More Competitive TV: FCC
Spot Billings of Top 40 Radio
Gimmicks and Giveaways:
FCC Changes Possible: Moore

21.8% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 21.8% more on autos* than families in Grade B area of any other RICHMOND market TV station.

Amount Spent on Autos by Grade B Area Families

**WXEX-TV**
Station B
$170,145,000

Station C
$139,070,000

Source: Sidney Hollander Associates

WXEX-TV

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

Ferree & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.
A Merry Christmas and a Happy New Year from KVTV'S TALENT TEAM

homemaker
Jan Voss
Hostess on KVTV's Open House and the Homemaker home makers rely on—with sales results to prove it.

weatherman
Conrad Johnson
Mr. Weather in the 3-state KVTV area. Continually sponsored, 6 days a week, by the same advertiser for over three years.

news editor
Austin Schneider
Consistently first with the News in Sioux City. A news show that lends authority to your sales message.

women's feature editor
Marge Hinshaw
"At Home" with Marge Hinshaw is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.

sports editor
Les Davis
Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.

cowboy
Canyon Kid
Jim Henry, the genial Kid's Kowboy with a faithful retinue of side-kicks. Sioux City's only daily children's participation show.

Dominant in all Departments*

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* Aug. '56 Sioux City Telepulse

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

See Your Katz Representative
INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

PRESENTING

251,970
TV HOMES IN THE TERRE HAUTE TV MARKET!

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA
Merry Christmas to all
and to all a good year
$23 MILLION FOR 1 • That's price placed by major owner on his vhf station in major market (one of first ten) in last few weeks. While there was no deal, it's understood $23 million price could be supported based on earnings. Biggest price so far paid for tv outlet was Westinghouse $10 million purchase of WDTV (Tv) Pittsburgh, now KDKA-TV. In Jan., 1955.

NBC RADIO is on verge of selling second half of its projected hourly five-minute newscast series. It's being considered by Brown & Williamson Tobacco Co., through Ted Bates agency, and decision is expected this week. Other half already sold to Bristol-Meyers in transaction representing $2.1 million net annual billing to NBC.

COLOR COSTS • Size of RCA's investment in color television due to be pointed out shortly in public release—for first time of actual figures on sales, losses, etc. Brig. Gen. David Sarnoff, board chairman, is preparing statement which will show RCA took overall net loss of more than $6.5 million on color this year (counting color programming costs and advertising of color, as well as developmental and training expenses). He looks for modest profit on color sets and color tubes in last half of next year, and after that expects all color tv to become substantially profitable. RCA 21-inch color set sales to date total more than 100,000 (company is shooting for more than twice that in 1957), and total factory billing price of color sets and color equipment sold up to now comes to almost $60 million.

CHARLES WILLIS, former special assistant at White House, is due for big job at Rutherfurd & Ryan. Since leaving Eisenhower staff, Mr. Willis has been consultant to W. R. Grace & Co. He'll join R&R as financial vice president and assistant to President F. Kenneth Beirn.

TEST CASE • Hollywood film producers and distributors are figuring ways to exploit high ratings scored by feature films on KTTV (tv) Los Angeles. Newly issued Pulse report for November put KTTV's Friday night Colgate Theatre (using MGM movies) ahead of all competition and station's nightly presentation of other films from same library well into top 10 multi-weekly network and local shows. Film interests are particularly watching for favorable Colgate reaction which they can use to quote to other national advertisers who are prospects for spot film buys.

CRAVATH, Swaine & Moore, New York law firm which has represented CBS Inc. in its legislative hearings in Congress (Mag-
Time to throw out the old
Minneapolis-St. Paul radio data, too!

There's a new listen in the Twin Cities. Audience patterns have changed drastically. And Storz Station programming is responsible. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign. It's very nearly unanimous: Hooper, Pulse, Nielson and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. Make sure you buy Minneapolis-St. Paul with the new data... which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

WDGY
50,000 watts and a nearly perfect-circle daytime signal
MINNEAPOLIS-ST. PAUL

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 John Blair & Co.

Represented by Adam Young Inc.

Page 6 * December 24, 1956
TIME INC. GETS BITNER PROPERTIES, PAYS $15,750,000 FOR 3 TVs, 3 AMS

TIME INC. becomes owner of radio and television stations in Indianapolis, Minneapolis-St. Paul and Grand Rapids (subject to usual FCC approval) with acceptance last Friday of its $15,750,000 bid for assets of Consolidated Television & Radio Broadcasters Inc. by Harry M. Bitner Sr., president, and his board. Bitner acceptance is subject to approval of Consolidated stockholders by two-thirds vote.

While details still were to be cleared up, announcement was made by Mr. Bitner of favorable action at special board meeting in Princeton, N. J. Excluded from sale is WFDF Flint, Mich., which will be retained by Bitner group. Involved are WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul, WOOD-AM-TV Grand Rapids and two subsidiary companies, Lansmore Corp., (real estate firm) and Artists Inc.

Time Inc. made its bid, along with others, after Growell-Collier proposal for acquisition of properties, plus WFDF, for $16,200,000 had founded, only to be followed by folding of remaining Growell-Collier publications, Collier's and Woman's Home Companion (story page 62). Purchase price exceeds by few cents $20-per-share guarantee made by Growell-Collier.

Corollary transaction, necessitated by FCC's multiple ownership regulation, will be sale of KOB-AM-TV Albuquerque by Time Inc.

Time Inc. bid was submitted Dec. 12 for package, minus WFDF. There had been other bids for individual properties, including one from Harold Gross, president of WJIM-AM-TV Lansing, for Grand Rapids properties, and from Meredith Publishing Co. for Minneapolis-St. Paul properties. Weston C. Pullen Jr., Time Inc. vice president, was in charge of negotiations for his organization.

Wayne Coy, former FCC chairman, president and general manager of Albuquerque operations and 50% owner of stations, is expected to move to Indianapolis in charge of the WFBM operations upon transfer of the stations. So far as is known, no immediate changes in management of other Consolidated stations is contemplated.

Time's bid provided for $125,000 down, equal amount when contract is signed, and $14,892,800 on closing. Remaining $607,200 would be held in escrow.

Contract provides that present network affiliations shall remain intact with no cancellation notices. It is understood assurances were received from NBC that affiliations in Indiana-polis and Grand Rapids will continue and from ABC that Minneapolis-St. Paul affiliation would not be affected for usual contract terms.

Contract provides also that if within eight months of stockholders' approval FCC shall have failed or refused to grant written consent or if final order is not subject to either administrative or judicial review, either buyer or seller may terminate agreement upon five days notice.

Included also is five-year covenant against competing directly or indirectly in radio or tv within 75 airline miles radius of three cities other than as stockholder in corporation listed on national securities exchange. Covenant applies to Messrs. Bitner Sr. and Jr.

If agreement terminates, Bitner will return $250,000 deposit to Time, but if Time is in material breach of contract if Bitner is not, Bitner will retain deposit as "liquidated damages." Agreement specifies that Howard E. Stark is recognized as broker for Time Inc. and is entitled to commission and that Reynolds & Co., through Vice President Robert Palmer, stock exchange members is broker for Bitner.

Geare-Marston, R&R Merge; Billings Now $40-45 Million

MERGER of Geare-Marston Inc., Philadelphia and New York, with Ruthrauff & Ryan, New York, being announced today (Mon.) by G-M's president, Norman W. Geare, and R&R President F. Kenneth Beirn. The $7 million agency ($2 million in broadcast billing) will operate as division of R&R by keeping corporate name, will boost Ruthrauff & Ryan into $40-45 million billing category.

Heavy on industrial accounts, Geare-Marston brings to Ruthrauff & Ryan such principal accounts as American Cyanamid Co. (Lederle Labs and fine chemical divs.), Johnson & Johnson's Personal Products Div. (Jonny Mop), Caloric Appliance Corp. (stoves), Budd Co. (Continental-Diamond Fibre Div.), Electric Storage Battery Co., Pennsylvania Salt Mfg. Co. and Valspar Corp. (paints). Geare-Marston, also serving Strawberry & Clothier, Philadelphia, is credited with starting saturation tv spot campaigns for local department stories, Ruthrauff & Ryan has offices in Houston, Chicago, Cincinnati, Dallas, Detroit, Los Angeles, St. Louis, St. Paul, San Francisco, Seattle and Washington, D. C.

SIX FOR 'TONIGHT'


COFFEE CAMPAIGN • American Home Foods (G. Washington coffee), N. Y., looking for availabilities in 25 markets from Maine to Baltimore and west to Ohio in order to line up 36 radio stations in time for 12-week spot drive starting Jan. 7. Agency: Charles W. Hoyt, N. Y.

BUSY AT BURNEST • Considerable spot activity reported Friday at Leo Burnett Co., Chicago, for Pure Oil and Marlboro cigarette accounts. Plans underway for radio-tv spot drives by Pure in 10-12 markets for six weeks starting about Jan. 18, to be followed by another eight week campaign. Spots to run about 20 per week per market. Drive kicks off Pure Oil's 1957 advertising schedule, reportedly to represent in excess of $1 million for broadcast media by regional oil firm. Marlboro campaign details unknown but said to involve heavy spot radio schedule.

BEANS BUYING • Heinz camp side beans buying radio spot announcement campaign to start Jan. 14 in 16 markets for seven weeks. Maxon Inc., N. Y., is agency.

BACK TO SPOT • Ex-Lax Inc., N. Y., which has sponsored several daytime serials on CBS Radio, is expected to return them and return to spot radio and television buys early next year. Warwick & Legler, N. Y., is agency.

LIFE SATURATES • Life magazine, N. Y., placing saturation spot announcement schedule for one week starting Jan. 21 in nearly 20 Life radio and tv markets. Young & Rubicam, N. Y., is agency.

PAPER BUSINESS • Hudson Pulp & Paper Co., N. Y., buying four-week radio spot announcement campaign starting Jan. 6 in about half-dozen markets. Norman, Craig & Kimmel, N. Y., is agency.

STRAWS FOR R&R • Flav-R-Straws Inc., Mt. Vernon, N. Y., which has been allocating its nearly $1 million budget almost entirely in broadcasting, is expected to appoint Ruthrauff & Ryan, N. Y., as agency sometime this week. Account has been serviced by Dowd, Redfield & Johnstone, N. Y. George Wolf, R&R radio-tv vice president, has been working on special ninety-second cartoon spectacular on WABD (TV) New York to be sponsored by Flav-R-Staws tomorrow (Tues.).

FARM SPOTS • Merck & Co. (chemicals), Rahway, N. J., getting ready for new market year by lining up schedule of small farm market radio stations in 12 areas for Nicarbacin, poultry antibiotic. Campaign to start in January, running indefinite length of time. Charles W. Hoyt, N. Y., is agency.

TESTING • Monticello Drug Co., Jacksonville, Fla., which has been serving Negro market

CONTINUES ON PAGE 9.
AD MAN POPS ON IN CENTER
OF HIS FAMILY ON CHRISTMAS MORNING

WHEN-TV NARRATOR:
"Merry Christmas,

FLIP OVER TO SAME AD MAN IN NEW YEAR'S EVE SCENE

and a Happy New Year!"

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Seaboard Fails in Motion To Force Franco Bond

MOTION by Seaboard Drug Co. to require that Carlos Franco Assoc., New York, put up $200,000 bond to protect Seaboard's interests and stockholders in agency's double suit against drug manufacturer and Grant Adv. [BT, Dec. 10], was denied Friday by New York Supreme Court Judge Irving A. Saypol. Judge Saypol said "defendant fails to set forth any facts to show that the undertaking already filed will not be sufficient for its purpose." The mere conclusory statement that the attachment (warrant of attachment by Franco impounding Seaboard's account at Chemical Corn Exchange Bank and customer levies) has caused damage to defendant's business reputation does not justify such relief." Mr. Franco told BT: "We have just scored our first victory." Counsel for Seaboard could not be reached Friday for comment.

WGN-TV Called Timid by 'News'

Chicago Daily News, owned by John S. Knight interests (newspapers, station properties), Friday accused WGN-TV there of "excessive timidity" and "yielding to protests" in cancelling Martin Luther film (story, page 52). In editorial, News saw "no good reason" why movie shouldn't be seen on television, "assuming it to be a reasonably authoritative version" of reformer's life. Flurry could be "most easily resolved," editorial added, "by voting citation to tv station for excessive timidity."

WNHC Becomes ABC Basic

WNHC New Haven, Conn., will join ABC Radio as basic affiliate Jan. 6, it was announced Friday by Roger W. Clipp, vice president of radio-tv div., Triangle Publications Inc., owner-operator of station, and Edward J. DeGray, ABC Radio's station relations director. Other Triangle stations affiliated with ABC Radio are WPIL Philadelphia and WHGB Harrisburg, Pa. Station operates on 1340 kc with 250 w.

Three More UHFs Give Up

THREE more uhfs came to end of line last Friday, two which got on air and went off and one which never got on. FCC deleted for lack of prosecution ch. 21 WIRK-TV West Palm Beach, Fla., and ch. 29 WOTV (TV) Richmond, Va. In letter to FCC ch. 20 WAAB-TV Worcester, Mass., asked Commission to dismiss without prejudice station's application for extension of time to construct, contending that prospects for survival were "extremely hazardous." WAAB-TV reiterated request that ch. 3 Hartford, Conn., be allocated to Worcester area.

NABET, KOBY Settle Strike

ELEVEN-WEEK NABET strike at KOBY San Francisco settled, according to union and David Segal, station operator. Four engineers and one announcer, NABET members, returned to station and four announcers at station are to join union. Announcers to get $150 per week. Contract allows combination men first year and establishes union shop.

BREAK FOR HUNGARY

STATION BREAKS with Balkan accents. That's way WRCA-AM-TV New York officials described series of unique Christmas messages scheduled for two stations past weekend and Christmas Day. Reading 20, 30, and 40 second station breaks were Hungarian refugees newly arrived at Camp Klimer, N. J., for their first U.S. Christmas. Spots were recorded at refugee processing center at Klimer.

Judge Bars Shorthand Notes

In California Kidnap Trial

CALIFORNIA JUDGE Friday refused to allow KFMB-TV San Diego secretary to take shorthand notes of testimony in kidnap trial. Day before, Judge John A. Hewicker of State Supreme Court stopped station from using stenotype operator to take testimony, and earlier [BT, Dec. 17] it had threatened to cite newman Harold Keen for contempt for interviewing witnesses out of court. Longhand notes would be permitted.

After barring note-taking by secretary (Mrs. Lou Thoop, secretary to General Manager George Whitney), Judge told Mr. Keen that if he wanted to force showdown, he could "go to court and have me reversed." Station did not indicate if it would.

It made that if reporters want record of trial they must wait for publication of official court transcript, and pay for it.

On other side of issue, Judge Hewicker said Friday that Mr. Keen could interview witnesses, but only after they had been excused by court.

WBKB (TV) Cancels Pro Ball Film

WBKB (TV) Chicago, caught in middle of new National Football League squabble, decided Friday to cancel film of controversial Bears-Cards game Saturday "for reasons beyond our control," the film having been purchased by owner New York NFL executive, giving up announcer newscaster for DuMont. It is to be one submitted to Commission Bell with Cardinal's official protest. NFL has been beset past fortnight with "dirty football" charges.

More Service by Trendex

EXPANDED SERVICES announced Friday by Trendex. Firm plans to provide special "retabulation" of actual ages and sex of viewers to specific programs in addition to its regular audience composition report now published three times in year. Also to be added is data on "flow of audience," showing percent inhered viewing previous program, from competing networks and from homes in which set was turned on during program. At same time, Trendex will increase its half-hour sample from 800 tv homes called to 1,000 tv homes called in that half-hour period. Trendex also reported it is offering quantitative surveys based on homes owning tv set capable of receiving telectasts in color.

PEOPLE

EMERSON (TIM) ELLIOTT, vice president and media director, Fletcher D. Richards, N. Y., to Ogilvy, Benson & Mather, N. Y., Jan. 2, as director of media, succeeding JAMES J. McCAFFERY, recently elected senior vice president of OK&M.

JACK NEWELL, media buyer, BBDO, N. Y., transferred to agency's Los Angeles office as media director.

ROBERT N. CLARK Jr., partner in Wank, McDonald & Lee, San Francisco, to Doherty, Clifford, Steers & Shenfield, N. Y.

THOMAS W. REDSTONE, formerly in sales with WNRC New Rochelle, N. Y., and Northwest Airlines, N. Y., to sales staff of Joseph Hershey McGillivra, N. Y., station representative.

HILDA BARNES, W. R. Simmons & Assoc., and JAMES K. HARELSON, Paul H. Raymer Co., Chicago, to Grey Adv. as project director in marketing and research and television producer, respectively.

PAUL STODDARD, account executive, KABC-TV Los Angeles, to sales staff KTLA (TV) there.

PAUL MASTERNOW, for 15 years radio-tv announcer newscaster for ABC Western Div., to KABC-TV Los Angeles Jan. 1 as account executive, giving up program duties.

BUSINESS BRIEFLY

Continued from page 7

with 666 cold preparations, 666 balm and 666 malaria preparations, currently testing new cold remedy in two southern markets. New pharmaceutical product will be introduced in mid-1957 or later. Charles W. Hoyt is agency.

FRITOS FOR BREAKFAST* Frito Co. (Fritos snack food), Dallas, buys three weekly five-minute segments of ABC Radio's Breakfast Club, Mon.-Fri., 8-9 a.m., for 13 weeks effective Feb. 4, Agency: Tracy-Locke Co., same city.

'CLOCK' SET BACK *Hazel Bishop will move Beat the Clock out of its Saturday, 7-7:30 p.m. EST period on CBS-TV and into Friday, 7:30-8 p.m. slot, on Feb. 1, replacing My Friend Flicka, which Colgate-Palmolive will drop. Network has not indicated show it will place in spot vacated by Clock. Hazel Bishop's move prompted by second show it will be sponsoring (On Your Own) on Saturdays, 10:30-11 p.m. EST, on CBS-TV, Raymond Spector Co., N. Y., is Hazel Bishop's agency; Lennen & Newell, N. Y., is C-P's.

PRESS CONFERENCE MOVES *Cron Products Refining Co., N. Y., moving its Press Conference on ABC-TV from 8:30-9 p.m. to 5:30-6 p.m., Sundays, effective next Sunday. It's Polka Time (co-op) will move from Tuesday, 10:10-11 p.m., into slot vacated by Cron Products. C. L. Miller, N. Y. Jr., is Cron Products' agency.

Transistor Radio for DuMont

ALLEN B. DUMONT Labs Friday announced having entered transistor portable radio field with new Transistor model, said to feature six times volume of ordinary transistor radios and twelve times volume of many standard portables. New radio, retailing at suggested list price of $89.95, now is being shipped to DuMont distributors.

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Will use money to pay off existing debts of $37 million and to finance further growth in television, Goldenson tells stockholders. 58

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*Reg. U. S. Patent Office
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Winds Topple WMT-TV's Nearly-Finished Tower

WINDS in excess of 50 miles an hour last Monday (Dec. 10) blew over the nearly-completed, 1,230 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 ceased whipping the top of the tower, nearly thirty thousand steel and cable rods were twisted into a tangled mess. In comparison, the tower of the Niort (Bec') new tower had not yet been completed. WMT-TV - CBS for Eastern Iowa - National Reps: The Katz Agency
Famous on the local scene...

George Washington turned an unknown farmhouse at Valley Forge into a national shrine.

Storer stations, too, were scarcely known outside their local communities until their affiliation with Storer. Today they are nationally known, yet the warm personal touch of the home-town community has never been closer.

A Storer station is a local station
yet known throughout the nation.
IN REVIEW

THE LITTLE FOXES

THE NAME Greer Garson has always been synonymous with Mrs. Miniver, the late Jan Struther's British housewife, who maintained a stiff upper lip so convincingly throughout the MGM film of the same name. We're happy to report that this is still so, either because of or despite Miss Garson's appearance on last week's Hallmark Hall of Fame.

In her efforts to portray Regina Giddens, the bitchy heroine of Lillian Hellman's scathing portrait of post-Civil War southern society, "The Little Foxes," Miss Garson not only maintained that stiff upper lip—she bit right through it. Game girl, but let's face it, no one—least of all a darling of sophistication—could out-venom Tallulah Bankhead or Bette Davis, both of whom perfected the role a decade or so ago. To quote one viewer, "It would seem Miss Garson's Southern accent was lent her by NBC's Special Effects Dept."

On the credit side of the ledger, a salute to associate producer-adaptor Bob Hartung who, with a keen editorial skill and an obvious appreciation for the play, fitted the story into the 90-minute slot without trimming too much. In the acting department, Miss Garson notwithstanding, Sidney Blackmer, though no Charles Dingle, lent sufficient maturity to the part of Ben Hubbard to take the spotlight away from such accomplished actors as Franchot Tone, Eileen Heckart and E. G. Marshall.

Production costs: Approximately $130,000. Sponsored by Hallmark Cards Inc., Kansas City, through Foote, Cone & Belding, Chicago, on NBC-TV, Sunday, Dec. 16, 7:30-9 p.m.

"The Little Foxes," an original play by Lillian Hellman, adapted for tv by Robert Hartung. Executive producer: Mildred Freed Alber; producer-director: George Schaefer; assoc. producer-director: Mr. Hartung; scenery: Odis Riggs; costumes: Noel Taylor; program supervisor: Joseph Cunneff; unit manager: Brice Howard; technical director: Robert Long.

Cast: Greer Garson, Franchot Tone, Sidney Blackmer, E. G. Marshall, Eileen Heckart, Peter Kelley, Lauren Gilbert, Mildred Treas, Lloyd C. Richards, Georgia Burke.

CAN DO

REVERSING the trend of quiz shows to demand more and more expert knowledge on the part of their contestants, Can Do demands no knowledge whatever. To win up to $50,000 in cash on NBC-TV's Monday night (9-9:30 p.m.) series, all that is necessary is to guess, several times, whether or not a celebrity will be able to perform a more or less difficult stunt and to guide him in each guess the contestant is given the results of 100 experimental runs of the stunt conducted by the American Standards Testing Bureau.

On the Dec. 17 telecast, the series' third program, Florida realtor Robert Sullivan won $12,500 by guessing correctly that the team of Debbie Reynolds and Eddie Fisher could not complete 10 volleys on a multilarded ping pong table, could make two goals on a rollerskate hockey court against a mechanical goalie and could not score four out of five baskets from a swing, and that Rory Calhoun, Hollywood actor and archer, could put arrows into six of ten 10-inch targets at 40 feet. Tonight (Monday, Dec. 24) Mr. Sullivan will decide whether to keep his $12,500 or to try to increase it by further guesses. The public had the last guess, that Can Do would not do. It goes off next month.

Production costs: Approximately $25,000. Sponsored by Revlon through C. J. La Roche on NBC-TV, Monday, 9-9:30 p.m. EST.

Producer: Tom Naud; a Phillip production based on idea by Joe Cates and Elroy Schwartz; m.c.: Robert Alda.

TO TELL THE TRUTH

UNLIKE the Can Do procedure, the new CBS-TV quiz show, To Tell the Truth, puts both its guests and its panelists through a rigorous round of mental exercise, as the four panelists endeavor to find out which of three individuals claiming the same name is the genuine article.

In To Tell the Truth, the true man must do so; the two phonies can lie as much as they please to keep the panel confused. The panel, given a number of biological facts—he was once a Fuller Brush man, he taught high school biology, etc.—got a total of five minutes, broken into 30-second sequences, in which to question the trio. Then the panelists by ballot, and the studio audience, by pressing buttons on the chairs, indicated their selection of the real M. X.

Just how difficult that was is indicated by the first night's score, when the four panelists—songstress Polly Bergen, newscaster John Cameron Swayze, actress Hildy Parks and comedian Dick Van Dyke—and the majority of the audience (whose vote counted as one) failed to cast a single vote for either of the two real individuals appearing on the program's telecast.

Despite its complications, which at times threatened to throw master of ceremonies Bud Collier, To Tell the Truth opened with an entertaining half-hour for the viewing audience, which may be a sign for a run as long as that of its illustrious model, What's My Line?

Production costs: Approximately $30,000. Sponsored by Pharmaceuticals Inc. through Edward Kletter on CBS-TV, Tuesday, 9-9:30 p.m. EST.


SEEN AND HEARD

The old adage about the worst overacting coming from non-actors asked to act out their real life jobs on stage or before a camera was proved all over again last Tuesday, when Marlo Lewis, John Wray and other Ed Sullivan Show staffers portrayed themselves at work in the hilarious burlesque of their own program on the Phil Silvers show. There was nothing amateurish about
Will Atlanta's 1,000,000 people of 1961 be buying your brand...or your competitor's?

In less than five years Atlanta's current metropolitan area population of 869,014 will have surpassed a million.

This market of a million, however, will not be wooed and won in 1961. Consumer acceptances being built today will determine Atlanta's brand leaders of tomorrow. Your promotion dollar will go further today than it will tomorrow. Your opportunity, therefore, is twofold.

Immediate profits and growing dividends are open to you through WSB Radio and WSB-TV. Stake out your claims now on the South's largest radio and television audience.

WSB and WSB-TV are affiliates of The Atlanta Journal and The Atlanta Constitution. NBC affiliate. Represented by Edward Perry and Company.

Leadership is traditional...

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta
Sunday

MAC McGUIRE
NOW ON WPEN

SUNDAY
10 A.M. to 6 P.M.

Mac McGuire conducted Philadelphia's most popular morning program when he was with another station. We are happy to welcome him—and his large audience—to WPEN.

WPEN THE STATION OF PERSONALITIES

All programs broadcast

JACK O'REILLY
5 A.M. - 9 A.M.

PAT & JACK
9 A.M. - 10 A.M.

RED BENSON
10 A.M. - 1 P.M.

CAL MILNER & LARRY BROWN
1 P.M. - 7 P.M.

ART RAYMOND
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JULES RIND
News throughout the morning

BILL FARREN
News throughout the day

BILL SMITH
News throughout the evening

REPRESENTED NATIONALLY BY GILL-PERNA, INC.
Monday and Always

RED BENSON
NOW ON WPEN

MONDAY THRU SATURDAY
10 A.M. to 1 P.M.

Former master of ceremonies of “Name That Tune”, “Take A Number” and other network programs on both radio and television, Benson comes to Philadelphia with a nationwide reputation as an outstanding broadcast personality.

THE SHOW PLACE OF THE STARS

Monday thru Saturday

BUD BREES
7 P.M.-11 P.M.

FRANK FORD
11 P.M.-2 A.M.

MATT GUOKAS
Sports at 5, 6, & 7 P.M.

MAC McGUIRE
Sunday
10 A.M.-6 P.M.

New York, Chicago, Los Angeles, San Francisco
IN REVIEW

the script, however, nor the contributions of the professional talent, including both Messrs. S. A high spot, for one viewer, was the Monday morning session in the Sullivan office. Hearing that his show of the night before had received a rating of 51, the opposition a rating of 2, Mr. Sullivan thought a minute, then said, "Two, hmmm. Boys, we'll have to buckle down."

It was a good show on all counts for the Kaiser Aluminum Hour (NBC-TV) last Tuesday. The story—about the choir of a Welsh village and its need for a soprano—was charming. The acting—especially by John Laurie as the choirmaster and Rex Thompson as the "Tiny Tim"-ish boy—was perfect. The ingredients—comedy, pathos, romance—all were there, and blended admirably.

Perhaps the nicest thing to be said is that it was the kind of television entertainment which keeps the viewer nailed to the set—right through the commercials, too. Mr. Kaiser should be well pleased.

BOOKS


THIS autobiography of one of the greatest comic entertainers of our time might well have been subtitled "Half a Life," for Fred Allen's account of his own history ends before his radio career, where he found his greatest success, began. Fortunately, that story has already been recorded by Mr. Allen in Treadmill to Oblivion and although that book omits most of the personal details of the author's life outside the studio it does much to complete the story begun in Much Ado About Me. This book begins with the birth of John Florence Sullivan in Cambridge, Mass., on May 31, 1894, and ends in January 1929 with the closing of "Polly," a Broadway flop but a personal triumph for the Johnny Sullivan, who became Freddy James, who became Fred Allen. In between these two events, the book describes the author's Boston boyhood and adolescence, his learning to juggle which led to appearances at amateur nights and third-rate variety houses, his transition from a juggler to a monologist and his rise, via split weeks in Peoria, Ill., and Adelaide, Australia, to stardom in vaudeville's mecca, the Palace Theatre in New York.

Fred loved vaudeville, with all its hardships, as he never loved radio, with all its comforts, and Much Ado About Me is as much a love letter to the variety stage as Treadmill to Oblivion was a hymn of hate to the broadcast media. But he was too realistic to anticipate vaudeville's resurrection. "A few diehards who knew and enjoyed vaudeville hover over their television sets, hoping for a miracle," he writes. "They believe that this electronic device is a modern oxygen tent that in some mysterious way can revive vaudeville and return its colorful performers of yesteryear to the current scene. The optimism of these day and night dreamers is wasted. Their vigil is futile. Vaudeville is dead. Period."
AS CAP extends to all our friends in the Entertainment World Season's Greetings and Best Wishes for a Happy and Prosperous New Year!

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York
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Right and Wrong
EDITOR:

In Nov. 19 issue you reported that Fanny Farmer candy was "buying pre-Christmas radio spot schedule in number of scattered markets." This news item was correct except for one minor detail—the word "radio" was substituted for the word "tv."

As a result our tv ordering was consistently interrupted by telephone calls from radio stations all over the country looking for non-existent business. We had calls and letters not only from stations with Fanny Farmer candy shops within their coverage areas but also from stations in Florida and Kansas where their nearest Fanny Farmer candy shop is at least 500 miles away.

If nothing else, this incident proves fairly conclusively that your magazine's readership is good. We would appreciate, however, your printing some type of retraction so that various stations and representatives will not feel they have been by-passed by Fanny Farmer and the Charles L. Rumrill Co.

William E. Weller Jr., Timebuyer
Charles L. Rumrill & Co.
Rochester, N. Y.

The Westinghouse Story
EDITOR:

Am enclosing a reprint from your magazine ["Bellwether Breakaway: What Happens to Westinghouse," B*J, Nov. 26] we distributed to 200 newspapers in the Tri-State area. Incidentally, the piece concerning radio networks, pro and con, was the most comprehensive ever published. Your whole staff is to be congratulated for a tremendous job of digging, and for maintaining complete objectivity.

Jack Williams, Pub. Dir.
KDKA Pittsburgh

Just What Radio-Tv Needs
EDITOR:

... Incidentally, I never cease to wonder at the amount of valuable information that is crammed into each issue of B*T. This current week's [Dec. 17] issue is an outstanding example. And this leads me to comment on Bob Sarnoff's speech in Miami.

In all the years of following communications matters, I do not recall a more intelligent, forthright and comprehensive statement of the problems and policies of the biggest and most important bellwether in the industry. Don't misunderstand me; I don't mean it all, particularly that dealing with the so-called film invasion and what it might do to the broadcasting industry. But I must admit that it was restrained in tone, candid and gave every evidence of personal sincerity.

I think myself that this is exactly the kind of public relations that Mr. Sarnoff spoke about in his speech that the industry so badly needs in order to make itself better understood in those places where such understanding is badly needed.

Edward Cooper
Motion Picture Assn. of America Inc.
Washington, D. C.

Record Christmas Tree
EDITOR:

We trimmed our KAPA Christmas tree last week. Although the idea has probably been used before, we decided to use 45 rpm records in place of ornaments. The tree is causing considerable comment around town.

To get everyone in the Christmas spirit we have invited the teenagers who listen to our afternoon request show, The 1340 Club, to come down to the studio and pick their favorite record off the tree and we then play it for them and interview the requestee on the air.

We call our tree "KAPA's All Request Christmas Tree."

Jack Reavley, Coml. Mgr.
KAPA Raymond, Wash.

Shock Treatment
EDITOR:

Orchids to you for B*T's role in the development of the new Broadcasters Promotion Assn. This group has long been a dream and was shocked into reality largely through the excellent coverage of you and your fellow trade paper publishers.

Foster H. Brown Jr.
Dir. of Sales Promotion
KMOX St. Louis, Mo.
SUDDENLY....

Play-by-play broadcasting is old-fashioned

Now everyone listens for

FAST BREAK

THE NEW CONCEPT IN
SPORTS COVERAGE INVENTED
BY RADIO-ACTIVE KMA!

You Hear Quarter Scores From 30 Gymnasiums
in KMA Land. The scores, each quarter, and
who makes them . . . along with lively music!

Music With a Bounce . . . . Basketball With a Bounce

7:30 to 11:00 p. m.
Every TUESDAY - Every FRIDAY

KMA Radio Central For All
The Midwest: Hqs. Shenandoah, la.
5000 power-packed watts

(Check with any Petry salesman for availabilities in this New
Concept—the greatest thing that has ever happened to
basketball on radio.)
An intriguing idea—and no longer impossible—thanks to Eastman Tri-X Reversal Safety Film, Type 7278 (16mm only).

Twice as fast as Super-X Reversal, Tri-X is of greatest value for shots when light is at a premium, for jobs like newsreel service. Process it without a hitch—interchangeably with familiar Plus-X Reversal Film.

Here again is manifest Kodak's stated policy to provide an Eastman Motion Picture Film for every purpose.
WARD DORRELL is a man qualified to wear at least four professional hats, a trick he performs many times a day, often wearing several at once.

He is essentially a research man, but when he undertakes to explain to his colleagues at John Blair & Co. and Blair-TV the methodology or practical use of a fresh batch of research material, he does so both as a researcher and as a man who has pounded the agency beat as a representative salesman.

Now vice president and research director of the Blair firms, Walter Ward Dorrell started acquiring these professional “hats” in the mid-1930’s when he became general manager of Westinghouse’s WOWO and WGL Fort Wayne. Later he was a salesman for Blair and for Paul H. Raymer Co. in Chicago, then was radio director for Henri, Hurst & McDonald, also in Chicago, and subsequently was a vice president of C. E. Hooper Inc.

Although his career has spanned virtually all broadcast fields, his major interest has never wavered. It has been radio from as far back as 1912, when he built and operated his first ham station. One of his colleagues in that early venture was a youngster who later got him into broadcasting to stay—Walter Evans, subsequently president of Westinghouse Radio Stations (now Westinghouse Broadcasting Co.) until his death.

Mr. Dorrell was born March 11, 1899, in Havana, Ill., the son of Harry F. and Louida Dorrell. The family soon moved to Chicago, where during school days at Hyde Park High School he and several school mates, including young Walter Evans, set themselves up as ham operators.

Then came about as short a military career as is possible. He enlisted Nov. 7, 1918, and was discharged when the armistice was signed four days later.

Though his interest from the beginning was radio, Ward Dorrell started his business career outside of broadcasting, with the Toledo Scale Co., Toledo, Ohio. There he had risen to the post of assistant to the president when Walter Evans lured him away to manage WOWO and WGL in December 1935 following Westinghouse’s purchase of those stations (WGL was later sold to comply with FCC rules).

From Westinghouse he moved in 1939 to the Blair organization at the invitation of President John P. Blair, with whom he had ripened a friendship that started when Mr. Blair solicited (unsuccessfully) WOW for representation.

After some two years with the Blair firm as a salesman in Chicago, Mr. Dorrell moved to Raymer. When the opportunity arose a year later, he joined Henri, Hurst & McDonald as radio director.

About a year later he met the late C. E. Hooper, with his own self-developed expertise in the statistical field, he found the business of program ratings immensely appealing. In 1943 he joined the Hooperatings organization to handle station reports:

This association lasted eight years, carrying him to a vice presidency but ending when a physical checkup showed evidences that he had developed tuberculosis. Then followed six months in a sanatorium—a period which he now considers in some ways to have been one of the most fortunate he has experienced.

He not only got his health back—he is completely recovered—but out of this enforced rest came also his present vice presidency and research directorship with Blair. The new job did not come all at once, however. While recuperating, Mr. Dorrell was thinking ahead and turning over the notion of setting up a research consultancy. Mr. Blair, on a visit, thought this a commendable idea, and agreed that his company would be the Dorrell firm’s first client. Later Mr. Blair thought about it some more: If he was going to retain Mr. Dorrell, why not hire him fulltime? That’s the way it worked out, Mr. Dorrell joining John Blair & Co. and Blair-TV as research director in the fall of 1951 and becoming a vice president in 1955.

In his spare time, Mr. Dorrell is about as close to being a professional photographer as an amateur can get. His pictures—several of which are prize-winners—decorate his office in the Blair headquaters in midtown Manhattan and his home in Bronxville, N. Y.

He was married to Roxena Hassett of Toledo on Oct. 30, 1926. They have two children, Mrs. Joy Spellman of Bronxville and Ward Jr., now in the Air Force.

His memberships include the Radio-TV Research Council, Rockefeller Center Camera Club and Rockefeller Luncheon Club.

December 24, 1956 • Page 23
SUPERVISIGN production feeds for Falstaff Brewing Corp.'s pro football telecasts on a CBS-TV regional network and learning intricacies of non-broadcast media are typical of normal routine for Tom O'Connell.

Among highlights of a partial reorganization in the Chicago office of Dancer-Fitzgerald-Sample Inc. last October were announced plans for "additional executive thinking in the media policy of each account" and appointment of Mr. O'Connell as media director.

Radio-tv production has been Mr. O'Connell's forte since he entered the agency ranks nearly 12 years ago—and continues to play an important part in his duties, notwithstanding increased responsibility for all media in D-F-S's Chicago office.

Among accounts which he services are Alliance Mfg. Co. (radio-tv), Carey Salt Co. (both), Chicago Stock Yards Compost Co. (tv), Consolidated Products Co. (radio), American Pfaff (both), Pfaff American Sales Corp. (network tv), Riverview Park (both) and the Siegler Corp. (both).

Thomas P. O'Connell, born in Chicago May 2, 1920, attended the U. of Virginia from 1938-41 and worked for Technicolor Motion Picture Co. for two years (handling production and technical duties) before joining the Army Air Forces in April 1943.

After leaving the service in 1945, he joined L. W. Byrnes Co. agency (now defunct), resigning to become radio-tv director of Christiansen Adv. Agency in February 1948.

Mr. O'Connell became associated with D-F-S in February 1952, working in various capacities (account executive on Exco Products executive producer of Welcome Travelers). In addition to work on Falstaff's approximate 80-station, CBS-TV regional network for Chicago Bears' and Cardinals' home games (the account actually is serviced by D-F-S in New York), Mr. O'Connell also handled originations for Liggett & Myers' (L&M cigarettes) Big 10 regional football feeds on NBC-TV the past season.

Mr. O'Connell is married to the former Alice Porter of Miami, Fla. They live in Glencoe (Chicago suburb) and have a daughter, Patricia, 11.
"We at Folger's value Ad Age's weekly pages"

says J. L. MOORE
Vice President & General Sales Manager
J. A. Folger & Co.

"I look to Advertising Age for the latest news in the marketing field. I find its reporting objective and its newspaper style of writing...a real time-saver in picking out those stories of current interest. We at Folger's value its weekly pages of concentrated marketing news and information."

Week in and week out, Ad Age gets looked to for marketing news and information by the advertising and marketing executives who are important to you. In every issue, there’s a package of concentrated marketing information wrapped up in a dynamic presentation that wins important readership and reader acceptance—not only of those who activate, but those who influence important market and media decisions.

At J. A. Folger Co., for example, broadcast has played an important role in raising the company to first place in sales throughout its distribution area. In 1956, it ranked high among spot tv advertisers and its expenditures for the first three quarters ran over an estimated $1,055,600* for spot tv alone.

Every week, three paid subscription copies of Ad Age get "looked to" by advertising, sales and other management executives at Folgers. Further, 107 paid subscription copies get a similar going over by executives at the agencies handling Folger advertising: Cunningham & Walsh; and Brooke, Smith, French and Dorrance.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

* N. C. Rorabough Co. for Television Bureau of Advertising
The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping $2,314,000,000 for 1956.

Advertisers have spotted the D.C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's Leadership Stations, show an increase in advertising billings of 132% during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area, and more and more of them are turning to WRC and WRC-TV for best sales results.

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

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

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.
BREWING: ANOTHER 25 VHF OPENINGS

- Craven plan would end allocations, permit tvs where they fit
- If FCC adopts it, assignments would go on same basis as radio
- Work to develop uhf—and possible shift to it—would continue

A BOLD PLAN to introduce greater competition in television through steps that would make available at least 25 additional vhf assignments in important markets—without departing from existing mileage separations—was actively considered by the FCC last week and is on the docket as unfinished business. The FCC is expected to resume consideration of the project in mid-January.

Keystone of the plan is rescinding the present table of channel assignments to permit authorization of new tv stations without regard to areas to which they are now assigned, as long as minimum engineering requirements are met. The plan contemplates continued development and encouragement of uhf and would not permit vhf authorizations in areas where uhf already is entrenched.

Based on engineering studies, it is thought that at least 25 new vhf stations could be authorized, most of them in v markets now having two vhf assignments (see table this page). This would permit greater competition, according to proponents of the plan, and provide for third network access. ABC has repeatedly petitioned both the FCC and congressional committees to introduce competition in major markets through dropping of the rigid allocation table incorporated in the Sixth Report and Order, issued in 1952.

The project would entail voluntary shifts of some existing vhf stations to "parlay" additional assignments that would meet existing standards. Outside engineering computations (not those of the FCC's engineering staff) reportedly showed that there are some 65 "potential" moves that could be

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THESE MARKETS WOULD BE FIRST TARGETS FOR NEW V'S

Here are some of the cities that might get additional vhf assignments with the proposed dropping of the Table of Assignments, wherein facilities no longer would be anchored to geography.

This list, a composite of outside consulting engineering opinion, would involve some voluntary moves of certain existing assignments, but is indicative of the flexibility that, according to engineering opinion, can be introduced in vhf, while adhering to existing separations.

The cities, with existing grants (italics indicate on-the-air operation), follow:

- Two station markets, taking into account outside services in certain cases:
  - BIRMINGHAM: WABT (13), WBHQ (*10), WBCY-TV (6), WLBY-TV (48). Birmingham Television Corp. (42).
  - OKLAHOMA CITY: KETA (*13), KWT (31), WKY-TV (4), KTQV (25).
  - ALTOONA: WFBG-TV (10).
  - ROCK ISLAND - MOLINE - Davenport - East Moline: WHBP-TV (4), WOC-TV (6).
  - EVANSVILLE: WFIE (62), WEHT (50), WTVW (7).
  - GREEN BAY: WBAY-TV (2), WFRV-TV (5).
  - CHATTANOOGA: WDEF-TV (12), WRGP-TV (3).
  - JACKSON (Miss.): WJTV (12), WLB (3).
  - DULUTH-SUPERIOR: WDSM-TV (6), KDAL-TV (3), WFTV (38).
  - SPRINGFIELD (Mo.): KTTV-TV (10), KYTV (3).
  - KALAMAZOO: WIZO-TV (3).
  - LOUISVILLE: WAVE-TV (3), WHAS-TV (11), WKLO-TV (21), WQXL-TV (41).
  - NEW ORLEANS: WDSU-TV (6), WMRR-TV (20), WWL-TV (4), WYES (*8), WCKG (26), WEEZ-TV (32).
  - JACKSONVILLE: WHIP-TV (36), WMBR-TV (4), WFGA-TV (12), WQIK-TV (30).
  - ORLANDO: WDBO-TV (6), WEAL-TV (18), WORZ Inc. (9) (initial decision).
  - MOBILE: WALA-TV (10), WJKR-TV (5).
  - BEAUMONT: KFDA-TV (6), KBMT (31), in hearing ch. 4.
  - QUINCY-HANNIBAL: KHQA-TV (7), WEGM-TV (10).
  - CEDAR RAPIDS: KCRG-TV (9), WMT-TV (3).
  - SIoux CITY: KTIV (4), KYTV (9).
  - PORTLAND (Me.): WCSH-TV (6), WGAN-TV (13).

In addition, elimination of city-by-city allocations would also release educational reservations, and these additional markets might get an additional vhf either through educational or regular commercial authorization, according to consulting engineering analyses:

- TAMPA - ST. PETERSBURG: WFLA-TV (2), WTSP (15), WUSN-TV (38).
- LITTLE ROCK: KARK-TV (4), KTHV (11), KATV (7).
- SACRAMENTO: KBET-TV (10), KCCC-TV (40), KCRA-TV (3), KGMS-TV (46).
- BUTTE: KXLF-TV (4).
- PUEBLO: KCSJ-TV (5).
- SAVANNAH: WSAX-TV (3), WTCV (11).
- SANTA FE: KVIT (2).
- DES MOINES: KRTV (8), WHO-TV (13), KGTV (17).
- DALLAS-FORT WORTH: KRLD-TV (4), WFAA-TV (8), WBAP-TV (5), KFJZ-TV (11).

Existing one vhf markets, in which an additional vhf might be added through voluntary moves and relocations:

- MADISON: WHA-TV (21), WISC-TV (3), WKOW-TV (27), WMTV (33).
- PEORIA: WEEK-TV (43), WTVH (19), WIRL-TV (8).
- BINGHAMTON: WNBF-TV (12), WINR-TV (40), WQTV (*46).
- BAYOU ROUGE: WAFB-TV (28), WBRR (2), WCNS (40).
- TERRE HAUTE: WTHI-TV (10).
made to provide new stations without resorting to reduced separations. By dropping the city-by-city anchored assignments, a new degree of flexibility would be introduced that is not in evidence.

The obvious reason is that, pending determination of uhf's place in television, there must be greater competition in underserved areas, with the alternative more rigid government regulation, and the possibility of reducing separations and of "dropping in" vhf's, which would mean reduced coverage for many existing stations in congested tv areas.

It was learned autoritatively that the plan was submitted to the FCC Thursday morning by Comr. T. A. M. Craven at a special meeting. Because Comr. Craven, the FCC's only engineering member, had to attend a preparatory conference for the 1959 International Telecommunications Conference at the State Dept. that same morning, the discussions were recessed until the Commission reconvenes next month, probably at a special meeting in mid-January. Comr. Craven was non-committal except to iterate preliminary observations that he had been studying the whole tv allocations picture since he assumed office on the present Commission last July. A former chief engineer of the FCC and a member of the Commission from 1937-1944, he returned to the agency last summer after having been in private consulting practice.

If the Commission accepts the plan, adoption of the plan would entail rule-making and, of course, would have a bearing on the overall deintermixture project the Commission majori-ty has espoused. Since there would be no set table of allocations, the plan would mean a return to the allocation philosophy which prevails in am broadcasting, i.e., applications can be made for facilities and grants ensure where the Commission's engineering standards are complied with.

The Craven project, it is understood, would continue to encourage the engineering studies involving uhf and would look toward ultimate transition of all television to uhf. If that course is dictated by the research program.

Implicit in the plan, also, would be the dropping of the educational reservations since educational institutions would be able to apply for facilities on the same basis as all other parties, either for commercial or non-commercial operation. But the Commission would be disposed under the plan to give special significance to educational require-ments on a geographical basis. Thus it is deduced that, all other things equal, a non-commercial educational applicant would have a degree of priority over a non-commercial applicant who is a deintermixture of educational facilities.

As does the Sixth Report, the plan would recognize that both vhf and uhf channels are essential to provide a fully competitive nationwide system. The research, now being conducted under the Television Allocations Study Group (TASO) created by organizations interested in the development of adequate television allocations, would be chiefly the determinant, it is presumed, as to the fate of uhf as the ultimate haven of all television.

Abandonment of the allocations table would be premised upon recognition of the economic truism that the government cannot force establishment of television stations in markets which cannot support them. Moreover, it would be recognized that technical developments are not artificially forced and that the most should be made of the facilities available in keeping with the mandate of the Communications Act which provides for the largest possible use of the spectrum and specifies preservation of broadcasting as a free competitive enterprise with minimum government regulation.

If the Commission adopts the project, applications from those responsible organizations would be accepted wherever the assignments would fit in keeping with the FCC's mileage separations. Presumably separations would be changed if the result of the research programs proves that more effective use can be made of the 12 existing vhf channels without impairing the quality of service. In this connection, considerable thought has been given to more extensive use of offset carrier assignments which presumably would permit closer separations.

Possibility of additional assignments even beyond those indicated, once the allocation tables are rescinded, would presumably flow from the requirement that holders of construction permits who have not followed through would be called to account and would be required to drop their permits if cogent reasons for delay were not given.

The FCC would continue its effort to urge upon Congress the elimination of the 10% excise tax on all-band receivers, while permitting the tax to continue on vhf-only sets. Manufacturers, likewise, would be urged to develop practical low cost all-band receivers.

To encourage uhf development and accelerate use of all-channel receivers, li-ability would be made of those engaged in manu-facturing, would be urged to operate television stations on both uhf and vhf from the same location. The plan would also encompass use of uhf repeater stations by vhf licensees where there would be no undue competition with other stations.

To avoid concentration in major markets of new vhf stations which would stem from the plan, the FCC would emphasize, as part of its rulemaking, that the Communications Act imposes upon it a duty to effect an equitable distribution of facilities throughout the country.

The fact that the plan would adhere to existing mileage separations—at least until the uhf research had been completed—is regarded as heartening. Many vhf operators have been concerned about a trend toward "drop-ins" through reduction of separations and deterioration of service. If the research program on uhf is pessimistic, it is generally thought that "drop-in" advocates will win enough support to move in the direction of something akin to "single market" coverage.

Whatever the result of the research, however, the Commission is determined to give every encouragement to the development of all-band receivers. The fact that other services, and particularly the development of forward scatter techniques, may impinge upon present vhf and fm bands, also has been cited repeatedly as a spur to development of uhf tv service.

PUTTING THEIR CARDS ON THE TABLE

A DENVER advertising agency, Rippey, Henderson, Bucknum & Co., is using a request for availability, naming its client and just exactly what is required in the first contact, which is being highly acclaimed by Rocky Mountain area station executives.

Florence M. Gardner, manager of KTFI Twin Falls, Idaho, says of the form: "We're highly impressed with the explicitness, the 'system' to it and the ultimate advantages to client, agency and station" and would like to see other agencies follow suit.

An explanation of the client is given, type of product to be advertised, length of campaign, type of announcements (mix of spots, length spots, "breaks") and whether transcriptions, scripts or others.

The agency asks the station to select the best spots available per week, following as closely as possible specifications also given. An attached schedule to be filled out by the station is included asking for time, dates, lengths, preceeding and following programs, costs for individual spots and total costs of the latter.

"In the absence of contrary instructions from this office (agency), these spots you (station) select will constitute our schedule," the request states, giving the station a concrete idea of times to be used. A request for a contract to be mailed "as soon as possible" and the promise to "return it promptly," followed by an offer to accept collect for any additional information, complete the inquiry. The form is signed by Rippey, Henderson, Bucknum & Co. executive James S. Holme.

From a station manager's viewpoint, Miss Gardner likes the idea of identifying the client and product to be advertised, which makes it possible to choose the availabilities with this in mind. The very "explicit" instructions, giving total number of announcements, length of period, dates, etc., alleviate the necessity of added correspondence to straighten these matters out, a fault of many other requests, she says.

In fact, Miss Gardner thinks that this form cuts the costs to station, agency and advertiser all the way down the line and lets the station know just what it will carry from the start. She believes it gives the agency all necessary information in one contact and assures the advertiser that it will get good placements and know just what they are.

Miss Gardner sees some "headway on a greatly needed phase of our operation" with the Rippey, Henderson, Bucknum & Co. method of requesting availabilities.
BATES' $35 MILLION TOPS SPOT LIST

Annual B•T survey shows spot breakdown of top 40 broadcast agencies

THIS is B•T's second annual survey of agency spending for spot radio and tv. It breaks down billings of the top 40 agencies (B•T, Dec. 3) into spot and network categories, and in turn divides those categories into radio and tv. The exclusive estimates were prepared by a staff under the direction of Agency Editor Florence Small.

TED BATES & Co., for the second consecutive year, paced the country's advertising agencies in combined radio and television spot billing with an outlay of $35 million, an increase of $6 million over its 1955 figure.

Challenging the leader closely, and achieving a standoff with Bates in tv spot spending ($30 million), Young & Rubicam emerged as runner-up in B•T's second annual spot survey with a combined radio-tv spot total of $34 million, an advance of $7 million over its previous year's aggregate.

BBDO supplanted McCann-Erickson in third place this year with a radio-tv expenditure of $32 million, McCann-Erickson's fourth-ranking checkout figure in 1955 came to $26.4 million.

Completing the Big 10 roster this year were Leo Burnett, TV $22 million; J. Walter Thompson, $19 million; N. W. Ayer & Son, $16 million; BBDO, $15.2 million; William Esty Co., $13.3 million, and Kenyon & Eckhardt, $13.1 million.

Soe newcomer among the top ten this year was Esty, which rose to ninth position from a 1955 ranking of 15th. Dancer - Fitzgerald - Sample slipped one notch to eleventh place in the current listings.

Leading the field in the purchase of radio spot, J. Walter Thompson Co. spent $9 million in that category in 1956 to wrest supremacy from Young & Rubicam, last year's leader.

Dominant spot advertisers in 1956 were Ford Motor Co. (J. Walter Thompson & Co.); Brown & Williamson (Ted Bates); Procter & Gamble (Benton & Bowles, Compton Adv. and Young & Rubicam), and Camels (William Esty).

The estimates in this spot survey include expenditures for time and talent. In most instances the figures are based on information received directly from responsible officials in each organization. In cases where official agency audits are computed on a fiscal cycle, B•T has carefully weighed all available data to arrive at its own estimate in terms of a calendar-year computation.

This review represents the spot activity of those agencies which constituted the top 40 in B•T's breakdown of overall am-tv billing [B•T, Dec. 3].

A profile of the spot picture at each of the 40 agencies in this survey follows.


Young & Rubicam: Combined spot billing $34 million; tv $30 million, radio $4 million.


Benton & Bowles: Combined spot billing

HOW THE TOP 40 RANK IN SPOT

<table>
<thead>
<tr>
<th>Rank</th>
<th>Agency</th>
<th>Spot Billing (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TED BATES</td>
<td>$35</td>
</tr>
<tr>
<td>2</td>
<td>YOUNG &amp; RUBICAM</td>
<td>34</td>
</tr>
<tr>
<td>3</td>
<td>BBDO</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>MccANN-Erickson</td>
<td>26.4</td>
</tr>
<tr>
<td>5</td>
<td>LEO BURNETT &amp; CO.</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>J. WALTER THOMPSON</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>N. W. AYER &amp; SON</td>
<td>16</td>
</tr>
<tr>
<td>8</td>
<td>BENTON &amp; BOWLES</td>
<td>15.2</td>
</tr>
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<td>9</td>
<td>WILLIAM ESTY</td>
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</tr>
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<td>KENYON &amp; ECKHARDT</td>
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</tr>
<tr>
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<td>DANCER-FITZGERALD-SAMPLE</td>
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<td>COMPTON ADV.</td>
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</tr>
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<td>SULLIVAN, STAUFFER, COLWELL &amp; BAYLES</td>
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</tr>
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<td>CUNNINGHAM &amp; WALSH</td>
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<td>D'ARCY ADV.</td>
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<td>FOOTE, CONE &amp; BELDING</td>
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<td>LENNEN &amp; NEWELL</td>
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<td>RUTHRAFF &amp; RYAN</td>
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### SPOT BILLINGS BREAKDOWN ON THE TOP 40 AGENCIES

All figures are in millions.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Agency</th>
<th>Combined Spot Billing</th>
<th>TV Spot</th>
<th>Radio Spot</th>
<th>Combined Network Billing</th>
<th>TV Network</th>
<th>Radio Network</th>
<th>Total Broadcast Billings</th>
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<td>7.6</td>
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</table>

This table shows how the top 40 agencies place their billing in the various broadcast media. Some agencies not shown on this list conceivably may place more spot, per se, than some of those with smaller spot billings but whose overall spending in the broadcast field entitles them to a ranking in this listing of the top 40 agencies.


Harry B. Cohen: Combined spot billing $4.5 million; tv $3.3 million, radio $1.2 million. Combined network billing $1 million; tv $1 million, radio nothing. Total broadcast billing $5.5 million. Leading spot advertisers: Grove Labs, West End Brewing Co., B. T. Babbitt Co., Doesskin. Leading network advertisers: Grove Labs, Block Drug Co.


Grey Adv.: Combined spot billing $4 million; tv $2.8 million, radio $1.2 million. Combined network billing $7 million; tv $6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertisers: Dan River Mills, Shwaysay Bros., Emerson Drug Co., Procter & Gamble (Fluffo). Leading network advertisers: Doesskin, RCA, Ideal Toys, Whitehall Pharma-
cal.

Geoffrey Wade: Combined spot billing $3.4 million; tv $2.4 million, radio $1 million. Combined network billing $7.6 million; tv $6.6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertiser: Miles Labs. Leading network advertiser: Miles Labs.


Erwin, Wasey & Co.: Combined spot billing $2.5 million; tv $3 million, radio $0.2 million. Combined network billing $5.5 million; tv $5.5 million, radio nothing. Total broadcast billing $8 million. Leading spot advertisers: Carnation Co., Arizona Brewing Co. Leading network advertisers: Car-

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## TOP 25 IN SPOT: 1956 AND 1955

<table>
<thead>
<tr>
<th>Rank in 1956</th>
<th>Agency</th>
<th>Combined Spot Billing</th>
<th>tv Spot</th>
<th>Radio Spot</th>
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<td>TED BATES</td>
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<td>$5</td>
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<td>YOUNG &amp; RUBICAM</td>
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<td>J. WALTER THOMPSON</td>
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<td>N. W. AYER &amp; SON</td>
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<td>BENTON &amp; BOWLES</td>
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<th>Radio Spot</th>
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<td>1.</td>
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<td>YOUNG &amp; RUBICAM</td>
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<td>LEO BURNETT &amp; CO.</td>
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<td>N. W. AYER &amp; SON</td>
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<td>J. WALTER THOMPSON &amp; CO.</td>
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<td>KENYON &amp; ECKHARDT</td>
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<td>DANCER-FITZGERALD-SAMPLE</td>
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<td>11.</td>
<td>CUNNINGHAM &amp; WALSH</td>
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<td>6.7</td>
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<td>12.</td>
<td>GEOFFREY WADE ADV.</td>
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<td>RUTHRAUFL &amp; RYAN</td>
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<td>BIGW-BOURNE &amp; TONGO</td>
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<td>WILLIAM ESTY &amp; CO.</td>
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<td>16.</td>
<td>GRANT ADV.</td>
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<td>17.</td>
<td>COMPTON ADV.</td>
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<td>18.</td>
<td>HARRY B. COHEN</td>
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<td>4</td>
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<td>19.</td>
<td>LENNEN &amp; NEWELL</td>
<td>5</td>
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<tr>
<td>20.</td>
<td>POOTE, CONE &amp; BELDING</td>
<td>4.5</td>
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<tr>
<td>21.</td>
<td>NEEDHAM, LOUIS &amp; BRORBY</td>
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<td>23.</td>
<td>D'ARCY ADV.</td>
<td>3.5</td>
<td>2.5</td>
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<tr>
<td>24.</td>
<td>EMIL MOGUL</td>
<td>3.2</td>
<td>1.8</td>
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<td>25.</td>
<td>GREY ADV.</td>
<td>3</td>
<td>1.5</td>
<td>1.5</td>
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</table>


Geyer Adv.: Combined spot billing $1 million; tv $5 million, radio $5.5 million. Combined network billing $7 million; tv $5.5 million, radio $1.5 million. Total broadcast billing $8 million. Leading spot advertisers: American Home Products, American Motors. Leading network advertiser: American Motors.


A happier New Year for sponsors with these productive buys ... full sponsorship or participations

Channel 2 Theatre
Monday through Friday at 11.15 p.m.
full length feature films
with many famous stars
A selected group of top-quality full length feature films, which include widely-acclaimed productions, star an impressive array of famous Hollywood artists. These excellent films include many first-runs, and with their huge audience provide the perfect vehicle for late-evening advertisers.

The Range Rider
Monday through Friday at 5.30 p.m.
with Jack Mahoney
and Dick Jones
All western fans are thrilled by this action-packed series, in which the heroes perform daring stunts.

Amos 'n Andy
Monday through Friday at 6 p.m.
hilarious fun
for the entire family
Amusing antics of Harlem's most beloved characters garner big cross-section audiences for sponsors.

Waterfront
Mondays at 6.30 p.m. starts January 7
Public Defender
Tuesdays, Thursdays at 6.30 p.m.
City Detective
Wednesdays at 6.30 p.m. starts January 2
Federal Men
Fridays at 6.30 p.m. starts January 4

In Maryland, most people watch WMAR TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Over, above---and beyond

One-third of Central California — east of the San Joaquin Valley — contains the nation’s most rugged and beautiful mountains.

Here live thousands of families . . . cattlemen, lumbermen, turkey growers, ranchers . . . all with a better than average income. Most of them have wanted television for years.

Now, the powerful KFRE-TV signal carries over, above and beyond the mountains to bring them the only television service they can get.

Only KFRE-TV covers both the rich San Joaquin Valley . . . and the prosperous families in the other third of Central California. It’s your most productive television buy.
NATL. SPOT RADIO TO SMASH RECORDS

- SRA: '56 is 30% Above '55
- '57 Expected to Trump '56

A FORECAST that national spot radio time sales next year may even top an estimated record-high $150 million in spot radio billings this year [B+T, Dec. 17] was voiced last week by Larry Webb, managing director, Station Representatives Assn.

The previous record, set in 1953, was just under $135 million.

SRA also released the time sales total for October—over $16 million, or a 30.8% increase over the same month in 1955.

The time sales are compiled and released by Price Waterhouse Co. for SRA.

High percentage increases in spot radio sales have been confined generally to the larger markets in which some stations have shown tremendous gains over last year. While smaller stations are doing “fairly well,” Mr. Webb found that they are not matching the percentage gain of the largest market outlets, primarily because advertisers are buying heavy saturation campaigns in the larger markets on a continuing basis.

October's increase was the greatest monthly rise for the 10 years covered and compared to the same periods last year. Gain for the 10 months was 22.1%. The monthly comparison follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>1956 (Million)</th>
<th>1955 (Million)</th>
<th>Gain (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10,758,000</td>
<td>9,031,000</td>
<td>19.1</td>
</tr>
<tr>
<td>February</td>
<td>11,643,000</td>
<td>9,384,000</td>
<td>24.0</td>
</tr>
<tr>
<td>March</td>
<td>12,349,000</td>
<td>10,756,000</td>
<td>14.8</td>
</tr>
<tr>
<td>April</td>
<td>10,278,000</td>
<td>9,828,000</td>
<td>4.6</td>
</tr>
<tr>
<td>May</td>
<td>12,396,000</td>
<td>9,631,000</td>
<td>28.7</td>
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<tr>
<td>June</td>
<td>11,791,000</td>
<td>9,238,000</td>
<td>27.6</td>
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<tr>
<td>July</td>
<td>10,719,000</td>
<td>8,474,000</td>
<td>26.4</td>
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<tr>
<td>August</td>
<td>11,207,000</td>
<td>8,707,000</td>
<td>28.7</td>
</tr>
<tr>
<td>September</td>
<td>11,683,000</td>
<td>10,004,000</td>
<td>16.8</td>
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<tr>
<td>October</td>
<td>16,004,000</td>
<td>12,221,000</td>
<td>30.8</td>
</tr>
<tr>
<td>Total</td>
<td>$118,828,000</td>
<td>$97,284,000</td>
<td>22.1</td>
</tr>
<tr>
<td>November</td>
<td>12,286,000</td>
<td></td>
<td></td>
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<tr>
<td>December</td>
<td>10,830,000</td>
<td></td>
<td></td>
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<tr>
<td>Total for the year</td>
<td>$120,400,000</td>
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Revised estimates.
*Final figures for year.

Anheuser-Busch Offers Half Sponsorship of Cardinals

ANHEUSER-BUSCH Inc. will offer half of all St. Louis Cardinals baseball broadcasts on a regional radio network and on KTVI (TV) St. Louis to participating advertisers in 1957, with Busch-Bavarian beer supplementing Budweiser as main sponsor, it was learned last week.

Busch will sponsor half of each home and road game on perhaps 100 stations, and of each weekend and night road contest on KTVI (TV), with non-competitive clients able to buy spots in the remaining time.

Budweiser sponsored the complete package this year. In B+T Dec. 17, D'Arcy Adv. Co., which handles Budweiser, was incorrectly identified by the agency for Pabst Brewing Co., instead of Leo Burnett Co. Pabst is one of four advertisers which have signed for the Chicago Cubs on WIND in that city, to be fed to a regional network with clients buying only Chicago coverage.

Midwest Networks Buy NCS No. 2

SUNFLOWER and Iowa Tall Corn Networks, with composite of 18 radio stations, have subscribed to Nielsen Coverage Service No. 2, John K. Churchill, vice president of A. C. Nielsen Co., announced last week. Sunflower has purchased the service for five Kansas outlets as a group (three already subscribing individually), while Iowa Tall Corn represents 13 outlets (including seven already subscribing separately).

Lever Bros. Radio Pioneer Dies

FUNERAL services were held last week at St. Joseph's church in Belmont, Mass., for Michael J. Roche, 56, general manager of corporate advertising, Lever Bros., and pioneer in Lever's use of the broadcast media.

He died Dec. 13 in New Rochelle, N. Y., after a brief illness. Mr. Roche, who joined Lever in 1920, was instrumental in starting the Lux Radio Theatre in 1934.

Survivors include his wife, Genevieve, of Larchmont, N. Y.; a son, William J. Roche of Framingham, Mass.; his mother, a brother and five sisters.
GIMMICKS AND GIVEAWAYS

Broadcasters, buyers agree they'll never replace good programming

One of radio’s timeliest—and toughest—topics got the full treatment from two top station managers, Gordon McLendon of KLIF Dallas and Robert Leder of WOR New York, at last Tuesday's timebuying and selling seminar of Radio & Television Executives Society, New York. Their comments, in condensed form, appear below. Observations from the other side of the fence—that of the timebuyer asked to use a station which boosts its ratings by gimmicks and giveaways—will be found on the facing page.

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QUINCE I originally accepted this invitation to debate the effect of giveaways on radio ratings, fate has intervened to make me something of an authority on giveaways. Nine days ago, on an abominable Sunday evening, my station KLIF in Dallas had the shocking experience of giving away $50,000 in one day [8-7, Dec. 17].

KLIF had hidden a $50,000 check made payable to “bearer.” The chances were naturally against its being found. The treasure hunt was to last for nine days and we had announced that on the ninth day we were to pick up the $50,000 check and replace it with one for $500, giving such direct clues that it would be found quickly. But lady luck stepped in. Six hours before we were to pick up the check, a plasterer found all fifty thousand. I would have shot myself if I’d had the strength.

I’m sure that little episode was the largest single station giveaway in the history of radio—as a matter of fact, the largest non-quix giveaway in all radio history, including networks.

What did this huge giveaway do to our KLIF ratings?

In November, before the big treasure hunt, Hooper showed KLIF with 39.9% of the morning audience in Dallas and 40.9% of the afternoon audience. Our December figures, show KLIF with 39.1% of the morning audience, a decrease of nearly 1%, and 47.9% afternoons, about a 7% increase. We believe we’d have had this same small afternoon increase without the treasure hunt, since we had effected some other afternoon program changes that made us normally anticipate an increased share, and we dropped slightly in the morning despite a $50,000 giveaway!

I should like to distinguish between legitimate and illegitimate promotions. I could not and would not defend dishonest promotions which offer prizes to listeners for falsely stating that they have been or are listening to any station. Stations employing such devices should be put off the air.

No Appreciable Effect Locally

We can prove beyond any question that most giveaways no longer have any appreciable direct or short-run effect on local station ratings. We know that a network giveaway like The $64,000 Question draws big ratings, but even so these ratings are due to its entertainment value since the audience can have no expectation of reward. We do not believe any local radio giveaways directly stimulate audience to any great extent. At one time, they did. But now, here in New York you’ve seen little direct effect on ratings, either short or long run, from WINS’ huge giveaway, Kathoxyz. Neither have WRCA’s hidden thousand dollar bills been able to project it into first place. Perhaps the novelty of entering such contests has worn off for a large share of the audience. Too many people have entered station contests and have not won. These local station contests and giveaways still have indirect, long-run value to the station, but not value because of sudden increases in ratings.

Our station in Milwaukee, WRIT, made notable gains quicker

Continued on Page 38

PEABODY AWARD is small solace to one owner with red ink on his books. However, I am convinced after much experience that high profits are compatible with good programming—programming in the interest of the public we serve.

I would like it understood that I firmly believe that music stations provide an important entertainment service to the listening public and that they too can be thought-provocative to our teen-age and adult music fans. I have found that a music format imposes rigid boundaries which offer few opportunities to explore the great latitude of expression and experiences that the radio medium can offer.

I am critical of those who blithely bandy about the so-called music-and-news format because it has been a way for many operators who have little imagination and little ability to do much more with their stations. They believe that you must minimize the spoken word—except commercials, of course; that newscasts must be brief; that the public would be bored with the story behind the headlines; and their attitude towards public service is: “Let the big station do it.”

Victims of Snare and Delusion

These operators are victims of a snare and a delusion—the snare being such great and profitable music stations as WNEW New York, WHBH Boston, KLAC Los Angeles and WIND Chicago. What they don’t realize is that years of thoughtful operation and intelligent management made the stations what they are today. They do not realize that it takes taste and sensitivity and people to program music, and imaginative promotion to create a listening habit. The real gold at the end of the broadcast rainbow doesn’t just happen. Though most of these operators are doing well by other industry standards—for example, they net 15% after taxes—this return deludes them into believing that their formula is a sound one. But I can tell you from experience that they are not scratching the profit surface—the real profit potential of our fabulous business.

It is inane to believe that in a market of 12 million people there are not those who want to hear discussions, comedy and drama, meet fascinating guests, be exposed to the excitement of travel, play-by-play sports and live music. The proof that there are such discriminating listeners lies in New York where WCBS, WNEW and WOR have ranked one-two-three in audience consistently over the last 20 years. An interesting facet is that the percentage of radio families listening to these thought-provocative stations is growing every day and, most important, the volume of business done by these three stations exceeds the total volume of the next eight stations in the market. I would gather from these figures that the three stations must sell merchandise, too.

What I have said is a far cry from a discussion relating to the effects of gimmicks on ratings, but it is a necessary foreword, because gimmicks, contests and money giveaways are a manifestation of the broadcasters who lack creative ability, lack imagination,
lack salesmanship and—most important of all—lack a belief in the intelligence of their audiences. It runs true to form that every gimmick or contest ever purveyed on the air was to help an ailing property, a poor program, a sick station. No well-run, well-managed station in this country has had to give away money to attract listeners. I would condone any good station using any promotional device, including giveaways, to attract listeners, if they felt their basic product was a sound one. However, money of itself is no replacement for entertainment nor for service.

Let us talk about gimmicks and ratings. For years, we as broadcasters have decryed the enslavement of the advertiser and his agency to ratings and what they do or do not represent. We say that there is no corollary between ratings and the ability of a station to sell merchandise. We argue that the cost per thousand should not be the sole criterion of media buying. But what do we do about it? We default! We synthesize ratings by giving away money, by running contests, in a mad endeavor to achieve higher ratings which are as fleeting as the fickle audience who the next day tunes to the station that raises the ante.

**What Is Advertiser Getting?**

When and if the advertiser is mesmerized into buying the synthetic ratings, what is he getting for his money—the confidence of the listener? Quite the contrary. I believe he is buying inflated figures which will have no relationship to actual advertising impact. I have been told by all of the rating services that they themselves have tried every recourse to eliminate any but legitimate program promotions in rating weeks because the services themselves know that it is inevitable that their usefulness will be at an end unless they reflect honest, accurate listening habits. We need such surveys—ideally, one common to all markets of the country. But if the problem of inflated ratings continues and we contribute to them, I am afraid the next step will be no ratings at all.

**Monetary Award Common**

Now let's talk about the surveys themselves. In a report released to me by Dr. Sidney Roslow of Pulse, I take the following excerpts: In many markets throughout the United States radio stations have attempted to buy audiences through one means or another. A common method has been a monetary reward to the respondents for reporting listenership to a station when interviewing a station salesperson.

"But, usually such a station would be expected to pay a sum of money if the respondent will report listenership to this station when asked over the phone or at the door—"What station are you listening to?" In one city such a campaign was carried on by one of the stations. During the same week, 3,000 personal interviews were made in the city. The coincidental question was asked at the door; however, the interviewer asked to examine the set to verify that the answer was a true one. Out of the 3,000 calls, 106 reports of listening to an advertised station were obtained. Of these 106 reports, 39 were not verified. The respondent was actually listening to some other station or not listening at all. It is evident that the audience level to this station was inflated.

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**TIMEBUYERS CAUTIOUS OF ‘GIVEAWAY-HYPOED’ STATION RATINGS**

TIMEBUYERS can be "influenced" to an extent—but not tricked—by station ratings which are "hypoed" by cash giveaways, contests, and the like, although in placing a commercial message for his client, the buyer essentially seeks mass audience—the more people the better.

This was the consensus of a group of timebuyers on New York's agency row, canvassed at random by B&W last week.

While most would "accept" increased ratings via the giveaway or similar device, each had many qualifications and there was a shadiness of opinion.

The handful of buyers checked are responsible executives at top agencies which annually handle millions of advertising dollars.

As a rule, the timebuyer will take notice of increased audience claims as translated from a rise in ratings. But nary a one, so long as he is aware of the cause of the upswing, will plunge headlong into a buy. All of those questioned indicated they ordinarily would wait and see if a sudden rating rise could be sustained for any length of time.

Another general opinion was that the buyer cannot be expected to judge station methods (whether "ethical"), only the purpose and the results.

Walter Bowe of Sullivan, Staufner, Colwell & Bayles emphasized the "wait and see" attitude, particularly when a campaign is continuing in a market. But, he admitted, if a new campaign is to be placed, "obvious evidence" that a station is doing better by reaching a greater audience is an important consideration.

Roger Busnstead, media director of the New York office of MacManus, John & Adams (Bloomfield Hills, Mich.), has a definite viewpoint on giveaways promoted by stations. He stated flatly that he "never would buy a station or recommend that a station be bought" solely because "it gave away money away and the ratings went up." He would be suspicious, he said, of any station that had a "reputation" of using rating "hypes" that were short-lived. "I would double-check such a station and look it over carefully," he noted.

Mr. Busnstead cautioned, however, that his "quarrel" with promotion centers on the use of such promotion to cover or shield a "poor product [program or programming]." There's nothing wrong in a station using almost any kind of promotion or gimmick in trying to build audience so long as the station management wishes to dramatize to the public a program change, improvement of format, etc., "if this is sincerely the intention of the station." But, he continued, if the station merely is out to build its rating for a month or so as a short-term gain for "putting some money in the till," Mr. Busnstead feels the buyer won't and shouldn't follow along.

Another timebuyer in the top 10 list of agencies handling radio-tv billings, who asked his identification to be withheld, noted that regardless of how the station achieves it, an increased rating that holds from month to month will influence the buyer.

"He can't avoid it if the station shows an increase," he said, noting that it was important, too, for the buyer to know what happens "afterwards"—i.e., once the giveaway or contest is over. He said he would be "skeptical" of any device that was used "just to influence a monthly rating."

Jerry Feninger of Cunningham & Walsh echoed the "wait and see" sentiment: "The smart buyer wouldn't waste the effort. If you aren't going to use the product when asked over the phone or at the door—"What station are you listening to?" In one city such a campaign was carried on by one of the stations. During the same week, 3,000 personal interviews were made in the city. The coincidental question was asked at the door; however, the interviewer asked to examine the set to verify that the answer was a true one. Out of the 3,000 calls, 106 reports of listening to an advertised station were obtained. Of these 106 reports, 39 were not verified. The respondent was actually listening to some other station or not listening at all. It is evident that the audience level to this station was inflated.

Grace Porteifield of Benton & Bowles pointed out that timebuyers are purchasing "audience," and regardless of whether it is a new program or old, a radio or television station that will increase audience, the buyer would be interested.

Tom Barker of J. Walter Thompson Co. felt that "gimmick programming" used solely to boost ratings would "never influence" the buyer. Once the buyer is aware of such a device, he will go back and check the station's ratings earned previously, and, if necessary, stick to buying adjacencies to programs with proven popularity. So far as buying into a local show, the gimmick would prohibit the buy unless the increased ratings are sustained, he observed.

Jean Sullivan of Norman, Craig & Kummel emphasized that if the giveaway or other stunt is used by the station during its rating week to make a showing, then it "won't make any difference" to the buyer. A purchase can't be based on a gimmick; one has to see the "track record" established by the station and if it can keep a sustained higher level then the buyer would be satisfied. She noted, too, that the buyer would not be against such stunts "per se" but at the same time, "wouldn't buy especially for that."
McLeod Text (Continued from page 36)

than a peg-legged man in a forest fire—despite Wisconsin's asinine laws which virtually forbid contests of any description. In El Paso our KELP deliberately went four months without a promotion just to see what would happen. Instead of dropping, our share of audience in El Paso actually climbed 2%—to 55%. Our station in San Antonio, KTSO, maintains a solid first place position in both Pulse and Hooper and yet for the past four months KTSO has had few giveaway contests.

Here in New York, WNEW leads in both Hooper and Pulse and I can't think of the last time WNEW had a contest or giveaway. WIND shows terrific command of Chicago, yet if WIND has ever had a giveaway contest I can't remember it. I can give you endless striking examples—the newest is WQAM, which bounced to the top in Miami Hooper in 90 days with no giveaways or contests at all.

So, you say, if local contests and giveaways do not directly increase audience, why have them?

The value of most contests to us is that, first, they stimulate talk, and second, lend an atmosphere of excitement and sparkle to the station. We believe that, even though some stations lead by large margins without such contests and giveaways, they could increase their overall general margin in share of audience by promotions (of which contests are but one type) the like of which our McClendon stations use. Mind you, I didn't say they could increase their share of audience for one period or one month, but, perhaps, show quarterly and yearly increases in share of audience.

Contests and giveaways are but one kind of promotion with us. While giveaways don't really concern us, promotion does. By "promotions" we mean, for example, our newspaper concept, with three mobile news units, eight fulltime newsmen and news coverage that prompted one New York newspaper to say that KLIF has, and I quote, "better local news coverage than all New York radio and television stations combined."

Many Public Service Promotions

By promotion, we mean also our 235 different station jingles, our Elvis Presley Night, where we drove 28,000 to the Corton Bowl, our fancy news introductions, our thought-and talk-provoking editorials in the public interest, our hiring of a rainmaker for Dallas, our recent gift of a Cadillac to a blind children's charity in Dallas, our famous electric-train promotion, our "Miss Universe" event and our great collection of memorable radio recordings of the last 35 years. We have many public service promotions, such as our annual Christmas Party for underprivileged children. Among these great promotions, contests and giveaways are but one small part that could be easily eliminated without permanent impairment of real significance to our ratings. And we promote 52 weeks of the year—not just during rating periods.

I cannot resist saying that I can recall when a man named Bob Leder introduced something called Kashbox, on WINS. That is still the biggest giveaway in New York, But it hasn't hypoed the ratings of TWINs yet.

If anything I have said sounds like an apology for prize contests, it shouldn't. They aren't necessary to rating domination. And, furthermore—at least on the local scene—contests and giveaways have been exaggerated out of all proportion to their real significance by those low in ratings. Stations which have little audience tend to seize upon anything for defense of their humble position. It has become fashionable to defend against leading stations by falsely claiming that giveaways have led to their dominance, when the real truth is that they lead because of hard work and superior programming.

Promotions have numerous collateral values. We think that the presence of certain promotions, especially continuing promotions, identifies the station in the listener's mind so that he or she is able to answer interviewers more accurately. And promotions generate public interest in and attention to radio and thus increase sets-in-use. In Milwaukee, where at least three stations aggressively promote radio, morning sets-in-use have crawled to 18.8 and afternoons to 14.1, according to Hooper. Promotion has done this. Compare Milwaukee to some other, stagnant markets where Hooper shows sets-in-use less than 10%.

Unfortunately, in these days when a network treasurer is a man who has a gold watch chain with a Phi Beta Kappa key at one end and no watch at the other, it has also become fashionable in radio to criticize a promotion-minded radio station for having forgotten its public service responsibilities. This is simply not true. Our KLIF file of public service accomplishments is so great that it amazed even our own attorney and the same thing is true of most other exciting radio stations. Competitors using such an approach to attack leaders are being deplorably dishonest and unfair.

Nor is the argument valid that promotions detract from attention to commercials. To say this is to say that anything overly entertaining dilutes attention and, of course, entertainment is the very life-blood of radio. During our $50,000 promotion, we tested this out with six of our sponsors. All in all, they reported results from their announcements to be about the same during the treasure hunt as before.

Let me say again that promotions are not short-run hypoes but instead are long-run hypoes. We submit that only overall, sound programming—of which promotions are but a part—hypoe ratings. And we further submit that promotions should not be cast in disrespect and disgrace by a few clotheheads in radio and television—for much entertainment has always been and always will be based on sound, clean promotion.
Top Echelon Realigned At M-E, Its Subsidiary

REALIGNMENT of executive personnel at McCann-Erickson International and the parent agency is being announced today (Monday) by Marion Harper Jr., president of McCann-Erickson Inc.

Frank White leaves the chairmanship of the international agency to assume the duties of Wilbert G. Stilson, vice president, treasurer and chairman of the parent agency's finance committee. Mr. Stilson becomes executive vice president in charge of the parent company's corporate headquarters in New York, as well as vice chairman of the operations committee.

Robert E. Healy, executive vice president of McCann-Erickson Inc., will succeed Mr. White as chairman of the International Agency, sharing some of Mr. White's former duties with the international agency's president, Edward R. Beach.

Mr. White's new title will be senior vice president, treasurer, and finance committee chairman.

Winchell Says Ratings Falsified, Sees Suit

SHARP blast at radio-tv rating services as "phony myths-matics" was made Wednesday night by Walter Winchell in an interview on Paul Costes' "Unit One" program on KTTV (TV) Los Angeles.

He also reported that "a man who is very well known in the trade, who owns a radio station in a southern city," will file a court suit before the end of this year charging that the "deputy" of a national rating service accepted a bribe to juggle the figures of another radio station to move the station up to first place.

Mr. Winchell told B&T he was not expressing "sour grapes" over cancellation of his weekly variety program on NBC-TV this month although he said he believes his show was dropped because of its ratings, despite other explanations.

During the program, Mr. Winchell displayed a document which he claimed was a "secret" counter report by one national rating service on the report of another rating service for a tv sponsor. Mr. Winchell said the initial report showed that a program was watched by 2.4 million children between ages 4 and 11 in New York while the secret counter report indicates there actually are only 1.7 million children in that age group in the city, based on census data.

Mr. Winchell told the KTTV audience that the rating question may be put before a congressional committee for investigation. Queried on this, Mr. Winchell said there may be a congressional inquiry of the rating situation because "I'm complaining about it."

Chrysler Executive Advocates Guaranteed Video Circulation

A PLEA for guaranteed tv circulation in weekly annuities would be commensurate with dollars expended in the usual medium was made last week by Richard S. Forbes, advertising director of Chrysler Corp., in an address before the Broadcasting Advertising Club of Chicago.

Speaking on "Our Future in Television," Mr. Forbes acknowledged the "vast potential force" of television in conveying concepts, ideas and personalities and that tv as a "high-speed communication" has made its mark. He made plain he was advocating guaranteed circulation, similar to that of printed media, on behalf of all advertisers.

Mr. Forbes observed that one advertiser may spend as much as $100,000 on a television program and come up with a 35 rating while another, spending the same amount of money, might only garner a 15. He felt it is good business to insist on circulation minimums and predicted this principle would be adopted within a matter of years. An initial step in that direction, he added, would be a uniform rating service to measure audience circulation. Principle of such circulation should be adopted, he said, because of the "tremendous amount of dollars expended" in the medium.

Four Named Vice Presidents By MacManus, John & Adams

APPOINTMENT of four new vice presidents at MacManus, John & Adams, Bloomingdale Hills, Mich., and New York, was announced last Wednesday by MJA President Ernest A. Jones. Affected are:

Eugene J. Gramm, creative director in MJ&A's New York office in charge of 11 accounts, who joined the agency in 1954 after spending nine years with other agencies; Mark Lawrence, radio-tv director in New York, with MJ&A since 1952; Milton F. Coulson Jr., former New York copy chief and more recently creative director in the Michigan office on the Pontiac account, and Leslie S. McMahon, manager of MJ&A's Toronto office who also was appointed a director of MacManus, John & Adams Ltd., Canada.

Skippy Signs for ABC-TV 'Drake'

SKIPPY Peanut Butter Div., of Best Foods Inc., New York, has signed for a new ABC-TV show, This Is Galen Drake, that beginning on Jan. 12 will be telecast live Saturdays, 7:30 to 9 p.m. EST.

This will be the first tv series for Galen Drake. Mr. Drake's programs with CBS Radio and his association with CBS' Housewives Protective League operation will continue.

The new program will be sponsored by Skippy on behalf of the peanut butter product and for Nucoa margarine. Agency is Guild, Bascom & Bonfigli, San Francisco.

December 24, 1956 • Page 39
Criminal Contempt of Court Ruled Against Dolcin Corp.

HEAVY spot radio user Dolcin Corp. and three of its firm’s officers were convicted of criminal contempt of court last week by the U. S. Circuit Court in Washington.

The conviction—punishment is scheduled to be determined at a Jan. 14 hearing—followed a complaint by the Federal Trade Commission that Dolcin had continued advertising purported arthritis and rheumatism pain-killer properties of its pill after an FTC cease and desist order had been upheld by the court. A significant basis for the complaint and the court’s decision were radio spots broadcast during 1955 on Washington, Philadelphia and Chicago radio stations. Dolcin spent $1 million on radio spots in 1955 and an estimated $1.5 million this year.

FTC formally charged Dolcin with misrepresentation in 1949. A cease and desist order was entered in 1952. This was appealed to the appellate court. The circuit court in 1954 affirmed the FTC order with some modification, ordered a further hearing to permit the introduction of disputed evidence, and ruled that pending the outcome of the additional hearing the order was to remain in effect. In April 1955, Dolcin’s appeal for Supreme Court consideration was denied.

Among the radio stations used by Dolcin after this date, according to the FTC, were WTOP, WMAL and WWDC Washington, WFLY and WDAS Philadelphia and WGN Chicago.

Company officials convicted were Victor Van Der Linde, George Shimmerlik and Albert T. Wants. The court’s decision was unanimous by Circuit Judges David L. Bazelon, Charles Faby and George Thomas Washington.

‘Extravagant’ Advertising Blasted in Court Decision

“EXTRAVAGANT” advertising “facilitated” by radio-TV was blamed by a federal judge as one of four trends which “torpedoe evil.” The other three, according to U. S. District Judge Robert N. Wilkin, are overextended credit, disguised usury and high pressure salesmanship. The retired jurist’s remarks were contained in a decision finding officials of Consolidated Engineering & Distributing Co. of America, Washington, D. C., guilty of bilking home owners on improvement contracts. Judge Wilkin had been called from retirement to sit on this case.

In discussing his ideas on the “evils” which he sees rampant, and which he lays “to some extent” to the “unfortunate effects of our present system of taxation,” Judge Wilkin referred to “extravagant displays and programs that are presented to the public today as beyond the useful purpose of advertisement. They show little desire to serve prospective purchasers. They seem rather to be prompted by pride, rivalry between competitors, and a wish to use excess profits to build good will. Such extravagant advertising has been facilitated by radio and television. Although some of the programs offered by this means are commendable as informative, musical or dramatic entertainment, the practice of interrupting such entertainment by blatant, vulgar and self-serving commercials has been justly criticized as both bad taste and good business. Such extravagance contributes to the high cost of living, and ultimately the consumer pays the bill.”

Lottery Possibility Removed, Folger Says of Door Campaign

ELIMINATION of the element of consideration, effective Dec. 11, has mooted the lottery question in the Folger office doorbell ringing campaign questioned by the FCC last month. J. A. Folger & Co. and Raymond R. Morgan Co., Los Angeles advertising agency, reported to the FCC last week.

Both companies announced that no longer will a housewife answering the ring of a Folger coffee salesman be required to have a can of Folger coffee in the house to be eligible for an award. This, they averred eliminates the question of consideration entirely.

A lottery usually must consist of prize, chance and consideration. Both the Folger and Morgan companies emphasized that in the seven years of the campaign’s existence, no question was ever raised as to its possible violation of the lottery laws.

The communication to the FCC related how the plan formerly worked: A salesman calls on a housewife. If she has Folger coffee in her kitchen, he asks her a question of general knowledge. If she answers correctly, she is awarded an appliance worth from $3 to $300. Radio spots are used to acquaint areas with the campaign.

The subject came to light last month when it was learned that the FCC had asked 34 west coast radio stations for information on the Folger coffee campaign [BT, Nov. 12].

Bulova Seeks Alternate Sponsor For CBS-TV’s ‘Gleason Show’

BULOVA WATCH Co., New York, has asked CBS-TV to find it an alternate sponsor on the "Jackie Gleason Show" (Saturday, 8-9 p.m. EST). Bulova now co-sponsors the show with P. Lorillard.

It was learned last week that the company would like to revert to an alternate-week sponsorship after Jan. 1. Reason for the projected change, it was understood, is budgetary in that Bulova wishes to promote its 20-second spot franchise that is placed on stations nationwide. P. Lorillard reportedly wants to continue its co-sponsorship.

McCann-Erickson, New York, is Bulova’s agency.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING NOVEMBER 10

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Network</th>
<th>Approx. No. of Stations</th>
<th>Day &amp; Time</th>
<th>Homes (000)</th>
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<tbody>
<tr>
<td>1</td>
<td>Election Returns</td>
<td>Westinghouse</td>
<td>CBS</td>
<td>185</td>
<td>Tues., 8 to concl.</td>
<td>5,529</td>
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<td>2</td>
<td>Election Returns</td>
<td>RCA</td>
<td>NBC</td>
<td>190</td>
<td>Tues., 8 to 9</td>
<td>4,000</td>
</tr>
<tr>
<td>3</td>
<td>Election Returns</td>
<td>Oldsmobile</td>
<td>ABC</td>
<td>403</td>
<td>Tues., 9 to 10</td>
<td>1,271</td>
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<td>4</td>
<td>Election Returns</td>
<td>Kohler of Wisconsin</td>
<td>NBC</td>
<td>196</td>
<td>Tues., 8 to 9</td>
<td>1,571</td>
</tr>
<tr>
<td>5</td>
<td>Election Returns</td>
<td>Build Div. of G.M.</td>
<td>ABC</td>
<td>189</td>
<td>Thurs., 8-9 30</td>
<td>2,857</td>
</tr>
<tr>
<td>6</td>
<td>Dropett</td>
<td>Crowell-Coller</td>
<td>NBC</td>
<td>176</td>
<td>Tues., 8-8 30</td>
<td>1,524</td>
</tr>
<tr>
<td>7</td>
<td>Speech—Nixon</td>
<td>General Motors</td>
<td>NBC</td>
<td>189</td>
<td>Mon., 8-15</td>
<td>1,905</td>
</tr>
<tr>
<td>8</td>
<td>People Are Funny</td>
<td>General Motors</td>
<td>NBC</td>
<td>196</td>
<td>Mon., 7-7 30</td>
<td>1,373</td>
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<tr>
<td>9</td>
<td>Henry J. Taylor</td>
<td>Kudner</td>
<td>NBC</td>
<td>188</td>
<td>Sat., 12:05-12:30</td>
<td>2,524</td>
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<tr>
<td>10</td>
<td>Speed—Eisenhower</td>
<td>CCCM</td>
<td>WOR</td>
<td>150</td>
<td>Thurs., 9-10</td>
<td>1,143</td>
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(Average for All Programs) (657)

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<tr>
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<tr>
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<td>RCA</td>
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<td>Henry J. Taylor</td>
<td>Kudner</td>
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<tr>
<td>Speed—Eisenhower</td>
<td>CCCM</td>
<td>WOR</td>
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(Average for All Programs) (1,228)

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<tbody>
<tr>
<td>Election Returns</td>
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<td>CBS</td>
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<tr>
<td>Election Returns</td>
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<td>Election Returns</td>
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<tr>
<td>Henry J. Taylor</td>
<td>Kudner</td>
<td>NBC</td>
</tr>
<tr>
<td>Speed—Eisenhower</td>
<td>CCCM</td>
<td>WOR</td>
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</table>

(Average for All Programs) (809)
"It's news, so get it in!"

That command—given by Edwin H. James, managing editor—can be heard almost any Friday when B*T goes to press. Getting all the week's news into each issue of B*T is a tough job, but it's always done. That's why B*T staffers miss a lot of dinners at home, why B*T printers have nervous breakdowns, and why its readers learn more about radio and television from B*T than from other publications.

Ed James started holding up presses for B*T in 1945 as New York editor. In addition to news stories and articles for B*T, he's written on broadcasting matters for such other publications as Fortune, Reader's Digest and the London Financial Times. As managing editor, he now rides herd on the B*T staff (largest in the field), oversees production of a magazine containing 85,000 words a week, and in his spare time manages to interview radio-tv bigwigs just to keep in personal touch with what's going on.

Most folks in radio-television start the week with a long look at what Ed and his staff of 30 report. Readers get fresh, full information, and advertisers get their money's worth.

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

Only vertical news magazine in the field
with ABC Membership.
A PER INQUIRY deal trading on the current plight of the Hungarian people was being pitched to radio stations last week, with the singularly noted Gabor family as the instrument of commercialization.

Stations were invited to carry a 78-second recording featuring (1) Jolie Gabor, mother of Zsa-Zsa, Eva, and Magda, in an appeal for aid for Hungarian refugees, and (2) an announcer appealing for the sale of "Gabor family perfume" at the reduced price of $2.95. The station would keep 75 cents out of each $2.95 sale, send 54 cents to "First Aid for Hungary," and remit $1.66 to J&H Publicity Assoc., New York, which is handling the offer.

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family," Lester Jacobs of J&H said in a letter to broadcasters.

He told B&T, however, that the venture in no way seeks to "capitalize" on Hungarian relief. "How are we capitalizing on them when we're giving them money?" he wanted to know.

The Gabors, he asserted, are giving up their own receipts from the perfume in order that it may be offered in this radio appeal at the reduced price of $2.95 instead of the nationally advertised price of $3. He said the perfume is made by another company but that, as he understood it, the Gabors ordinarily receive royalties on its sale. The $1.66 that goes to J&H, he pointed out, covers manufacturer's perfume costs, taxes and recording expenses.

Mr. Jacobs said letters started going out to stations about 10 days ago and that eventually he hoped to send them to all radio outlets. It was still too early, he said last week, to determine how the offer was being received. He expressed hope that acceptance would be widespread.

The address of "First Aid for Hungary," to which stations were told they must send 54 cents of every $2.95 collected in the perfume sale, was not given in Mr. Jacobs' letter. It is 6 E 65th St., New York. Former President Herbert Hoover is honorary chairman of the organization, which has been notified by federal authorities that contributions to its fund are tax-exempt.

A spokesman for the fund said it was not "sponsoring" the Gabor radio venture, but that "if they want to give us the proceeds, we'll be happy to accept." Both the fund spokesman and Mr. Jacobs said they had discussed it in advance.

Here is the text of Mr. Jacobs' letter:

"Listen to the enclosed recording of Jolie Gabor, mother of the famous Gabor sisters, as she speaks and seeks aid for Hungarian refugees.

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family.

"You are permitted to offer to the listening audience in your area the fabulous 'Gabor family perfume' advertised by Vogue and sold all over the U.S. for $5 for only $2.95 on a C.O.D. or prepaid basis, provided however, that . . . .

"In addition to 75 cents your station retains from each sale for your efforts, 54 cents more must be deducted by you and sent to 'First Aid for Hungary' as a contribution by your station.

"The balance of $1.66 you will remit to us to cover excise taxes, the cost of the perfume, and miscellaneous recording expenses in making this offer possible to you.

"Now is the time for you to gain additional dollars for your unused time and still be in a position while making a handsome contribution to so worthy a cause, to gain additional prestige and many friends for your station.

"Should you require additional information, kindly call us collect at CH. 4-4662 [in New York] and we will explain in detail this wonderful plan for wonderful people."

NBC Radio Signs 5 Advertisers For Over $1 Million in Billing

NEW BUSINESS amounting to more than $1 million in net billing was signed by NBC Radio during the early part of last week, William K. McDaniel, vice president in charge of network sales, announced Thursday.

The advertisers making purchases include Pharma-Craft Corp. (Coldene) Batavia, Ill., through J. Walter Thompson, for nightly participations in News of the World (Monday-Friday, 7:30-7:45 p.m. EST); Lambert Pharmacal (Listerine), New York, through Lambert & Feasly, New York, for 10 participations in NBC Bandstand and five in Woman in My House every week for 13 weeks; Ex-Lax, Brooklyn, through Warwick & Legler, New York, for 52 weeks of announcements in a series of programs including Woman in My House, Five Star Matinee, Pepper Young's Family and Monitor; Olin-Mathieson Chemical Corp., Baltimore, through VanSant, Dugdale & Co., Baltimore, for a package of 10 weather segments in Monitor, and RCA, New York, for a 26-week campaign in the network's Most Beautiful Voice in the World special programs.

SC&B Reports Staff Additions

ARTHUR WEITHAS, former freelance art director and agency consultant, has joined Sullivan, Stauffer, Colwell & Bayles as art director on the Richard Hudnut account, which the agency will take over from Kenyon & Eckhardt next week. Other SC&B art personnel added last week: Charles Scimecca, formerly with Most Beautiful Voice; Ray Silka, of Doherty, Clifford, Steers & Shenfield, and Howard Connelly, most recently with the former Biow Co. All three join as assistant art directors.

New Records Set by Magazines

AN ALL-TIME high in revenues and advertising pages for magazines was reached during the first nine months of 1956, it was reported last week by the Magazine Advertising Bureau. The increases were 11.7% and 5.6%, respectively, over the same period last year, the previous record. Total revenue for the period this year was $518.6 million, or $54.2 million above the 1955 nine months. Total advertising pages for the Jan.-Sept. period was 63,442, a gain of 3,377 pages.

Esty Names Eight Directors

EIGHT new directors were announced last week at William Esty Co., New York. They are George I. Chatfield, executive vice president, William Strossahl, vice president and creative director; Dr. Wallace W. Wulfeck, vice president and assistant to president; John H. Peace, vice president and director

GABOR-HUNGARIAN P. I. PROPOSAL OFFERED

ANYTHING FOR THE CAUSE: Jolie (Mama) Gabor with daughters (l to r) Magda, Zsa Zsa and Eva. They offer their appeal, and perfume, for Hungarian relief.

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of media planning; Samuel H. Northcross, vice president and account executive; William L. Young, vice president and director of merchandising; Will P. Booth, vice president and account supervisor, and George MacGovern, vice president and director of research.

A&A SHORTS

Prudential Insurance Co. of America ordered repeat of its Dec. 2 Christmas in Stereo simulcast on KRCA (TV) and KFI Los Angeles to be aired in the same stereophonic manner on Christmas Eve. Program features Burbank Symphony Orchestra from NBC-TV's studios in Burbank. Agency for Prudential is Calkins & Holden.


Edwards Agency, L. A., has moved to its own building at 915 N. LaCienega Blvd.

AGENCY APPOINTMENTS
San McDaniels & Sons Inc. (Bunker Hill canned meats) appoints Cargill & Wilson Inc., Richmond, Va.

Benjamin Swig (owner of hotel chain) appoints M. B. Scott Inc., Los Angeles.

Autocar (division of White Motor Co., Cleveland), Exton, Pa., reappoints Gray & Rogers, Philadelphia.

Hardy Furniture Co., Maywood, Calif., appoints Goodman Adv., L. A.

SPOT NEW BUSINESS

Dance Guild of America (home instruction dance courses), N. Y., through Friend-Reiss Adv., same city, placing radio spot campaign starting Jan. 8 on WCAU Philadelphia and WOR, WCBS and WABC, all N. Y.

NETWORK NEW BUSINESS

Oldsmobile Div., General Motors Corp., will sponsor on ABC Radio and ABC-TV the Sugar Bowl football game between U. of Tennessee and Baylor U. direct from New Orleans on New Year's Day. Kick-off time is set at 1:55 p.m. EST, with a pre-game warmup scheduled from 1:45-1:55 p.m. EST. D. P. Brother & Co., Detroit, is agency.

Buick Motor Div. of General Motors has confirmed its purchase of CBS-TV's New Year's Day coverage of annual Orange Bowl game between U. of Colorado and Clemson College direct from Miami. Agency: Kudner Adv., N. Y.


Carter Products (toiletries), N. Y., signed as first sponsor of NBC-TV's Nat (King) Cole Show (Mon., 7:30-7:45 p.m. EST), contracting for six programs on alternate week basis, starting Jan. 7. Agency: Sullivan, Staufer, Colwell & Bayles, same city.
A&A PEOPLE

Louis E. Dean, account executive, and Paul E. Newman, vice president-executive director of Kudner Agency, were elected vice president and director, respectively.

Jefferson E. Aldrich, Chicago sales director of National Provisioner, and Warren S. Johnson, writer-executive with Ruthrauff & Ryan, named vice president and director of creative copy, respectively, for Warner & Todd Adv., St. Louis.

Daniel E. Shea named senior vice president of marketing for Lennen & Newell, N. Y., in addition to his duties as management account supervisor on Stokely-Van Camp account.

Fenn C. Horton Jr., advertising-sales promotion manager, General Electric Lamp Div., to Charles Bowes Adv., Los Angeles, as account executive.


Jace Leach, assistant advertising manager of Republic Steel's Berger Div., Canton, Ohio, to Griswold-Eshleman Co., Cleveland, as associate account executive.

George W. Oliver, formerly with Leo Burnett Co., Chicago, to account executive staff of Needham, Louis & Borroby, same city.

William D. Crelly appointed advertising director of Owens-Corning Fiberglas Corp. (Fiberglas products), Toledo, Ohio.


Joe Lincoln, radio-tv timebuyer, Young & Rubicam, N. Y., to Agey, Hoite Adv. Inc., Miami, as media director.


Gerald McLaughlin, Leo Burnett, Chicago, to Ogilvy, Benson & Mather, N. Y., as art director.

Gerard C. Mooney, traffic-production departments, Kudner Agency Inc., N. Y., to C. J. LaRoche & Co., same city, as manager of traffic department.


Earl C. Moss, advertising manager of Inter-American Orange Crush Co., Evanston, Ill., to Gourfain-Cobb & Assoc., Chicago, as copy chief.

Adele Thomas, formerly with Biow Co., N. Y., to Reach, Yates & Mattoon, N. Y., as copywriter.

Seymour Francis, San Diego public relations counsellor and publicist, to Lisle Shoemaker Adv. Agency, same city, as head of public relations division.


George B. Bogart, account supervisor at Calkins & Holden Inc., appointed Chicago office manager.

Edmond Gray transferred from N. Y. to Chicago office of Kenyon & Eckhardt Inc. as associate tv producer.


Kevin Murphy, copywriter, Knox Reeves Adv., Minneapolis, to Herbert Willis & Assoc., same city, creative department.

Al Richman to creative staff of Olian & Bronner Inc., Chicago.

Edward J. Palmer, formerly with R. H. Macy & Co. (department store) N. Y., to contact department, Young & Rubicam, N. Y.

James O. Hanley, formerly account executive, Alfred Colle Co., Minneapolis, to Bruce B. Brewer & Co., Kansas City-Minneapolis, copy department.

Jouanne L. Ditmer, assistant buyer in misses' sportswear, Denver Dry Goods, Denver, Colo., to Mark Schreiber Adv., same city, copy-market research staff.

John Grunenberg II, formerly on editorial staff of both Hardware Age and Electronic Industries magazines, to Arndt, Preston, Chapin, Lamb & Keen Inc., Phila., publicity staff.

John Andersen, formerly assistant sales manager for wholesale sales division of Chicago Printed String Co., and Tom Powers, recently discharged from service, to research department of Needham, Louis & Borroby Inc., Chicago.

Mrs. Mary Jordan Stephansson, Dinnerman & Co., Cincinnati, to Perry-Brown Inc., same city.

Frank C. Huseman Jr., graphic designer, to Henry J. Kaufman & Assoc., Washington, as art director.

Calvin F. Greenbaum, copywriter, Pharmaceutical Adv. Assoc., N. Y., to Charles W. Hoyt Co., same city, as copywriter.

Carl Miller, copywriter at United Airlines, to Waldie & Briggs Inc., Chicago, in similar capacity.

Brendan Baldwin, media supervisor with Kenyon & Eckhardt, N. Y., named media director for agency's Detroit office, succeeding Lucian R. Bloom, resigned.

Mary Ellen Wheeling, media director, Mottl & Siteman, L. A., to M. B. Scott Inc., same city, in similar capacity.

Barbara San Holbrook, Doherty, Clifford, Steers and Shenfield, N. Y., to copy staff of Doyle Dane Bernbach, same city.

George L. Young, Lang-Fisher-Stashower, Cleveland, to Griswold-Eshleman Co., same city, as assistant to media director.

George Culp, 83, receptionist at N. W. Ayer & Son, Phila., will retire on Dec. 31 after 64 years in advertising, 59 of which he has spent with Ayer.

John Yeargain, account executive, Roberts & Reimers, N. Y., has formed his own advertising agency, John Yeargain Inc., located at 141 East 44th St., N. Y.
THE RADIO ENGINEERING SHOW

moves to the COLISEUM!

MARCH 18-21 • NEW YORK CITY

SO BIG it takes all 4 floors of New York City's Coliseum to hold this year's great annual IRE Radio Engineering Show. For 4 phenomenal days the largest show ever assembled will open its doors to more than \textbf{41,000} engineers just 4 minutes from Times Square.

IS IT TOO BIG—not for a 12 billion dollar and still growing industry! More than 200 papers presented by 22 professional groups at the Convention's 55 technical sessions will summarize all that's new in radio-electronics research and development...the 834 exhibitors will also represent over 80% of the productive capacity of the industry. Not by a long shot is this show too big for what will soon be our nation's largest industry. Plan now to be at this vitally important radio-electronics show!

\*41,017 engineers and businessmen from coast to coast and in every field of radio-electronics attended the 1956 Radio Show...the forecast for 1957 is even higher!

OVER 800 NEW IDEAS IN RADIO-ELECTRONICS ENGINEERING PRESENTED BY MORE THAN 800 EXHIBITORS!
Post' 48 Films for TV Seen in SAG-Fox Pact

POSSIBLY clearing the way for a break in the stalemate between major Hollywood studios and creative talent over the extra-pay formula for release of post-1948 feature films to television, the board of directors of the Screen Actors Guild last week voted to approve a settlement with Matty Fox and C&C Television Corp. for tv exhibition of 82 RKO features and about 30 short subjects.

At the end of the week, both the screen writers branch of the Writers Guild of America West and the Screen Directors Guild were meeting on approval or rejection of Mr. Fox's extra-pay offer to free the films for tv. A decision was expected Friday.

C&C Television already has distributed pre-1948 RKO features to tv.

John L. Dales, national executive secretary of SAG, said Mr. Fox will pay the guild a total of $715,000 for tv release of the films, $615,000 of which will be paid in 36 monthly installments and $100,000 to be paid from his gross tv receipts for the entire RKO package of 740 features when such tv receipts exceed an average of $50,000 per picture.

The first payment of approximately $17,083 will be paid to SAG immediately upon signing of the agreement, Mr. Dales said, and the next payment is due next July and monthly thereafter. Mr. Dales said SAG has yet to determine how the money is to be distributed to the individual actors involved in the films. He said C & C Super Corp. is guaranteeing all payments to be made to SAG by C & C Television.

Flow of the new money to talent is expected to spur demands for settlement of the all-industry formula discussions held some weeks ago among producers and guild officials. There also is the prospect that other individual film owners will make separate deals.

Mr. Fox is reportedly offering lump sums of $235,000 each to the directors guild and the writers guild for the tv rights to the post-1948 films.

Meanwhile, SAG has announced increased income of residuals from re-runs of syndicated tv film shows with a total of $1.4 million received during the past year. Since December 1953, SAG said, it has collected $2.15 million in tv residuals.

'Lucy' to Lucre: Arnaz Tells Of Desilu's Six-Year Climb

HOW an independent tv film company can grow in six years to almost the size of some of Hollywood's major movie studios was related last week by Desi Arnaz, president of Desilu Productions, with a yearend report that his firm will top $13.6 million in new production during 1957.

Desilu presently has a production of 25 top companies belonging to FPA, presented detailed material on procurement practices, production planning, print control, opticals and effects, sound control, animation, lighting and color. At the conclusion of the meeting, the agency representatives asked for publication of individual papers prepared by the FPA panelists and for an opportunity to present the material to their account executives.

The principal points made by the panelists included a call for agency and sponsor assistance in obtaining the aid of network and independent stations in assuring optimum transmission of film, including the substitution of 35mm for 16mm equipment wherever possible.

Also noted were the need for full teamwork among agency and producer personnel and the film producer; avoiding rigid patterns of procedure, allowing the producers to be involved in the earliest production planning and permitting them to retain control of the vital components of production; the proper appreciation of the advantages of technical simplicity in planning, since complicated effects, reduction from 35mm to 16mm and mass printing cause print degradation in both picture and sound that sometimes results in a "sixth to eighth generation" print being televised. Another factor cited: need for more time for planning, production, laboratory work, inspection of prints and for seminars from which comes mutual understanding.

Panelists from FPA companies included Robert Klaeger, Transfilm; Lee Blair, Tilt Film Graphics; Nat Zucker, Dynamic Films; Peter Keane, Screen Gems; Don McCormick, UPA Pictures; Robert Lawrence, Robert Lawrence Productions; Leslie Roush, Leslie Roush Productions, and Peter Mooney, Audio Productions.

'Whirlybird' Sales Reported For 16 Additional Markets

SALES of the Whirlybirds tv film series in 16 additional markets were announced last week by Thomas Moore, general manager of CBS-TV Film Sales. Total number of markets in which the half-hour outdoor adventure series has been sold is now 83.

New sales include eight additional markets for the Continental Oil Co., Houston, bringing its total to 47 markets in the West and Southwest, and all markets in Oregon for Nickel-Silver Battery Co. Station sales were made to WPIX (TV) New York, the Westinghouse Broadcasting Co. for WBZ-TV Boston and KDKA-TV Pittsburgh, and to WTVN-TV Columbus, Ohio.

BROADCASTING • TELECASTING

CUT-OUTS CUT CARTOON COSTS

ANIMOTION Assoc. Inc., New York, has reported that through use of its new cut-out techniques in conjunction with a new animation equipment the studio has achieved a reduction in cost and production time on animated commercials ranging from 25 to 50% over those produced in the conventional fashion.

Graham Place, president of the animation studio, said the use of cut-outs and the equipment of Animation Equipment Corp., New Rochelle, N. Y., makes possible a reduction in the number of frames needed to complete a tv commercial. Both the camera with a motorized zoom and a table with hand wheels providing north-south, east-west and diagonal "pans" tend to cut down the number of drawings required, according to Mr. Place.

Mr. Place said that virtually full animation is achieved with cut-out, cartoon characters in conjunction with actual packages and products. He said this technique contributed to the lowering of cost and time by reducing again the number of drawings required. He added that "real textures," such as skin, cloth and fur are utilized with multipurpose sets-ups to produce "novel, three-dimensional animated cartoon effects with minimum effort."

Mr. Place reported that recent films completed by Animation Associates include one-minute tv commercials for Buick, Cities Service, Nestle's "Quik," Springmaid sheets, Bluebird and Madison Square shoes of the Shoe Corp. of America and a series of films for American-Standard air conditioning and heating units. Currently, the studio is at work on films for Vick's "Vapo Mist" in three languages—English, Spanish and Portuguese.
Gross-Krasne Appoints
Thayer Executive V.P.

GUY THAYER, executive with Roland Reed Productions, Hollywood, has joined Gross-Krasne Inc. that city as executive vice president, Jack Gross and Phil Krasne announced last week.

As his first assignment for Gross-Krasne, Mr. Thayer will fly to London to finalize arrangements, made earlier by Mr. Krasne, for distribution of the firm’s features in Europe.

Also announced by Gross-Krasne was the acquisition of the old Melvan Theatre, adjacent to Gross-Krasne’s California Studios Inc. The theatre will be rebuilt into a sound stage, bringing the number at California Studios to 10.

Mr. Thayer also will take over some of the administrative duties formerly handled by Mr. Krasne, who will devote more time to distribution development.

With Roland Reed for 11 years, Mr. Thayer helped set up that company’s tv activities. He has served as executive producer for Waterfront, My Little Margie and the Erwin series during the past five years. Mr. Reed announced that Arthur Pearson has been named to replace Mr. Thayer.

Ziv Arranges TV ‘Marriages’
For 1,180 Program Sponsors

ZIV Television Program Arrangements 865 co-sponsorship “marriages” between 1,180 non-competing advertisers during 1956, representing a total of more than $22 million in gross billings, according to M. J. Rifkin, Ziv vice president in charge of sales.

“By closely coordinating our national sales force and syndicated sales force, we have increased our total number of co-sponsorship deals in the past three years from a total of 535 to today’s 865,” Mr. Rifkin reported. He said that the 865 Ziv arranged “marriages” have brought “many new advertisers and much new business to tv, thus helping to build the telefilm industry generally.”

‘Exclusive’ Series Ready Feb. 1

ABC-TV Film Syndication reported last week that the first three films in the new Exclusive series, based on stories by members of the Overseas Press Club, will be available for screening by national advertisers and their agencies about Feb. 1.

Guild Sells Over $1 Million in Nov.

GUILD Films Co., N. Y., reported gross sales in excess of $1.1 million during the month of November, highlighted by a transaction to Triangle Publications for six Guild Films series for showing on Triangle’s five tv stations. Other sales recorded by Guild were for its cartoons and feature films.

NOW! Hooper and Pulse Agree!

Radio Station in Houston is
K-NUZ

BY AN EVEN WIDER MARGIN

Hooper Oct. and Nov. 1956

Monday thru Friday
7 A.M.—12 Noon
12 Noon—6 P.M.

K-NUZ 25.8  K-NUZ 30.2
Net. Sta. “C” — 15.3  Net. Sta. “C” — 12.1
Ind. Sta. “A” — 6.7  Ind. Sta. “A” — 8.2
Ind. Sta. “B” — 5.1  Ind. Sta. “B” — 6.3
Ind. Sta. “C” — 6.3  Ind. Sta. “C” — 10.7

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low!
Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .
WOOD, succeeding Angeles, and Robert Chiader, merchandising in pointed rector, Martin Films, N. canceers, which Sapphire Films Ltd., London, producers of Television that for Night Before Christmas, Christmas Rhap- der plan, stations pay stipulated amount, Falls cartoons and Popeye cartoons, AAP has launched Benson, business named manager of Midwestem Bro. Ellis, business affairs division.

SALES

film (NBC subsidiary), Holly-

The Buc- American and Santa sales to the motion picture industry.

FOUR independent radio stations in San Francisco are setting a labor relations prec- edent by bargaining with AFTRA as a joint station group. Negotiations for a new contract stalled last week, with AFTRA promptly calling a strike at KSFO San Francisco and intimating it may strike the other three.

The stalemate came as management refused to accept what one spokesman referred to as "an awful package" containing a fee system, health-welfare benefits and other clauses that could bring pay for staff announcers up to around $275 a week ($165 weekly base pay).

AFTRA contended it merely was trying to establish parity with the new network-tv contract that went into effect at seven Bay Area stations last Nov. 1.

The four independent stations—KSFO and KYA San Francisco, KROW and KLX Oakland—are bargaining as Bay Area Inde- pendent Broadcasters Assn., formed last August. Lawrence P. Corbett, Oakland at- torney, is negotiating for the stations.

This union of negotiating parties having common interests is believed by some broad- casters to improve the efficiency of negotia- tions and to prevent individual stations from being picked off one at a time by aggressive and professional union bargainers.

On the other hand, Bruce Poyer, execu- tive secretary of the San Francisco AFTRA chapter, told B&T he found objections to the station bico. He mentioned particularly the fact that some problems in the negotia- tions are secondary to each station. He felt these haven't received adequate consideration and must be taken care of separately at a later date.

AFTRA Letter on Strike

AFTRA has sent advertisers using the four stations two separate letters discussing the strike. Most, over Mr. Poyer's signature, notes that the union wants independent-network parity and that the Alameda and San Francisco Labor Coun- cils have sanctioned the KSFO strike.

Mr. Poyer wrote, "We respectfully re- quest that you discontinue your advertising on any or all of these four stations as soon as strike action is undertaken ... . We will follow with interest your action in this matter."

Management contended this amounted to a secondary sponsor boycott.

The KSFO strike started at 6 a.m. Wednesday, with administrative personnel operating the station. TABET engineers refused to cross the picket line.

Basic wage scale for announcers at the four independents is $150 a week under a one-year pact negotiated a year ago and terminated last Nov. 1. The union now asks a $15 increase to $165 plus a fee system and a 5% additional station contri- bution to the AFTRA health-welfare fund, according to Mr. Poyer.

BAIBA contends it has offered a $5 weekly increase for one year plus another $5 or alternative cost-of-living clause for

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BAIBA feels the fee system, or pay within pay, is impractical at independent stations where most commercials are read by the announce- r on duty. BAIBA strongly opposes AFTRA insistence that a staff announcer be on duty at all times, permitting freelance but not parttime announcers to be used. A minimum call of eight hours also is opposed by management as well as specific provi- sions of 15-minute rest periods and turn- around. BRAYN FOY

The groups include such as AFTRA, which strongly opposes the AFTRA demands. It is opposed by BAIBA, which strongly opposes the AFTRA demands, pointing out the different conditions prevailing at network stations.

The groups have been negotiating three months. When a stalemate loomed this week, the labor council stepped in to at- tempt mediation, meeting with management six hours starting Monday at 10 p.m.

CBS Radio Writers' Contract Benefits Tv Brethren, Also

THE Writers Guild of America West an- nounced last week it has concluded a new agreement with CBS covering radio staff writers which also includes a segment granting live television staff continuity writers the same new provisions and higher com- mercial fees in tv.

Radio staff writers at CBS-owned KNX Los Angeles won pay increases, the guild said, retroactive to last Aug. 1. The agree- ment runs through May 31, 1958. The new base salary rates run up to $171 per week for continuity and news writers on network broadcasts, and in addition to commercial fees, include such extra emoluments as "experience fees," "acting editor fees" and fees for writers performing.

The contract closing date was pushed up several months, enabling the guild to bar- gain concurrently with radio staffs in New York, whose contracts will terminate at about the same time. The new termination date also coincides generally with free lance
television and radio contracts now in force, and makes possible a solid negotiating front in the future, the guild said.

As for the supplement affecting live television staff continuity writers, the guild explained that historically the rights of staff writers in the industry have been controlled by their employers no matter what type of show was assigned to them. Now, the guild said, they will regain the rights to their own material when working on a dramatic, comedy or comedy variety show, on the same basis as if they were free lance writers. Their compensation, too, will be adjusted to free lance rates on such shows, yet they will not lose their staff benefits on such occasions although not working as staff writers.

The base rates of pay for the live television writers are $150 a week for the local and promotional staff writer, $155 a week for the regional writer, and $171 for the network writer, plus fees for all commercial programs written by them, at the rate of two-thirds the live television minimums for network programs and one-third the live television minimums for regional shows. The television writer receives the same $5 weekly commercial experience fee at the local level as the radio writer and the same $5 weekly fee for duties in addition to writing if he is a writer-director or has any other such multiple function. All these fees are in addition to weekly base pay, the guild said.

**NBC, Writers Guild East Settle $1 Million Suit Out of Court**

NBC and the Writers Guild of America East last week reached an out-of-court settlement on a suit brought against the network in excess of $1 million [B+T, Sept. 24]. The agreement stipulates that litigation be discontinued "without costs or disbursements" to either party.

The guild also agreed to withdraw a formal unfair labor practice charge against NBC, filed with the National Labor Relations Board. Both the suit and the complaint were based on a guild contention that NBC, during the Democratic National Convention in Chicago, had paid to enroll a number of newswriters "without their knowledge or consent" in the National Assn. of Broadcast Engineers & Technicians. The Guild noted that the NBC newswriters were affiliated with WGAE and normally operated out of New York but were assigned to work at the convention in Chicago. NABET has jurisdiction over NBC newswriters in Chicago.

In the agreement, NBC said it had made a payment to NABET in settlement of a grievance but added that it was not the network's intention or understanding that such payment would "either directly or indirectly form a basis for membership in NABET of any staff radio and tv newswriters employed by NBC in New York." NBC also stated that under the terms of the NBC-Writers Guild contract, newswriters travelling with a program normally produced in New York, still are covered by the New York contract, even though NBC may have a separate agreement with another union at the point of temporary origination.

**Writers Vote Change In Contract Procedure**

A PRECEDENTIAL move in its labor negotiations was taken by the television-radio writers branch of the Writers Guild of America, West, at its December meeting in Hollywood. By unanimous vote, it was decided that in the future no labor agreement will be submitted to the general membership for its approval until it is reduced to written contract form. It also was decided that unless such signed contracts are forthcoming from the producers within 60 days after negotiations have been concluded, strike action would be recommended.

Behind the move lies the irriant factor that 10 months have passed since the membership voted approval of its current film tv agreement with the major producers and yet there still is no written contract. It also was recalled, for the benefit of the writers, that their first contract with the majors which became effective in November 1953 was not actually a signed document until two years later. It was then necessary for the guild to pick up retroactive payments from the producers all the way back for the two year period the agreement had not been a signed document—a procedure termed protracted and administratively expensive, WGAW said.

This new approach of the guild to its collective bargaining problems means, as a practical matter, that negotiations will no longer be a process of general protracted talks leaving the lawyers the task of finalizing agreements in detail after the conferences have ended. Instead, each provision approved will now have to be set down exactly and legally, point by point as decided on, before moving on to the next one. By the time the last one has been discussed and settled, the contract will have been achieved and can be submitted without further delay, WGAW claimed.

**NLRB Rules Against IBEW In WGEE Indianapolis Case**

IBEW was found guilty of an unfair labor practice against WGEE Indianapolis in a decision last week by a National Labor Relations Board examiner. The union was ordered to refrain from picketing or interfering with construction of the new WGEE, Rollins Broadcasting Co. outlet which went on the air Dec. 5 with program tests.

The examiner's decision has the effect of a board ruling unless appealed by the union. IBEW representatives, the decision held, tried to keep union construction workers from going on the job last August by use of pickets. The electrical union pickets, it was held, carried signs that said WGEE would not agree to pay technical employees the prevailing wages of the area. The sign was changed later, it was found.

Other Rollins stations are WJNR Newark; WAMS Wilmington, Del.; WJIL Georgetown, Del.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and WPTZ-TV Plattsburgh, N. Y.
PERSONNEL RELATIONS

ANTI-PETRILLO VOTE SWEEPS LOCAL 47
• L. A. AFM Unit Elects Daniel
• Rebel Ballot Doubles Opponents

ANTI-PETRILLO forces within Local 47 Hollywood of the American Federation of Musicians walked off with a major victory last week over supporters of AFM President James C. Petrillo in the local union’s biennial election of officers.

Described as one of the heaviest votes in the history of the 16,000-member local, the election saw tv musician Eliot Daniel receive 3,806 votes to win the $12,000-a-year job as local president over Petrillo-supported incumbent John te Groen who received 1,817 votes. Rebel candidates for other Local 47 officers won with equal ease.

They take office Jan. 28 for two years.

The anti-Petrillo faction also elected two delegates to the national AFM convention as well as all six members of the local’s trial board.

Mr. te Groen had served as Local 47 president since 1948. He was ousted from office last year in a rebellion led by Vice President Cecil Read against Petrillo policies, but Mr. te Groen was restored to his post by Mr. Petrillo and Mr. Read was expelled at the last AFM convention. His expulsion, however, has been stayed by a local court.

The rebel group meanwhile has filed a total of $13 million in damage suits against AFM, charging diversion of funds from recording and old movie-to-tv contracts into the Musicians Trust Fund. A Los Angeles superior court has halted the recording fund payments temporarily [B&T, Dec. 10].

Mr. Daniel will lose money as president of the local. He must drop his professional music work as music writer for Desilu programs such as Love Lucy, December Bride and Those Whirling Girls.

“Enormously pleased” at the outcome of the rebel victory, Mr. Daniel said, “It seems clear that the revolt is no small movement, but represents a majority of the musicians here. But it’s anyone’s guess as to how the success of the rebellion will affect musicians in the rest of the country.”

Mr. Daniel said he believes the future of musicians in Hollywood can be greatly improved within the framework of AFM, possibly through a “reasonable settlement” worked out with the AFM international executive board.

WNBF-AM-TV Strike Continues

A STRIKE by engineers, technicians and announcers at WNBF-AM-TV Binghamton, New York, entered its fourth week today (Monday) with no apparent settlement in sight [B&T, Dec. 10]. The station has continued broadcast operations throughout the strike, using supervisory personnel exclusively during the first two weeks and later hiring replacement personnel, according to George Dunham, general manager of the stations. The employees are members of Local 26 of the NABET.

JIMMY NOT SURPRISED

JAMES C. PETRILLO, AFM president, called the Hollywood Local 47 repudiation of his policies "no surprise." The AFM head said "it was the expected reaction to the temporary dominance of psychology which erroneously teaches that a minority of musicians can better their own working conditions at the expense of all other musicians."

Mr. Petrillo said he kept hands off the Local 47 election and promised to "work with those elected officers in all matters for the common good."

Judge Restrains Labor Pickets In Strike At WKBN-AM-TV

A COURT ORDER restraining NABET and a long list of individuals and organizations from interfering by violence with the operation of WKBN-AM-TV Youngstown, Ohio, was granted Thursday by Judge Doyle in Mahoning County Common Pleas Court.

The injunction was granted after several score pickets had attacked and beaten Warren P. Williamson Jr., WKBN-AM-TV president-general manager, and Stu Wilson, farm director. They were mobbed around 6 a.m. Dec. 15 when they attempted to enter the stations, which have been struck for two months by NABET. Mr. Williamson suffered a bruised chin and cut lip and Mr. Wilton received a black eye.

Broadcasting was cut off during the day of Dec. 15, but resumed at 6 p.m. The main group of pickets left the premises shortly after preventing Mr. Williamson and Mr. Wilson from going into the station.

The court order covers attempts to coerce advertisers and restricts the number of pickets to two or three at an entrance. It includes threats of death or physical harm, which were made during the Dec. 15 violence, trespassing on the premises and loitering.

NABET, which won a recent election to organize announcers and production people at the integrated radio-tv operation, is not permitting its people to work without a contract. It called a strike in mid-autumn after discharge of an employee in the bargaining unit. IBEW technicians at the stations have refused to cross the NABET picket line. An IBEW contract is in the negotiating process.

Labor to Vote at KFVS-AM-TV

AN ELECTION among employees of KFVS-AM-TV Cape Girardeau, Mo., was ordered Dec. 19 by the National Labor Relations Board to decide if they (the employees) want to be represented by IBEW. The board ruled that the stations and Versatile Television Production Corp., program producer, constitute a single employer. Included in the proposed unit are programmers, operators, utility man and artist. Excluded are the program director, assistant program director and technical supervisor.
POSSIBLE LEAVE-TAKINGS MAY ADD TWO NEW FCC FACES DURING '57

- McConnaughey in doubt about seeking reappointment
- Possibility of Lee cutting term short being discussed
- Ellsworth, Clinton top names mentioned as successors

ONE, or possibly two, new faces may appear on the FCC early next year in the inevitable changes that occur in the federal establishment in the wake of a Presidential inauguration.

In doubt is the decision of Chairman George C. McConnaughey to seek reappointment. He has stated he won't reach a decision until after the holidays—possibly not until after inauguration. It is evident that he is pondering return to practice of law in Columbus, Ohio, and possibly in Washington.

Lacking confirmation, but being discussed is the possibility that Comr. Robert E. Lee, who has served since October 1953, may resign for family and personal reasons. His term does not expire until 1960. Mr. Lee told B&T Friday, however, that he had no intention of resigning and planned to complete his term.

Mr. McConnaughey's term would end next June 30. When he assumed office in October 1954, it was to fill the unexpired term of Comr. George E. Sterling, who retired because of health. Mr. McConnaughey was immediately named chairman and has held that office since.

If Mr. McConnaughey should elect to resign after inauguration, or not accept reappointment June 30, it is logically believed that Comr. John C. Doerter of Wisconsin would be elevated to the chairmanship. This would be under the announced policy of President Eisenhower two years ago to "rotate" the chairmanship. If Mr. Lee remains, however, it is presumed that he, as a Republican, would be eligible and considered for chairman. The fourth Republican, Comr. Rosel H. Hyde, held the chairmanship prior to Mr. McConnaughey's appointment.

There already is speculation about possible new appointees. Foremost is the name of Rep. Harris Ellsworth (R-Ore.), a former broadcaster-publisher who was defeated in the last elections. Another broadcaster who reportedly has been contacted in the event there are vacancies is George H. Clinton, vice president-general manager of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, now serving his second term on the NARTB Radio Board.

Either or both would be viewed as "popular" appointees, since each has practical broadcast experience. Rep. Ellsworth, who has served 14 years in Congress, formerly was 25% owner of KRNR Roseburg, Ore., affiliated with the News-Review. The station was sold Oct. 1. Rep. Ellsworth holds the other broadcast interests and therefore would not have to divest himself of holdings if the FCC appointment, which he would like, comes his way.

Rep. Ellsworth last week conferred with Sherman Adams, chief assistant to President Eisenhowe, and it is understood the question of a Federal appointment came up. Mr. Ellsworth said afterward that it was "60-40" he would get an appointment, but he did not specify any agency. It is believed that if an opening develops on the FCC, he would be in the forefront among prospective appointees.

Mr. Clinton, a popular broadcaster with a newspaper background, was active in the West Virginia election, chairman of the Republican State Radio-Tv Committee. The Republicans swept the state, winning the governorship and a senatorial seat, along with many important Congressional and state offices.

Mr. Clinton was noncommittal, but it was ascertained that he had been contacted by important GOP leaders in the state as to his availability for the FCC in the event of resignations of incumbents. The word obviously has gone down through the Republican organizations that there will be not one, but two vacancies on the FCC.

A third name that has cropped up is that of Samuel L. Golan, member of the International Boundary Commission and a Chicago Republican lawyer [Closed Circuit, Dec. 17]. He reportedly was considered two years ago, and although he has no background in broadcasting, he nevertheless is said to be strongly supported by the Illinois Republican delegation in Congress.

Rep. Ellsworth spent four years on the House Interstate & Foreign Commerce Committee, which handles radio legislation. For the past nine years, he has been on the top-ranked Rules Committee. He has always evinced an avid interest in broadcasting and repeatedly had indicated to confidantes that if he ever retired from Congress, he would relish serving on the FCC. Because he is held in such high esteem by his colleagues in Congress, Democratic as well as Republican, it is believed his service on the FCC would benefit the Commission greatly in its Congressional relations.

A native of Hoquiam, Wash., where he was born 57 years ago, Mr. Ellsworth has been a resident of Oregon since he was a year old. He graduated in journalism from U. of Oregon in 1922 and worked on newspapers in the state, serving for a year as managing editor of the Oregon Publishers Assn. and as associate professor in journalism at the U. of Oregon. He also served three years as manager of a lumber industry publication.

He had owned 125 of 500 voting shares in News-Review Co., licensee of KRNR and publisher of the Roseburg News-Review. The other 375 shares are owned by Southern Oregon Publishing Co., licensee of KFLW Klamath Falls, and part owner of the Medford Mail Tribune, affiliated with KYIC Medford.

He married Miss Helen E. Dougherty of San Jose, Calif., in 1923, and they have two daughters. He was appointed a state senator near the end of 1941, was elected to the U. S. Congress in 1942 and re-elected each two years until last November. He was defeated in the Nov. 6 election by Democrat Charles O. Porter of Eugene.

Mr. Clinton, as vice president and general manager of Ohio Valley Broadcasting Co., has interests in stations which would have to be disposed of in the event of his appointment. Ohio Valley, which owns the Clarksburg and Parkersburg properties, itself is 89% owned by News Publishing Co. (Wheeling Intelligence and News-Register; Fairmont Times and West Virginia and others). News Publishing Co. owns 34% of WTRF-TV Wheeling. The Clarksburg and Parkersburg stations are under contract for sale to WSTV Steubenville, Ohio, a transaction now pending before the FCC and against which protests have been filed.

Mr. Clinton represents NARTB District 3 (Pennsylvania, West Virginia, Maryland and Delaware) on the NARTB Radio Board. A native West Virginian, he was educated in that state and Ohio. He worked on newspapers from 1930 to 1941, handling promotion, business and commercial assignments. He joined the West Virginia Network sales staff in 1941, his first radio venture. The following year he was named manager of WPAR. He has served as director, vice president and president of West Virginia Broadcasters Assn. and has been active in local

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business and fraternity groups.

Mr. Golan, 56, holds a law degree from Northwestern U., practiced in Chicago, and had served as special assistant corporation counsel there from 1927 to 1931. He was chairman of the Board of Review of the Illinois Dept. of Labor from 1940-48. He was defeated for Congress in 1928 and likewise lost to his Democrat opponent for judge of the Circuit Court of Cook County in 1932. In 1952 he served as special assistant to the Republican National Committee and as assistant chairman of the Republican Committee Central Committee in Cook County.

WJET Seeks Reassigned Ch. 45
CHANGE in allocation of ch. 45 New Castle, Pa., to the hyphenated area of New Castle, Pa.-Youngstown, Ohio [B&T, Oct. 22], has prompted WJET Erie, Pa., to file an application with the FCC for ch. 45 (designating Youngstown)—although now dark WKST-TV holds a construction permit for ch. 45 New Castle. Ironically, WKST-TV requested the allocations change so that it could operate as a Youngstown outlet. WJET proposes 196.36 kw radiated power, with antenna height of 100 ft. above average terrain. In the past the FCC has turned a cold shoulder on applications for channels already held by a licensee.

STORER MAINTAINS TWO-FRONT ACTIVITY
- Still after two tv stations
- Both involve complications

STORER Broadcasting Co. moved on two fronts last week—seeking anew to win a waiver of the multiple ownership rules on the one hand and airspace Panel approval of an antenna site and height on the other. Storer attacked the FCC’s refusal last month to waive the five-vhfs-to-one-party limitation [B&T, Nov. 19] and requested reconsideration. - The waiver was asked to permit Storer to buy ch. 3 KSLM-TV Salem, Ore. The vhf station is being bought for $27,277 and the Commission has also been asked to approve its move to a site of 10 miles outside of Portland, Ore. Storer operates ch. 27 KPTV (TV) Portland, Ore., and has declared it will surrender the uhf license if its Salem purchase and move are authorized.

In its petition for reconsideration, Storer charged that the fact that the Commission refused to waive the rule on vhf ownership was in contradiction to its stand that its rules were not inflexible. This purported flexibility, Storer said, was one of the major reasons the Supreme Court upheld the Commission’s right to set maximum ownership limitations. The Supreme Court’s decision was handed down last May, in Storer’s appeal against the rule itself.

A way out of the impasse was suggested by Storer, which offered to accept a temporary grant for 12 months. It declared it would relinquish the station if at the end of that time the Commission decided it was necessary to do so. The Commission has been considering various revisions of its multiple ownership rules.

Full scale attempt was made by Storer and ch. 9 WMUR-TV Manchester, N. H., officials to persuade the Washington Airspace Panel to approve the location of the WMUR-TV tower in Essex County, Mass. —32 miles southeast of Manchester and 16 miles north of Boston. The panel was addressed by George B. Storer, president of the firm bearing his name, and Edward F. O’Brien, WMUR-TV vice president.

Storer is buying the ch. 9 New Hampshire station for $850,000. The sale is contingent on the station winning FCC approval to move the transmitter closer to Boston. The proposed antenna would be 1,016 ft. above ground.

A key problem, it developed during the three-hour session last week, was the CAA's proposal to install a navigational facility at a nearby airport, the approach procedures for which might have an impact on the site choice. It is understood the panel has deferred action on the request pending clarification of this matter.

In order to clear the way for Commission approval of the New Hampshire deal, Storer has agreed to sell its owned WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million [B&T, Oct. 22]. This would permit Storer to remain within the five-vhf limit on ownership.

Daytime Assn. Seeks Action On Year-Old Hours Petition
DAYTIME broadcasters asked the FCC last week to close out the 10-year-old clear channel proceeding and to institute proceedings on the Daytime Broadcasters Assn.‘s year-old petition to permit daytime only stations to begin operating at 5 a.m. or sunrise, whichever is earlier, and cease operating at 7 p.m., or sunset, whichever is later.

In the alternative, DBA said, if the FCC decides to reopen the clear channel hearing, the question of daytime hours should be incorpo rated in that hearing.

The DBA petition was filed in response to a pleading by the Clear Channel Broadcast ing Service last month asking that the Com mission reopen the long pending clear channel case. That proceeding was instituted after World War II. Among the issues was whether the Class 1-A, unduplicated, clear channels should be duplicated and whether maximum power for clear channel am stations should be boosted above the 50 kw maximum now permitted.

The FCC is scheduled to consider the future of the clear channel proceeding early next month.

Media Buyer Sold on Audit Bureau of Circulations

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Vice President and Media Director
Compton Advertising
New York, N. Y.

"I’m highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

B&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&T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

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FELLOWS ASKS SEC. 315 REPEAL

- Campaign expenditures committee hears NARTB head
- Congressman charges L. A. stations refuse tv time

NARTB President Harold Fellows asked Tuesday for elimination of Sec. 315 ("equal political time") of the Communications Act in testimony before the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

The NARTB president also promised the association will look into a committee member's charge that the seven Los Angeles television stations have a "general agreement" to refuse tv time to the 12 congressmen whose constituencies are in that area, even in non-election years when they are not actively campaigning for re-election. Mr. Fellows, in answering charges by Rep. Patrick J. Hillings (R-Calif.), said he did not believe there is any such agreement.

Rep. Hillings also called Mr. Fellows' proposal to eliminate Sec. 315 "extremely self-serving and quite narrow," hinting that if the broadcasting industry doesn't come up with something other than a "negative approach" for allowing more tv time to political candidates, it may be faced with alternatives such as government regulation.

Other witnesses during the Monday-through-Wednesday hearings included Warren E. Baker, FCC general counsel, who explained the FCC's interpretations of Sec. 315; Democratic National Chairman Paul Butler, who reiterated past proposals to require networks and stations to furnish up to six free half-hours of network time to presidential candidates of major parties; James McDevitt, co-director of the AFL-CIO Committee on Political Education, who wanted Congress to "consider" a proposal for "some" free radio-tv time for candidates; Republican National Chairman Leonard Hall, who said that while the GOP has had no trouble with Sec. 315, "you can trust the industry"—referring to NARTB President Fellows' proposal to eliminate the section; and Philip L. Graham, president-publisher of the Washington Post (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), who described his plan to encourage small political contributions from all citizens through free public service advertising in cooperation with the Advertising Council, of which he is a director.

Mr. Fellows, calling for elimination of Sec. 315, said it "binds the broadcasters in a legal strait jacket" and prevents the public from receiving full coverage of the news and many forum and panel shows involving candidates. The FCC's license qualifications and periodic reviews of licenses "should give adequate assurance to this Congress and to citizens everywhere that broadcasters must be fair," he continued.

Proposals that broadcasters be required to furnish free time to political candidates are "not only discriminatory but unrealistic, unworkable and unconstitutional," Mr. Fellows said.

Asked by Rep. Robert E. Jones (D-Ala.) if he thought Sec. 315 should be amended to give equal time opportunities only to candidates of the major parties, Mr. Fellows said that some such legislation would be of assistance if Sec. 315 is not repealed.

Rep. Hillings, leading up to his charges against the seven Los Angeles tv stations, said Sec. 315 is given a "very strict" interpretation by some broadcasters in large metropolitan areas to deprive incumbent congressmen of the "rights to report to their constituents through radio and tv" on matters unrelated to their candidacy, but important to the people. He felt this is "common practice" in New York, Chicago, Los Angeles and other large markets.

Rep. Hillings told Mr. Fellows that while broadcasters want the no-censorship provisions of Sec. 315 lifted, they are asking at the same time for censorship powers themselves over who will and who will not speak on radio-tv, and that Mr. Fellows' argument that railroads do not have to furnish transportation to candidates is invalid because while candidates can get elected without riding trains, in "modern politics" they virtually can't get elected without the air media. All broadcasters seem to want is to "get out from under the load," he charged, telling Mr. Fellows: "I don't be..."
lieve you are too conscious of your public service responsibilities.”

Mr. Fellows observed that all 12 of the California congressmen would want to use the two most popular stations and that allocating political time among the seven stations would lead to trouble.

The NARTB president attacked what he felt was a general belief that broadcasters are required to allocate a specific amount of time to public service sustaining programs. There is no such provision in the Communications Act, he said. The station is required only to operate in the public interest, convenience and necessity, and some of the finest public service programming is sponsored, he added. Mr. Fellows said he didn’t believe all public interest programs should be sponsored, but neither did he believe there should be a set amount of sustaining time for this purpose.

Rep. Richard Bolling (D-Mo.) wondered if it is wise to leave the judgment of operating in the public interest to the broadcasters. Mr. Fellows thought that had been proved.

Rep. Robert E. Jones (D-Ala.) said one radio commentator had broadcast propaganda against him and called him a “stinker,” and wondered what recourse he had. Mr. Fellows thought that if Rep. Jones felt he had been libeled, he could sue. If the broadcasts hold to one point of view, Rep. Jones can demand time from the station to present his own views under the FCC’s requirements that stations maintain a balance of opposing viewpoints, the NARTB president added.

**Issues Warning**

To Rep. Jones’ statement that perhaps the law should be “reinforced” on “political propaganda” for candidates, Mr. Fellows cautioned that this might deny freedom of speech.

FCC General Counsel Baker, following Mr. Fellows at Tuesday’s session, explained the final interpretation given by the FCC that the networks were not required to give equal time to Democratic presidential candidate John F. Kennedy or to President Dwight Eisenhower’s Oct. 31 simulcast on the Middle East crisis [B*T, Nov. 5].

Mr. Baker noted that the FCC’s vote was 4-3 against applying Sec. 315 [B*T, Nov. 12]. He added: “I am certain you will probably have just as much disagreement any time that you find an odd number of people together. It would be fairly close as to whether this is or is not an interpretation.”

The question is of more academic interest than anything else, Mr. Baker said, because the President refused to take the equal time to which he was entitled after the networks had given Mr. Stevenson and others equal time to that given Mr. Eisenhower for his Middle East speech. Mr. Baker thought, nevertheless, that if the law is not changed the delayed FCC decision at least will be of use to the networks in governing their future conduct. He noted that FCC Chairman George McConnaughey testified earlier before the House Commerce Committee that he “just can’t believe” Congress had intended Sec. 315 to apply in the case of an international crisis broadcast by the President.

Mr. Baker was questioned about when a person is considered to be a “legally qualified” candidate for office. The respective state laws apply, he said, but the FCC often is asked by broadcasters to interpret Sec. 315 in cases where a person has not filed a petition for candidacy.

In 1952, he said, the FCC was asked to decide on what date Sen. William F. Knowland (R-Calif.) became a candidate after a man, who considered himself an opponent of Sen. Knowland, asked stations for equal time for all broadcasts made by Sen. Knowland for the previous 12 months. The FCC decided that Sen. Knowland became a legally qualified candidate when he declared his candidacy a “few days” before he was required to file his petition, the FCC general counsel explained.

In testimony Monday, Democratic National Chairman Butler said the legal ceiling for spending by a national political committee should be raised from the present $3 million to $10 or $12 million—but no more. He reiterated past statements asking that broadcasters be required to furnish up to six free half-hours to presidential candidates of major political parties.

James McDevitt, a co-director of the AFL-CIO Committee on Political Education (COPE), observed that the present Sec. 315 has worked "pretty well" and that the networks "seem to be making a conscientious effort to live up to their responsibilities." He suggested that Congress "consider" a proposal to require "some" free radio-television time for candidates, but had "no specific proposal at this time."

GOP National Chairman Hall said that while his party has had no trouble with Sec. 315, "I think you can trust the industry," a reference to NARTB’s proposal to eliminate Sec. 315.

Asked by Rep. Hillings what recommendations he had for making tv available to candidates for the House of Representatives, Mr. Hall said he didn’t see the necessity for congressional candidates appearing on television. It’s hard enough to get people to watch presidential and vice presidential candidates (see box story), he said.

Mr. Hall said the GOP tried soliciting campaign contributions through radio and television announcements in one area, but that “in this case it didn’t work.” In his area, he said, there was no noticeable increase in contributions as compared with areas where no announcements were used.

Broadcaster-publisher Graham again discussed his plan for using all media to solicit political contributions from all citizens on a non-partisan basis, contributors giving to the party or candidate of their choice. For 14 years, he said, the Advertising Council has given $100 million in free advertising annually for worthy, non-partisan causes. The week before, Mr. Graham had discussed his plan before a Senate group [B*T, Dec. 17].

He said his plan to use $8 to $12 million of this advertising in good citizenship appeals had failed because it was new and because there was only one year to bring people together to put it into operation—“joining committees and smoothing out differences.” Mr. Graham said perhaps he was to blame for "starting too late," but said he believed "we'll try again in 1960." He first proposed the plan in 1955 [B*T, June 6, 1955].

**W. Va. Educational Channel Now Open For Commercial Use**

SECOND major allocations change affecting educational tv reservations was finalized by the FCC last week when it deleted the educational reservation at Weston, W. Va.—ch. 5—and made that channel available for commercial use. Last July the FCC changed the College Station, Tex., educational reservation from ch. 3 to ch. 48 [B*T, July 23].

The Weston change was dissented to by Comrs. Rosel H. Hyde and Robert T. Bart-
ley, J. Patrick Beacon (WJPB-TV Fairmont, W. Va.) requested that ch. 5 be made commercial if he is awarded the channel he would make broadcast time available for educational programs.

Mr. Beacon announced Thursday that he would put his ch. 35 WJPB-TV back on the air the end of January or early February so Salem College faculty and students could begin to gain broadcast experience. Mr. Beacon still has to apply and be granted Weston's ch. 5.

Other rule-making changes finalized by the Commission last week:

Ch. 11 was assigned to Coos Bay, Ore., by deleting it from Yreka, Calif., and substituting ch. 10 in the latter city. One request had asked that ch. 11 be assigned to Prineville, Ore., but the FCC decided the Coos Bay proposal was more meritorious in that more people would receive tv service.

Ch. 62 Evansville, Ind., was shifted to Owensboro, Ky., and ch. 14 was shifted from Owensboro to Prineville, Ore. This necessitated changes from ch. 14 to ch. 25 in Festus, Mo., and from ch. 62 to ch. 56 in Shelbyville, Tenn. At the same time the FCC modified permits of ch. 62 WJTF (TV) Evansville to operate on ch. 14, and ch. 14 WKYTV (TV) Owensboro to operate on ch. 62. Both stations continue to change.

The FCC called for comments by Jan. 30 on two proposals involving ch. 2 Denton, Tex., now reserved for educational use. These proposals are: (1) reallocate ch. 2 to Longview, Tex., for commercial purposes and assign educational ch. 71 to Denton; and (2) make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there.

**FCC Grants Two Vhfs In S. D., Uhf in S. F.**

The FCC made three television grants last week—two vhf channels, one in Rapid City and one in Reliance, both S. D., and a uhf in San Francisco. Permittees:

**Rapid City—**KSDJ-AM-TV Rapid City Stations, ch. 7. John Daniels, Eli Daniels and Harry Daniels, partners, own KSDJ Rapid City and KDSJ-AM-TV Deadwood, S. D., the latter on ch. 5. They will operate the new facility with 534 kw visual power, and plan $58,757 for construction.

Reliance—Midcontinent Broadcasting Co., ch. 6. Joseph Foyd, N. L. Bentson and Edmond R. Ruben own Midcontinent which is the licensee of KELO-AM-TV Sioux Falls ch. 11 and its satellite ch. 3 KDLQ-TV Florence, both S. D. The same interests own WQOL-AM-MF Minneapolis. They will use 53.7 kw visual power for the Reliance station, with an estimated $225,100 budget.

San Francisco—Plaza Radio & TV Co., ch. 26, to use 257 kw visual. Plaza principals are 50% partner Alex Rosenman, owner of a New York City advertising agency bearing his name; Eliot Hyman, 25%, former owner of Associated Films, production firm, and Davis M. Harris, 25%, who has camera, optical and high fidelity equipment import interests. The New York firm plans to spend $244,117 to construct the new uhf.

**11 Radio Grants Made, 2 Are Recommended**

INITIAL decisions favoring grants of two new radio stations were made by FCC hearing examiners last week. At the same time the Commission granted construction permits for 10 new arms and reaffirmed an earlier grant that had been set aside.

Applications by Bernard & Jobbins Broadcasting Co., for 1290 kc, 500 w daytime, in Gilroy, Calif., and Key City Broadcasters for 1280, 500 w day, in Abilene, Tex., both had been in hearing because of possible interference with existing stations. In both cases interference to be suffered would have been outweighed, the examiners concluded, by the need for new service, or for a first local outlet, the case in Gilroy. Hearing Examiner H. Gifford Irion recommended for Bernard & Jobbins and Examiner Jay A. Kyle for Key City.

Reaffirmed was the Commission's grant to Richard Field Lewis Jr., for a new am in Leesburg, Va. on 1290 kc, 1 kw daytime. The grant originally was made June 6 and set aside July 6 because of indicated interference if an application of WHVR Hanover, Pa., to increase day power on 1280 kc to 5 kw is granted. The new FCC action specifies that Mr. Lewis must accept any such interference in case of a grant to WHVR. Concurrently the FCC dismissed the Lewis application for a new fm in Frostburg, Md. His other stations are WINC-WRFL (FM) Winchester and WSGI Mount Jackson, both Va.; WHYL Carlisle and WAYZ Waynesboro, both Pa.; WLED Fisher, W. Va., and 60% of WPFA Frederickburg, Va. Call letters WAGE have been given the Leesburg facility.

Other grants:

Bay Minette, Ala.—Southwest Alabama Broadcasting Co., 1150 kc, 1 kw daytime. Principals: James H. Faulkner and William M. Stewart, 25% each, co-owners of WMFC Monroeville, Ala., and Howard E. pill, 42.5%, who also owns 35% of WDAA Columbus, Ga.; 25% of WDAA-TV and 60% of WHEP Foley, Ala.

Bradenton, Fla.—Sunshine State Broadcasting Co., 1420 kc, 1 kw daytime, directional antenna. President-52% owner is Robert R. Nelson, former manager of WPAP (TV) Wilmington, Del.

Ocala, Fla.—Marion County Broadcasting Inc., 1370 kc, 1 kw day.

Starke, Fla.—Tidewater Broadcasters, 1490 kc, 250 w specified hours from 6 a.m. to 8 p.m. weekdays, 7:30-8 Sundays. Partners in Tidewater are Alfred H. Temple, owner of WDSR Lake City, Fl., and Rudolph H. Chamberlin, 32% owner of WGGG Gainesville, Fl.

Winnisboro, La.—Franklin Broadcasting Co., 1570 kc, 500 w day. Vice president-48% owner of Franklin is W. Gordon Allen, owner of KTIQ Seattle, 70% owner of KGAL Lebanon and KOMB Cottage Grove, both Ore.; 66 1/3%, KGAE Salem, Ore.; 50% of KBAG Longview, Wash., 50%, KJUN Redmond, and president of KEED Springfield, both Ore.

Oneida, N. Y.—Radio Oneida Inc., 1350 kW station in Oneida, N. Y., 1 kw day.

**STACKS OF BUSINESS!**

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth to-day — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to four billion dollars — a symbol of booming productivity making this America's 23rd tv market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only tv station covering the whole area. Any Katz office can write the ticket.
THE board of directors of the Television Allocations Study Organization took a break during its meeting last week in Washington to inspect the two fully-equipped station wagons which will be used by the Assn. of Television Service Telecasters to measure uhf and vhf signal intensities throughout the nation. l. to r.: Ernest W. Jennes, counsel for AMST; Harold Fellows, NARTB; Dr. Edgar Fuller, Joint Council on Educational TV; John S. Hayes, AMST; Roger L. Putnam, Committee for Competitive TV; Dr. George R. Town, newly appointed executive director of TASSO; Ralph Steetle, J CET; John H. DeWith Jr., AMST; Howard T. Head (seated in driver’s seat), A. D. Ring & Assoc., engineering consultants for AMST; William L. Reynolds and Capt. Henry E. Bernstein, RETMA; Thad H. Brown, NARTB; Cyril M. Braun, J CET, and John W. English, CCT. The two vehicles, with equipment, are valued at $30,000.

TASO Opens D. C. Office Jan. 1; $50,000 Budget Is Allocated

WORK of the Television Allocations Study Organization will get underway in earnest by Jan. 1—when Dr. George R. Town, TASO executive director, sets up shop in Washington, with a budget of $50,000 to be contributed equally by the five organizations represented on the board.

That was the result of a two-day TASO board meeting last week in Washington, which also saw Ralph Steetle, Joint Council on Educational TV, elected treasurer; William L. Reynolds, Radio-Electronics-Television-Mfrs. Assn., assistant treasurer, and C. M. Braun, J CET, permanent secretary. The chairmanship of TASO rotates among members of the board. Next TASO board meeting was scheduled for Jan. 9 at NARTB headquarters in Washington.

During last week’s meeting the board inspected the two $15,000 Assn. of Maximum Service Telecasters’ station wagons equipped for field testing uhf and vhf signals. Each automobile includes two field meters (one uhf and one vhf) and recorders for each meter. Each car is equipped with a hydraulic, telescopic mast—permitting antennas to be raised to the height of 30 ft.

During the next few weeks the vehicular gear will be tested—on a Baltimore-Salisbury, Md., run, after which it will be used in the Norfolk, Va.-Harrisburg, Pa., area in conjunction with FCC engineers for calibration and techniques. Each station wagon costs $15,000, including equipment.

The AMST tests, which will be offered to TASO and the FCC as AMST’s contribution to the uhf-vhf allocations study, will begin officially late in January. The first two cities to be surveyed will be Wilkes-Barre, Pa., and New Orleans, La.

FCC Hears Oral Arguments On Seattle, Billings Cases

SECOND oral argument in the Seattle, Wash., ch. 7 case was held before the FCC en banc last week. The Commission also heard oral argument on the protested November 1955 grant of ch. 8 Billings, Mont., to KGH-L-TV.

KIRO Seattle was recommended for the Seattle facility in an April 1955 FCC hearing examiner’s initial decision. Recommended for denial were competing applicants KXX and KVI, both Seattle. The FCC remanded the case to the hearing examiner to permit KXX and KVI to cross examine Saul Haas, KIRO president, on his activities as editor-part owner of the Seattle Union Record during the ‘20s. It was alleged that the Record followed a pro-“leftist” line.

In a supplemental initial decision [B & T, Aug. 6], Hearing Examiner Thomas H. Donahue affirmed his earlier decision favoring KIRO. He found that Mr. Haas was editor and part owner of the Record and that the newspaper had a pro-Russian slant, but that “the many evidences of good qualities” in Mr. Haas’ character put his newspaper background “in a far less ominous light.”

In last week’s oral argument, KXA and KVI attorneys attacked the examiner’s second decision. In view of his findings in regard to Mr. Haas, the attorneys said, the examiner should have given comparative consideration to the impact of his findings upon the comparative qualifications of Mr. Haas and KIRO with respect to KXA and KVI.

The Billings, Mont., argument centered around the ability of that city to support more than one tv outlet. Operating KOOK-TV Billings (ch. 2) protested the KGH-L-TV grant on grounds that the depletion of tv advertising revenue would bring about a poorer service to the public because two competing stations would be unable to afford to program as well as a single station. KOOK-TV’s hearing case was supported by studies by Richard P. Doherty, radio-tv consultant, which estimated that Billings could not support another tv station. The KGH-L-TV attorney last week hit the data introduced by Mr. Doherty. The attorney said there was no correlation between Mr. Doherty’s figures, that the method used was like adding “apples and pears.”

AT&T Keeps Color Rates Intact

AT&T has recommended to the FCC that the present “experimental” rates for color television transmission be extended through 1958. The present rates, which expire at the end of this year, have been in effect since the FCC approved compatible color tv in late 1953. Color and black and white tv transmission rates are the same, except for an extra connection charge for color.
FCC Approves Sales Of Almost $4 Million

ALMOST $4 million was involved in major station sales given FCC approval last week, with the Stauffer Publications' $2.5 million purchase of Capper Publications Inc. [Bet, Sept. 24] topping the list. Capper Publications owns WBW-AM-TV Topeka and KCKN Kansas City, both Kan.

The Capper purchase was contingent on the sale of KCKN to Cy Blumenthal (WARI-AM-FM Arlington, Va.) for $110,000, which also received FCC consent last week. Mr. Blumenthal also owns WCMS Norfolk, Va., and has an interest in WROV Roanoke, Va.

In addition to the broadcast properties, Capper owns the Topeka Capital and Kansas City (Kan.) Kansan, plus Capper’s Farm Journal. Stauffer Publications, headed by Oscar S. Stauffer, owns newspapers in Kansas, Oklahoma, Missouri and Nebraska. Stauffer broadcast properties include KGFF Shawnee, Okla.; KSEK Pittsburg and KSOK Arkansas City, both Kan.

Also approved last week:
- The four-station, $533,850 transaction involving KPRO Riverside; KREO Indio; KROP Brawley, and KYOR Blythe, all Calif. The California outlets were sold by a trustee in bankruptcy to a group headed by radio-tv program producers Frank X. Danzig and A. Bartlett Ross (Ross-Danzig Productions).
- Another $533,000 sale, that of ch. 9 KDWI-TV Tucson, Ariz. Purchasing group includes Texans H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of remaining 40% of KDET, and two others. The Fosters also own the East Texas Network which has affiliations of 11 radio stations.
- The $114,000 sale of WAIR-AM-FM Winston-Salem, N. C., to Forsythe Broadcasting Co. (John F. Koons III). Mr. Koons for the last eight years has been an account executive with Midland Adv. Co., Cincinnati.

Crowded Spectrum, Added Work Cited for FCC Headaches in ’56

AMONG the many problems besetting the FCC, not the least of these is the increasing congestion in certain parts of the spectrum caused by expansion of communications facilities and requests for special frequencies for new services. This was one of the points made by the FCC in its 22d annual report, issued last week. The 171-page report summarizes the year’s activities at the Commission up to the close of FCC fiscal 1956 (ended June 30). It may be obtained from the U. S. Government Printing Office, Washington, D.C. Price: 50 cents.

Here are some interesting points reported in the annual report:
- An average of 1,800 applications (not counting petitions and other filings) are received at the Commission every day.
- Thirty-five per cent of all applications for new am and tv stations end up in hearing. (Hearings average about two each day.) About 25% of all pending applications are at least one year old.
- There has been a 30% increase in court cases which involve the FCC.
- The FCC last year spent 900 man-days preparing for, attending and following up work connected with Senate and House committee hearings.

These are only a few of the many difficulties which prevent the FCC from catching up with the ever-increasing routine, the FCC report notes, adding that certain of its activities have necessarily been curtailed because of the manpower shortage and other problems. Curtailments, according to the Commission, have occurred particularly in field engineering and technical research.

But inexorably, business goes on. Broadcast authorizations continue to increase. At the end of fiscal 1956 broadcast authorizations totaled over 7,000—the highest ever—net gain of 785 for the year. In 1955, when the then 6,000 plus authorizations also reached a new high, broadcast authorizations showed a net gain of 419 over 1954.

FCC Confirms Renewals Of WEOL, WMAN Licenses

FINAL decisions confirming license renewals granted WEOL Elyria and WMAN Mansfield, both Ohio, Sept. 7, 1955, were announced by the FCC last week. The action denied protests by the Lorain Journal against WEOL’s renewal and objections by the Mansfield Journal (owned by the same interests) to the WMAN renewal. The Commission, after the protests, had designated the renewal applications for hearing.

The Lorain newspaper charged WEOL made false and misleading statements on program plans, that it applied for a tv station (ch. 31 WEOL-TV) to prevent another applicant from securing a cp and that it did not proceed with tv construction in accordance with representations made to the Commission. WMAN was charged with inaccurate representations about its programming. Hearing Examiner Herbert Sharfman in January found both protests failed to support the burden of proof placed on them and recommended reinstating the licenses.

Two Buy Half of KOSA-TV

AN APPLICATION for approval of the sale of 50% of KOSA-TV Odessa, Tex., was filed with the FCC last week. C. L. Trigg, W. B. Stowe and Brooks L. Harman are selling 50% of KOSA-TV to Jack C. and Grady H. Vaughn, Mr. Trigg, 80% owner, is disposing of 40%; Messrs. Stowe and Harman are each selling their 5% interests. The half interest in KOSA-TV is being sold for $20,000. Messrs. Vaughn also will assume one-half the station’s obligations, which includes a $170,000 line of credit. KOSA-TV’s balance sheet, as of Oct. 31, showed total assets of $456,087, of which $88,078 was current assets; total current liabilities of $67,032, and a deficit of $21,195.

“SOUND-FACTOR”

The Sparkle of Impressionable Living

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GREATER CLEVELAND’S
NUMBER 1 STATION

"SOUND-FACTOR" DISCOUNT PAYOUTABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

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UNINTERRUPTED NEW YEAR

THE FCC gave radio and tv stations their annual waiver of station identification rules for New Year's Eve last week. In a short announcement, the Commission said the rule requiring station identification on the hour would be in effect from 11:50 p.m. Dec. 31 to 4:50 a.m. EST Jan. 1. The FCC said, however, that stations would be expected to make proper identification as soon as possible afterward.

Hearing on Flint Ch. 12 Case Postponed Another Three Weeks

THE long contested Flint, Mich., ch. 12, case was reopened before Hearing Examiner Herbert Sharfman last week—but was almost immediately postponed to Jan. 7 to permit opposing attorneys to study documents. They have the hearing stayed, made by unsuccessful applicants WDFD Flint and Butterfield Theatres in the federal circuit court in Washington, was unsuccessful when the court denied the motion.

The Flint ch. 12 grant was made to WJR Detroit in 1954. Shortly thereafter it modified its grant to relocate the transmitter to the north of Flint rather than south of Flint. The unsuccessful applicants appealed this to court and the court remanded the case last summer to the FCC for further hearings. At the same time a group of Michigan television stations protested the modification grant.

The reopening of the comparative hearing last week was based on the court's requirement that the hearing be held last June. They also objected to the Commission's action permitting WKNX-TV Saginaw, Mich., to participate as an intervenor.

The protest hearing already had been held, with Examiner Sharfman issuing an initial decision last April affirming the Commission's grant of the modification. Oral argument was held last June and a final decision is awaited from the FCC. In addition to WKNX-TV, protestants also are WOTM-TV Lansing and WWTW (TV) Cadillac, Mich.

KGUL-TV Decision Upheld

A FEDERAL court last week affirmed the FCC last February denying a protest by ch. 13 KTRK-TV Houston, Tex., against the transmitter move of ch. 11 KGUL-TV Galveston, Tex., nearer Houston [B&T, Feb. 6]. In a per curiam decision, Circuit Judges Henry W. Edgerton, Charles Fary and Walter M. Bastian of the District of Columbia Circuit held that the Commission gave a KTRK-TV a full evidentiary protest hearing and that nothing in the record indicated error. They also held that the FCC's decision was within its authority. KTRK-TV has fought KGUL-TV's move since 1954 when the ch. 11 station first applied for the move.

AB-PT SECURES $60 MILLION LOAN

AS EXPECTED, American Broadcasting-Paramount Theatres Inc. has obtained new working funds, a good part of which will be used to build up the "capital" strength of its revenue-producing ABC division.

Leonard H. Goldenson, AB-PT's president and acting president of ABC, disclosed last week in a letter to stockholders that AB-PT has concluded an agreement with a "firm loan" of $60 million, to be taken as follows: $12.5 million effective this Thursday, $42.5 million on May 31, 1957, and $5 million by Oct. 1, 1958, with an option for another $5 million exercisable by the latter date.

AB-PT will use $37,234,000 of the total $60 million borrowed to pay off existing debts (outstanding loans from banks and the Metropolitan Life Insurance Co.).

As early as last spring, Mr. Goldenson had tipped AB-PT's plans for improving the corporation's capital position (B&T, May 21) and by last October, when Mr. Goldenson announced the resignation of Robert E. Kintner as the network's president (and now with NBC), it had been indicated that the financial plan would be carried through through B&T, Oct. 22.

It also had been made known in May that AB-PT would use some of the cash to prepare the network for furtherlevision. As expressed by Mr. Goldenson to the stockholders:

"This loan fortifies your company's financial position so that its activities can be expanded on a sound and carefully planned basis, and in particular, will provide the funds to finance the further growth, including additional facilities required in television."

Mr. Goldenson also told stockholders that the three-year Frank Sinatra pact won exclusive by ABC-TV was the "first major result" of AB-PT's "concerted drive to create new network programs with high audience and sponsor appeal for the 1957-58 television broadcast season." He also noted that "other new programs with substantial public appeal are under consideration."

President Goldenson's letter announced an extra dividend of 30 cents a share, an increase of 10 cents over last year's extra dividend, to the regular quarterly dividend of 25 cents per share. The dividends were for the fourth quarter of this year and payable last Thursday to holders of record on Nov. 26.

The new loan that has been negotiated by AB-PT will mature serially from July 1, 1957, to July 1, 1977, with a final maturity on Jan. 1, 1978.

NBC, Affiliates Happy After Fla. Convention

NBC officials returned last week from their business-and-fun convention with affiliates [B&T, Dec. 17] bearing an expression of gratitude and promise of "full support" by the affiliates.

Winding up the network's 30th anniversary convention at Miami Beach on Dec. 16, the affiliates adopted a resolution saying that they:

"1. Salute NBC on its 30-year record of outstanding contributions in service to the public and the broadcasting industry.

"2. Pledge full support to president Robert W. Sarnoff and his organization in their plans and policies for advancing NBC to even higher levels of leadership.

"3. Express heartfelt appreciation to their network for the finest affiliates' meeting in NBC's history."

In closing sessions of the convention, Matthew J. Culligan, NBC vice president in charge of the radio network, summed up programming plans, said that The Most Beautiful Voice in America has been sold to start in May but could not divulge the sponsor. New merchandise-sales plans include a January white sale, February medical chest, March food and April spring cleaning, he said. Merchandising deals also have been made with True Confessions and John's Illustrated magazines, he reported.

In the negotiation stage is a plan whereby NBC Radio program logs would be distributed house-to-house by various companies, including Avon and Nutrilite (food supplement), in a cooperative effort, according to Mr. Culligan.

Dick Linkroom, executive producer for Today, Home and Tonight, discussed new plans for Tonight. Starting Jan. 27 the formula will be "America after dark" and will feature at least five unnamed syndicated columnists originating from New York, Chicago and Hollywood.

NBC Congratulated by Ike, Churchill, Other Dignitaries

CONGRATULATORY messages from President Eisenhower, Sir Winston Churchill, and other dignitaries marked NBC's 30th anniversary, coupled with endorsement of
CBS-TV EXPANDS USE OF TAPE TO GODFREY
- Network pleased with device
- Broader use planned slowly

AFTER using their new Ampex video tape recorders for three weeks, CBS-TV authorities tonight (Monday) will extend the use of the recorders to the Arthur Godfrey Talent Scouts show (8:30-9 p.m. EST).

If it works as successfully on tonight's Scouts as they expect it to, the Ampex equipment will be employed regularly to feed delayed telecasts of the show to the West Coast and then—but gradually—will be put into operation on other shows, probably one at a time.

These plans were revealed by William B. Lodge, CBS-TV vice president in charge of engineering, and Edward L. Saxe, operations vice president, at a special demonstration of the Ampex tape operation for newsmen last Thursday in New York. They were highly pleased with developments in the use of the equipment to date, but emphasized that extension of its uses will come relatively slowly.

One of the main drawbacks at the present time—aside from the fact that only three units have as yet been delivered—is the shortage of what they (CBS-TV executives) called "uniformly good film." Chief trouble in this regard, they explained, is the appearance of "dropouts"—little slices of light that show up on the screen from time to time, caused by dust specks, tiny holes, etc., in the tape itself.

They had no doubt that this problem would be overcome, however, and said much progress had been made even in the past two weeks. Minnesota Mining & Manufacturing, supplier of the tape, has been giving close attention to the problem and reportedly is considering a policy of not selling the tape to broadcasters until each reel has been pre-run with program material and found clear [BWT, Dec. 10].

Thursday's demonstration, which consisted of a closed-circuit feed of the House-party program as recorded in Hollywood coincident with its live origination there earlier in the afternoon, showed occasional evidences of "dropout," but most observers agreed it was so infrequent that the casual home viewer probably would not notice it.

Onlookers agreed unanimously that picture quality was much superior to kinescope and the home viewer probably could not distinguish it from a live show. Actually, an off-the-air pickup of a live show immediately following the demonstration seemed less clear than the tape recording, but Mr. Lodge pointed out that the difference would be due to off-the-air reception problems in mid-Manhattan.

For the immediate future, officials said,

OCT. SALES SOAR FOR NBC, CBS

FOR CBS-TV and NBC-TV the month of October produced the highest monthly billing in gross time charges this year, according to Publishers Information Bureau.

In releasing its summary for October and the 10-month period of this year, PIB noted in its computations that ABC-TV scored a billing in October that was near the network's high enjoyed in August.

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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,812,183</td>
<td>$5,876,756</td>
<td>+15.9%</td>
<td>$63,306,036</td>
<td>$38,595,620</td>
<td>+64.0%</td>
</tr>
<tr>
<td>CBS</td>
<td>20,468,769</td>
<td>16,590,891</td>
<td>+23.4%</td>
<td>183,280,533</td>
<td>155,065,646</td>
<td>+18.2%</td>
</tr>
<tr>
<td>DuMont**</td>
<td>3,102,708</td>
<td>3,102,708</td>
<td>0%</td>
<td>3,102,708</td>
<td>3,102,708</td>
<td>0%</td>
</tr>
<tr>
<td>NBC</td>
<td>18,267,063</td>
<td>15,618,704</td>
<td>+17.0%</td>
<td>152,744,029</td>
<td>131,884,639</td>
<td>+15.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$45,548,015</td>
<td>$38,086,351</td>
<td>+19.6%</td>
<td>$399,330,598</td>
<td>$328,264,813</td>
<td>21.5%</td>
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1956 NETWORK TV TOTALS TO DATE

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$6,382,046</td>
<td>$7,820,455</td>
<td>$14,695,116</td>
<td>$38,979,617</td>
</tr>
<tr>
<td>Feb.</td>
<td>6,418,210</td>
<td>16,928,361</td>
<td>13,845,000</td>
<td>37,191,571</td>
</tr>
<tr>
<td>March</td>
<td>6,747,928</td>
<td>17,884,976</td>
<td>15,935,688</td>
<td>40,589,592</td>
</tr>
<tr>
<td>April</td>
<td>6,173,922</td>
<td>17,669,950</td>
<td>15,136,596</td>
<td>39,979,468</td>
</tr>
<tr>
<td>May</td>
<td>6,639,132</td>
<td>18,369,894</td>
<td>15,710,403</td>
<td>40,610,429</td>
</tr>
<tr>
<td>June</td>
<td>6,119,917</td>
<td>17,923,789</td>
<td>14,186,929</td>
<td>38,242,635</td>
</tr>
<tr>
<td>July</td>
<td>5,532,030</td>
<td>18,481,719</td>
<td>13,733,765</td>
<td>27,747,514</td>
</tr>
<tr>
<td>Aug.</td>
<td>6,842,292</td>
<td>19,430,748</td>
<td>16,323,549</td>
<td>42,596,589</td>
</tr>
<tr>
<td>Sept.</td>
<td>5,638,376</td>
<td>18,399,872</td>
<td>14,889,920*</td>
<td>38,928,168*</td>
</tr>
<tr>
<td>Oct.</td>
<td>6,818,123</td>
<td>20,468,769</td>
<td>18,267,063</td>
<td>45,548,015</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$63,306,036</td>
<td>$183,280,533</td>
<td>$152,744,029</td>
<td>$399,330,598</td>
</tr>
</tbody>
</table>

* Revised as of Dec. 18, 1956.
** Effective Sept. 15, 1955, DuMont Television network changed from a national network to a local operation.

1960 NBC GOAL EARLY

BIGGEST laugh at NBC's 30th anniversary convention in Miami Beach, came at the opening session Dec. 13 when Toastmaster Harry Bannister, vice president of NBC station relations, delivered a jibe on ratings.

Florida's Gov. Collins had predicted that Florida would be the eighth state in population by 1960. Mr. Bannister rejoined that NBC would return to Florida then so it could "break into the top 10." Last Thursday Mr. Ban- nister followed up his comment with this wire to NBC affiliates:

"Am happy to report that we don't have to wait for Florida to become the eighth state before we break into the top 10. Latest Nielsen gives NBC four in top 10 shows. . . ."

its new educational tv program service [BWT, Dec. 17] by national educational leaders.

President Eisenhower said in message to NBC President Robert W. Sarnoff: "Congratulations. . . . Over the past 30 years your company has contributed to the strength and pleasure of the national community by stretching an efficient and responsible network of radio stations across the land. Linking us with major cities around the world, you have widened the markets of commerce and increased an effective range of art and information. I wish you continuing success as you serve the best interests of the listening public."

Other messages were received from former President Herbert Hoover; Treasury Secretary George Humphrey; Interior Secretary Fred A. Seaton; Acting Secretary of Defense Reuben B. Robertson Jr.; Sen. and Mrs. Lyndon Johnson; former French President Vincent Auriol; NARTB President Harold E. Fellows; Canadian Broadcasting Corp. General Manager J. O. Oudin; Prime Minister Hatoyama of Japan; Japanese Broadcasting Corp. President Nagata, among others.

Commendations for the NBC educational tv plan came from H. K. Newburn, president of Educational Television & Radio Center at Ann Arbor, Mich., with which NBC is cooperating in this project; Dr. Franklin Dunham, radio-ty chief, and Mrs. Gertrude G. Broderick, radio-ty-education specialist, both of U. S. Office of Education; Frank E. Schooley, president, National Assn. of Educational Broadcasters; Dr. Carroll V. Newsom, president, New York U.; Ralph Lowell, board chairman, Educational TV & Radio Center; Dr. Grayson Kirk, president, Columbia U., and managers of several educational tv stations, among others.

KGN In Becomes NBC Affiliate

KGN Oregon City, Ore., operating at 1520 kc with 1 kw, has joined NBC Radio as an affiliate, it was announced jointly by Irwin S. Adams, owner and general manager of Clackamas Broadcasters Inc. (operator of KGN) and NBC Radio's station relations vice president, Harry Bannister.
the Ampex equipment will be used primarily to replace kinescopes in overcoming time differences. Since Nov. 30, it has been used daily to record the Douglas Edwards news show, which originates in New York, for delayed feed to west coast affiliates. The recording is done in Hollywood. The same pattern will be followed in the case of Talent Scouts. Mr. Lodge said he had polled all west coast affiliates and found them unanimously in favor of the tape recording over kinescopes of the Edwards program.

As a precautionary measure, programs that are recorded also are kinescoped at the same time, in case of mishap in the recording. This practice will be continued during the break-in period until network authorities are confident that the equipment and the man handling it are ready to stand on their own. Mr. Lodge pointed out, parenthetically, that Ampex technicians had finished up their training chore for CBS-TV west coast engineers early last week and that network people now are operating the equipment entirely on their own and doing an "excellent" job.

CBS-TV has ordered five prototype units and seven regular production models. It has two prototypes in the west coast operation, and a third was received in New York last Wednesday night. The New York recorder will be tested several weeks before use, and Mr. Lodge said it is undecided whether it would then be used in New York, or sent to augment Hollywood facilities.

NBC, meanwhile, tested privately last week the operation of similar Ampex tape recording equipment delivered to its own Hollywood studios week before last. Segments of the Tennessee Ernie Ford Show and Modern Romances were reported to have been taped for closed-circuit transmission to New York last Thursday. NBC spokesmen said this demonstration was for network officials only.

**INSPECTING NBC-TV's first Ampex video tape recorder** [B&W, Dec. 17] are Thomas W. Sarnoff (r), director of production and business affairs for NBC's Pacific Div., and John E. Burrell, manager of the network's technical operations, Hollywood. The $75,000 machine, one of three purchased by the network, was the first to be delivered, arriving in Hollywood Dec. 13.

**NBC Radio, WKBW Buffalo To Affiliate Fully on Jan. 1**

NBC RADIO, which has been without an affiliate in Buffalo, N. Y., since WGR moved to ABC June 1, last week signed WKBW that city as an affiliate [B&W, Dec. 17]. Although the affiliation agreement does not become effective until Jan. 1, WKBW was to begin carrying NBC programs on a limited basis immediately, officials reported. The 30-year old radio station operates on 1520 kc with 50 kw. NBC owns and operates WBUF (TV) Buffalo.

**WGAT Becomes ABC Affiliate**

WGAT Utica, N. Y., an independent, 1-kw day and 500-w night station on 1370 kc and owned by Star Broadcasting Co., last week became an ABC Radio affiliate, it was announced jointly by WGAT President Thomas L. Brown and ABC Radio Station Relations Director Edward J. DeGray.

**Network People**

Bruce Bryant, account executive with CBS-TV Spot Sales, named eastern sales manager. He succeeds Tom Judge, resigned to join Closed-Circuit Telecasting System Inc. [B&W, Dec. 17].

Joe Magigo, ABC press information, Hollywood, to new position as manager of tv promotion - press information, ABC - TV Western Div.

Welies Hangen, N. Y. Times correspondent in Moscow recently expelled by Soviet authorities for taking unauthorized pictures, joins NBC News as affiliate representative in Cairo bureau. He succeeds Wilson Hall, who has returned to U. S. because of his health.

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**ILINOIS ATHLETIC COMMISSION**

**Proposes TV Tax on Fights**

PROPOSAL of a 5% "television tax" on revenue derived from telecasting of boxing and wrestling exhibitions in Illinois was advanced Wednesday by that state's athletic commission.

Recommendation for such a levy was contained in a year-end report by the commission, which blames tv primarily for adverse attendance at matches. Report was sent to Gov. William Stratton for study and suggests the tax take the form of a levy on promoters.

The commission reported an increase in tax receipts for 1956 over those last year, but claimed public interest in boxing and wrestling has reached a "dangerously" low ebb in Illinois. Televising of fights in the state has downgraded attendance "to a point where the cost of supervising some [of them] exceeds the total tax on admissions collected from these shows," it was contended.

Among other reasons given for decline of box offices was that each sport has only one promoter—James D. Norris, head of the International Boxing Club, for boxing, and Fred Kohler Enterprises Inc. for wrestling.

The three championship fights in Illinois prevented the commission from realizing a completely dismal fiscal year, it was said. Twenty of some 30 professional fights were televised in the state during 1956.

**Stations Finding Markets For Copy Clinic Messages**

PUBLIC SERVICE messages with built-in sales value are being offered to radio stations by Copy Clinic Inc., Seattle, according to the firm's president, Hugh M. Felts. The package consists of a collection of spot announcements urging safe driving and keyed to specialized weather and holiday conditions.

The firm reports that stations buying the package in the Northwest have found them easily sellable to local sponsors.

A station can purchase exclusive rights to the package for its area at a price ranging from $25 to $500, depending on the number of stations interested in the market. Canadian rights have been sold to All-Canada Radio Facilities, Toronto.
BIS Director Campbell Dies
CHARLES H. CAMPBELL, 52, director of the British Information Services in Washing-
on who died Dec. 18 in Knoxville, Tenn.,
was honored Friday by capital officials,
media representatives and business associates
at memorial services held at St. John’s Epis-
copal Church, Washington. Death was due
to an internal hemorrhage. He died in U. of
Tennessee Memorial Hospital.
Mr. Campbell had been active in media
circles and was known to literally thousands
of newsmen. He had been interested in ac-
tivities of Sigma Delta Chi, national jour-
nalistic fraternity. Funeral services were
held Friday at the Harp Sontheimer funeral
home in New Orleans. Burial was in Meta-
rie Cemetery there.

PROGRAM SERVICE PEOPLE
Vinton Freeley Jr., formerly national sales
manager of NBC Radio, joins TV Dept. Inc.,
New York, as vice president and member of
board. TV Dept. Inc. is now company offer-
ing television services to advertising agencies
without television personnel of their own
and makes available facilities for producing
tv commercials and industrial films.

Henry E. Minard, with United Press in vari-
ous news and business posts, named business
manager of Pacific Division of UP, with
headquarters in San Francisco. Thomas M.
Farrell, bureau manager at Grand Rapids,
Mich., appointed UP business manager in
that city. John T. Bloom, with UP Lansing
bureau, transferred to Grand Rapids as bu-
reau manager.

Roderick W. Beaton, business manager,
United Press Southern Div., promoted to
Southern Div. manager, succeeding Stanley
Whitaker, who will retire on Jan. 1.

Lyle Thayer, formerly with Music Corp. of
America, to Capitol Records Inc., Holly-
wood, as administrative assistant.

John Palladino, mixer in Recording Dept. of
Capitol Records Inc., Hollywood, promoted
to album producer. Luis Valentine, Radio
Recorders, same city, succeeds Mr. Palla-
dino.

Harry Landon, vice president in charge of
sales, Olmsted Sound Studios, N. Y.,
named chairman of Volunteer Radio & TV
Committee of Greater New York Fund.

Keith Kerby, western division manager of
United Fm, sales promotion firm for fm sta-
tions, father of girl, Melinda Susan.

PROGRAM SERVICE SHORTS
Voice of America is recruiting actors, an-
nouncers and narrators who live in Wash-
ington area for part-time work. Applications
should be mailed to Dan Morley, produc-
tion manager, Voice of America, 330 Inde-
pendence Ave., S. W., Washington 5, D. C.
and should include brief summary of pre-
vious experience.

STATIONS
Ruegg KNX Manager;
West to KSFO Post
FRED RUEGG, assistant director of labor
relations for CBS Inc., has been named gen-
eral manager of CBS-owned KNX Holly-
wood and the Columbia Pacific Radio Net-
work, Jules Dundes, vice president in charge
of station administration for CBS Radio, an-
nounced last Friday.
Mr. Ruegg succeeds Bert West, who has
resigned to join the Gene Autry-Robert O.
Reynolds’ KSFO San Francisco as assistant
general manager and sales manager. Earlier,
Bill Shaw, whom Mr. West succeeded as
general manager of KNX, went to KSFO as
vice president of licensee Golden West
Broadcasters Inc. and KSFO general man-
ager. The move pairs up the former KNX
“team” again. Golden West also operates
KMPC Los Angeles. Mr. West formerly
had served with CBS Radio Spot Sales in
San Francisco.
Mr. Ruegg, with CBS since 1938, entered
broadcasting in 1931 with KFXD Nampa,
Idaho, and subsequently was associated with
stations in Butte, Mont., and Portland, Ore.
He joined CBS-owned KCBS (then KQW) in
San Francisco as an announcer and techni-
cian in 1938, and was program director of
the station from 1945 until named assistant
director of labor relations for the parent
CBS Inc. in March 1953.
Mr. West has been general manager of
KNX and CPRN since October 1955.

WELI Goes Independent Jan. 7
WELI, New Haven, Conn., will terminate,
by mutual consent, its affiliation with ABC,
effective Jan. 7, according to station Presi-
dent and General Manager Richard W.
Davis. The station, an ABC affiliate since
June 1942, the past fortnight increased its
daytime power from one to 5 kw.

"Please check the publication in which an
advertisement would be likely to have
the most impact on you."
That’s part of a survey conducted by Erdos & Mor-
gan, independent researchers for Time, National
Geographic, Wall Street Journal, B&T, and others,
among 1,936 executives in radio, TV and advertising.
Of 7 publications in the field listed, B&T was selected
by 57.1%. Runner up scored 18.7%.
WGN-TV caught between protests over cancellation of 'Luther' film

A LARGE NUMBER of protests prompted WGN-TV Chicago last Tuesday to cancel a world TV premiere of the motion picture "Martin Luther," dealing with the life of the 16th century leader of the Protestant movement in Germany.

In announcing cancellation of the film, scheduled to be shown on the station's 10 p.m. feature movie program last Friday, Ward L. Quaal, vice president-general manager of WGN Inc. (WGN-AM-TV), attributed the action to "policy" reasons and cited "emotional reaction" stemming from WGN-TV's plan to televise the movie.

A group of Protestant clergymen in Chicago later protested cancellation of the movie, charging that "pressures" had been brought by the Roman Catholic Church and that the action violated freedom of the press and amounted to "censorship" in violation of the station's authority to broadcast.

Speaking as chaplain of the Chicago Archdiocese of the Catholic Church, the Rt. Rev. Msgr. E. M. Burke denied any formal pressure had been put on WGN-TV to cancel the film and added:

"As far as the 1.8 million Catholics here are concerned, it was an individual matter if they saw fit to protest against a film they consider historically inaccurate, if not downright insulting."

The incident was further joined Thursday when the Illinois Div. of the American Civil Liberties Union protested "censorship by private pressure groups" and suggested WGN-TV had permitted itself to be "coerced." It said the incident is "an illustration of the tendency of those in control of communications" to submit to censorship.

WIND Control Shifts to WBC in Record $5.3 Million Deal

FORMAL acquisition of WIND Chicago by Westinghouse Broadcasting Co. for an estimated $5.3 million was consummated in Chicago Friday.

Included in the purchase is a ch. 20 construction permit for proposed WIND-TV. Ralph L. Atlass, WIND president, and John Carey, commercial manager, and other staff members will continue in their present positions under the new owner, WBC President Donald H. McGannnon announced.

WIND operates with 5 kw directional on 560 kc. Westinghouse also operates WBBM-AM-TV Boston, WBZA Springfield, Mass., KDKA-AM-TV Pittsburgh, WOWO Fort Wayne, Ind., KEX Portland, KYW-TV Cleveland and KPIX-TV San Francisco.

KVOR Sold for $142,000 To WERE Sales Head, 2 Others

SALE of KVOR Colorado Springs, Colo., by John Rigg's and P. Robert Greene to a group headed by Charles A. Dunbar, sales manager of WERE Cleveland, Ohio, for $142,000 was announced last week. KVOR operates on 1300 kc with 1 kw and is affiliated with CBS.

Messrs. Rigg's and Greene bought the Colorado station last year for $120,000. They also own WHAM Rochester, N. Y., and Mr. Rigg's owns WELM Elmhurst, N. Y. Associated with Mr. Dunbar are George W. Furtth and James R. Dudley, Cleveland businessmen. The Colorado transaction, which is subject to FCC approval, was handled by Allen Kander & Co., station broker.

In Cincinnati—Get All Four

Personalities 
Ratings

Audience 
Power

50,000 WATTS OF SALES POWER
BUY WCKY...INVESTIGATE TODAY

CAGEY

BASKETBALL at 5 a.m. I That's the way daytimer WWKY Winchester, Ky., has solved the problem of carrying nighttime basketball games—and with a sponsor, too.

The games of six Kentucky colleges are carried live on a regional network and WWKY televises the play-by-play for rebroadcast the next morning under the sponsorship of Ashland-Aetna (petroleum products) dealers. The weekday games are repeated at 5 a.m. with Saturday games rebroadcast at 1 p.m. Sundays. Charley Drew, WWKY general manager, says the live broadcasts cannot be heard in the WWKY area, hence the feasibility of the rebroadcasts at the rather unusual early morning hour.

SEC is Investigating C-C Debentures Sales

PUBLIC investigation into sale of $4 million of debentures by Crowell-Collier Publishing Co. in the last two years has been ordered by the Securities & Exchange Commission. Crowell-Collier recently called off the $16 million purchase of the Harry M. Blitner (Consolidated Television & Radio Broadcasters) properties [B&T, Nov. 26].

The communications empire envisioned by C-C was gasping for life last week as the firm suspended its two remaining magazines—Colliers and Woman's Home Companion.

SEC announced its inquiry has no connection with suspension of Colliers and Companion since the matter had been under study for some time. The commission will investigate sale of debentures and common stock to determine if "full disclosure" requirements of the law have been violated.

Paul C. Smith, C-C president-chairman, said the company is cooperating with SEC and expressed confidence the probe "will disclose nothing unfavorable to the company."

The decision to fold the two publications, within six months after the death of American magazine, was reached Dec. 14 in a six-hour board meeting. The two magazines were facing a $7 million deficit this year.

Crowell Magazines Inc., publisher of Look and identified with the Cowles broadcasting interests, acquired the Collier's title and two Crowell-Collier magazine selling subsidiaries for $1.6 million last Thursday. Cowles also is expected to take over Collier's unexpired subscriptions and has agreed to lend the firm $1 million, taking a mortgage on its Springfield, Ohio, printing plant. Crowell-Collier was negotiating last week with Hearst, McCalls', and Curtis Publishing interests as regards the Woman's Home Companion.

Current plans of Crowell-Collier regarding KFWB Los Angeles, its sole broadcasting property, are to retain and continue to operate the station.

WGAR, WFMY-TV send reporters to cover Hungarian revolts

TWO stations reported special correspondents in Europe last week to observe the Hungarian-Polish revolts and refugee problem and provide direct reports to their audiences. WGAR Cleveland dispatched Charles Day to the scene and WFMY-TV Greensboro, N. C., sent Barry Farber with TV equipment.

Mr. Day has been shortwaving his broadcasts over CBS facilities. He hoped to meet the Cleveland Press mercy plane when it landed in Vienna. Mr. Farber, who speaks 14 languages, will be processed at the refugee receiving point in Munich with Hungarian refugee, returning with a group en route to this country. He has been active in setting up the resettlement plan in North Carolina and has served as foreign correspondent with the affiliated Greensboro Daily News.
Six Staff Members Promoted By WEWS (TV) Cleveland, Ohio

WEWS (TV) Cleveland last week announced promotions for six veteran staff members. The announcement was made at a party in the new WEWS building for 250 agency and newspaper guests.

Appointments include:
Joseph B. Epperson, chief engineer since 1946, was elected by the company’s board of directors to be vice president for engineering of Scripps-Howard Radio Inc., owner of WEWS.
Peter Hlinka, member of the station’s sales staff since 1950, was named Ohio advertising sales manager.
Donald L. Perris, who has served in various capacities at WEWS since 1948, was named assistant general manager. Ernest E. Sindelar, supervisor and director since 1947, was appointed director of operations, in charge of all program production.
James E. Kirkey, on the WEWS production staff for the past nine years, was named production supervisor, and Earl W. Keyes, director at the station since 1947, was appointed program supervisor.

Robert C. Wood Dies In New York Hospital

FUNERAL SERVICES were to be held last Saturday at the Campbell Funeral Home in New York for Robert C. Wood, 46, national sales director of Storer Broadcasting Co., who died Wednesday of a heart attack in Doctors Hospital, New York. Mr. Wood had had an abdominal operation the week previous. He lived in New York City.

A 22-year veteran broadcaster, Mr. Wood had joined Storer in 1951 as midwest sales manager in Chicago and later moved to New York as national sales manager. Last November, he had been appointed national sales director [B&T, Nov. 19].

Before joining the Storer stations, Mr. Wood was account executive at several New York agencies and before that commercial program sales director of WOR New York, where he had started his broadcast career. At Storer, he was responsible for the development of all national sales and supervision of sales offices in San Francisco, Chicago and New York. He was headquartered at Storer’s New York sales office.

As an infantry sergeant during World War II, Mr. Wood received the Bronze Star medal and the Purple Heart.

He is survived by his widow, Bergi; a son, Robert Christopher Wood; and a brother, Edwin Wood.

STAFF MEMBERS who have been promoted at WEWS (TV) Cleveland include (l to r): standing, Joseph B. Epperson, Earl W. Keyes, Peter Hlinka; seated, Donald L. Perris, James E. Kirkey and Ernest E. Sindelar.

FIRST regularly scheduled local simulcast by KGW-AM-TV Portland, Ore., will begin Jan. 12. The show, an hour western variety program, will star KGW-TV’s Heck Harper and is being sponsored by Wolfard Ford Motor Co., Portland, for 26 weeks. At the contract signing are (l to r): seated, Walter E. Wagstaff, KGW-TV station manager; John Slocum, account executive of Carvel, Nelson & Powell agency; John H. Eichhorn, general manager of KGW radio; standing, John Etteson, KGW-TV account executive; Bob Peterson, of the Wolfard Co., and Mr. Harper. The new ch. 8 outlet began telecasting Dec. 15.
Van Haaften Appointed Manager Of KTWO-TV; February Start Set

C. VAN HAAFTEN, program manager and film buyer at KOA-TV Denver since 1953, has been appointed general manager of KTWO-TV Casper, Wyo., effective last Monday, it has been announced by Burt Harris, president of Harriscope Inc., permittee of the new station which plans to begin commercial operation about Feb. 1 next year.

Mr. Harris also announced that the Meeker Co. has been named national sales representative for KTWO-TV with John McGuire Co., Denver, appointed regional representative.

WPAT Furnishes Programming For WSKP's New Music Format

WPAT Paterson, N. J., and WSKP Miami, Fla., have entered into an arrangement under which WPAT will provide the Miami station with complete musical programming, it was announced jointly last week by Dickens J. Wright, WPAT president and general manager, and William O'Neil, president of WSKP.

Programs on WSKP will be patterned after WPAT's successful evening show, Garland Revue, with WPAT supplying the musical programming schedule and information on programming techniques. David Gordon, music director of WPAT, returned recently from Miami after working with the WSKP staff. The station is scheduling its new programming format late this month.

Mr. Wright revealed that he has received "innumerable inquiries" from stations, seeking advice and assistance in setting up programs of "quality music and news," similar to WPAT's own format. He said that the station is currently negotiating with more than 25 stations for such a service.

Allen Resigns WTVJ (TV) Posts

JOHN S. ALLEN, vice president-director-general sales manager of WTVJ (TV) Miami, will end his association with the station Jan. 1 to go into his own management consultant business in the Miami area. The new firm, to be known as John S. Allen & Assoc., will advise in broadcast management and other phases of tv and radio and in newspaper advertising.

WBZ-TV Top Hour Rate $2,400

WBZ-TV Boston has issued Rate Card No. 11, which raises the station's highest onetime hourly rate from $2,250 to $2,400, according to Franklin A. Tooke, general manager of the Westinghouse Broadcasting Co. station. The new rates become effective Dec. 16 for the NBC affiliate.

Blair Tv Appoints Stringer

APPOINTMENT of Arthur Stringer, sales manager of KTVR-TV Denver, as manager of the Chicago office of Blair Television Assn. is being announced today [Monday] by Richard Foote, executive vice president of the station's general manager. Mr. Stringer replaces Donald Ward, who has resigned to study at the Chicago Theological Seminary.

20% Increase in Day Rates Announced by WGN Chicago

AN INCREASE in daytime rates, averaging 22% was announced last week for WGN Chicago by Sales Manager William A. McGuineas. Nighttime rates will remain the same, with the new day rates becoming effective Jan. 1.

Also announced by Mr. McGuineas was a 7% increase in sales volume for the first 10 months of 1956 [CLOSED CIRCUIT, Dec. 10]. Under the new card, Class A rates will jump from $450 to $520 an hour. Current advertisers will receive the customary six month protection against the higher rates.

Barry, Rittenberg Appointed New Directors of KTTV (TV)

CHARLES C. BARRY, vice president of Loew's Inc., and Saul N. Rittenberg, Metro-Goldwyn-Mayer studio executive, are new directors of KTTV Inc., which operates KTTV (TV) Los Angeles. Their appointments were announced by KTTV Inc. Board Chairman Norman Chandler.

Mr. Barry, who joined Loew's Inc. in April of this year, has supervised that company's entry into the television field, including the release of the MGM feature library to tv and the acquisition of interests in television broadcasting properties.

Mr. Rittenberg formerly represented Loew's as a member of the law firm of Loeb and Loeb. This year he joined Loew's in a full time executive capacity at its MGM Studios in Culver City, Calif.

Loew's Inc. owns 25% of capital stock of KTTV Inc. The balance of 75% is owned by the Times-Mirror Co.
STATION SHORTS

WOV New York announced last week that, according to Pulse study, station's Negro listenership up to midnight has shown overall gain of 48.4% in November as compared with last March. WOV operates 24 hours a day, with Negro broadcasting scheduled 13½ hours daily.

WSGN Birmingham, Ala., reports October and November gross sales have increased 121% over same two months of last year.

KBIG Hollywood plans to install microwave equipment on Mount Lee in Hollywood Hills which will connect studios with its Catalina Island transmitter.

WHBF-AM-TV Rock Island, Ill., announces new pension plan for its employees. Pension benefits supplement group insurance and Blue Cross-Blue Shield. Plan not mandatory but 100% of employees reportedly signed for it.

WDGY Minneapolis-St. Paul has added new studios to executive offices in Builders Exchange Bldg., Minneapolis.

REPRESENTATIVE APPOINTMENT

WBAT Marion and WKBV Richmond, both Indiana, appoint Everett-McKinney Inc., N. Y.


KPIG Cedar Rapids, Iowa, appoints Devney & Co., N. Y.

REPRESENTATIVE PEOPLE

Ted M. Shuster, sales service representative for NBC-TV, named account executive in N. Y. office of Young TV Corp.

STATION PEOPLE

Durwood Powell, general manager of WBCR Christiansburg, Va., elected vice president, continuing his duties as general manager.

Ray Mitchell, manager of KYOR Blythe, to KICO Calexico, both Calif., as station manager and Mrs. Pat Mitchell named traffic manager of KICO.

John S. Allen, vice president-general sales manager, WTVJ (TV) Miami, will resign on Jan. 1 to start his own management consultant firm, John S. Allen & Assoc. Inc., in southern Florida.

Max Bice, chief engineer, KTNT-AM-FM-TV Seattle-Tacoma, Wash., named assistant manager.

Gil Stratton, KNXT (TV) Los Angeles sports announcer, named sports director for station and CBS TV Pacific Network.


Ken Light, formerly in advertising business for himself, to WDGY Minneapolis sales staff.

Erwin Needles, local sales manager, WKNB-TV New Britain (Hartford) Conn., appointed to newly-created post of tv sales director.

David Scott continues as national tv sales manager.

Dorothy Shufelt, continuity director-sales service manager, WNEM-TV Bay City, Mich., to KSBW-TV Salinas, Calif., succ...
succeding Continuity Director Neal Edmondson.

James E. Blake, assistant national TV sales manager, KSTP Inc., Minneapolis-St. Paul, named national TV sales manager and Byron E. Anderson, assistant radio sales manager, appointed national radio sales manager.

Mrs. Margaret Wilkinson, women's program director, WBEN Buffalo, N. Y., retiring after 24 years with station.

Barbara J. Fletcher, assistant traffic manager at WNDU-TV South Bend, Ind., appointed traffic manager of WNDU. Nancy Champion succeeds Miss Fletcher at WNDU-TV.

Frank Pollack, announcer, KRUX Phoenix, appointed program director.

John T. Clayton, account executive, N. Y. public relations firm of Ruder & Finn, appointed director of public affairs, WHLI.

Hempstead, N. Y. Mr. Clayton succeeds George Ball who resigned to enter non-broadcasting field.

Dorothy Cotton, women's director, WHEC Rochester, N. Y., named publicity-promotion director.

Joe Bartus, salesman in local men's furnishing store, to sales staff of WHBC Canton, Ohio.

Natalie Ross joins announcing staff of WJBK-TV Detroit.

Charlie Hicks, WDEH Sweetwater, Tenn., to WWIT Canton, N. C., as announcer and Wiley Carpenter to WWIT as relief announcer replacing Red Jones, who is resuming to devote fulltime to insurance business.

Billy Mize, western recording artist, to KAFY Bakersfield, Calif., as m.c. of KAFY Hayride.

Don Cavitt to WDGY Minneapolis as disc jockey-newsman.

Dave Corbin, KCBS San Francisco, named promotion writer.

Mike James, WNAV Annapolis, Md., to WBAL Baltimore.

Spring Parrott to KODL The Dalles, Ore., as combo man; Vera Wright to KPOJ Portland, Ore., as combo man; Norma Walter to KING Seattle, as traffic manager; Beverly Rawson to KMPC Hollywood, traffic department; Phil Prindle to Sales Aid Co., L. A., as announcer; Tom Cope to WSVA-TV Harrisonburg, Va., as cameraman, and Erma Siebens to KTIV Sioux City, Iowa, film department. All are recent graduates of Northwest Radio & TV School.

Robert Forward, west coast advertising executive, to KMPC Los Angeles as director of programming.

Ed M. Yalowitz, account executive, WFIE (TV) Evansville, Ind., named promotion manager; Wes Potter, WSM-TV Nashville assistant news director, and Jerry Baum, WIKY Evansville announcer, to WFIE as announcers-directors.

Gene Healy, WPAC Patchogue, N. Y., named director of local station relations and Alan Walden, news editor, appointed station news editor. Jack Tierney, WPAC, named local program manager.

John Sedwick, program department, WBAL-TV Baltimore, to Brent Gunts Productions, same city, as program supervisor.

James F. Baldwin, recently released from service, rejoins KTVT (TV) Salt Lake City, production-director's staff.

Charles Davies, N. Y. sales office of Crosley Broadcasting, to N. Y. office of WGN Inc. (WGN-AM-TV Chicago), assigned to national tv sales.

Henry B. Clay, executive vice president-general manager, KWKH Shreveport, La., re-elected president, local Chamber of Commerce.

William G. Stewart, general manager of KGHF Pueblo, Colo., elected president of local Kiwanis Club.


Al Maynard, purchasing agent for ABC in Hollywood, married Opal Scott last month.


Michael Joseph, national program manager, Founder's Corp. (WTAC Flint, Mich.; WPBL Syracuse, N. Y.; KPOA Honolulu and KTVR-TV Denver, Colo.), father of boy, Jay Eric, Nov. 27.
AMST Appoints Lindow Its Executive Director

LESTER W. LINDOW, vice president-general manager of WDFD Flint, Mich., has been named executive director of the Assn. of Maximum Service Telecasters [CLOSED CIRCUIT, Dec. 17]. Announcement was made by AMST President Jack Harris, KPRC-TV Houston, Tex.

Mr. Lindow will assume his new post late in January on leave of absence from his radio job. Offices will be established at 1735 DeSales St., Washington.

AMST was organized last summer—originally as a group to represent the vhf viewpoint to the FCC. The Commission was then grappling with the problem of uhf and vhf, intermixture and deintermixture, and upper band vs. low band propagation. When finally established, AMST included all stations, uhf and vhf, which operate with maximum power. Its 125 members have pledged $100,000 to underwrite a nationwide field intensity survey of both uhf and vhf signals. This begins next month with Wilkes-Barre, Pa., and New Orleans, La., as the first markets (see TASS story, page 56).

Mr. Harris said AMST was fortunate in obtaining Mr. Lindow’s services. “Mr. Lindow,” he said, “is thoroughly conversant with the broadcasting field and with the objectives of AMST to expedite the development of a full, nationwide television broadcasting service, while at the same time protecting the service now received by the public through the maximum power stations. He knows the problems of management and is experienced in public relations and in governmental activities by virtue of his Army radio-television duties in Washington.”

Mr. Lindow, a 21-year broadcast veteran, has been general manager of WPDE since 1917. Before then he was general manager of WRNY Rochester, N. Y., and of WBFM Indianapolis, Ind. He started his broadcast career with WCAE Pittsburgh. He is a 1935 graduate of the U. of Wisconsin and worked with the Hearst newspapers in New York before going to Pittsburgh.

During World War II, Mr. Lindow served as deputy chief of public relations for the U. S. Group Control Council for Germany. After overseas duty in England, France and Germany, he was returned to the United States as chief of the Radio Branch, Dept. of the Army. He holds a reserve commission as lieutenant colonel.

Mr. Lindow is vice president and a director of AP Radio & TV Assn. and chairman of the executive committee, NBC Radio Affiliates. He is an NARTB representative serving as a director of the Assn. for Professional Broadcasting Education. He also is active in Flint civic and business affairs. He is married and has one daughter.

While on leave from WDFD, Mr. Lindow will be retained as a consultant for that station. During his absence, WDFD will be operated by Elmer Knopf, program director, as acting general manager, working with Marvin Levy, sales manager.

Calif. Radio-Tv News Club Asks Governor for Free Access

THE Radio & Television News Club of Southern California has joined in protest of the refusal of the California State Committee on Un-American Activities to allow KNX microphones in a recent Los Angeles session [B&T, Dec. 17].

Signed by the club president, John Holbrook of MBS, the protest to State Senator Hugh Burns said in part: “It is our contention that the media of radio and television are as entitled as those of the press to free access to the open and public hearings of such an agency as a state legislative committee. It is noted that your reason given for banning the microphones was that they would pick up the free-play and news committee talk. However, there was no restriction placed on a newspaper printing, if it chose, a verbatim record of every word spoken at the committee hearing. “We maintain that this is discrimination against radio and television coverage of the news—and an interference with the free flow of public information.”

Meanwhile, the Board of Trustees of Los Angeles City and County Bar Assn. has voted to pass over taking any action with respect to physical removal of certain attorneys from the hearing room during the congressional un-American activities investigation there. No explanation was given by William P. Gray, CBA president, who earlier had asked KNX to retain its tape recordings of that session as the only possible evidence of the occurrence [AT DEADLINE, Dec. 17].

N. Y. City Council Ban on Ty Evoke’s News Group’s Protest

RADIO-Newsreel-Television Working Press Assn. last Tuesday registered a protest with the New York City Council which barred TV news camera and sound crews that day from covering proceedings, although newspaper reporters and still photographers were admitted to the session.

The TV newsmen had attempted to cover a session at which the council was considering a proposal to investigate itself. In a statement to leaders of the council, the association declared that the legislative body’s action “is a violation of constitutional guarantees of freedom of information.”

Gabriel Pressman, roving reporter for WRC-TV-AM New York, revealed Wednesday he had recorded part of the council’s session in spite of the anned ban, and broadcast it on WRCA Wednesday. He said he merely placed a tape recorder near a microphone and no one objected.

Mr. Pressman reported that NBC has taken “a firm editorial position” against the council’s stand, and on Tuesday broadcast ten spot announcements on WRC-AM-AM and on the network, calling the discrimination to public attention.

Progress of Educational Tv Cited in CJET Status Report

“FOUR Years of Progress” titles a status report on educational television issued last week by the Joint Council on Educational Tv. CJET reported there are 24 educational video outlets on the air, plus three educational stations operating on commercial channels (WOI-TV Ames, Iowa; WNDU-TV South Bend, Ind., and KOMU-TV Columbia, Mo.), reaching 60 million people. Seven other educational stations are under construction and due to begin early in 1957. Five applications are pending and about 35 other communities are actively interested in building educational stations.

More than $30 million has been spent on educational tv, CJET reported. Of this amount, $5 million has come from state legislatures, $7 million from institutions of higher learning, and $3 million from boards of education and municipal governments. Commercial broadcasters have contributed $3 million and private institutions, businesses and individuals have added $7 million. Foundations have contributed or pledged more than $25 million the report estimated.

Educational stations are telecasting about 700 hours per week, CJET reported. It marked as a “definite trend” the transmission of in-school programs. Reference also was made to regular and systematic instruction for adults.

The Educational Tv & Radio Center at

WHBF coverage area has 1,102,500 people who spend $1,339,059,000.

(Total Retail Sales. S. M. Buying Power)
Ann Arbor, Mich., has distributed more than 135 program series, comprising 1,801 individual programs, totalling over 775 hours. The Center now is supplying six hours of programs per week to educational stations, JCET reported. It also pointed to a $6 million grant to the Center from the Ford Foundation.

Among the problems facing educational outlets, JCET said, are those involving uhf frequencies (two-thirds of the 258 reserved channels are uhf) and assignments to small communities.

"It is clear," JCET summarizes, "that educational television has made and is making real progress. There are problems but these are gradually but surely being overcome. The facts clearly show that educational television is having a tremendous effect upon the educational and cultural life of the nation. It is a tribute to the FCC that it has reserved and continues to reserve these channels, making possible the present progress in educational television and providing for its future development."

**Speech & Theatre Conference To Hear RCA-NBC Color Experts**

VARIOUS facets of "color television in America" will be examined by a panel of RCA-NBC representatives at the national convention of the Speech & Theatre Conference in Chicago Dec. 28, the network's central division announced last Tuesday.

Status, preparation, special problems and educational tv implications will be covered by the panel, headed by Charles F. Hunter, associate professor of radio-tv, Northwestern U. School of Speech and Chicago producer WNBQ (tv).

Speakers and their subjects for the convention are Elmer Nichols, advertising-promotion manager, RCA Victor Dist. Corp., Chicago (status of color tv); Howard W. Coleman, color sales development manager of WNBQ Chicago (preparation for color television operations); George A. Heine- mann, program manager of WRCA-TV New York (special problems of WRCA-TV operation), and Betty Ross West, supervisor of public affairs and education, WNBQ and WMAQ Chicago (the implication of color for educational television).

**White Heads Microwaves Study**

COL. EDWIN L. WHITE, on leave from Microwave Services and former chief of the FCC's Special Radio Services Bureau, has joined Radio-Electronics-Tv Mfrs. Assn. for a two-month microwave assignment. Col. White will direct a program designed to show the importance of FCC's April 1 hearing on frequency needs of the fast-growing microwave industry (above 890 mc). FCC has announced the hearing is designed to review all allocations above 890 mc to decide if changes in allocations for fixed and mobile services are necessary. This is the first step in an overall study of allocations in the upper spectrum.

**Press Club Elects Cosgrove, Rash**

TWO men active in the broadcasting field are among newly-elected officials of the National Press Club, Washington.

They are John P. Cosgrove, circulation manager of B&T, who was elected a fort-night ago to a three-year term on the club's board of governors, and Bryson Rash, of NBC Washington, who was named financial secretary.

Ben J. Grant, assistant executive editor of U. S. News & World Report, was elected president; John V. Harner, the Washington Evening Star (WMAL-FM-TV), vice president, and William O. Varn, Associated Press, treasurer.

**Manufacturing**

**DEMAND FOR RADIOS RISES, SAYS RETMA**

- Factory shipments up in '56
- Tv set deliveries decrease

A RISING demand for home and portable radios and clock-radios has been indicated by Radio-Electronics-Tv Mfrs. Assn., judging by factory shipments to dealers during the first 10 months of 1956. Tv shipments were down a little, RETMA indicated in a series of summaries showing October production, factory shipments and dealer sales for both radio and tv sets.

Shipments of radio sets from factories to dealers totaled 6,067,816 units in the first 10 months of 1956 compared to 4,954,277 in the same 1955 period, according to RETMA. Radio shipment data do not include auto sets, which do not move through retail channels. October radio shipments totaled 751,795 sets compared to 835,025 in September (five-week statistical month) and 757,196 in October 1955.

Tv shipments to dealers totaled 5,433,750 sets in the first 10 months of 1956 compared to 5,987,044 in the same 1955 period. October tv shipments totaled 843,508 sets compared to 829,126 in September and 812,312 in October 1955.

Shipments of radio sets to dealers by states during the first 10 months of 1956 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>70,310</td>
<td>Nebraska</td>
<td>35,905</td>
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<tr>
<td>Arizona</td>
<td>92,470</td>
<td>Nevada</td>
<td>6,382</td>
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<td>Arkansas</td>
<td>31,009</td>
<td>New Hampshire</td>
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<td>California</td>
<td>458,022</td>
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<td>Colorado</td>
<td>45,003</td>
<td>New Mexico</td>
<td>18,112</td>
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<tr>
<td>Connecticut</td>
<td>50,944</td>
<td>New York</td>
<td>876,589</td>
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<tr>
<td>Delaware</td>
<td>11,977</td>
<td>North Carolina</td>
<td>95,985</td>
</tr>
<tr>
<td>Dist. of Columbia</td>
<td>54,389</td>
<td>North Dakota</td>
<td>13,230</td>
</tr>
<tr>
<td>Florida</td>
<td>117,432</td>
<td>Ohio</td>
<td>327,189</td>
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<tr>
<td>Georgia</td>
<td>97,944</td>
<td>Oklahoma</td>
<td>49,777</td>
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<td>Idaho</td>
<td>64,529</td>
<td>Oregon</td>
<td>45,716</td>
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<td>Illinois</td>
<td>463,459</td>
<td>Pennsylvania</td>
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<td>Indiana</td>
<td>305,152</td>
<td>Rhode Island</td>
<td>36,410</td>
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<td>Iowa</td>
<td>56,565</td>
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<td>27,688</td>
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<td>Kentucky</td>
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<td>Maryland</td>
<td>21,833</td>
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<td>Massachusetts</td>
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<td>Michigan</td>
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<td>Washington</td>
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<td>Minnesota</td>
<td>83,989</td>
<td>West Virginia</td>
<td>40,861</td>
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<td>Mississippi</td>
<td>33,228</td>
<td>Wisconsin</td>
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<tr>
<td>Missouri</td>
<td>132,540</td>
<td>Wyoming</td>
<td>7,181</td>
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<tr>
<td>Montana</td>
<td>17,073</td>
<td>Grand Total</td>
<td>6,067,816</td>
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</table>

Shipments of tv sets to dealers by states during the first 10 months of 1956 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>83,941</td>
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<td>17,200</td>
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<td>Arizona</td>
<td>39,409</td>
<td>New Jersey</td>
<td>183,675</td>
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<td>Arkansas</td>
<td>34,522</td>
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<td>California</td>
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<td>Colorado</td>
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<td>Delaware</td>
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<td>Dist. of Columbia</td>
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<td>Florida</td>
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<td>South Carolina</td>
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<td>138,439</td>
<td>South Dakota</td>
<td>30,311</td>
</tr>
<tr>
<td>Iowa</td>
<td>63,773</td>
<td>Tennessee</td>
<td>97,362</td>
</tr>
<tr>
<td>Kansas</td>
<td>62,141</td>
<td>Texas</td>
<td>295,723</td>
</tr>
<tr>
<td>Kentucky</td>
<td>59,680</td>
<td>Utah</td>
<td>31,940</td>
</tr>
<tr>
<td>Louisiana</td>
<td>94,959</td>
<td>Vermont</td>
<td>13,843</td>
</tr>
<tr>
<td>Maine</td>
<td>31,516</td>
<td>Virginia</td>
<td>99,416</td>
</tr>
<tr>
<td>Maryland</td>
<td>76,936</td>
<td>Washington</td>
<td>46,226</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>181,122</td>
<td>West Virginia</td>
<td>61,894</td>
</tr>
<tr>
<td>Michigan</td>
<td>590,533</td>
<td>Wisconsin</td>
<td>101,987</td>
</tr>
<tr>
<td>Minnesota</td>
<td>63,473</td>
<td>Wyoming</td>
<td>6,077</td>
</tr>
<tr>
<td>Mississippi</td>
<td>40,721</td>
<td>U. S. Total</td>
<td>5,421,634</td>
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<tr>
<td>Missouri</td>
<td>129,189</td>
<td>Alaska</td>
<td>2,943</td>
</tr>
<tr>
<td>Montana</td>
<td>19,450</td>
<td>Hawaii</td>
<td>9,771</td>
</tr>
<tr>
<td>Nebraska</td>
<td>45,578</td>
<td>Grand Total</td>
<td>6,437,746</td>
</tr>
</tbody>
</table>

Radio production by factories in October
toted 1,348,864 sets, compared to 1,319,189 in September and 1,500,206 in October 1955, according to RETMA. For the 10 months, 10,884,760 radio sets were manufactured, compared to 11,346,176 in the same 1955 period, with the decline in auto sets.

Production of tv sets totaled 820,781 in October, compared to 894,211 in September and 759,735 in October 1955. The 10-month tv output totaled 6,080,052 sets, compared to 6,520,241 in the same 1955 period. Of October tv sets, 131,243 had uhf tuning facilities and 985 had tuners for the fm radio band.

Retail sales of radios totaled 585,666 sets in October (not including auto sets), compared to 756,345 in September and 724,305 in October 1955. Radio sales for the 10-months totaled 5,990,718 sets, compared to 4,666,981 in the same 1955 period.

Retail tv sales totaled 583,573 sets in October, 763,908 in September and 746,274 in October 1955. Tv sales totaled 5,287,199 sets for the 10 months, compared to 5,896,251 in the same 1955 period.

Output of auto radios totaled 3,607,911 in first 10 months of 1956, compared to 5,631,474 in the same 1955 period.

Following are radio and tv set production figures for October and the first 10 months of 1956:

<table>
<thead>
<tr>
<th></th>
<th>Radio Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Automobile</strong></td>
<td><strong>Television</strong></td>
</tr>
<tr>
<td>Jan.</td>
<td>558,347</td>
</tr>
<tr>
<td>Feb.</td>
<td>576,282</td>
</tr>
<tr>
<td>Mar. (wks.)</td>
<td>680,003</td>
</tr>
<tr>
<td>April</td>
<td>549,632</td>
</tr>
<tr>
<td>May</td>
<td>467,913</td>
</tr>
<tr>
<td>June (wks.)</td>
<td>553,025</td>
</tr>
<tr>
<td>July</td>
<td>356,931</td>
</tr>
<tr>
<td>Aug.</td>
<td>612,927</td>
</tr>
<tr>
<td>Sept. (wks.)</td>
<td>894,211</td>
</tr>
<tr>
<td>Oct.</td>
<td>820,781</td>
</tr>
</tbody>
</table>

**TOTAL**

6,080,052 3,607,911 10,884,760

D-I to Replace WMT-TV Tower

DRESSER-DECO Co., Columbus, Ohio, has been awarded the contract to replace the WMT-TV Cedar Rapids, Iowa, tower which blew down during the final stages of construction [B&T, Dec. 17]. Steel shipments will start in March and erection of the 1,356 ft. tower is expected to take two months.

RCA’s New Triple-Track Tape Said to Add Sound Dimension

PLAYBACK of the first triple-track tape recording ever made for RCA Victor by a symphony orchestra was demonstrated by that company’s engineers in Chicago last Thursday.

Tapes are not being made available commercially at present, but are used by engineers as a tool for combining the three tracks of the master and producing a dual-track stereophonic tape. At the same time RCA Victor signed a new, long-term recording contract with Dr. Fritz Reiner, conductor of the Chicago Symphony Orchestra, the first ever to record on dual-track tape for the company.

RCA Victor executives claimed the technique adds another dimension to recorded sound and will enhance high fidelity recordings. It is limited now to studio use.

Among RCA executives present for the demonstration were L. W. Kanaga, vice president-general manager of RCA Victor Record Div.; Howard Letts, vice president-operations manager; George Merek, vice president-manager of the Album Div., and William Miltenburg, chief engineer-manager of recording.

Mr. Miltenburg said the three sound tracks “can also be combined into one musically-balanced binaural tape from which RCA long-playing records are processed.” When triple track is used at a recording session, three microphones are utilized with separate sound systems. Left and right systems cover the orchestra, while the third picks up the soloist. RCA Victor recorded all sessions on monaural tape three years ago and then introduced dual-track stereophonic tape, which is used for actual recording and being marketed commercially.

Mr. Kanaga predicted volume of the recording industry would reach $300 million this year and cited as contributing factors (1) the teen-age market, (2) increased awareness of music, (3) public's change of attitude toward music and (4) new dealer display techniques.

**New Tv Monitor Introduced**

A NEW tv transmitter monitor described as providing "many operational tests that will speed and improve adjustment and maintenance in both aural and transmitter circuits" was announced last week by General Radio Co., Cambridge, Mass.

Tv visual transmitter and intercarrier frequencies can be monitored with the instrument, which has been labeled Type 1184-A. In addition, a complete intercarrier sound detection system has been included.

**MANUFACTURING PEOPLE**

Major Gen. Samuel R. Brentnall, U. S. Air Force, retired, and formerly assistant chief of staff for guided missiles, appointed vice president-assistant general manager for military products division of Motorola Inc.

Irvine D. Daniels, plant manager, General Electric Co., Owensboro, Ky., named general manager of GE's tube department in Owensboro. Nathan J. Cornfeld, patent attorney for company, appointed patent counsel for GE’s electronic components division in Syracuse, N. Y.

Harry R. Clark, vice president of Linear Equipment Labs, Copiague, N. Y., to Westbury Electronics Inc., Westbury, N. Y., as assistant to president and general sales manager.

James P. Quam, 76, board chairman of Quam-Nichols Co., Chicago, died in Venice, Fla., Dec. 15.

**WE HEARTILY RECOMMEND AND ENDORSE**

Carolyn Sholdar Associates
30 PARK AVENUE, NEW YORK 16, N.Y.

**KTVW**

**CHANNEL 13**

SEATTLE-TACOMA, WASHINGTON

J. Elroy McCaw, Owner
William Veneman, General Manager

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"Thank goodness it's only you, Pop. KRIZ Phoenix said we could expect Santa about this time."

MR. WILLIAMS

William Williams

RCA Victor

Broadcasting • Telecasting

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"Thank goodness it's only you, Pop. KRIZ Phoenix said we could expect Santa about this time."
Ad Council Awards

Go to 17 Agencies

SEVENTEEN advertising agencies, 15 volunteer coordinators and 16 public service campaigns placed through The Advertising Council were cited last Thursday by the council at its annual awards luncheon in New York. The campaigns ranged from the old (U. S. Savings Bonds, requiring eight agencies) to the new (Hungarian Emergency Relief), and five of the 17 agencies were honored for two or more campaigns each. Those cited, as announced by the Ad Council's board chairman, and Young & Rubicam executive vice president, Louis N. Brockway, included:

Young & Rubicam, New York, through William A. Hart of the Advertising Research Foundation, for ACTION.


Foote, Cone & Belding, Los Angeles, through Russell Z. Eller of Sunkist Growers, for Forest Fire Prevention campaign, also for the Savings Bonds drive.

Ruthrauff & Ryan, New York, through Hayes Dever of Capital Airlines, for the Ground Observers Corp. recruiting campaign.


Sullivan, Stauffer, Colwell & Bayles, New York, through James A. Barnett of Rexall Drug Co., for American Red Cross fund raising.


Campbell-Ewald Co., New York, through H. T. Rowe of IBM Corp., for the Stop Accidents campaign; also for C-E's share in the Savings Bonds drive.

Others cited, the Savings Bonds drive were McCann-Erickson, Schwab & Beatty, G. M. Basford Co. (all New York) and Jack R. Scott, Chicago.

CBS' Murrow Double Winner In Seventh 'Look' Tv Awards

CBS' Edward R. Murrow was a double award winner among the 16 honored programs in Look magazine's seventh annual TV awards, printed in the magazine's Jan. 8 issue on the news stands today (Monday). The balloting, taken of programs telecast between Nov. 1 of last year and Oct. 31, 1956, was by 1,500 newspaper tv critics and editors.

Mr. Murrow was cited for his See it Now, voted the best public affairs series of 1956, while his Person to Person ranked as the best novelty series of the year. The Ford Foundation's Omnibus was picked for the fourth consecutive year as the best educational series, while Bishop Fulton J. Sheen's Life is Worth Living also was rated a fourth-time nod as the best religious series.

Both Omnibus and Life are now ABC-TV programs (Omnibus was on CBS-TV last season). Other repeats from 1955 were ABC-TV's Disneyland, voted as the best children's series; the revival of NBC-TV's spectacular Peter Pan was scored as the best musical show; and CBS-TV's Ed Sullivan Show was cited as the best variety series.

Other winners in broadly-defined categories—best quiz or panel series: Garry Moore's I've Got a Secret (CBS-TV); best half-hour dramatic series: Alfred Hitchcock Presents (CBS-TV); best situation comedy: Phil Silvers Show (CBS-TV); best straight comedy series: Caesar's Hour (NBC-TV); best hour-or-more dramatic series: Playhouse 90 (CBS-TV); best dramatic show: Ford Star Jubilee's tv version of Herman Wouk's Caine Mutiny Court Martial (CBS-TV); best musical series: Perry Como Show (NBC-TV); best special program: Project XX (NBC-TV), and best sport series: NCAA Football Game of the Week (NBC-TV).

CBS-TV took eight of the awards, NBC-TV five, and ABC-TV three. In the voting, syndicated film programs were ruled ineligible. The annual awards ceremony will take place next Sunday night on The Ed Sullivan Show.

AWARD SHORTS

Mitchell Wolfson, president of WTVJ (TV) Miami, awarded plaque by Miami Dade Chamber of Commerce for "exceptional public service" in helping to found Dade County Citizens Safety Council.

Harry C. Butcher, owner-manager of KIST Santa Barbara, Calif., honored by L'Italo-Americano newspaper for his help in "bettering Italian-American relations" and for his book My Three Years with Eisenhower, which has been translated into Italian. Station was honored for its Free Speech program and its Italian-American classical music program, Italian Musicale.

Daniel F. Sullivan Inc. Adv., Boston, cited by 20th Century Fox Film Corp. "in recognition of a most outstanding example of a commercial tie-in campaign with a major film production."

CBS-TV's Playhouse 90 series has been awarded Distinguished Service Citation by U. S. Reserve Officers Asm. for its production of "Forbidden Area," which dealt with Soviet sabotage of U. S. security.

Don McNeil, emcee of ABC Radio's Breakfast Club, presented with scroll from Don Durgin, vice president in charge of network, citing him as "America's top radio salesman" at National Salesmen's Day ceremonies on Club Dec. 13.

Mitch Miller, director of artists and repertoire, Columbia Records Inc., recording subsidiary of CBS Inc., elected "Man of the Year" by Cigar Institute of America.

Aaron Lippman, board chairman emeritus of National Electronics Distributors Asm., honored with testimonial dinner by manufacturers, distributors and sales representatives in New York.

Summy Davis Jr. named "Entertainer of the Year" and presented with award by Robert J. Burton, BMI vice president and president of Radio and Television Executives Society at RTES' annual Christmas party held Dec. 14 at Hotel Roosevelt, N. Y.

WTTM Trenton, N. J., presented annual "good listening" award by state Education Asm. for its School Scoop program during American Education Week.

WOR-TV New York last week was cited by Cooperative for American Remittances to Everywhere Inc. (CARE) for placing five-minute CARE film starring Cab Calloway and Eddie Cantor in each of 16 showings of its Million Dollar Movie during Thanksgiving Week.

KNX Hollywood cited by County Conference on Community Relations for "outstanding contribution to public understanding of the minority problem" with its Minority Report series.

Also send for details on the new Lawrence Welk Library Package

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Broadcasting • Telecasting
SLENDERELLA'S GIFT

RADIO spot time, said to be worth $35,000, has been "donated" to the National Tuberculosis Assn. by Larry Mack, president of Slenderella International, worldwide chain of figure proportioning salons.

In a letter sent to personalities and salesmen employed by the nearly 250 radio stations used by Slenderella, the chain's agency, Management Assoc. of Connecticut, stated that all Slenderella radio time until Dec. 22 was to be turned over to the tuberculosis organization for its 50th annual Christmas Seal drive. Also sent were suggested one-minute announcements to be used in place of the Slenderella commercial. According to agency President Suzanne Wells, Slenderella's commercial time on CBS Radio also was given to the National Tuberculosis Assn. Slenderella indicated that the only sponsor identification was to be use of its theme music.

Veterans Group Launches Drive

VETERANS Hospital Radio Guild, a non-profit volunteer organization dedicated to aid the Veterans Administration in its long-range therapeutic rehabilitation program, has launched its 1956-57 fund-raising program. The VHRG, composed of over 300 radio-television people, will accept donations in care of its office at 353 W. 57th St., New York 19.

WSNJ Gives Clients CARE Gifts

ACCORDING to CARE, N. Y., WSNJ Bridgeport, N. J., is one of the first radio stations to use CARE's gift-giving Christmas plan. The station has ordered CARE "Food Crusade" packages sent abroad in the name of 300 clients and others on its gift list.

WAAB's 'Day of Recollection'

WAAB Worcester, Mass., presented a full "day of recollection" for shut-ins on Dec. 1. Pickups from Catholic Bishop John J. Wright's private chapel were spotted through the morning and afternoon and consisted of devotional exercises and meditations.

Political Science Assn. Offers Fellowship for Capital Study

APPLICATIONS are now being accepted by the American Political Science Assn. for fellowships to work a nine-month period in Congress. Radio and television men between the ages 25-32 are eligible, according to Ken Hechler, associate director of the association.

Entries must be submitted prior to Feb. 15. Those accepted will receive approximately $4,500 for the nine months (Nov. 18, 1957-Aug. 18, 1958). Mr. Hechler said that in past years most of the awards have gone to newspaper men because of the lack of radio-television applicants.

Further information can be obtained by writing the American Political Science Assn., 1726 Massachusetts Ave., N. W., Washington 6, D. C.

NAEB Grants to 5 Universities

APPLICATIONS from Syracuse (New York), Ohio, Purdue (Indiana) and Brigham Young (Utah) universities have been accepted as recipients of money grants from the National Assn. of Educational Broadcasters for research in educational broadcasting, Dr. Harry Skornia, NAEB executive director, announced Dec. 15. Grants range up to $300 for incidentals and were financed through a W. K. Kellogg Foundation grant to the association.

Storer Equipment to WTVS (TV)

STORER BROADCASTING Co. has donated broadcast equipment valued in excess of $43,000 to educational WTVS (TV) Detroit. The equipment includes film chains, audio-video control panel, power supplies, monitors, equipment racks, projectors, amplifiers and relays. Storer operates WBJK-AM-TV Detroit in addition to other radio-television properties.

EDUCATION PEOPLE

Boyd W. Fellows, radio-television director, Loyola U. of Chicago, to producer-director of WTTW (TV), educational station in Chicago.


GATES Hi-WATT SERIES

MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, AND LOS ANGELES

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Late Jan. Start Set For Quebec Ch. 5 Tv

CKMI-TV call letters have been assigned the new ch. 5 station in Quebec, Que. It will be an all-English language station and plans to go on the air by the end of January. CKMI-TV will be operated in conjunction with CFDM-TV Quebec, which has been an all-French language station since early autumn. A joint building is planned for the two stations in the near future.

CKMI-TV was licensed for 5.6 kw video and 2.8 kw audio following a recommendation by the board of governors of the Canadian Broadcasting Corp., announced Oct. 29 [BWT, Nov. 5]. This operation makes the licensee, Television de Quebec (Canada) Ltd., the first independent organization to operate two tv stations in one Canadian city and Quebec becomes the third Canadian city to have two stations. The other Canadian cities with two tv stations (owned by the CBC) are Montreal and Ottawa.

Suit Against Commercial Video To Begin in Germany on Jan. 8

A LEGAL SUIT against Bavarian Radio filed by German newspaper publishers against the existing form of television advertising (commercial time segments in programs of existing state-operated monopoly stations) will be discussed Jan. 8, at a session of a local court in Munich.

Latest development in the publishers' legal fight against monopoly in commercial tv is that radio advertising, too, has been included in the suit. Existing German radio stations have been broadcasting small commercial time segments within their otherwise non-commercial programs for many years. Publishers claim that any activity of monopoly stations in the advertising field is illegal.

Half of Radio Free Europe Time Devoted to Refugees' Messages

MORE than half of Radio Free Europe's 20 hours of daily broadcasting to Hungary is devoted to relaying personal messages from refugees safe in the West to their families remaining behind, it was reported Thursday. RFE is allocating 10 hours and 20 minutes daily of its regular schedule to beam more than 2,000 personal messages.

Aware of the possibility of Soviet repressals against the families of those now in the U.S., France, Great Britain, Austria and Germany, individuals are using pre-arranged code names and the messages, instead of being pinpointed to exact locations, are being directed at counties or general localities.

More than 400 messages a day alone are being recorded by a team of reporters and engineers from RFE's Hungarian desk in New York direct from the U.S. refugee processing center at Camp Kilmer, New Brunswick, N. J. The remaining number of messages are being recorded by RFE's 14 news bureaus scattered throughout Europe, processed, and relayed to RFE's principal plant in Munich for rebroadcast.

BEDTIME HIATUS ENDS

BEDTIME HIATUS, a unique feature of British television, is defended by BBC as a valuable aid to the harassed mother in getting her young video lovers away from the set and into their beds, and is assailed by Independent Television Authority, operator of the English commercial stations, as a means of losing too many adult viewers for the evening. However, it will come to an end Feb. 16, 1957, British Postmaster-General Dr. Charles Hill, has announced. The 6-7 p.m. break in the English tv day has not succeeded in getting the kiddies to bed on time, according to a recent Nielsen survey, which found youngsters by the thousands up and watching as late as 10 p.m.

Canada Radio Set Sales Rise In First Ten Months of '56

RADIO receiver sales continue to increase in Canada while television set sales are down, according to figures of the Radio-Electronics-Television Manufacturers Assn. of Canada for the first ten months of 1956. In the January-October period 433,620 radio sets were shipped to dealers by the various manufacturers as compared to 395,880 sets in the same period of 1955. Television sets shipped in the first ten months of 1956 amounted to 498,340, as compared with 575,639 in the 1955 period.

Radio set sales included 274,118 home receivers, 36,341 portable sets, 93,043 automobile sets, and 30,118 combination receivers of various types. Sales were up in all classifications except automobile sets which were down from 115,631 in the 1955 period.

Largest tv sets sales were in Ontario (118,128 sets) with Quebec province next (143,802 sets).

Parliament Lifts Restriction Against Radio, Tv Discussions

AN ENGLISH rule which forbids the discussion on radio and tv within 14 days of any topic being debated in Parliament was suspended last week for a six-month experimental period. Prime Minister Anthony Eden announced the suspension in the House of Commons.

Members of the leading parties, the British Broadcasting Co. and Independent Television Authority (which operates Britain's commercial tv) praised the ending of the restriction. A recent BBC broadcast was faded out when a speaker touched on the Suez dispute.

Finland Begins Television Tests

FINNISH Broadcasting Service has started television test transmissions. About 300 tv sets are now in operation in Helsinki. Proposed tv service is likely to be noncommercial.

British Movie Producer Plans Promotion of Features on Tv

WARWICK Film Productions Ltd., London, has announced plans to use television on a world-wide scale to publicize its new feature film productions.

Warwick intends to produce tv films, ranging from four to 30 minutes, based on its new feature productions. Sound tracks for the telefilms will be voiced in English, German, French, Italian and Spanish and these films will be offered for free time on television, according to a spokesman for Warwick. The move, he added, makes Warwick the first motion picture company in Great Britain to set up a special tv department. Film clips are being produced from Warwick features including such stars as Anita Ekberg, Victor Mature, Michael Wilding, Rita Hayworth and Robert Mitchum.

BBM Study Heavily Subscribed

ABOUT 80% of all radio stations in Canada and most television stations have signed up with the Bureau of Broadcast Measurement for its new twice-yearly time period audience survey, BBM Secretary Charles Follet has announced at the Toronto headquarters. About 130 radio stations and 26 out of the 28 independent tv stations as well as three United States border tv stations, have signed as subscribers to the new survey method [BWT, Oct. 8]. Agencies and advertisers are also signing for the service. The first report, with urban and rural coverage of radio and tv stations, will be out early in January, based on a survey made this fall. Survey for release next summer will be made in the spring.

INTERNATIONAL SHORTS

McCann-Erickson of Canada Ltd., Toronto, Ont., has opened office in Vancouver, B. C., on 16th floor of Hotel Vancouver, with William Ellis as manager.

Nozumze Chemical Co. of Canada Ltd., Toronto, Ont., appoints Young & Rubicam Ltd., Toronto.

KLM Royal Dutch Airlines; Montreal, Que., appoints MacLaren Adv. Co. Ltd., same city, effective Jan. 1.

Canadian Assn. of Radio & Tv Broadcasters accepting nominations for members in its Quarter Century Club. Nominations are being handled by Jack Beardall, CFCO Chatham, Ont., chairman of the Quarter Century Club committee.

INTERNATIONAL PEOPLE

George W. Leech, formerly of Canadian Broadcasting Corp., Toronto, to radio-tv department of Young & Rubicam Ltd., Toronto, as commercial tv producer.

Jack Sayers, CFUN Vancouver, B. C.; Clare Copeland, CKWX Vancouver, and Bill Surplus, CKNW New Westminster, B. C., elected executives of Ad & Sales Bureau, Vancouver Board of Trade.

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**WAKE's Wake-to-Music Keeps Atlanta Awake**

WAKE Atlanta is winding up a two-month promotion based on the Wake-to-Music campaign started in November. The results, according to General Manager Morton J. Wagner, include the sale of large quantities of clock radios to the public and highly profitable announcements to sponsors.

The original Wake-to-Music promotion was presented to broadcasters during the NARTB regional meetings last fall, with General Electric Co. pushing the drive as a means of arousing interest in clock radios of all makes. Most of these sets use time apparatus made by GE's Telechron unit.

Though the basic GE plan was set for the month of November, WAKE took advantage of the call-letter coincidence to stage a promotion that continued right up to Christmas. As a result, Mr. Wagner reported, GE and N. W. Ayer & Son plan to use the WAKE story as a case history in preparing a 1957 campaign.

And, of course, WAKE has adopted a new and permanent slogan—"WAKE to Music." The station belongs to the Bartell Group.

In November, WAKE carried almost 3,000 Wake-to-Music sales messages, sponsored by Yancey Co., southeast distributor for RCA, and participating dealers. "A completely successful promotion," according to the Yancey firm.

When Mr. Wagner decided to extend the promotion to Christmas, the General Electric distributor, W. D. Alexander Co., bought an extensive schedule for clock radios and clocks. Many participating dealers, impressed by November results, continued their share of the project. Again the announcements ran into the thousands.

Local agencies watched the activity with interest. "One of the most outstanding radio promotions I have witnessed," said Norman Frankel, Harry Siegel, head of Eastburn-Siegel, added, "Everyone in Atlanta knew of Wake-to-Music month—an exceptional sales promotion."

WAKE made good use of an RCA Victor disc record, "Wake Up to Music," mailing out hundreds of copies of the release and disc tie bars. Among promotion stunts were these:

- Kickoff breakfast for 50 RCA Victor dealers; telegrams to all participating dealers; window and in-store displays; cards on buses; spectacular billboards; daily drop-in ads in Atlanta newspapers; tongue-in-cheek letters to all Atlanta radio station managers; window signs for participating dealers; WAKE overlays on national promotional material; tie-in with luck drivers license number promotion, including award of Plymouth auto; presentation of RCA Victor release by disc jockeys garbed in red-night shirts and stocking caps; special postmark on all mailings; donation of dozens of GE clocks to agency people and advertisers; selection of Dinah Shore and Julius LaRosa as Miss and Mr. Wake to Music, with personalized recordings.

**WSUN-TV to Make Vacation Film For Canadian Broadcasting Corp.**

WSUN-TV St. Petersburg, Fla., will produce a special film for the Canadian Broadcasting Corp. showing vacationing Canadians in Florida, it was announced a fortnight ago. The film will be shown Christmas Eve on stations throughout Canada as part of a CBS program showing how the holiday season is being spent by Canadians throughout the world.

A special WSUN-TV motion picture crew, under direction of Production Manager Chad Mason, went on location last Monday in the St. Petersburg area. WSUN-TV news director is serving as narrator.

WSUN-TV also has contracted to make another film for CBC early next year.

**WEMP Holds Housewarming**

LOCAL agency-client representatives and civic leaders were honored by executives of WEMP Milwaukee at a housewarming for its new offices and studios in the city's Equitable Bldg., on Dec. 7. A. M. Spiers, president, and Hugh K. Boice Jr., vice president-general manager of Milwaukee Broadcasting Co., were hosts to some 450 guests in the building at 1701 W. Wisconsin Ave. Designed to showcase WEMP's offices and recording studios, the event included tour of facilities and reception. Station moved into new quarters last March 31. It is operated with 5 kw on 1250 kc, maintaining transmitter and tower in Hales County, about 10 miles outside Milwaukee.

**WNYC to Pickup CBC Programs**

WNYC New York has entered into an arrangement with the Canadian Broadcasting Corp. under which the station will pick up the CBC Wednesday night schedule of serious music and dramatic programming, running approximately from 8-11 p.m. The station will present the schedule live each Wednesday, picking up the programming from Montreal, Toronto, Quebec City, Ottawa and other originating Canadian cities.

ABC Plans 1956 News Roundup

ABC has announced that it will give a resume of 1956 news developments in two separate programs Dec. 30. Both Newyear-1956 programs will be seen and heard within the span of three hours, ABC-TV's version from 5:30-6 p.m. and ABC Radio's from 7:05-8 p.m. The two programs will be produced by ABC's News and Public Affairs Dept. in cooperation with the editorial staff of Newsweek magazine. The publication earlier this year was allied in the network's pre-convention and campaign round-up. John Daly, ABC vice president of news and public affairs, will handle the commentary on the TV program.

**WTAO to Feature 'Favorite 50'**

WTAO Boston will begin a new programming format Dec. 29 featuring the "Favorite 50" records as selected by the station's listeners. The new sign-on to sign-off format will lean heavily on the personalities of WTAO's five disc jockeys and will offer news every hour.

**WCAU-TV Live Colorcast Jan. 1**

WCAU-TV Philadelphia will begin live colorcasting Jan. 1, according to Charles Vanda, vice president in charge of tv for the station. The first show chosen for local colorcast by the station is Philadelphia's annual Mummers' Parade on New Year's Day.
Mogul Co. Holds Annual Contest

EMIL MOGUL CO., N. Y., is conducting its second annual disc jockey contest, Dec. 17-31, on behalf of its Manischewitz Kosher Wines account. Prizes will be awarded to the disc jockey or station announcer making the most effective presentation of the commercials for Manischewitz. Final judging of the tapes will be conducted in January by a panel of trade press editors.

KSVP Does It Up ‘Brown’

AS PART of the celebration for its 10th anniversary, KSVP Artesia, N. M., arranged to have comedian Joe E. Brown spend a day at the station. KSVP cancelled regular programming to make room for shows involving conversations ad libbed by Mr. Brown and station manager, Dave Button. The special appearances started at 6:45 a.m. and continued until 11 when the station signs off.

Distributes Miniature Phonographs

WWJ Detroit has distributed hand-operated phonographs and promotion records to time-buyers which give an account of the station’s new transmitter and hi fi system. The other side of the record carries a “special message for children on how to handle parents.” The phonograph can be played by using a souvenir pencil, also enclosed, for spinning the turntable.

WGR-TV

Western New York’s Favorite Twosome

KRCO Arranges Tape Exchange

IN WHAT is described as a “radio adaptation of hometown society coverage,” KRCO McAllen, Tex., is conducting a series of interviews with tourists this winter. The station tapes the interviews which are then sent to travelers’ hometowns and it has arranged to make time available in the McAllen market to the stations using its tapes.

WCHS-TV MAKES ITS OWN NEWS

ONE of the easiest ways for a station to get publicity is to make news that other media will be willing to report, and one of the best ways to make news is to have a “press conference” type show. People not only want to know what their public figures say; they like also to see or hear them say it.

In Charleston, W. Va., the WCHS-TV Press Conference, which made its debut last January, has borne out these beliefs, according to Harry M. Brawley, the station’s director of public affairs, who serves as producer-moderator of the show. Guests on the program, also broadcast on WCHS-AM, have been the governor of the state, president of the senate, other state government figures, and when election time came around, candidates in the state primary and finally candidates for U. S. senator, representative in three districts, and for governor.

News-making Press Conferences included the Nov. 26 show in which House of Delegates Speaker W. E. Flannery called for a pre-session organization caucus by both parties in order to save time for the regular session, also reporting that the new Democratic legislature would work out its own program and not wait for the new Republican governor to suggest one. The story was given wide play by both the West Virginia Associated Press and United Press with the WCHS show receiving prominent mention.

Another Press Conference program that ended up on the front pages was one in which Democratic Gov. William C. Marland, a candidate for the U. S. Senate, made a remark about the Republicans pressuring postal employees to raise campaign funds. This story not only hit the newspapers with a bang, but resulted in the governor being summoned before a federal grand jury to explain his remark.

The program is unsponsored, according to Mr. Brawley, because “we feel that it is a public service the station is glad to render, and we do not want any prospective guest to feel he shouldn’t appear on the program and talk freely because of its being sponsored.” Press Conference began as a 15-minute series in January and continued this length through March. In July, a half-hour series began and continued until three weeks before elections. The program was revived Nov. 12, with both successful and defeated candidates among those featured.

Mr. Brawley has these suggestions for stations interested in producing a Press Conference type of show:

- Early evening is the best time to schedule it if you want to hit the news wires with good stories.
- Guests must be the people the public wants to hear. “Admittedly this sometimes is a problem on the local level. . . . But we do have elections (and important ones, too), meetings of legislatures, new public appointees, resignations, bond issues, school problems, paving assessments, and dozens of others in which people of the area have more than just a passing interest. Guests who can talk on such matters are the ‘naturals’ for a local press conference.”
- Invite a newspaper editor to sit with your own newsmen in asking questions. “If we have a candidate for Congress from a certain district, we ask a newsmen from that district. We make no special effort to get a member of the opposite party or of the candidate’s own party. Our sole consideration is to get a competent newsmen who can ask intelligent questions.”
- Neither try to “bag” the guest nor set him up with “patsy” questions. The purpose of the show is to inform.
- If you have a radio outlet, be sure to simulcast. “After all, millions still listen to the radio, and particularly you will want to hit the large automobile audience that can’t see it on tv.” A radio delay is desirable, too, so that a larger audience can be reached.
- As to whether the program should be 15 minutes or 30 minutes, there are things to be said for each length. “Sometimes it is better to quit while you’re ahead and leave people wanting more” Mr. Brawley sums it up with: “For a minimum of effort it offers a maximum of reward. You are rendering a real service to the public, you make a lot of friends among the men and women in public life, and you win listeners for yourself. Need more be said?”

**Guest Cecil Underwood (r), W. Va. governor-elect, answers questions with moderator Harry Brawley.**

**KRCO Arranges Tape Exchange**

IN WHAT is described as a “radio adaptation of hometown society coverage,” KRCO McAllen, Tex., is conducting a series of interviews with tourists this winter. The station tapes the interviews which are then sent to travelers’ hometowns and it has arranged to make time available in the McAllen market to the stations using its tapes.
WLBW (TV) Dayton, Ohio, last Monday celebrated the 53d anniversary of powered flight by producing a 30-minute salute to airpower in cooperation with the Wright-Patterson Air Force Base in Dayton. The program, presented as a public service, fea-
tured the official pick-up of a flight of 60-70 aircraft flying in formation over the WLBW studios. The plane formation, comprised of USAF and Air National Guard fighter planes, as well as CDA civil aircraft, was directed from a special mobile control tower set up by the station in its parking lot. Viewers also saw an exhibit of technical devices designed to trace the advances made in aviation during the past half century.

MBS Plans Discussion Series

MUTUAL on Dec. 27 will start a new dis-
cussion series, Mr. Ambassador (Thurs., 9:30-10 p.m., EST), which is being presented in cooperation with the U. S. Council of the International Chamber of Commerce. This series will be produced and conducted by Harry Curt. Each program will present an ambassador from one of 36 countries and an outstanding business man who will dis-

WQUA Promotes Its Hi-fi

WQUA Moline, Ill., has been running a series of two-page ads in the local Moline Daily Dispatch to promote its hi-fi programming which contains pictures of top recording stars and invite listeners to "Hear your favorites on . . . WQUA Hi-Fi Radio . . . 1-2-3 . . . Your Key to High Fidelity."

KASC Goes Underground

BRUCE BALLARD, newswriter of KASC Tempe, Arizona State College campus station, and Charles Allen, disc jockey, are doing a weekly hour interview-disc jockey show from a sewer located on the campus. They take remote equipment and a portable turntable down in the sewer for the show.

UPCOMING

Jan. 4: Canadian Broadcasting Corp, board of
governors meeting, Studio A, CBC Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel
Statler, New York.

Jan. 14-17: South Carolina Radio & TV Broad-
casters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television
Broadcasters TV Clinic, Boulevard Club, To-
ronto.

Jan. 18-20: Midwinter conference Advertising
Assn. of the West, Miramar Hotel, Santa Bar-
bara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in
Radio & Television, Dinkler-Plaza Hotel, At-
lanta.

Jan. 25-26: 12th annual Georgia Radio & Tele-
vision Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual din-
er, Hotel Roosevelt, New York.

February

Feb. 6-8: NARFTB Board, Hollywood Beach Hotel,
Hollywood, Fla.

Feb. 15-17: New England Chapter of American
Women in Radio & Television, Somerset Hotel
Boston.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)

December 13 through December 19

Includes data on new stations, changes in existing stations, ownership changes, hear-
ting, rules & standards changes and routine roundups.

Abbreviations:

CP—construction permit, DA—directional an-
tenna, ERP—effective radiated power, vhf—
very high frequency, uhf—ultra high frequency, 
watts—wattage, cps—not on air, final—final-
ized, kHz—kilohertz, mc—megacycles, D-Day—N-
night, L.S.—local sunset, mod.—modification, 
trans—transmitter, un.—unlimited hours, ke-
ki—kilometers, SCA—subauditory communica-
tions authorizations, STA—special temporary
authorization.

Am-Fm Summary through Dec. 19

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Based on official FCC monthly reports. These
are not always exactly since the FCC
must await formal notification of stations going on
the air, ceasing operations, surrendering lis-
tences or grants, etc. These figures do not include
noncommercial, educational fm and tv stations.

For current status of km and fm stations see
"Am-Fm Summary" above, and for tv sta-
tions see "Tv Summary," next column.

New Tv Stations

ACTIONS BY FCC

Charlotte, N. C.—Radio Station WSGC Inc.
granted vhf ch. 9 (186-189 mc); ERP 316 kw vts.
196.7 kw aur., ant. height above average terrain 1,075, above ground 1,500 ft. Estimated construc-
tion cost $275,000, first year operating cost $584-
000. For address Boyce, 3536, Charlotte. Trans.
location 1-1 mi. SSE of Newell, N. C. Geographic
coordinates: 35° 41' 41" N. Lat., 80° 06' 30" W.
Lat. Trans. and ant. RCA. Legal counsel Segal,
Smith & Hennessey. Consulting engineer Dr.
G. George, Consulting engineer. Licensee of WSGC.
Principals are Earl J. Gluck (pres.-0.72%); E. E.
Gibson (pres.-24.8%); Allender Marshall and family
(31.5%); E. S. Morris (30.4%) and Larry Walker,
exec. v. p. and gen. mgr.; Consulting v. p. and prac-
ticing engineer George P. Adair Engineering Co.
Salt Lake City, Utah—U. of Utah granted vhf ch.
8 (174-178 mc); ERP 125 kw vts., 125 kw aur., ant.
hue above average terrain 2,560 ft., above ground
140 ft. Estimated construction cost $304,000, first year operating cost $40,000, no rev-
ence. Post office address Salt Lake City 12, Studio
location U. of Utah, Trans. location Mount Mount
Vista. Geographic coordinates 40° 38' 20" N. Lat.,
112° 06' 30" W. Long. Trans. and ant. RCA. Legal
ounsel E. R. Callister. Salt Lake City. Consulting
engineer C. Richard Evans, Salt Lake City. Pro-
duced facility is for non-commercial educa-

APPLICATIONS

New Bedford, Mass.—Eastern State Broadc.
Corp. vhf ch. 6 (62-68 mc); ERP 100 kw vts., 50
kw aur., ant. height above average terrain
1,000 ft., above ground 971 ft. Estimated construc-
tion cost $960,000, first year operating cost $600-
000, revenue $715,000. Post office address 501 Coun-
ty St., New Bedford. Studio location to be deter-
mined. Transmitter location 2 mi. SE of Gay
Head Coast Guard Station. Geographic coordi-
nates 41° 19' 54" N. Lat., 70° 48' 24" W. Long.
Trans. and ant. RCA. Legal counsel Steinman &
Collier. Washington, D. C. Consulting engineer

New England Network Affiliate—250 Watts $60,000.00

Ideal property for owner-operator, major network, half down—balance over reasonable length of time plus assumption of some lia-
bilities.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Walker, President
Jack V. Harvey, Secretary

45-49 Washington Circle, N. W.

CHICAGO

Ray V. Hamilton, Chairman

820 North Michigan Avenue

SAN FRANCISCO

Clifford B. Marshall, William T. Shubekfield

W. E. Twining, Secretary

111 Butterfield Bldg.

1300 Market Street

11644-120th St.

December 24, 1956 • Page 75
The new Sound of

KMB-CFRM

The big news in Kansas City radio is the New Sound on KMB-CFRM! By comparing interference-free programming conceptions, KMB-CFRM have introduced a new type of radio service that's tailored to today's listening habits. New personalities, new formats, new impact - they're all woven into every hour of every broadcast day. This inspired local programmer: Jock Wallin, brings you the New Selling Sound of KMB-CFRM.

KMB of Kansas City
KFRM for the State of Kansas
In the Heart of America

FOR THE RECORD

Pricelists include Paul E. Thurber (15.5%), required press-is owner, Deauville Hotel Corp., Mil- an, Mo.; Paul B. Mowry (34.6%), director, TV consultant, Charles W. Sykes, Inc., Redmond, Wash.; and William T. Stevens (11.6%), Y. V. electrical supply firm. Announced Dec. 14.

Butte, Mont.—Copper Belt, Co. v/w ch. 8 (68-62 McN): ERP $17,627 kw v/w, 36,088 kw sur.: ant. height above average terrain 1,000 ft., ground 60 ft. Estimated construction cost $25,500, first year operating cost $33,680, revenue $400,000, P.O. address 12th & Ash, Erie, Pa. Studio location is to be determined. Trans. location Mc- Carthy Rd. & Blaine Ave., near Campbell, Ohio. Geographic coordinates 41° 08' 26" N., Lat. 87° 50' 59" W., Long. and ant. G.E. Consulting engineer W. D. Dorf Cozens, Salt Lake City. Principals in- clude Salt Lake City Belt, Co. (KALL Salt Lake City), 78% and Ed. Corney, station man- ager. KOPR Butte, 35%. Applicant is licensee of KOPR, Announced Dec. 15.

Youngstown, Ohio—Jet Best Gross, Co. v/w ch. 69 (65-66 McN): ERP 1,783 kw v/w, 38,694 kw sur.: ant. height above average terrain 353 ft., ground 94 ft. Estimated construction cost $25,000, first year operating cost $38,900, revenue $450,000, P.O. address 10th & Ash, Erie, Pa. Studio location is to be determined. Trans. location Mc- Carthy Rd. & Blaine Ave., near Campbell, Ohio. Geographic coordinates 41° 08' 26" N., Lat. 87° 50' 59" W., Long. and ant. G.E. Consulting engineer W. D. Dorf Cozens, Salt Lake City. Principals in- clude Myron Jones (pres.-63.5%), man-ager, John Hatfield, Seattle. ERP to Youngstown, Ohio, and 35% owner, WTVI Titu- ville, Pa., 65%. Applicant is licensee of WTVI, Announced Dec. 15.

LaRue, Ohio—Robert S. and Donald W. McCaw d/b/a Grande Rodeo Television Co. v/w ch. 13 (68-62 McN): ERP 166 kw v/w, 3,238 kw sur.: ant. height above average terrain 1,934 ft., ground 60 ft. Estimated construction cost $67,000, first year operating cost $60,000, revenue $700,000, P.O. address 13th & 13th Ave., South Seattle, 8, Wash. Studio location corner Adams and 11th Ave., Seattle, 19, Wash. Geographic coordinates 47° 38' 26" N., Lat. 117° 55' 32" W., Long. and ant. R.C.A. Consulting engineer W. J. McCarty, 56%. Applicant is licensee of KIQO Moses Lake, 5% of KYAK Yakima and 13% KALE Richland. All wish he is applicant for 100% ownership of KRSM Yakima. Wash. Announced Dec. 14.

APPLICATIONS AMENDED

La Salle, Ill.—Application of West Central Best Gross, Co. seeking new tv am to change ERP to 380 kw v/w, 160 kw sur. Install power amplifiers, change type ant. and make other equipment changes. Announced Dec. 18.

White Heath, III.—Application of Plans Television Corp. seeking new tv am to change ERP from 104 kw v/w to 104 kw v/w, change type ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Bowling Green, Ky.—Application of SarksTarzian Inc. for new tv am to change ERP from 10 kw v/w to 10 kw v/w, change type ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Helena, Mont.—Application of Helena T.V. Inc. seeking to change ERP to 15 kw v/w, furnish additional financial data. Announced Dec. 13.

Rosewell, N. Mex.—Application of Taylor Best Gross, Co. seeking new tv am to change ERP from 12 kw v/w to 12 kw v/w, change type ant. and make other equipment changes. Announced Dec. 13.

WAAM (TV) Baltimore, Md.—Seeks to change trans. location to between Malden & Keystone Aves. ext. ant. height above average terrain 300 kw v/w, change aur. ERP from 30 kw v/w to 30 kw v/w, change aur. type ant. and make other equipment changes. Announced Dec. 13.

WBAL-TV Baltimore, Md.—Seeks to change trans. location to between Malden & Keystone Aves. ext. ant. height above average terrain 300 kw v/w, change aur. ERP from 30 kw v/w to 30 kw v/w, change aur. type ant. and make other equipment changes. Announced Dec. 13.

WMAR Baltimore, Md.—Seeks to change trans. location to between Malden & Keystone Aves. ext. ant. height above average terrain 300 kw v/w, change aur. ERP from 30 kw v/w to 30 kw v/w, change aur. type ant. and make other equipment changes. Announced Dec. 13.

WOCN (TV) tributary WOCN (TV) tributary

VALO-TVC Baltimore, Md.—Seeks to change trans. location to between Malden & Keystone Aves. ext. ant. height above average terrain 300 kw v/w, change aur. ERP from 30 kw v/w to 30 kw v/w, change aur. type ant. and make other equipment changes. Announced Dec. 13.

KPTV (TV) Portland, Ore.—Seeks mod. of cp and license to cover cp to change ERP to 900 kw v/w, 450 kw sur. Install new trans. and ant. and make other equipment changes. Announced Dec. 14.

KKBZ (TV) Elko, Nev.—Seeks mod. of cp to change ERP to 13 kw v/w, 7,875 kw sur. Install new trans. and ant. and make other equipment changes. Announced Dec. 14.

KCTS (TV) Seattle, Wash.—Seeks mod. of cp (which includes installation of a signal tower) to change ERP to 30.5 kw v/w, 19.23 kw surf. ant. height above average terrain make other equipment changes. Announced Dec. 14.

Allocations

ACTION BY FCC


Translators

APPLICATIONS


New Am Stations

APPLICATIONS FOR FCC


Palm City, Neb.—Application of Maryville Radio & Television Corp. seeking new am on 1580 kcs, 1 kw D. Post office address KXIR Radio Station, 1580 Kc, Announced Dec. 18. (No reply to 209b letter.)


APPLICATIONS

FOR THE RECORD

California, Calif.—J. J. Flanagan, 530 kcs on 1 kw D. Post office address 1059 22nd Ave., Ben- nardino, Calif. Estimated construction cost $29,900, first year operating cost $35,500, revenue $80,000. Mr. Flanagan owns WASS-AM-TV Asheville and WMMH, Marshall, both N. C., 75% of WEAM Broadcasting, VA., 25% of WGN Greenwhich, 25% waves Charlotte and 25%, WKLM Wilminton, all Mon. Cost of 1,000 kw v/w, 500 kw sur. changes is $21,920. ERP to 1,320 kw v/w, 58 kw sur. Announced Dec. 13.

Fort Worth, Texas—Application of Jack C. Saltera tr/As South County Best Gross, Co. seeking cp for new on 1760 kcs, 50 kw D. (No reply to 209b letter.) Announced Dec. 14.

APPLICATIONS

Fort Walton Beach, Fla.—Application of Edward C. Allman d/b/a as Fort Walton Best Gross, Co. seeking to change ERP to 12 kw v/w and change trans. location to Valparaiso-Niceville, Fla. and change trade name of applicant to Bay Best.

APPLICATIONS AMENDED

HOWARD E. STARK

BROKERS AND FINANCIAL CONSULTANTS

RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N. Y.

(All Inquiries Confidential)
Existing Am Stations . . . . . . ACTIONs for FCC

KNNM Maryville, Mo.—Application seeking cp to change frequency from 1620 kc to 1226 kc, change of antenna pattern, change studio location, and change call letters to BROADCASTING. Application dis- missed. (Sec. 1.382.) Announced Dec. 14.

APPLICATION
WHNL Harlan, Ky.—Seeks cp to change frequency from 1250 kc to 1410 kc, increase power from 1 kw to 5 kw, change ant.-trans., location, make changes in ant. and ground system, install new trans. and operate by remote control. Announced Dec. 14.

APPLICATION
WFVK Mount Vernon, Ky.—Seeks mod. of cp (which authorized new am) to change type trans., increase ant. height, move ant.-trans. approxi- mately 1000 ft. to new location, change studio location and operate trans. by remote contro.

APPLICATION
KLUJ Shreveport, La.—Seeks mod. of license to change studio location and operate trans. by remote contro.

APPLICATION
KTLD Tallahasah, La.—Seeks mod. of license to change studio location and operate trans. by remote contro.

APPLICATION
KBKN Francis, Mo.—Seeks mod. of cp (which authorized new am) to change type trans., change ant. location to 111 Pacific St., Branch, and operate trans. by remote control from studio location. Announced Dec. 19.

APPLICATION
KBOV Boise, Idaho.—Seeks mod. of license to change station location from Mandan to Bismarck, N. D. for sale. Announced Dec. 19.

APPLICATION
KSPO Spokane, Wash.—Seeks cp to change frequency from 1091 kc to 1200 kc. Announced Dec. 18.

APPLICATION
WLWF Mansfield, Ohio.—Seeks mod. of cp (which authorized new am) to change type trans., increase power from 250 w to 1 kw, change ant.-trans. and studio location, make changes in ground system and change type trans. Announced Dec. 13.

APPLICATION
WBBF Abingdon, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

APPLICATION AMENDED
WTUC Union City, Tenn.—Application seeking cp to change frequency from 1560 to 630 kc, in- crease power from 250 w to 1 kw, install new ant. (incoherent), make changes in ground system and trans., change power to 500 w, install new trans. and decrease ant.-trans. system (decrease height). Announced Dec. 14.

APPLICATION

APPLICATION
South Hadley, Mass.—President & Trustees of Mt. Eden Foundation, Inc. of 800 kw w/t c. P. O. address 4% Ralph J. Robinson, technical director. Estimated operating cost $5,157.50, annual operating cost $17,334.50, revenue $17,334.50. Principal stockholders are Edward Hildebrand, Jack Gold- water and James Harford, owners of KDB Radio Station XDB. Kansas City, Calif. Estimated capital for first year op- erating cost $1,500, no revenue. Proposed grant is for non-commercial, educational purposes. Announced Dec. 19.

Existing Fm Stations . . . . . . ACTIONs for FCC

Los Angeles, Calif.—WHK Best. Co. granted 101,500 kw, for new fm station at 100 N. H. Ave. P. O. address 4% Ralph J. Robinson, technical director. Estimated operating cost $7,615.00, annual operating cost $27,515.00, revenue $27,515.00. Principal stockholders are Edward Hildebrand, Jack Goldwater and James Harford, owners of KDB Radio Station XDB. Kansas City, Calif. Estimated capital for first year operating cost $1,500, no revenue. Proposed grant is for non-commercial, educational purposes. Announced Dec. 19.

APPLICATION

APPLICATION
LONE VVein, Nev.—Granted assignment of li- cense from J. W. Jones and J. W. Harford d/b/a Magowan, Jones and Harford to Mr. Magowan and Mr. Jones, partners. Mr. Magowan is 60% stockholder. Announced in KTOO Henderson [Bctv. Dec. 17] and KONE to转让 two for $44,730. KLBD Seattle, Wash.—Granted license to change of call letters, change studio location, change frequency to 99.7 mc, for $133,000. Principal is Telete-Broadcasting Inc. li- censees of WAKL, Kentland, Ind.; KOAL, St. Paul, Minn.; and KQUL, Kansas City, Tenn.; KUDL, Kansas City, Mo.; and WP0R, Portland, Conn. H. Scott Kilgore is majority owner. Announced Dec. 13.

APPLICATION
KOMA Oklahoma City, Okla.—Granted assign- ment of license from John and Myrna Besson, Jr., owners of WRVC Radio Station XRA, for $10,000. John Besson is 60% stockholder. Announced Dec. 13.

APPLICATION
WWBR Brooklyn, N. Y.—Granted assignment of license for sale by John Freeman, Sr., for $133,000. Principal is Telete-Broadcasting Inc. licensees of WAKL, Kentland, Ind.; KOAL, St. Paul, Minn.; and KQUL, Kansas City, Tenn.; KUDL, Kansas City, Mo.; and WP0R, Portland, Conn. H. Scott Kilgore is majority owner. Announced Dec. 13.

APPLICATION

APPLICATION
KVMK Monohans, Texas.—Assigned transfer of license from Talladega News to J. B. Walton and Helen Wimborne Walton who own 60% stock, John and Phyllis Collins, licensee of WZQR, Decatur, Ala. for $10,000. John Walton is 40% stockholder. Announced Dec. 13.

APPLICATION

APPLICATION
WRVC (FM) Norfolk, Va.—Granted assignment of license from Larus & Bro. Co. to Virginia Good Music, Inc., operator of Virginia Good Music is John D. Roberts, Jr., Norman C. Wilkox (pres.) and Charles G. Mase, Jr. Mr. Mase and Mr. Wilkox are present minority stockholders and employed as program director and commercial mgr. respectively. Announced Dec. 13.

APPLICATION
Kwig Moses Lake, Wash.—Granted assignment of license from Robert S. McCaw to Central Basin Best. Co., Central Basin Best. Corp., for $20,000. Mr. McCaw will sell 5% of stock to Warren J. Durham and continue to own and operate the remaining 95% interest. Announced Dec. 18.

APPLICATION
WDBM Hartford, Wis.—Application seeking transfer of stock of farm L. Dural to licensee corporation for retirement returned. (Filed on wrong form.) Announced Dec. 14.

APPLICATION
WDSM Superior, Wis.—Granted assignment of license from Joe Vandiver and G. S. Greenlee to J. B. Walton and Helen Wimborne Walton who own 60% stock, John and Phyllis Collins, licensee of WZQR, Decatur, Ala. for $10,000. John Walton is 40% stockholder. Announced Dec. 14.

APPLICATION

APPLICATION
Wena Bayamon, P. R.—Granted assignment of license for sale by J. A. G. Vizcarra and Gustavo Diaz Atletas, present 1/4 owner, for $696. Announced Dec. 18.

APPLICATION
WHBFB-AM-TM Talladega, Ala.—Seeks transfer of operation of this fm station for sale to Tal- ladega Pub. Co. P. O. address. Latter is now incorporated for sale.

NEW FM STATIONS . . . . . . ACTIONs for FCC

BROADCAST TUBES are always in stock
IMMEDIATE DELIVERY on
RCA 5820

ALLIED is the world’s largest distributor of special and special-purpose tubes for broadcast station use. Visit your nearest Allied distributor or call our sales office for immediate shipment from the world’s largest stocks.
FOR THE RECORD

KHOL-TV

WPTV (TV)

222 cp

from Greylock Bestg., Neb.

13.

lawyer, PURCHASE control from Fred

Spruce Pine, Co.

by William

Gay, Mr. Reid, Otto

Bern, through

60 East

(2)

MU station

Gloucester County Bestg.

Permit for continuation of license for

WYVE

licensee

W. McCann-Erickson, pay

W. P. V. Chien,

for reconsideration of

W. P. V. Chien,

for continuance of

KXLW

to

Dec.

in

Licensees for change of call letters for

KBDF

N. M.

W. T. W. Morro Bay, Calif.

KIRH

for

in

Hearings shall

Investigation of Grant

Missouri Bestg., Inc.

Corporate change.

Mobleys continue as 5% owners and

in

Final and Dismissed

Khul-Tv

Kenroy, KHP-TV Hayes Center, Holt, Ne.

Hospital, Inc. to F. Wayne Brewer through sale of

22% shares held of F. W. Brewer for $225,000. F. Wayne

Brewer, at present 44% owner, will own 55% and hold

of

KRMQ

Bay City, Mich.

in

remaining 15% of licensee

KFWB

AM-TV Joplin, Mo.

in

INTERNL

KUSJ

Station

Manufacture.

KUVR

Holdrege, Neb.

in

To

WFTC

KDLA Little Rock, Ark.

WTCR

Ashland, Ky., and

WDBD

New Bern, N.C.

in

Description of

WCBJ

from

WDBD as Radio New Bern to Radio New Bern Bestg., Inc.

No change of

Waterbury, Conn.

WBDY

from

WBDY as owner of

WBDY as owner of

Annexed December 18.

Annexed December 18.

Annexed December 18.

Annexed December 18.

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PROFESSIONAL CARDS

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SPOT YOUR FIRM’S NAME HERE,
To Be Seen by 77,440* Readers
among them, the decision-making
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December 24, 1946
Page 79
Classified Advertisements

Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted

25¢ per word—$5.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.
All other classifications 30¢ per word—$1.00 minimum • Display ads $15.00 per inch.
No charge for blind box number. Send box replies to

Broadcasting • Teletcasting, 1755 DeSales St. N.W., Washington 6, D. C.

Applications: If resumes or bulk packages submitted, $1.00 charge for handling (Forward monies separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting • Teletcasting expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted

Managerial

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 an excellent salary with large retirement plan. He has answering background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to station tomorrow. Send tape, resume and photo to Box 785C, B-T.

Salezmen

Top salesman, car and coffee money. Southwestern station wants complete details, references, first letter. Excellent compensation for proven producer. Box 655C, B-T.

Wanted: Salesman-announcer, heavy on sales, active market waiting for top salesman. Box 666C, B-T.

Experienced, enthusiastic. Large New England market. Guaranteed salary plus commission, immediate opening. Box 726C, B-T.

Salesman: Over 100 million dollar market. Strongest station. Should make at least $7,500.00 first year. Ohio. Box 725C, B-T.

There is a sales job for a thoroughly seasoned professional in one of the first 25 markets. If you can make 1957 the most prosperous year of your life, Station is top rated, 15 percent community, no competition, reasonable draw. Your inquiry will be treated in confidence if you wish, and your photo will not be returned. Enclose photo, snapshot will do, composite history of employment. Gross billing and earnings past five years. Promotion of sales staff member makes unusual opportunity available. Box 731C, B-T.

Salesman, opportunity to become sales manager, assistant manager, afternoon time sales manager. Must have record of sales success. $150.00 to start against 15% commission. Producer can earn $150.00 in few months. Send photo, resume, references to Box 796C, B-T.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KC8B, Liberal, Kansas.

Radio

Help Wanted—(Cont'd)

Salesmen

Tucson, Arizona...salesman for KVOA. Helpful if you have had experience in radio, but not mandatory. Commission-guaranteed. Call Bay Owen, MA 3-2555.

Salesman: Ripe opportunity for successful man in expanding market with leading music-sports station; permanent, guaranteed draw against commission. Excellent opportunity if you wish to prove yourself. Send full details, picture, Bert Levine, WBOV, Roanoke, Virginia.

Announcers


Long established station located Carolinas needs good announcer-holding first class license. Minimum salary over $400 monthly plus benefits. Box 909C, B-T.

Announcer for low watt. Opportunity to learn news reporting if interested. $350 start. Box 866C, B-T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 45 hour week, overnight vacation. Excellent opportunity 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. Complying with FCC regulation, must be able to demonstrate outstanding ability. Box 799C, B-T.

Announcer for Midwest market. Full responsibility for purchasing. Excellent experience. Send resume, tape and photo immediately. Kersh Walters, WKDI, Clarksdale, Mississippi.

Immediate opening: Combo 1st class ticket man. Excellent condition, routine maintenance, knowledge of TV. Excellent salary. Send complete details, recent photo and resume of past experience or call Mr. Dana C. Profit, WMC, 1-10510, Radio Station WMIC, Monroe, Michigan.

Technical

First class man familiar with directional operation and maintenance. Salary depends on experience. Send resume, photo and references. Midwest location. Box 925C, B-T.

Engineer-announcer. 50 watt, 100 from New York, Good opportunity. Box 707C, B-T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 719C, B-T.

Experienced engineer for position of chief engineer at modern, well equipped 250 watt full-time independent station in Pa. Will have complete responsibility for all maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 106C, B-T.

Engineer-announcer. $80.00 for 40-hour week to become chief. Contact KCOV, Radio, Alliance, Nebraska.

Wanted: Chief Engineer, one kilowatt remote control station, earning living conditions, top salary, prefer family man. Box 582C, B-T.

Write Walter Rubens, KJET, Beaumont, Texas.

First class engineer. Am and fm maintenance. Board operation. Announcement helpful but not necessary. Paid vacations. Send details and expected salary to George Volger, Manager, KWFC, Muscatine, Iowa.

Urgent—need first class engineer as of yesterday. 1kw daytime going to 5 after first of year, non-disk. Must have 300 watt experience to maintain equipment and be above average announcer or salesman. Send photograph and resume to R. H. Gunckel, Jr., Station WABR, Box 754T, Orlando, Florida.

Need chief engineer-announcer for kilowatt daytime—must be experienced ... $800.00 weekly. WGYM, Greenville, Mississippi.

Top-flight young engineer wanted for position with unusual opportunities in radio and possibly TV. Contact Manager, WPGX, New Castle, Pa.

Chief Engineer for fulltime 250 am and fm with leading music-sports station; permanent; construction, experience, announcing, asset but not necessary. Send details, picture, Bert Levine, WBOV, Roanoke, Virginia.


Broadcasting • Teletcasting

Radio

Help Wanted—(Cont'd)

Announcers


Well established network station southeast town of 18,000 needs good announcer-salesman. Prefer southerner. Box 786C, B-T.

Easy opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDP, Flint, Michigan.

Need—young, permanent staff morning man—some experience. Other opportunities. Good going with experienced engineers. Can operate other stations. WKAM, Goshen, Indiana.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, knowledge of TV. Excellent salary. Send complete details, recent photo and resume of past experience or call Mr. Dana C. Profit, WMC, 1-10510, Radio Station WMIC, Monroe, Michigan.

WE HAVE A XMAS PRESENT FOR EACH RADIO AND TV STATION

Instead of calendars or greeting cards, we have compiled a Glossary of Definitions as used by the FCC and are printing them in book form. One of these will be mailed to each station shortly after the holiday.

This valuable service will aid in understanding Technical and Operational communications from the Commission. A limited number will be printed and each station should be certain that the Glossary remains in the station files because every operator will want copies for personal reference.

Those of our approximately 1900 former students who can locate will also receive copies.

MANAGERS and OWNERS DESIRING TO TAKE OUR COURSE GENERALLY FIND THE JANUARY CLASS BEST SUITED TO THEIR BEING AWAY FROM THE STATION. PREFERENCE IS GIVEN TO THESE PERSONS FOR ENROLLMENT IN OUR JANUARY 9, 1957 CLASS?

BEST OF HOLIDAY WISHES TO ALL

WILLIAM B. OGDEN

Radio Operational Engineering School

1150 West Olive Avenue, Burbank, Calif.
Announcers

First phone morning announcer. Experienced now ready to sell news. $90 plus. Box 891C, B-T.

Single, age 25. Inexperienced: but had favorable audition. Public speaking experience and proven leadership ability. Good sports background including being an end and state boxing judge. Tape. Box 793C, B-T.

Staff announcer, intelligent, facile delivery of news, commercials, and DJ work. Good potential, reliable. Can set up entire broadcast. Will travel. Box 794C, B-T.

Sports director, presently employed southwest. Heavy play-by-play experience. Desires baseball, football, sports work. Preferably with station handling minor league baseball. Air check on request. Box 700C, B-T.

Attention Southern California. Announcer, 15 years experience DJ, news, copywriting, programming and one year radio sales, wants to locate at station in Los Angeles or San Diego area. Will work sales in combination with air work. Have third class ticket. Tape, references, photo on request. Box 795C, B-T.


Announcer. Low in experience, high potential, good delivery. Likes lot and right opening. Experience in news, commercials, and DJ work. Can operate my own board. Box 797C, B-T.

Quality operation in west market being sought by experienced announcer. Box 716C, B-T.

19 years experience; currently employed; good voice, good experience. Can sell—Reliable, morally straight. Desires position to locate permanent home. Box 710C, B-T.

Easy, relaxed DJ, good news. Married, vet. experienced in medium market. Box 720C, B.T.

Staff announcer, currently employed, wishes similar position on east coast. Will also consider year am with tv talent opportunities. Box 725C, B-T.

Sportscaster, veteran, currently employed, 5 years am-tv experience. College graduate. References on request. Desire metropolitan market. Box 730C, B-T.

Announcer 3½ years experience. Presently employed. Wants permanent spot in Florida or east coast. Available middle of January. Box 735C, B-T.

Announcer, technical school graduate with 2nd phone license. Strong country and popular music, $700 minimum desired experience as DJ, engineer, news director. Desire position with independent midwest station. Box 725C, B-T.

Announcer—limited experience. Plenty of ambition and potentiality. Experience in news, commercials and dance work. Please write. John J. Bobulski, 43 Center Street, Clifton, New Jersey.

Staff reduction makes available one year experience, tv production, city announcing, all sports, selling, writing news, operator. References, college grad, veteran, family, salary open. Don Clinger, WBEX, Chillicothe, Ohio.

Announcer, some experience. Ambitious, good potential. Good on news, commercials, DJ, operate own board. Will travel. Paul De La Rue, 336 Dodd Street, East Orange, New Jersey.

Announcer, first phone, two years experience. W. Jackson, 3756 59th St., Jackson Heights, New York.

Announcer, limited experience, good potential, news, commercials, DJ, operate own board. Single, go anywhere. Immediately. Gus Travers, 178 E. 111 Street, New York 10, N. Y.


Announcer wants west, $65. Box 314, Benonia, Michigan.

Help Wanted—(Cont’d)

Technical

Chief engineer-announcer. Skw daytime, excellent working conditions with growing organization with several stations. Opportunity for advancement. Contact immediately. WFRY, Keyser, West Virginia.

WTGC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted—chief engineer for combo work, daytime station, good pay and hours. Contact WFTUS, Tuskegee, Alabama.

First class engineer-announcer for progressive AM outlet in three station group. Excellent pay and benefits. Send complete data, Manager, North Country Stations, St. Johnsbury, Vermont.

Programming—Production, Others

News director—challenging local news job open in extremely active news market. Outstanding willingness and dedication. Excellent opportunities available. Send complete information with several Chief Engineer.

Now exists to add fulltime experienced newsman needed for programming and production, others. Opportunity for right man. Send details and references, Manager, WCSS, St. Johnsbury, Vermont.

Daytime independent desires manager medium or woman, currently working, sales know-how. Modern TV manager. $70.00 per week. Send broadcast. Salary open. Box 701C, B-T.


Help wanted, continuity writer, man or woman, also will record some production spots only other duties. $60 to $75 per week. Samples of copy and resume to Phi Spence, WCSS, Clifton, New York.

Register with us for better job! Nation-wide service. Commercial Employment, 655 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Managerial

Radio manager—14 successful years experience, all phases of operation know-how. Must have program formula. Desire permanent connection. Box 607C, B-T.

Responsible young owner-manager of successful daytime station desires challenging position in larger market. Interested in position as sales manager. Will apply with full resume, qualifications, and samples of copy and resume to Phi Spence, WCSS, Clifton, New York.

Am presently port-owner and manager of two radio stations. Health of one of the members of my family makes it necessary to seek southern climate, preferably Florida. Am prepared to manage medium size market station or operate as sales manager for metropolitan operation. Will consider investment to $15,000.00, if necessary, for good opportunity. Reply Box 608C, B-T.

Salesmen


Account executive with a top eastern station wishes to relocate south-west. Excellent sales record. Box 712C, B-T.

Midwest—top salesman, top announcer—5 years am-tv experience. Box 714C, B-T.

Basketball announcer did 81 games past season including major university. Box 610C, B-T.
**RADIO**

**Situations Wanted—(Cont’d)**

**Announcers**

Europe’s loss is your gain. Two top deejay’s just returned from AFN Frankfurt, Germany. Plenty state-side experience. Work separate if needed. Travel anywhere for good price. Prefer day-night operation. Nothing under $100. Phone if you really want us. CLearbrook 5-4743 (write) 706 N. Pine, Mt. Prospect, Illinois.

Top-notch personality air salesman who can sell his own show now available. Hal Masters, 1412 Betman Blvd., North Port Myers, Florida. Phone Edison 4-6863.

Looking for help? Write us! We have the “right” person for the “right” position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

**Technical**

Capable, qualified chief engineer—experienced in construction—maintenance—directions—remote control. No announcing. Box 712C, B-T.

**Programming-Production, Others**

Sales minded program director? Will program your station to attract, hold, sell listeners. 7½ years experience! National and local sales! Plus programming! Young, energetic, ideas, permanent, veteran. Box 713C, B-T.

Attention—Iowa, South Dakota, Nebraska, Wyoming. Newsman, eight years local reporting, five years present Iowa station. Responsible, sober, community man, top references. Lew Hudson, KBOE, Oskaloosa, Iowa.

Available after January first. Program-news director experience. Prefer Detroit area but will consider any offer. Radio or tv. 240-40th Street, Port Huron, Michigan.

**TELEVISION**

**Help Wanted**

**Salesmen**

Account executive, tv sales. Opportunity for experienced tv salesman who has record of permanency and gross sales experience. Top salesman leaving January 1st to take Area Sales Manager job with long distance company and we hold his list intact as long as possible. Basic major network station in mid-Atlantic East New York, substantial market. Send complete details first letter. Box 694C, B-T.

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS TV network station, east, with new facilities in excellent market. Include photograph and full details with reply. Box 694C, B-T.

**Announcers**

Wanted: Staff announcer, some specialty work. No radio. Apply in writing or in person only. No phone. Peter B. Gallagher, Program Director, WGLV-TV, Easton, Pennsylvania.

Wanted: Top-notch announcer for strictly tv operation. Will accept experienced radio announcer. Send resume, tape and references. Tom Mattheus, WNEM-TV, Bay City, Michigan.

**Technical**

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement in local tv network affiliated maximum power station. Box 696C, B-T.

Maintenance technician with at least 1 year’s experience in maintenance of tv equipment. Salary depends on experience. Send resume, photo and references. Midwest location. Box 761C, B-T.

**TELEVISION**

**Help Wanted—(Cont’d)**

**Technical**

Michigan full-power vhf requires transmitter engineering personnel, including supervisory. Send full details on training, experience, salary requirements. Box 729C, B-T.

Established South Carolina vhf has excellent opportunity for experienced transmitter engineer. Give complete resume first letter. Box 731C, B-T.

Wanted: Tv transmitter engineer. Experienced preferred. Good working conditions. Write or wire C. R. Secrist, KID-TV, Box 701, Idaho Falls, Idaho, or call JA 2-2520.


Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WDK-TV, Fort Myers, Florida.


Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WZBK-TV, Petersburg, Virginia.

**Programming-Production, Others**

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, five-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as ability to produce, direct, switch and handle other production details, including traffic and copy supervision. State starting salary expected, give full particulars as previous experience and attach small snapshot. Confidential. Contact Bob Bostian, WAKR-TV, Akron, Ohio.

Wanted immediately. Experienced continuity director. Salary open. Send resume, and references to Tom Matthews, WNEM-TV, Bay City, Michigan.
TELEVISION

Situations Wanted

Announcements

Anchorman specializing-commercial and news—three years experience, ready to relocate permanently in metropolitan market. Box 692C, B-T.

Available January! Anchorman-director, Broad ex. Good ‘team’ man! Large city! Box 696C, B-T.

Announcer—10 years experience in radio-tele. Can double as copyman, director. Presently employed TV. Married, 34, family man, sober. Reliable. Box 717C, B-T.

Technical

Television engineer 1st. Phone. 7 years experience all phases, including on-air operation. Also good camera work, and 16mm film processing. Locate midwest. Box 698C, B-T.

Programming—Production, Others

Producer-director. Desires change-present employment secure. 3 years senior director. Full power CBS-ABC affiliate. Box 707C, B-T.

Radio-tele engineer. Sales manager. 7 years experience, all phases, including on-camera work, newsroom knowhow, plus still photography. Excellent references. Box 717C, B-T.

FOR SALE

Stations

For sale: Prosperous midwest 500 watt daytime farm station with consistent 6 a.m. sign on. Box 709C, B-T.

For sale: Florida coastal playground with business diversification. Regional station. $112,000 total price on terms.$12,500 R. H. Chapman Company, 84 Peachtree, Atlanta.

Listing 7D. Southeast AM station. Highly industrialized and diversified market. County seat. Served by five railroads, and accessible by air direct, by deluxe name trains (through cars from New York City). National highways, three military installation. Virtually unlimited water supply. Mild climate. Market 70,000. Fine public, private schools, & Catholic schools. Gateway to large year-round resort area with deluxe lodges, boating, fishing, covered by the 8,300m signal of the station, per owner's data. Requires $25,500 cash. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. No information by telephone.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


Kilowatt daytime in mid-Atlantic state. Two station market of 100,000. Now making money with plenty of future potential. Ideal for resident management. Operation. Profit from this arrangement in high four figure category. Can expand. Full five-figure operating figures. Information only to financially qualified prospects. Give financial qualifications in letter of inquiry. $65,000 in cash. Will consider terms. Box 749C, B-T.

FOR SALE

Equipment

Mobile radiotelephones, complete. sacrifice $125. RCA 500 watt broadcast transmitter, $485. Telecon, 52 Lower Main, Malawan, N. Y.

WANTED TO BUY

Stations

Responsible executive with 12 years of radio experience in all phases of the business is interested in purchasing all or part of Wisconsin, Michigan or Minnesota station. Will take active part in sales, programming, management. Reply Box 698C, B-T.

Attention: Virginia and North Carolina. Experienced young owner-manager with all necessary qualifications. Wishes to acquire all or control radio station in nice community not under 10,000 preferably Western half of state. For permanent residence and active ownership. All replies confidential. Personal contact in near future. Box 722C, B-T.

Wanted to lease: 16 daytimer in North Carolina. We’re ready January 30th. Box 735C, B-T.

WANTED TO BUY

Stations

For sale: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B-T.

Wanted to buy: 5-639A Western Electric microphones. Box 717C, B-T.

RCA 12B lathe with MI 118 500 heads or Fairchild preferred. Please write to WINZ, Biscayne Terrace Hotel, Attention Mr. Molt.

Wanted: RCA 50 kw amplifier and power supply for use with RCA BTP-18 transmitter. Full price and condition. Reply Mr. D. Robinson, WBNF, Chicago 24, Ill.

Wanted: Several two way mobile units, 6 and 12 volt, 35.750mc, or those that can be converted to this frequency, also condition, age, and price. Box 812C, B-T.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, 1046 10th St., N.W. Washington, D. C.


RADIO

Help Wanted

Manager

For progressive station located in top Southeastern market. This is an ideal opportunity for experienced manager to join top-flight operation. Must be experienced in competitive markets, and strong on sales. Excellent salary, plus percentage of profits. Also opportunity to acquire interest in operation. Send complete details, resume, photo to Box 744C, B-T.

SALES

ACCOUNT EXECUTIVES

WOKE, Oak Ridge, Tennessee, the largest independent fulltime station in East Tennessee has several openings on its sales staff for aggressive, hard working producing account executives. These are salaried positions, with the only limit being your ability to produce. This is a high income market, with a great potential that has not been realized. If you are interested in starting 1957 on the right foot contact

O. J. McReyolds
General Manager
Radio Station WOKE
Oak Ridge, Tenn.

PREFERRED ENGINEERING OPPORTUNITIES

TRANSMITTER ENGINEERS

TV-AM-FM

SENIOR POSITIONS

MAJOR MULTIPLE OPERATOR IN KEY EASTERN MARKETS

WRITE IN DETAIL TO BOX 743C, B-T

All replies held in strictest confidence
SALES MANAGER

If you are a sales manager and would like to work with a fast-growing mid-south station, if you have ideas and executive ability, if you are interested in a substantial salary and overtime—then we are interested in you. Write to Box 705C, B&T.

NEWSMEN

Midwest 50,000 watt network affiliate seeks applications from highly qualified radio newsman able to edit, rewrite and broadcast. Competitive auditions under a position in top-rated news department. Give full data in letter: Experience, salary expected and recent photo. Send tape. Write Box 690C, B&T

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B&T

TELEVISION

Help Wanted

Programming-Production, Others

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 THE RECORD

December 13 Applications

ACCEPTED FOR FILING
License to Cover Cp
WWBC Bay City, Mich.—Seeks license to cover cp which authorized new tv.
KJRO (TV) Fresno, Calif.—Seeks license to cover cp which authorized new tv.
WJHL-TV Johnson City, Tenn.—Seeks license to cover cp which authorized new tv.
Weed Heights, Nev.—Anacoda Co. seeks license to cover cp which authorized new tv.

Modification of Cp

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp to extend completion date to 1-12-57.

December 14 Applications

ACCEPTED FOR FILING
License to Cover Up

KPRR Fairbanks, Alaska; KFWM San Bernardino, Calif.; KBFC Bakersfield, Calif.; KBRO Honolulu, Hawaii; KWIN Anchorage, Alaska; KERG Eugene, Ore.; KGMO Centralia, Ill.; KSUM Springfield, Ill.; KJJO Romney, W. Va.—Seeks license to cover cp which authorized new tv.
WJDI Niagara Falls, N. Y.—Seeks license to cover cp which authorized new tv.
WLPO LaSalle, Ill.—Seeks license to cover cp which authorized new tv.
KFWJ Anderson, Calif.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KEVI Vivian, La.—Mod. of cp (which authorized new tv) to extend completion date.
KHTV (TV) Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) to extend completion date to 7-30-57.
WJMS-TV Fremont, Mich.—Seeks mod. of cp to extend completion date to 7-23-57.

December 17 Applications

ACCEPTED FOR FILING
License to Cover Cp

KPNI Casa Grande, Ariz.—Seeks license to cover cp which authorized new tv.
WMAP Madison, Fla.—Seeks license to cover cp which authorized new tv.

REMOTE CONTROL

WAUG Augusta, Ga.—WJKB Mayaguez, P. R.

Weed Heights, Nev.—Anacoda Co. seeks license to cover cp which authorized new tv.

Modification of Cp

WVEY-TV Hampton, Va.—Seeks mod. of cp to extend completion date to 7-1-57.
December 18 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau

Action of December 14

WBCB for City of Mich.—Granted license for am station.

KFDA Abilene, Tex.—Granted license for am station and change type trans., change trans. and studio location; condition.

KTLD Tulsa, La.—Granted mod. of license to change studio location and operate trans. by remote control.

WKTZ Columbus, Tenn.—Granted license for am station and change type trans., change trans. and studio location; condition.

Follow were granted extensions of completion dates as shown: WBCB-FM Birmingham, Ala., to 4-1-57; KBBL-TV Cessnaet, Calif., to 3-15-57; KEVF-TV Omaha, Neb., to 9-27-57; KRD-TV St. Louis, Mo., to 6-30-57; KFWC-TV Ensign, Kan., to 6-1-57.

Actions of December 15

KFVY Ferriday, La.—Granted license for am station and specify type trans.

KFMY Sioux Falls, S. D.—Granted license for am station.

KFCU Craig, Colo.—Granted license for am station.

WKJQ Fort Wayne, Ind.—Granted mod. to change trans. and condition.

WNY's Salamanca, N. Y.—Granted mod. of cp to change type trans. and change trans. in ant. (increase height).

WQCV Greenville, S. C.—Granted license to cover am station.

KFCH College, Mo.—Granted mod. of cp to change studio location, location change type trans., and operate trans. by remote control.

ACTION ON MOTIONS

By Hearing Examiner James D. Cunningham

Indian City Beetle Co., Anadarko, Okla.—Granted permission to remain silent beginning Jan. 16, 1957, in order to observe College Christmas recess.

KCEM Crockett, Tex.—Granted license to cover am station.

KMEF Shreveport, La.—Granted license to cover am station.

KPEX Red Bluff, Calif.—Seeks license to cover cp which authorized new am.

November 30, 1956-Page 9 of the Yearbook of Broadcast Telecasting

December 18 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCMS Marshall Springs, Ark.—Seeks license to cover cp which authorized new am.

KWBT Dallas, Tex.—Seeks license to cover cp which authorized new am.

KWCO Dallas, Tex.—Seeks license to cover cp which authorized new am.

December Applications

ACCEPTED FOR FILING

License to Cover Cp

WPPF Palatka, Fla.—Seeks license to cover cp which authorized increase D power.

WPFW Daytona Beach, Fla.—Seeks license to cover cp which authorized new am and specific studio location.

WOW Idaho Falls, Idaho—Seeks license to cover cp which authorized new am.

December Applications

RENEWAL OF LICENSE

By Hearing Examiner Herbert Shifman

KXLY Spokane, Wash.—Seeks renewal of license for am station.

KXLY Spokane, Wash.—Seeks renewal of license for am station.

KGAY Salem, Ore.—Seeks renewal of license for am station.

December Applications

R E N E W A L O F L I C E N S E

By Hearing Examiner H. Gifford Irion


By Hearing Examiner Basil F. Cooper


By Hearing Examiner Arthur F. Martin


By Chief Hearing Examiner James D. Cunningham


By Hearing Examiner Herbert Shifman


December 19 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCSW Canyon, Tex.—Seeks license to cover cp which authorized new am.

KTQX在地上—Seeks license to cover cp which authorized new am.

KBJS Carson, Nev.—Seeks license to cover cp which authorized new am.

December Applications

RENEWAL OF LICENSE

By Hearing Examiner Herbert Shifman

Kingman, Ariz.—Seeks renewal of license for am station.

KULV Ойл Сити, Pa.—Seeks renewal of license for am station.

KUST Rockville, Md.—Seeks renewal of license for am station.

December Applications

WAKR(W) Akron, Ohio—Seeks renewal of license for am station.
Let's Go For Broke

PROGRESSIVE elements in broadcasting have tried for years to obtain some measure of relief from the innately rigid law governing political broadcasting.

So far they have failed.

There are two main reasons why Section 315 of the Communications Act remains as an ugly obstruction to the free flow of political information and commentary:

1. Congressmen have a selfish interest in perpetuating a law which they can use to browbeat broadcasters into giving them access to the air when they are campaigning.

2. Broadcasters have never united in support of any one line of attack on the law. There have been divisions of support for this or that amendment. And from one group there has been a total lack of support for any change. This is the gaggle of gossipy broadcasters who like things as they are, with a government law substituting for the somewhat more trying process of editorial judgment.

In past years we have said that the ultimate objective must be the elimination of Section 315, but coincidentally we have advocated several of the proposals for amendment. It was our view that, in the short range, Congress could be more easily persuaded to change the law than to repeal it.

In retrospect we now doubt whether any of the amendments proposed was in itself important enough to attract, or indeed deserve, united support from broadcasting. While all of the proposed amendments we have endorsed would relieve the situation, none could effect the permanent cure that so obviously must be sought.

Therefore, we now urge all broadcasters—including and especially those who to date have willingly ceded their rights and duties to the government—to unite in a campaign for repeal of Section 315.

The campaign can be organized through the NARTB, whose president, Harold E. Fellows, last week argued forcefully the broadcasters' case before a special House committee. It must be supported by all broadcasters who believe that radio and television are instruments worthy of the respect now accorded the press.

Bitter Pill

AFTER seven years of investigation by the Federal Trade Commission and litigation in high courts, the Dolcin Corp. and three of its officials have been convicted of criminal contempt of court for continuing to broadcast false advertising.

It is hard to believe that a case so thoroughly litigated would turn out to be a miscarriage of justice. Hence, we must assume that Dolcin advertising was, in fact, misleading and that the company and its officials deserve the punishment of the court.

What gives us pause is that the questionable advertising was accepted—after a final decision by the Appellate Court—by so many radio stations. This fact will not embolden radio's record for screening advertising before it is put on the air, particularly after it became known that the Dolcin Corp. was under sharp attack both at the FCC and in the courts.

The radio system of America was built upon higher principles than those of the wandering medicine show. Radio has been a primary advertising medium for many legitimate pharmaceutical and proprietary products. Such advertising belongs on radio; indeed, radio has done a conspicuous job in that regard. If the medium accepts the illegitimate product, and by so doing makes suspect its reputation for integrity, it will hazard tarnishing the reputation of the legitimate product as well. That could lead only to withdrawal of the legitimate business.

Charles H. Campbell

LAST week thousands of Americans who knew him mourned the untimely death of Charles H. Campbell, chief of the British Information Services in America. Among them were scores of newsmen in radio and television who had been the beneficiaries of his vast knowledge and of his many kindnesses since the beginning of World War II when he joined the Embassy staff as first secretary in charge of public relations.

Ambassadors came and went, but Charlie Campbell stayed on.

He was Her Majesty's unofficial ambassador of good-will. Doors opened everywhere in the British Empire when Mr. Campbell introduced a broadcaster or anyone else. He never argued the British Plan of state control of broadcasting as opposed to the American Free Enterprise system. But when Parliament decreed commercial control in British television, he became the fountain-head of information and of cooperation in this country.

Great Britain will miss the genius of Charlie Campbell and his dedicated service to his nation. And American newsmen who knew him will miss a distinguished fellow craftsman and a beloved and highly respected friend.

Union or Goon Gang?

IN Youngstown, Ohio, nine days ago a swarm of goons in a picket line around WKBN-AM-TV assaulted the station's president and its farm director.

The National Asn. of Broadcast Employes and Technicians has been striking against WKBN for two months.

Whether the attackers were members of, hired by or merely sympathetic to NABET is not known. But no matter what their relationship, the union cannot dissociate itself from their acts. The violence occurred on a NABET picket line, and NABET must be held responsible.

Two years ago the equipment of KPIX (TV) San Francisco was sabotaged when NABET struck that station. Three technicians were "tried" by the FCC and their licenses suspended for 90 days as a punishment for their actions. The fact that the Commission later stayed the suspensions pending action on a petition for rehearing does not alter the basic element in the case—malicious tampering with property.

It would be wrong, of course, to assume that two incidents constituted a pattern of behavior. But what guarantee is there that there will not be a third or a fourth?

We imagine many members of NABET who feel a responsibility toward both their union and their employers are considering that question and wishing for an answer from their own NABET leadership.

If NABET does not immediately take steps to prevent future damage to person and property, it will be tacitly admitting that it has resorted, as a matter of policy, to the thug's type of labor warfare.

ON A PAGE otherwise concerned with death, violence, fraud and a struggle for freedom, the greeting "Merry Christmas" may seem frivolous. Yet we say it, meaning no frivolity. The origin of Christmas has been for billions the origin of hope and the triumph over worldly tragedy and evil. It is in that sense that we extend to all our readers our best wishes of the season.
INITIAL COINCIDENTIAL SURVEYS REVEAL...

When the Lion Roars, DENVER WATCHES

It happened overnight in Denver... the viewing habits of the city underwent the greatest change since the advent of television!

KTVR's M-G-M Movie Theater is getting the lion's share* of the audience (just ask anyone in Denver about that!) *Overall average puts M-G-M Matinee at 3:00 p.m. and M-G-M Theater at 9:00 p.m.

Number One, Monday thru Friday, according to ARB.

When the Lion Roars, Ratings Soar!

With a 44% share of audience for the 9:00 to 10:30 p.m. period, Nov. 4, 1956, and an average of 20.2 ARB – Channel 2 lead all competition:

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>B</th>
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<tr>
<td>KTCHR</td>
<td>20.2%</td>
<td>6.3%</td>
<td>17.5%</td>
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ACT NOW! Contact any Blair Television Associates office, or phone collect, Hugh Ben Larue, Executive V.P. KTCHR, Keystone 4-8281, 550 Lincoln St., Denver, Colo.

KTCHR the Station of the Stars
Channel 2 Denver, Colorado

Our Thanks to these national advertisers who helped our M-G-M Movie Theater get off to such a tremendous start:

AMERICAN CHICLE
ARMSTRONG TIRES
BISSELL CARPET SWEEPERS
BROWN & WILLIAMSON
BRYLCREEM
COLGATE-PALMOLIVE
DRI-ZIT INC.
FORD

GROCERY PRODUCTS
THEO. H. HAMM BREWING CO.
LEVER BROS.
THOS. J. LIPTON CO.
P. LORILLARD
MARY ELLEN DIST. CO.
MAYBELLINE
PHILIP MORRIS

PLYMOUTH
PONTIAC
PROCTOR & GAMBLE
RALSTON
READERS DIGEST
SEABOARD FINANCE
SINCLAIR REFINING
STUDEBAKER
### AVAILABLE
a tremendous audience

**ORIOLE**
**BIG LEAGUE**
**BASEBALL**

**NOW ON POWERFUL**
**50,000 WATT**
**WBAL**

Baseball will be bigger than ever this year! Every single Oriole Game will be broadcast on Maryland's BIG STATION—50,000 watt WBAL. Coverage will be far and wide all over Maryland and surrounding states, too. One-half of each game is being sponsored by Gunther Beer. You can get your product into each game—if you act at once! Call WBAL or any Christal office soon!

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<th>YOU CAN BUY:</th>
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<tr>
<td>&quot;FAN IN THE STANDS&quot; (15 min. preceding &quot;Warm-Up&quot;)</td>
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<tr>
<td>MINUTE (bet. &quot;Fan in the Stands&quot; and &quot;Warm-Up&quot;)</td>
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<tr>
<td>&quot;WARM-UP&quot; (ten minutes)</td>
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<tr>
<td>MINUTE (bet. &quot;Warm-Up&quot; and &quot;Game&quot;)</td>
</tr>
<tr>
<td>CO-SPONSORSHIP OF GAME (Sold)</td>
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<tr>
<td>MINUTE (bet. Game and &quot;Tenth Inning&quot;)</td>
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<tr>
<td>&quot;TENTH INNING&quot;</td>
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<tr>
<td>ORIOLES &quot;NEST&quot;</td>
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<tr>
<td>HOT STOVE CORNER</td>
</tr>
<tr>
<td>PAUL RICHARDS SPEAKS</td>
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**WBAL**
1090 ON YOUR DIAL • 50,000 WATTS
Nationally represented by HENRY I. CHRISTAL CO.