjects in programming for the varied tastes of the national audience, it does not attempt specialized educational services for specialized audiences. This type of programming comes within the province of the non-commercial, educational stations which have been licensed by the FCC for that specialized purpose.

It is NBC's plan, during 1957, to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines. They will be telecast during an afternoon time period which does not conflict with our regular schedule. They will also be kinescopied for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational television library.

The programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities, and government. The project will extend through 26 weeks in 1957, beginning next March for a 13-week period, and resuming next October for another 13 weeks. Each of the three program series will be conducted by experts in the field. We are approaching
Safety is News:
Public Service events, get complete coverage by WCKY News. Like this Police Safety demonstration—a car falling from the top of a 7-story building. Viewed by thousands... brought to the scene by WCKY’S advance news stories
—WCKY’S News Department was on the spot for a direct wire report.

Sports are News:
Cincinnati is a “hot” sports town, with two major universities consistently in the national news in football and basketball. WCKY’S listeners want to know what goes on in all sports events—and WCKY’S News Department keeps them informed at all times.

Fires are News:
Disastrous fires are few in Cincinnati, thanks to a highly efficient fire department. But, when they do occur—day or night... WCKY, with Cincinnati’s largest Radio News Staff—is on the job bringing direct news to listeners.
Tragedy is News:

Two planes collide in mid-air, 20 miles south of Cincinnati early in the morning. 3 die in the crash. The first word of this tragedy was flashed by a WCKY news bulletin within 16 minutes; within an hour, 16 WCKY news men were covering the story. WCKY'S large news department scored another of many “firsts.”

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4
★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE L.B. Wilson STATION

NEW YORK
Tom Welsted
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Green
400 N. Michigan Ave.
Phone: Mahone 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
650 California St.
Phone: Garfield 1-0216

LOS ANGELES
A M Radio Sales
Bob Block
5938 Sunset Blvd.
Phone: Hollywood 5-0685

CINCINNATIANS TUNE TO WCKY FOR THE NEWS FIRST
'It's tougher being a network telephone operator than a network president.'

TO ILLUSTRATE the quandary a network faces in its program selection, President Sarnoff told the affiliates of the reaction NBC received one night last month.

PEOPLE feel an intimacy and responsibility for television that defies historical analogy, and no two members of the public seem to agree on how we should handle our programming. The report of the NBC night executive office last Nov. 1 is a classic illustration of this. It dealt, like a ship's log, with hundreds of calls that swamped our switchboard during the late afternoon and evening hours on a day of momentous political and international news. Let me quote from it:

Before 6 p.m.: Fifty calls protesting that Adlai Stevenson apparently was not being granted equal time to answer the President's speech of the night before. General tenor of the calls: highly irate.

6:15 p.m.: We announce that Stevenson is being given equal time. The switchboard lights up like a Christmas tree. We are accused of giving in to political pressure. Many callers say they intend to protest this disgrace by telegram, and never dial NBC again.

6:30 p.m.: We are covering the U.N. live. Complaints from viewers who miss their regular programming.

6:45 p.m.: Our New York station cuts to the Esso news show, featuring Ken Banghart, for a world news roundup. A barrel of protests for leaving the United Nations, the callers saying that NBC cares more about making money than keeping the public informed at a time of impending disaster.

7 p.m.: We cut to Adlai Stevenson. The calls continue furiously through his speech, some protesting that we are not at the United Nations, some protesting at giving Mr. Stevenson time, others angry at missing their regular show. Some, in fact, were so angry they hung up without fully explaining what they were angry about.

And so on into the night. On the news summaries and bulletins we brought in from the U. N., we got telephone protests because our commentators referred to England and France as allied forces. There were more than 500 calls during the evening. I guess it's tougher being a network telephone operator than a network president.

MIAMI SIDEBARS

ATTENDING the Wednesday-Saturday NBC convention were some 650 persons, including representatives of 188 radio and 207 television affiliates. The convention was held at the Americana Hotel in Bal Harbour, Miami Beach. [For agenda details see B+T, Dec. 10.]

IN A congratulatory telegram sent last Thursday to Robert W. Sarnoff, NBC president, on the occasion of the network's 30th anniversary, John B. Poor, MBS president, stressed the importance today (as in the past) of network radio.

Mr. Poor noted that in July 1936, Brig. Gen. David Sarnoff, then RCA president and now board chairman, told a convention in Boston that "the new medium [television] will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of sound and add a new force to the advertisers' armament of salesmanship."

Mr. Poor stated in his telegram that "your celebration today is proof positive of his [Gen. Sarnoff's] sage words then."

SIX charter affiliates of NBC's radio network were recipients of plaques awarded Friday morning on the Today program by NBC President Robert W. Sarnoff. All stations had been affiliates during the entire 30-year history of the network. Recipients were George M. Burbach, KSD St. Louis; William H. Rines, WCHS Portland, Maine; H. Dean Fitzter, WDAF Kansas City; Joseph (Doty) Sinclair, WJAR Providence, R. I.; Paul W. Morency, WTIC Hartford, Edwin K. Wheeler, WWJ Detroit.

NILES TRAMMELL, president-general manager of WCKR-WCKT (TV) Miami and former president of NBC, was given the "treatment" at the NBC affiliates meeting Friday on whether he should be admitted to membership in the group in the light of his "past associations." In a skit in which a dozen prominent affiliates participated, question was raised whether he was an "NBC pigeon" or whether he would keep the pledge and "bellyache about compensation and screwed up line charges and over-commercialization and ratings and no chain breaks in the spectaculars." After protracted debate, he was declared by Chairman Walter J. Damm, WTMJ-AM-TV Milwaukee, as voted in unanimously.

DISTAFF touch at NBC Miami convention was the presentation of a scroll to Mrs. David Sarnoff, in behalf of NBC affiliates and their ladies. Presentation originaly was to have been made by Oveta Culp Hobby, publisher of Houston Post (KPRC-AM-TV), but illness prevented her attendance.

WHILE there was lack of unanimity, many, if not most, NBC Radio affiliates attending the convention in Miami thought NBC should be given encouragement on its new plan of offering five-minute newscasts on the radio network beginning next month. The attitude of proponents, and their numbers seemed to increase in Miami, was that the project should be viewed at long range and not simply on immediate economic return. The feeling was that some dissidents would change their approach as a result of the deliberation in Miami.

A 24-PAGE special anniversary section devoted to NBC's 30 years in broadcasting was published Thursday by the New York Herald Tribune. Featured as the section's lead stories: color tv expansion ahead and an interview with NBC President Robert W. Sarnoff, who predicted in addition to color tv growth, a good future for network radio, a great future for network tv and world-wide tv. Mr. Sarnoff welcomed strong competition and, the article pointed out, "urges government not to impose unfair and damaging restriction upon the network relationship."
KSD and KSD-TV salute the
NATIONAL BROADCASTING COMPANY
on its
THIRTIETH ANNIVERSARY

As one of NBC's original affiliates, KSD takes particular pleasure in joining with the entire industry in saluting the National Broadcasting Company.

We're proud of the part we played in the growth of NBC. For three decades, we have built a large, loyal audience for NBC programs throughout the St. Louis area.

Our association with NBC through 30 memorable years in radio and almost 10 years in television has been such as to make us look forward, with pleasant anticipation, to a continuation of that relationship for many years to come.
Media Buyer Sold on Audit Bureau of Circulations

Jim Luce
Associate Media Director
J. Walter Thompson
New York, New York

"Paid circulation, as measured by the Audit Bureau of Circulations, is the only measurement of reader interest and reader responsiveness. This is simply because paid circulation can only be built and maintained on people who want the publication enough to pay for it. If he loses interest or changes jobs he doesn't renew. Paid circulation is self-purchasing and the man who pays his money intends to read the periodical. This is the principle behind the Audit Bureau and it's the sound way to buy space."

B-W-T is the only paper in the vertical radio-tv field with A.B.C. membership, your further guarantee of integrity in reporting circulation facts. B-W-T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

NBC-TV Installs Ampex Recorder

- Air use not scheduled yet
- Some streaks in CBS tapes

NBC-TV Hollywood last Thursday received the first of its three Ampex video tape recorders direct from the Ampex factory in Redwood City, Calif., but it doesn't plan to use it for commercial re-broadcasting to the Western zone until performance of the recording tape itself improves, it was learned by B-W-T.

Meanwhile, CBS-TV continues to use its two Ampex units at CBS Television City there to re-broadcast the eastern-originated Douglas Edwards and the News each evening for western audiences (B-W-T, Dec. 10), but the tape occasionally is slightly streaked by "drop-out" caused by tape variations of "live" quality performance.

Engineers close to the matter explained that the video tape requires manufacturing tolerances much more critical than that required for ordinary sound recording, and the tape manufacturers until now have not had detailed performance data on which to base their quality control in the production process. CBS-TV so far has used only tape supplied by Minnesota Mining and Mfg. Co. for broadcast purposes. This firm is known to be making close laboratory analyses of the performance requirements.

Although CBS-TV has used both of its Ampex units in Hollywood to record the Doug Edwards show each night since Dec. 1, never yet has it been necessary to shut to the second unit because of unsatisfactory performance of either the machine or the tape, B-W-T said.

Howard S. Meighan, vice president in charge of the CBS-TV Western Div., said Thursday that taping of the Edwards program "seems to be coming out very well" and expressed high confidence in the continued performance improvement of both machine and tape. He said the network does not plan to expand use of the tape recorder for western playback at this time beyond the Edwards newcasts, since other hours of the day are important for technical crews to experiment with the machines, improve their technique and train others.

NBC Monitors CBS Tape

NBC-TV officials admitted they are continuing to monitor the CBS-TV tape show and one said "no improvement" in the picture has been noted, with the tape drop-out problem still in evidence. They agreed, however, that the tape show is far superior to film kinescope and has the general appearance of a live origination although they do not consider the over-all performance satisfactory at this stage to use for NBC-TV replay.

NBC-TV expects to run acceptance tests on its units and to see what improvements can be made in the video circuits. The NBC-TV engineers were complimentary on Ampex mechanical craftsmanship in the re-
YOU MIGHT THROW THE DISCUS 194\frac{1}{2}'

BUT...

YOU NEED WKZO-TV
TO BE CHAMP IN
KALAMAZOO-GRAND RAPIDS!

Here's proof that WKZO-TV is the top buy in one of America's top-20 television markets. November, 1956 Nielsen figures, left, show that WKZO-TV gets 44\% more viewers daytime, and 36\% more nighttime, than the second station. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day AND night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo-Grand Rapids
and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

* Fortune Cordien set this world's record in Pasadena, California, on August 22, 1953.
corder and hoped the network's electronic experience could furnish new advances in that category.

NBC-TV Hollywood expected delivery of its second Ampex unit over the weekend and the third next week. Number three is to be sent to New York headquarters.

'Press Conference' Discovers New Film Equipment in Paris

ABC-TV reported last week that its Dec. 9 Press Conference filmed program (Sundays, 8:30-9 p.m. EST) introduced a French sight-sound system "that may revolutionize some types of TV film shows." The new system, the network said, incorporates two major advances—a single microphone "so sensitive it can pick up voices without distortion anywhere in the studio," and a monitor which gives the director full control over four moving picture cameras.

The equipment, the network said, was discovered in Paris when co-producers Martha Rountree and Oliver Fresnhey decided to film an interview with French Premier Guy Mollet in Paris. The Jenner studios in Paris matter-of-factly set up the monitor-board cameras and the single microphone. The monitor is said to give a director the same control over film cameras be now has over live TV cameras in that a director can select the one shot he wants at any particular moment and only that camera will operate. The microphone, according to the program co-producers, is "so sensitive" that it "did the work of eight mikes normally used by Press Conference."

New CBS-TV Rates To Be Released Jan. 1

CBS-TV will release a new rate card (No. 13) about Jan. 1, it was revealed last week.

Although rates were not disclosed, it was announced that effective with the new card's release, the maximum Extended Market Plan discount will be increased to 20% for advertisers using 30 or more of the participating smaller market stations.

Initially, CBS-TV set up a discount structure that provided for a maximum of 15% if all the EMP stations were included in the order. With the new discounts, it was explained, an advertiser will be able to earn up to 40% in combining both network and EMP discounts.

The new EMP discount structure was noted last week in a progress report by Edward P. Shurick, the network's national director of station relations.

Mr. Shurick's scoreboard shows a total of 34 smaller market TV stations taking part in EMP, the number of advertisers using one or more station increases from 25 last year to a current 60; the number of CBS-TV programs carried on EMP outlets going up from 59 last year to a current 64; a total of 390 hours of commercial weekly on all EMP stations, or a gain of 144 hours over last year's total, and 111 hours of spot time overall or an overall 502% hours of programming on EMP stations (twice the 1955 amount).

JAMES H. BRYCE, general manager of Diamond Walnut Growers Inc., signs a contract for the company's first network television campaign—a series of participations on NBC-TV's Home program. Present for the signing are (l to r) Walter G. Tolleson, account supervisor, TV Network Sales, Western Div. of NBC; Dennis C. Bruner, Diamond advertising manager; Robert W. Werth, the walnut company's director of marketing, and Charles Richardson, McCann-Erickson account executive.

'STRIPED MAGNETIC' BEING USED BY CBS

- Involves coating of film
- Puts audio, video on par

A NEW "striped magnetic" recording technique is in use by CBS News, it was revealed last week. The technique, developed over a year's time by CBS engineers working with a number of equipment manufacturers and motion picture and magnetic film suppliers, already has been given a workout on a number of news shows using film inserts.

As explained by CBS engineers, the process basically is similar to that developed in Cinemascope magnetic striping in motion picture production. But it is different in that movie technicians stripe the film after print development while the CBS process features stripping on raw film before prints are made.

The new process reportedly solves a dilemma in TV filming—the problem of favoring picture or sound quality. In conventional filming, the photographic sound track is on the same film negative as the picture.

Striping involves coating of the film with a magnetic material. This permits the sound to be recorded magnetically and thus replaces the conventional photographic sound track.

After this is done, the film is then used in a 16 mm motion picture camera that is equipped with a magnetic sound recording system. The combined photographic picture and magnetic sound record is processed conventionally and reproduced on projection equipment designed to operate with magnetic sound. Additional copies or prints of the original camera material are produced conventionally for the picture, but the magnetic sound is recorded or electrically printed.

A "double-system" of filming has long been in use by Fred Friendly and Edward R. Murrow in the production of their See It Now program on CBS-TV, which uses much news-feature film. The so-called "double-system" gives the effect which the "magnetic stripe" process is striving to achieve.

In programming, magnetic striping has been confined to use in CBS Public Affairs' shows, but engineers report the network "looks forward to the time when all of CBS-TV's filmed programs use the process." The technique is seen as a step forward, particularly in the film coverage of events, since the end result is a rendition of quality equivalent to "live sound" (and to that provided by magnetic tape recording in radio).

CBS engineers note that the single-system magnetic striping has been used on color film as well as on black-and-white. Film material using the magnetic striping and dealing with the news personalities treating the Middle East situation has been released on CBS-TV's Douglas Edwards and the News, the same show on which CBS-TV has made test use of its new Ampex video tape recorder for west coast rebroadcasting [B&T, Dec. 10].

ABC's Garred Dies Suddenly

BOB GARRED, 41, radio-tv news veteran for 20 years and with ABC News and Special Events since 1950, died suddenly early Monday morning in Ardmore, Okla., while on assignment to cover the delivery of the first Lockheed turbojet transports to the Tactical Air Command. A local physician said the cause of death may have been coronary occlusion. He is survived by his parents, his wife Frances and two children, Ann 9 and James 8.
Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs...by the highest standards of entertainment and service...with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV
Richmond, Va.
CBS Basic Channel 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager
**HEY, TONI... JOE'S GOT A FULL WAVE!**

**KELO RADIO'S NEW MIRACLE**

**1,032 FT. TOWER**

is anything higher?

The midwest's biggest radio tower, equivalent to 13,600 watts, makes KELO RADIO a new regional station. And our rates, plus new tremendous power, make this your best regional buy! Let Joe Floyd's miraculous, far-reaching KELO be YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!

**SIOUX FALLS, S. D.**

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Ward, Gen. Manager; Larry Simham, V.P.
Represented by H-R

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**NETWORKS**

**NBC Radio Promotes Pearson To Director of Pacific Div.**

ELEVATION of Karel Pearson from manager of talent operations, NBC Pacific Div., to director of the NBC Radio Network, Pacific Div., was announced last week by Matthew J. Culligan, vice-president in charge of NBC Radio.

Mr. Pearson will report to Mr. Culligan in his newly-created post.

Mr. Pearson joined NBC-owned KNBC San Francisco in 1934, working up to the post of assistant traffic manager in Hollywood for the Pacific Div. After Army service, he returned in 1945 to NBC in Hollywood, becoming successively night manager of the radio program department, operations manager, production manager, program manager (radio), program supervisor (tv) and last October, manager of talent operations.

**Six Signings By MBS Swell Gross By Nearly $1 Million**

SIGNING of three new contracts and three renewals for programs on Mutual was announced last week by Wendell B. Campbell, RKO Television Pictures vice president in charge of national MBS sales. Gross billings of the business were estimated at nearly $1 million.

New clients are Sterling Drug Co. (Fletcher's Castoria and Dr. Caldwell's laxative products), through Carl S. Brown, New York, for participations in Mutual's "Queen for a Day" (Mon.-Fri., 11:30-12 noon EST) and the 11:10-11:15 a.m. portion of "Parallels in the News" (Mon.-Fri., 11:05-11:15 p.m.). Carver Products, New York, through Ted Bates, New York, for three participations per week on the network's evening block of mystery programs; National Labor-Management Foundation (Partners magazine), Chicago, for new series, "Partners in Progress" (Sun., 5:45-6 p.m. EST).

Advertisers renewing on Mutual are American Home Products Co., New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for nine of Gabriel Heather's 15 newscasts per week; the Christian Reformed Church, through Stoetzell & Assoc., Chicago, for "Back to God Hour" (Sun., 9-10 a.m. EST) and Radio Bible Class, Grand Rapids, Mich., through J. M. Camp Adv., Wheaton, Ill., for "Radio Bible Class" (Sun., 10-10:30 a.m. EST).

**Western FM Network Formed By Five 'Fine Music' Stations**

FORMATION of the Western FM Network of "fine music" stations was announced following a meeting of representatives from five stations, held a fortnight ago in San Francisco.

Present were Ellwood Lippincott and Tom Grant, KJSW (FM) Seattle; Stanley Goard and James McGuire, KPFF (FM) Portland; Jerry Cobb, KNEV (FM) Reno; Stephen A. Cisler, KEAR (FM) San Francisco, and W. T. White, of a new FM station to open in Sacramento.

"We propose to start in January with weekly exchanges between all member stations of high-fidelity tape recordings of certain program features being obtained from the east and abroad," said Mr. Cisler, acting secretary of the association.

He said that fm stations in Fresno, Los Angeles and San Diego had been invited to attend the group's next meeting Dec. 29 at Carmel, Calif.

**ABC-TV's 'You Asked For It' Sets Permanent European Unit**

PLANS to set up permanent filming units in Europe for ABC-TV's "You Asked For It" program were announced Wednesday by Executive Producer Wayne Steffner. Mr. Steffner said NBC Radio Cran Chamberlin has been in Paris negotiating for a camera unit to cover France and adjacent countries for the network's Sunday night show.

This week, Mr. Chamberlin will proceed to Mannheim, Germany, and then to London where similar units will be established. Mr. Steffner said the large increase in mail from the program's viewers had indicated great interest in "You Asked For It's" new international format begun this fall.

In addition, the executive producer said, plans are being discussed for sending camera crews to South America and parts of Asia next summer.

**Jack Webb Not Satisfied With NBC-TV's Promotion**

FILM TV producer-actor Jack Webb let it be known publicly last week he wasn't happy with the ratings of his longest series on NBC-TV and put part of the blame on the network for not promoting and advertising the show enough. In turn he complimented CBS-TV for its policy of program advertising to the listener through other media.

NBC-TV has ordered another 78 programs from Mr. Webb but he indicated he doesn't know at this point if he wants to make them. The producer has filmed 198 episodes to date and those which already have run on the network have been syndicated as "Badge 714."

**McNeil, NBC-TV Pact In Air**

NBC-TV's decision last week to return Truth or Consequences in the 11:30-12 p.m. Mon.-Fri. slot may shelve the five-year pact that network signed with ABC Radio star Don McNeil last month [At Deadline, Nov. 26]. Mr. McNeil's contract, calling for exclusive daytime tv services, was said to be contingent on NBC-TV's approval of a time period, with 12:30 p.m. suggested. Mr. McNeil would have replaced It Could Be You. "Truth or Consequences" is scheduled to begin on Dec. 31. It is further understood that the McNeil contract will be cancelled unless his option is picked up by that date.
there's a **NEW**

**SOUND**

for **SOUND SELLING**

in Detroit

WWJ's new Hi-Fi quality transmitter makes station a better buy than ever

New transmitter, new phasing equipment, and other technical improvements have added even greater distinction to Detroit's oldest and most esteemed radio voice.

WWJ's high fidelity signal penetrates with crystal clarity every corner of the big, prosperous Detroit-area market. Listeners enjoy a new high in brilliant radio reception. Advertisers get more . . . much more . . . for their money.

Buy the new WWJ for its great personalities, its crack news and sports coverage, its NBC programming—and its new Hi-Fi quality. Use this new sound for sound selling in Detroit and southeastern Michigan.

**WORLD'S FIRST RADIO STATION**

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

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

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

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

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

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

NEW STANDARDS OF QUALITY
The RCA Vidicon Film System has established a standard of film reproduction by which all other methods are judged. You can expect and get the highest quality reproduction, with protection against obsolescence for years to come. To give some idea of the wide range of system possibilities with RCA equipment we submit four diagrams, at right, from the very simplest equipment to a Dual Color Film System.

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

STANDARD VIDECON

Convenience and provides maximum from the for the

16mm. RCA now offers critical mechanical tolerances of

1. CONVERSION OF ICONOSCOPE FILM SYSTEM TO VIDICON

Much of the equipment in an existing RCA iconoscope chain can be used with TK-21 vidicon camera. A basic system employs two 16mm projectors and a dual-channel slide projector.

3. BASIC COLOR FILM SYSTEM

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

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR

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

4. DUAL COLOR FILM SYSTEM

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

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

VIDICON TUBE . . . RCA development

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

STANDARD-TYPE PROJECTORS FOR 35 and 16MM

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

NEW TYPE TP-15 MULTIPLEXER

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

OPERATING CONVENIENCE AND SIMPLICITY

Only two simple controls are employed in "on-air" operation. Pedestal level and Master Gain. For assuring picture perfection, all controls, together with waveform and picture monitors, are located at the operating position.
From 11 p.m. to 12 midnight, ABC-TV intends to teletcast the Inaugural Ball. A portion of this (11-11:15 p.m.) also will be covered by ABC Radio.

Fifteen ABC news correspondents, including Edward P. Morgan, Martin Agronsky, Quincy Howe, Paul Harvey, Ted Malone, Arthur Van Horn, John Secondari, Dick Rendell, Julian Anthony, and led by John Daly, ABC's vice president of news and public affairs, will be assigned to the proceedings. Marshall Diskin, who directed the network's convention and election night telecasts, once again will fill that capacity.

**Levine Elected Vice President**

ROBERT F. LEWINE, who moves from ABC-TV to NBC's television network program department this month, has been named an NBC vice president. His election was anticipated at the time his decision to join NBC was announced [B&T, Dec. 3]. He has been ABC-TV vice president in charge of programming and talent.

**NETWORK PEOPLE**

Norman Felton, producer-director of NBC-TV Robert Montgomery Presents for past six seasons, as well as a freelancer on U. S. Steel Hour (CBS-TV) and other network shows, has been signed as CBS-TV staff producer-director.

**NBC-TV Will Devote 5 Hours To Inaugural Coverage Jan. 21**

NBC-TV has scheduled five hours of live telecasting of President Eisenhower's inaugural ceremonies and celebrations, Jan. 21. Schedule includes an 11 a.m.-noon pickup of pre-inauguration ceremonies and the motorcade from the White House to the Capitol; noon-1 p.m. coverage of the oath taking and inaugural address; 1-3:30 p.m. telecast of the parade down Pennsylvania Ave., and 11:30 p.m.-midnight coverage of the Inaugural Ball. NBC Radio will be covering events from 11:30 a.m. until 2:30 p.m.

Chet Huntley and David Brinkley, co-editors of NBC-TV's NBC News and the anchor men during convention and election coverage, will head the network's news staff covering the inauguration.

**ABC-TV Outlines Its Plans For Presidential Inauguration**

ABC-TV's coverage of President Eisenhower's inauguration, Jan. 21, will extend over a five-hour period, the network announced last week. The first four hours will be devoted to the swearing-in ceremonies, from 11 a.m. to 3 p.m., and will cover the entire proceedings from Mr. Eisenhower's departure from the White House and his return. This phase of the telecast will encompass the traditional parade along Pennsylvania Ave., the President's oath-taking and his inaugural address.

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**WRCV-TV's Series on Hungary Aids Red Cross Relief Program**

WRCV-TV Philadelphia has inaugurated a two-week nightly series of local, live color programs called "Hungary 1956" on behalf of the American Red Cross' Hungarian relief. The program, being telecast from 11:15 to 11:25 p.m. Monday through Friday, features WRCV-TV news analyst Taylor Grant, who presents news of the Hungarian situation and talks with various guests who are on the scene or close to it.

In addition, WRCV-TV director Dennis Kane, cameraman Ralph Lopatin, and engineer Bill Hofmann currently are in Vienna filming on-the-spot scenes of the Hungarian people as they flee the Communist rule and seek refuge in neighboring Austria.

The major portion of the film footage being shot in Austria will be used as the basis for a special half-hour "wrap-up" program which WRCV-TV will present Dec. 22 as a finale to the series.

**Tv Musical Show Offered Free By National Guard to Stations**

A PACKAGE of eight 15-minute filmed musical shows featuring singer Jill Corey and sponsored by the National Guard will be made available without cost to television stations beginning Jan. 1.

According to Lt. Col. James B. Decin, chief of the National Guard Bureau Information Office, each show carries two animated one-minute recruiting spots, in addition to the musical numbers.

Stations interested in obtaining prints of the series should contact their local National Guard units or the office of the adjutant general in each state. Complete promotion kits also are available.

**CARE Begins New Food Crusade**

THE Advertising Council, working jointly with BBDO, New York, volunteer agency, has launched the 1956-57 CARE Food Crusade with the slogan "Please Care—Hunger Hurts." The council indicated that more than $1 million worth of time and space—using all media—will be utilized throughout the Crusade, although BBDO's services to the council will be free of charge. Acting as coordinator for the campaign is A. R. Stevens, advertising manager of American Tobacco Co., a BBDO account. Executive on the account is Jorie Lester of the council staff.

**Ad Council Appoints Bunker**

THE Advertising Council has announced that Walter Bunker, vice president of Young & Rubicam, has been named chairman of the Hollywood radio-television committee of the council, succeeding Frederic W. Wile Jr., formerly of NBC. The Hollywood committee, comprised of broadcasting, production and advertising executives, serves to promote and coordinate public service advertising in radio and TV programs emanating from the West Coast.
THESE BOYS are the BUYS in Rochester!

ED MEATH
AND THE
"Musical Clock"
6 - 9:30 A.M. Mon. thru Sat.

Rochester's long-time top-favorite disc jockey dominates our morning program schedule which averages, from 6:00 A.M. to Noon... 33%

BOB E. LLOYD
AND
"Lloyd's Unlimited"
3:30 - 6 P.M. Mon. thru Fri.

Less than seven months in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which averages, noon to 6:00 P.M.... 25%

... and, beside rating FIRST in share of audience in the morning, and FIRST in the afternoon, we really ought to mention that we're FIRST evenings, too! 24%

*LATEST ROCHESTER PULSE REPORT OCTOBER 1956

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

WHEC of Rochester
NEW YORK
5,000 WATTS
A HOUSE Labor subcommittee last week recommended that Congress consider legislation to give individual union members "some protection with respect to payments made by their employers that would otherwise go to them in the form of higher wages."

The subcommittee issued the report following hearings in Hollywood last May in the feud between AFM's Local 47 and its national executive board over AFM's musicians' performance trust fund [BT, May 28]. The report was approved after a closed session in October, but released only last week. Members are Chairman Phil M. Landrum (D., Md.), and Reps. James Roosevelt (D.-Calif.) and Joe Holt (R-Calif.).

The report, however, concluded that "the Federal Government should not be required to authorize legislation to interfere with or supervise day-to-day relationships between union officials and union members; such intraunion matters can and should be worked out within the structure of the labor organization itself; sooner or later in most cases the will of the members themselves will govern the conduct of the union."

The subcommittee, in its findings, said, "It seems clear that—"

"(1) The membership of the Los Angeles Local No. 47 has no voice in collective bargaining negotiations carried on at the national level, and has no effective control over its own affairs.

"(2) Because of the structure of the AFM, its method of selecting delegates to their national convention, and the powers conferred on the president and the executive board, it is unlikely that the members of the board can ever obtain proper or adequate participation in the management of the affairs of the union.

"(3) Substantial sums which would, in most industries, go toward increased wages and fees for many members of Local 47 and the New York local are now being diverted into the various musicians' performance trust funds."

Purpose 'Highly Objective'

The House unit's findings continued that the purposes to which these funds are used are "highly objectionable to many members of Local 47. Although the funds are supposed to be used to provide employment for unemployed musicians and to promote cultural development throughout the country, these witnesses believe that the majority of performers benefiting from the funds are not really unemployed professional musicians who normally make their living in that profession, and also that the method of allocating the funds is a device by which the president and the executive board of the AFM control an overwhelming majority of the delegates to the national convention of the union."

In its recommendations, the House group noted that the decision in Inland Steel case in 1948 interpreted the provisions of the Labor Management Relations Act of 1947 (Taft-Hartley) to require employers to bargain with unions regarding health, welfare, pension and other types of employee benefit plans, the "rationale" of this decision being that benefits flowing from such plans are embraced in the terms "wages, hours and working conditions."

While sums paid by the employer as a result of collective bargaining may go directly into a union fund such as that of AFM, union dues deducted from the union member's wages can be turned over to the union only after a written assignment by the employee, the report said. The subcommittee recommended that additional hearings be held to determine if the 1947 act should be amended to require the same "written assignment" in the case of such additional "wages."

The report acknowledged that such an amendment of the law "might, to some extent, interfere with and perhaps slow down collective bargaining negotiations . . . in some instances" because union negotiators would have to know in advance of negotiating sessions whether members wanted their share of possible increases in the form of larger paychecks or in benefits from one of the union plans.

Arguments in favor of such legislation, however, the report said, are (1) that it would enable the individual union member to share in the benefits of collective bargaining contracts entered into by the union "thereby preventing the kind of situation that now exists in Local 47, AFM"; (2) it would encourage unions to administer employee benefit plans to the satisfaction of those members who contribute "(or who forego a wage increase)" to them; (3) it is simple and easy to understand.

The subcommittee felt no further hearings concerning the operations of musicians' performance trust funds are necessary "from the standpoint of federal legislation."

Juke Box Royalty Payments Studied in O'Mahoney Report

A report presenting the various viewpoints on a Senate proposal to require royalty payments for performances of their works on juke boxes was released last week by Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Patents, Trademarks & Copyrights Subcommittee.

Sen. O'Mahoney said the report makes no recommendations for solution of the controversy, but presents a concise analysis of the issues involved. "The report," he added, "that it will enable all persons interested to understand the issues involved has been prepared to find a means of solving the issue on an equitable basis."

A proposal (S 590) to amend the Copyright Act of 1909 to require royalty payments for commercial performances of music on coin-operated machines failed to pass in the 84th Congress.

Supporting S 590 were American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI), Society of European Stage Authors and Composers Inc. (SESAC) and others. Opposing it were juke box operators and organizations and others.

ASCAP President Paul Cunningham, in a letter last week to Sen. O'Mahoney, said his organization is anxious to work with the subcommittee to "work out a compromise satisfactory to the subcommittee." An accompanying ASCAP "background" statement said the 1909 exemption of coin-operated music machines from royalties allows 450,000 juke box operators to take in an estimated $500 million annually without paying performance fees to the "creators" of the music, while other commercial users of music—including radio-tv broadcasters, hotels, taverns, dance halls, skating rinks, etc.—must pay composers for public performance of their musical works for profit.

Neuberger Asks Investigation Of U. S. Propaganda Broadcasts

CALL for a congressional investigation of the role of U. S. "propaganda" in "feeding false hopes to Hungarian freedom fighters" was sounded last week by Sen. Richard L. Neuberger (D-Ohio.).

Sen. Neuberger said American broadcasts to communist countries about "liberation, rollbacks" and similar phrases and "slogans" have created a false impression of U. S. policies and said it is time for a "public review of the discrepancy . . ." He said he believed Congress should inquire fully into what relationship, if any, there has been between these slogans which have been so recklessly broadcast for the past four years and the actual foreign policies of this Administration."

Speaking in Hermiston, Ore., Sen. Neuberger said news reports have quoted Hun-garians as saying they have been fed to believe, by Voice of America and Radio Free Europe broadcasts, that the U. S. would support them in a fight against Russian oppression.

Wanamaker Asks Damages Of KVI; To Sue 50-60 Other Stations

LIBEL suit asking heavy damages was filed Wednesday in Seattle Superior Court against KVI Seattle by Pearl A. Wanamaker, state superintendent of public instruction. She asked $250,000 damages on the ground Fulton Lewis Jr., MBS commentator, erroneously linked her with communism in a broadcast last January. KVI is the Seattle MBS outlet.

Mrs. Wanamaker said the suit is the first to be filed, with others to follow naming Mr. Lewis and 50 or 60 other radio stations that carried the broadcast. The Lewis suit, she said, will be filed on its own hand. She said Mr. Lewis acknowledged in a later broadcast that the charge was incorrect and added that he termed it "one of the greatest boos-boos of all time." Mrs. Wanamaker lost her campaign for re-election Nov. 6 after 16 years in office.
FCC AGAIN OPPOSES UHF-VHF SET TAX

- View presented House group
- Treasury would keep levy

THE FCC last week again went on record in favor of eliminating or reducing the 10% manufacturer's federal excise tax on all-channel television sets. The opinion was expressed in a statement submitted to a House Ways & Means subcommittee.

On the same day (Monday) a Treasury Dept. official in testimony before the subcommittee stated Treasury's opposition to eliminating or reducing any of the present government excise taxes.

Dan Throop Smith, top tax assistant to Treasury Secretary George M. Humphrey, specifically criticized the proposal to remove the tax from all-channel sets, saying that if Congress wants to cut a particular tax it should make up the revenue loss by levying new or increased taxes in other fields.

Mr. Smith called the proposal "questionable" and said the Treasury Dept. considers its purpose ulterior—the stimulation of one phase of business over another. Taxation should be for revenue purposes only, he added. Mr. Smith estimated the excise tax on tv receivers brings the Treasury revenues of $100 million a year.

May Disregard Smith Statement

Meanwhile, Rep. Aime J. Forand (D-R. I.), chairman of the subcommittee which concluded hearings last week, told reporters at the close of sessions Tuesday that in his opinion "the committee will disregard Mr. Smith's flat statement against tax cuts. If we find that certain steps should be taken in justice and fairness, I for one will not hesitate to take them."

Subcommittee staff members explained that Rep. Forand's statement had general application and did not necessarily refer to the proposed elimination of tax on all-channel sets. They noted that some excise tax cuts were made in the 84th Congress, despite blanket disapproval of the Treasury Dept. Rep. Forand left Washington immediately after the hearings and was not available for further comment.

Concerning the FCC stand, Chairman George C. McConnaughey said that because people have not had sets to receive uhf broadcasts many authorized uhf stations have not started broadcasting even though there is "a great demand for more television service. Obviously it is futile for uhf stations to furnish programs if the public cannot receive them, and the public will not pay more to get a uhf receiver for which they have no use. The best interests of the public require that this circle be broken some place. . . ."

He noted that while the FCC may license broadcasters to use certain frequencies, it has no authority to require set manufacturers to produce all-channel sets or the public to buy them. At one time, he said, as many as one-third of the sets produced were all-channel, but now they are estimated...
at only about 10%. He saw the need for "drastic action."

Referring to the FCC's study of the problems involved and to the Commission's invitation to the tv industry and others to comment on the possibility of shifting all tv to uhf, he said "one way" to stimulate purchase of all-channel sets is to have the price of all-channel sets substantially the same or less than vhf-only sets.

He asked for action to encourage the purchase of all-channel color sets before the investment in color vhf sets becomes "so extensive that serious public inconvenience would be caused by the public not being able to receive color programs in the uhf band."

Mr. McConnaughhey said the FCC cannot predict with accuracy the result of removal or reduction of the excise tax, but that "obviously the public would be more inclined to buy all-channel sets if the price differential were insignificant."

"In fairness to this committee," he said, "it should be stated that the question of receiving sets is not the only factor in our television problems or even the only obstacle to stimulating the use of new channels and additional service to the public. In the considered judgment of our Commission, however, the fact that so few people have all-channel receiving sets is an important element bearing on the matters under our jurisdiction and one which merits careful consideration and the best efforts of all of us in finding a solution."

The FCC, he said, agrees with the Senate Commerce Committee's recommendations for reduction or removal of the excise tax on all-channel sets.

**Graham Urges Change**

**In Equal Time Rules**

PHILIP GRAHAM, publisher of the Washington Post (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), told a Senate committee last week he "would hope" to resubmit his "small campaign contributions" plan to the national political committees for the 1960 elections.

Mr. Graham discussed his plan in testimony Tuesday before the Senate Lobbying & Political Activities Committee headed by Sen. John L. McClellan (D-Ark.). He also urged amendment of Sec. 315 of the Communications Act to relieve broadcasters of the "equal time" provisions of the law in presidential elections for all but major party candidates.

The broadcaster-publisher said there was too little time between the date of his original proposal (B&T, June 6, 1955) and the 1956 campaign to make any headway and that next time he will bring it up about a year and a half in advance of the campaign. One reason the plan failed this time, he said, was because Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, didn't get together to support it for "personal reasons."

Mr. Graham's plan was for radio and tv stations, newspapers and other media to carry public service advertising, in cooperation with The Advertising Council and with the support of advertisers, asking all persons to contribute up to $5 to the political party of their choice. Candidates receiving their campaign financial support from such small contributors then would not be obligated to special interests which heretofore have made large contributions to candidates, Mr. Graham felt.

Mr. Butler has charged Mr. Hall several times with "sabotaging" the Graham proposal by failing to support it.

At the time he introduced the plan, Mr. Graham said a Gallup poll cross section of U.S. families indicated a total of 16 million families would be willing to contribute $5 to a political party, which would have meant a total of $80 million in political contributions to both parties.

Mr. Graham last week called for amendment of Sec. 315, testifying that networks and stations would be more disposed to give free radio and tv time to major party candidates if they were not by law to give equal time to candidates of splinter and minority parties. He said the law should be amended so that a candidate would have to qualify for equal time opportunities by showing his party received a certain percentage of votes in the past election or by presenting a petition signed by a given percentage of voters.

**FCC Examiner Favors Denial Of Selma, Ala., Tall Tower Bid**

The 21-month fight by ch. 8 WSLA (TV) Selma, Ala., to change its transmitter location and increase tower height to a record 1,993 ft. above ground received a setback. FCC Hearing Examiner H. Gifford Irion last week recommended that the Commission deny the proposed changes. Mr. Irion found that the proposed tower would constitute a potential hazard to air navigation. Further, he questioned WSLA's financial ability to operate as proposed and decided that the planned operation would cause economic harm to uhf WCOV-TV Montgomery (ch. 20), Ala., which the examiner said would not be in the public interest.

This is the third of the so-called "tall-tower" cases which have met strong opposition from the Dept. of Defense and various aviation groups. The other two cases were resolved in favor of the stations: the FCC approved a 1,356-ft. tower for ch. 5 KGEO-TV Enid, Okla., and a 1,610-ft. structure for ch. 8 KWS-S-TV Roswell, N. M.

One of the hearing issues was whether WSLA's proposed transmitter-site move (50 miles from Selma, 23 miles from Montgomery) was designed to serve the particular needs of Selma. Here, Mr. Irion found in favor of WSLA.

Mr. Irion found that WCOV-TV, one of the first uhf operations, has rendered a "praiseworthy program service to the public," but would be reduced to a marginal operation and forced off the air if WSLA's changes were approved. The preservation of high-grade program service and the fact that WCOV-TV is uhf leads to the conclusion that the protection of WCOV-TV from economic destruction is in the public interest, Mr. Irion stated.
How well do you know the Boston market?

Everybody has a soft spot for something familiar—whether it’s the scarred bark on the old oak just back of the Grange Hall, or the chalky smell of the corner poolroom. Many Bostonians have a soft spot for some of the people and things pictured above:

A. Bird house given to the city by a Swiss visitor. Boston Common.
B. Stove in Boston and Albany freight terminal, Springfield.
C. Welterweight Tony DeMarco with Fred Cusick, WEEI Sports Director.
D. Roadside near South Waterford, Maine.
E. Photo-elastic stress pattern, photographed by polarized light at M.I.T.
F. Mill on the Merrimack River, Lawrence.
G. Figurehead of Andrew Jackson, carved in the Boston Navy Yard about 1834.
J. Casino Theater in Boston.
K. WEEI News Editor Charles Ashley.
L. New Kresge Auditorium, M.I.T.

You won’t find many soft spots in the people of Boston. That is, you won’t if you’re a stranger. The Bostonian keeps his sentiments carefully hidden. He’s a tough customer to sell. But once you’ve won his trust and his confidence, he’s likely to be your customer for life.

And WEEI has won that trust for the products it advertises. No one knows the Boston market as WEEI does—especially the buying habits and brand loyalties of the Boston people. When you want to reach the soft spot of the buying Bostonian, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, D, F - Standard Oil Co., N.J.
E - Massachusetts Institute of Technology.

WEEI
Buying from RCA Doesn't Help Gain NBC-TV Tie, Figures Show

The RCA sales figures on television transmitters, studio equipment and antennas would indicate there is no relationship between a TV station's affiliation with NBC and its purchase of RCA equipment.

NBC submitted figures to the House Antitrust Subcommittee last week showing an almost-startling similarity between total RCA equipment purchases by NBC, CBS and ABC affiliates.

Of the 193 NBC-TV affiliates, 150 bought a total of $53,164,000 worth of RCA transmitting, studio and antenna equipment at an average cost per station of $354,427, the NBC figures, furnished by RCA, show. At the same time, 151 of the 199 ABC-TV affiliates bought $50,159,000 worth of RCA equipment at an average cost of $332,179, while 157 of the 229 CBS-TV affiliates purchased a total of $22,967,000 in RCA equipment at an average cost of $337,367.

Individual data was supplied on each NBC affiliate, including type of equipment, date of purchase and date of affiliation, in compliance with the subcommittee's request during hearings last September in New York. The subcommittee asked this information as a follow-up to allegations by Wilbur Havens of WTVR (TV) Richmond, Va., that NBC switched its affiliation from WTVR to WXEX-TV Petersburg, Va., after WXEX-TV decided to buy RCA instead of DuMont equipment before going on the air.

NBC also supplied information concerning the four instances in which the network "rejected" independently produced programs in which NBC had no financial interest in favor of those produced by the network or in which it had some financial interest.

Move to Bolster Audience

NBC said in the spring of 1954 it decided to move Voice of Firestone from Monday, 8:30-9 p.m., to a late Sunday afternoon period, after research studies indicated the program's poor showing was "depleting" NBC's Monday evening audience, not only for 8:30-9 p.m., but for succeeding periods. The network also was worried about competitive efforts of other networks.

Trendex ratings and share of audience for the December-January periods for 1951-52 were 8.9 and 15%, for 1952-53, 6.4 and 10%, and for 1953-54, 3.9 and 6%, the NBC report stated, while for the same three years the Nielsen ratings were 24.3, 18.8 and 15.3, respectively. NBC offered to move Voice of Firestone to late Sunday afternoon adjacent to Hallmark Hall of Fame and keep the radio version on NBC Radio. Firestone also was offered Caesar's Hour, which was scheduled for Monday, 8-9 p.m. In June 1954, NBC said, Firestone withdrew Voice from both NBC Radio and TV and placed it with ABC. NBC scheduled Caesar's Hour for Monday, 8-9 p.m., with Producer's Showcase in the period once a month. Caesar had a December-January 1954-55 Nielsen rating of 31.1, with succeeding ratings also improved over Voice of Firestone, NBC said. NBC said Caesar was furnished to the network by Shell Creek Corp. under arrangements giving NBC no share in program profits or residual rights.

When Toni in September 1955 moved People Are Funny from Sunday, 7-7:30 p.m., to a Saturday night period, Campbell soup sought the rejected Sunday period for Lassie, NBC said, but the network felt an "all-family type" program would be better for the period and filled it with It's a Great Life, with Chrysler Corp. moving from a Tuesday evening period to sponsor it for the 1955-56 season. Campbell placed Lassie on another network in the sought-after time period, NBC said. NBC, it was added, financed creation and production of It's a Great Life and received "syndicated rights for a limited period and an equal share in the net profits of the venture."

NBC Meets Competitors

In September 1955, NBC said, the network was lacking an hour "top-quality" dramatic program in the late Tuesday evening position and sought to strengthen its showing in "the face of moves by competition." NBC persuaded P. Lorillard to move Truth or Consequences to Friday evening time and scheduled Playwright's '56 in the Tuesday 9:30-10:30 period under Pontiac sponsorship, alternating every other week with Armstrong Circle Theatre, an agency-produced program which went from a half-hour to an hour production. Lorillard "expressed ultimate satisfaction," NBC said, adding that Playwrights '56 was produced by NBC.

In October 1956, NBC decided to move Caesar's Hour from Monday, 8-8:30 p.m., to Saturday evening for 1956-57. Whiteshall Pharmacal and Lever Bros. both expressed an interest in the period and suggested a quiz show, but NBC recommended to their agencies that an all-family show with special appeal to children be placed in the early-evening Monday period, suggesting, among others, Adventures of Sir Lancelot. Both advertisers "enthusiastically agreed." NBC has "limited syndication rights" and "a share in net profits" of Lancelot.

NBC, answering another subcommittee request on instances that NBC owned and operated stations had "rejected" films by independent syndicators in favor of films from NBC Film Sales Div., said a check of the personnel of its owned stations indicated no such instances except for the decision by WNBQ (TV) Chicago in 1955 to schedule NBC Film Sales' The Great Gildersleeve instead of another film favored by Dreyrys Ltd., the sponsor [B*T, Nov. 26].

NBC stations, like all other TV stations, "constantly have films submitted by syndicated film distributors, NBC said. These stations select those they believe best suited

The Government of

paid circulation

The surest barometer of reader acceptance of any publication is its paid circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A paid subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he needs the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him gratis. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B*T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest paid circulation in the vertical radio-TV field. B*T in fact distributes more paid circulation annually than the combined annual paid of all other vertical magazines in this field.

B*T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B*T. That is why B*T is the basic promotional medium in the radio-TV field, with 26 years of loyal readership and paid circulation to back it up.
for the purposes and the methods of selection involves no rejection of a particular film. Thus, there is no way of ascertaining which specific films were considered for a specific time period, NBC said.

Distributors also solicit purchases from advertisers who contemplate tv time purchases and when the advertiser proposes a particular film for a time period, the station has the opportunity to reject it on its own qualities or availability of more desirable films, NBC added.

**NBC Gets Green Light On New Britain Buy**

NBC won its seventh television station last week when the FCC approved—a week after it had postponed consideration—the transfer of WKNB-AM-TV New Britain, Conn., to the network.


The FCC postponed consideration of the $600,000 transaction two weeks ago, following the filing of a civil antitrust suit against RCA and NBC. The government charged that RCA-NBC conspired to coerce Westinghouse Broadcasting Co. into swapping its Philadelphia radio and tv stations for NBC’s Cleveland am, fm and tv outlets plus $3 million [BT, Dec. 10].

In addition to the sale approval, the Commission also granted permission for ch. 30 WKNB-TV to decrease its antenna height from 970 ft. to 750 ft., increase power to 1,000 kw, and change transmitter location to a site 7.2 miles outside the city limits.

The Commission made its grant contingent on the outcome of the pending antitrust suit.

Comr. Hyde favored the sale approval as a step in the encouragement of uhf television. He said that he thought NBC’s acquisition of the New Britain uhf station would serve that purpose. Comr. Bartley did not issue a written dissent.

The New Britain properties were bought from Julian Gross and associates. The acquisition marks NBC’s second purchase of an uhf outlet. Last year NBC paid $312,500 for ch. 17 WBUP (TV) Buffalo, N. Y. It also owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles.

With the ownership of the New Britain tv station, NBC joins CBS as the licensee of a uhf outlet in the Connecticut area. CBS earlier this year won FCC approval for the $650,000 purchase of ch. 18 WHCT (TV) Hartford from RKO Teleradio Pictures Inc. CBS also bought ch. 19 WXIX (TV) Milwaukee for $350,000 in 1954.

The only other major multiple owner who owns two uhf tv outlets is Storer Broadcasting Co. Storer owns ch. 23 WGBS-TV Miami, Fla., and ch. 27 KPTV (TV) Portland, Ore.

Both the NBC and CBS acquisitions were originally protested by other tv outlets in

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**Happy 30th Birthday!**

We’re proud to have been affiliated with NBC for the past 20 of your 30 years. To you at NBC, and to your guiding genius, General David Sarnoff, we wish for you ‘Many Happy Returns’.

---

**From WFBC-TV**

“*The Giant of Southern Skies*”

“*It’s a Great Birthday!*”

We’re proud to have been affiliated with NBC for the past 20 of your 30 years. To you at NBC, and to your guiding genius, General David Sarnoff, we wish for you ‘Many Happy Returns’.”

---

**WFBC RADIO (NBC Affiliate)**

Represented Nationally by AVERY-KNODEL

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**WFBC TELEVISION**

Represented Nationally by WEED TELEVISION CORP.
the area. These objections were subsequen-
tly withdrawn.

NBC took ownership of the stations Thursday in proceedings at the WKNB stud-
dios, with NBC Staff Vice President Joseph V. Heffernan representing the network, and
Julian Gross, founder and president of New
Britain Broadcasting Co., and attorneys Solo-
mon Elsner and Aaron Nassau representing
the seller.

NBC President Robert W. Sarnoff, in a
statement on the transfer, said NBC is 
"pleased to have this further opportunity to
express [its] belief in uhf as an essential part of the television broadcasting system."
He promised "the same high quality per-
formance rendered by our owned stations
in other communities.

Thomas B. McFadden, vice president of
NBC owned stations and NBC Spot Sales,
said that essentially the present manage-
ment group would continue in charge of
WKNB-AM-TV. He named Peter B. Ken-
ney, vice president of New Britain Broad-
casting and general manager of the two
outlets, to continue in the same capacity,
and said Mr. Gross had been retained by
NBC as a consultant for the two stations
and would continue to be associated with
them.

Vhf Channel in Charlotte, N. C.,
Awards WSOc in Final Decision
LONG-FOUGHT FCC hearing battle for
Charlotte, N. C., ch. 9 ended last week when
the Commission issued its final decision granting the vhf channel to WSOc Charlotte
and denying the applications of Piedmont
Electronics & Fixture Corp., and Carolinas’
Tv Corp. Comr. John C. Doerfer voted for
Carolinas’ and Comr. T. A. M. Craven
abstained.

In finding for the local am outlet, the
Commission reversed an August 1955 initial
decision favoring the Piedmont application.
The FCC declared WSOc had shown clear
superiority in the fields of integration of
ownership and management, local residence
of owners, past performance and the posi-
bility of meeting local needs.

WSOC, operating on 1240 kc with 250 w,
is owned by Earl J. Giuck, president, 0.72%;
E. E. Jones, vice president, 31.5%; Hunter
Marshall and family, 31.5%; R. S. Morris,
36.4%; Larry Walker, former WBT-WBTV
(TV). Charlotte, N. C., vice president, is
executive vice president-minor stockholder.

Piedmont was owned 40% by the Wolfson-
Meyer interests (WTJY [TV] Miami, and
20% of WFGA-TV Jacksonville, both Fla.).
Carolinas’ is 43% owned by Broadcasting
Co. of South (WIS-AM-FM-TV Columbia,
S. C., and WIST Charlotte, N. C.).

In a related action, the Commission turned
down a request by ch. 36 WQMC (TV)
Charlotte asking that the ch. 9 proceeding
be stayed pending action on a deintermixture
request to delete ch. 9 from that city—or
that any ch. 9 grant be conditioned on a no
construction basis pending the outcome of the
demix proposal. WQMC began operating
in 1954 but has suspended operation. Char-
lotte’s only other tv operation is ch. 3 WBTV
(TV), which is affiliated with all three net-
works.
Grant of Ch. 12 to WPRO-TV
Reaffirmed in Initial Decision

THE September 1953 grant of ch. 12 Providence, R. I., to Cherry & Webb Broadcasting Co. (now WPRO-TV) should be affirmed, FCC Hearing Examiner Herbert Sharfman recommended last week.

The grant was originally protested by ch. 16 WNET (TV) Providence, now dark, following a merger agreement among the then three competing applicants. WNET claimed that one agreement, allowing two stockholders in one of the applicants to accept a payment of $205,500 in lieu of stock in a new company formed to operate ch. 12, was a "payoff." WNET also charged construction of the station was begun before a grant was made.

The Commission designated the protest for hearing and stayed the grant. The FCC ordered the hearing examiner to submit findings of fact only and not to make recommendations. The hearing examiner issued the "restricted" initial decision in April 1954 and the following January the FCC made the C&W grant effective as well as special temporary authority to commence commercial telecasting.

WNET, arguing that it was discriminated against by the FCC hearing order, took the matter to the U. S. Court of Appeals in January 1955 (while the case was pending WPRO-TV went on the air under the FCC special temporary authority).

A year after WNET's appeal, the court reversed and remanded the case to the Commission because of its failure to order the hearing examiner to issue an initial decision containing both findings of fact and conclusions.

The second initial decision in this case, as issued last week by Examiner Sharfman, reaffirmed the original grant, found no impropriety in the option agreement cited by WNET as a "payoff," and found that WPRO-TV had not engaged in unauthorized construction.

Two Educational V's Granted

TWO educational vhs—ch. 11 in Des Moines, Iowa, and ch. 7 in Salt Lake City, Utah—were granted by the FCC last week.

The Des Moines facility went to the local Independent School District, which will spend an estimated $125,000 for construction. It will operate with 14.1 kw visual power. The U. of Utah was awarded ch. 7 for a proposed operation at 22.9 kw visual. The university plans to spend $305,000 for construction.

Court Denies KFMB-TV Protest

REQUEST of KFMB-TV San Diego, Calif., for a stay order from the U. S. Court of Appeals in Washington against the FCC's approval for ABC to transmit programs to XETV (TV) Tijuana, Mexico, was denied last week. The request was argued two weeks ago, and followed a long battle by the San Diego tv station to persuade the FCC to prohibit ABC from affiliating with the Mexican station. It claimed this action was unfair competition to San Diego outlets.

Off the Record...

FOR YOUR ALBUM OF ALL TIME FAVORITE SALES BOOSTERS

5000 Watts Full Time

KSO

1460 kc
Des Moines, Iowaa

In Iowa, it's KSO, the most powerful independent! Programming always popular music, news and sports, KSO holds its listeners' attention and puts them "In the Mood" for your sales message. Financially capable buyers will respond. Give KSO a spin—your response will show a "hit"!

Get the Facts from Your JOHN E. PEARSON Representative

December 17, 1956 • Page 83
FCC Approves 16 Transfers, Headed by KOOK-AM-TV-Sale

One of 16 ownership changes approved by the FCC last week was the $540,075 sale of KOOK-AM-TV Billings, Mont. J. Carter Johnson and associates will turn over control of the properties to Joseph S. Sample, now president-10.7% owner, who has been approved for 93.28% ownership. CBS-affiliated KOOK operates on 970 kc with 5 kw. KOOK-TV transmits on Ch. 2 and is affiliated with all three networks.

Mr. Sample's father, John Glenn Sample, is buying 5.85% of the stations for $35,595. The $540,075 sum includes sale of 1,242 shares by 12 stockholders to the new licensee, Montana Network Inc. for $403,650 and deals by President Sample to pay C. L. Crist $121,800 for 406 shares and V. L. Clark $14,625 for 45 shares.

Other transactions approved included:
KOMA Oklahoma City, by KOMA Inc. to Radio Oklahoma for $291,434. Partners in Radio Oklahoma are Burton Levine, president-50% owner of WROG Roanoke, Va.; Myer Feldman, counsel to the Senate Banking & Currency Committee and vice president of Television Exhibitors of America, subscription tv film owned by Mr. Feldman's father-in-law, Lou Poller (WCAN-TV Milwaukee); Arnold S. Lerner, and Donald Rubin.

KLIN Lincoln, Neb., by Frudeger Broadcasting Co. to Fletcher-Mitchell Corp. for $190,000. Jonathan M. Fletcher, executive vice president of a Des Moines savings and loan association, owns 75%, and James I. Mitchell, executive vice president of KPIG Cedar Rapids, Iowa, is president-25% owner.

WEBK Tampa, Fla., to W. Walter Tison for $134,000. He is the former owner of WALT Tampa and was one of the original owners (20%) of WTIV (TV) Tampa which was sold to Oklahoma Pub. Co. (WKY-AM-TV Oklahoma City) last July.

WBBR Brooklyn, N. Y., to Tele-Broadcasters of New York Inc. for $133,000. Tele-Broadcasters by H. Scott Killgore, two weeks ago applied for Commission approval of its $300,000 purchase of KALI Pasadena, Calif. Its other holdings are WXXL Concord, N. H.; WKKV Knoxville, Tenn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn.

KARM-AM-TV Fresno, Calif., which reverted to total ownership by the Harm family as George R. Harm, son of the late founder buys 50% from Clyde F. Coombs for $50,000. Mrs. Hattie Harm, his mother, owns the other 50%.

For other ownership change see FOR THE RECORD, page 117.

One FCC Appeal Out, Still in Court

The FCC's grant of ch. 12 to KFRE Fresno, Calif., was affirmed in one respect last week by the U. S. Court of Appeals in Washington when it dismissed an appeal by ch. 47 KJEO (TV) Fresno. However, an appeal by losing applicant KARM Fresno still is awaiting court decision. The vhf outlet claimed that the Fresno vhf grant was void because a majority of the Commission had not voted in favor. The ch. 12 grant was made in January by three commissioners for KFRE, two against making any grant in Fresno pending the outcome of deintermixture proceedings, one favoring KARM, and the seventh, Comm. Robert E. Lee, favoring KARM but voting for KFRE to break the impasse.

The unanimous court held that KJEO could not bring the vote question up in court because it had not first raised it before the Commission. The court alluded to Sect. 405 of the Communications Act which permits direct appeals by parties, but not to those not a party to an FCC proceeding. KJEO was not a party to the ch. 12 proceedings, the court said. It also dismissed other points raised by KJEO since they already had been answered in the court's Corpus Christi, Tex., decision earlier this year.

10 DAY DELAY

The FCC last week postponed to Dec. 28 the deadline for reply comments in the 14 deintermixture cases involving proposals to switch vhf channels from some intermixed cities and in some cases proposing to add another vhf channel to intermixed cities. More than 100 comments, pro and con, were filed with the FCC two weeks ago [BT, Dec. 10]. Deadline for replies was Dec. 18. The continuance was requested by nine law firms: Arnold, Fortas & Porter; Cohn & Marks; Cottone & Scheiner; Dempsey & Koplovitz; Dow, Lohnes & Albertson; Fly, Shuey, & Guage; Kriger & Jorgensen; McKenna & Wilkinson, and Welch, Mott & Morgan.

\[Your message ends here\]
THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!

Now, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

PICTURE BLEMISHES REDUCED. Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

NO MORE MOIRÉ PATTERNS. 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all sharp definition that is clear and sharp.

MICROPHONIC BAR EFFECTS ELIMINATED. Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for top notch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! General Electric Company, Electronic Components Division, Schenectady 5, New York.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Newsman Laurence Urges FCC To Amend Beeper Regulations

JOCK LAURENCE, Washington news correspondent, has asked the FCC to amend its rules so that the “beep” signal will no longer be required when stations are taping their own news reports for later broadcast.

Mr. Laurence, who represents radio stations throughout the country as their Washington correspondent, delivers news reports to them by long-distance telephone. The calls are transcribed by the stations for broadcast.

The FCC rules require that a beep tone be interspersed at intervals by the recorder of any telephone conversation. This rule is designed to protect a person from having his telephone conversation recorded without his knowledge and consent.

Mr. Laurence, in a letter to FCC Chairman George C. McConaughy, maintained that the beep should not be required where a station’s reporter calls in news with full knowledge that his voice is being recorded for later broadcast.

President to Light Yule Trees All Over World by Radio Signal

WHEN President Dwight D. Eisenhower opens the Pageant of Peace in Washington this Thursday, he will address a world-wide audience and will light Christmas trees all over the world and on the seven seas simultaneously via a wireless radio signal.

The President’s peace address will be carried in the U.S. by all seven major radio and television networks and by the Voice of America in 38 languages.

When the President presses the switch to light a 67-ft. Christmas tree on the Ellipse in Washington, he will, at the same time, light trees in U.S. embassies all over the world. It also will light trees aboard U.S. ships at sea through the cooperation of RCA and the American Maritime Institute, and at servicemen’s bases.

Edward R. Carr, Washington businessman, is president of the Pageant of Peace; Harold Fellows, NARTB president, is honorary chairman, and Edward M. Kirby, Washington public relations consultant and former NARTB public relations director, is in charge of public relations.

Talladega Newspaper Merger Affects Am-Fm Ownership

MERGER of two Talladega, Ala., newspapers, one of which controls WHTB-AM-FM there, was disclosed in an application filed with the FCC last week seeking approval to the ownership change in the stations.

Consolidating interests are the Talladega Daily Home Publishing Co. (Talladega Daily Home) and Talladega News Publishing Co. (weekly Talladega News), the latter controlling Voice of Talladega, licensee of WHTB-AM-FM.

The new company, to be known as the Talladega Publishing Co., will provide for the issuance of 1,010 shares of common stock with a $10 par value. Cecil H. Hornaday, majority stockholder-general manager of Talladega News Publishing Co., will be general manager of the merged entity. No changes in either newspaper or station staffs are contemplated, according to the companies.

U. S. Preps for World Meeting

FIRST MEETING of the executive committee, U. S. preparatory committee of the International Radio Conference, has been scheduled for Thursday in the main conference room of the Dept. of State in Washington. The meeting, under the chairmanship of Francis Colt de Wolf, will be held from 10 a.m. until 12:30 p.m., and will be concerned with committee memberships, work programs and responsibilities of committee chairman and members as well as other matters. The 1959 International Radio Conference, which will probably be held at Geneva, Switzerland, will review and revise the radio spectrum last reviewed in 1947 at Atlantic City, N. J.

FTC Says Singer Misrepresents

THE Federal Trade Commission last week accused the Singer Sewing Machine Co., New York, of selling used sewing machines as new. The FTC, in its complaint, said the sewing machine firm sold as new machines repossessed machines, floor samples, demonstrators and trade-ins. The government agency said that frequently the prices of these machines were the same or approximated the same as new ones. In some cases, FTC said, repossessed machines were labeled floor samples or demonstrators because the public prefers this type to repossessed equipment. A hearing was ordered in New York March 12. The company has 30 days to answer the complaint.

Emerson Denies FTC Charges

EMERSON Radio & Phonograph Corp. has denied it engages in false or misleading advertising. The radio-to-tube manufacturer filed its answer to an Aug. 20 complaint by the Federal Trade Commission which said Emerson advertised as a “transistor” radio one that also contained vacuum tubes. Emerson claimed that its use of the term was in accord with accepted commercial use, and that its current advertising qualifies the “transistor” term, by such nomenclature as “all-transistor” when that is correct, and as “transistor-tube” receivers for those radios which also contain electronic tubes.

Sec. 315 to Be Discussed

HAROLD FELLOWS, NARTB president, and Warren Baker, FCC general counsel, are scheduled to discuss Sec. 315 of the Communications Act and other problems involving use of radio and television in political campaigning in testimony tomorrow (Tuesday) before a special House committee which is seeking to determine how federal election laws can be improved. The special House group, headed by Rep. Clifford Davis (D-Tenn.), also will hear Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, during its sessions today through Wednesday.
ESSO RESEARCH works wonders with oil

Oil you never see helps make beautiful jewelry

Creating the sparkling brilliance and perfect design in high-fashion jewelry... that's the very last job you'd expect of oil! Yet Esso Research developed a special oil to coat the metal, and help make the flawless shaping of these pieces possible. Finding the right lubricant is one way ESSO RESEARCH works wonders with oil.
In Knoxville, from 7 a.m. to 1 a.m., People Watch The Best in Shows on WATE-TV

**Of course WATE-TV is NBC, but let's talk about local programing!**

**WATE-TV**

**In Knoxville, from 7 a.m. to 1 a.m., People Watch The Best in Shows on WATE-TV**

**HOMEMAKERS SHOW**

Mary Story, East Tennessee's number one homemaker, prepares popular and practical dishes on-camera showing each step of every recipe weekday mornings at 9:30.

**LITTLE RASCALS**

Singing personality Roy Sneed is visited on the set each weekday at 5:00 p.m. by pre-schoolers. They sing and talk with Roy as well as watch "Our Gang" comedies.

**MOVIE TIME**

MOVIE TIME, some of the finest films ever produced by 20th Century Fox, David O. Selznick, Warner Brothers and other top studios are on WATE-TV's late movie every night.

**Sell *Knoxville... Tennessee's 2nd Largest Metropolitan Area!***

*May 10, 1956 Sales Management Survey of Buying Power*

**WATE-TV**

**POWER MARKET OF THE SOUTH**

Knoxville, Tennessee

Affiliated with WATE Radio
Represented Nationally by AVERY-KNODEL, INC.

**GOVERNMENT**

**Union's Right to Spend Funds On Political Broadcasts Argued**

A UNION'S RIGHT to spend general membership funds for political broadcasts was argued before the U. S. Supreme Court in Washington last fortnight. The union is the United Automobile Workers (AFL-CIO).

Brought on appeal by the Dept. of Justice, the case involves the UAW's sponsorship of a series of tv programs on WJBK-TV Detroit advocating the election of Democratic senatorial and congressional candidates from Michigan in the 1954 election. The union paid for the broadcasts from its general treasury. A federal grand jury indicted the union for violation of the Corrupt Practices Act (which forbids a labor union or a corporation from making expenditures or contributions to help elect a candidate). Last February, the lower court judge dismissed the suit, agreeing with the union that sponsorship did not constitute "expenditure" in the meaning of the act.

In last week's Supreme Court argument, the UAW's attorney took the position that the union was stating its position on the election and not contributing to the candidacy of any nominee.

**Sheppard Case Review Sought; Tv, Radio 'Exploitation' Charged**

DR. SAMUEL H. SHEPPARD of Cleveland has asked the U. S. Supreme Court to reconsider its Nov. 13 action which declined to review the doctor's conviction of the 1954 murder of his wife, Marilyn (B&T, Nov. 24).

Dr. Sheppard's appeal to the high court argued that newspaper, radio and tv treatment of the murder case, both before and during the trial, "influenced" the judge and jury and prevented the doctor from receiving a fair trial. Dr. Sheppard, an osteopath, is now serving a 10-year-to-life sentence in the Ohio Penitentiary.

The reconsideration plea claimed that the court's denial of a hearing, if allowed to stand, will be exploited by publicity-seekers in sensational cases all over the country. The petition stated: "Newspapers, telecasting and broadcasting companies will point to this case as the open door to the courtroom where they can enter with impunity and approval to advance the personal interests of their companies or organizations. . . ."

**McCaws File For Oregon Vhf**

APPLICATION for ch. 13, La Grande, Ore., was filed with the FCC last week by Robert S. and W. Donald McCaw, as equal partners in Grande Ronde Tv Co. Messrs. McCaw propose 15.6 kw visual radiated power with antenna height of 1,934 ft. above average terrain. Costs were estimated at $67,300 for construction and $60,000 for first year operation. La Grande is in northeastern Oregon.

Robert S. McCaw owns KWIQ Moses Lake and one-third of KLOQ (formerly KYAK) Yakima and KALE Richland, all Wash. W. Donald McCaw holds no broadcast interests.
Pre-show line up of Edgar Bergen's "Do You Trust Your Wife" presents striking view of 8 of the 9 Mitchell cameras which film the popular TV show in one continuous run.

MORE MULTIPLE CAMERA TV FILMING

Battery of Nine Mitchell Cameras Photographs Edgar Bergen's TV Show

One of the most startling developments in TV film making is today's growing use of multiple camera set-ups. An outstanding example of this trend is Edgar Bergen's popular weekly TV show on CBS, The Don Fedderson Production, "Do You Trust Your Wife?" for which a battery of nine Mitchell 35mm cameras is used.

Four cameras are in simultaneous operation at all times and sound and filming is continuous for one hour before a live audience; later editing reduces footage to a half-hour show. Director Jim Morgan has made over 50 shows to date with nine Mitchell cameras used in this technique.

Similar to this production format is NBC's Groucho Marx Show, "You Bet Your Life," where eight Mitchell cameras are used.

Multiple camera work places great demands upon the cinematographers' equipment. Mitchell Cameras meet these exactingly-uniform precision filming requirements as do no other cameras in existence. For information, write: Mitchell Camera Corporation, 666 West Harvard St., Glendale 4, California.

Looking into the imposing array of cameras are Edgar Bergen, Charlie McCarthy and contestants.

Positions of the 9 Mitchell cameras are shown here. Four groups of 2 cameras each are used, with one camera in each group always shooting, second camera takes over when first reaches end of film.

85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell
HEADLEY ELECTED SRA PRESIDENT
FRANK M. HEADLEY, president of H-R Representatives and H-R Television, was elected president of Station Representatives Assn. last week at an annual membership meeting which also heard officials forecast a record-setting $150 million in spot radio billings this year.

Mr. Headley succeeds Adam Young Jr., head of the firm of that name, who retires as SRA president at the end of this year after serving two terms. Mr. Young becomes a board member for 1957. His work as president drew special commendation from the SRA members.

H. Preston Peters, president of Peters, Griffin, Woodward, was re-elected vice president of the association; Eugene Katz, president of the Katz Agency, was re-elected treasurer, and Robert Meeker, president of the Meeker Co., was re-elected secretary.

Lewis H. Avery, president of Avery-Knodel; Joseph J. Weed, president of the Weed radio and tv firms and John P. Blair, president of the Blair radio and television organizations, were named board members along with Mr. Young.

The forecast of a record year for spot radio billings was made by SRA Managing Director Larry Webb, who said that "national spot radio time sales for October reached the new plateau that station representatives have been predicting"—a total of $16,004,000—and that "it is possible now to forecast with fair accuracy the total spot radio business for 1956, with two months, November and December, yet to be reported."

"SRA estimates that that figure will be $150 million, a 20% increase over the final 1955 figures."

The previous record, set in 1953, was under $135 million.

The October figure represented a 31% increase over October 1955 and a 37% gain over September 1956. The figures are compiled monthly for SRA by Price-Waterhouse Co., accounting firm. The SRA index of spot radio business for October, Mr. Webb said, was 143.2. The index is based on FCC official figures for 1954, "considered to be the most typical FCC previous year."

At the annual meeting Mr. Webb also introduced two new SRA members: Charles Bernard, whose Charles Bernard Co. joined the association a short time ago, and Richard O'Connell of Richard O'Connell Co., which becomes an active member Jan. 1.

Mr. Headley, SRA president-elect, has headed the H-R and tv firms since 1950, and before that was president of Headley-Reed Co., representation firm, from 1939 to 1950. He started his career with Standard Oil Co. in Nebraska in 1930, practiced law in Omaha in 1932-34, was an FBI special agent from 1934 to 1936, when he joined Kelly-Smith as manager of the radio division, a post he held for some three years.

Nielsen Coverage Data
Topic of SRA Meetings

Collaterally, SRA's research committee has prepared a strong recommendation that the so-called "SRA formula," which was developed and used in connection with NCS No. 1, again be promoted for use by advertisers and agencies in projecting local ratings to a station's full coverage area. The "SRA formula" was widely used in projecting the NCS No. 1 data, and its developers, while acknowledging that it is not perfect, point out that it has been generally accepted as "the least bad" method yet devised.

The committee's proposal to the SRA is being announced today (Monday) by SRA Managing Director Larry Webb. Discussing the recommendation, SRA retiring President Adam Young Jr. said he had every confidence "that the organization would vigorously conduct an educational campaign at all levels—station, advertiser, and agency—to insure proper and continued recognition of radio as a potent sales force." He said it was the opinion that the new Nielsen data, if interpreted correctly, prove there are many sound reasons for even wider use of radio as an advertising medium.

The SRA formula is a mathematical device which makes it possible to establish a "base" on which a program's local rating may be projected to get the program's rating for the full coverage area of the station. In simplified terms, the home-county NCS percentage is divided into the total-area NCS, and the local rating of a program is then projected against the result to get the total-area rating.

The SRA research committee is headed by William Crumley, director of research for Adam Young Inc. Other committee members at the meeting on NCS No. 2 included Daniel Denenholtz, The Katz Agency; Ward Dorrell, John Blair & Co.; Avery Gibson, H-R Representatives; John Hurlbut, Peters, Griffin, Woodward; and Winnie Schaeffer, Weed & Co.

Treyz to NARTB Tv Board
OLIVER TREYZ, ABC-TV vice president, has been appointed to the NARTB Tv Board by NARTB President Harold E. Fellows. He supplants Ernest Lee Jahncke Jr., who recently resigned as ABC vice president (Nov. 12). Mr. Treyz' term expires at the end of the 1957 NARTB convention.

"SOUND-FACTOR"
The Sparkle of Impressionable Living with WSRS ON GREATER CLEVELAND'S NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

Page 90 • December 17, 1956
Only STEEL can do so many jobs so well

They Call It “Curling.” Scottish soldiers introduced this game in Quebec, just before the Revolutionary War. The 40-pound granite stones are slid down a 140-foot sheet of ice, frequently with a “curling motion” that curves them around other stones. In the picture, members of the New Liskeard Curling Club, Ontario, sweep the ice ahead of the oncoming stone. Miles of USS National Pipe lie beneath many of the rinks, carrying the brine that freezes the ice.

First Atomic Power Plant is being built near Shippingport, Pa. This tremendous project uses thousands of tons of concrete—all reinforced with steel bars and mesh from U.S. Steel Supply.

Trailers That Won’t Wear Out. It’s true. No trailer made from Stainless Steel has ever been known to wear out, because Stainless is far stronger than other metals, and it will not corrode and weaken. The great strength of Stainless allows compact design. The trailer shown here, for example, has sides made from thin sheets of Stainless Steel, corrugated into walls that are only one inch thick. Consequently, it can carry much more cargo than ordinary trailers.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE. AMERICAN STEEL & WIRE and CYCLONE FENCE. COLUMBIA-GENEVA STEEL. CONSOLIDATED WESTERN STEEL. GERARD STEEL STRAPPING. NATIONAL TUBE OIL WELL SUPPLY. TENNESSEE COAL & IRON. UNITED STATES STEEL PRODUCTS. UNITED STATES STEEL SUPPLY. Division of UNITED STATES STEEL CORPORATION. PITTSBURGH

UNITED STATES STEEL HOMES, INC. - UNION SUPPLY COMPANY - UNITED STATES STEEL EXPORT COMPANY - UNIVERSAL ATLAS CEMENT COMPANY

SEE The United States Steel Hour. It’s a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.
TRADE ASSNS.

NARTB Group Outlines '57 Convention Agenda
BROADCASTERS and members of the FCC will hold their annual question-answer session at the Wednesday (April 10) morning session of the April 7-11, 1957, NARTB convention in Chicago. The FCC program and other events scheduled for the industry's spring convention were reviewed Wednesday by the association's convention committee, which met at the Conrad Hilton Hotel, site of the 1957 meeting.

Commission participation will include the annual address by Chairman George C. McConnaughey. This event is scheduled for the Tuesday luncheon.

Co-chairmen of the convention committee are Herbert L. Krueger, WTAG Worcester, Mass., and Kenneth L. Carter, WAAAM (TV) Baltimore. They are respective chairmen of the NARTB Radio and TV Boards. At the Wednesday meeting they went over the 1957 program in detail.

Everett Revercomb, NARTB secretary-treasurer, reported on overall convention programming, including plans for the annual equipment and service exhibitor’s annual reception prior to the banquet will be tendered by TV film producers. The banquet is scheduled Tuesday evening instead of Thursday, final convention day.

Sunday, April 7, will include non-agenda events and opening of the exhibits at noon. The exhibits will be open 9 a.m. -6 p.m. Monday, Tuesday and Wednesday, closing Thursday at 2 p.m.

Engineering Conference Monday
The annual engineering conference will be held Monday. Non-agenda events also are scheduled during the day, plus a Monday noon engineering reception and lunch. A management fm clinic is scheduled at 1:30 p.m. Monday, followed by a labor relations clinic at 3:30 p.m. for both radio and tv delegates.

Tuesday the engineers will join the opening management session at which the keynote speaker will be heard. A subcommittee of the convention committee discussed keynote problems last week at Chicago, reporting to the full committee. The Tuesday program includes the FCC chairman’s luncheon address, with engineers going back to their own auditorium in the afternoon while separate radio and tv management sessions are held.

Engineers join management again Wednesday morning for the FCC panel and again at lunch where NARTB President Harold E. Fellows will deliver his annual report to the membership. Wednesday afternoon will feature a radio-only management program.

The Radio Pioneers dinner will be held that night.

Thursday, final convention day, will feature concurrent radio and tv meetings in the morning, with engineers having their own program. The afternoon management session will be tv-only, including election of tv board members. This election has been held Monday afternoon at recent conventions.

Attending last week’s committee meeting were Gaines Kelley, WFMY-TV Greensboro, N. C.; E. K. Hartenbrower, KCMO Kansas City; Campbell Arnoux, WTOR-TV Norfolk, Va.; Merrill Lindsay, WSOY-FM Decatur, III.; Ward L. Quaal, WGN-TV Chicago; W. D. Rogers, KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco; F. C. Sowell, WLAC Nashville, and Edward A. Wheeler, WEAF-TV Evanston, Ill. Ward Ingrum, KJH Los Angeles, was excused.

Nine U. S. Disc Jockeys Make Fact-Finding Trip to Vienna
FIRST MAJOR TEST of effectiveness of the newly-established National Council of Disc Jockeys for Public Service will follow a week-long, fact-finding trip to Vienna and back which began yesterday (Sunday). Nine U. S. disc jockeys, all directors of the council, were flown over under the auspices of CARE and the International Committee on Emigrant Migration on a non-scheduled airliner to survey at first-hand refugee conditions in Austria.

Following their return to the U. S. next weekend, the disc jockeys plan to make a report on their trip to President Eisenhower, after which they will take to the air along with 270 other disc jockeys to enlist the aid of U. S. teenagers in supporting CARE and other organizations working for the relocation, clothing and feeding of homeless Hungarians. Murray Kaufman of WMCA New York, the council’s president, noted the trip presented “tremendous possibilities to show that the teenager, when put to a useful cause, can be an asset to the community.”

Included in the platter spinning group: Del Courtney (KFSO San Francisco), Al Jarvis (KFWB Hollywood), Bob Clayton (WHDH Boston), Don McLeod (WJIB Detroit), Phil McClen (WERE Cleveland), Paul Berlin (KNUZ Houston), Art Pallan (KDKA Pittsburgh), Buddy Deane (WITH Baltimore), and Mr. Kaufman.

Radio’s Rebirth Spotlighted By Podester in RTES Seminar
“EVERYBODY is talking about radio again and a great many more advertisers seem to be buying it again,” according to Jane Podester, timebuyer of McCann-Erickson, New York.

Addressing the time buying-selling seminar of the Radio & Television Executives Society in New York last Tuesday, Miss Podester reviewed the use of ratings in placing radio, tv spot and film campaigns on broadcast stations. After showing the merits and weak points in tv buying techniques,
Engineered to keep you "On-Air", RCA high-power rectifier tubes offer you dependability proved by their record of long-term DC power delivery and their high peak-emission capability.

Backed by more than a quarter century of experience in building rectifier tubes for almost every type of transmitter application, RCA high-power rectifier tubes are setting year-after-year records for minimum equipment "down-time"—and low cost per hour of tube operation.

For fast ON-THE-SPOT service in obtaining RCA Rectifier Tubes for broadcast and television applications, call your RCA Tube Distributor.

**How to get More Hours from RCA Mercury-Vapor Rectifiers**
- Hold filament voltage at rated value under all load conditions.
- Maintain condensed-mercury temperature above rated minimum and below rated maximum.
- When starting up, allow specified time for filament to reach operating temperature.
- When starting in cool ambient temperatures, allow time for heat from filament to raise condensed-mercury temperature to operating range—before applying anode voltage.
- Before applying anode voltage after transporting tube, allow time for mercury to redistribute to lower part of envelope—through heating effects of filament power.
ELECTION PROCEDURE

NEW election procedure for the
NARTB Radio Board has been written
into the by-laws under an amendment
voted by the membership, 1,004 to 14.
The by-laws now specify that, follow-
ing custom, eight even-numbered dis-
tricts will elect in even years and nine
odd-numbered districts in odd years.
Terms will be for two years. Of eight
directors-at-large to be elected in early
1957, one each for large, medium,
small, and FM categories will be one-
year terms and the remainder will be
two-year terms. This procedure is
based on the recent restoration of at-
large directors by membership vote.

she turned to the resurgence of radio in the
national advertising field.

"Anyone buying a radio campaign a few
years ago, with a few very rare exceptions,
could have his pick of spots and virtually
was knee-deep in special packages, satu-
ration plans and what-have-you (polite term
for rate-cutting)," she said. "Today the situ-
ation seems to be a little changed and in
some cases we are faced with the phenome-
on of the sold-out radio station. . . .

"Today anyone buying just two radio
spots a week in any market would be looked
upon as peculiar, to say the least. Almost
all radio campaigns now revolve about some
form of multiple exposure or the idea of
saturation."

Broadcasters-Telecasters Assn.
Formed by Florida UP Stations

THE Florida United Press Broadcaster-
Telecasters Assn. was organized a fortnight
ago at a meeting of station managers and
news directors at Orlando, Fla.

Named to the association’s board of di-
rectors were Don Brookins, WDLP Panama
City; William McBride, WDBO Orlando;
James Gilileland, WGBS Miami; William
Grove, WMRR-TV Jacksonville; Richard
John, WTVT (TV) Tampa, and Ralph Ren-
lick, WTVJ (TV) Miami.

Charles E. Noland, manager of UP's
Tampa bureau, will be secretary of the
association. The group will meet again next
April and elect officers.

FCBA Sets Annual Meet Jan. 11

ANNUAL meeting of the Federal Com-
unications Bar Assn. to elect officers and
transact other business is scheduled to be
held Jan. 11, 1957, at the Sheraton Park
Hotel, Washington. The meeting is to be
followed by the annual banquet that night
at the same place. George O. Sutton is the
retiring president. Other officers are George
S. Smith, first vice president; William C.
Koplovitz, second vice president; Verne R.
Young, secretary; Norman E. Jorgensen,
assistant secretary; Howard J. Schellenberg,
Jr., treasurer. Executive committee members
comprise the officers, ex officio, and Donald
C. Beeler, Robert M. Booth Jr., Jeremiah
Courtney, Henry G. Fischer, W. Theodore
Pierson and Thomas W. Wilson.

New Closed-Circuit Firm
Names Judge Sales V.P.

TOM W. JUDGE, eastern sales manager
of CBS Spot Sales, has resigned to become vice
president in charge
of sales for the newly-organized
Closed-Circuit Telecasting System
Inc., New York

Mr. Judge’s appointment was
announced last week by CCTS President Fashawe
Lindsey, is effective
Jan. 1.

Mr. Judge, former
sales representative of Life
magazine, will renew his association
with Mr. Lindsey, former Fortune maga-

program services

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Mr. Judge, formerly
with the retail sales staff of Life
magazine, thus will renew his association
with Mr. Lindsey, former Fortune magazine
executive, after a six-year interval.
Mr. Judge in 1951 joined CBS as
an account executive in the New York
office, becoming, in June 1955, midwestern
manager of Spot Sales, and a year later,
eastern manager.

CCTS plans to be the first operation of
its kind to schedule coast-to-coast, big-
screen, closed-circuit color TV.

UP Prepares Yearend Scripts

A SERIES of eight special year-end scripts
has been prepared by United Press for its
radio-TV station clients, covering nearly
every facet of this historic year," the news
service announced last week. All scripts are
designed for 15-minute programs, and cover
such highlights (chosen on the basis of
a national poll conducted by UP among its
subscribers) as the Grace Kelly wedding, the
Eisenhower landslide, the Balkan powderkeg's
explosion, in addition to news stories from
the world of sports, women, and humor.

The Eisenhower, Kelly and Hungarian-Polish
scripts are broken down into Man of the
Year, Women of the Year, and Story of the
Year.

Olmsed Enlarges Space

ITS third major expansion in studio, office
and storage space in two years—increasing
present floor space by 30%—was announced
last week by Olmsed Sound Studios, New
York. Added to its physical operations at 1

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From where I sit
by Joe Marsh

Imagination by the Bucketful!

Whitey Fisher's the County Farm Agent in these parts. Takes his job so seriously that lots of folks can't resist playing jokes on him.

For instance, one old dairy farmer casually reported he was getting 8 buckets of milk for every 6 he used to get!

Whitey got quite excited—wanted to know if the old fellow had hit on some revolutionary new feed formula. Nope. Had he bought new high-priced cows, then? Nope. New milking equipment, maybe? "Wrong again, young fellow—just usin' smaller buckets."

From where I sit, Whitey's a little too willing to believe anything and everything for his own good. Reminds me of how a lot of people are all too ready to believe that having a glass of beer now and then is "wrong"—just because they heard someone say so. Examine the facts carefully, then make up your own mind, I say. Don't let anybody "cow" you into being intolerant.

Joe Marsh
MANUFACTURING

Compatible Color Camera System In Commercial Production at RCA

RCA last week announced it has begun commercial production of the first compatible color television camera system specifically designed for medical use.

According to E. C. Tracy, manager of the RCA broadcast and television equipment department, the medical camera is "engineered for completely remote operation and maximum efficiency," and is expected to be used in hospitals and medical centers, colleges and universities and research institutions for origination of live closed-circuit or on-air colorcasts of surgical, medical and educational instruction and demonstrations.

Deliveries of the medical tv camera, Mr. Tracy said, are scheduled to get underway this month, with the first units going to Walter Reed Army Medical Center, Washington; Smith, Kline & French Labs, Philadelphia, and the U. of Michigan Medical School, Ann Arbor. Other orders are being accepted for spring delivery.

The new camera is designed around three vidicon camera tubes and special electronic circuitry which, Mr. Tracy claimed, "makes possible televising surgical procedures in full color detail under normal operating-room lighting." It measures 26 by 15 by 14 inches, weighs less than 200 pounds and is designed for permanent installation in an overhead fixture which supports both camera and surgical lamp.

New Line of Portable Tv Sets Introduced by Sylvania at Meet

A LINE of tv portables using a new 110-degree picture tube (17-inch screen size) was introduced Thursday by Sylvania Electric products at a western regional meeting of distributors at Phoenix.

Depth of the portable, housed in a steel cabinet, is only 13% inches, according to Sylvania, which saw in the set's introduction "the start of an era that eventually will mean a flat, picture-frame type television sets that will hang from the wall." Conventional picture tubes are 90 degrees.

The portables weigh less than 34 pounds and are retailing at suggested prices ranging from $139.95 to $169.95.

Zenith Unveils 22 New Tv Sets

LINE of 22 new tv receivers, including 17-inch and other portable models, was unveiled by Zenith Radio Corp. last week at a midwinter distributors meeting in Chicago.

At the same time, L. C. Truesdell, vice president and sales director, cautioned distributors there is no room in today's selective buyer's market for "no profit, price-tag selling." He described "heads up" merchandising and clear emphasis on quality, features and value as keys to profits for radio-tv dealers-distributors in 1957.

The company's new portables offer 149 square inches of rectangular viewing area compared to a maximum of 104 (14-inch) in others now on the market, it was explained. Line also includes 14-inch sets as well as 21-inch table, console and "lo-boy" tv phonograph models.

Mr. Truesdell reviewed a program of merchandising techniques designed for local dealers, including a "company selling" method discarding single-item emphasis.

MANUFACTURING PEOPLE

Harold S. Geneen, executive vice president of Raytheon Mfg. Co., Waltham, Mass., elected director of firm.

Philip J. Wood, formerly assistant to vice president in charge of radio-tv sales, Zenith Radio Corp., appointed sales manager of radios and phonographs.

L. H. Josefson, Tele Labs, St. Paul, Minn., named general sales manager of industrial electronics division.

Frank Gornay, formerly copywriter on radio-tv-phonograph lines at Sears, Roebuck & Co., to advertising department of Motorola Inc., Chicago, in similar capacity.

Herbert Metz, 64, retired director, district manager and member of the executive committee, Graybar Electric Co., died Dec. 4 after brief illness.


MANUFACTURING SHORTS

RCA has reported shipments of two section supertwist antennas to KFVT (TV) Santa Fe and 6-kw transmitter to WJXB-TV Detroit. Firm's Semiconductor Div., Harrison, N. J., announced availability of junction transistor of germanium p-n-p alloy type (RCA-2N206), intended for use in audio-frequency amplifier applications.

Motorola Inc., Chicago, announces establishment of Otto Graham Sportmanship Award championship trophy, to be presented annually to winning team in Chicago Public Parks football school and "small fry" league in which 3,000 boys (ages 12-13) participate.

Sylvania Electric Products Inc., Radio-TV Div., has completed transfer of its headquarters from Buffalo to Sylvania's 433,000-sq. ft. tv plant in Batavia, N. Y.

RCA is offering illustrated guidebook to its broadcast equipment and systems for both color and black-and-white closed circuit tv service in medical, educational, industrial and business fields. Booklet is entitled RCA High-Fidelity Television and is available on letterhead request from Department Tv-1056, Building 15-1, Radio Corp. of America, Camden, N. J.

Allen B. DuMont Labs reported last week that KELO-TV Sioux Falls, S. D., has ordered complete DuMont MultiScanner system to originate color film and color slides. Also reports that Signal Productions will use DuMont Electronicam film system to take advantage of new policy of leasing equipment for use in producer's own studio. Signal's first shooting with Electronicam is series of Kelvinator commercials for Geyer Adv., New York.
A MERRY CHRISTMAS FROM THE ENTIRE MASTHEAD

BROADCASTING

TELECASTING
RFE To Get 'Clean Bill' On Hungary Broadcasts

The West German government, which is investigating the $10 million broadcast activities of Radio Free Europe following the public controversy that arose out of RFE's alleged "inflammable" broadcasts to Hungary, reportedly will give the agency a clean bill of health after the first of the year.

A German diplomatic source told B=T last week that an investigation conducted by the foreign office in Bonn so far had not come up with any broadcast tape or script that would lend credence to the charges made and that "the Hungarians probably heard more than was actually said."

The representative of the Deutsches Bundesrepublik, who had just returned from Germany, added that the foreign office is deferring its official pronouncement until after the holidays.

RFE, which maintains its principal European offices and studios in Munich (with transmitter sites in Bavaria and Lisbon, Portugal), operates on a government license even though it is an unofficial agency. Consequently, after the West German press began attacking the existence of RFE, the sources indicated, the foreign office had no other resource but to call in and review more than 250 hours of air check tape recordings made during the first week of the Hungarian resurrection.

The German government, in light of its goal of seeing a united East and West Germany (in addition to the existence of diplomatic relations between Bonn and Moscow), is particularly sensitive to the stationing in its country of a propaganda organization. One of the heaviest attacks on RFE launched during the past fortnight was made by Anna Kethly, a Hungarian Social Democratic leader who fled to the West during the Soviet attack on Budapest last month. She has charged that RFE hindered, rather than helped, the rebel cause by promising intervention by the West. In Munich, RFE's director, Richard J. Condon, said that RFE announcers and commentators might have been, "at worst," over-emotional.

RFE Charges Again Denied; This Time by Griffith in N. Y.

CHARGES that Radio Free Europe incited Polish and Hungarian revolts or held out false promises of western aid to them were again denied—this time by William E. Griffith, policy advisor to RFE in Munich, in a speech in New York last Thursday at a Crusade for Freedom luncheon.

The fact that they are still resisting, long after it became apparent that such aid would not be forthcoming, is itself proof that the charges not only are untrue but also are an "insult to the countries' valor," Mr. Griffith said.

Eugene Holman, Standard Oil of New Jersey board chairman who also is chairman of the Crusade for Freedom, presided at the luncheon. He paid tribute to the communications media for their support in the Crusade's last fund-raising drive and asked for their backing again in the campaign which opens in February.

Radio Free Berlin Postpones Commercial Tv Introduction

RADIO FREE BERLIN (West Berlin) postponed inauguration of commercial television, which had been scheduled for Nov. 15.

Latest word is that a commercial segment in the otherwise non-commercial tv schedule of Free Berlin is to be introduced this month. Radio Free Berlin plans to take commercial programs from Bavarian Radio, Munich, the first West German station using the mixed commercial-non commercial formula.

Commercial segments will be on the air in Berlin daily at 7:15 p.m. to 7:45 p.m. Commercial programs will be moved to the 7-7:25 p.m. slot by April 1, 1957, when Radio Free Berlin will introduce a daily local program.

U. S. Armed Forces to Launch Two Tv Stations in Germany

U. S. ARMED FORCES will launch two television stations in Germany on Jan. 1. Plans call for a limited coverage area and operation in uhf bands.

After 36 months of negotiations and planning, the West Germany Postal Authorities granted a license which is subject to cancellation at any time. Legal basis for operation of the two tvs is the Paris Treaty, which regulates West Germany's military relations to NATO members.

Radius of the expected coverage area for each of the two stations is estimated at about six to seven miles.
Industry Leaders Back
RFE After German Tour

THREE American broadcasters and a Washing-
ton radio-tyv-lawyer—just returned from
an inspection tour of Radio Free Europe
installations in Germany—have declared their
disbelief of charges that RFE broadcasts
incited Hungarians to revolt against Soviet
rule.

These opinions were voiced by Leonard
Reinsch, executive director of the Cox sta-
tions; John E. Fetzer, president of the Fet-
zer stations; Kenyon Brown, president of
KWKW Wichita Falls, Tex., and Paul A.
O’Bryan, Dow, Lohnes & Albertson.

The broadcasters expressed their views
during a taped interview Nov. 22 with RFE
officials in Munich, Germany, on how U. S.
broadcasters can cooperate in publicizing
the Crusade for Freedom’s RFE broadcasts
and appeals for contributions in the U. S. The
networks exchanged views with RFE
officials and suggested methods by which
American radio-tv stations can show the
U. S. public how RFE operates and what it
accomplishes in furthering official govern-
ment policies abroad.

Mr. Reinsch brought the subject around
to the criticism of RFE broadcasts, saying:
“After observing the methods of operation
and listening to the editorial discussions, I
think that all of us are convinced that all of
these [critical] editorial opinions were rather
hastily drawn on the basis of incorrect as-
sumptions and, I, for one, would be willing
to endorse the RFE operation as against the
criticism which . . . works right into the
hands of the Communists. . . .”

Reactions of Others

Mr. O’Bryan said he “heartily agreed”
with Mr. Reinsch and thought it unfortu-
nate that more representatives of newspa-
ers and radio-tv stations in the U. S. could
not visit the RFE installations.

Mr. Fetzer described how he had read
“one of the earlier directives . . . to the
studios in Radio Free Europe in which par-
ticular pains through the text of this direc-
tive was taken that at no time through the
course of any broadcast should anyone even
remotely incite the people to any kind of
revolutionary action. . . .” This, Mr. Fetzer
added, has been a long-standing policy with
RFE. “The scripts that I have looked at to
date and the contacts that I have had to
date do not indicate in the slightest to me
that there is one vestige of truth in the as-
sumptions and the speculations that have
been going on lately. I think [that] to pro-
mulgate this type of thinking is playing di-
rectly into the hands of the Soviet Union.”

RFE officials said they are sorely in need
of refugees and others experienced in broad-
casting. They also stressed the need to par-
ent Hungarian, for broadcasts into that country. RFE, it
was explained, makes its broadcasts as if they
were emanating from inside the country it-
self, unlike the Voice of America, which
acknowledges that broadcasts are originating
from outside the Iron Curtain.

The U. S. broadcasters expressed concern
at how criticism of RFE might affect the
organization’s “dedicated men and women.”
Round-the-Clock Tv for Brazil
Expected Within Two Months

WITHIN the next two months, Brazil will have continuous round-the-clock television, according to Al Neto, Brazilian radio-tv news commentator, who has spent the past four months in the U. S. on business.

Mr. Neto, who is returning to Brazil shortly, expressed the view that television in Rio de Janiero and other leading cities will be on a 24-hour basis, even though the medium currently operates a few hours in the morning and afternoon and for longer periods at night. He lists news, sports, variety and dramatic programs, in that order, as the most popular in Brazil.

There are about a million tv sets in the country, according to Mr. Neto, and service is provided by five tv stations. He said sets average "several hundred dollars." Much of the viewing, he said, is done at tv clubs where people assemble nightly to watch television.

"Up until now," Mr. Neto continued, "Brazilian tv has developed along commercial lines, following U. S. patterns. In fact, we show U. S. films with Portuguese subtitles. We have no educational tv."

Scottish Tv Plans Aug. Start

BRITAIN's fifth commercial tv station, the Scottish station of Independent Television Authority, plans to begin regular programming Aug. 31, 1957, according to James M. Collett, managing director of Scottish Television Ltd., program contractor which will supply all programs for the new station. This is a departure from the procedure followed at the other four ITA stations, where programming is divided between two contractors. Located between Edinburgh and Glasgow, the new ITA station will serve the most thickly populated part of Scotland, with 500,000 sets anticipated for the area on the opening date of the station.

INTERNATIONAL SHORTS

CKNW New Westminster, B. C., has issued rate card No. 6 with Class A rates from $160 per hour.

CFRN-TV Edmonton, Alta., has increased power from 27.4 kw video to 180.3 kw video.

"KNIZ Phoenix taught her to mix easily."

Hamilton Watch Honors
Three in Broadcasting

CBS newscaster Doug Edwards (Douglas Edwards and The News, Mon.-Fri., 7:15-7:30 p.m. EST) has been cited by the Hamilton Watch Co., Lancaster, Pa., for his "objective and dramatic presentation of the news of the world." Mr. Edwards, along with Irv Kucpenet of WBBM-TV Chicago and Patty Cavin of WRC-AM-TV Washington, were honored with the Hamilton Time Award for having given "meritorious service beyond mere reporting." Each won a plaque and a Hamilton watch at a special presentation in New York, Dec. 6.

Miss Cavin and the Messrs. Edwards and Kucpenet were picked as the winners by a panel of seven newspaper men and women. The panel, headed by Paul Adams, city editor of the Memphis Press-Scimitar, was comprised of Eugene Dickhuth, financial writer, New York Herald-Tribune; Willard C. Haselshub, city editor, Denver Post; Harry McCormick, reporter, Dallas Morning News; Ruth Mugglebee, women's page editor, Boston Record-American and Sunday Advertiser; Paul Tibiler, managing editor, Jackson (Miss.) State Times, and Andrew J. Viggletta, Washington correspondent, the Samuel J. Newhouse papers.

This is the first year the Hamilton Watch Co. has presented this award, established to honor television and radio commentators for distinguished local community service. Miss Cavin was cited for her work in the Washington area in the line of social work, and Mr. Kucpenet for his efforts on behalf of U. S. Army veterans.

WLFA, WMGA, WRBL-TV Get
Georgia Farm Bureau Awards

THREE Georgia stations have received awards from the Georgia Farm Bureau Federation for "outstanding service to agriculture." Winners of the federation's second annual news media awards were WLFA Lafayette (for stations with 5 kw or over); WMGA Moultrie (under 5 kw) and WRBL-TV Columbus. A silver trophy was presented each winner by the A&P Food Stores, co-sponsor with the Farm Bureau. Newspaper winners were the Atlanta Journal and Constitution (over 20,000 circulation), Waycross Journal (under 20,000) and Nashville (Georgia) Journal (weekly).

Rovets in Hungary, Poland
Voted Year's Top News Story

THE freedom revolts in Hungary and Poland have been voted "the outstanding news story of the year" in the annual poll by United Press of radio and television news editors throughout the country. Ballots were returned by 340 clients of UP Radio in virtually every state in the U. S.

President Eisenhower led the balloting as "Man of the Year," followed by President Gamal Abdel Nasser of Egypt and United Nations Secretary General Dag Hammarskjold. Princess Grace of Monaco dominated the voting for "Woman of the Year," followed by Atherine Lucy, the Negro college student involved in the integration dispute at the U. of Alabama, and by Mrs. Eisenhower. Other outstanding news stories cited in the poll (in order) were the Middle East crisis, the Andrea Doria-Stockholm collision and the Eisenhower election.

The results of the poll form the basis for three special year-end scripts, which will be made available to all clients of UP radio—"Story of the Year," "Man of the Year" and "Woman of the Year."

Baltimore Club to Honor Murrow

THE ADVERTISING CLUB of Baltimore will honor CBS newsman Edward R. Murrow, whom it has designated as the "outstanding television personality of 1956," at the club's annual banquet Feb. 2 in Baltimore.

Special tribute will be paid Mr. Murrow for his tv reports from trouble centers around the world, for his radio programs, his writings and recordings, according to S. Lawrence Hammerman, banquet chairman for the past 30 years. Mr. Murrow will be presented a plaque by Maryland Gov. Theodore R. McKeldin.

Peabody Deadline Jan. 10

WITH Jan. 10 deadline, several entries already have been received for the 1956 George Foster Peabody Radio & Television Awards by the Henry W. Grady School of Journalism of Georgia U., which administers the awards with a national advisory board. Awards will be made in six categories. Bennett Cerf, president of Random House Inc., is chairman of the Peabody board.

Blaw-Knox to Award Employees

BLAW-KNOX Co., Pittsburgh, has instituted a system of awards to employees for all patent applications filed in an employee's name. W. Cordes Snyder Jr., Blaw-Knox president, said the new policy was adopted to stimulate new developments and improvements in the company's operations, products and services to industry.

The first award of $100 was made to George Anaston, engineer who designed a collapsible cross-arm for transmission towers.
Boy, that fellow really knows his stuff!

...and why not? When it comes to insurance protection, your local agent is an expert. He's also familiar with local conditions and knows your problems.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

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Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.
Westinghouse
$1,339,059,000.
Radio-WIND represented Cleveland.
Television-WIND; Portland, KEX
Chicago's highest-audience station.
JOINS
WBC
Next month becomes an important part of:

Leonard Goldenson (c), president of American Broadcasting-Paramount Theatres, is awarded a plaque by John A. Coleman, senior partner of Adler, Coleman & Co., at the Federation of Jewish Philanthropies dinner in New York a fortnight ago honoring Mr. Goldenson's work in the field of human welfare. Lawrence Valenstein, chairman of the board of Grey Adv. and chairman of the dinner, looks on.

Ohio Teachers Present Awards To Network Radio, TV Sponsors
SPONSORS of one radio and two television network programs have received awards from the public school teachers of Ohio in recognition of the educational quality of the programs. The awards were announced at the opening session of the annual meeting of the Ohio Education Assn., held a fortnight ago at Cincinnati.

General Motors Corp. was presented an award in the tv adult division for Wide Wide World. In the tv children's division, an award for Disneyland was presented American Dairy Assn., Chicago; American Motors Corp., Detroit; Derby Foods Inc., Chicago, and Swift & Co., Chicago. In the radio adult division, Firestone Tire & Rubber Co., Akron, received an award for Voice of Firestone.

Additional awards were made to a radio and a tv station in Ohio for public service programs in behalf of public education: WLWC (TV) Columbus for its 1956 "Back to School Week," and WFOB Fostoria, for development of a new quiz program, The I. Q. League.

AWARDS
Sylvester L. (Pat) Weaver Jr., former NBC board chairman and board member of American Heart Assn., cited with AMA Award of Merit for his work during past three years as chairman of association's Public Relations Advisory Committee.

CBS Radio received National Veteran's Day Certificate of Meritorious Service for its support.

WRCA-TV New York's Open Mind series and its producer-moderator, Richard D. Heffner, were honored by Anti-defamation League of B'nai B'rith "in recognition of contributions to inter-group understanding and better relations." Mr. Heffner was cited for "an awareness of human problems, unbound by race, creed or national origin."

Educational Center Grants Six $21,358 for Viewer Research
SIX UNIVERSITIES have been awarded grants-in-aid totaling $21,358 by the Educational Television & Radio Center, Ann Arbor, Mich., for studies of educational tv viewership, center President H. K. Newburn has announced. Receiving the grants were Stanford U., $3,750; U. of Houston, $4,250; Michigan State U., $4,000; U. of Wisconsin, $3,385; U. of Oregon, $2,000, and U. of Nebraska, $4,000.

The research will be coordinated by Dr. Ryland Grary, director of education for the center. He pointed out that the center is not a research agency and that its primary task is to provide program services to the 22 affiliated educational tv stations. "Knowledge of the educational tv viewer will help the center do a better job in building programs for use on the educational stations of the nation," he said.

Grants-in-Aid Funds Offered For Educational Tv Workshops
REMINDER that members of the National Assn. of Educational Broadcasters may obtain from $1,000 to $3,000 in grants-in-aid funds to conduct educational tv workshops has been sent out by NAEB, Urbana, Ill. Funds are made available by a grant from the Ford Foundation "to educational institutions which sponsor educational television workshops for selected persons in order that the quality of workshop personnel may be ungraded" and are supplementary to local funds.

Applications for grants should be presented in letters (five copies) mailed to the executive director, Dr. Harry J. Skornia, at NAEB headquarters, 14 Gregory Hall, Urbana, Ill.

WCET (TV) Receives $66,000
WCET (TV) Cincinnati, Ohio, educational station, has been given an additional grant of $66,000 by the Ford Foundation's Fund for Adult Education. Added to the $34,000 for a kineticscope, made earlier this year, the fund now has granted WCET a total of $100,000 during 1956.

The FAE Grant is based on matching funds and assets in the amount of $200,000 which initially were raised by the Greater Cincinnati Community for construction and operation of the station. It is the policy of the fund to grant one dollar for two.
"The Stingiest Man in Town"

NEW! LIVE! ORIGINAL!

A 90-Minute Musical Version of Dickens' Classic

"A CHRISTMAS CAROL"

Starring

VIC DAMONE
JOHNNY DESMOND
FOUR LADS
PATRICE MUNSEL
BASIL RATHBONE
ROBERT WEEDE

with

MARTYN GREEN
BETTY MADIGAN

A production of Theatrical Enterprises
presented
Live and in Color on

SUNDAY DEC. 23
9 PM EST
NBC-TV

Agency: Fuller and Smith and Ross, Inc.
## WHAT 140 AGENCIES BILLED ON NBC-TV


### Agency & Client

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<th>1955</th>
<th>Jan.-June 1956</th>
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</thead>
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<tr>
<td>William Hart Adler</td>
<td>Today—Home—Tonight</td>
<td>$15,030</td>
</tr>
<tr>
<td>Aladdin Industries</td>
<td>Today—Home—Tonight</td>
<td>15,030</td>
</tr>
<tr>
<td><em>Anderson &amp; Cairns</em></td>
<td>Today—Home—Tonight</td>
<td>33,361</td>
</tr>
<tr>
<td>Waring Products</td>
<td>Today—Home—Tonight</td>
<td>33,361</td>
</tr>
<tr>
<td>Atherton &amp; Currier</td>
<td>Today—Home—Tonight</td>
<td>3,092,587</td>
</tr>
<tr>
<td>H. F. Ritchie</td>
<td>Today—Home—Tonight</td>
<td>2,011,054</td>
</tr>
<tr>
<td>N. W. Ayer &amp; Son</td>
<td>Today—Home—Tonight</td>
<td>62,676</td>
</tr>
<tr>
<td>American Viscose</td>
<td>Today—Home—Tonight</td>
<td>106,344</td>
</tr>
<tr>
<td>Bissell Carpet Sweeper Co.</td>
<td>Today—Home—Tonight</td>
<td>389,738</td>
</tr>
<tr>
<td>Plymouth Div.</td>
<td>Today—Home—Tonight</td>
<td>121,282</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>Today—Home—Tonight</td>
<td>2,093,163</td>
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<tr>
<td>General Electric Co.</td>
<td>Today—Home—Tonight</td>
<td>1,363,716</td>
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<tr>
<td>Johnson &amp; Johnson</td>
<td>Today—Home—Tonight</td>
<td>146,144</td>
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<tr>
<td>Polk &amp; Miller</td>
<td>Today—Home—Tonight</td>
<td>57,588</td>
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<tr>
<td>American Type Foundries</td>
<td>Today—Home—Tonight</td>
<td>140,134</td>
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<tr>
<td>Atlantic Refining Co.</td>
<td>Today—Home—Tonight</td>
<td>41,509</td>
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<tr>
<td>Johnson &amp; Johnson</td>
<td>Pro. Football Champ.</td>
<td>87,980</td>
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<tr>
<td>Carrier Corp.</td>
<td>Matinee Theatre</td>
<td>83,408</td>
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<tr>
<td>North American Insurance</td>
<td>Today—Home—Tonight</td>
<td>166,153</td>
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<tr>
<td>Badger, Browning &amp; Parcher</td>
<td>Today—Home—Tonight</td>
<td>71,054</td>
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<tr>
<td>Parker Bros.</td>
<td>Today—Home—Tonight</td>
<td>53,048</td>
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<tr>
<td>Lynn Baker</td>
<td>Today—Home—Tonight</td>
<td>53,048</td>
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<tr>
<td>Minute Maid Corp.</td>
<td>Tourn. of Roses Parade</td>
<td>100,174</td>
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<tr>
<td>Quaker Oats (Const Fisheries)</td>
<td>Today—Home—Tonight</td>
<td>58,602</td>
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<tr>
<td>Ted Bates Inc.</td>
<td>Summer Theatre</td>
<td>4,864,111</td>
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<tr>
<td>American Chicle Co.</td>
<td>Victor Borge Show</td>
<td>2,388,458</td>
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<tr>
<td>American Chicle Co.</td>
<td>Zoo Parade</td>
<td>145,755</td>
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<tr>
<td>Colgate Palmolive Co.</td>
<td>Comedy Hour</td>
<td>374,691</td>
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<td>Colgate Palmolive Co.</td>
<td>Dong Ding School</td>
<td>35,106</td>
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<tr>
<td>Colgate Palmolive Co.</td>
<td>Howdy Doody</td>
<td>1,075,915</td>
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<tr>
<td>Continental Baking Co.</td>
<td>Howdy Doody</td>
<td>156,238</td>
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<td>Grocery Store Products Co.</td>
<td>Howdy Doody</td>
<td>698,818</td>
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<td>Minute Maid Corp.</td>
<td>Howdy Doody</td>
<td>762,499</td>
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<td>National Biscuit Co.</td>
<td>Howdy Doody</td>
<td>231,273</td>
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<td>National Biscuit Co.</td>
<td>Tennessee Ernie Ford</td>
<td>115,619</td>
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<tr>
<td>National Biscuit Co.</td>
<td>Saturday Night</td>
<td>54,435</td>
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<td>National Biscuit Co.</td>
<td>Tennessee Ernie Ford</td>
<td>153,891</td>
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<td>National Biscuit Co.</td>
<td>Tennessee Ernie Ford</td>
<td>89,389</td>
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<td>National Biscuit Co.</td>
<td>World of Mr. Sweeney</td>
<td>93,322</td>
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<tr>
<td>National Biscuit Co.</td>
<td>Today—Home—Tonight</td>
<td>4,508</td>
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<td>National Biscuit Co.</td>
<td>Today—Home—Tonight</td>
<td>291,482</td>
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<td>National Biscuit Co.</td>
<td>Howdy Doody</td>
<td>555,129</td>
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<tr>
<td>Standard Brands</td>
<td>Howdy Doody</td>
<td>113,621</td>
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### Agency & Client

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<th>1955</th>
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<tbody>
<tr>
<td>Standard Brands</td>
<td>Tennessee Ernie Ford</td>
<td>411,205</td>
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<tr>
<td>American Home Products</td>
<td>Midwestern Hayride</td>
<td>625,852</td>
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<tr>
<td>Brown &amp; Williamson</td>
<td>Comedy Hour</td>
<td>208,363</td>
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<td>Brown &amp; Williamson</td>
<td>Steve Allen Show</td>
<td>509,100</td>
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<tr>
<td>Minute Maid Corp.</td>
<td>Tournament of Roses Parade</td>
<td>28,357</td>
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### BBDO

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<th>Agency &amp; Client</th>
<th>Program</th>
<th>1955</th>
<th>Jan.-June 1956</th>
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<td>American Tobacco Co.</td>
<td>Your Hit Parade</td>
<td>393,157</td>
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<td>American Tobacco Co.</td>
<td>Robert Montgomery</td>
<td>793,680</td>
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<tr>
<td>American Tobacco Co.</td>
<td>Your Play Time</td>
<td>267,099</td>
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<tr>
<td>Armstrong Cork Co.</td>
<td>Circle Theatre</td>
<td>1,274,119</td>
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<tr>
<td>Campbell Soup Co.</td>
<td>Dear Phoebe</td>
<td>902,058</td>
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<td>Campbell Soup Co.</td>
<td>Star Stage</td>
<td>764,856</td>
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<td>DeSoto Div.</td>
<td>You Bet Your Life</td>
<td>386,061</td>
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<td>DeSoto Div.</td>
<td>Today—Home—Tonight</td>
<td>581,012</td>
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<td>General Electric Co.</td>
<td>Today—Home—Tonight</td>
<td>4,819</td>
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<td>General Electric Co.</td>
<td>Today—Home—Tonight</td>
<td>2,069,262</td>
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<td>General Time Corp.</td>
<td>Today—Home—Tonight</td>
<td>1,064,087</td>
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<td>General Time Corp.</td>
<td>Today—Home—Tonight</td>
<td>4,275,466</td>
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<td>Intl. Salt Co.</td>
<td>Today—Home—Tonight</td>
<td>460,535</td>
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<td>Murine Co.</td>
<td>Today—Home—Tonight</td>
<td>19,891</td>
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<td>American Rad. &amp; San. Corp.</td>
<td>Today—Home—Tonight</td>
<td>88,786</td>
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<td>American Rad. &amp; San. Corp.</td>
<td>Today—Home—Tonight</td>
<td>23,344</td>
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<td>Youngstown Plate Glass Co.</td>
<td>Today—Home—Tonight</td>
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<td>American Tobacco Co.</td>
<td>Color Spread</td>
<td>77,591</td>
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<td>American Tobacco Co.</td>
<td>Adventur Ernie Ford</td>
<td>36,674</td>
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<td>American Tobacco Co.</td>
<td>Today—Home—Tonight</td>
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<td>Chrysler Div.</td>
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<td>DeSoto Div.</td>
<td>Best of Grouch</td>
<td>48,669</td>
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<td>Lever Bros. Co.</td>
<td>Gordon MacRae</td>
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<td>Barco Mfg. Co.</td>
<td>Today—Home—Tonight</td>
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<td>Reader's Digest</td>
<td>Today—Home—Tonight</td>
<td>6,152</td>
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<td>Rexall Drug Co.</td>
<td>Today—Home—Tonight</td>
<td>31,984</td>
<td></td>
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<td>Benton &amp; Bowles</td>
<td>Today—Home—Tonight</td>
<td>31,984</td>
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<td>General Foods Corp.</td>
<td>Caesars Hour</td>
<td>70,052</td>
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<td>General Foods Corp.</td>
<td>Commando Cody</td>
<td>78,377</td>
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<td>General Foods Corp.</td>
<td>Fury</td>
<td>215,544</td>
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<td>General Foods Corp.</td>
<td>Roy Rogers</td>
<td>205,252</td>
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<td>General Foods Corp.</td>
<td>Today—Home—Tonight</td>
<td>511,336</td>
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<td>General Foods Corp.</td>
<td>Today—Home—Tonight</td>
<td>1,286,516</td>
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<td>General Foods Corp.</td>
<td>Today—Home—Tonight</td>
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<td>Pepperell Mfg. Co.</td>
<td>Today—Home—Tonight</td>
<td>237,796</td>
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<td>Procter &amp; Gamble</td>
<td>Today—Home—Tonight</td>
<td>10,723</td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>Today—Home—Tonight</td>
<td>65,648</td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>Caesars Hour</td>
<td>118,195</td>
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<td>Procter &amp; Gamble</td>
<td>It Pays To Be Married</td>
<td>388,841</td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>Loretta Young Show</td>
<td>1,068,991</td>
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*Waring Products divided Today—Home—Tonight ($48,567 in 1955) between Anderson & Cairns and Hicks & Griest.*
<table>
<thead>
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<th>Agency &amp; Client</th>
<th>Program</th>
<th>1955</th>
<th>1956</th>
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<td>Matinee Theatre</td>
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<td>Atlantis Sales Corp.</td>
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<th>1956</th>
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<td>George Gobel Show</td>
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<td>Here's The Show</td>
<td>571,772</td>
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<td>Beatrice Foods Co.</td>
<td>Hallmark Hall of Fame</td>
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<td>Hallmark Cards</td>
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<td>Lee Ltd.</td>
<td>MacBeth</td>
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<td>Safeway Stores</td>
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<td>Perry Como Show</td>
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<td>*Clinton E. Frank</td>
<td>Toni Co. (Gillette)</td>
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<td>Pinky Lee</td>
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<td>Do It Yourself</td>
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<td>Cameo Curtains</td>
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<td>American Motors</td>
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<td>96,325</td>
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**Subcommittee report shows Hallmark Hall of Fame (gross $1,076,118 in 1955) on NBC-TV list of advertisers receiving discounts (4%) and also on list of advertisers receiving no discount.
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<th>Agency &amp; Client</th>
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<td>Florists' Delivery</td>
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<td>Culligan Inc.</td>
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<td>Dear Phoebe</td>
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<td>Queen for a Day</td>
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<td>Modern Romances</td>
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<td>Miles Labs</td>
<td>Tenn. Ernie Ford</td>
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<td>Miles Labs</td>
<td>World of Mr. Sweeney</td>
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<td>Miles Labs</td>
<td>Queen for a Day</td>
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<td>Walker &amp; Downing</td>
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<td>Pittsburgh Coke &amp; Chemical</td>
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<td>Warwick &amp; Legler</td>
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<td>Jan Murray Time</td>
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<td>Toni Co. (Gillette)</td>
<td>So This Is Hollywood</td>
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<td>Festival of Stars</td>
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<td>Wherry, Baker &amp; Tilden</td>
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<tr>
<td>Quaker Oats Co.</td>
<td>Today—Home—Tonight</td>
<td>20,544</td>
<td></td>
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</tbody>
</table>
**Better Balanced Music Programming**

Bill Wells, Gen. Mgr. of KHBM, Monticello, Arkansas writes:

"It takes balanced programming to reach radio's increasing audience. The top pops alone won't do it. It takes much more, and KHBM's SESAC Library is a great help.

"We have and use all sections of our SESAC Library."

The SESAC Transcribed Library in spectacular sound costs as little as $1.50 a day for the complete library... or... may now be leased in sections at most nominal costs.

You, too, will definitely find it possible to obtain better balanced, top quality programming at low cost with the SESAC Transcribed Library.

Write today for audition discs.

---

**What Do You Do When You Buy Christmas Seals**

This is an actual photograph taken in a tuberculosis hospital of two sisters, aged 5 and 4. They are orphans. They both have tuberculosis. They caught it from their mother who died of TB.

When you buy Christmas Seals you do two things: You help prevent TB, and you help research and better ways of treating patients like this.

This will be the fiftieth year that Christmas Seal funds will work year round on this double-handed job of help and protection. To help them work harder, send in your contribution, today.

---

**Annual Christmas Seal Sale**

Because of the importance of the above message, this space has been contributed by...
PROGRAMS & PROMOTIONS

CBS-TV Rules Against Newsman Taking M.C. Role on Quiz Show

CBS-TV last week denied one of its news correspondents, Walter Cronkite, permission to act as the m.c. of a new Goodson-Todman quiz show, Nothing But The Truth, which premieres tomorrow (Tuesday) at 9 p.m. on CBS-TV.

Mr. Cronkite, who some years ago substituted for Ed Murrow's Person to Person with a news panel quiz, It's News To Me, had been approached by the Goodson-Todman office earlier in the month to take over the role of moderator, a proposition that now has been aborted by the CBS ruling. Although it has not adhered to a set "policy," CBS has regarded news and commercials to be incompatible. In commenting on the role of Mr. Murrow on Person to Person (also CBS-TV) and of Mr. Cronkite's role as his summer replacement, CBS News and Public Affairs Vice President Sig Mickelson pointed out that both shows were "hybrid shows... presented not wholly for purposes of entertainment." Bud Collier was named Tuesday as the m.c.

Tibbett Record Show Slated Thrice Weekly Via Mutual

OPERA and Broadway singing star Lawrence Tibbett has been signed by Mutual for a new disc jockey series, to be heard Tues-day-Friday at 10:05-12 midnight, Saturdays from 2:05-4 p.m. and on two special occasions, Christmas and New Year's Eves from 10:05-12 midnight [AT DEADLINE, Dec. 10].

Titled, Lawrence Tibbett Presents, the series will start tomorrow (Tuesday) evening and plans a 15-minute "break" at 11 p.m. to allow for the news commentaries of Virgil Pinkley. Mr. Tibbett went on record last week as saying he will dispense nothing but "good music," be it popular, semi-classical or highbrow.

A Bunch of 'Cats' Had a Session

LION met lion earlier this month as WNHC-TV New Haven, Conn., which recently signed for the MGM library of motion pictures for tv showing, dispatched one of its employees to cover the ch. 8 area dressed in a lion's costume. The "lion" distributed promotion cards and toy lions to advertisers, agencies and department store shoppers. He also came face to face with the local Lions Club, which invited its unorthodox brother under the fur to join members at lunch.

Carries British Propaganda Film

WPX (TV) New York reports it was the first station in the world to carry a 19-minute propaganda film produced by the British Information Service and which attempts to justify the British move in the Suez. Titled, Suez in Perspective, the film tells the story leading up to the Anglo-French-Israeli invasion of Egypt and supplements it with actual reconnaissance photographs shot during and after the battle. BS will make prints of the film available to all British embassies and information services, it was announced in New York.
are you aware
of this strange use
of your tax money?

Several million U. S. families and businesses get their electricity from federal government electric systems like the TVA. *And your taxes help pay their electric bills!* Here's how:

About 28¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But because of present tax laws, people who get electricity from government plants escape paying most of the taxes in *their* electric bills that you pay in *yours.* They pay taxes of only about 4¢ per dollar if their power comes from the government's TVA, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more.*

Don't you think something ought to be done about this unfair tax favoritism? *America's Independent Electric Light and Power Companies*.

*Company names on request through this magazine*
**KUDL's Music Marathon Contest**

KUDL Kansas City, Mo., is sponsoring a monthly Musical Marathon contest in which listeners are requested to keep track of how many times particular records are played throughout the day by the station's disc jockeys. The first person reporting with the correct answer each day of every contest week receives a record player autographed by Elvis Presley. Other prizes of radios and phonograph albums are included. Station reported that on the first day of the contest it received so many telephone calls that the Southwestern Bell Telephone Co. requested it to stop hearing listeners call in their answers. The rules of the contest had to be changed and listeners now are required to mail in their entries. More than 1,500 cards reportedly were received the first day after the new rules were announced.

**Distributes Radio-Tv Dolls**

NBC Spot Sales is distributing two throw-pillow dolls as Christmas gifts to 2,600 agency executives. The dolls, one a boy which holds a portable tv set and the other a girl holding a portable radio, represent radio-tv listeners. They are packaged in a cylindrical box which NBC Spot Sales suggests be used as a colorful magazine rack, waste basket, knitting box, hat box or toy box.

**'Brighten Up Your Sales'**

WITH an admonition to advertisers to "Brighten Up Your Sales—KITE—930 on Any Radio," the San Antonio station's latest mailing is printed on material that appears to be heavy paper. Actually, the folded piece can be soaked in water to become a chamois cloth for cleaning.

**Operation Telecast in Color**

KOMO-TV Seattle recently carried a live colorcast of a heart operation that was performed on a 10-year-old girl in a local hospital. Before the telecast of the actual surgery, a panel of doctors was interviewed. They explained the details of the operation to the viewers and used charts and visual aids to help people understand what they were going to see. The parents of the patient watched the telecast at home and nurses and medical students viewed it on a color set in the hospital.

**Tape NBC-Tv Show for Overseas**

THE musical score of the television version of Dickens' *A Christmas Carol,* to be seen next Sunday on *The Alcoa Hour* (NBC-Tv, 9-10:30 P.M.) as "The Stingiest Man In Town," has been tape recorded for broadcast in Germany and Austria. Carrying the 30-minute program and featuring the score and commentary by composer Fred Sielmann will be Rundfunk im Amerikanischer Sektor (RIAS-Berlin), the Deutsche Rundfunk (Frankfurt, Munich, Stuttgart) and the Austrian State Network. The program, scheduled for Germany on Dec. 23 and for Austria on Dec. 24, is sponsored by U.S. Information Agency, parent of Voice of America.

**WMBD Signs for Basketball**

WMBD Peoria, Ill., has signed to broadcast all home and away basketball games of Bradley U. and the Peoria Caterpillars of the National Industrial Basketball League. The station has arranged for its sports director, Tom Kelly, to travel with the teams. The tour will take him as far South as Jacksonville, Fla., as far West as Denver, Colo., and North to Milwaukee. The Peoria Caterpillars will cover approximately 14,000 miles and the Bradley team will travel 5,000 miles, which means Mr. Kelly will travel a total of 19,000 miles within the next four months.

**Explains Nielsen System**

WBBM-TV Chicago was scheduled to train its cameras on A. C. Nielsen and the Audiometer utilized by his market research firm during its *This Is the Midwest* telecast yesterday (Sunday). Mr. Nielsen was to explain the Nielsen Radio-Television Index system and how survey samples are taken and results computed. Explanations and illustrations of a few market research techniques also were to be given. The program is a WBBM-TV production sponsored by the local Harris Trust & Savings Bank.

**New Program Awards Miles**

WTVJ (TV) Miami has introduced a new quiz program, *Take Off,* which awards miles instead of money. Contestants are strapped into the seat of a National Airlines plane for quizzing. The questions are based on topics taken from the weekend editions of Miami newspapers. Each correct answer gives the contestant a certain number of miles toward a destination he has chosen. Winners get all expense paid trips to the places they want to go and also receive other prizes.

**WEMP, KFIZ Win Contest**

TWO Wisconsin stations, WEMP Milwaukee and KFIZ Fond du Lac, were the winners of a contest to promote the broadcasts of Milwaukee Braves games sponsored by the Miller Brewing Co., and Clark Oil & Refining Co. WEMP won the prize in cities of more than 100,000 population and KFIZ in cities of less than 100,000. All stations carrying the Braves' games were invited to participate. Prizes were a three-day vacation for two which included meals and miscellaneous spending money of $50.

**114**

**December 17, 1956**
Pilot close-up with Earl H. Wells, Chief News Photographer, at the camera. Nelson Benton, News Editor, talks over the shot with Captain T. C. McNeil, Jr. (pilot), Commanding Officer of 156th Fighter Interceptor Squadron. At left, Major Robert W. Brooks, Maintenance Officer of N. C. Air National Guard, and Colonel William Payne, Commander of N. C. Air National Guard.

WBTV goes in close for prize-winning footage with Du Pont Motion Picture Film

DuPont film is an established favorite at WBTV, Charlotte, North Carolina—the largest TV station in the Carolinas. Their news cameramen have been using this film exclusively since 1954 when WBTV first turned to motion picture coverage. Cameraman Earl Wells, using Du Pont film, won first place in feature films, second and third place in news film in a recent Southern News Photographers' Contest.

"We can go just about anywhere and get good pictures with Du Pont films—indoors or out, day or night," says Television News Editor Nelson Benton. "We can rate Type 931 film as high as ASA 400 and Type 930 up to ASA 250 with satisfactory results." Mr. Benton also reports the station is using about 1,000 feet of Du Pont film daily.

Rapid processing is an important feature of Du Pont film. WBTV often processes 50-70 feet of film per minute at a temperature of 95°F. The station has been on the air with film 20 minutes after the actual news event. Why not take advantage of high-speed, easy-handling Du Pont films in your station? They'll give you the high-quality results you've always wanted.

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

SALES OFFICES
Atlanta 8, Ga. 850 Peachtree Building
Boston 10, Mass. 140 Federal Street
Chicago 30, Ill. 4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio 20950 Center Ridge Road
Dallas 7, Texas 1628 Oak Lawn Avenue
Los Angeles 58, Calif. 7051 Santa Monica Blvd.
New York 11, N. Y. 241 West 14th Street
Wynnewood, Pa. 308 East Lancaster Avenue
Export 10001, N. Y. 10047

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New York 11, N. Y. 241 West 14th Street
Wynnewood, Pa. 308 East Lancaster Avenue
Export 10001, N. Y. 10047
One very small boy to companion, as they leave movies:

"I like tv better. It's not so far to the bathroom."

---

**WIND JOIN WBC**

Chicago's brightest music, news and service station

Chicago's highest-audience station!

Chicago's most-bought station! NEXT MONTH becomes an important part of: **WBC**

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

Radio-Atlanta, WRE-WBZA; Pittsburgh, KDKA; Cleveland, XTW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Interlaken-Boston, WZB-FT; Pittsburgh, KDKA-TV; Cleveland, XTW-FT; Salt Francis, KPIX

WIND represented by A M Radio Sales

KPIX represented by The Katz Agency, Inc.

All other WBC stations represented by Peters, Griffin, Woodward, Inc.

---

**PROGRAMS & PROMOTIONS**

**Promotes MGM Feature Films**

DURING its promotion for the Metro-Goldwyn-Mayer feature film package, WHCT (TV) Hartford, Conn., reportedly touched off such a heavy load of telephone calls that 10 extra trunk lines at the station could not handle the calls.

The promotion utilized the voice of "Pierre," described as "the popular Frenchman about town." The station reported that the telephone number circulated by word-of-mouth-only, but the response was "so terrific" on Dec. 4 that the Southern New England Telephone Co. estimated there had been a possible 25,000 attempts to dial the number. Persons calling were invited by "Pierre" to tune in to the station's The Big Show and Million Dollar Movie, both of which are carrying the MGM films.

**WLJ Covers Clinton Dispute**

WLJ New York, which beams a sizable portion of its programming to the Negro audience, claimed "a beat" in its coverage on Dec. 4 of the Clinton (Tenn.) High School debate over integration. The station contended it had been "ahead" of all New York news services in bringing developments to its listeners.

George W. Goodman, director of news and special events for WLJ, said that via "beep" recording in the homes of Negro citizens, the station broadcast various phases of the story before the wire services. Similarly, the station, by "beep" phone, obtained interviews with a member of the Clinton school board and the town's police chief, containing news that later was carried by the wire services, according to Mr. Goodman.

**Carry Gruenther Award Ceremony**

AWARD of the 1956 Laetare Medal by U. of Notre Dame to Gen. Alfred M. Gruenther, retiring Supreme Allied Commander of Europe, and other parts of a one-hour ceremony recently were simulcast by the university's WNDU and WNDU-TV. Gen. Gruenther accepted the award as the outstanding American Catholic layman of the year and delivered a major address. A congratulatory message from President Dwight Eisenhower also was included in the simulcast, described by Bernard C. Barth, vice president and general manager of the stations, as a public service presentation. Award was presented to Gen. Gruenther by Rev. Theodore M. Hesburgh, CSC, Notre Dame president.

**WQXR Observes 20th Year**

IN observance of its 20th anniversary, WQXR New York conducted a frequency range test for listeners over the station's Adventures Sound program (7:05-8 p.m. EST). Test tones or frequencies ranging from 30 cycles per second to 15,000 cycles per second were to be generated in WQXR's control room just as they were 20 years ago, when the station pioneered in "hi-fi" and was known as "The High Fidelity Station."

---

**NEW FEATURES AT MET**

THE LATEST in engineering practices has been put to use by ABC Radio in new installations in New York's famed Metropolitan Opera House.

Features include transistorized audio equipment on a permanent basis, new control panel, new amplifiers, racks of accessory equipment and transistor-amplified microphones, all of which reduced space requirements for ABC Radio by more than 25%. Twelve microphones are used in fixed locations and hidden from the audience. Another eight microphones are utilized in other rooms for interviews and intermission features. Estimated cost of installation: $13,000.

**NBC Opera Completes Tour**

THE NBC Opera Company has completed its first annual tour of 47 U. S. cities. On Dec. 8, when it performed Puccini's Madame Butterfly at Newark's Mosque Theatre, the group of 100 artists, directors and other staff had traveled 10,000 miles and given 54 performances of Butterfly and Mozart's Marriage of Figaro. The second tour for the company is now being planned by Judson, O'Neill & Judd, booking agents.

**CBS to Carry Nehru Address**

A SPECIAL radio-tv address to the U. S. public tomorrow (Tuesday) by India Prime Minister Nehru is to be carried on CBS Radio and CBS-TV, 11:15-11:30 p.m. EST, CBS reported last week. The broadcast is scheduled to originate from the Pan American Bldg. in Washington. CBS said the simulcast would be offered to other radio and tv networks on a pooled basis.

**WERE Covers Farrell Signing**

WERE Cleveland provided 40 affiliated stations with on-the-spot coverage of the announcement of Kerby Farrell as the new Cleveland Indians manager. A conference chain of telephones enabled the stations to carry the announcement as soon as it was made by the Indian management. Following the announcement, WERE Sportscaster Bob Neal interviewed Mr. Farrell and a cross section of the Cleveland Indian Baseball Co.
New TV Stations

ACTIONS BY FCC


APPLICATION AMENDED


Existing TV Stations

ACTIONS BY FCC

KFSQ-TV St. Joseph, Mo.—Granted cp to change ERP to 100 kw vis., 50 kw aur., change type trans and make minor equipment changes. Announced Dec. 11.

CALL LETTERS ASSIGNED

WPBD-TV Paducah, Ky.—Paducah Newspapers Inc., ch. 6.

WPIT-TV Augusta, Me.—Pine Tree Telecasting Corp., ch. 10.

Allocations

ACTIONS BY FCC

FCC by reports and orders finalized rule-making and amended TV table of assignments as follows, effective Jan. 6:

Macon, Warner Robins, Ga.—Assigned ch. 13 to Macon by removing it from Warner Robins. This amendment does not affect current authorization for ch. 13 WMAZ-TV Warner Robins; if WMAZ-TV desires, it may file application to operate as Macon station.

Nashville, Old Hickory, Tenn.—Assigned ch. 5 to Nashville by removing it from Old Hickory. This amendment does not affect current authorization for ch. 5 WLAC- TV Old Hickory; if WLAC-TV desires, it may file application to operate as Nashville station.

Blighamton, Cortland, N. Y.—Assigned ch. 56 to Binghamton by deleting it from Cortland and substituting ch. 72 in latter city.

Baton Rouge, Jackson, La.—Assigned ch. 18 to Baton Rouge by deleting it from Jackson and substituting ch. 59 in latter city.

Lafayette, Lebanon, Ind.—Assigned ch. 18 to Lafayette by substituting ch. 79 for ch. 18 at Lebanon; proposal to shift ch. 59 from Lafayette to Lebanon was not adopted, and request of WFAM-TV Lafayette for show cause order to modify its authorization to specify operation on Lafayette on ch. 18 instead of ch. 59 was denied. Ch. 18 at Lafayette will be made available for application by all interested parties. Announced Dec. 6.

PETITIONS

WDAK-TV Columbus, Ga.—Requests amendment of Sec. 3.906 by instituting rule-making to delete ch. 4 from Columbus and to assign that channel to predominantly vhf area, such as Panama City, Fla., or Dothan, Ala. Petition also requests assignment of uhf ch. 62 to Columbus, or as alternatives, shifting of ch. 44 from Macon, Ala. or ch. 50 from La Grange, Ga. to Columbus. Announced Dec. 7.

KWTI-TV Beaumont, Tex.—Requests amendment of Sec. 3.906 by instituting rule-making looking toward allocation of ch. 12 to Beaumont.

FOR THE RECORD

New TV Stations

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When you are in Chicago stop by

NEMS-CLARKE Incorporated

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

VISIT OUR DISPLAY AT THE NARTB CONVENTION SUITE 542 A

For further information write Dept. K-1

December 17, 1956 • Page 117
Station Authorizations, Applications (As Compiled by B • T)

December 6 through December 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Applications Filed since April 14, 1952:** (When FCC began processing applications after TV freeze)

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<th>FCC Commercial Station Authorizations</th>
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<td><strong>Total</strong></td>
<td>1,449</td>
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</tbody>
</table>

- Based on official FCC monthly reports. These are not always current.
- Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.
- Total stations is Am and Fm Summary; above, and for tv stations see "Tv Summary" next column.

**Supplemental Information:**
- Noncommercial, educational tv stations.
- Also includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.
- Total noncommercial, educational tv stations is 1,000. First year operating cost: $50,000, revenue $60,000.

**Applications Filed since April 14, 1952:** (When FCC began processing applications after TV freeze)

<table>
<thead>
<tr>
<th>FCC Commercial Station Authorizations</th>
<th>As of November 30, 1956*</th>
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<tr>
<td><strong>Am-Fm Summary through Dec. 12</strong></td>
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<tr>
<td></td>
<td>Am</td>
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<td><strong>Commercial</strong></td>
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<tr>
<td><strong>VHF</strong></td>
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<tr>
<td><strong>UHF</strong></td>
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<td><strong>VHF</strong></td>
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- Total noncommercial, educational tv stations is 1,000. First year operating cost: $50,000, revenue $60,000.

**New Am Stations**

**Actions by FCC**

1. Phoenix, Ariz.—Q Bestg. Co. granted 760 kc, 1 kw DA-D. P. address 697 W. 39th Ave., Phoenix, Ariz. First year operating cost $1,000, revenue $83.40. Owners are: Mr. and Mrs. M. Otis, 1125 W. 46th St., Phoenix. First year operating cost $1,000, revenue $83.40.
2. Pittsburgh, Pa.—Pittsburgh Broadcasters granted 1470 kc, 1 kw D. P. address 208 S. W. Washington St., Pittsburgh, Pa. First year operating cost $2,500, revenue $200. Owners are: Mr. and Mrs. J. R. Sapiro, 208 S. W. Washington St., Pittsburgh, Pa. First year operating cost $2,500, revenue $200.
3. Cleveland, Ohio.—Trumbull Broadcasting granted 1440 kc, 1 kw D. P. address 4008 W. 37th St., Cleveland, Ohio. First year operating cost $3,000, revenue $200. Owners are: Mr. and Mrs. A. Sapiro, 1125 W. 46th St., Cleveland, Ohio. First year operating cost $3,000, revenue $200.
4. Nashville, Tenn.—Gallop Broadcasting granted 1440 kc, 1 kw D. P. address 4008 W. 37th St., Nashville, Tenn. First year operating cost $3,000, revenue $200. Owners are: Mr. and Mrs. A. Sapiro, 1125 W. 46th St., Nashville, Tenn. First year operating cost $3,000, revenue $200.
5. Raleigh, N. C.—Canopy Broadcasting granted 1440 kc, 1 kw D. P. address 4008 W. 37th St., Raleigh, N. C. First year operating cost $3,000, revenue $200. Owners are: Mr. and Mrs. A. Sapiro, 1125 W. 46th St., Raleigh, N. C. First year operating cost $3,000, revenue $200.
for new am on 990 kc, 250 W DA-D. Announced Dec. 6.

CALL LETTERS ASSIGNED


KRTM South Daytona, Fl.—Thomas Carr, 1,590 kw. WKNL Salmon, Mich.—Saline Best., Co., 1,290 kw. WNSL Laurin, Miss.—Voice of the New South, 1,290 kw.

APPLICATIONS

WCTM Blitchley, Ark.—Seeks mod. of cp (which authorized new am) to change studio location. Announced Dec. 11.

WFCI Houston, Tex.—Seeks cp to increase power from 1 kw. to 5 kw., install DA-D and new trans. and make changes in ground system. Announced Dec. 6.

WFCP Houston, Tex.—Seeks cp to increase power from 1 kw. to 5 kw., install DA-D and new trans. and make changes in ground system. Announced Dec. 10.

WBFY Abilene, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

New FM Stations...

APPLICATIONS BY FCC

Macon., Ga.—Macon Best., Co. granted 96.3 mc. ERP 4.1 kw. P. O. address %. A. Lowe, WNEK Macon, Ga. Granted Dec. 8.

WTAM, Pittsburgh, Pa.—Frank H. Accorsi granted 100.3 mc. ERP 18 kw. P. O. address 137 Broad St., Red Bank, N. J. Limited construction cost $1,500, first year operating cost $35,400, revenue $41,600. Mr. Accorsi is in S. Brunftel Air Crew Productions, Red Bank. Granted Dec. 6.

Existing FM Stations...

APPLICATIONS BY FCC

WHFI (FM) West Paterson, N. J.—Granted mod. of cp to change location to Newark, N. J.; ERP 2.4 kw and ant. height to 46 ft. Announced Dec. 6.

CALL LETTERS ASSIGNED

KJML (FM) Sacramento, Calif.—Town & Country Best., Co., 95.3 mc.

WFWX-FM Miami Beach, Fla.—Mercantile Best., Co., 93.9 mc. Changed from WLRD (FM).

WFMX (FM) New York, N. Y.—General Best., Corp., 103.3 mc.

APPLICATIONS

KFWX-FM West Plains, Mo.—Seeks cp to change frequency to 93.9 mc. Announced Dec. 10.


Ownership Changes...

APPLICATIONS BY FCC

WTAM Decatur, Ga.—Granted assignment of license and cp from Republic Best., System Inc. to WSTN Inc. for $85,500. Republic is 100% owned by Emil J. Arnold, 49% owner, WALT Tamps, Fla.; 51%, WINN Louisville, Ky., and 29% WMYJ Daytona Beach, Fla. Announced Dec. 6.

WNNI Murphyboro, Ill.—Granted assignment of license from Cecil W. and Jane A. Roberts to Robert D. Ropp for $71,000. Ropp owns KPEG Spokane, Wash., and have application pending for WSVQ-FM Portland, Ore. Mr. Ropp is Roberts’ daughter. Announced Dec. 3.

KFRF Wichita, Kan.—Granted transfer of negative control from C. Howard Lane et al through sale of 50% to H & E Balaban Corp. and Harold R. and L. M. Lederer for $122,000. Balaban firm owns Birmingham, Ala., ch. 46; cp 59%; WTVY (TV) Rockford, Ill.; 50%; WMCM (TV) Grand Rapids, Mich.; 50%; WICS (TV) Springfield, Ill.; and a applicant for WSVS satellite in White Hall, Ill., for $100,000. Lederer and CRIT Milwaukee. Announced Dec. 6.


KLOS Albuquerque, N. M.—Granted assignment of control (51.5%) by Western Best., Co. through purchase of stock from J. W. Ruth- lerland and A. F. Rickett for $2,000 and assum-
December 10 Decisions

December 7 Decisions

December 10 Applications

December 11 Applications

January 11 Decisions

December 11 Decisions

December 12 Applications: Modification of Cp

Renewal of License
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Underpaid—Monday preceding publication date. Display—Tuesday preceding publication date.
Situation Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display adds $15.00 per inch.
No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistances separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted
Managerial

Wanted: Salesman-manager for Texas independent single station market. Must have proven sales ability and good references. Permanent Position. Good money for right man. Box 666G, B-T.

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car. Is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. Has a good announcing background and is willing to work hard to prove worthy of manager's post. Probably within a year, he hopes to have total control of all phases of independent station operation and can report work in his own name by the end of the year. Send tape, resume and photo to Box 767C, B-T.

North Dakota - 250 watt independent station in small market. Needs aggressive manager who can handle sales and keep expenses down. Good basic salary plus percentage to right man. Also an opportunity for purchase of stock with ownership stable to right party. Contact T. G. Barclay, or C. L. Melby, Hettinger, North Dakota.

Salesmen

Experienced radio salesman, immediate opening—top station in number 1 Midwest market. Salary plus commission. Send full information, photo, and references to Box 666C, B-T.

Aggressive salesman with established agency contacts in New York. Station can be owned by group owning four top market stations. If you can make agency presentations that result in sales, your knowledge will be unlimited. Write giving experience, details to Box 666G, B-T. All replies will be answered.

Top-notch salesman for South Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 468G, B-T.

Salesman, sales managers for Florida and Iowa radio stations. Immediate opening for promising, progressive, experienced salesman interested in future working for progressive, experienced radio people. Send complete details, references, and application to Box 766C, B-T.

Immediate opening for experienced salesman with ability to write good copy. Established 500 watt fulltime independent, one station market, upper South. 15% commission and liberal draw. You will be given exclusive territory and take over present accounts bringing you over $8,000. Aggressive worker with ideas for small markets. Send resume and references to Box 666C, B-T. Reply to cream colored envelope. Box 766C, B-T.

Immediate opening for Midwest manager. Must have strong background in music and booking, sales ability and knowledge of territories. Contact F. T. Miller, Station Group, Dallas, Texas.

TV at once! TV film salesmen

TV's fastest-growing film distributor wants additional salesmen for our syndicated film service. Staff, film, station, rep or agency sales experience, preferred. Plans call for immediate expansion of our sales departments in Chicago, Dallas, Atlanta and Los Angeles. Our company has the best record in the industry for acquiring outstanding diversified film product.

Send Full Details:
AARON BECKWITH
NATIONAL TELEFILM ASSOCIATES, INC.
50 West 55th Street, New York, N. Y.

BROADCASTING • TELECASTING

RADIO
Help Wanted—(Cont'd)

Annoncers


Announcer with first class ticket. Southwest daytime music market. Opportunity with expanding organization. Send resume, tape to Box 597C, B-T. All tapes returned immediately.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B-T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B-T.

Immediate opening for man with minimum six months experience. Will pay up to $85 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B-T.


One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Commercial background, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 696C, B-T.

WANTED:
Help Wanted—(Cont'd)

Radio


Salesman—account executive capable of using RAB material in selling and servicing local accounts. Contact Hal Vestler, WPTC, Kinston, N. C.

Salesman ... this close-knit organization demands high type representation. Housing, conditions and sales experience are essential. Commission against draw. Excellent opportunity for the right man. Send tape, photo, resume to Box 610C, B-T.

Immediate opening for newscaster with experience and ability to handle all types of news. Send resume, tape, photo to Box 798C, B-T.

Opportunity for good married staff announcer. Send resume, ABC Network. KFRO, Longview, Texas.

Need dependable staff man, strong on commercial and news. Immediate opening. Send resume, short tape and phone number. WIBAM, Program Director, KWHO, Winona, Minnesota. Include salary required.

Wanted: Immediate opening for good, experienced announcer—no floaters. Excellent benefits. Permanent position. Send letter, photo and resume to Box 727C, B-T.

Announcer with experience. News and music man, but definitely one who is experienced. WMCY, Malone, New York.

Announcer ... must be ambitious; willing and energetic. Stepping stone going on to major markets. Send tape, snapshot and resume, also salary desired. J. L. Beach, WKEZ, Muskegon, Mich.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcer ability important. Send complete resume, photo and tape immediately. Kerash Walters, WKOI, Clarkdale, Mississippi.

Experienced deejay needed now. Send tape, photo and resume to WMAN, Minneapolis, Ohio.

Experienced combo man. Must be capable announcer and have experience with 24 hour announcer's maintenance with first class ticket. Contact Bill Stew- art, WOKY, Minneapolis, Minnesota.

Announcer-verbatim, with respect for radio. Immediate opening at 500 watt station, fulltime independent with a good market. Send tape, photo, resume, and salary to WRMY, Egin, Illinois.


We're expanding ... top pay for hot shot personality DJ's preferably with show biz or musical background. Stodd Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air time and resume to Todd-Stodd-Kilpatrick Building, Omaha, Neb.

Technical

Chief engineer with good maintenance ability for 250 watt Indiana station. Good working conditions. Good pay for right man. Send photo and full particulars. Box 667C, B-T.

Florida daytime needs combo first phone. Announcing and engineering equally important. Good pay for right man. Box 703C, B-T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 707C, B-T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 718C, B-T.
RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Chief Engineer, one kilowatt remote controlled station. Must have good listening conditions and sales ability. Apply, Wnbr, 826 Chestnut Street, Gadsden, Alabama.

First telephone engineer. Experience in operation, maintenance, and supervision. Mountain Conditions. Excellent opportunity. Applicants should be experienced in the operation of television and radio equipment. Salary to be negotiated. Reply Box 706C, B.T.

City, Michigan.

Register with Box 706C, B.T.

Manage the head radio's fighting team of '31. Eight years experience—audience-sales promotion. Ask for results. Reply Box 706C, B.T.

City, Michigan.

Register with Box 706C, B.T.

Management situations—wants to record station position in radio. Willing to learn—willing to work. Box 706C, B.T.

Basketball announcer. SixSad games past season including many over 15,000. Excellent voice,ooth, and knowledge of basketball. Salaries varied. Write Box 706C, B.T.

Man with experience in radio. Eligible for good positions. Reply Box 706C, B.T.

Immediate opening for local engineer. Reply Box 706C, B.T.

WANTED

Chief Engineer—Must be able to supervise all phases of engineering work. Excellent opportunity. Applicants should be experienced in the operation of television and radio equipment. Salary to be negotiated. Reply Box 706C, B.T.

Radio engineer—four years experience, all phases of radio. Correct sales know-how. Modern program formula. Desire permanent connection. Send resume. Box 706C, B.T.

Broadcasting

TELECASTING

Continuity and Traffic Jobs Open

at

California Network TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

BOX 581C, B.T.
**TELEVISION**

Help Wanted—(Cont'd)

**Salesmen**

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in major market of Texas. We want a man who is on the way up, and who wants to be in the center of our area. Just have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KYKE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

**Technical**

Chief engineer to supervise construction and operation of low-power tv station in western New England. Box 686C, B-T.

**FOR SALE**

**Stations**

Station for sale, 250 watt single station market. New England. Box 686C, B-T.

North Dakota fulltime 250 watt station for sale. Mallard, North Dakota. Box 110, B-T.

Two profitable, single station markets in Kentucky-Indiana area for sale. Each priced under $100,000 and can be arranged for responsible parties. Paul H. Chapman Company, 54 Peacircle, Atlanta.

Two Florida small market stations with new equipment. $10,000 total—$1,000 down, balance 10 years. Paul H. Chapman Company, 54 Peacircle, Atlanta.

**WANTED TO BUY**

**Stations**

Station wanted. Texas, Colorado, Arkansas, Louisiana, Missouri, Oklahoma, Kansas. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa, Oklahoma.

Stations wanted in Missouri, Ralph Erwin, Broker, 1443 South Trenton, Tulsa, Oklahoma. Private, discreet service.

**Equipment**

Wanted to buy: One used 1xw AM transmitter for standby for cash. Send details and price. Box 997A, B-T.

250 foot tower in good condition. Prefer guyed and excellent condition. Box 921C, B-T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pyron type antenna. Transmitter must readily remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 88, Newport News, Virginia.

Wanted: Several two way mobile units, 5 and 12 volt, 350 watt, or those that can be converted to this frequency, also condition, age, and price. Of interest: Jones Enterpriser Co., Creigh- ton, Nebraska. Box 47.

**INSTRUCTION**

FCC first phone in 12 weeks. Home study or resident training. Class for 45 licensees are located in Hollywood, California, and Washington, D.C. For free booklet, write Graduate School of Electronics, Dids B-B, 1565 N. Western Avenue, Hollywood 27, California.


**RADIO**

Help Wanted

Managerial

WANTED: Experienced, capable and imaginative man qualified to assume full role of commercial manager whose initiative will successfully handle this department. Someone seeking permanency and opportunity: no others. Box 5351; Night phone: Hamilton 3415.

**TELECASTING**

**FOR SALE**

**Stations**

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only holder of license in area. Will sell only to responsible, experienced broadcaster who will maintain station’s excellent reputation or to investor who will provide sound management. Box 681C, B-T.

FOR SALE

Stations

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only holder of license in area. Will sell only to responsible, experienced broadcaster who will maintain station’s excellent reputation or to investor who will provide sound management. Box 681C, B-T.
**RADIO**

**Help Wanted—(Cont’d)**

Programming-Production, Others

**Copywriter**

Immediate opening. Must be experienced in radio copy and traffic. Permanent, good pay and working conditions. Call or write Theresa Rose at WBUD, Trenton, New Jersey.

**Situations Wanted**

**Managerial**

**NEED A SHARPSHOOTER?**

Recognizing that the safety of capital investment largely depends on competence at the station management level, am looking for opportunity to best utilize analytical and evaluative, strong sales, programming, public and personnel relations and other abilities as complete-change manager. Station contemplating divestiture from network and interested in converting to music-news format could be interested in my 11 year Hollywood background, 25 years in the industry and a national reputation. Modest salary if there are other inducements.

Box 701C, B&T

**Announcers**

**SPORTS ANNOUNCER**

10 years major market experience. Audition tape or personal interview.

Box 652C, B&T

**TELEVISION**

**Help Wanted**

**Salesmen**

**ACCOUNT EXECUTIVE**

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

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**TELEVISION**

**Help Wanted—(Cont’d)**

**Salesmen**

**PROMOTION MANAGER**

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B&T

**FOR SALE**

**Equipment**

**FOR SALE**


**INSTRUCTION**

**ANNouncers—DJ's**

Record Your Auditions at B.C.A.
We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.

Broadcast Coaching Associates
1753 Broadway, N. Y. C.
JU 6-1918

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting*Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting*Telecasting.

* Or job.

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**BROADCASTING**

**TELECASTING**

**THE BUSINESSWEEKLY OF RADIO AND TELEVISION**

1735 De Sales Street, N. W., Washington 6, D. C.

**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.**

CHECK ONE

- $7.00 52 weekly issues of BROADCASTING + TELECASTING
- $9.00 52 weekly issues and BROADCASTING Yearbook-Marketsbook
- $9.00 52 weekly issues and TELECASTING Yearbook-Marketsbook
- $11.00 52 weekly issues and both Yearbook-Marketsbooks

- Enclosed
- Bill

Name

Company Name

Address

City

State

December 17, 1956 • Page 125
**EDITORIALS**

### Put on the Steam

Despite continued opposition by the U. S. Treasury, some headway apparently is being made in the attempt to kill excise taxes on all-channel television receivers.

The Treasury last week repeated to a House Ways and Means subcommittee its contentions that no taxes should be removed in 1957. But at the same hearing, the FCC took the opposite position. Supporting the earlier testimony of broadcasters and manufacturers and the recommendations of the Senate Commerce Committee, the FCC urged the removal of the all-channel set tax—to equalize the consumer price of all-channel and vhf-only sets and thus stimulate all-channel production.

At the conclusion of the hearings, the subcommittee chairman, Rep. Aime J. Forand (D-R. I.), said he felt the committee would disregard the Treasury's request for a complete hands-off policy on taxes and would recommend changes if they were believed wise.

While committee members are still of an open mind, they should be fully advised of the case for all-channel tax relief. All broadcasters and manufacturers should let their Congressmen know that uhf is essential to television's future and is in need of whatever immediate aid it can get.

A concerted educational campaign could persuade Congress to kill the tax and give uhf a desperately needed chance for survival.

### Truth and Consequences

Since both began operations, we have supported the unofficial Radio Free Europe and the official Voice of America. It has been our view that the transmission of truth to Iron Curtain countries was a valid function of U. S. radio.

We have not changed that view.

But we believe that circumstances now dictate an investigation of both radio services. An investigation by a responsible, preferably non-partisan, Congressional committee is necessitated by recent charges that the broadcasts of RFE and the Voice incited the Hungarian revolts by falsely promising American aid to those who wished to overthrow their Communist masters.

If these charges had been made only by the Kremlin, they could be dismissed as another Soviet attempt to find a scapegoat for the Soviet’s own failures.

But the same charges have been made by Hungarian refugees. Furthermore, responsible correspondents emerging from that stricken country have reported that many of the freedom fighters of Hungary believed they would receive American aid.

Already, at least one American politician has sought to make political capital out of this situation. Last week Sen. Richard Neuberger (D-Ore.) said U. S. propaganda had been "recklessly broadcast" and had fed "false hopes" to the Hungarians. Here was a U. S. Senator, speaking from a small town in Oregon—hardly the best listening post for diplomatic information—prejudging a case on the basis of news reports.

We may expect other politicians to issue similarly irresponsible judgments as long as the role of RFE and the Voice is described only in charge and counter-charge. What is needed is a thorough, objective, public hearing on the broadcasts which are now in dispute. The purposes and functions of both services should be fully explored.

It is our belief that such a hearing would show what we believe, from our own study of these services, to be their admirable record of carefully refraining from broadcasting anything but the truth.

We imagine a hearing would show that if a hope of American aid prevailed in Hungary it was generated not by misleading broadcasts from S. S. sources but by the wishful thinking of an unhappy people who had been goaded by their merciless overlords into the last acts of retribution.

But whatever its anticipated outcome, the hearing should be held.

And RFE and the Voice should continue their broadcasts to keep the subjugated informed of events outside their insulated countries.

That these broadcasts have been effective, and should be continued, is clearly indicated by the efforts of the Communists to prevent their being heard.

Abbott Washburn, deputy director of USIA, which operates the VOA, came up with some interesting jamming statistics a few days ago, in an address before the Sigma Delta Chi convention in Louisville. He said that a scientific analysis by radio engineers shows that the Soviets and their satellites are spending $113,490,000 a year to jam our broadcasts, and that the Soviet Union alone is shelling out $68,000,000 a year, or four times the annual $17,000,000 cost of the VOA operations.

Perhaps these latest developments will prove the futility of jamming. The Polish jammers already have stopped. The Hungarian jamming ended with the rebellion. And besides, as Mr. Washburn pointed out, however effective jamming may be in some localities, the broadcasts still get through and get propagated, and thus force the Communists to make known certain developments to their people—even by way of rebuttal.

The purpose of RFE and the Voice has not been to incite Russia’s satellites to futile rebellion but to counteract, at least to some extent, the distorted propaganda of the Soviet. Without alternative means of obtaining information, the peoples of the satellites would know only what the Kremlin wanted them to know.

To the extent that truthful information is distributed behind the Iron Curtain, to the same extent the Kremlin's power is weakened and its political education program made less effective.

These are facts which should be made clear to the U. S. public and to the world.

### A Gift Worth Giving

No operator of an educational tv station could ask for a nicer Christmas gift than that just announced by NBC—a $300,000 package of five tv-programming, employing top-flight instructors and the best professional production techniques, which will be transmitted to all U. S. educational stations without charge during 1957, compliments of NBC.

Cynical critics—and broadcasting has never wanted for an ample supply of them—could point out that NBC’s generosity is not completely free of the tinge of self interest. The three weekly half-hour educational programs will be telecast in afternoon time that does not conflict with NBC-TV’s own regular commercial schedule, as NBC President Robert W. Sarnoff said in his announcement. And, as he neglected to mention, the educational telecasts will not interfere with the regular local program schedules of NBC-TV’s regular affiliated stations.

Critics could also note that this gift to education will give NBC credit not only in heaven but at the FCC, where it is more pressingly needed, and perhaps among the Congressional committees which are showing such a keen interest in the activities of the tv networks.

But the holiday season is no time for cynics. And, whatever the motives behind it, no one can gainsay that the three 26-week courses which the educational stations are to receive are as rosy an apple as any teacher ever received.

Page 126 • December 17, 1956
$758.00
invested in a daytime KWK-TV campaign will buy
15 20-SECOND announcements with a total audience of
987,700 TV HOMES a cost-per-thousand homes of SEVENTY-SIX CENTS!

Daytime KWK-TV offers an effective campaign in America's NINTH MARKET at a cost within any advertiser's budget.

Popular local personalities and the daytime CBS network lineup offer outstanding adjacencies and 20.9% MORE AUDIENCE* than the number two station in St. Louis.

* ARB NOV. 1956
Sign on 'til 12 Noon Monday thru Friday

Get the full story now from your nearest KATZ man.

THE LEADER IN ST. LOUIS TELEVISION
THE NATION'S 12TH LARGEST MARKET...

proudly announce the appointment of...

as exclusive national representative effective January 1, 1957.

Few major markets in America offer present volume and future potential to match Dallas and Fort Worth. Yet few large cities have such strong local rivalry. So the astute national advertiser gains four strategic advantages in using KLIF-KFJZ — IN COMBINATION.

1. He sells DALLAS through a strong DALLAS station — No. 1 in audience.
2. He sells FORT WORTH through a strong FORT WORTH station — No. 1 in audience.
3. He gains through the broad overlap of two 5000 W. transmitters.
4. He buys both on ONE ORDER — at ONE RATE.

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