They’re having a birthday party at White Columns in Atlanta—the home of the South’s first station, WSB RADIO.

Since we have proudly represented this great station for nearly twenty-five of their years, we wish we could attend the party.

Instead, we’ll send greetings to the South’s oldest station in years, youngest in outlook: WSB, serving with distinction since 1922.
WIN ONE SQUARE YARD OF PRAIRIE SOD WHERE SAT CHIEF SITTING BULL

FINISH THIS SENTENCE IN TWO WORDS OR LESS:

"Because KVTV, Channel 9, Sioux City, Iowa has 79% more audience than Station B; national advertiser’s best TV buy to sell the rich Sioux City market is______________.”

Complete the sentence and send your entry to

KVTV

CHANNEL 9, SIOUX CITY, IOWA

You may enter as many times as you wish. You have nothing to lose. You have very little to win, either. This isn’t much of a contest.

THERE’S ABSOLUTELY NO CONTEST IN SIOUX CITY TELEVISION.

KVTV

CBS Channel 9

SIOUX CITY, IOWA

ABC

Serving Iowa’s second largest market. Under the same management as WNAX-570 Yankton, South Dakota. Don D. Sullivan, General Manager.
Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

say it with music
This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $3½ billion retail sales
- $5½ billion annual income

WGAL-TV
LANCASTER, PENNA.
NBC and CBS
STEINMAN STATION • Clair McCollough, Pres.

Representatives:
The MEEKER Company, Inc.
New York Chicago
Los Angeles San Francisco
ONLY BEGINNING • Inquiry by Anti-
trust Div. of Dept. of Justice into sale of feature film packages to Washington TV
stations [CLOSED CIRCUIT, March 11] re-
portedly is forerunner of nationwide check.
It's learned that some 30 agents in field
have been assigned to make individual sta-
tion investigations, probably to cover about
300 operating stations. Presumably ap-
proach is that block selling may run counter
to antitrust laws, in light of motion picture
block booking consent decree of 1949, and that thesis of right of substi-
tution isn't adequate to circumvent violation.

DEPT. OF JUSTICE aides acknowledge
that next step is briefing of field agents on
what to look for. Then they begin fanning
out through country on visits to tv stations and film distributors. In one Washington
station, more than half-dozen contracts were "borrowed" by Justice agent.

SHOWING THE WAY • There's more
than passing significance in research sta-
tistics compiled by leading advertising
agency showing that of all media, tv alone
has shown increase in dollar efficiency past
half dozen years. In still another agency
study, network radio gets healthy boost as
low-cost supplement to television, with
data demonstrating how advertiser can
substantially extend saturation by adding
radio frequency to tv impressions at re-
duced cost-per-thousand home impressions.

DESPITE contrary reports, General Foods
actually will use more tv and radio and
its budget will be expanded next season by
as much as 10%, it was estimated last
week. Firm spends almost $25 million in
network, another $5 million in spot. Al-
though GF may drop half-hour alternate
week sponsorship of Wells Fargo on NBC-
TV at end of season, it will pick up an-
other show.

WAITING IN WINGS • Those home
movies via wired tv distribution systems
percolating in Southwestern (Bartlesville,
Okla., number of cities in Texas) aren't
only ones cooking. It's understood two
or three other theatre exhibition circuits
are more than just toying with idea, may
announce plunge in next month or so.
Some toll tv advocates not happy on trend,
and are hopeful Commission may author-
zize experimental tests shortly. Commission
expected to take up subject this week for
third round of discussion but with no
decision likely.

ON OTHER SIDE of coin is Matthew
Fox, president of CAC Television Corp.
and associated with Skatron's "Subscriber-
Vision" (pay-tv system), who reportedly
has completed transaction with several
Hollywood studios whereby he would
transmit new Hollywood films via wired
tv to homes in Fort Wayne area.
Project said to have support of theatre
chain in Midwest. It is understood Skat-
tron would be responsible for technical
requirements of project, with starting date
still undetermined.

NEW REP, NEW CALL • Appointment
of Edward Petry & Co. as exclusive na-
tional representatives for WANE and
WINT (TV) Fort Wayne, effective April 1,
made by C. Wrede Petersmeyer, president
of Indiana Broadcasting Co. and executive
of J. H. Whitney Co. stations. Also effective
April 1 is shift in call of tv station to
WANE-TV.

THERE'S GOOD CHANCE one more
trade group—Radio-Electronics-Television
Mfrs. Assn.—will join move to simplify
association names. While no announce-
ment was made, it's known RETMA di-
rectors discussed matter Friday at Wash-
ington meeting following recommenda-
tions from three RETMA divisions.
Chances are final action will be taken in
June. Favored names: Electronics Indus-
trial Assn. and Electronic Manufacturers
Assn.

ON OR OFF • Whether Senate Commerce
Committee hearings on FCC will run in
definitely or be concluded abruptly was
big question after two sessions last week
at which members of FCC testified. Re-
publican minority on committee was of
single mind: to cut off any questioning
having to do with pending television cases,
even though they may have been decided
despite petitions for reconsideration or
appeals have been filed.

DETERMINATION of committee pro-
cedure probably will await return, expected
this week, of Chairman Magnuson (D-
Wash.), who was on West Coast last week.
Hearing Chairman Pastore (D-R. I.), when
asked how long hearings might run, said
"like Tennyson's brook, on and on" but
stated his colleagues were not so dis-
posed and it was obvious that most Repub-
licans wanted to call it quits. Following
Friday's rather stormy session (which
saw Sen. Butler [R-Md.] walk out) several
Democratic members felt this phase of
hearing, to all intents, had been concluded.

PARTING GIFT • Although Kenneth
cox, Commerce Committee's special radio-
tv counsel, thinks there are many other
matters committee can look into in its
"continuing inquiry" on tv, he feels his
task will be done with drafting of reports
on tv allocations and tv network practices,
which he hopes to complete in couple of
weeks. Before returning to his law prac-
tice in Seattle he will recommend other
phases he thinks committee might pursue
in probe.

FRESHMAN Sen. Frank J. Lausche (D-
Ohio) emerged last week as powerful new
voice on Senate Commerce Committee.
At hearings Thursday and Friday (he presided
second day) he participated avidly in ex-
amination of FCC members and asked
penetrating questions, largely in connec-
tion with competition in tv. He explained
he was neophyte, having attended only
"three or four meetings," but observers
predicted he, along with Sen. Pastore (D-
R. I.), chairman of communications sub-
committee, would carry brunt of commit-
tee's work in broadcast field.

NEW RECORD • While NARTB's con-
vention is still three weeks away, it's ob-
vious from glance at pre-registrations that
all attendance records will be broken.
(Last year registration was 2062.) Total
1,000 mark Friday when Washing-
ton headquarters had 335 management
and 255 engineering delegates pre-registered.
Association will have all accommodations
in Conrad Hilton, world's largest hotel,
aside from usual permanent-guest facilities.
These include close to 2,000 sleeping rooms
assigned to broadcasters and two floors of
sample rooms plus entertainment suites.

REAPPRAISAL of radio-to-phase of Peo-
ples-to-People Foundation Inc., President
Eisenhower's project to further interna-
tional goodwill and understanding, has
been decided upon because of apparent
differences between government and
broadcaster approaches to ambitious un-
tertaking. All observers report that Frank
Stanton, CBS Inc. president, and Harold E.
Fellow, NARTB president, co-chairmen,
have called meeting of broadcaster group
in New York March 22. Broadcasters
want no undue government interference
with their participation in project which
might border on censorship.

INFECTIOUS TREND • Broadcasters
aren't only ones benefiting from resur-
rence in radio. Radio set sales of RCA
one of major makers, are running 20% ahead of comparable period last year.
Transistorized sets get most of credit,
aside from (or because of) fact that people
need radio and therefore keep buying
sets. Presumably other principal manu-
facturers are enjoying similar gains.
All-new surveys show again:

When the youngsters are away . . .

Kansas City radios stay . . . with WHB

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and see what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB continues its domination!

According to every major survey, every one of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are no teen-agers available.

No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including A & P, Milgram's, Thriftway, A & G, Wolfman's and Kroger. Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager George W. Armstrong. And while you're at it, get the whole day and night picture!

WHB—FIRST 140 OUT OF 140

1/4 HOURS BETWEEN 9 AND 4!

AREA NIelsen. WHB in first place 140 out of 140 quarter-hours.

HOOaper. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 48%.

WHB 10,000 watts—710 kc.

KANSAS CITY

The Storz Stations

Today's Radio for Today's Selling

WDGY

Minneapolis-St. Paul

Represented by John Blair & Co.

WHB

Kansas City

KOWH

Omaha

Represented by Adam Young Inc.

WQAM

Miami

WTIX

New Orleans

TODD STORZ

President

BROADCASTING • TELECASTING
ALLOCATIONS QUESTIONS FIRED AT FCC; 
McC INDICATES DELAY ON BARROW REPORT

SENATE Commerce Committee wound up tv allocations phase of its hearings Friday morning with testimony from all members of FCC except Comr. Robert E. Lee, who filed statement (p. 102). Hearing, over which Sen. Frank Lausche (D-Ohio) presided, mainly concerned FCC deintermixture actions, "Craven plan" and educational tv reservations.

Indication FCC may be somewhat later than heralded June 30 deadline in issuing its own report on Barrow tv network study report was in reply by FCC Chairman George McConnaughey to query if Barrow report couldn't be obtained before June 30. Mr. McConnaughey told Sen. Lausche FCC would be lucky to get "rough draft" of Barrow document by then.

Comr. T. A. M. Craven defended his plan as supplement to what FCC already has done, said he didn't feel all-usf is feasible everywhere, and said he has had volunteer proposals from broadcasters to operate on both uhf and vhf in some big markets. He felt present allocation plan is too inflexible and restricts uhf operators, who, he thinks, should be granted better channels than ones assigned in their localities. He'd try to add new uhfs in single-vhf market to take attention to duet uhf-"a sick child that needs nursing."

Sens. William Blakely (D-Tex.) and A. S. Mike Monroy (D-Okl.) quasi-committed other length on educational tv philosophies, indicating they felt reserved channels should be held for "generation" or beyond if necessary. All FCC members present said they were ready to keep educational reservations if educators show "genuine interest in using them," but each felt he would vote to make educational assignment commercial under some circumstances. Both senators appeared mollified at FCC attitude.

Defending deintermixture, Mr. McConnaughey said actions were taken case by case instead of using same set of standards for all. He felt, too, that Commission's case by case handling of intercity private relay systems is "soundest way to do it." Common Carrier Bureau Chief Harold Cowgill said staff had no information on private relay applicants' claims they can build and operate relays cheaper than can common carrier.

Counsel Kenneth Cox questioned Mr. McConnaughey on increase of station purchases by multiple owners. Mr. McConnaughey said he was concerned at trend but Sec. 310 (b) prohibits consideration of comparison factor in approving sales. FCC, he said, can hold hearings on public interest aspects of sale. He saw no need for amending Sec. 310 (b) now.

Committee was told FCC plans to suggest legislation to remove Communications Act's ban on FCC members talking to or accepting advice from general counsel or chief engineer on cases under adjudication, even though latter take no part in staff prosecutor in case. Commission also will ask for bill to require that abandoned radio-tv towers and "receiving" towers be marked and lighted. Mr. McConnaughey and Sen. Lausche he felt FCC has power to decide pay tv issue, although there are "legal questions." Commission has held two recent meetings on toll tv and plans another "next week," he said.

Church, Refused KFAC Time, 
Takes Protest to Commission

FIRST Methodist Church of Los Angeles Friday attacked Feb. 15 action of KFAC Los Angeles terminating church's broadcast of Sunday services and asked FCC to hold public hearings on cancellation.

Church said that it pays commercial rates for time used and also asked Commission to restrain KFAC from dropping program pending hearing. Methodists claimed KFAC told them reason for cancelling was that services are "completely incompatible with our program format" and that no other time for airing of services was available.

KFAC's license was renewed last December, church said, and application stated that station devoted 1.79% of broadcast time to religious programs, with no substantial changes in format contemplated.

May Co. Buys Half of KFAB

SALE of almost 50% of NBC-affiliated KFAB Omaha from Sidles Co. to May Broadcasting Co., for $372,000 announced Friday. KFAB is 50 kw on 1110 kc. Sidles Co. owns 48.86%, Lincoln (Neb.) Nebraksa State Journal owns 48.86% and two employees remaining 2.28%. May company owns 75% of ch. 3 KMTV (TV) Omaha and 100% of KMA Shenandoah, Iowa.

Three RETMA Directors Elected


Congressman Goes After Wis. Vhf 
Rep. Alvin E. O'Konski (R-Wis.), licensee of WOSA Wausau and WLIN (FM) Merrill, both Wis., Friday asked FCC to shift ch. 9 from Iron Mountain, Mich., to Wausau and allocate ch. 8 to Iron Mountain. Mr. O'Konski said he would apply for ch. 9 Wausau if allocated there. Ch. 7 WSAU-TV Wausau only v presently assigned there.

BUSINESS BRIEFLY

TEA TIME * American Brands, N. Y., for second tea (liquid tea concentrate) which recently named Maxon Inc., N. Y., to handle advertising, planning saturation radio and television as well as newspaper campaigns during hot weather season. Markets will depend on distribution factors.

PERIPATETIC ACCOUNT * Schick Inc. (electric shavers), Lancaster, Pa., Friday announced third shift in agencies in three years. Account, billing total of approximately $5.25 million in radio-tv network and spot, will leave Warwick & Legler June 30 to go with Berlitz, W. V., and J. M. W. Glaser. Mr. Schick went to W&L from Kenyon & Eckhardt, N. Y., in 1955.

SUTTON BUYS BOTH * Sutton Cosmetics Inc., N. Y., for its deodorant stick, understood launching 2-week radio-tv spot campaign in April in five or six markets, will add to lineup in May and June reaching total of 25. Agency: Lawrence C. Gumbinner Adv., N. Y.

RADIO FOR KENT * P. Lorillard Co., N. Y., (Kent cigarettes), placing radio spots in number of markets starting March 18 for 13 weeks. Agency: J. Walter Thompson Co. N. Y.

CONFIDENTIAL BUY * Wildroot Co., Buffalo, will sponsor alternate weeks of New York Confidential, Television Programs of America package, Sat., 10:30-11 p.m. on CBS-TV next fall.

SHOE SPOTS * National Shoes Inc., independent shoe chain, will launch intensive radio spot schedule in 25 markets this week. Chain operates stores in New York, New Jersey, Connecticut, Massachusetts and Maryland. Record spring campaign also will be carried in newspapers and magazines and firm's Children's Theatre on WRC-A TV New York.

NORWICH IN 80 * Norwich Pharmacal Co., N. Y., for Pepto-Bismol, plans to use television spot campaign in nearly 80 markets starting March 24 for four weeks. Benton & Bowles, N. Y., is agency.

SCOTT RENEWS * Scott Paper Co. (Scotties, Scottkins and Scott towels) has signed renewal with NBC-TV for Father Knows Best (Wed., 8:30-9 p.m. EST) for 52 weeks, effective next September. J. Walter Thompson is agency.

SPOTS IN AIR * Texas Co., N. Y., will launch 4-week spot campaign on WON New York April 19 using 40 spots per weekend to sponsor news of traffic conditions broadcast from plane flying over New York-New Jersey Connecticut area. Called Flying Studio, it will be presented every 30-40 minutes starting at 4 p.m.

Continues on page 9

March 18, 1957 • Page 7
All of us in or associated with the broadcasting business are constantly exposed to a stream of statistics. Dependent upon your point of view they can be interpreted many ways.

WHEN-TV has been endowed with a continuing series of statistics for more than eight years that can be interpreted only one way -- superiority. I refer to the quarter hour first tabulations of all audience surveys taken in burgeoning Central New York.

For example, here is the total of all ARB and Pulse ratings during the past year:

<table>
<thead>
<tr>
<th>Quarter Hours</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEN - TV</td>
<td>1243</td>
</tr>
<tr>
<td>Opposition</td>
<td>625</td>
</tr>
<tr>
<td>Ties</td>
<td>27</td>
</tr>
</tbody>
</table>

Regardless of the flood of figures you deal with I am certain that these should interest you. We achieved them through a constant search for perfection. The Katz Agency or our commercial manager, Fred Menzies, are ready to illustrate how our proven superiority can mean proven sell ability for you.

Cordially,

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse
CBS Takes Ball From ABC, Makes Deal for Cooper Series

PROJECTED hour-long western film show, starring Gary Cooper, that had been pitched to agencies by ABC-TV for possible sponsorship next fall [AT DEADLINE, Feb. 23], is now in CBS-TV's camp, it's being revealed today (Mon.). Contract signed in New York between Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming, and H. I. Prinzmetal, president of Houston Productions. CBS-TV, however, will not present weekly series until fall of 1958.

Mr. Cooper will be host and narrator of action-adventure series which Mr. Robinson asserted will be one of major programs on CBS-TV's 1958-1959 lineup. ABC-TV spokesman said network didn't think hour-long show could be ready by this fall, asked for half-hour show, failed and then dropped project.

Busy Summer for 'Ford Theatre'

IN SALE said to represent largest summer network replacement transaction in company's history, screen Gems Inc., New York, reported Friday that 1956-57 and 1955-56 episodes of Ford Theatre have been sold for showing this summer on CBS-TV and either or both NBC-TV and ABC-TV.

CBS-TV, which will replace Lineup with Brown & Williamson and Procter & Gamble continuing sponsorship, and Red Skelton Show, with Pet Milk Co. and S. C. Johnson Co. keeping their time franchise as advertisers. Poole, Cone & Belding, New York, which handles Armour and Pet Milk on George Gobel Show on NBC-TV and Armour & Kimberly-Clark on Danny Thomas Show on ABC-TV, has signed TV Ford Theatre but has not decided whether to use one or both networks. This transaction is separate from regular returns of Ford Theatre on ABC-TV this summer.

Reach, McClintion Agency Formed

NEW AGENCY, Reach, McClinton & Co., New York, formed Friday. Principals are Charles Dallas Reach, board chairman of Reach, Yates & Mattoon, New York, which is absorbed by new company, and Harold L. McClinton, until recently president of Calkins & Holden [B&T, March 4]. RY&M currently bills about $8.5 million annually. In new company, Mr. McClinton becomes president and chief executive officer and F. R. Risley continues to head Newark, N. J., office of 25-year-old RY&M.

Rogers Forms Texas TV Network

CREATION of new regional network, Texas Television Network, owned and operated by Texas Telecasting Inc., announced Friday by W. T. (Dub) Rogers Jr., president-general manager of Texas Telecasting. With home offices in Lubbock, system includes KDBU-TV Lubbock, KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring. All three are CBS affiliates. New network plans to develop regional programming to implement national and local programming.

JUDY SUES CBS

SINGER Judy Garland sued CBS Friday for $1,391,333—$1 million for libel and defamation, remainder for breach of contract. Miss Garland charged, in suit filed in New York federal court, that network, on Jan. 9 authorized and induced publication in newspapers and other publications of "false and defamatory matter." Among these she alleged were such statements as: (1) "she is known for a highly-developed inferiority complex," (2) she did not want to work "because she is bothering her," and (3) "I don't know but I wouldn't be surprised if it's because she thinks she is fat." CBS had no comment on suit.

Another Probe for FCC?

FCC high on list of federal agencies scheduled to undergo probe by House Commerce Committee's special subcommittee headed by Rep. Morgan Moulder (D-Mo.), which will look into administrative agencies of laws creating them, it's understood. Chairman Oren Harris (D-Ark.) of parent committee expected this week to ask $250,000 for investigation which has been House Speaker Sam Rayburn (D-Tex.). Further, the subcommittee tentatively plans call for hiring half-dozen experts in research and administrative law to make studies and report back to subcommittee in time for hearings in fall, if found necessary.

Committee Cuts FCC Budget, But It's Still Over 1957's

HOUSE Appropriations Committee Friday recommended fiscal 1958 budget of $8,200,000 for FCC—$650,000 (about 7.3%) less than Budget Bureau estimates, but $472,000 (about 6.1%) more than $7,728,000 fiscal 1957 appropriations. Committee report said Commission is dealing with rapidly-growing industry and "it should exercise all due diligence to use the funds provided to the end that prompt and efficient service is given to the public." Group recommended $5,950,000 for Federal Trade Commission, $300,000 less than 1958 estimates but $400,000 more than 1957 appropriations.

UPCOMING

March 22-23: Alabama Broadcasters Assn., spring meeting, Dinkyt-Tuwtile Hotel, Birmingham.
March 24-26: Bureau of Broadcast Measurement, Quebec City, Que.

For other upcoming see page 117

GE Says It Will Oppose Loss of Schenectady Ch. 6

LONG AWAITED word from General Electric Co. on its attitude toward FCC's move of ch. of 6 from Schenectady, N. Y., where it operates WRGB (TV), to Syracuse, N. Y., issued Friday. The word? Change will be fought.

In statement, GE President Ralph J. Cordiner said: "No one from the FCC has approached me with respect to this question. GE broadcast stations will vigorously protest such a change as being detrimental to the best interests of the people served by WRGB." J. Milton Lang, new manager, GE broadcast stations operations, said: "Nobody charged with the authority or responsibility of operating WRGB was ever approached by the FCC prior to the issuance of this order."

Statement vindicates position taken by WRGB general manager R. W. Welpott, publicized immediately after FCC's action on deintermixture, that company would fight loss of vhf wavelength [B&T, March 4]. There had been reports in Washington that FCC had understanding with GE's topside authorities they would go along with move.

In any, following steps are due to be taken involving not only WRGB, but also other operating stations whose vhf channels have been moved (these include KFRE-TV Fresno, Calif., and WTVW (TV) Evansville, Ind.): Issuance of show cause order, response of stations, and if objection, order setting issue for evidentiary hearing.

• BUSINESS BRIEFLY

Continues from page 7

Friday and continuing through Monday 9:30 a.m., Texas Co., through Cunningham & Walsh, N. Y., has option to renew show, which will be carried by MVR on weekends throughout daylight saving time.

SALE PENDS Cigarette advertiser and major washing machine manufacturer are expected to be signed this week by NBC-TV to button up TV contracts. 8-9 p.m. offering next fall featuring Eddie Fisher and George Gobel [B&T, March 4]. Period becomes available when Big Suprise ends up this season having just obtained new renewals through end of current program year from Purex and Speidel. Quiz show otherwise would have cancelled end of this month.

BUYS BREWING This is fortnight of decision for ad agencies servicing automotive accounts. Within next two weeks radio and TV plans for all majors will emerge from series of deliberations going on around clock across country. Chevrolet already has made its decision: sponsorship of Sunday 9-10 p.m. every week for 52 weeks on NBC-TV (story page 36). Buick and Ford are among those deliberating.

March 18, 1957 • Page 9
BATTLE OF THE QUIZZES
Sponsor make money by giving it away. Cases in point: Pharmaceuticals' Twenty-One, Revlon's $64,000 Question.

AD BUDGETS UP 10% IN 1957
Survey by Assn. of National Advertisers shows over two-thirds of members increasing budgets.

MEDIA STUDIED BY ADVERTISERS
ANA probe into agency compensation and services will have impact on radio-tv. No bombsbells likely.

PRUDENTIAL SIGNS PACT
Insurer sponsoring CBS-TV news package on standby basis, with documentary programs to be featured.

SIMPLE RATE CARDS URGED
Ann Janowicz, timebuyer, tells of problems in trying to set up broadcast schedules from intricate cards that only a lawyer can interpret.

ABC NAMES VICE PRESIDENTS
Accas, Coyle and Rabinovitz elected to tv posts; Comitois, Riddleberger and Shaffer get new jobs.

WEAVER'S 'BABY NETWORK'
Former NBC board chairman still secretive about new communications enterprise but may decide to make an announcement in mid-April.

MBS MOVES NEWS OPERATION
Network shifts headquarters to Washington as "news capital of the world," with Robert F. Hurleigh named to direct expanded service.

FCC BACK ON THE HILL
But hearings are drawing to a close. Weary senators see little hope for quick sift-out, House unit told that daytime study is coming.

50,000 IRE ENGINEERS MEET
Latest electronics developments on display and explained at annual convention in New York.

NARBT TO REVIEW PROGRESS
Annual Engineering Conference expected to attract 500 delegates at Chicago. Automatic logging to be shown.

DANGER OF RADIO RATE CONTROL
Marcus Cohn tells Texas broadcasters that economic arguments can lead to public utility regulation.

CANADIAN MAY CHANGE NAME
Return to Canadian Assn. of Broadcasters considered by association. Action slated at Quebec meeting.

FAST COLOR PHOTOS PROMISED
RCA scientist foresees high-speed system of electronic color-photography and storage on tape.

THE DIFFERENCE IN SURVEYS
Walter B. Dunn, of H-R Representatives, says it all depends on the way figures are presented.

TRAVEL: $75 MILLION ACCOUNT
Barney O'Levin, Fargo, says radio and television should go after business in expanding field.

departments
Advertisers & Agencies 29
At Deadline 7
Awards 103
Closed Circuit 5
Colorcasting 42
Editorial 122
Education 104
Film 46
For the Record 109
Government 62
In Public Interest 22
In Review 12
International 100
Lead Story 27
Manufacturing 101
Milestones 104
Networking 50
On All Accounts 18
Open Mike 16
Opinion 118
Our Respects 20
Program Services 60
Programs + Promotion 106
Ratings 32
Stations 91
Trade Assns. 84
Upcoming 117
You rarely run across such universal human agreement in the *potpourri* that is Washington today. You will find, however, that Washington's most successful advertisers are in accord over WTOP Radio. They know that WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

**WTOP RADIO**
Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales
**IN REVIEW**

**PLAYHOUSE 90**

HOPALONG FREUD rode into Playhouse 90 on March 7, the only problem being that his horse was slightly lame. The 90-minute dramatic show presented "Invocation to a Gunman," another entry in the ever-growing school of "adjutant westerns." This one had so many conflicts and personality studies that it left thereviewer limp.

The play focused on a Confederate veteran, refused his land and home by a strong Union town, who turns to force and fear to repossess them. Terrorized, the town hires a professional killer to get him, and then finds that he brings a cruelty and terror that's worse. Ninety minutes resolves the whole thing, leaving the living room littered with the dead and the viewer slightly taken aback by scenes of the hired gunman jabbing a lighted cigar into a man's hand, or cutting a girl's cheek with a scaliers as he attempts to make love to her.

Excellent photography and competent acting, especially by Gilbert Roland as the hired killer, did not hide the fact that the writers tried to probe too many characters. The sheriff was a coward, hiding behind his badge; the killer started his life of wrong-doing because of a wrong done to him; the hero was warped by his lost cause. Only so much analysis can be done in an hour and a half.

Dramatic conflict is always weakened when the audience's sympathy is divided. "Invocation to a Gunman" was better than average dramatic fare, on a program that has done consistently well by its audience, but the viewer was always aware that the play was written and produced by men who had seen not only "High Noon," but probably "Shane" and "Bad Day at Black Rock" as well.

Production costs: $120,000.

Sponsored by Bristol-Myers Co. through BBDO, Royal Typewriter Co. and Singer Sewing Machine Co. through Young & Rubicam, American Gas Assn. through Lennen & Newell, and Marlboro cigarettes through Leo Burnett Co., on CBS-TV March 7, 9:30-11 p.m. EST.


Cast: Gilbert Roland, Pat O'Brien, Hugh O'Brian, Anne Bancroft, Ray Collins, and others.

**POCKETBOOK NEWS**

WOMEN, of whom more than eight million are stockholders, own 70% of the privately held wealth in the U.S., and if Mrs. Wilma Soss has anything to say about it, they are going to be given the facts to back up their pursestring power.

Mrs. Soss, who is founder and president of the Federation of Women Shareholders in American Business Inc., is going to tell them on her new series called Pocketbook News on NBC Radio Sunday, 11:15-25 p.m. She is said to be the prototype for the stockholder-heroine of "The Solid Gold Cadillac" and a woman to reckon with. On the second of her weekly programs March 10 she gave every indication of living up to the advance billing.

Mrs. Soss projects herself as a kind of elderly dowager type, well-heeled but with a sharp eye for the corporate pennies. When she identifies one of her sources as "the president of an international oil company," it sounds quite likely. Her comments Sunday ranged from petticoats (a bear market in the fashion industry in everything "from corsets to costume jewelry") to the Suez situation (little change in the cost of home fuels).

But it was on the subject of the American Telephone & Telegraph Co. (sometimes called "widow's stock") that Mrs. Soss really got her hand in. She noted that one-half of the stockholders are women, then she took AT&T gently to task, in firm and motherly tones, saying women are getting tired of the same old $9 dividend every year and implying that the company's pension plan leaves something to be desired. She suggested stockholders ask for a substitute contributory pension plan and a $25,000 ceiling at the April annual meeting. Mrs. Soss said a former AT&T president is now getting $91,000 a year, a stipend to which she said acutely "he never contributed one penny."

A rider indicates that her views are not necessarily those of NBC, which is probably just as well.

Production costs: $300.

Broadcast sustaining on NBC Radio Sun., 11:15-25 p.m.


**SEE N & HEARD**

"I want Clare Booth Luce to do the script" and "Fred Astaire to help with the dances," Lana Turner sang in a number with Bob Hope on the latter's Chevy Show (NBC-TV, March 10). She was joking, of course, but judging from her appearance on the Hope program, she certainly could use them.

widely publicized as the blonde glamour girl's first live tv appearance (actually she had made two previous ones: at the Modern Screen awards dinner a couple of seasons back and briefly on Ed Sullivan's salute to Metro-Goldwyn-Mayer), Lana Turner's stint included a dull burlesque-type skit with Wally Cox and Hope in addition to the aforementioned musical routine, which was complete with bums, grinds and wiggles. She did look beautiful.

Other guests on the program fared better: Wally Cox and Hope were good for numerous laughs in a satire on the Presley craze, and Rosemary Clooney and Hope scored in a comical western sequence.

Sid Caesar had a good laugh at Sir Lance-lot with his "Sir Thanksalot" parody (NBC-TV, Sat., 9-10 p.m. EST). But the lam-pooned knight had the last laugh the following Monday (NBC-TV 8-8:30 p.m. EST) when he-who-was-daring disguised as a baker—"Sir Crustabread." If this keeps up, he may be re-dubbed "Sir Laughsalot."
Two billion dollars in benefits for American families

In previous messages we have illustrated the nationwide trend to voluntary health insurance by showing the growing millions of Americans who have policies with insurance companies covering hospital protection, surgical protection, medical expenses and loss-of-income. Each of these major types of health insurance reached an all-time high last year.

This growth can be measured in benefits paid as well as policies purchased and here too the trend is upward.

In 1956, the nation’s insurance companies paid out a record-breaking amount of over two billion dollars—more than five million dollars every single day throughout the year.

These huge benefits, all paid to cushion the financial effects of ill health and accidents, show what giant steps the American people are taking to earn their security against these common enemies and the vital role the nation’s insurance companies are playing in this triumph.

THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK
SCREEN GEMS
FOR FIRST
HOLLYWOOD PR
39 OF COLUMBIA PICTURES

You Can't Take It With You
starring James Stewart, Lionel Barrymore

THE AWFUL TRUTH
starring Irene Dunne, Cary Grant

YOU WERE
PROUDLY PRESENTS
RUN TV
EMIERE PARADE
GREATEST FEATURE FILM SUCCESSES

JOHNNY O'CLOCK
starring Dick Powell, Lee Cobb

DEAD RECKONING
starring Humphrey Bogart

NEVER LOVELIER
starring Fred Astaire, Rita Hayworth

Only Angels Have Wings
starring Cary Grant, Jean Arthur

DESTROYER
starring Edward G. Robinson

GOLDEN BOY
starring William Holden, Barbara Stanwyck

...and 31 other smash hits!

FOR INFORMATION CALL

NEW YORK 711 Fifth Ave.  DETROIT 709 Fox Bldg.
734-4672  Woodward 1-3979

CHICAGO 230 N. Michigan Ave.  HOLLYWOOD 1334 N. Beechwood Dr.
Franklin 2-3696  Hollywood 2-3111

NEW ORLEANS 1032 Royal St.  TORONTO: 102-108 Peter St.
Express 3913

Empire 3-4096

ASSOCIATE Professor of Dramatic Arts at Columbia U. and editor of the Center for Mass Communication at Columbia, Erik Barnouw also has been a network script editor and program director of several advertising agencies. His discussion of the mass media—radio, television, film and press—and their workings is based on practical experience as well as theory. In four sections, he reviews the history of mass communication, describes and analyzes psychology of the media and its sponsors, a word he uses to include government agencies and social organizations as well as business entities.

"Most people are inclined to think of sponsors as 'they'," Mr. Barnouw says in his concluding chapter. "A better term might be 'we'. . . . We the public are, in a very real sense, the sponsor of sponsors. We endorse or reject the communications of sponsors through a constant series of actions: every time we buy or do not buy an advertised product; every time we vote or do not vote in a local or state or federal election; every time we support or do not support an organization program; every time we read or do not read, listen or do not listen, watch or do not watch."

"Constantly, often unknowingly, we participate in the decisions of sponsors. We all share responsibility," he writes, responsibility first to "understand the vast, complex organization of mass communication" and next to "promote its use . . . toward ends in which we believe."

Written for the thoughtful layman, Mass Communication can be read with profit, if not with complete agreement, by sponsors and media executives as well.


FOR over 30 years, the Radio Amateur's Handbook has been the bible of that vast and legion of radio hams who have found in radio transmitting and receiving a select hobby. This newest handbook has been revised and restyled in the light of current advances in the radio art. The book contains more than 1,350 illustrations, including 502 tube-base diagrams. It also contains an equipment catalog and an index.

TV TROUBLES, a Coyne Electrical School publication, distributed by Howard W. Sams & Co., Indianapolis, Ind. 299 pp. $3.95.

BASICALLY this book is for servicemen, but it could be put to good use by broadcast engineers whose friends and neighbors are always calling them up when something goes wrong with their tv receivers. What this spiral-bound, pocket-sized book does is to take 70 kinds of faulty pictures and cross-reference them to about 700 different kinds of faults in the circuit of a receiver. Straight to the point, it deals not at all with theory or principles, but directly to (1) what's wrong with the picture, and (2) the probable trouble.

BOOKS

OPEN MIKE

Radio's New Record

EDITOR:
What would be the cost of getting 150 copies of page 27 of the March 4 B&T? This article [on radio revenue hitting a new record in 1956] would make an excellent mailing piece for some of our local and regional advertising prospects.

No doubt other stations could make good use of the piece in their markets.

Raymond M. Beckner, Manager
KRLN Canon City, Colo.

[EDITOR'S NOTE: Reprints are available at $3.00 per hundred.]

Step Forward, Step Backward

EDITOR:
I note in your March 4 issue that program officials from stations, networks and educational organizations are giving thought to setting up some type of organization which would hold meetings and do what has to be done to improve programming. I was glad to see that Westinghouse sparked the importance of programming by its own session.

I have endeavored to stir up interest on the part of broadcasters and agency meetings of the NARTB to set up a forum for program discussion. I have repeated it at various times in talks and in letters. Your item reminded me that I should again.

If the association does not set up a program division soon, I certainly hope that program people around the country will set up their own organization, as have the newsman and editors in other media.

And it is my sincere hope that radio and television will have separate organizations. The only way that each of these broadcast media can become stronger is to go their separate ways, not only in program planning but also in management. If NAB is going to be the new NaT [NARTB], it may prove to be a step backward—a step to get a short name but an error in developing both media. This is the time for the industry, the board, and the publishers of papers such as B&T to take a real look at the problem and forget their selfish interests. Radio and television have separate advertising bureaus and I think now is the time to separate the national management organization.

Edgar Kobak
WTWA Thomson, Ga.

[EDITOR'S NOTE: B&T disagrees with Mr. Kobak's proposal to separate the NARTB but is glad to give him a forum.]

Copywriters Unite

EDITOR:
I propose to found a national association of copywriters for the purpose of promoting the profession, encouraging one another in our arduous task of supplying the public with tolerable copy appeal, and exchanging ideas about copy themes, appeals and vernacular.

Anyone interested in joining me or helping me organize the copywriters may drop me a line here at WPCT.

Charles F. Credit, Continuity Editor
WPCT Putnam, Conn.

Broadcasting • Telecasting
You feel very special on Red Carpet* flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® of course you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of Red Carpet Service!

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze... You can't be there already! You are.

And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!


*Broadcasting is a service mark used and owned by United Air Lines, Inc.
ON ALL ACCOUNTS

Tee V. Watson

EXECUTIVES at J. Walter Thompson Co., Chicago, may be forgiven if they seem high these days on the potentials of T. V.—not alone the medium but a staff member as well.

Tee V. Watson, who supervises time-buoying on such accounts as Kraft Foods Co. and Libby, McNeil & Libby, is acknowledged to have justified the hopes of superiors who hired him nearly three years ago. (He previously was with Grant Adv.) Ed Fitzgerald, chief timebuyer at the Thompson agency, describes Mr. Watson as "outstanding" in his field.

In his present capacity Mr. Watson is responsible for network, spot and local radio-tv time purchases for six accounts, but has been occupied primarily for Kraft on such NBC-TV network properties as Kraft Theatre and Thursday participations on Modern Romances, Comedy Time, Matinee Theatre and Tic Tac Dough. (JWT handles all Kraft products save margarine, oil, Parke and confections.) He also is active for Libby for its vegetables and canned fruit juices, including the pineapple, newly-acquired from Foote, Cone & Belding.

Mr. Watson reports strong interest in suggestions that paper work on contracts involving radio-tv buyers be cut down and that agencies, through their legal departments, assume more active responsibility in this activity by cooperating with Station Representatives Assn. and other organizations looking toward creation of a central source for contracts. In another observation, Mr. Watson said that some buyers emphasize the 7-9 a.m. period in radio too greatly and that local stations have been over-zealous in making accommodations.

Mr. Watson broke into advertising as an "estimator" after graduating from the U. of Illinois with a B.A. in marketing. Born in Bloomington, Ill., on April 3, 1925, young T. V. went to the local high school.

After completing school, Mr. Watson joined Grant in 1950 as an estimator, writing up contracts. He became assistant time-buyer and finally timebuyer on such accounts as Folger coffee, Cudahy Packing Co. and Wander Co.

After joining Thompson's Chicago office in 1954, Mr. Watson was assigned Bowman Dairy Co. (spot radio-tv), Elgin National Watch Co., Employers Mutual of Wausau (Wis.) and Southeastern Trailways, plus Kraft and Libby.

During World War II he served in the Air Sea Reserve as radio operator with a B-17 crew in the South Pacific. His hobbies are "family and home" and golf "when time permits." Mr. and Mrs. Watson (the former Nan Major) have one child, 20-month-old Beth Ann, and live in Eveson, Ill.
We shoot wide here at WSAV-TV. In fact, our Channel 3 coverage of this humming southern market includes more counties than any other Savannah station (NCS No. 2). For a closeup of WSAV-TV's big-picture coverage and sales influence, contact us or your nearest Blair man.

Clearly... SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah

WSAV-TV

REPRESENTED BY BLAIR TELEVISION ASSOCIATES
OUR RESPECTS

to Herbert Louis Krueger

Shortly after his graduation from the U. of Illinois School of Journalism in 1931, Herbert L. Krueger started learning about people and their reactions. This practical course was focused on the way readers responded to what they read in newspapers. His teacher—and employer, too—was Dr. George Gallup, then on the faculty of Northwestern U., just north of Chicago in Evanston. Mr. Krueger now is vice president-general manager of WTAG Worcester, Mass.

Traveling around the Midwest and some parts of the East for Dr. Gallup, the young graduate conducted surveys for metropolitan newspapers, direct mail advertisers and other Gallup clients. In a year or so, Dr. Gallup had left the university to join Young & Rubicam in New York, so young Mr. Krueger got a job as a reporter on the Chicago Herald Examiner and later the Chicago Evening American.

Then came the chance to fill a big job in a small institution—editor of a country weekly, the Lake Geneva (Wis.) News Tribune. Here was a chance to exercise executive prerogatives, and the ambitious editor promptly changed the name to the Lake Geneva Regional News and changed the news structure to embrace the entire resort area in that part of Wisconsin. He took a step that made journalistic history in Wisconsin when he converted to a tabloid format, the first country tabloid recorded in the state's journalistic history. In 1936 the weekly was sold so Mr. Krueger went to work as a reporter and columnist for the Joliet (III.) Herald News.

A job offer from the Worcester (Mass.) Telegram-Gazette took him away from the Midwest in 1937. He moved to Massachusetts, becoming business manager of the newspaper, which operates WTAG. In the business role his attention turned to a general promotion and then sales promotion. At this point a logical development occurred. His newspaper promotion work inevitably overlapped into similar chores for WTAG, bringing a combination of experience in research, promotion, newspaper reporting and newspaper-radio business functions.

As a result, Mr. Krueger became commercial manager of WTAG in 1943, completing the transition from newspaper to broadcast activity. He served in this role until 1951 when he became station manager. After two years in this capacity he was elected a vice president and director of WTAG Inc. After another two years he was elected, in September 1955, vice president and general manager of WTAG Inc. At WTAG early in the decade Mr. Krueger exposed what he felt was a rank injustice to aural broadcasting—an unfair tv emphasis in Hooper reports that gave the aural medium a bad break.

The early-tv-era Hoopers showed tv's inroads on radio but failed to depict its impact on newspaper and magazine reading. Mr. Krueger contended separate radio and tv surveys would give a fair picture of the separate broadcast media. Then advertising agencies could evaluate all media covering a market, each in its own relative position. One thing that especially bothered him was the fact that other media were increasing their rates at the time, backed up by circulation data, while radio broadcasters were cutting their rates in the face of a record 90 million set circulation.

Explaining his position that radio and tv should be surveyed separately, he wrote a by-lined article [B&T, May 8, 1950] that brought about a change in the way Hooper reports were compiled. This new plan of separate surveys gave radio a fair break.

Long a student of broadcast problems, Mr. Krueger served on many industry committees. Among these were the All-Radio Presentation Committee, Special Test Survey Committee and the NAB Sales Managers Committee. Their work led eventually to the formation of Broadcast Advertising Bureau, later changed to Radio Advertising Bureau.

In March 1953 Mr. Krueger was elected NARTB Radio Board member for the New England district. He winds up a maximum four-year tenure at the April NARTB convention. Last June he was elected vice chairman of the NARTB Radio Board and is serving as co-chairman of the NARTB Convention Committee. Other roles are board member of the Massachusetts Broadcasters Assn. and of the Assn. for Professional Broadcasting Education.

Herbert Louis Krueger was born in Chicago Jan. 31, 1910. He attended public schools in the Chicago area. In 1933 he married Ruth Rankin, a classmate at the U. of Illinois. They have a daughter, Nan, who will graduate from Bucknell U. this spring, and a son, Richard, a high school freshman.

His activities include Sigma Delta Chi journalism fraternity, Boston chapter, and member of the administrative committee of the First Baptist Church of Worcester. Among hobbies are bowling, bridge, tennis and reading. His thwarted ambition: to be a major league baseball player, a yen that developed on the Illinois varsity.
*New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV without any need for defocusing.

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.
CHILDREN'S GROUPS REAP BENEFITS

EMCEED by Bert Parks and Julia Meade and featuring many name stars, a 16-hour teletion on WTVJ (TV) Miami closed its books with $305,277 collected in cash and pledges. Donations to this "Crusade for Children" will aid 18 children's charities in south Florida.

CHRISTMAS COMES IN MARCH

SANTA comes twice to orphaned children in Charlotte, N. C., where Fred Kirby, singing cowboy on WBT Charlotte, holds a Christmas party each March with church groups so that children who have no families may have a double Christmas.

MOBILE UNIT FILLS NEED, PLUS

ONE HUNDRED and fifty pints of a rare blood type were received in response to a request aired on the WXLW Indianapolis News-mobile. The mobile unit broadcast a father's request for his son, who needed ten pints of blood for a heart operation.

WSYR-TV LOOKS AT "TAX ANGLES"

THAT annual tax dilemma is in focus on "Tax Angles," a five-week series on WSYR-TV Syracuse, N. Y. The program is the result of joint effort by WSYR-TV and the Radio-TV Center at Syracuse U.

CITIZENS ANSWER WWRI APPEAL

CITIZENS of Warwick, R. I., responded to a 10-hour broadcast appeal by WWRI West Warwick and donated a total of $1,710 towards an educational trust fund for an infant found abandoned on the doorstep of Kent County Memorial Hospital.

AGE CANNOT WITHER THEM...

"THE WHEEZ KIDS," a basketball team of staffers at WNAR Norristown, Pa., recently played a game against the Norristown Police Force, with receipts going to the area's recreational program for children.

MILESTONES

OPERATION GOODWILL

DOUBLE-BARRELED community service was provided a neighboring town early this month when KBOI-AM-TV Boise, Idaho, launched a free public information and advertising campaign on behalf of Vale, Ore., merchants, hard-hit by floods.

The Boise station came to the aid of the stricken Vale merchants after most of their money had been depleted in a week-long clean-up job preparatory to reopening their establishments.

To inform area citizens that Vale merchants were "open for business" again, KBOI newscasters broadcast daily stories on clean-up operations and the readiness of the store owners to serve their patrons once more; KBOI Radio told the story in a saturation of public service announcements over a three-day period, and KBOI-TV carried the same schedule on every break during prime evening hours.

"ROANOKE—
Bigger than RICHMOND?"

"YES, BIGGER...
BIGGER than Richmond by 12,800*
Television Families!"

"Television Magazine,
March, 1957"

Note—Use the count YOU favor, but it's generally agreed that the ROANOKE TELEVISION market is sizeably ahead of the RICHMOND TELEVISION market.

Check YOUR set count ... then BUY Roanoke!

Call your nearest Peters,
Griffin, Woodward "Colonel", — or WDBJ • Television!
IT

STARTED HERE

when she saw it...
Happens Here
when she hears it...

Imagery Transfer...

NBC Radio’s exciting new approach to advertising...

uses the recognized power and economy of network radio to multiply the effectiveness of all your advertising and, at the same time, to bring your overall cost per thousand way down.

Here’s the way it works:

Key words... significant sounds... cause people to react in certain ways. Imagery Transfer puts this psychological process to work for you. Using just the right combination of words and sounds — on radio — you re-awaken automatically the advertising images of your products that you have already established with the consumer through visual media.
IMAGERY TRANSFER lets you fill in the gaps between your once-a-week, bi-weekly or monthly exposure in the expensive visual media. Because network radio offers mass coverage at low cost, you can reach your customers, economically, time and time again. You can keep the picture of your product foremost in the housewife’s mind . . . at home where she uses it . . . in the car when she’s on her way to market. With radio and its Imagery Transfer you can literally follow your customers right to the point of purchase. The product images that you store up with all your advertising then explode into action—buying action.

A call to NBC Radio will bring you a consultant, ready to discuss how Imagery Transfer can be applied to your advertising.

This is IT! It’s ready to do a job for you now.
Washington is full of surprises these days... the kind that can mean a bundle of joy to advertisers as well as parents. For along with the Capital's expanding wealth and economy, and its bulging metropolitan boundaries, has come a proportionate increase in brand new prospects.

Due to the high birth rate — close to 48,000 last year alone — more than 35% of the metropolitan area's population is now made up of children under 18 years of age. Many in this age group are active buyers already. All of them will be in the near future. Right now they are establishing important brand-loyalties that may well last a lifetime.

WRC and WRC-TV, Washington's Leadership Stations, are firmly established with this growing audience of youngsters. And programming with special appeal and interest is attracting them in greater and greater numbers. In appropriate time periods, WRC and WRC-TV now broadcast 50 hours for this age group every week!

That's another reason more and more advertisers are going with the biggest guns in Washington's selling boom...

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

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.

Page 26 • March 18, 1957
MAKING MONEY BY GIVING IT AWAY

There's method in the madness of television's big money quiz games

THE SPONSORS of television's biggest quiz shows last week became embroiled in a contest of their own—to see who could give away the most money.

At week's end, Pharmaceuticals Inc., backer of Twenty-One on NBC-TV, could claim a momentary triumph: the $129,000 pocketed by Charles Van Doren was the biggest prize ever won by a contestant on any television show.

But Revlon cosmetics, the advertiser on CBS-TV's The $64,000 Question, was out to make Twenty-One look cheap. Question upped its jackpot to $256,000—and had Robert Strom, a 10-year-old prodigy who had just won $64,000, in position to go for it.

What is the game behind the games on TV this year? It could be called: How to Make Money by Giving It Away.

For the skilled player, this game can be far more profitable than Twenty-One for Charles Van Doren or The $64,000 Question for Robert Strom. The winnings in the game behind the games can mount into multi-millions.

Item: Pharmaceuticals Inc. sales this year are expected to reach $30 million—$10 million more than sales in 1956.

Item: Revlon sales in 1956 were $85.7 million—$34 million bigger than they were in 1955 when the company began sponsoring The $64,000 Question.

Pharmaceuticals Inc. has had a steady growth since it began heavy advertising in 1954, but the popularity of Twenty-One and Contestant Van Doren accelerated the trend.

Says Matthew Rosenhaus, president of Pharmaceuticals: "Television has always been successful for us, but the best return on any TV dollar we ever spent has been realized on Twenty-One."

One of the company's products, Sominex, a sleep inducer, showed a 68.9% gain during the 12-week period preceding Feb. 25 (in sales reported by a leading wholesale drug house in a market used by many researchers as a representative area). This sales gain was in the 18-capsule bottle. Sales of large Sominex bottles went up most in the three weeks preceding Feb. 25—47.3% for the 36-capsule size, 20% for the 72-capsule size.*

Geritol, the tonic for "tired blood" which gets the most attention in Pharmaceuticals' advertising on Twenty-One, also has been moving well. Sales for the 24-ounce size went up 71.4% in the three weeks preceding Feb. 25, and for the 80-tablet bottle 40% in the 12 weeks preceding that date. (Increases quoted are above the levels of corresponding previous periods.)

Revlon's sales have spurted faster than Pharmaceuticals', a phenomenon ascribed to the difference between the two lines of products. Proprietaries look to steady growth. Cosmetics are subject to more dramatic movement.

Revlon's success story has become a classic. The company's sales went from $33.6 million in 1954 to $51.6 million in 1955 (when Question was introduced) to $85.7 million in 1956. Revlon's "Living Lipstick," first product advertised on the show, quickly fell 30 days behind orders and had to ration shipments to dealers. Within a few months after Revlon started the $64,000 Question, the company's biggest rival, Hazel Bishop, was left wallowing in its wake.

The $64,000 Question still does wonders for Revlon products. Only recently [BT, Jan. 22] George Abrams, Revlon vice president, said the company was still discovering "a retail gold rush" after products were advertised on the show.

When Charles Van Doren collected $129,000 (a sum it would take him nearly 30 years to earn at his present professorial salary), he became the symbol of the new quiz contest and Twenty-One became the symbol of the new quiz show.

The 1957-style contestant must have encyclopedic knowledge and a personality which projects well on the television screen. Mr. Van Doren had both.

He lacked, however, a third quality which is eagerly sought by the producers of the rival programs, The $64,000 Question and The $64,000 Challenge. That is the unexpected association of a type of knowledge with a person who does not seem to be the kind to have it—i.e., the 11-year-old who is an expert on finance, the professional wrestler who loves flowers, the jockey who is an authority on art and artists.

The 1957-type quiz show must have a whopping prize (in cash) and a store of questions, prepared and certified by scholars, on almost any subject. In the wings on the successful quiz show of today there must be at least one banker, armed guards and a seminar of Ph.D.s to interpret answers which the quizmaster cannot understand.

In its present manifestation, the quiz has come a long way since its origins in the days of broadcasting antiquity.

It was less than 20 years ago that Phil Baker was giving away $64 tops on radio, and the audience was looking...
upon that amount as respectable.

Nowadays it is a miserly quiz that dangles less than, say, $8,000 before contestants, and to qualify for the big time the show must be in the $25,000-and-up bracket.

This kind of thing can mount up to real money. Here are the total distributions by several of the big money shows:

Revlon's $64,000 Question, granddaddy of the big money quiz, has doled out $1,219,168 plus 18 Cadillacs as "consolation prizes"; Revlon's and Kent's $64,000 Challenge, approximately $665,000 in winnings and $21,000 in consolation prizes; Speidel's and Purex's The Big Surprise, $500,000 (this season alone); Liggett & Myers' Do You Trust Your Wife?, $455,800.

Big money quizzes dot the schedules of both CBS-TV and NBC-TV. A lone qualifier on ABC-TV is Treasure Hunt, whose top cash prize is "only" $25,000 (won twice this season).

On CBS-TV there are Revlon's Question and Challenge; Liggett & Myers' Do You Trust Your Wife? (Soon to go off the air); General Mills' Giant Step, and Whitehulls' and Kellogg's Name That Tune.

On NBC-TV, there are at least these shows in the high-brackets: Twenty-One, The Big Surprise (Speidel and Purex) and Lanolin Plus' Hold That Note (big jackpots but not in the class of the first two programs).

To add to these headliners there are the fringe big money shows: Colgate's The Big Payoff (gifts), Hazel Bishop's Beat The Clock (prizes and prizes including cash), and a sustainer, Two for the Money (smaller cash awards), all on CBS-TV; Tic Tac Dough with participating sponsors (a variation of Twenty-One, same packager, same quizmaster but cash in smaller amounts), on NBC-TV. There are still others, such as Queen for a Day on NBC-TV, that goes in for gifts, or People Are Funny, on the same network, that uses the stunt and prize formula.

While a portion of the winnings on these shows have fattened the bank accounts of numerous individuals in the country, it can be assumed that the bulk of the money flowed to the U. S. Treasury via the Internal Revenue Bureau. The tax situation is a thorn in the side of show producers who want the big money figure not only to shock the imagination but also to attract the "sky's the limit" contestant who will go for broke. A contestant, aware of the tax collector in the wings, more often hesitates to stop winning when the risk won't bring him a substantial take-home return.

At least one advertiser, Revlon (Question), thinks it is getting around that point by setting up a system that will permit a contestant to keep winning to at least a $256,000 level, with tax payments to be made on the basis of $64,000 in winnings each year for successive years.

Mr. Van Doren, a bachelor, gets hit hard by the tax collector. This is how:

His winnings totaled $129,000. His salary from Columbia U. was $4,400 during 1956 and will be raised to $4,500 effective July 1. (Because of his quiz winnings, however, he will keep only $3 of the $50 he will receive this calendar year.) Of the total of $133,400 (computed without the raise), he gets to keep $28,795. The remainder—$104,605—will be divided between Washington (which gets $95,622) and Albany, N. Y. (which gets $8,983). However, should Mr. Van Doren follow the advice of tax accountants he will prepay his state tax (deductible from the federal tax) and thus increase his take home pay by $8,057—

to a total of $36,852.

On the other hand, California construction engineer Erik Gude and his wife, Helena, were more fortunate on Do You Trust Your Wife? By March 26 their winnings will have amounted to $120,400. But the Gudes will be paid $100 per week for a period of 23 years and thus be taxed accordingly at the rate of $5,200 a year.

The $64,000 Question is considered the forerunner of the big money shows. Its forte has been the ability of its producers—it is packaged by Entertainment Productions Inc., the former Louis G. Cowan firm—to find unusual contestants.

Its list of big winners is long. The first $64,000 winner was a Marine, Capt. Richard G. McCutcheon who won on Sept. 13, 1955, with the correct answers to questions in the food and cooking category. But it was not only the top winners that attracted news copy on the program.

A shoemaker from the Bronx, Gino Prato, whose gentleness and lifelong study and love of the opera kindled a responsive chord among millions of viewers, walked away with $32,000 in winnings on Aug. 9, 1955. Later he travelled to his native Italy, was presented courtesy box seats at Metropolitan Opera and got a new job with a national shoe company. Soon, he, too, appeared on Challenge.

A housekeeper-nurse, Myrt Power, was another $32,000 winner. Her subject: Baseball. She made another $16,000 on Challenge.

By now the program has attracted national publicity, and it was up to the show to sustain interest. This is done with Dr. Joyce Brothers, an attractive psychologist who betrayed an unusual interest in being an expert on boxing. She won $64,000 on Dec. 6, 1955. A jockey, Billy Pearson won $64,000 by knowing the answers on great art and artists on April 17, 1956. He moved over to Challenge to split a $64,000 take with actor Vincent Price (same art category) on June 17, 1956. By Oct. 28, 1956, Mr. Price was again splitting the sum with fellow actor Edward G. Robinson.

The Question's colleague show is The $64,000 Challenge, which made its premiere on CBS-TV April 8, 1956. Alternate sponsors are Revlon and Kent cigarettes. It had been telecast a total of 48 times through March 10. Basically, the Challenge format hinges on its sister program. Winners who have won $8,000 or more on Question are eligible to assume the role of champions and defend their title against challengers. It is produced by the same packager.

Challenge has come up with some unique contestants. Challenger 11-year-old, Leonard Ross, knocked off champion Mrs. Alice Morgan on the subject of the stock market last Feb. 10. Mrs. Morgan was no match for young Ross, even though she had received $12,000 on Question as reward for her knowledge in the field.

But Leonard Ross had already hit the money ceiling—$100,000—at NBC-TV on The Big Surprise, making him the top tv quiz king of them all—$164,000 in combined winnings.

The other Challenge whiz is Teddy Nadler (undefeated at this writing), a $70-a-week civil service employee employed at a police station in St. Louis. Mr. Nadler takes on all comers on any category. He first showed up on the program last summer splitting a $64,- 000 check with the brothers Eagan, both from Hartford, Conn., in August. At this date (before March 17), Mr. Nadler has pocketed $88,000. Among his victims has been restaurant owner Toots Shor (on baseball) and a Babson Institute professor (on European history).

Robert Strom has a chance to outdo Leonard Ross, Charles Van Doren and Ted Nadler, for he is the first to be eligible to try for the ultimate $256,000 grand prize package offered on The Big Surprise. He has the ability to calculate. Master Strom should have no trouble keeping track of his winnings and taxes.

Twenty-One, which started on NBC-TV last Sept. 12, costs an average $30,000 to $32,000 per program to produce, has paid out $246,000 in winnings since that time. Another $28,000 will go to Mr. Van Doren as well as $49,500 to a college student, Herbert Stempel, who was high man on the show before him. The packager is Barry & Enright, made up of partners Jack Barry, m.c. on the show, and Dan Enright. It is reported that the sponsor has a per-year celli-
THEY LEFT THEIR MARK ON TRAIL OF TV RICHES

THE FIRST to win a major quiz jackpot was Marine Capt. Richard G. McCutchen who won $64,000 on Question. He gets his check from Revlon's Charles Revson.

THE BIGGEST of TV's quiz winners is Wall Street-authority Leonard Ross, 11-year-old contestant who outpaced his elders in reaching the rarefied $164,000 plateau. He turned the trick on two shows: $100,000 on The Big Surprise and $64,000 on Challenge. He is shown following stock fluctuations on the ticker tape.

THE BEST OFF, taxwise, are Erik and Helena Gude (second couple from the left), whose $120,400 winnings on Do You Trust Your Wife will be paid at the rate of $100 a week, cutting the tax bite to a less tragic size. Effectiveness of this method will not save the show. It's slated to be dropped. Quizmaster Edgar Bergen is at right.

THE WORST OFF are represented by Randolph Churchill, son of Sir Winston, who walked away penniless from Question. M.C. Hal March is at right.

THE BEST KNOWN contestants probably were actors Edward G. Robinson and Vincent Price, who battled to a tie ($32,000 each) in the art category on $64,000 Challenge, sister show to Question. The man in the middle is host Ralph Story.

THE HAPPIEST M.C. around is Jack Barry, who struck it rich with Twenty-One. He also officiates on the daytime Tic Tac Dough. After being relegated mainly to kids shows for years he is, at least momentarily, one of the hottest things on TV.

THE HARDEST is NBC-TV's Queen For a Day, recently converted to television, which enjoyed many years of popularity on radio. It specializes in prizes rather than money, grants the fondest wish of five new queens each week.
ing of $520,000 on what it will pay to con-
testants, with B&E responsible for every-
thing above that amount. Thus, it is esti-
ated, Mr. Van Doren’s heavy take has cost B&E some out-of-pocket money. But with a current annual gross estimated at approximately $5 million, B&E (which also packages Tic Tac Dough and other shows including Winky Dink on CBS-TV) is re-
ceiving its “consolation” in a fabulous build-
up of a very valuable property.

On Twenty-One, the contestant starts at $500 a point. Maximum point per round is 21, thus making play of the game similar to Black Jack. After a tie between the con-
testants, each point is worth $500 more. After the second round either contestant can stop or stay put on his points accumu-
lated. If one contestant makes 20 points, the other 13 points in a round, the winner gets 7 points times $500, or $3,500 for the round.

Tie Tac Dough, seen weekdays on NBC-
TV, is played similarly to the familiar tick-
tack-toe game. Each square on the board is a category. Winners have amassed an estimated total of $150,000 since the pro-
grame went on the air last July 30.

*Do You Trust Your Wife* goes off the air March 26, having been on CBS-TV since January 1955. In addition to Mr. and Mrs. Gude, the high money winners include Steve and Dorothy Rowland, who won $74,000 to be paid out $100 per week over a period of more than 14 years. Parent of the program is Frigidaire, and his dummies, is Don Fedderson Pro-
ductions. Total winnings from the time it appeared on the air: an estimated $455,800. Liggett & Myers is the sponsor, having taken over from the original advertiser, Frigidaire Div. of General Motors.

Also on CBS-TV are Giant Step and Name That Tune (the latter gives away up to $25,000). Giant Step has just been re-
newed for 13 more weeks by General Mills (Betty Crocker products). Entertainment Products Inc. is the packager and Bert Parks the master of ceremonies.

This show is for youngsters aged 7 through 12, this fall, has a format of eight giant steps each worth a prize and en route to the grand prize of a four-year scholarship at a college of the youngster’s choice, and travel to foreign lands. Four youngsters have gone all the way since the show started last Nov. 7.

CBS-TV’s only big-money show is Treasure 
Hunt with Jan Murray as m.c. and packed by Mr. Murray’s Jantone Produ-
ctions. Sponsor is Mogen David Wine Corp. Two contestants vie on this program. They are asked four questions, each worth $50. The one who wins the most gets his pick from a “treasure chest” containing different items—a bag of peanuts, an airplane trip, a pound of charcoal, an automobile or $25-

000 in cash. Since its inception on Sept. 7 last year, two contestants have won $25-

ADVERTISERS & AGENCIES

MAJOR ADVERTISERS PLANNING TO HIKE BUDGETS AT LEAST 10%

- That’s gist of survey given ANA spring meeting
- Four-day session held last week in Hot Springs, Va.
- Successful radio-tv case histories explained

MOST big advertisers plan to boost their advertising budgets this year by at least 10%, according to survey results released last week by the Assn. of National Adver-

tisers.

The approximately 350 advertisers repre-

sentated at the 48th spring meeting of the ANA last week were told that the special 

survey, which brought replies from 278 companies representing close to $1 billion in annual billing, showed 69% planned to in-
creased their advertising spending in 1957-

21% expected to maintain their 1956 rates, and 10% planned to cut back somewhat in their advertising efforts.

There was no breakdown as to which media would get more and which would get less.

It was pointed out that three categories —building materials and paints, cosmetics and toiletries, and soaps, polishes and de-
tergents—had maintained a steady upward trend in apportioning advertising as a per-
centage of sales in the past three years. Three other categories (industrial chemicals, liquors, and watches, cameras and optical goods) have been putting comparatively less into advertising; and drugs, footwear, gas-
oline and lubricants, and transportation-
travel-communications have maintained an even keel.

The 14 other categories have shown “no consistent trend”.

While the ANA survey did not deal with 

specific media, other phases of the four-
day ANA meeting at Hot Springs, Va., did —including testimonials to broadcasting specifically.

Ralph C. Robertson, vice president and 

marketing director of Geyer Adv., traced the 1954 selection of ABC-TV’s Disneyland as a vehicle for American Motors’ Rambler in an examination of “how to get maximum results from your advertising by gearing media strategy to marketing needs.”

In planning the Rambler campaign, he told the Wednesday afternoon session, agency and client were looking for “media that are hard to ignore,” but “couldn’t put the whole budget in television” because it was necessary also to give the names and addresses of local dealers. In short:

“We wanted a program . . . that would (1) deliver immediate buyers; (2) pre-condi-
tion the other members of the family to our kind of car if Pop could be persuaded to buy it; (3) permit us to pre-condition tomorrow’s buyers without taking any money away from the primary target for this pur-
pose; and (4) give the dealers . . . the kind of advertising support that would maintain their royalty and enthusiasm.”

Disneyland’s “pay-off for ABC-TV and all sponsors,” he recalled, “was far beyond our most optimistic expectations.”

He continued:

“Did this media strategy work? Well, I’ve been around too long to give credit for sales increases to any one idea or any one medium. However, Rambler’s share of indus-
try went up 82% in 1953 over 1954, and the unit volume increased 128%.

In 1953 Rambler increased its share again—in fact, Rambler’s relative increase in share . . . was bigger than that of any American make except a couple of the low-volume luxury cars.”

The next logical question, of course, is:

if Disneyland has done such a fine job, why aren’t you renewing it for next year? Well, of course that is a long story in itself which time does not permit me to cover adequately—but it is our firm conviction that the media we use in the future must blanket the total target: all the members of the family who drive or ride in automobiles.”

Mr. Robertson also raised the question of whether long identification of a particular brand with a particular medium can affect the product’s “brand image.” Without identifying, he observed:

“I know of one advertiser who is seriously concerned because he believes that the long-
time association of his brand with a particu-
lar television vehicle has created an unde-
sirable brand image. In fact . . . he au-

torized a substantial expenditure for re-

search on this very point, and I am told that the research confirmed this advertiser’s viewpoint. He is now faced with the Herculean task of changing a negative brand image to a more desirable one.”

“Conversely, as a long-time competitor I was firmly convinced that the use of Holly-
wood movie stars in Lux toilet soap advertis-
ing and the use of the Lux Radio Theatre combined to form a brand image for Lux that made it extremely tough for Palmolive, Cashmere Bouquet, etc.”

3 Weeks, $2 Million

How Insurance Co. of North America Com-
panies used television—and promoted that usage—to run up more than $2 million in sales of homeowner policies in a three-

week span was detailed by Sales Promotion 

Manager Samuel R. Boggs 2nd.

Speaking Wednesday afternoon in the 

place of North America Companies Public 

Relations and Advertising Manager Frank 

G. Harrington Jr., who was detained by 

illness, Mr. Boggs said the firm launched a 

campaign last spring which combined participations in NBC-TV’s Today show—

three participations a week for five weeks— 

with weekly ads in 450 newspapers for four 

weeks.

In the fall, the company launched a new
THE FLOOD'S A TRICKLE

AFTER the forced abdication of quiz-game king Charles Van Doren last week, reports circulated that his three-room walk-up apartment in New York's Greenwich Village section was being inundated by free TV sets—allegedly donated by enterprising TV set manufacturers, disturbed when they heard that Mr. Van Doren didn't have a set to his name.

Contacted by B&T, he said:

"No, that's not entirely true. I haven't even gotten the RCA color set yet." (When he stepped down last Monday night, NBC and Pharmaceuticals Inc., topped the $129,000 with "living color." ) Mr. Van Doren said that "as or now, I have one set, and frankly, if anyone wanted to give me another one, I'd have to turn it down. I don't have time to watch one."

Asked what kind of set he received, Mr. Van Doren hesitated momentarily (as if assesting a $1,000 question), then said, "Oh, yes, Westinghouse." Pressed for a description, he couldn't give one, but after B&T's reporter ventured "is it a 21-inch black-and-white?" Mr. Van Doren again paused (perhaps to bite his lip), then repeated, "Yes, a 21-inch black-and-white."

Further details were unavailable, since Mr. Van Doren had to go back to opening more mail.

Huddling at The Homestead: (l to r) Albert Frey, Dartmouth College; ANA's Paul West and J. B. McLaughlin, Kraft Foods Co. Coverage of Mr. Frey's report on methods of agency compensation is on page 32.

Broadcasting • Telecasting

March 18, 1957 • Page 31

000—a housewife from Long Island and a salesman.

Will the big money quiz continue to reap the attention of TV audience or will it stop like a rundown timepiece?

Advertisers' results are one part of the answer. Once sales reflect lagging interest the programs are bound to be dropped. Two major casualties on NBC-TV this season were Can Do which began on Nov. 26 and ended Dec. 31 under sponsorship of Revlon, and Break the $250,000 Bank which started Oct. 9 of the same year and went off last Jan. 15. The latter two programs proved that a quiz program can't just give money away and do nothing else. They must have the attributes of any successful TV program, a main factor being sustained personality interest.

Question only recently sagged in its ratings. The opposing Kaiser Aluminum Hour—a dramatic show on NBC-TV—tied it in the Trendex rating for Feb. 26.

program, expanding both the Today and the newspaper lineups—and added a gimmick, Dave Garroway, conductor of Today, was the gimmick. He'd been host to industry leaders for public relations appearances on the program, and also had addressed the National Attn. of Insurance Agents.

Accordingly, North America Companies launched a three-week "Thank Dave Garroway" project in which each agent would mail to Mr. Garroway a "thanks" card each time the agent sold a homeowner's or tenant's policy. The project was promoted on Today during the three-week period and for two weeks before, and the agents were told that six winners and their wives would get a free weekend in New York.

In all, more than 10,000 cards—each representing a policy sold—were mailed to Mr. Garroway. The total, Mr. Boggs said, not only represented more than $2 million in sales, but contributed to an overall sales gain of about 37% for 1956.

Four important "dimensions" in advertising to women—impact, individuality, interest and immediacy—were singled out by Margaret Carston, copy supervisor for Foote, Cone & Belding, in the feature speech at Thursday's luncheon.

She played the Pepsodent "yellow went" radio jingle as an example of "what I mean by individuality," and showed TV commercials for Raid as displaying "high-rating interest and high-rating individuality, used dramatically to sell the product—Raid reached first place in sales the very first year it was in national distribution."

Recipes on TV, she continued, "are a sure-fire formula. In fact, a recipe that is flat on the page in print comes to life on TV. The commercials on Kraft Theatre are good examples."

She noted that the Kraft commercial format of showing only hands—no people—derived from necessity: Originally, the space available for production of the commercials was too small to accommodate a table, so the dishes had to be placed on the floor and only close-up shots could be used.

"The technique proved so effective it's still being used today although they have a large studio now just for production of the commercials.

"Kraft commercials are simple, straightforward service commercials—with lots of appetite appeal—and the hard sell for the product slips in so naturally it gains conviction and memorability."

In some ways, Mrs. Carston thought, "television is the best thing that ever happened to print." For example, she said, "it's forced advertising people to think in terms of pictures and action. Every word on the audio side of your storyboard has to be matched with pictures on the video side. You can have pictures without words—but if you have words without pictures, you're back to radio."

The importance of—and need for—corporate advertising, especially in today's vastly expanding economy, was to be stressed by President Charles A. Holcomb of H. B. Humphrey, Alley & Richards in a speech at the final session Saturday morning.

By creating a favorable name for itself through corporate advertising, his speech pointed out, a company may achieve many objectives: attract new stockholders and thereby help raise money for expansion. For instance; attract and hold employees in a tight labor market; contribute to "a favorable legislative climate" and make friends of "opinion leaders" and news media, and—most importantly—impress the consumer and build brand acceptance for both present and future lines of the company.

A special off-the-record preview of Adversting to a "New Look" America," a presentation on which J. Walter Thompson Co., Yale U. and Fortune magazine collaborated, also was scheduled for Saturday morning.

Entertainment highlights included the spring dinner meeting Thursday night with a show provided by CBS and featuring singer Teresa Brewer, Alan King, violinist Florin Zabich, Dancers M'Kay and Charles, the DeJohn Sisters, and Hank Sylvern and his CBS orchestra. ANA President Paul West was presented a silver tray marking his 25th year as head of the association.
BROADCASTING and other media are being brought under the microscope of the Assn. of National Advertisers' independent study of advertising agency services and compensation methods and stand to benefit from it equally with advertisers and agencies.

This was stressed last Friday by Prof. Albert W. Frey, of Dartmouth College, commissioned by ANA last fall to conduct the study on an impartial basis, in a progress report to the ANA spring meeting (also see stories, page xxx).

His final report is due at ANA's fall meeting Oct. 27-30 at Atlantic City.

Prof. Frey made clear that the final report will be no "bombshell," offer no "radical recommendations," and advance no pat "formula," or solution of the controversy that has revolved around the question of agency compensation methods for more than a year. Instead, he said:

"We shall present a report that can be, we believe, a guide for better advertising services, and that can thus make this vital, dynamic function meet more adequately the increasing and varied needs of our individual businesses and our national economy."

"We aim to help you, the advertising manager, and your corporate management either confirm the soundness of your media and agency relationships or help you to improve them."

"And this study should be as useful to agencies and media as to you."

He did not say in what way it might benefit any of the three.

Under the present generally accepted system, media grant agencies a commission—usually 15%—on billings placed with them. Most agencies and most media members have favored this system, which has been in effect since long before the advent of either radio or television. ANA officials and many advertisers individually, however, feel that the media commission system has been in effect so long, and advertising has changed so much, that the pay system should be reviewed, at least, if not changed.

Under terms of a consent decree signed in February, 1956, the American Assn. of Advertising Agencies agreed, among other things, not to insist that its members get a 15% commission from media.

This signing has sometimes been hailed as the starting point of ANA members' move for a re-evaluation of the commission system.

Prof. Frey told ANA members last Friday, however, that he felt the overall study of agency services and compensation would have been "inevitable" anyway. He cited the immense growth of advertising, its dollar importance to advertisers, its importance to the national economy.

He said he felt—even before undertaking the ANA survey—that "inefficiency and waste" may have crept into it in the past two decades and that possible "we have been so carried away with this increase in volume of advertising that we may have been too little concerned with its quality and with the 'machinery' that produces it."

Here is what he said would be in the report to ANA next fall:

"1. We are attempting to describe and analyze the function of advertising agencies in today's marketing system. Advertising's role in the economy has changed to a degree that makes most advertising a good, hard look at the capabilities, contributions, and functions of the advertising agency under the new conditions.

"2. We are developing specific information on agency organization, policies, services and methods of compensation. Here we are examining current agency practices with the hope that this compilation of data can lead to a better integration of advertising agency service into your total marketing system.

"3. We are developing information on the structure of the advertising agency industry. We feel that only by a thorough understanding of the characteristics of the agency industry as a whole can top management together with advertising management fully appreciate the problems and functions of your individual agency. May I emphasize at this point that we are not studying agencies alone. Obviously one of the most important areas of activities of the agency is advertising itself. And, of course, the advertising system obviously involves media too. As you will see, our study is concerned with all three.

"4. Since we are finding interesting differences in the working relationships among advertisers, agencies and media, we shall describe those that give promise of helping

### Nielsen Radio

#### Two weeks ending Jan. 26

**EVENING, ONCE-A-WEEK**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average homes viewing</th>
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<tbody>
<tr>
<td>People Are Funny</td>
<td>1,288</td>
</tr>
<tr>
<td>Droget</td>
<td>1,240</td>
</tr>
<tr>
<td>Great Gildersleeve</td>
<td>1,193</td>
</tr>
<tr>
<td>Gunsmoke (Sun.)</td>
<td>1,049</td>
</tr>
<tr>
<td>True Detective Mysteries</td>
<td>859</td>
</tr>
<tr>
<td>Allan Jackson News</td>
<td>811</td>
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<tr>
<td>Gunbusters</td>
<td>763</td>
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<tr>
<td>Cavalcade of Sports</td>
<td>763</td>
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<tr>
<td>Official Detective</td>
<td>716</td>
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<tr>
<td>Bob &amp; Ray</td>
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#### EVENING, MULTI-WEEKLY

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<thead>
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<th>Program</th>
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<tbody>
<tr>
<td>Lowell Thomas</td>
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<td>News of the World</td>
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<td>One Man's Family</td>
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#### WEEKEND

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</thead>
<tbody>
<tr>
<td>Helen Trent</td>
<td>908</td>
</tr>
<tr>
<td>Arthur Godfrey (Norwich-Fri.)</td>
<td>860</td>
</tr>
<tr>
<td>Arthur Godfrey (Staley)</td>
<td>765</td>
</tr>
<tr>
<td>Arthur Godfrey (Mutual Benefit)</td>
<td>765</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>765</td>
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<tr>
<td>Great Gildersleeve (Chun King)</td>
<td>717</td>
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<tr>
<td>Young Dr. Malone</td>
<td>717</td>
</tr>
<tr>
<td>Our Gal Sunday (Colgate)</td>
<td>670</td>
</tr>
<tr>
<td>Our Gal Sunday (Scott)</td>
<td>670</td>
</tr>
<tr>
<td>Arthur Godfrey (Norwich-Fri.)</td>
<td>622</td>
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#### DAY, SUNDAY

<table>
<thead>
<tr>
<th>Program</th>
<th>Average homes viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woolworth Hour</td>
<td>1,288</td>
</tr>
<tr>
<td>Robert Trout News (10 a.m.)</td>
<td>859</td>
</tr>
<tr>
<td>Robert Trout News (12 noon)</td>
<td>763</td>
</tr>
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#### DAY, SATURDAY

<table>
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<th>Program</th>
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<tbody>
<tr>
<td>Gunsmoke</td>
<td>1,717</td>
</tr>
<tr>
<td>Robert Q. Lewis (Milner)</td>
<td>1,240</td>
</tr>
<tr>
<td>Robert Q. Lewis (Howe)</td>
<td>1,193</td>
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**BACKGROUND:** The following programs, in alphabetical order, appear in this week's B & T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Bob & Ray (MBS-800): Participating sponsors and agencies, Mon., 9:45 p.m. (15% commission from media), Carter (Bates), Tues., 8-8:30 p.m.

Gunsmoke (CBS-180): Participating sponsors and agencies, Wed., 8-8:30 p.m. Arthur Godfrey (CBS-180): Mutual Benefit (Bossell & Jacobs), Tues., 10:30 a.m.

Godfrey Godfrey (CBS-180): Norwich (B&B), Tues., 10:45 a.m.

Godfrey Godfrey (CBS-180): Norwich (B&B), 11:15 a.m. Fri., 1 a.m.

Godfrey Godfrey (CBS-180): Slattery (R & R), Fri., 11 a.m.

Great Gildersleeve (NBC-188): Anahlat (Bates), Thurs., 8-8:30 p.m.

Gunsmoke (CBS-180): Liggett & Myers (C & W), Sun., 6-6:30 p.m.

Gunsmoke (CBS-206): Liggett & Myers (C & A), Sat., 12:30-1 p.m.

Helen Trent (CBS-180): Men & Women (Maxon), Mon. and Thurs. wk. 1, Th. wk. 2, 12:30-45 p.m.

Jackson News (CBS-186): Chevrolet (C-E), Sun., 1-1:00 p.m.

Alfred Q. Lewis (CBS-180): L. Howe (D-F-S), Sun., 11:50-11:55 a.m.

Alfred Q. Lewis (CBS-180): Milner (Best), Sun., 11:45-11:50 a.m.

Inez Perkins (CBS-191): Lipton wk. Mon., 9-9 p.m.

News of the World (NBC-188): Pharmacraft (JWT), Mon.-Fri., 7:30-7:45 p.m.

Official Detective (MBS-431): Participating sponsors and agents, Thurs., 8-9:30 p.m.

One Man's Family (NBC-175): Participating sponsors and agents, Mon. 7-8 p.m.

Our Gal Sunday (1st fall) (CBS-188): Colgate (Bates), Mon.-Fri. wk. 1, Tues.-Fri. wk. 1, 12-12:15 p.m.

Our Gal Sunday (2nd fall) (CBS-188): Scott (JWT), Thurs.-Fri. wk. 1, 12-12:15 p.m.

People Are Funny (NBC-188): Anahlat (Bates), Wed., 8-8:30 p.m.

Sam Malone (CBS-185): United Service Div. General Motors (C-E), Mon.-Fri., 7:45-8 p.m.

Robert Trout News (CBS-184): General Motors (C-E), Sun., 12-12:05 p.m.

True Detective Mysteries (MBS-456): Participating sponsors and agencies, Mon. 8-8:30 p.m.

Woolworth Hour (CBS-209): F. Woolworth (Baker), Sun., 1-2 p.m.

Young Dr. Malone (CBS-188): Scott (JWT), Thurs.-Fri. wk. 1, 12-12:15 p.m.

* IN-HOME AUDIENCE: Homes reached during all or any part of the program, except for homes listening only 1 to 2 minutes. For a program of less than 10 minutes duration, last full minute or more are included. Number of stations based on estimated March 1, 1957, total U.S. radio homes.

Copyright 1957 A. C. Nielsen Co.
The Woman's Angle with Ann Mar weekdays at 1 p.m.

WMAR-TV would require 2 stadiums to accommodate THE WOMAN'S ANGLE viewers for one telecast

According to the December Nielsen Report, THE WOMAN'S ANGLE garners a daily audience of more than 80,000 viewers.

From the kitchens of the foremost restaurants in the East, Ann Mar has culled many tempting recipes from which she demonstrates unique and economic dishes to delight the entire family. She recently returned from a visit to Belgium and treated her loyal following to fascinating European recipes and graphic film accounts of the trip.

In addition to cooking, Ann Mar also features interviews with stage, screen and television stars, gardening and fashion experts, and guests from other fields of particular interest to homemakers.

Baltimore's Orioles and Colts draw huge crowds to Memorial Stadium, pictured above, as Ann Mar draws her large audience to purchase the products she recommends, as many successful sponsors of THE WOMAN'S ANGLE will attest.

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
What better way to demonstrate the "personal touch" and "friendliness" of a bank than with a man whose very nature personifies these qualities! Such a man is Warren Culbertson—Channel 8's ace meteorologist and goodwill ambassador for the First National Bank in Dallas. As one bank official puts it . . . "Warren's daily weathercasts and informal commercials have provided a stimulus to our advertising program far surpassing our own expectations." More proof that . . .

ADVERTISERS GET BIG-TIME RESULTS WITH WFAA-TV!

WFAA-TV

Channel 8—Dallas
NBC-ABC
Covering 564,080 TV Homes
The Great North Texas Market

If you are looking for big-time results . . .

Call your P E T R Y M A N for availabilities, market data, and complete coverage information

Warren Culbertson — Winner of TV Preview 1956 "Personality Award".

This pocket-size booklet "The Way of the Weather", edited by Warren Culbertson, has been requested by nearly 25,000 persons. And the only place it is available is at the information desk of the First National Bank in Dallas.
you and the other two groups to work together... without, of course, identifying the parties involved...

"5. I'm sure you will agree that attitudes of advertisers, agencies and media toward one another have an influence on the efficiency and productiveness of the working relations among them. We shall, therefore, report on the attitudes of each of the three groups toward the others... We have not had a single interview in which the subject of agency compensation hasn't come up. We shall report to you on existing methods of compensation as we find them and on opinions of advertisers, agencies and media toward these methods. We shall report changes in current methods that are suggested."

Prof. Frey said questionnaires would be sent to media, advertiser and agency people within the "next few weeks" and that the success of the study depended upon the cooperation of all these people in responding. Thus far, he said, no individual or organization—whether media, agency or advertiser—had shown "the slightest unwillingness to assist."

Other phases of the advertiser-agency relationship figured in other sessions. ANA President Norman Strouse of J. Walter Thompson Co., voiced concern over the number of agency changes among national advertisers.

Unless agency and advertiser "work jointly to create relationships which will result in a decreasing number of agency changes among national advertising accounts," he told the association, "agency-organization will be an integral part of the enterprise."

Accordingly, he said, both advertiser and agency should show greater determination to build solid and constructive relationships so that energies may be devoted "completely" to advertising's basic objectives "and not dissipated as they inevitably will be during the transition period of agency change."

Nine factors to use in judging whether an advertiser-agency relationship is a "marriage" or a "mirage" were spelled out Friday by Melvin S. Hattwick, advertising director of Continental Oil Co. But the one philosophy which has not been "never fail to make a marriage succeed," he said, is: "Do unto others as you would have them do unto you."

The nine factors needed to keep a "marriage" from becoming a "mirage," he said, are compatibility, creativity, ethical conduct, trust and respect, self-assurance, respect for budgets, profit-mindedness, evaluation-consciousness, and sense of humor. These not only form a yardstick by which to select an agency but might be used just as profitably to make periodic evaluation of performance, Mr. Hattwick pointed out.

Mr. Strouse's speech dealt with "agency-advertiser relationships" as one of seven "areas of opportunity" which he acknowledged might also be called seven "problems." He said: "The others: creativity, personal, research, budgeting, marketing, and innovation."

He called for mutual effort by advertisers and agencies in meeting the challenges posed in these areas, most demanding of which he felt might be the personnel situation of the next 10 years.

Recalling that he told the American Assn. of Advertising Agencies convention last spring that agency personnel would have to be increased by 31,000 (to a total of 75,000) if advertising volume rises to $15 billion by 1965, he said:

"We must collaborate in making advertising better understood and more respected, therefore more attractive to young men and women of creative and selling aptitudes."

TelePrompter Gadget Shown at ANA Meeting

SOME three hundred of the nation's leading advertisers appeared engrossed last week with a display of gadgetry staged for them by TelePrompter Corp. at the Assn. of National Advertisers' spring meeting (see accompanying report). A highlight of the show was the first large-scale public demonstration of TelePrompter's new TeleMation system—said to give promise of automation in tv program production as well as in "group communications," for which it was primarily devised (CLOSED CIRCUIT, March 11).

The TeleMation system uses small metal strips on the rolling script of the TelePrompter machine to trigger sound effects as well as lighting and visual effects on cue—all automatically. As many as six different effects can be controlled from one TelePrompter machine.

When the pre-fixed metal strips reach their command points, they activate the appropriate effects, which in the ANA demonstration ranged from turning house lights on and off to running a tape machine, operating a slide projector and controlling various spotlight cues.

The advertiser audience, who earlier had heard TelePrompter President Irving B. Kahn tell them that American business is losing millions of dollars each year by failing to stage company meetings properly, kept Mr. Kahn and other TelePrompter officials on stage for questioning about details, and many followed with a personal examination in the hallways. Mr. Kahn said:

"Before your total company program can be truly effective with its advertising and promotion marketing, you have an internal educational and promotional job to do on your own people, your local salesmen, your distributors and your retailers," Mr. Kahn said.

In addition to the TelePrompter, TeleMation and allied lighting and sound equipment, the demonstration included closed circuit television, the service most recently added by TelePrompter.

Herbert W. Hobler, vice president in charge of sales, conducted the demonstration that followed Mr. Kahn's address.
ADVERTISERS

STANDBY CONTRACT
- Special news shows involved
- Permits flexible scheduling

STANDBY's sponsorship of a TV news program under a 53-week network package arrangement was announced last week by Merle S. Jones, CBS-TV president, and Carrol M. Shanks, president of Prudential Insurance Co. of America. Under the standby arrangement, the advertiser will be available to sponsor documentary-type programs on short notice.

Prudential, which next season will pick up the network's The Twentieth Century filmed documentary series. In addition, it will sponsor, as part of its package, six special 30-minute news programs concerning topics of immediate interest and produced by CBS News under the direction of News Director John F. Day. These news programs will comprise part of the overall Twentieth Century series, calling for programs on the past, present and future.

The entire series is under the supervision of the director of public affairs. Burton (Bud) Benjamin will produce the “past” segments, and Isaac Kleimaner, lately chief film editor of the rival Project XX series on NBC-TV, will be associate producer. CBS will send four film units into the field to produce the programs.

For Prudential, Twentieth Century will mean an increased broadcast budget of $260,000 extra.

Alternate sponsor of You Are There until mid-1955 with electric light and power companies, Prudential currently is spending some $35,000 in production costs for the weekly program. This price applies to the Air Power series as well, which Prudential has been featuring in the Sunday, 6:30-7 p.m. EST time slot in lieu of You Are There since last fall. Air Power will end its 26-week cycle May 5, after which You Are There will return.

Prudential's current contract with CBS-TV, negotiated through Calkins & Holden, New York, ends with the Aug. 25 program. A new 53-week contract has been signed, effective Sept. 1. However, in order to allow the four Twentieth Century units sufficient time to complete the filmed series, Prudential will continue You Are There through Oct. 13, with Twentieth Century kicking off Oct. 20. The network still has on hand some four to five new You Are There episodes, filmed by TCF Productions Inc., a subsidiary of 20th Century-Fox Film Corp., which will be seen on the network before the series syndicated by CBS Television Film.

According to Peter A. Krug, C&H radio-TV director, each Twentieth Century show will cost “a minimum” of $40,000, thus the $260,000 budget increase can be considered a conservative estimate. Mr. Krug admitted that Prudential wasn't "terribly happy" with the 6:30-7 p.m. Sunday night time period, and the agency was still meeting with the network to discuss a time change.

According to Mr. Jones, "flexibility is the keyword . . . of the new series." He pointed out that "flexibility in programming" would permit the network to shift from a 30-minute program to a 60-minute program, and that "flexibility in sales" is reflected by Prudential's sponsorship of news programs on a pre-emption basis. For John Day's news department, "flexibility" also means that CBS News can inject any one of its six assigned programs into the series "at the last moment." Prudential sponsored two such shows, the first, "Moscow Today," aired in 1955, and the second, "Cyprus Today," seen last season. Though it is dropping You Are There, Prudential will probably re-run a number of Air Power installments to complete its 1957-58 contract.

ABC-TV Signs Reynolds, AMC Future Undecided

REYNOLDS Metals Co., Richmond, Va., which has been an ABC-TV advertiser for over five years, has sponsored such programs as That's My Line and Opening Hour. Wally Cox, Mr. Peppers, Worthington (Tony) Miner's Frontier, and this season, Screen Gems' Circus Boy (Sun., 7:30-8 p.m. EST), will switch to ABC-TV next season as one of four co-sponsors of Disneyland (Wed., 7:30-8 p.m. EST).


This move by Reynolds heightened speculation concerning the future of American Motors Corp's auto divisions as broadcast advertisers, since Reynolds fills the gap that will be created Sept. 11 when AMC leaves the show, along with American Dairy Co. (Campbell-Mithun Inc., Minneapolis).

American Motors Corp. figured prominently in last week's financial news as financier Louis N. Wolfson (Merritt-Chapman-Scott, brokers) was reported to be the owner of the largest single block of AMC stock—some 250,000 out of 5,670,430 outstanding shares, and that Mr. Wolfson has been meeting frequently with AMC President George Romney and his fellow executives with an eye towards revitalizing American Motors.

Reports were that Mr. Wolfson, despite his pronounced enthusiasm about the small Rambler car (to date, the biggest spot and network TV user in AMC's lineup of Nash, Hudson and back again and Rambler), is seeking to take AMC out of the auto manufacturing business—the one phase of its activity that has been consistently losing money. Instead, Mr. Wolfson would have AMC diversify into the home appliance field, enlarging its Kelvinator and Leonard divisions, both of which do very little, if any, radio-TV advertising. Spokesmen for Mr. Wolfson had no reaction out in Detroit, asked about the future-manufacturers and their Ray Mauer, radio-TV eir entertainers ap-Geyer Adv., New York, said it was "so far as Chrysler no plans have been drawn up as yet of TV next season. Mr. Mauer added that while AMC had cut back its expenditures on Disneyland this season, it had bolstered its use of spot radio by heavy campaigns placed on NBC radio's Monitor weekend service. He declined to list budget figures.

NBC-TV Signs Chevy For $12 Million Series

CHEVROLET Motor Div. has signed with NBC-TV and producer Henry Jaffe Assoc. to sponsor 52 one-hour shows starring Dinah Shore and other top entertainers effective next season. The advertiser will be spending approximately $12 million in what is claimed to be the largest single program sale of television and talent to be signed this year.

The Chevrolet buy marks a top sale for Robert Kintner, executive vice president of NBC-TV.

Renewal of its Chevy Show contract with NBC-TV and extension of the series to a weekly Sunday night schedule was announced last week by W. E. Fish, general sales manager of the Chevrolet Div.

The Chevy Show has been following a semi-monthly format this season, varying from Friday to Sunday night.

The new contract starts in October and will run for 52 weeks in 9-10 p.m. slot, to be vacated by Goodyear Tire & Rubber Co., Akron, and Aluminum Co. of America, Pittsburgh (BT, March 11). Alcoa has already picked up a Monday night period and Goodyear is still deliberating on whether it will go along for the alternate week.

All the programs are expected to be broadcast in color, originating either in New York or Hollywood.

While details are still incomplete, Mr. Fish said that Miss Shore will star in a substantial number of the shows, using the same variety format "that has made the hour a high spot on the nation's tv screens."

The Sunday Chevy Show will be in addition to the weekly show starring Pat Boone on ABC-TV on Thursdays for Chevrolet. Campbell-Ewald Co., New York, is the agency.

MBS Signs Seven, Four New; Gross of $700,000 Expected

NEW and renewal business amounting to more than $700,000 gross has been signed with Mutual by seven clients, it was announced last week by Wendell B. Campbell, RKO Teleradio Pictures vice president in charge of MBS sales.

A renewal contract by Philip Morris Inc., New York, through N. W. Ayer & Son, New York, for Philip Morris Country Music Show (Fri., 9:05-9:30 p.m. EST) accounts for $157,000 for full-year sponsorship of the program, according to Mr. Wolfson.

Page 36 • March 18, 1957
Tampa, W ichita, Kan., is offering services to clients.

S. Lago

PAUL Lago for agency

SATURDAYS and SUNDAYS. William Esty is sponsor

broadcasts and Reynolds and Norwich, the

AT ABC Signs

Carter Products & Day

icipations; Prince Matchabelli Inc., New

cycles

New advertisers are Charles Antell Co., Baltimore, through Paul Venze Assoc., Baltimore, for four 15-minute programs a week, starting April 1 for two weeks of testing and resuming April 29 with program selected after testing; Sleep-Eze Co., Los Angeles, through Milton Carson Co. there, for various Mutual “Multi-Message” participations; Prince Matchabelli Inc., New York, through Morse International, New York, for co-sponsored of Queen for a Day (Mon.-Fri., 11:30-12 noon EST) and P. Lorillard Co., New York, through Young & Rubicam, New York, for “Multi-Message” participations. Renewals also came from Carter Products Inc. and American Molasses Co. for newcasts of Gabriel Heatter.

ABC Signs Reynolds, Norwich To Plus-$1 Million Contract

AT a cost of more than $1 million, R. J. Reynolds Tobacco Co. and the Norwich Pharmacal Co. have signed to sponsor 38 ABC Radio newcasts each week.

Reynolds, for Camel cigarettes, will sponsor four Monday-Friday ABC Late News broadcasts and Reynolds and Norwich, the latter on behalf of Pepto-Bismol, will co-sponsor ABC Weekend News broadcasts on Saturdays and Sundays. William Esty Co. is agency for Reynolds, and Benton & Bowles for Norwich.

Lago Forms Tampa Agency

PAUL A. LAGO, formerly president of Lago-Whitehead Advertising Agency, Wichita, Kan., has formed a new agency in Tampa, Fla.—Paul A. Lago Co., at Wallace S. Building—offering research, merchandising, media, public relations and printed material services to clients. Telephone number is 2-0315.

NATIONAL advertising and promotion for Youngstown Kitchen’s new Monterey Future Fashioned Kitchen will be spearheaded by a one-shot Kate Smith Hour April 28 over ABC-TV. Looking over latest plans are (1 to r): Harry F. Howell, sales manager; M. L. Ondo, general sales manager, both Youngstown; E. R. Richer, vice president-account supervisor, Grey Adv. Agency Inc., and C. D. Alderman, Youngstown vice president in charge of sales.

Food, Grocery Items Called Top Spot Users

FOOD and grocery products continued to lead the list of national advertisers using spot radio during the fourth quarter of 1956, according to a report released today by Lawrence Webb, managing director of Station Representatives Assn. Inc.

Food and grocery products accounted for 17.1% of total estimated sales of $44,642,000 for the fourth quarter. Tobacco products and supplies dropped to 9% from almost 15% in the third quarter, while television, radio, phonographs and musical instruments, which did not warrant a third quarter listing, accounted for almost 7% of total fourth period sales.

The report is based on an estimated percentage breakdown by product category of the total dollars spent in national spot radio advertising during October, November and December 1956.

Tv Most Intrusive Media, Says FCB’s E. J. Gerhold

IN ADDRESSING the Magazine Publishers Assn., Wednesday in New York, Paul E. J. Gerhold, vice president in charge of research and media, Foote, Cone & Belding, New York, pointed out “that of all major media, television would seem to be the most intrusive. The medium has an obvious ability to command attention and to register impressions with even unresponsive people. Defenses against the medium almost demand physical activity, turning off the set, changing the channel, or leaving the room, for one reason or another.”

“For magazines, on the other hand, the attention paid to the advertising is entirely a matter of personal control. Here the interest in the advertising must be high if any substantial registration is to be achieved,” he said.

Pepsodent Ad Typical Of Ad Goal—Belding

“THE END POINT of selling is to change a mind,” Don Belding, recently retired chairman of the executive committee, Foote Cone & Belding, told the Social Science for Industry Conference held Wednesday in Los Angeles under the sponsorship of Stanford Research Institute.

“This may mean changing an idea previously held to a new and opposite idea: from one product to another competing product. It may be an entirely new product which the person had either never heard of before or had only casually noticed. To change the mind of an individual for whatever reason requires a decision, in effect, a double decision: a favorable decision and an unfavorable decision,” he said, emphasizing that while there are a number of guides in selling which should be followed, “creativity remains as the most powerful influence.”

As an example, Mr. Belding cited the radio line: “You’ll wonder where the yellow went, when you brush your teeth with Pepsodent.” and told the story behind it:

“A newspaper campaign for Pepsodent was under consideration. Copy people in our New York office submitted all the ideas they could think of. One of these came from a girl copywriter, really at the bottom of the totem pole as far as salary is concerned. She had in mind showing yellow teeth, and then white teeth—the before and after technique, which is often very successful.”

Kellogg, Lansdale Agencies Merge to Form One Operation

MERGER of two Los Angeles agencies—Edward S. Kellogg Co. and The Lansdale Co.—with a combined annual billing that totals close to $2 million, has been announced by agency heads Edward Kellogg and Phil Lansdale. The merger was effective March 1, with the combined agency carrying the Kellogg name, and Mr. Kellogg serving as president.

Wally Seidler retains his post as radio-tv director of Kellogg, with Alan Berger, who held that position with the Lansdale company, joining the enlarged radio-tv department of the combined agency.

The Lansdale staff has joined the Kellogg office at 683 South Carondelet, Los Angeles.

Firestone Renews With ABC-TV

FIRESTONE Tire & Rubber Co., Akron, has renewed The Voice of Firestone on ABC-TV for the 1957-58 season, it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. Firestone did not renew on ABC Radio. The show has been simulcast since Sept. 5, 1949, and has been on the air for 28 years. The renewal on ABC-TV, placed through Sweeney & James Co., Cleveland, calls for a change in format and a new time period (Monday 9-9:30 p.m. EST) starting Sept. 5.
Kent Is First Signer For CBS 'Impact' Plan

A NEW plan for concentrated weekend selling, dubbed "Impact" and an initial sale of $1 million gross to Kent cigarettes were announced by CBS Radio last week.

The plan permits advertisers to sponsor five-minute segments within 22 established programs over one weekend at costs ranging from $1,000 a program down to $800. The low rate is for advertisers sponsoring 16 or more segments a week on a 52-week consecutive basis.

Beginning today (Monday) Kent, under the new plan, will sponsor 16 five-minute segments over a ten-week period and week-end programs. Young & Rubicam is the agency.

John Karol, vice president, CBS sales, said that by sponsoring the complete package an advertiser reaches over eight million different families in a single weekend, an average of more than three families. He said "Impact" differs from other network plans by offering segments of established programs at fixed times and that it is not competitive with spot advertising.

Florida Citrus Commission Renames Benton & Bowles

WITH a hefty boost in billing almost a certainty for next season, the Florida Citrus Commission, Lakeland, has given Benton & Bowles Inc. a unanimous vote of confidence and told the New York advertising agency that no other firms will be given an opportunity to make presentations soliciting the account this spring.

B&b is winding up its second year on the $3 million-plus account.

The Commission is a state agency, which operates on tax money raised through a levy on citrus fruits, and all competition for the account is always classified as public business.

The Commission and Florida Citrus Mutual, powerful growers cooperative, are combining forces to get a raise in the state orange advertising tax from three cents a box to five cents, beginning with the 1957-58 season. The legislation, which was introduced in April, is expected to go along with the joint recommendation, expected to add as much as $1,250,000 to the billing. Total consumer advertising expenditures the past two or three years—on oranges, grapefruit and tangerines—have ranged from 3 to 3.5 million dollars annually.

Edsel Div. of Ford Motor Plans Radio-Tv Ad Budget

PLANS for spot radio and tv and a series of "special events" network tv programs are expected to be finalized by Edsel Div. of Ford Motor Co. April 1 in connection with introduction of its new medium-priced automobile line this fall.

Present recommendations call for a substantial spot radio schedule, spot tv, and half-a-dozen one-time network properties, probably starting this summer on a once-a-month basis. Edsel advertising budget, according to authoritative estimates, will be between $10 million and $15 million, with broadcast media deriving a substantial share.

First inkling of Edsel advertising strategy will be given by Eilon E. Fox, advertising manager of Edsel, at a Chicago Direct Mail Day luncheon April 6. Edsel agency is Foote, Cone & Belding. The Ford division now is in the process of completing arrangements for dealer franchises, and the agency is setting personnel alignment in its Detroit office to service the account.

LaGrave, Reynolds Join Truppe; Des Moines Agency Changes Name

WITH the addition of Edward LaGrave Jr. and Carter L. Reynolds to R. J. Truppe Advertising Agency of Des Moines, the firm becomes known as Truppe, LaGrave & Reynolds Adv. Agency. It also has moved to larger quarters in the Insurance Exchange Bldg.

Mr. LaGrave comes to the agency from Lessing Adv. Co., where he had been radio-tv director and account executive since 1949. At one time he was assistant "Impact" announcer for KUSD Vermillion, S. D., and KTRI Sioux City, Iowa. Mr. Reynolds had been with KRNT-AM-TV Des Moines for 16 years as announcer, continuity director, and account executive. Mr. truppe has operated his own agency since 1955.

The firm services 30 clients in Iowa, Illinois, South Dakota and Minnesota.

Lincoln-Mercury Changes Mind, Sullivan to be on 'Emmy' Show

ED Sullivan, who was refused permission by his sponsor, Lincoln-Mercury, to appear on the Feb. 16 telecast of the "Emmy" nominations on NBC-TV because of sponsorship conflict, successfully persuaded the automaker to let him open the "Emmy" award show scheduled this past Saturday night.

Both nomination and award programs were sponsored by Oldsmobile Div. of General Motors Corp. and RCA-Whirlpool on The Saturday Color Carnival.

In detailing B & T this "two-prong conflict," i.e. rival network and rival sponsor, Mr. Sullivan said that Lincoln-Mercury's initial action "caused a chain whereby all the car m.... divisions would not let th... on the 'Emmy' show, am... Jack Benny (sponsored by.....)

Cromwell Oil Extends Spots

CROMWELL Oil Co., Beverly Hills, Calif., is expanding its spot radio-television campaign for its oil additive which began last December and now covers San Diego, Los Angeles, Sacramento, San Mateo and San Francisco, all California, and is starting in Phoenix and Boise, with Bakersfield, Calif., Seattle, Wash., and Portland, Ore. to be added shortly. Anderson-McConnell Adv. Agency, Los Angeles, handles the account. Edith Cramps, director of broadcast media, is in charge of time-buying for Cromwell.
It used to be blondes, but WEMP has changed all that! The male population hereabouts is devoted to the Milwaukee Braves, the Green Bay Packers and the University of Wisconsin. They get play-by-play sports year round on WEMP with the Voice of the Braves, Earl Gillespie, at the microphone. That means you stand a good chance of reaching most of Milwaukee's breadwinners with your message on WEMP... and at an unusually low cost per thousand.

KEY ENTERTAINMENT STATION

SPORTS: Live Play-by-play Milwaukee Braves, Baseball; U. of Wisconsin Football and Basketball; Green Bay Packers Football: special sports events.

11 SPORTSFANS DAILY.

BIG 7 RADIO PERSONALITIES: Records round the clock... 24 hours a day, seven days a week...

32 NEWSCASTS DAILY: Gathered and edited by 8-man WEMP news department from UP news wire, UP sports wire, 5 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts...

represented wherever you live by Hendley-Read

photography: Nile Lauritzen
PLEA MADE FOR SIMPLE RATE CARD

IT takes more than columns of figures to make a station's rate card of working benefit to the timebuyer. To make the rate card a useful tool, it should be as simple as possible and reflect the confidence of the station in issuing it. These, in general, were the points brought out during last week's Radio & Television Executives Society time buying and selling seminar in New York, by Ann Janowicz, timebuyer, Ogilvy, Benson & Mather, New York, and Ben Margolis, business manager of CBS-TV spot sales.

Miss Janowicz, in discussing "new trends in rate cards," noted that not all stations publish their rates, that by the time a buyer has gone to the trouble of calling for "rates on request," he often will "find that what might have been a potential broadcast budget (has) dwindled to a lukewarm interest in information after the fact." She felt that this lack of published information was not only hard on the timebuyer, but also unfair to the client and, in turn, disadvantageous to the station. The published rate card, Miss Janowicz said, "is the one control which enables a buyer to negotiate for a client without the bias of favoritism which was the operating rule when rate card cutting was notorious."

Some of the cards received "are so involved and complex one must almost be a Philadelphia lawyer to interpret them." Complications, Miss Janowicz told the group, lead to "conflicting interpretations." Not only must the timebuyer wade through this maze of facts and figures as well as detailed explanations of how the various discount plans work, but station management should also bear in mind that "in most agencies billing is handled by estimators ... and billing clerks who are not capable of interpreting all of the details involved."

Amplification to Miss Janowicz' views was offered by Mr. Margolis, who pointed up that in many cases, actual quotations listed in rate cards may take on an entirely different meaning when "the management of station A—may well have a philosophy that they would rather sell one unit at $100 whereas the management of station B is of the firm belief that they would rather sell two spots at $50 with the same return."

But more important, he said, what actually happens at the station after the rate card is issued? Is the card followed to a "T"? Are breaks issued on time? Commented Mr. Margolis, "the rate card can well be compared to the printed timetable of a railroad or airline. If the record of the carrier shows deviations from the timetable with lateness, unscheduled stops, etc., it is obvious that the passengers lose confidence and it becomes a target which commuters and passengers jest or sneer about ... we could readily place the timebuyer in the role of a commuter on a railroad or plane that does not enjoy a good record ... ."

Flack Reminds Execs
Of (1) Basics, (2) Bars

ONE of the nation's foremost exponents of salesmanship, Gene Flack, advertising and sales counsel for Sunshine Biscuits Inc., Long Island City, N. Y., last Wednesday told broadcasters how to get stronger rates and increase their time buyer sales.

His advice to broadcasters: Forget about inconsequential facts in your presentations. And to set manufacturers: Sell color tv sets through your neighborhood tavern.

Speaking at the monthly luncheon meeting of the Radio & Television Executives Society at the Hotel Roosevelt in New York, Mr. Flack indicated at the outset that "I won't tell you how to run your business—let the government do that." He acknowledged radio and television's "elasticity and flexibility," and indicated that one-third of Sunshine's total ad budget of $5 million goes to broadcast media.

But while praising radio and television as "the selliest" media, Mr. Flack warned the executives that many time sales might easily be lost on the basis of presentations.

"We are handicapped by an abundance of inconsequential facts. ... There is too much research ... too many predictions. ... And there's a terrific temptation to throw out facts for the sake of facts. Too many prospects are drugged with diagrams, grogged by graphs and smothered by statistics. ... The basic fundamental of selling is to sell one thing at a time," he noted.

Mr. Flack wondered, too, why set manufacturers haven't taken advantage of their experience in moving black-and-white sets. "Back in the late forties," he said, "it was the tavern, the bar, the cocktail lounge that sold television. In fact, they far outsold the department and appliance stores. Why don't we see color sets in hotel lobbies or bar rooms today?"

Longman Joins JWT April 1;
Johnson, Reed Get Promotions

DR. Donald R. Longman is joining J. Walter Thompson Co. as director of research in the New York office April 1 after 23 years of research and general marketing experience in industry, business, government and education. He has been serving as manager of marketing operations of Atlantic Refining Co., an active broadcast advertiser.

The agency also announced that Arno H. Johnson, vice president and director of research, has been named vice president and senior economist while Dr. Virgil D. Reed, vice president and economist, becomes vice president and associate director of research.

Agency Network's Convention
Opens Wednesday in Palo Alto

LET'S Do It Better in '57" is the theme of the 25th anniversary convention of the Continental Advertising Agency Network to be held Wednesday-Saturday in Palo Alto, Calif. John F. Arrndt, of Arrndt, Preston, Chapin, Lamb and Keen, Philadelphia, retiring as chairman of the network after 25 years of service, will be honored at the banquet on Friday. After management sessions on Wednesday, the convention agenda centers on four panel discussions: "Improving the Agency Product in '57", with Alvin Long of the host agency, Long Adv., as moderator; "Let's Do A Better Job of Selling and

ANN JANOWICZ, broadcast buyer, Ogilvy, Benson & Mather, who also addressed RTES luncheon, listens to Ben Margolis, business manager CBS-TV Spot Sales.

ACTIVITY
HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week March 3-9. This is how they spent their time:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>69.9%</td>
<td>1,829.5</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>56.7%</td>
<td>979.6</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>81.3%</td>
<td>394.6</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>28.1%</td>
<td>156.5</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>22.9%</td>
<td>268.1</td>
</tr>
<tr>
<td>Attending movies</td>
<td>24.5%</td>
<td>127.2</td>
</tr>
</tbody>
</table>

These totals, compiled by Sindingler & Co., analysts, Ridley Park, Pa., and published exclusively by B&T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindingler's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindingler & Co.

*All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindingler tabulations are available within 5-7 days of the interviewing week.
The best things in life are ... W-H-A-A-T?!

If your product is sunshine and blue skies, you've got it made. But if you sell down-to-earth things like shiny new cars or good things to eat you know how important it is to reach the people with the most buying power.

There's a goodly amount of buying power in Metropolitan Detroit, and WJR is the radio station that can help you reach it. You see, 81% of the purchasing power is controlled by folks 30 years and over. In an average day WJR reaches more listeners in this select group than the next six Detroit stations combined!

These figures are through the courtesy of the Bureau of the Census—and the result of a survey made by Alfred Politz Research, Inc. They show just who has the buying power, and how completely WJR reaches them.

If you have something to sell in the Detroit-Great Lakes area, get in touch with the Henry I. Christal office nearest you.

---

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts

CBS Radio Network

WJR's primary coverage area
—over 11,000,000 people

March 18, 1957 • Page 41
Using CAAN in '57 with Milton Foland of Pacific National Adv. Agency, Portland, Ore., as moderator; "Agency Sales Presentation," with Enno D. Winius of Winius-Brandon Co., St. Louis, as moderator, and "Building Better Budgets for '57," with Andy Carpenter of Dan B. Miner Co., Los Angeles, as moderator. The 15 agency members—who provide their clients with on-the-spot service in 23 market areas through their network membership—have total billings of over $42 million, CAAN reported.

NETWORK RENEWALS

AGENCY APPOINTMENTS
American Pop Corn Co. (Jolly Time popcorn), Sioux City, Iowa, appoints Allen & Reynolds, Omaha.

Lipton Ltd. of London, division of United Kingdom Lipton Organization, appoints Johannesburg office of Grant Adv. Inc., to handle tea account.

Cadbury-Fry Ltd. (chocolates), London, appoints Charles W. Hoyt & Co., N. Y., as its agency for American division of company.

Standard Television Leasing Inc., appoints Aaron D. Cushman Assoc., Chicago.

Continental Coffee Co. Thomas J. Webb (coffees), Chicago, appoints Rutledge & Liliendal, same city, effective April 1.


SPOT NEW BUSINESS
Gulf Oil Co. (Gulf Trac insecticide), Pittsburgh, planning radio spot schedule for three weeks to start April 8. Agency: Young & Rubicam, N. Y.

Procter & Gamble, Cincinnati, preparing television spot campaign for its Gleem toothpaste at end of March in about 20-25 markets. Contracts are 'til forbid and will be placed through Compton Adv., N. Y.

General Foods (for its Kool-Shake products) plans to use alternate week of Annie Oakley in 90 markets. Agency: Foote, Cone & Belding, Chicago. Sponsorship by General Foods to last through summer season.

A&A SHORTS

Van Auken, Rahland & Stevens Inc., Chicago, announces merger with Hanson & Hanson, same city.

A&A PEOPLE
Roy Danish, planning-development staff of McCann-Erickson, N. Y., appointed vice president of agency's Marschalk & Pratt division.


T. C. Thompson, marketing director of Reddi-Wip Inc., L. A., to vice president of sales and administration.

Arthur White, account executive with N. W. Ayer & Son, N. Y., replaces Mr. Thompson as marketing director. Bernard Alchou, sales manager of Py-O-MY (cake mixes), Chicago, becomes merchandising director of Reddi-Wip in Chicago, and Robert Dennis, account executive with Dan B. Miner Co., joins Reddi-Wip as western regional sales manager.

Saul Korsak rejoins Kuttner & Kuttner Inc., N. Y., as vice president after serving in home and shopping center construction field past year.

Joseph Klinge promoted from assistant advertising manager to advertising manager of Jewel Tea Co., succeeding H. R. Rasmussen, who becomes merchandising chief.

Jerome Agel, handled publicity for U. S. Steel Curtain Wall at BBDO, N. Y., and John Lynch, consumer group for U. S. Steel account, both named account executives in agency's public relations department.

Louis Sidran, account executive-copy writer at Western Adv. Agency, Racine, Wis., to Erwin, Wasey & Co., Chicago, in similar capacity.

Mrs. Bernice G. Preisser, copy writer, Ketchum, MacLeod & Grove, Pittsburgh, named account executive.


Morton J. Chalek, formerly with Coordinated Adv., N. Y., to Joseph Katz Co., same city, as account executive.

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV
March 19 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also March 26).
March 20 (9-10 p.m.) Hemo the Magnificent, The Bell Telephone System through N. W. Ayer & Son.
March 22 (3:30-4 p.m.) Bob Crosby Show, participating sponsors and agencies.

NBC-TV
March 18-22 (1:30-2:30 p.m.) Club 60, co-op sponsors and agencies (also March 25-29).
March 18-22 (3-4 p.m.) NBC Mattriner Theatre, participating sponsors and agencies (also March 25-29).
March 20 (8-8:30 p.m.) Adventures of Sir Lancelot, Whitehall Pharmaceutical through Ted Bates and Co. and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles (also March 25).

March 19 (10:30-11 p.m.) Hold That Note, Lanolin Plus through Russell M. Seeds (also March 26).
March 20 (7:30-7:45 p.m.) Xavier Cugat Show, sustaining (also March 22, 27).
March 20 (8:30 p.m.) Masquerade Party, Associated Products Inc. through Grey Adv. (also March 27).
March 20 (9-10 p.m.) Kraft Television Theatre, Kraft Foods through J. Walter Thompson Co. (also March 27).
March 21 (10-11 p.m.) Lux Video Theatre, Lever Bros. through J. Walter Thompson Co.
March 22 (9-10 p.m.) The Chevy Show, Chevrolet Division of General Motors Corp. through D. P. Brother.
March 22 (10:45-11 p.m.) Red Barber's Corner, State Farm Insurance Co. through Needham, Louis and Brophy.
March 23 (8-9 p.m.) Perry Como Show, participating sponsors and agencies.
March 24 (9-10 p.m.) Goodyear Playhouse, Goodyear Tire & Rubber Co. through Young & Rubicam.

BROADCASTING • TELECASTING
According to the Nielsen Coverage Service Number 2

WSB-TV the dominant Georgia station

The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:
WSB-TV covers 100 counties
25% more than Station B
72% more than Station C
WSB-TV viewed by 419,810 families
7% more than Station B
24% more than Station C

RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than Station B, and $456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

*SRDS Consumer Markets

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

WSB-TV
ATLANTA
H. Milton Gurwitz, sales promotion-merchandising director of Jacob Ruppert Brewery (Ruppert, Knickerbocker and Ruppiner beers), N. Y., to Emil Mogul Co., same city, as assistant supervisor of Manischewitz Wine Co., account.

Uldedrick J. Dixon, Fuller & Smith & Ross, N. Y., to William Esty Co., same city, as assistant account executive.


William A. Rockett, in advertising for past 12 years, to Charles F. Hutchinson Adv., Boston, executive staff.

Morrie F. Lynch, product sales manager of corn goods for Quaker Oats Co., Chicago, appointed eastern division sales manager of company, with headquarters in N. Y.

Joseph W. Walsh, secretary, Kenyon & Eckhardt marketing and creative plans board, named premium and contest manager. He succeeds Nathan K. Steen, appointed merchandising executive.

David L. Hurwood, Young & Rubicam, N. Y., market research and testing of tv programs and commercials, to Anderson & Calins, same city, as marketing-advertising research director.

Frederick R. Hansen, media buyer at Russell M. Seeds Co., to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as media-research director.

Sue James, media director of Harry G.

THE days of the loud and repetitive hard sell are numbered. So reports Horace Schwerin, president of Schwerin Research Corp., refuting the theory of the late George Washington Hill (American Tobacco Co.) that good advertising is based on irritation—repetition until the public is so irritated, it'll buy a product because it can't forget it.

Not so, says Mr. Schwerin, who points out that a test of over 6,000 tv commercials has indicated that the best way to alienate consumers is to hit them with a barrage of "loud and repetitive hard selling," the type of commercial that "critics view with the greatest alarm."

Mr. Schwerin, speaking Feb. 23 before the Canadian Institute of Public Affairs in Toronto, said that on the other hand "the relaxed sell" fails a good part of the time by insulting "the viewer's intelligence by cute entertainment rather than by presenting the product story—the sort of commercial that critics seem to be most kindly disposed toward."

In essence, Mr. Schwerin reiterated the point taken by his vice president, Don McCoUllum, who last year told Radio Television Executives Society members that far too often, the men behind the soft sell sacrificed salesmanship for art's sake [B+T, June 4, 1956].

The only way people will be attracted to the product, Mr. Schwerin noted, is by the existence of an "active or latent desire for the product . . . or a dissatisfaction with the brand they are using." The challenge facing agencies and tv film commercial production firms today, Mr. Schwerin declared, is that of creating this product desire.

This may be done through what Schwerin Research calls the "mood commercial"—one that implies happiness with the product through such moods as romance, confidence and individuality. "The mood commercial," Mr. Schwerin went on, "by definition eschews so-called 'hard-sell' and leans toward more entertainment value or better aesthetic quality."

What is now needed, the researcher declared, is more subtlety in commercialism. Color, too, will help immensely. Pointing out that his organization over the past two years has conducted extensive testing in the area of color tv commercials, Mr. Schwerin told Institute members that so far, the average color commercial has been about one-and-a-half times as effective as its black-and-white counterparts.

Willis & Assoc., Glendale, Calif., to The Edwards Agency, L. A., as director of media and research.

Walter H. Wright, merchandising-market- ing executive, William Esty Co., N. Y., to Lennen & Newell, same city, as associate director of merchandising.

Ray R. Serenbetz, assistant controller, General Foods, international division, to Vick Chemical Co., N. Y., as assistant to president of international division.

Calvin Holmes, copy writer at Calkins & Holden, Chicago, to Erwin, Wasey & Co., same city, as senior copy writer.

Gerry Mulderrig, Dancer-Fitzgerald-Sample, N. Y., to Venard, Rintoul & McConnell Inc., as member of sales force.

Rollin Smith, NBC producer-director, and Jack Ringstad, arranger-choreographer for Wayne King Show, join tv-radio department of Ted Bates & Co., N. Y.

Bill Mathews, merchandising department, Young & Rubicam, N. Y., to research staff, radio promotion department, Edward Petry & Co., same city.

William H. Zippler appointed service man-
GREATEST TELEVISION COVERAGE IN THE WORLD!

And it didn’t just happen. Weeks before the first pro teed off, KTRK-TV’s “pros” were poring over the map you see, planning camera placement, and introducing a mobile coverage concept to give Falstaff and the viewers an outstanding show. When the last putt dropped, pro and public alike were unanimous in their accolades. Just one more example that KTRK-TV’s better planning, better showmanship and greater concern for the best interests of advertiser and public alike add up to Houston’s best buy...

KTRK-TV
THE CHRONICLE STATION, CHANNEL 13,
P. O. BOX 12,
HOUSTON 1, TEXAS-ARC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Welbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGSBERRY COMPANY,
500 Fifth Avenue, New York, New York
THE 10 TOP FILMS
IN 10 MAJOR MARKETS
AS RATED BY ARB IN FEBRUARY

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta.</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK seven-station market</td>
<td>Highway Patrol (Ziv)</td>
<td>Mon.</td>
<td>7:00</td>
<td>WRCB-TV</td>
<td>14.6</td>
</tr>
<tr>
<td></td>
<td>Whirlwind (CBS Film)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WPXI</td>
<td>13.6</td>
</tr>
<tr>
<td></td>
<td>Popeye (A&amp;P)</td>
<td>Sat.</td>
<td>6:00</td>
<td>WPIX</td>
<td>12.8</td>
</tr>
<tr>
<td></td>
<td>Science Fiction (Ziv)</td>
<td>Mon.</td>
<td>7:00</td>
<td>WRCB-TV</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td>Looney Tunes (Guild)</td>
<td>M-Sat.</td>
<td>6:30</td>
<td>WABD</td>
<td>10.5</td>
</tr>
<tr>
<td></td>
<td>Death Valley Days (MCA-E)</td>
<td>Sat.</td>
<td>7:00</td>
<td>WJZ</td>
<td>9.5</td>
</tr>
<tr>
<td></td>
<td>Adventures of Captain Video (MCA-TV)</td>
<td>Thurs.</td>
<td>7:30</td>
<td>WABD</td>
<td>8.4</td>
</tr>
<tr>
<td></td>
<td>Guy Lombardo (MCA-TV)</td>
<td>Thurs.</td>
<td>7:30</td>
<td>WRCB-TV</td>
<td>8.7</td>
</tr>
<tr>
<td></td>
<td>Soldiers of Fortune (CBS Film)</td>
<td>Sun.</td>
<td>6:00</td>
<td>WMAL-TV</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>Sheena (ABC Film)</td>
<td>Sat.</td>
<td>6:30</td>
<td>WMAL-TV</td>
<td>8.4</td>
</tr>
<tr>
<td>LOS ANGELES seven-station market</td>
<td>Life of Riley (NBC Film)</td>
<td>Mon.</td>
<td>8:30</td>
<td>KNXT</td>
<td>21.8</td>
</tr>
<tr>
<td></td>
<td>Some From Best (CBS Film)</td>
<td>Sat.</td>
<td>9:30</td>
<td>KTTV</td>
<td>18.5</td>
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<tr>
<td></td>
<td>Search For Advent. (Bagnalli)</td>
<td>Thurs.</td>
<td>7:00</td>
<td>KTTV</td>
<td>16.6</td>
</tr>
<tr>
<td></td>
<td>The Adventures of Herculoids (MCA Film)</td>
<td>Mon.</td>
<td>7:00</td>
<td>KTTV</td>
<td>15.3</td>
</tr>
<tr>
<td></td>
<td>Frontier (NBC Film)</td>
<td>Sat.</td>
<td>9:00</td>
<td>KTTV</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Mr. D. (Ziv)</td>
<td>Mon.</td>
<td>9:00</td>
<td>KTTV</td>
<td>14.2</td>
</tr>
<tr>
<td></td>
<td>Highways Patrol (Ziv)</td>
<td>Thurs.</td>
<td>6:30</td>
<td>KTTV</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>Brave Eagle (CBS Film)</td>
<td>Fri.</td>
<td>6:00</td>
<td>KABC-TV</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>Annie Oakley (CBS Film)</td>
<td>Fri.</td>
<td>7:00</td>
<td>KTTV</td>
<td>12.6</td>
</tr>
<tr>
<td></td>
<td>Popeye (A&amp;P)</td>
<td>Mon.</td>
<td>7:00</td>
<td>KTTV</td>
<td>11.8</td>
</tr>
<tr>
<td>CHICAGO four-station market</td>
<td>State Trooper (MCA-TV)</td>
<td>Wed.</td>
<td>9:30</td>
<td>WNBT</td>
<td>15.5</td>
</tr>
<tr>
<td></td>
<td>Superman (Flamingo)</td>
<td>Fri.</td>
<td>9:00</td>
<td>WGN-TV</td>
<td>14.7</td>
</tr>
<tr>
<td></td>
<td>Highway Patrol (Ziv)</td>
<td>Fri.</td>
<td>9:30</td>
<td>WGN-TV</td>
<td>14.6</td>
</tr>
<tr>
<td></td>
<td>Studio 57 (MCA Film)</td>
<td>Mon.</td>
<td>9:30</td>
<td>WGN-TV</td>
<td>13.2</td>
</tr>
<tr>
<td></td>
<td>Arm and a Beat (CBS Film)</td>
<td>Thurs.</td>
<td>7:00</td>
<td>WGN-TV</td>
<td>12.4</td>
</tr>
<tr>
<td></td>
<td>City Detective (MCA Film)</td>
<td>Wed.</td>
<td>7:00</td>
<td>WGN-TV</td>
<td>12.3</td>
</tr>
<tr>
<td></td>
<td>Annie Oakley (CBS Film)</td>
<td>Sat.</td>
<td>5:30</td>
<td>WGN-TV</td>
<td>12.3</td>
</tr>
<tr>
<td></td>
<td>Secret Journal (MCA-TV)</td>
<td>Mon.</td>
<td>10:00</td>
<td>WGN-TV</td>
<td>11.9</td>
</tr>
<tr>
<td>WASHINGTON four-station market</td>
<td>Highway Patrol (Ziv)</td>
<td>Sat.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>21.9</td>
</tr>
<tr>
<td></td>
<td>Soldiers of Fortune (MCA-TV)</td>
<td>Mon.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>18.7</td>
</tr>
<tr>
<td></td>
<td>Ranger (TWA)</td>
<td>Wed.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>Screen Capers (Screen Gems)</td>
<td>Wed.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>Annie Oakley (CBS Film)</td>
<td>Fri.</td>
<td>10:30</td>
<td>WTVJ</td>
<td>16.0</td>
</tr>
<tr>
<td></td>
<td>Sheep &amp; Sheepdog (CBS Film)</td>
<td>Thurs.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>15.3</td>
</tr>
<tr>
<td></td>
<td>Wild Bill Hickock (Flamingo)</td>
<td>Mon.</td>
<td>7:00</td>
<td>WTVJ</td>
<td>14.5</td>
</tr>
<tr>
<td></td>
<td>Buffalo Bill, Jr. (CBS Film)</td>
<td>Sun.</td>
<td>6:00</td>
<td>WTVJ</td>
<td>14.9</td>
</tr>
<tr>
<td></td>
<td>Science Fiction (Ziv)</td>
<td>Sat.</td>
<td>5:30</td>
<td>WTCO-CO</td>
<td>16.1</td>
</tr>
<tr>
<td>MINNEAPOLIS-ST. PAUL four-station market</td>
<td>Wild Bill Hickock (Flamingo)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WOCN-TV</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>State Trooper (MCA-TV)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WOCN-TV</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>Search For Advent. (Bagnalli)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WOCN-TV</td>
<td>14.9</td>
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<tr>
<td></td>
<td>Studio 57 (MCA Film)</td>
<td>Wed.</td>
<td>11:30</td>
<td>WOCN-TV</td>
<td>14.1</td>
</tr>
<tr>
<td></td>
<td>Buffalo Bill, Jr. (CBS Film)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WOCN-TV</td>
<td>14.9</td>
</tr>
<tr>
<td></td>
<td>Annie Oakley (CBS Film)</td>
<td>Sat.</td>
<td>5:30</td>
<td>WOCN-TV</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Sheriff of Cochise (NTA)</td>
<td>Sat.</td>
<td>8:30</td>
<td>WOCN-TV</td>
<td>13.3</td>
</tr>
<tr>
<td></td>
<td>Stagecoach (Bagnalli)</td>
<td>Mon.</td>
<td>5:30</td>
<td>WOCN-TV</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>Strange Cargo (Flamingo)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WOCN-TV</td>
<td>10.8</td>
</tr>
<tr>
<td></td>
<td>Life of Riley (NBC Film)</td>
<td>Sun.</td>
<td>6:00</td>
<td>WOCN-TV</td>
<td>10.2</td>
</tr>
<tr>
<td>BOSTON two-station market</td>
<td>Frontier (NBC Film)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WBZ-TV</td>
<td>15.2</td>
</tr>
<tr>
<td></td>
<td>State Trooper (MCA-TV)</td>
<td>Mon.</td>
<td>7:30</td>
<td>WBZ-TV</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>Studio 57 (MCA-TV)</td>
<td>Fri.</td>
<td>10:30</td>
<td>WZTV</td>
<td>14.2</td>
</tr>
<tr>
<td></td>
<td>Annie Oakley (CBS Film)</td>
<td>Fri.</td>
<td>10:30</td>
<td>WZTV</td>
<td>14.2</td>
</tr>
<tr>
<td></td>
<td>Beneath the Surface (Ziv)</td>
<td>Sat.</td>
<td>5:30</td>
<td>WZTV</td>
<td>13.7</td>
</tr>
<tr>
<td></td>
<td>Sheriff of Cochise (NTA)</td>
<td>Sat.</td>
<td>8:30</td>
<td>WZTV</td>
<td>13.3</td>
</tr>
<tr>
<td></td>
<td>Stagecoach (Bagnalli)</td>
<td>Mon.</td>
<td>5:30</td>
<td>WZTV</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>Life of Riley (NBC Film)</td>
<td>Sun.</td>
<td>6:00</td>
<td>WZTV</td>
<td>10.2</td>
</tr>
</tbody>
</table>

FROM the monthly audience surveys of American Research Bureau, 87 each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of various TV stations and film distributors have obtained copies of titles of the films but discussions have never reached the point where the films were screened.

Universal and Paramount Pictures are the only remaining Hollywood production studios which have held out in distribution of their pre-1948 films to tv. Paramount officials recently indicated they were waiting for an offer substantial enough to make television release worth their consideration [B+T, March 4].
LET'S SET THE RECORD STRAIGHT!

On December 15th, 1956, in Chicago (over WBBM-TV), MGM's "HONKY-TONK" scored an average TRENDEX rating of **42.4**

In last week's issue of Broadcasting & Telecasting another TV distributor of feature films boasted that one of its features was Chicago's top-rated movie for December with a 31.6 A.R.B.

However, in all fairness we must point out that at the time the regular monthly A.R.B. diary survey was taken in Chicago, the MGM features had not yet hit the air ... and so their relative audience strength was not measured by A.R.B. in December.

But in January, the regular A.R.B. diary reports gave MGM's "THIRTY SECONDS OVER TOKYO" an average rating of **43.2** higher than any other feature programmed in Chicago either for December or January.

We've said it before ... and we say it again: you just can't beat those fabulous Metro ratings ... anywhere!

WHEN THE LION ROARS ... THE RATINGISOARS!

**MGM-TV**

A SERVICE OF
LOEW'S INCORPORATED

701 7th Ave., N. Y. C. 36 • JUdson 2-2000
New Firm to Help Set Dallas As Film Center

A PREDICTION that Dallas would become a major film center was made last week with the announcement that a new company has been formed there to produce films for television, theatres and industry.

Organization of Dallas Film Industries Inc., was announced by its new chairman of the board, Wylie Stufflebeme, Texas banker, who stated that "expansion into this field is a logical development in the growth of Dallas, already noted as a center of music, art and design. The development of this company should eventually make Dallas a major factor in national film production."

Production schedule for the firm in 1957 calls for a minimum of 26 half-hour mystery adventure television programs and two feature films for theatrical release.

In addition to Mr. Stufflebeme, executive vice president of the First National Bank of Grand Prairie, the officers of the new corporation include President Joe Graham, who is resigning from ABC New York, and Treasurer Ray L. Miller, vice president of the Mercantile National Bank of Dallas. Board of directors consists of H. Thad Childs, also chairman of the board of Great Southwest Life Insurance Co.; Vernon Coe, partner in Dallas law firm of Thompson, Coe & Cousins; J. M. Haggar, chairman of the board, Haggar Co.; Bryan C. Miller, president, Texas Mills; W. C. Miller, real estate firm of Bolanz & Miller and a member of the Dallas city council; Lewis N. Sparkman, Sparkman-Brand, and James K. Wilson Jr., vice president, James K. Wilson Co.

PURCHASE of a Warner Bros. film package has been made by KVVG (TV) Tulare, Calif. Discussing presentation of the movies, which will continue on the station through May 14, are (1 to r) John Palmer, of the William Ayres Co., representation firm, San Francisco; Ron Freeman, KVVG general manager, and Mr. Ayres.

CNP ‘Silent Service’ Series Sold To 40-odd Television Stations

SALES to more than 40 stations have been announced by California National Productions for its new syndicated film series, Silent Service. With sales returns still being collated, CNP, an NBC subsidiary, reported these:

La Rosa spaghetti, through Sullivan, Stauffer, Colwell & Bayles, for showing on WRCA-TV New York, beginning April 5; Gunther beer in Baltimore, Washington, Lancaster, Pa., and Harrisonburg, Va. markets, also via SS&CB; Robert Burns cigars, through Young & Rubicam, in Baltimore, Washington and San Francisco markets, and to the Triangle stations (WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., WNHC-TV New Haven and WFBG-TV Altoona, Pa.).

MGM Leases Feature Films To Three Additional Stations

THE NUMBER of stations programming MGM feature films last week jumped to 35 as MGM-TV closed three additional stations.

MGM-TV’s director of sales, Dick Harper, announced the leasing of the entire pre-1949 MGM library of 723 features for a period of seven years to KOAT-TV Albuquerque and KVOA-TV Tucson. Both deals were negotiated between KVOA-TV’s President Clinton McKinnon and MGM-TV West Sales Manager Maurie Gresham.

In a move marking the first “break-up” of the Metro package, a half-library consisting of about 350 MGM features went to WCDY (TV) Albany, N. Y., on a four-year lease basis. The deal was negotiated between WCDV’s General Manager Thomas Murphy and MGM-TV’s Eastern Sales Manager Pete Jaeger.

NTA Opens Chicago Office For Booking, Shipping Film

NATIONAL Telefilm Assoc. has opened a new booking and shipping office in Chicago to handle the film activity of NTA and the NTA Film Network, it was announced last week by Ely A. Landau, president.

The office is located in NTA’s Midwest headquarters at 612 N. Michigan Ave. Tom Carey has been transferred from the company’s New York office to take charge of booking and shipping in Chicago.

The expansion move was said to be prompted by NTA Film Network’s achieving commercial status and by the growing number of sales on the company’s 20th Century-Fox “Rocket 86” feature film package and other products. In distribution for two months, the “Rocket 86” package has been sold in 85 markets, according to Harold Goldman, vice president in charge of sales.

UPA Opens Chicago Offices

OFFICIAL opening of Midwest offices for UPA Pictures Inc., was announced a fortnight ago following a reception for 500 Chicago representatives of television and allied fields. The company, which produces the Boing-Boing and “Mago” series and other animated features, will headquarters at 360 N. Michigan Ave. (Telephone Andover 3-7566) and will turn out tv shorts and commercials. Peter Del’Negro is Midwest manager and Jerry Abbott, formerly with Fred A. Niles Productions and Kling Studios Inc., is sales account executive. UPA maintains headquarters, offices and studios in Burbank, Calif., and other offices in New York and London. The Boing-Boing Show is carried on CBS-TV Sundays.

AMECHE Signed for TPA Series

TELEVISION programs of America has signed Don Ameche to star in its half-hour tv film anthology formerly titled Stage 7 and now to be called Don Ameche Presents the Play of the Week, it was announced last week by Michael M. Sillerman, TPA executive vice president. Mr. Ameche, who is currently in a Broadway play, has been taking time out from rehearsals to film special portions of the program. Drewry’s Beer & Ale Ltd., Chicago, through its agency there, MacFarlane, Aveyard & Co., starts sponsorship of the show throughout the Midwest on April 1. The show already has started on WGN (TV) Chicago.

UPA Sees 17 Additional Stations

NATIONAL Telefilm Assoc., N. Y., announces sales of Sheriff of Cochise series to 17 additional stations, bringing total market to 174.

Associated Artists Prod., N. Y., reports sales of Warner Bros. film library to 12 stations in nine states. Largest sale, according to
No matter how you look at it, Nielsen proves that Channel 4 has greater coverage than the other Oklahoma City station!

MONTHLY COVERAGE 13.7% more homes than the other Oklahoma City Station
WEEKLY COVERAGE 12.8% more homes than the other Oklahoma City Station
DAYTIME CIRCULATION
WEEKLY 12.9% more homes than the other Oklahoma City Station
DAILY 13.8% more homes than the other Oklahoma City Station
NIGHTTIME CIRCULATION
WEEKLY 12.1% more homes than the other Oklahoma City Station
DAILY 10.8% more homes than the other Oklahoma City Station

WKY-TV—66 COUNTY COVERAGE
OTHER STATION—46 COUNTY COVERAGE

Owned and Operated by THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY
ABC ELECTS SIX VICE PRESIDENTS

- Accas, Coyle and Rabinovitz get television posts
- Comtois, Riddleberger and Shaffner for ABC Radio

MARKING further organizational expansion of ABC, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., Thursday announced the election of six vice presidents of ABC, three for the ABC Television Network, three for the ABC Radio network. They are:

ABC Television Network: Gene Accas, administrative vice president; Donald W. Coyle, vice president in charge of sales development and research, and Jason Rabinovitz, administrative vice president.

For the ABC Radio Network: George Comtois, vice president in charge of sales; Stephen Riddleberger, administrative vice president, research, and Dean Shaffner, vice president in charge of sales development and research.

The network also announced two promotions in programming at Hollywood, involving Thomas M. Lufkin and Louis F. San man.

Mr. Accas has served as administrative officer of the ABC Television Network since February. Prior to that, he was vice president of the Television Bureau of Advertising, which he joined in February 1956. Before joining TVB, Mr. Accas was with ABC as director of sales development and research.

He also held the ABC posts of director of advertising, promotion, publicity and continuity acceptance, director of sales promotion, and other radio and tv sales development positions. Before going to ABC in July 1951, Mr. Accas was with NBC and with Foote, Cone & Belding.

Mr. Coyle was appointed director of sales development and research for ABC Television in February 1956. Previously, he was director of research and a research writer for ABC. Before joining the network in 1950, he was an industrial analyst.

Mr. Rabinovitz was named an administrative officer for the ABC Television Network in February 1957. Previously, he was head of the ABC cost control unit and assistant controller. Mr. Rabinovitz was head of stockholder-financial public relations for United Paramount Theatres prior to joining ABC in July 1953.

Mr. Comtois was named national sales manager of the ABC Radio network in January 1956. He had been an account executive with ABC Radio since September 1951.

Prior to joining ABC, Mr. Comtois was an account executive with MBS and Crosley Broadcasting Corp.

Mr. Riddleberger was appointed business manager of the ABC Radio Network in November 1955. He previously had been a member of the cost control unit, administrative manager of the tv program department, assistant administrative manager of the department and radio budget officer since going to ABC in March 1952.

Mr. Shaffner was appointed director of sales development and research for the ABC Radio Network in February 1956. Previously, he had been director of sales development for ABC, director of research for ABC Radio, assistant director of research and sales development for ABC, manager of television sales development and a sales presentation writer on joining the network in 1949.

Meanwhile, two appointments in the program department of the ABC-TV Network, Hollywood, were announced last week by Sandy Cummings, manager of network programs, Hollywood. They are: Thomas M. Lufkin, appointed service manager, and Louis F. San man, appointed production supervisor. Both are effective immediately.

These latest appointments follow the recently announced appointments of J. English Smith as manager of tv network programs, ABC, New York, and Sandy Cummings, as manager of tv network programs, ABC, Hollywood, named a fortnight ago by James T. Aubrey Jr., vice president in charge of programming and talent for the network [B&T, March 11].

Mr. Lufkin will be responsible for all
jerry marshall's record room

Your favorite disc jockey

Now on WMGM 1050

...joins the brightest lineup of personalities on the air!
...your station for news and weather, too!

CALL or WIRE ART TOLCHIN
MURRAY HILL 8-1000 · WMGM, NEW YORK · 711 5th Avenue
BABY NETWORK SEEN ON WEAVER HORIZON

- May announce it next month
- To offer big city tv hookup

SYLVESTER L. (Pat) Weaver Jr., former NBC board chairman, refuses to pull the wraps from his highly-secret “communications enterprise” until possibly April 11 when he addresses the State of Washington Broadcasters Assn. at Seattle. But it has become apparent that what Mr. Weaver has up his sleeve bears all the markings of a daytime tv “baby network.”

As outlined to B&T last week by several agency executives who have been contacted by Mr. Weaver and his associates, the plan in essence boils down to this: The Weaver organization is “selling” advertisers on national coverage of live programming without having to purchase a full complement of network stations. They could either use this lineup as a separate purchase or as a supplementary one to their other broadcast activities. Under such a plan the advertiser could buy a “high-spot network” of top market stations linked by AT&T cable film and/or kinescope for specific program periods.

Some of the cities the Weaver “network” hopes to link with live programming include such top markets as New York, Philadelphia, Cleveland, Chicago, Boston, Washington and others of comparable size. San Francisco and Los Angeles could not be serviced live but would be by “hot kine.” No stations have been signed as yet, but negotiations are going on. Purpose of these markets could be to get to the source of what is regarded in advertising circles as “the 40% potential.”

The Weaver group, besides Mr. Weaver, presently consists—in a highly informal way—of Fred Wile Jr., former NBC vice president in charge of tv programming in Hollywood; Giraud (Jerry) Chester, former NBC-TV daytime programming executive, and Peggy Stewart, Mr. Weaver’s long-time secretary. Their office is at 430 Park Ave., New York 22; Tel.: Plaza 8-0139.

This “high-spot network”—in actuality, less of a network per se and more of a loosely organized federation of top market stations linked by AT&T cable instead of affiliation contract—would consist of perhaps a total of 15 stations. These would carry pre-sold programming during a one or two-hour block of daytime tv and would give advertisers the distinct advantage of being able to reach the largest metropolitan markets without having to make “must-buys.” The Weaver organization would be able to tailor-make any network to an advertiser’s choice, national or regional, and would not only create and produce programming, but would also rent AT&T facilities for the sponsor. No program would be placed without first having been firmly committed to sponsorship.

Mr. Wile, who went on an extended European vacation shortly after the Weaver departure from NBC last year and who never formally announced his resignation from that network (although NBC noted informally last week that his resignation became effective last Sept. 30), talked to agencies in New York before returning to his Hollywood home last week.

According to one top-echelon agency executive, Mr. Wile’s main sales point—aside from the flexibility of station lineups—has been that each program would be “headed” by a combination m.c.—supersalesman. The first such “supersalesman” mentioned to the agency officials (and his colleagues) has been Dr. Frances (Miss Frances) Horwich, proprietor of the Ding Dong School, also late of NBC. Ding Dong School may be offered for 5½ hours a week at a yearly package rate of $1 million.

David Werbelin, vice president in charge of television for Music Corp. of America, which has been mentioned as one of the groups that would help Mr. Weaver initially in packaging his programs, said that “I know nothing of Pat’s plans that will shed any light on the story.” But significantly, Ted Cott, vice president of DuMont Broadcasting Corp., whose WABD (TV) New York and WTTG (TV) Washington have been mentioned as “pivotal stations” in the rumored Weaver enterprise (in the same manner that they form the anchor of the DuMont “network”—34-station lineup for boxing bouts), admitted that he had talked “some three times” with Mr. Weaver about “live programming syndication.” Otherwise he declined to elaborate on his conversation with Mr. Weaver.

It is understood that another attractive facet of the Weaver plan to advertisers is Mr. Weaver’s “complete disinterest” in “mass coverage. This would make his intent to spot sponsored programs in large metropolitan areas most suitable to “class sponsors,” i.e. perfume manufacturers and importers of expensive table delicacies, who desire national coverage among select consumers.

As to Mr. Weaver, neither he nor any of his spokesmen were “talking to the press” last week, declining to confirm or deny the many reports.

NBC-TV Orders Pilot Films
For Two New Series for Fall

NBC-TV has authorized production of pilots for two new film series aimed at network telecast next fall. One is based on William Hazlitt Upson’s Saturday Evening Post stories about Alexander Botts, Earthworm foster salesman. It will be filmed at Shepard’s showroom and proving grounds for Caterpillar tractor and at studios of NBC subsidiary California National Productions, with nightclub comic Don Adams in the title role. Tom McKnight will produce and Don Weiss direct. The other is Sky Dogs, based on original records of exploits of canine corps of the armed forces. Ken Murray will produce the series, featuring dogs from Army canine headquarters at Fort Carson, Colo. Jean Holloway will write the series.

NEW CONTRACT for sponsorship of Mickey Mouse Club during the 1957-58 season on ABC-TV is signed by Mrs. Elliot Handler, executive vice president of Mattel Inc. (toy manufacturer). With her is Slocum Chaplin, vice president in charge of sales for the ABC-TV network. Mattel, which has been sponsoring one-quarter hour alternate weeks of Mickey Mouse Club, is doubling its order next year

agency liaison for both film and live network properties. Mr. Sanman will be responsible for production supervision of live origination, reporting to Mr. Lufkin who in turn will report to Mr. Cummings.

Mr. Lufkin joined ABC New York in September 1953 as tv program assistant. He was appointed associate director in September 1954 for the network’s Voice of Firestone program. In July 1955 he was appointed ABC-MGM coordinator for the network at which time he transferred to the West Coast.

Mr. Sanman joined the ABC Television Network, Hollywood, in March 1954. Previously he was with The Biow Co., Edward A. Byron Productions and NBC, all New York.

NBC Radio Three-Week Score Exceeds $1 Million in Sales

NEW SALES amounting to almost $650,000 net last week brought total new NBC Radio business placed in the last three weeks to more than $1 million.

William K. McDaniel, sales vice president, said the increase results from purchases by four advertisers. They include a 26-week participation campaign by Carter Products Inc. and the first participation schedule on NBC Radio for the Simoniz Co. The Carter participation in Monitor, NBC Bandstand, and News of the World is for its Arrid deodorant, through Sullivan, Stauffer, Colwell & Bayles, and for its Little Liver pills through Ted Bates & Co. Tatham-Laird is agency for the Simoniz Co.

Other new advertisers on NBC Radio are the Kiplinger Washington Agency Inc. through Albert Frank-Guenthier Law Inc., and Olin Mathieson Chemical Corp. through Van Sant Dugdale & Co.

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Mr. Ed Wallis
Sales Manager
KYW Radio
615 Superior Avenue
Cleveland 14, Ohio

Dear Ed:

I would like to express my sincere appreciation to you and your station for the fine job you are doing in advertising our firm.

We came to Cleveland on November 1, 1955. Since that time we have tried every medium of advertising available. We tried to get our message to the public by using newspapers, both suburban and metropolitan. We tried television with one-minute spots, ten-second spots and a five-minute sports program. We tried direct mail to the thousands. As a matter of literal fact, we have tried everything but skywriting, and we have not found any medium that produced the effect In reaching the mass of people in Cleveland that your station does on a saturation program. Eighty-five out of one hundred people comment they have heard our advertising on KYW. That is what I call real response.

One year ago if you had told me that these results were possible by using radio I would not have believed you. You see, our experience in the automobile business is based on two agencies in small towns. In this type of community the person who lives more than five minutes from his home is inconvenienced, so he spends very little time listening to his car radio. In Cleveland the opposite is true; in most cases he has to spend an hour or more in his car a day, and he spends a great deal of this time listening to KYW - 1100 on your dial. His wife responds, One - she must listen all day long.

Now about the most important subject - the cost. It has proven to be importantly less expensive to reach more people by KYW radio than any other medium now available in Cleveland. Again I would like to thank you for presenting us with this saturation program and for the continuing cooperation that is making it successful.

Sincerely yours,

EARL DAVIS BUICK, INC.
CUSTOMERS PLUS!

National Advertisers recognize WCKY's selling power — January 1957 sales up 69% over January 1956.

December Nielsen shows WCKY 1st in NSI Monday thru Friday, 6:00 A.M. to 6:00. January Nielsen confirms it!

No other station reaches as large an area audience or reaches them at as low a cost per thousand.
Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY is your best buy!
following up changes in ABC-TV's rate structure announced last month with emphasis on a new daytime formula [BT, Feb. 11 and 18], the network last week announced new Rate Card No. 7. "Several features of the new rate card present special advantages for nighttime advertisers effective March 1 and for daytime advertisers effective Sept. 1," according to Slocum Chapin, vice president in charge of sales for ABC-TV.

For the daytime advertisers ABC-TV has established "the new and exclusive Class D rate" at 33.3% of the evening rate effective Sept. 1, 1957. The rate covers daytime periods Monday through Friday before 5 p.m. and earlier was heralded as expected to set the pattern in daytime rates for the industry.

"Traditionally the daytime television rates have been set at 50% of the evening rate," Mr. Chapin said. "Since tv sets use in the daytime approximate one third the nighttime figures, ABC's rate is more equitable and truly reflects the three-to-one ratio," he claimed.

The annual rebate for daytime advertisers has been extended a half hour, from before 5 p.m. on Rate Card No. 6, to before 5:30 p.m. local time, Monday through Friday, for a minimum of 26 weeks, firm, with the exception of participation programs, Mr. Chapin explained.

In addition, he said, Rate Card No. 7 offers "special incentives" in the way of a new 5% discount for firm 52-week advertisers. Also, Mr. Chapin said, the advertiser will be given additional flexibility to earn the maximum 32.5% discount "which is 7.5% greater than discounts offered by other networks."

A minimum of $5,2 million of gross billing during the 52 weeks of the advertiser's established discount year will qualify him for the 32.5% maximum discount. However, advertisers need not maintain a set minimum weekly gross to qualify, Mr. Chapin said. Short term orders and "one shots" can be used to reach the minimum annual gross.

ABC-TV's Class A rates apply Monday through Saturday 6-11 p.m. and Sunday 5-11 p.m. Class B rates are in force Saturday 2-6 p.m. and Sunday 1-5 p.m. Class C rates include all other times except as provided in Class D.

Federal Court Dismisses Libel Suit Against Lewis

A LIBLET SUIT against Fulton Lewis Jr., Washington commentator heard on MBS, has been dismissed by a federal court in Baltimore. The court upheld Mr. Lewis' claim that he had been illegally served with a Maryland summons at his home in District of Columbia. The suit was filed by Mrs. Pearl Wanamaker, former Washington State superintendent of education, asking a total of $500,000 damages because

ABC-TV DAY PLAN SHOWS ON NEW CARD

- But not effective 'til fall
- Night benefits offered now

The new $1.25 million administrative headquarters for NBC's Pacific Div. is next door to the NBC "Color City" in Burbank, Calif. Incorporating new construction ideas—including sun-regulated jalouseies on some windows—the building is painted nautical green to match the rest of NBC's west coast establishment.

NBC Pacific Div. Moves Into Burbank Building

LAST weekend the address of NBC's Pacific Div. administrative headquarters changed from 1500 N. Vine St., Hollywood 28, to 3000 W. Alameda Ave., Burbank, Calif., and the phone number from Hollywood-9-6161 to Thornwald 5-7000, as some 250 people headed by John K. West, vice president in charge of the division, began the trek from their former offices at Sunset and Vine. The new $1,250,000 building is adjacent to NBC-TV's "Color City."

The move, it is anticipated, will be completed this Friday, when the new L-shaped three-story administration office building will be opened to the public in conjunction with a reception for NBC President Robert W. Sarnoff, who will preside at the official opening.

Moving along with Mr. West will be Thomas W. Sarnoff, vice president in charge of the division's production and business affairs; Alan W. Livingston, vice president for television network programs, and production personnel program producers; the division's labor relations department, photographic studio, graphic arts group and the main switchboard. Left in Hollywood are sales, advertising, radio programming, press and publicity, and the Ampex video tape recording equipment.

The new structure on the network's 48-acre Burbank tract brings NBC's investment in the San Fernando Valley to $13 million, NBC said last week. In addition to 147 offices, the building has a large lobby, a photo gallery and laboratory, a previewing theatre, a covered roof garden and experimental facilities for RCA laboratories, as well as a conference lounge adjacent to Mr. West's executive suite.

Designed by the Austin Co., the building was constructed by Ford J. Twilts Co., with R. F. McCaw, NBC facilities administration director, as overall director. Assistance was Robert Scheutz, manager of plant maintenance and operations, NBC Pacific Div., who supplied requirements. J. Gordon Strang, manager of buildings and grounds for the division, acted as liaison between NBC and the Twilts Co.

New Posts for Berman, Friendly In CBS-TV Daytime Structure

APPOINTMENT of Bertram Berman as director of daytime program development and Edwin S. Friendly Jr. as daytime program director of CBS-TV was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Both Mr. Berman and Mr. Friendly will report to Oscar Katz, vice president in charge of daytime programs.

Mr. Berman joined CBS-TV in May 1956, coming from Procter & Gamble Co. where he was executive producer for Procter & Gamble Productions. Earlier he had been production manager for Herb Shriner and with the production staff of WLW and WSAI in Cincinnati.

Before his association with CBS-TV in April 1956, Mr. Friendly was a partner in the radio-TV packaging company of Barry, Enricht & Friendly, New York. He began his business career with BBDO, joined ABC in 1950 and was named national director of sales of that network in 1953.

AT CBS-TV'S BECK

CBS-TV claimed "a coup" last Thursday in persuading Dave Beck president of the International Brotherhood of Teamsters to appear on Face The Nation (CBS-TV, 3:30 p.m. EST) and CBS Radio (9:30-9:55 p.m. EST) yesterday (Sunday). Mr. Beck, who has been under pressure to appear before a Senate group investigating labor organizations, has been avoiding newspapermen and radio-TV newsmen.

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Broadcasting • Telecasting
In Louisville—

the more you compare programming, ratings, coverage, or costs per thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
of comments made in a Lewis broadcast on MBS, also a defendant. MBS claims it doesn't do business in Maryland.

Other defendants in suits filed by Mrs. Wannemaker and her husband [BET, Jan. 7, 1956, Dec. 17] are WCBM Baltimore, WBOM Salisbury and WJEJ Hagerstown, all in Maryland. They have filed answers stating that Mr. Lewis had promptly corrected a mixup in names during a later broadcast. First of the series of suits was filed against KFI Seattle.

WASHINGTON TO BE HQTRS. FOR MBS NEWS

MBS last week announced that its news headquarters will be moved to Washington, "where the bulk of headline news now originates." Robert F. Hurleigh, director of MBS Washington operations has been named national news and special events director for the network, including responsibility for the news operation.

John B. Poor, MBS president, said Mr. Hurleigh had been instructed "to augment and expand Mutual's Washington facilities in keeping with its designation as news headquarters." He pointed out that Mutual is the first network to recognize Washington's importance as news capital of the world.

The Mutual newsroom in New York, Mr. Poor said, will become a bureau. Chief of this operation will be George B. Brown, director of news and special events for WOR, Mutual's key station in New York.

Mr. Hurleigh has his own daily Mutual network news program from Washington. He is president of Radio & TV Correspondents Assn. He started with Mutual in 1944 when he joined WGN Chicago, heading

ERIE, PA. CHANNEL 12

WICU An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally by EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

March 18, 1957
CBS Again Target Of Censorship Charge

CBS News and Public Affairs, still quietly trying to close the door on the Ed Murrow-Eric Sevareid "affair," last week found itself in the role of target for another charge of censorship. The shot was fired by the Rev. Thurston N. Davis, S.J., editor-in-chief of America, national Catholic weekly magazine published in New York.

Father Davis printed in his March 16 issue "A Radio Sermon That Wasn't Given" and explained CBS refused to accept the sermon for the radio network's March 10 Church of the Air series. The magazine article titled "A Time For Silence Or a Time to Speak?" discussed growing tension between Protestant and Catholic and was turned down by CBS as inappropriate material for the devotional format of the program series.

The disputed sermon, according to CBS officials, originally was submitted Feb. 25 for tape recording two days later. Pamela Ilott, director of religious programs for CBS, explained:

"We informed Father Davis that the style and general approach of his sermon on Protestant-Catholic tensions did not fit in with the Church of the Air program, which is inspirational and devotional in nature. We did not deny Father Davis time, but asked for a revision of his message to fit in with the established character of this program.

"Father Davis' schedule did not allow him sufficient time to revise his prepared message and he suggested cancellation of the program. We offered to reschedule his program as soon as he could find time for the revision, and furthermore suggested a future program more appropriate for the discussion of this subject matter. Father Davis agreed to plan and participate in such a projected program."

The sermon that Father Davis would have read on the air, and which was subsequently printed in his publication, explored "the growing tensions" between Catholics and Protestants and rebuked the Protestants for failing to understand Catholic attitudes in three specific spheres: birth control, censorship and parochial schooling. Among Father Davis' contentions was that "Protestants seem to feel themselves almost obligated to patronize the movie which the Catholics condemned—just because the Catholics condemned it." Though this may have been interpreted as a reference to the recent "Martin Luther" tv imbroglio in Chicago, no

WICU, ERIE . . . THE PICK OF THE PACKED HOUSES...

In the language of show business, a packed house means a full till and a long run. Likewise, when a market area sizzles with restless bulldozers, riveting guns, expanding industries and additional transportation arteries the forecast indicates a continuation of "A PACKED HOUSE EVERY PERFORMANCE".

IN THE WICU MARKETING AREA, FOR EXAMPLE:

- KAISER ALUMINUM will invest half a million in new plant facilities.
- CONSTRUCTION contracts of two and a half million were awarded during just one month—November, 1956.
- FREEWAY — immediate construction of a 46-mile $62,000,000 roadway will boom new business and up traffic flow throughout Erie county.
- GENERAL ELECTRIC Co. is continuing a $27,000,000 expansion program. Erie Forge and Steel, Odin Stove and Bucyrus-Erie announce new plant operations.

No doubt about it, Erie, Pa. is a "PACKED HOUSE" worthy of every client interested in performing before a well-heeled audience.

For immediate seating on the aisle contact Petry or Ben McLaughlin, WICU Station Manager.
LETTS TO JOIN NBC, STANTON PROMOTED

- Victor official to be named vp
- Stanton takes charge of all color

HOWARD L. LETTS, vice president and operations manager of RCA Victor Record Div., will join NBC April 1 to head the business affairs department of television programs and sales, Robert W. Sarnoff. NBC president, announced last week.

Carl M. Stanton, vice president, television programs and sales, business affairs, whom Mr. Letts succeeds, has been promoted to a new position in charge of coordinating all of NBC's color television operations, Mr. Sarnoff said. Mr. Letts has resigned his RCA Victor post and will be proposed for election as an NBC vice president at the next board of directors' meeting, Mr. Sarnoff said. Mr. Letts and Mr. Stanton will report to Robert E. Kintner, executive vice president, television programs and sales.

"Mr. Letts bring to NBC almost 30 years' experience in business and financial affairs, including more than 10 years in the RCA Victor Record Div.," Mr. Kintner said. "He has an outstanding record as an executive and administrator. I am gratified by his decision to join NBC during this period of rapid growth and development.

Our color activities have been intergraded with programming, sales and other major company operations," Mr. Kintner explained. "Key executives in sales, program-
Don't forget the NARTB Convention!
It's April 7-11 in Chicago.

If you can't make it, read all about it in the B•T issue of April 8.

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HILL REVISITED: MORE FCC HEARINGS

Senators weary of vhf-uhf hassle; House unit winds up its questioning

THE SEVEN FCC Commissioners and staff are again immersed in regular administrative activities following the second week of their appearances before Congressional committees last week.

Both the Senate and the House Commerce committees indicated that the Commission's grillings may be at an end—at least for the time being. On the Senate side it was a consensus of senators that no major breakthrough was going to be accomplished in aid of uhf in the immediate future. On the House side, the FCC promised to begin consideration of the daytime broadcasters petition for earlier commencement of operations and later closing times as well as other problems, and was informed that a crowded committee schedule may not permit further interrogation.

SENATE HEARINGS PALL, HOPES DIM ON UHF AID

THE FCC and virtually the entire 15-man membership of the Senate Commerce Committee last Thursday were told by Sen. John O. Pastore (D-R.I.) that he was "growing weary" of the two-a-half-year history of FCC-Senate hearings on the uhf-vhf problems of television.

Acting as chairman of the second round of current hearings on the television allocations situation (the first session was two weeks ago) in place of the absent Sen. Warren G. Magnuson (D-Wash.), the peppery Rhode Islander added: "We don't get anywhere, and there are so many more important things to do."

Those remarks, and the assents murmured by FCC Commissioners and spectators alike, pointed up what many people feel is the growing fatalism of the senators with regard to any immediate, clear-cut solution to the uhf-vhf problem.

The hearing last week—continued from the session which began March 5—and involved discussion of the Commission's action last month against deintermixing Hartford, Conn.

The Hartford case was examined, not withstanding repeated and strong objections to acting as "a court of appeals in specific cases" on the part of Republican Sens. John W. Bricker (R-Ohio), John Marshall Butler (R-Md.) and William A. Purtell (R-Conn.). They were joined by Democratic Sen. Frank J. Lausche (Ohio).

Basic criteria used in deciding not to remove ch. 3 from the Hartford area, according to FCC Chairman George C. McConnaughey were (1) there was already another v in New Haven, 25 miles away. (WNHC-TV on ch. 8) which puts a city-grade signal into Hartford; (2) there would be a loss of service to 56,000 people; (3) Connecticut has only two uhf channels assigned; and (4) there was no significant use which could be made of ch. 3 if it had been taken from Hartford. Because of mileage separations and airspace requirements limiting the height of the antenna, ch. 3 would have had to be allocated so many miles south of Providence that it could not have put a city-grade signal into that Rhode Island city.

Sen. Purtell, stoutly defending the Commission's action in the Hartford situation, called attention to the fact that the two leading networks, CBS and NBC, already owned uhf stations in the Connecticut River Valley, and could well afford to stand up to vhf competition. The effect of a vhf station on other uhf stations in Waterbury, Conn., and Springfield-Holyoke, Mass., was mildly criticized by Joseph A. Cox, special counsel for the Senate committee, who was cross-examining the Commission, and by Sen. A. S. Mike Monroney (D-Okl.).

Other highlights of last Thursday's hearing (another session was scheduled for last Friday morning) were as follows:

- Mr. Cox was carrying an attempt to pinpoint general criteria used by the Commission in deciding where to deintermix and where not to. Mr. McConnaughey replied that each case had to be considered on an individual basis.
- At various times, senators and Mr. McConnaughey emphasized that the problems were brought about by industry pressures, not by public objections. It is the public interest that is paramount, it was agreed by all.
- Touching lightly, and never fully developed, was the question whether service to as many people as possible or a competitive service with multiple services (even though some people do not receive service) should be paramount in the Commission's thinking. Sen. Lausche attempted to bring this into focus when he admonished the FCC chairman that there might be a conflict between optimum allocation efficiency and "exploitation of the people through lessened competition."
- Comr. Robert E. Lee, in a statement submitted to the Senate committee, reviewed his past thinking on the allocations muddle, concluded that there was nothing left to do but to deintermix. This was a "punny" solution, he said, but there is no other path to follow. It was an effort to see that "the patient doesn't die, although still severely crippled." Mr. Lee continued that he favored the move of all tv to uhf as a long range possibility if research showed that uhf can be improved over its present technical status. He said also that he favors simultaneous uhf and vhf operation by the same station (advocated by Comr. T. A. M. Cran- ven), and the elimination of the excise tax on all wave receivers in order to persuade manufacturers to produce uhf sets. He also advocated allowing subscription television on an experimental basis on the uhf frequencies (see separate story, page 66).

- Chairman McConnaughey agreed with Mr. Cox that the Telecommunication Television Allocations Study Organization (TASO) was not going as far as he had hoped. He explained that its function was that of propagation research and measurement, not that of equipment development. This was because of the fear of antitrust violation if cooperating companies joined in equipment development and design. FCC General Counsel Warren E. Baker pointed out.

Sen. Charles E. Potter (R-Mich.) asked if a government grant for research and development similar to military activities might not be an answer. Mr. McConnaughey agreed it might. This is understood to be one of the basic recommendations in the report drafted by Dr. Edward L. Bowles, MIT engineer, who was present. It was being circulated among his nine-man ad hoc committee [CLOSED CIRCUIT, March 4].

In response to a series of queries by Sen. Strom Thurmond (D-S.C.), Mr. McConnaughey agreed that mileage separations should not be changed until the results of the TASO study are completed. On allocation changes, however, the FCC chairman was less positive; some changes might be made in individual cases, he asserted.

Among other senators present at the Thursday hearing were Sens. William Blak- ley (D-Tex.) and Norris Cotton (R-N. H.). All Commissioners, plus top aides, were in attendance.

DAYTIME STUDY COMING, CHAIRMAN TELLS HOUSE

THE FCC will "take up in the next three or four weeks" the petitions of daytime broadcasters asking for stabilized hours of operation, FCC Chairman George C. McConnaughy told the House Interstate & Foreign Commerce Committee in testimony Tuesday.

Questioned by Reps. Kenneth A. Roberts (D-Ala.) and William L. Spinger (R-Ill.), the FCC Chairman said the Commission has not acted sooner on petitions filed in December 1955 by daytime stations because the daytime station operation is "tied up" with clear channel operation.

Committee Chairman Oren Harris (D-Ark.), after last week's session, indicated the committee's crowded schedule may preclude further sessions in the FCC's yearly appearance before the committee to report on its progress and legislative recommendations. But, he said, committee members may submit written questions or put questions in person when the FCC appears at later sessions.

Other subjects covered last week: FCC's current actions and future intentions on tv deintermixture, tv satellites, applications backlog, erstwhile-proposed schedule of fees for various FCC activities, the FCC's tv
"... you folks heard about the Maine massacre?"

"Indians? Who's talking history? I mean right now ... up Downeast in Maine. A real slaughter, the way I hear it. Who? That television station in Bangor — WABI-TV — that's who! Tomahawked the stuffings out of the competition in its latest Pulse, Trendex and ARB surveys! You folks been in Sumatra or someplace? I thought everybody knew about it!"

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Model CC-1 and Model PT-210

**Syncronizing Generator** — Model PT-201
Provides RTMA standard driving, blanking and synchronizing pulses, composite video signal comprising vertical and horizontal dots for receiver tests. Used to drive color bar generators and other NTSC color TV generating equipment.

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A complete instrument with color bar pulse forming unit, a complete colorplexer, regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Provides 19 different test patterns.

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network study on which a report is due by June 30, network and station program control, the "Craven Plan" on tv allocations as it affects educational tv reservations, broadcaster liability for slanderous remarks by political candidates, station transfers, the FCC's policy of diversification of communications media and the meaning of Sec. 307 (b). 

FCC Commr. T. A. M. Craven, smar ting from recent criticism that his tv allocations plan would be detrimental to educational tv reservations, took a potshot at the Joint Council on Educational Television. "The apprehension of educators—fostered by JCT—is unfounded from my standpoint," said the FCC's "engineering" commissioner. "They never have given me the courtesy of coming down and even trying to find out what I mean," he said. Mr. Craven added that the educators "would have found more cooperation than they apparently expected.

Rep. J. Arthur Younger (R-Calif.) wanted to know what happened to the proposal of about three years ago that the FCC charge fees for its licensing and other activities. FCC General Counsel Warren Baker explained that the Commission was asked by Senate resolution to hold up on inaugurating the fee schedule and that the matter has been pending since then.

Rep. Younger said he thought the fees should be charged to remove part of the burden on the taxpayer, but Mr. McConnaughey said he didn't feel fees are in the public interest. 

Lee Urges Use of Toll Tv as Trial on UHF Bands

SUBSCRIPTION television on the uhf bands authorized for an experimental period "would almost overnight" make it feasible and logical for manufacturers to go into the production of all-channel sets, FCC Commr. Robert E. Lee advocated last week. Such a move, Mr. Lee declared in a statement submitted to the Senate Commerce Committee, would see applications filed for uhf in the first 50 markets "in a matter of weeks".

Mr. Lee urged that pay tv be permitted on this type of experimental basis on uhf bands under tight control. The only loser, he said, would be the entrepreneur.

Gist of Mr. Lee's position—which he has advocated before, as has FCC Chairman George C. McConnaughy—was contained in the last three paragraphs of his statement. They read:

"It seems to me in all of the deliberations concerning the allocations problem the most logical step has been somewhat overlooked. I am convinced that the approval of subscription tv limited for the experimental period to the uhf band would almost overnight make it feasible and logical for the manufacturer to go into all channel set production which, of course, is the root of the problem. I would expect the right Commission action in this respect would result in application for uhf stations in the top 50 markets in a matter of weeks."

"Such an action, I believe, is not only well within the authority of the Commission, but is indeed an obligation to further the use of uhf as required by Sec. 301(g) of the Communications Act. I can find nothing in the legislative history of the Communications Act that even faintly suggests anything to the contrary."

CURIE-NOTHING?

REP. EDMUND P. RADWAN (R-N. Y.) denounced "the greedy promoters of pay television" in a statement entered last week in the Congressional Record. Commenting that he has been opposed to toll tv since 1955, he opined that pay tv would "black out the best of free television," and called subscription tv "a cure for which there is no disease. When this scheme was first suggested, letters to the FCC were 16 to 3 in favor of pay tv, said the congressman. "Since then, the true picture has been brought home to the public, the voting has been 9 to 1 against."
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being any station that wouldn't interfere with a clear channel station on the same frequency. But if this was the case, he said, the daytimer would only have to ask and it would be given a 24-hour operation.

Rep. Walter Roger (D-Tex.) questioned Comr. Craven on whether the latter's plan would take away educational tv reservations.

Comr. Craven said he did not propose to take away existing stations or grants, nor did he propose to remove any tv reservation which educators indicate "they want."

Patent, But For How Long?

Mr. McConnaughey said the FCC has been "very patient" with educational reservations and thinks channels should be retained for educators if they are going to be used, but doesn't believe the reservations should be allowed to "lie fallow forever."

Rep. Peter F. Mack Jr. (D-Ill.) wondered if there is a division of the FCC on the policy of deintermixture. He cited the six FCC deintermixture actions in which different commissioners dissented in each case. The FCC, he said, does not have a broad deintermixture policy, but only a "patchwork."

Mr. McConnaughey said different FCC members interpret facts and statements differently in each case; that "one or two" members may be against deintermixture, but the others of the Commission think it should be done on a case-by-case basis.

Referring to Mr. McConnaughey's statement that deintermixture had been successful in Springfield, Ill., Rep. Mack said the people in Springfield (which he represents) don't agree. He wondered if it is not a violation of Sec. 307 (b) "when you locate and isolate an inferior service." Referring to the FCC's recent removal of ch. 2 from Springfield, Rep. Mack said there had been many "rumors" about the action, which he didn't feel were true, but, he asserted: "It's almost a disgraceful episode to follow the ch. 2 application."

Chairman Harris submitted several questions for the FCC to answer in writing. Among them:

1. Does the FCC set station sales for hearings, particularly when a multiple owner is the purchaser? The committee chairman suggested the FCC furnish a list of all station sales for the past five years, with names of previous owners, new owner and other stations owned by new owner, with sales price.

2. Rep. Harris said there were complaints about "preferences" shown by the FCC in granting tv licenses. "I know the FCC observes certain standards. Shouldn't these be incorporated in FCC rules so everybody will know them?"

3. What criteria will determine in future whether a particular area will be deintermixed?
FCC Travel Expenses Probed, Report Shows

FCC members were grilled on who pays their expenses for inspecting industry broadcast facilities or speaking before broadcaster groups, according to the hearing record of the Commission's closed budget session Feb. 15 with a House Appropriations subcommittee, released last week.

During their testimony to justify the Commission's fiscal 1958 budget estimate before the Independent Offices Appropriations Subcommittee headed by Rep. Albert Thomas (D-Tex.), FCC members indicated they are very circumspect in letting broadcast groups or firms pay the freight when commissioners put in an appearance at various events.

"I think this Commission has certainly leaned over backward in being extremely careful," FCC Chairman George C. McConnaughey told the congressmen.

"This kind of travel is quite a burden," remarked Comr. John C. Doerfer, who also imparted that "I don't sleep well in hotels. and the type of food is a little different. It upsets you physically."

Regarding the total of $13,000 being asked for travel by the commissioners, Comr. Robert T. Bartley said that when the hosts pay for the travel, food and lodging. "I wouldn't put in for per diem on a thing like that, where they are taking care of all of it."

The Commissioner's fiscal 1958 budget estimate calls for $8,950,000, an increase of $1,122,000 over the 1957 appropriation of $7,828,000. However, one sizeable chunk of the increase—$455,000—is to cover the FCC's contribution to the employees' retirement fund beginning in 1958 as the result of an amendment to the Retirement Act.

Rep. Charles R. Jonas (R-N. C.), after being told by FCC members that many of the contested TV application cases have been long drawn out because of the intensity of competition and the various legal recourse open to applicants, said he thought the Commission should "put its side of this thing before the public" when there are long delays in making TV grants.

Referring to the long-contested ch. 9 case in Charlotte, he commented: "People can't understand why an application is seven years in being kicked around by contestants and by delays of various sorts. They blame the Commission and they write to their Congressman to see why he can't get an investigation by Congress undertaken."

Replying, John L. Fitzgerald, chief of the FCC's Office of Opinions and Review, said as far as he is concerned the FCC's public relations problem "is going to be solved, insofar as it can be, by getting these decisions out... ."

Rep. Jonas thought "you have been a little close mouthed about it" and "you could have eliminated much criticism if the newspaper people who write the editorials knew the full story."

UAW Case Returned To Lower U.S. Court

JUSTICE Dept. officials are preparing anew to prosecute the United Auto Workers Union for political campaign spending. The government had charged the union with illegally utilizing its funds for political telecasts over WJBK-TV Detroit, during the 1954 congressional elections.

Last week the Supreme Court in a 5 to 3 decision ordered another examination of the government charges of violation of the Federal Corrupt Practices Act by the union (B & T, April 30, 1956).

Because of his resignation from the court on Feb. 25, Justice Stanley F. Reed asked that his vote not be counted even though he heard the arguments before the court. The retired Justice made known his views after the court's decision was handed down last Monday.

The 5 to 3 decision returned the case to Federal Judge Frank A. Picard in Detroit who had dismissed the charges which had been returned by a Federal grand jury in 1955. Judge Picard threw out the charges Feb. 8, 1956. The Justice Dept. at that time appealed to the Supreme Court which agreed to a review.

Justice Felix Frankfurter read the majority decision. He said Judge Picard's "erroneous interpretation of the statute led him to stop the prosecution prematurely."

Justice Frankfurter's 25-page opinion

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dealt at length with the background of congressional action on political contributions. He wrote, "For our purposes, the indictment charged the appellee (the union) with having used union dues to sponsor television broadcasts designed to influence the electorate to select certain candidates for Congress in connection with the 1954 elections. "To deny that such activity, either on the part of a corporation or a labor organization constituted an expenditure in connection with an election' the Government argued, would undermine the long series of congressional efforts calculated to avoid the deleterious influences on federal elections resulting from the use of money by those who exercise control over large aggregations of capital."

The dissent by Justices Warren, Black and Douglas was particularly sharp. Justice Douglas read the conflicting views for himself and his colleagues. He said the ruling "abolishes the first amendment rights on a wholesale basis."

"Until today," Justice Douglas wrote, "political speech has never been a crime."

Justice Douglas said making a political speech had always been considered one of the privileges protected by the First Amendment. The Justice said the principle applied by the court would make it equally criminal for a union to use its funds to print pamphlets for general distribution or to distribute political literature at large.

"The funds used by the union, it was charged, were in support of Sen. Pat Namara who defeated Homer Ferguson in a close election in Michigan in 1954. Sen. Ferguson was the incumbent seeking re-election at the time."

When the trial came before Judge Picard, he did not rule on constitutional questions which were presented by the unions in the Detroit trial. Nor did the Supreme Court take up constitutional aspects of the case. This led observers to point out that the issue still is basically unresolved and the case may well be returned to the high court. It then might be called on to pass on the constitutional issues.

Roosevelt Promises to Probe Complaints by ASCAP Members

INVESTIGATION of complaints by "40 or 50" members of American Society of Composers, Authors and Publishers about ASCAP's methods of distributing funds and its system of voting representation was promised last week by Rep. James Roosevelt (D-Calif.), who heads a five-man subcommittee (Subcommittee No. 5—on distribution problems) of the House Select Small Business Committee, said his group will decide in a closed meeting tomorrow (Tuesday) when hearings will be held.

He said the complaints have come from both individual members and music publishing firms, the majority located in Hollywood or New York. The complaints are that ASCAP's methods of distributing royalty funds are "unfair and inequitable," Rep. Roosevelt said, and that individuals and smaller music publishing firms are receiving unfair and inequitable treatment in not being allowed individual voting strength, since the ASCAP balloting is based on a "complicated formula."

The subcommittee, appointed last week, also includes Reps. Tom Steed (Okla.) and Charles H. Brown (Ark.), Democrats, and Timothy P. Sheehan (Ill.) and Craig Hosmer (Calif.), Republicans.

Appeal Filed by Granik, Cook In WFMJ, WESH-TV Sale Matter

AN APPEAL to the Washington Court of Appeals against the Federal Appeals court's dismissal of their protests of the sale of two Florida stations [BT, Feb. 4] has been filed by Theodore Granik and William H. Cook. The FCC dismissed the two complaints when a Florida circuit court held that Messrs. Granik and Cook had no claim on the facilities.

InTe stations involved were WFMJ and WESH-TV Daytona Beach, Fla., originally owned by W. Wright Escb.

Mr. Escb sold WFMJ to Emil Arnold and Harold Kaye, and WESH-TV to WCOA Inc. (John H. Perry interests). Messrs. Granik and Cook claimed they had a contract with Mr. Escb to buy the stations. The Commission's dismissal of their protests last month on a similar ground that since the civil court said they had no claim, they were no longer parties in interest. Last week's appeal is on the premise that the Commission erred in this approach.

Over 130 Million Radios Outside U. S., USIA Says

THERE are 130,498,400 radio sets in use outside the United States, its territories and Canada, the U. S. Information Agency said in a special report last Friday. USIA is the parent agency of Voice of America.

Information in BROADCASTING YEARBOOK, compiled by B. F. Osbahr, editor of Electronic Industries and Tele-Tech, shows a total of 143,500,000 sets in use in the U. S. at the end of 1956.

The USIA report indicated an increase of 21,697,300 radio sets outside the U. S., or about 20%, since its last similar survey, dated July 1, 1954. In addition there are 24,747,500 radio sets in use, mostly in Eastern Europe, USIA said.

The USIA breakdown of sets in use: Western Europe, 64,737,100; Eastern Europe, 17,200,000; Arabic countries, 2,141-500; non-Arabic Asia, 4,295,600; non-Arabic Africa, 1,158,100; Far East, 19,488,000; Latin America, 12,000. USIA said there were 6,100,000 radio sets and 20,000,000 wired speakers in the Soviet Union.

Gray Sworn in As ODM Head

GORDON GRAY, North Carolina broadcaster-publisher-educator, was sworn in Thursday by President Eisenhower as director of the Office of Defense Mobilization. He succeeds Arthur S. Fleming, who returned to the presidency of Ohio Wesleyan U.

Tenn. Daylight Saving Time Bill

DAYLIGHT saving time—voluntary or otherwise—has been outlawed by the Tennessee legislature. The bill was passed by the state senate by a vote of 25 to 2. 

Justice, IBC Prepare Proposals for Decree

ATTORNEYS for the International Boxing Club and the Justice Dept. last week were preparing decree proposals to be submitted to the U. S. District Court for the Southern District of New York. The proposals are being prepared as a result of the court's decision ruling the IBC a monopoly in the promotion of championship boxing bouts [AT DEADLINE, March 11].

Both the IBC and the Justice Dept. have 30 days to submit respective proposals as to terms that should be incorporated in the decree. It was reported that the IBC was considering the surrender of one of its two national telecasts of boxing bouts—Wednesday night on ABC-TV under the sponsorship of Mennen and Pabst and Friday night on NBC-TV under the sponsorship of Gillette.

In branding the IBC a monopoly, Federal Judge Sylvester J. Ryan touched upon the radio and TV facets of the case when he ruled:

"While the business of staging and promoting these championship boxing bouts may formerly have been 'purely local affairs,' modern management has made them vehicles by which television and radio programs may be broadcast and advertising presented with an attractive nationwide appeal.

The Government has established, and I have found, that the promotion of professional championship boxing contests was had by the defendants on a multistate basis, and that it was coupled with the sale of rights to televise, broadcast and film the contests for interstate transmission. This, the Supreme Court has held, constitutes trade or commerce among the several states within the meaning of the Sherman Act."

"As I have found in the factual findings, the Government has sustained the allegations of the complaint relating to the sale of radio, television and motion picture rights to championship boxing fights. This, the Supreme Court has held, without considering their many other interstate aspects, is sufficient to bring the business of promoting boxing contests within the Sherman Act's trade and commerce concept."

With respect to the government's anti-trust action, Mr. Norris said it would not affect the IBC's two weekly televised boxing series on ABC-TV and NBC-TV:

"The antitrust suit applies to championship bouts only and, therefore, will not affect the continuance of our regular Wednesday or Friday night non-title fights," he said after conferring with IBC counsel.

"The Fullmer-Robinson middleweight title bout—which has been contracted for May 1 at the Chicago Stadium—will be held as scheduled and telecast in accordance with the existing contracts entered into several weeks ago," he added.

ABC reportedly was advised by Lester Malitz, vice president of Leo Burnett Co., and producer of the Wednesday series, that existing TV rights does not involve title bouts and can be continued. The Burnett Co. handles the Pabst account.
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Applicable anywhere in TV system
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Audio switching, sync insertion, tally-lights and change from color to monochrome may be easily interlocked with video switching. Low voltage DC Relays eliminate costly video cabling. This new switching system has been proven over thousands of hours of operation on RGB and composite switching. Life tested for more than a million switching cycles without maintenance or failure.

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TIME, WRATHER-ALVAREZ, KNORR HAGGARTY FILE STATION BUYS

APPLICATION for the purchase of the Consolidated Television & Radio Broadcasters Inc. radio stations in Indianapolis, Minneapolis and Grand Rapids, Mich., by Time Inc. for $15,750,000 [B&T, Dec. 24, 1956] was submitted for FCC approval last week.

Time is buying all Consolidated properties, including real estate firms and an Indianapolis artists' bureau, except WFDF Flint, Mich.

Acquisition of the Consolidated properties will give Time Inc. its full complement of vhf television stations. Time already owns radio and tv outlets in Denver and Salt Lake City; it is selling its KOB-AM-TV Albuquerque, N. M., to KSTP Inc. (KSTP-AM-TV Minneapolis) for $1.5 million [B&T, Feb. 11].

Last year, the Crown-Callier Publishing Co. agreed to buy all the Consolidated radio-television properties for $162 million. This sale floundered late in the year and the contract was cancelled when Crown-Callier ran into financial difficulties. This resulted in the folding of its three magazines—American, Collier's and Woman's Home Companion.

Time Inc. radio-television properties will be directed by Weston C. Pullen, Time Inc. vice president, named executive vice president of TLF Broadcasters Inc., Time broadcast subsidiary. Wayne Coy, former FCC chairman and present 50% owner-general manager of the Albuquerque stations, is scheduled to head Indianapolis and Minneapolis operations for Time. Eldon Campbell, Time Inc. consultant on broadcast management, who has been on special assignment with KDFY-AM-FM and KTVM (TV) Salt Lake City, will head the Indianapolis operations, and Phil Hoffman, manager of KLZ-AM-TV Denver, will head Minneapolis-St. Paul operations. Time owns 80% of the Salt Lake City properties (G. Bennett Larsen owns the other 20%), and 100% of the Denver properties (whose president-general manager is Hugh B. Terry).

The contract with Consolidated obligates Time Inc. subsidiary TLF to pay $125,000 earnest money, $125,000 with signing of agreement (signed Feb. 27), $15,196,400 at closing date, and $103,600 in escrow. The $154 million purchase price figures to $105 per preferred share plus dividends and $19 per share of common and Class B stock. Common and Class B stockholders also will receive one share of WFDF stock at liquidation of Consolidated.

Balance sheet for Consolidated and subsidiaries as of Nov. 30, 1956, showed total assets of $10,063,586, of which $2,831,592 were current liabilities; total assets, $2,607,493; long term obligations, $2,611,607, and retained earnings, $4,725,543. Net income after taxes and minority interests for the year ending Nov. 30, 1956, was given as $767,370.

Consolidated stations, in addition to WFDF, are WBFB-AM-TV Minneapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. WFBM operates with 5 kw on 1260 kc, is affiliated with ABC and MBS. WFBM-TV on ch. 6 is affiliated with NBC. WTCN operates with 5 kw day, 1 kw night on 1280 kc and WTCN-TV on ch. 11. Both are affiliated with ABC. WOOD operates with 5 kw on 1300 kc and WOOD-TV on ch. 8. Both are affiliated with NBC. WFDF operates with 5 kw day, 1 kw night on 910 kc and is affiliated with NBC.

The WFDF balance sheet as of Nov. 30, 1956, showed total assets of $669,957, of which $106,074 was listed as current assets. Current liabilities were $73,908, long term liabilities, $85,000, and retained earnings, $211,048. WFDF showed a net loss after tax credits for 1956 of $2,532.

The balance sheet for WOOD stations, as of Jan. 31, 1957, showed total assets of $3,250,786, of which $1,429,388 were current assets. Current liabilities were listed as $842,941, long term obligations, $450,000; earned surplus, $1,250,000, and profit to date, $87,720. Replacement cost of land, buildings and equipment was estimated at $2,115,577.

The contract was given an eight month's term, renewable at the option of either party if the FCC has not acted. If the contract is exercised, Consolidated receives $125,000 as damages. The contract also contains a proviso forbidding the Binnier to engage in broadcasting within a 75-mile radius of the three cities for five years.

TLF was set up by Time Inc., publisher of Time, Life and Fortune magazines, with $1,250,000 in payment for 100% ownership; $1,250,000 in preferred stock (callable in 10 years at 5% interest), and $1.5 million on a 10-year, no interest note. Roy E. Larsen, Time Inc. president, is president and chairman of TLF.

Time Inc. preliminary balance sheet for Dec. 31, 1956, showed total assets of $177,158,000 with current assets of $92,640,000. Current liabilities were given as $29,865,000, long term obligations, $39,883,000 and earned surplus, $62,427,000.

Time Inc. is controlled by Henry R. Luce, who owns 21.438% of the 1,956,364 shares outstanding. Mr. Larsen owns 6%.

Time once owned WQXR New York and from 1943 to 1945 owned 12.5% of ABC. Transaction was handled by Howard E. Stark, New York station broker, whose fee was given as $160,000, payable over 10 years.

FCC Gets KERO-TV Application

THE FCC last week was asked to approve the $2.15 million sale of ch. 10 KERO-TV Bakersfield, Calif., by Kern County Broadcasters Inc. to Wrather-Alvarez Broadcasting Inc.

FCC approval would give the Wrather-Alvarez company its third television outlet; it already owns KFMB-AM-TV (ch. 8) San Diego and holds a permit for ch. 13 KYAT (TV) Yuma, Ariz. J. D. Wrather Jr., who has interests in movie productions (including television properties Lone Ranger and Lassie), hotels, real estate and oil investments, also owns 33.4% of WNEW New York and holds a grant for ch. 44 WJWD (TV) Boston, Mass.

KERO-TV began operating in 1953 and is affiliated with both CBS and NBC. Its principal stockholders are Albert E. DeYoung, 51%, and Gordon L. Harlan, 29%.

Contract provides Wrather-Alvarez will pay $901,000 and holds a grant for ch. 44 and $1,250,000 over a five-year period with 5% interest, semiannual payments. It also contains a management contract with Mr. DeYoung at $39,000 a year for six years to be general manager of the station.

Wrather-Alvarez company is owned 38.9% by Mr. Wrather, 38.9% by Marta Helen Alvarez and 22% by Edward Petry & Co., station representative firm. Mr. Wrather and Mrs. Alvarez were associated in the ownership of ch. 6 KOTV (TV) Tulsa, Okla. (sold in 1954 for $4 million to J. H. Whitney & Co.). The Petry company is 51% owned by Edward Petry, 44% by Mr. I. Christal (now operating a station representative firm in his own name) and 5% by Edward E. Veynou. The Petry company owns 5% of WTVD (TV) Durham, N. C. Mr. Christal owns 3.64% of KFDM-AM-TV Beaumont, Tex.

KERO-TV balance sheet as of Jan. 31 showed total assets of $446,045, of which $33,944 were current assets. Current liabilities were listed at $129,505; earned surplus, $223,340, and January profit, $18,654. Depreciated cost of land, buildings and equipment was estimated at $112,729.

Wrather-Alvarez balance sheet as of Dec. 31, 1956, showed total assets of $4,767,419, total liabilities of $3,619,767, and retained earnings of $1,441,950. Net income after federal taxes was $409,983 in 1955; $399,672 in 1956.

The Wrather-Alvarez combination is involved in an internal squabble which has resulted in lawsuits against one another. Mrs. Alvarez is suing Mr. Wrather, the Petry firm and others for $10 million and Mr. Wrather has sued Mrs. Alvarez for $1,250,000 [B&T, Feb. 18].

Haggarty Files Bid

GEORGE HAGGARTY, Detroit-Houston attorney and oilman, last week asked the FCC to approve his purchase of ch. 12 KGOR (TV) Portland, Ore., for $1,794,865 from Oregon TV Inc. [B&T, Mar. 4]. Included in the sale application was an option Mr. Haggarty has secured from Storer Broadcasting Co., for the purchase of ch. 27 KPTV (TV) Portland for $1,893,921. The option, dated Feb. 11, runs for 90 days.

Also included was a letter, dated Mar. 1, in which Mr. Haggarty informed Storer that he intended to exercise his option to purchase the NBC-affiliated uhf station. KGOR, which began operations in March 1955, is an independent. Ch. 27 is on the air Sept. 20, 1952, as the nation's first commercial uhf station and is affiliated with NBC. Storer bought the station from Empire Coil Co., in 1954, as part of an $8.5 million
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VORTAC— the new, automatic navigation system for all civil aircraft.

From Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation, came TACAN (tactical air navigation) - to give our military aircraft the pin-point navigational accuracy and reliability, both in distance and direction from a known point, demanded for military operations at jet speeds.

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transction which also included what is now WJW-AM-TV Cleveland.

Mr. Haggerty, a native Texan, who is in wealth in excess of $3 million, acquires his first tv property with the purchase of KLOR. Principals of Oregon Tw Inc. include President Henry A. White (19.34%), Julius L. Meier Jr. (26.88%), William A. Healy Jr. (19.34%), Stephen E. Thompson (19.34%), Robert L. Sabin (7.55%) and others.

The sale contract has the provision that either party may break it if consumption has not been completed by July 1. KLOR's balance sheet, as of Jan. 31, showed current assets of $309,224, total assets $917,167, current liabilities $425,000 and deficit of $119,460. The station had a total income for the four months ended Jan. 31 of $302,603.

SOUTHERN Michigan Broadcasting Corp. (Frederick A. Knorr and associates) has asked FCC approval of its $100,000 purchase of WELL Battle Creek, Mich., from Federated Publications Inc. Federated publishes newspapers in Battle Creek, Grand Rapids, Lansing, all Mich., and Lafayette, Ind.

Mr. Knorr and associates own WKHM-AM-FM Dearborn, WKMF Flint, WSTV-TV Lansing, WAGG-TV Battle Creek, Mich., and Lafayette, Ind., and a majority interest in the Detroit Tigers baseball team. WELL's balance sheet, as of Dec. 31, 1956, showed current assets of $29,663, total assets $37,488 and current liabilities $4,440. Allan Kander & Co., Washington broker, handled the sale.

Westinghouse Opposes Purchases by Storer

A PETITION asking the FCC to dismiss Storer Broadcasting Co.'s purchase of WMUR-TV Manchester, N.H., and sale of WAGA-AM-FM-TV Atlanta was filed last week by Westinghouse Broadcasting Co., also of WBZ-TV Boston.

Storer presently owns the maximum number of tv stations (five vhf and two uhf) and has contracted to purchase WMUR-TV, contingent on approval to move the station's transmitter closer to Boston. To stay within the ownership limit, Storer contracted to sell the Atlanta stations to the Washington Post. This agreement carried a Feb. 15 deadline, which Westinghouse contends, has not been renewed.

Storer also has asked FCC approval of its purchase of WPFH (TV) Wilmington, Del., and WBG-AM-FM Philadelphia, and offered to dispose of either WAGA-AM-FM-TV or WBRC-AM-TV Birmingham if this sale is approved.

WBC said that it has protested the transfer of WMUR-TV to Storer, that such a transfer would be in violation of the multiple ownership rules in the absence of prior disposal (by Storer) of one of its vhf properties, that the Atlanta transfer is no longer before the Commission for consideration by its own terms, and that following the dismissal of the application to transfer the Atlanta stations, the FCC cannot grant the application to transfer WMUR-TV since Storer presently owns the maximum number of stations permitted.

Sales of WKJG-AM-TV, KOB-AM-TV, Pass FCC

SALES approved last week by the FCC were topped by $1,924,000 purchase of WKJG-AM-TV Fort Wayne, Ind., and the $1.5 million paid for KOB-AM-TV Albuquerque.

Buying the Fort Wayne properties for one of the highest prices ever paid for a uhf station are the Truth Publishing Co. (60%), Walter R. Beardsley (25%) and Albert G. Westinghouse (15%) of Storer Inc. include Walter L. Thomp., Clarence L. Shubin, H. Leslie Popp, Earl Groth, Herbert Willis and Edward G. Thoms, who will remain with the stations as general manager.

John F. Dille Jr. is president-45% owner of Truth, which in turn owns WSJV (TV) WTRC-AM-FM Elkhart, Ind., and the Elkhart Truth. Mr. Beardsley is president and major stockholder of Miles Labs and minority stockholder of WTRC-AM-FM. Mr. Wade is president of Chicago and Hollywood advertising agencies. Channel 33 WKJG-TV is affiliated with NBC and WKJG on 1389 kc with 5 kw. It is affiliated with both NBC and Mutual.

Time Inc. and its executive, former FCC chairman Wayne Coy, sold KOB-AM-TV to KSTP Inc. to keep within Commission's five-vhf ownership rule following Time purchase of Consolidated (Bitter) properties for $15.75 million (see story, page 74), filed last week for FCC approval. Time Inc. owns KDYL-AM-FM and KTVT (TV) Salt Lake City, and also is in the process of consolidating radio-television properties in Indianapolis, Minneapolis and Grand Rapids, Mich.

Stanley E. Hubbard is president-58.55% owner of KSTP Inc., which owns KSTP-AM-TV St. Paul-Minneapolis and 23% of KWK-TV-AM St. Louis and WTOO Haines City, Fla. KOB operates on 770 kc (subject of litigation with WABC New York, Class 1-A outlet on that frequency) with 50 kw day, 25 kw night. KOB-TV is on ch. 4 and both stations are NBC-affiliated.

Sale of WKNN Muskegon, Mich., for $130,000 to WRGD Grand Rapids, Mich., by Nicholas and Gladys K. K. was approved. WKNN is an independent on 1600 kc with 5 kw. WRGD President Paul F. Eichorn said a change in the WKNN call letters would be sought from the FCC.

W. C. Courson and Fred L. Watkins, WHIE Griffin, Ga., announcers, received FCC approval for their purchase of that station for $100,000 from John A. Boling. Mr. Boling also owns WHBO Tampa, Fla., and 50% of applicant for new am in Dublin, Ga. Independent WHIE is a daytime only station on 1320 kc with 1 kw.

Also approved by the Commission was the sale of 75% of KTXL-TV San Angelo, Tex. Equal-owners B. P. Bludworth and A. D. Rust sold 50% to Lewis O. Seibert for $32,288 and assumption of obligations. Mr. Rust sold his remaining 25% to San Angelo businessman Roy H. Simmons for $50,000. Mr. Bludworth retained 25% of the ch. 8 NBC affiliate. Mr. Seibert also owns 99% of KGKL San Angelo and 45% of KPLT Paris, Tex.

FCC Grants Glendale Ch. 5

The FCC last week granted one construction permit for a new tv station and there was indication that another is forthcoming. Glendale Broadcasting Corp., Glendale, Mont., was granted ch. 5, 4.6 visual power. Permittee is Lewis W. Moore, owner of KXGN Glendale. In the ch. 19 Victoria, Tex., hearing the withdrawal of Victoria Television Co. left Alltek Television Co. the only applicant making it likely that Alltek will receive ch. 19.
NBC Takes Its Stand On Losing Phila. Ch. 3

NBC last week filed with FCC its opposition to the petition to move ch. 3 from Philadelphia to Atlantic City, N. J. [B•T, March 4, 11]. The proposal was advanced by David E. Mackey, permit holder of ch. 52 WONC (TV) Atlantic City, on the ground that only one vhf channel was assigned to the state of New Jersey and that was actually in the New York metropolitan area (WATV [TV] Newark, N. J , ch. 13).

Gist of NBC's opposition and requested dismissal of the WONC petition was that the FCC officially declared in the 1952 Sixth Report there was no difference between vhf and uhf channels insofar as allocations are concerned. Therefore, NBC pointed out, the entire allocation to both states must be taken into account. In addition, it emphasized, if there is merit in the argument that New Jersey should have more assignments, it is not necessary to remove a channel from Philadelphia, the fourth market in the country, nor is it necessary to assign it to Atlantic City, the 147th market in the U. S.

Ch. 3, now occupied by NBC's WRCT-TV Philadelphia, has been operating as an NBC affiliate since 1941, the network pointed out. It operates more than 125 hours a week and serves almost 6,321,494 people who reside in its Grade B contour.

WONC was granted ch. 52 in 1953. Mr. Mackey bought the construction permit in 1954 for slightly more than $100,000, NBC said.

NBC said if WONC's point is sustained, "the whole structure of present day television is in jeopardy because it is based upon a table of allocations which allocates all channels (vhf and uhf) as a unit and not upon two plans—one for vhf and one for uhf."

NBC also noted that there is no "surplusage" of vhf assignments in Philadelphia. It cited the following cities. each with four vhf assignments: St. Louis, ninth market; Washington, tenth; Minneapolis-St. Paul, 13th, and Denver, 26th.

New Jersey, NBC said, "probably has more television service available than any other state in the Union for much of the state receives service from New York City or Philadelphia or both."

WIIIC (TV) Gets Close To Pittsburgh Ch. 11 Grant

ANOTHER plateau was reached last week by WWSW Inc. in its effort to bring Pittsburgh its second commercial vhf station. The FCC announced that it has instructed its staff to prepare a document affirming the Commission's July 22, 1955, grant of ch. 11 there to (WWSW [TV]).

The grant had been protested by ch. 16 WENS (TV) Pittsburgh, which sought to have its application for the channel accepted by the FCC. Late in February, WWSW and WENS reached an agreement whereby the uhf station withdrew its protest [B•T, March 4]. WENS was paid $200,000 for

7 ways to sell Flint!

Sell Flint the easy way! Pick the show that's right for your product...

1. Dan Hunter sells with music and audience participation weekdays, 4:05-5. Bud Haggart plays music for adults, mornings from 6 to 9:45.
2. Smilin' Max sells the country set from 5:05 to 6 every afternoon. Sterling Campbell plays the best from "Many, Many Albums"
4. Betty Clarke has news for homemakers, 1:55-2 each afternoon. Dan Price plays the "Nice and the Newest" for busy housewives, 1:05-1:55 each weekday.

wfdf
flint, michigan • nbc affiliate

 REPRESENTED NATIONALLY BY THE KATZ AGENCY
expenses and $300,000 for its real estate by WWSW.
WENS applied for the channel following an agreement reached between the two original applicants WWSW and WJAS Pittsburgh, whereby WJAS was given a three-year option to purchase 50% of WWSW. WENS applied to the courts and received a court order staying the grant until the Commission ruled on the uhf station’s petition for a rehearing. Ch. 4 KDKA-TV is the only commercial vhf station in Pittsburgh.

Appeals Court Rules ‘Marko’ Not A Lottery

TELEVISION stations and the Caples Co., Chicago advertising agency, had a green light last week from the U.S. Court of Appeals that Play Marko is not a lottery.

The program, a bingo-type game tailored for tv broadcasting, may be undesirable, Circuit Judge David L. Bazelon wrote in the majority opinion (for himself and Judge Charles Fahy), but it is not enough to “brand those responsible as criminals.” Circuit Judge John A. Danaher dissented.

The problem arose in 1955 when the FCC issued a show cause order when a cease and desist order should not be issued against KTLA (TV) Los Angeles, implying that the bingo-type program violated the lottery statutes. The Los Angeles station then cancelled the program. The Caples Co., owner of the program, sought an injunction against the FCC in the U.S. District Court in Washington, but this was dismissed as premature. The Chicago advertising agency then asked the FCC for a declaratory ruling.

This was issued by the Commission last year, holding the game was a lottery. The appeal which resulted in last week’s court decision was followed.

At issue in the proceeding was whether the requirement that a viewer pick up a bingo card from retailers stocking sponsors’ products was consideration in the sense of the lottery laws. A lottery is defined as the giving of a prize according to chance for a consideration. The majority held that determining that this was consideration would be “stretching the statute to the breaking point to give it an interpretation that would make such programs a crime.” The quoted words are from the 1954 Supreme Court decision reversing the FCC’s regulations regarding what constituted a lottery.

Judge Danaher held that this is a specific finding on a specific case, as recommended by the Supreme Court in its lottery decision. Judge Danaher felt that the necessity for a player to go to a specified retail outlet could be considered consideration in the terms of the lottery law. He also felt, he said, that since the advertising agency arrangements the “stake” for the player—through arrangements with sponsors for prizes, for distribution of the cards, the production staff, etc., this provides consideration “as surely as though the operator of a roulette wheel staked a player to join in a game at the casino.”

MIAMI CH. 7 CASE REMANDED TO FCC

• Appeals Court reverses grant
• Decision means new hearing

THE FCC erred when it decided that the consulting contract between Niles Trammell and NBC was not adverse to Biscayne Television. FCC's decision was based on the assumption that he had drawn out Miami ch. 7 case, a unanimous three-judge U. S. Court of Appeals panel ruled last week.

The court remanded the case to the FCC for further proceeding. It noted that its decision does not “necessarily” disqualify Biscayne.

Biscayne won the vigorously contested Miami ch. 7 grant early last year over three other applicants: Sunbeam Television Corp. East Coast Television Corp., and South Florida Television Corp.

Biscayne is composed of principals of the co-owned Miami News, the Knight-owned Miami Herald and Mr. Trammell, former NBC president, who owns the middle 15% interest.

At the time of the hearing on applications, the Miami News also owned WIOD Miami and the Herald, WQAM Miami. The latter was sold in mid-1956 to Todd Storz for $850,000. Under the FCC rules prohibiting the ownership of two outlets in the same service area by one firm, WIOD became WCKR owned by Biscayne. The ch. 7 WCKT (TV) began operating in the summer of 1956, with an NBC affiliation.

Mr. Trammell, informed of the court order Thursday, said he regretted the decision, but declined to make a statement until he had read the details of the opinion. WCKT will continue to operate, he said, since the court did not order a discontinuance, he noted. “Under established procedures, Station WCKT will continue its normal operation as herefore, pending final resolution of the problems presented,” Mr. Trammell stated.

The court’s opinion was written by Circuit Judge Charles Fahy, for himself and Judges Wilbur K. Miller and George Thomas Washington. Judge Fahy pointed out that Mr. Trammell's consulting contract with NBC still had four years to run, that the compensation was $25,000 yearly, and that the “contract provides that Mr. Trammell will do nothing in conflict with the interests of NBC and that he can be called upon for advice with respect to sales, stations programs, talent, films and general policy matters.”

Citing Mr. Trammell's important position in Biscayne (he is president and general manager) Judge Fahy declared that the failure of the FCC to cite his contract with NBC as an adverse factor for Biscayne “was a departure from the Commission's established policy that it is desirable for local television stations and network organizations to be independent of each other, and thus to assure that networks can freely compete for affiliation with local stations, and local stations freely compete for network affiliation. . . .”

The decision continued: “A person under contract to do nothing in conflict with a particular network of the scope of NBC, from which he receives compensation of $25,000 per annum, with other provisions of the contract to which we have referred, is not constitutionally bound to the interests of the network, though not by the ordinary employee-employer or officer-company relationship. He is an agent serving two principals whose interests may not always coincide.” Mr. Trammell's relationship with NBC is of a character that is not unlikely to affect Biscayne's choice of network affiliation, and NBC's choice of a local outlet in the Miami area.

In a reference to the fact that Biscayne involved the amalgamation of two newspaper and radio interests, Judge Fahy noted that although Biscayne received preferences over other applicants in past broadcast experience and past records of its principals, the bay area (Oakland) area, located its only studio in Oakland. The other applicants proposed main studios in Oakland with auxiliary studios in San Francisco, while programming for both areas. Examiner Thomas H. Donahue leaned heavily on the “service philosophy” of Ch. Two in favoring that applicant (B+P) over Biscayne, “in its experience and capability in the field of television and radio in the San Francisco-Oakland area.”

Bay Area, Rochester Oral Arguments Held

AN APPLICANT'S proposed service to its coverage area was attacked vigorously before the FCC last week during oral argument on the Oakland-San Francisco ch. 2 case. Counsel for San Francisco-Oakland Inc. and TV East Bay Inc., argued that a grant to the third applicant, Ch. Two Inc. (which was favored in an examiner's initial decision), would be contrary to a Commission ruling in the grant of ch. 8 Petersburg, Va., to Petersburg TV Corp. (WXEX-TV).

Ch. Two Inc.'s application proposes to concentrate its programming and advertising in the East Bay (Oakland) area, locating its only studio in Oakland. The other applicants proposed main studios in Oakland with auxiliary studios in San Francisco, while programming for both areas. Examiner Thomas H. Donahue leaned heavily on the "service philosophy" of Ch. Two in favoring that applicant (B+P).

In the Virginia grant, the Commission ruled that "Petersburg TV Corp. merits a distinct preference on the basis of its service philosophy since it . . . will also program for the entire service area in contrast to Southside Virginia Telecasting Corp.'s limited concept of service (i.e., to Petersburg and southside Virginia only)."

The Broadcast Bureau also questioned the initial decision in that it was not consistent with the Petersburg ruling it said.

Ch. Two counsel stated that there are presently four stations operating in San Francisco and that Oakland needed the local service proposed by his client.

Tv East Bay is owned by Edwin A. Pauley (60.85%), Donald A. Norman and others; Ch. Two by Mr. Kennedy (10%), his stepson Stoddard P. Johnston (35%), Howard L. Chernoff (5%) and 50% by Oakland citizens, none owning more than 5%, and San Francisco-Oakland by Ward Ingram, William Pabst and Harry Lubke.

A second oral argument was held on the Commission's 1953 sharetime grant of ch.
is to distinguish between Production and Productivity.

Higher production could mean nothing more than additional employees turning out the SAME AMOUNT of goods per employee.

Higher productivity means MORE goods turned out per employee.

Higher productivity started when some human being took a piece of stone broader than his hand and scooped more dirt with this tool than he could with bare fingers.

Productivity is raised today when management invents, buys, and engineers into manufacturing processes new tools to increase its employees' output. Increased productivity raises the standard of living by raising earning power.
10 Rochester, N. Y., to WHEC-TV and NWET-TV. The grant, which was affirmed by an examiner's initial decision last summer [B&T, Aug. 13, 1956], had been protested by WSAY Rochester.

Counsel for WSAY, owned by Gordon P. Brown, charged that operations of the Gannett radio-TV (WHEC-TV) and newspaper properties constituted a monopoly; questioned financial qualifications of NWET-TV; and charged that the two stations fixed rates between them, and that the sharetime stations tied-up two network affiliations, which kept a uhf station from operating in Rochester.

NWET-TV counsel denied that any advertising policies existed which would adversely affect its qualifications as a licensee. WHEC-TV cited figures to show that Gannett has no communications monopoly and denied any discrimination against WSAY in the Gannett papers.

Ch. 10 Miami Grantee Hit In Protests Filed with FCC

NATIONAL Airlines subsidiary Public Service TV Inc., grantees of ch. 10 Miami, was attacked on three fronts last week in petitions to the FCC. Protestants were ch. 17 WIVI (TV) Ft. Lauderdale, Fla., and losing applicants North Dade Video Co. and L. B. Wilson Inc.

Both North Dade and Wilson contended that their applications should have been granted, asked for a stay of the grant to Public Service and that the record be reopened. North Dade also asked for oral argument. In asking for a stay of the grant, WIVI said the Commission, in effect, modified its license (through the grant of ch. 10) without either the show cause procedure or a hearing, as required by the Communications Act. The uhf station claimed the grant would cause it to cease operations.

Construction Permits Granted By FCC for Four AM Stations

FCC granted construction permits for four new radio stations last week.

Ashburn, Ga.—Thomas D. Pickard, 1570 kc, 1 kw daytime. Mr. Pickard has real estate interests.

Idaho Falls, Idaho—J. Ronald Bayton, 980 kc, 1 kw daytime. Mr. Bayton also owns KYTE Pocatello, Idaho, and 50% of KOFF Pullman, Wash.

Bastrop, La.—Bastrop Broadcasting Co., 1340 kc, 250 w unlimited. Bastrop co-owners are George H. Goodwin, theatre interests, and Willis G. Weaver, real estate and automobile interests.

Farmington, N. M.—Herman A. Cecil, 960 kc, 1 kw daytime. Mr. Cecil is commercial manager of KOST Texarkana, Ark.

Senate Gets U. S.-Mexico Pact

The five-year agreement between the United States and Mexico on use of the standard radio broadcasting band—signed at Mexico City Jan. 27 [B&T, Feb. 11, 4]—was received by the Senate last week and referred to the Senate Foreign Relations Committee.

FTC MONITORS KEPT 'VERY, VERY BUSY'

• Check on media ads in force
• Number of frauds not told

A Federal Trade Commission spokesman has refused to say how many fraudulent and misleading radio-TV commercial cases under the agency's new radio-TV monitoring system have been turned over to trial attorneys as a first move toward issuance of formal FTC complaints. But T. Harold Scott, head of the FTC's new radio-TV advertising monitoring unit, admitted the unit has been "very, very busy."

The monitoring setup has been in full operation at the FTC's nine regional offices throughout the country, following a month's trial period at three of the regional offices [B&T, Jan. 14] and the first batch of FTC complaints is expected at any time.

The imminence of the first group of complaints follows closely the FTC's announcement that it has inaugurated a long-expected policy of liaison with the FTC. Under the liaison, the FTC will furnish the FCC with identification of radio-TV stations which carry advertising challenged by the FTC in a formal complaint or against which the FTC has issued a "cease and desist" order [B&T, March 4]. (Also see editorial, page 116.)

Since the initial cases have been processed by the monitoring unit, they now presumably are being re-screened and formal complaints being drawn up by attorneys in the FTC's litigation bureau under Joseph E. Sheehy, director. Trial attorneys in the litigation bureau receive cases adjudged by the monitoring unit to be "of interest." A case which the trial attorneys feel will hold up is processed and presented to a member of the five-man commission, who in turn presents it to the full body to decide whether a formal complaint should be issued.

Few Formal Complaints

Not all—and in fact only a small number—of the cases in which an initial investigation is made reach the stage of a formal FTC complaint, according to Mr. Scott. An overwhelming number of the investigations are closed, he said, because somewhere along the line the FTC finds there are not enough facts or legal grounds to back up the investigation; the FTC lacks jurisdiction in the case; the allegedly offending advertiser is contacted by FTC staff members, agrees to discontinue the disputed practice and gives the assurance it will not be resumed; the case involved is relatively "small" in comparison with other complaints to the FTC; or the case arises mainly from "private controversies."

Unless the FTC reaches the stage of formal complaint, the name of the advertiser is withheld from the public and he suffers no possible adverse publicity.

As to identification of individual radio-TV stations, networks, newspapers, magazines and other media involved in FTC's formal complaints, the agency in most cases does not identify the station, network or publication.

Mr. Sheehy explained a fortnight ago, however, that the FTC has no "hard and fast" policy on whether a station or publication may be identified in the complaint. The complaints are drawn up by individual attorneys in the litigation bureau under Mr. Sheehy, he said, and each attorney has his own ideas as to what seems to be the "best pleasing in a particular case."

Generally speaking, he said, attorneys drawing up these complaints do not "go out of their way to identify persons and firms who are not charged with misleading advertising, such as stations and publications which carried the challenged advertising.

But the individual lawyer is given leeway to draw up the complaint as he sees fit, and sometimes he may feel it is necessary to specify the station or publication to "show the type of thing he is talking about," Mr. Sheehy indicated.

Mr. Sheehy said FTC's liaison policy with the FCC—in which the FTC will furnish the FCC with the identification of stations and networks involved in the challenged advertising—will not affect the present method of drawing up complaints. The FTC will furnish the station identifications to the FCC on a separate document, he said.

AT&T Off-Air Relay Tariff To Be Investigated by FCC

AT&T's new tariff for off-air relay of tv programs from a major city to tv stations in smaller cities [B&T, Feb. 18] is going to be investigated by the FCC.

The Commission last week ordered the investigation to determine the reasonableness of the charges. It also made Collier Electric Co., a party in the investigation. Collier has been fighting AT&T for permission to establish a privately-owned microwave system to bring Denver tv signals to community antenna systems in Sterling, Colo., Sidney and Kimball, Neb.

AT&T offered off-air pickup and relay early in 1955, when many small city stations objected to the cost of regular, interconnected service. The off-air rates were tailored for each customer. The new general tariff for this service is based on the type of equipment plus terminal charges, with penalty provisions for less than three years use. The company said the new rates could mean a reduction of about $42,000 in the aggregate, or 17% annually to its existing 10 customers.

Bill Would Extend Licenses

A BILL to increase the period of broadcast licenses from three to five years was introduced last week at FCC request by Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee. Provisions of the bill (HR 5935) are the same as those in a measure proposed in January by Rep. Gardner R. Withrow (R-Wis.) [B&T, Jan. 28].
DEINTERMIXTURE RULINGS HIT

FIRST official repercussions to the FCC's deintermixture actions [B&T, March 4] were received by the Commission last week. They involved the Commission's actions in St. Louis, Terre Haute, Ind., and Hartford, Conn.

Last Wednesday the Commission gave ch. 36 KTVI (TV) St. Louis temporary authority to operate on ch. 2, effective April 15, and Thursday received a blistering attack on the action from Lon Hocker, St. Louis attorney and head of an organization which plans to file for the same facility.

Mr. Hocker, president of Louisiana Purchase Co., wired the Commission that his firm has purchased the site formerly occupied by ch. 14 KACY (TV) Festus, Mo. (whose cp has been deleted), and is preparing to seek temporary authority to operate on ch. 2, as well as to file an application for the channel. In requesting an immediate stay of the authorization, Mr. Hocker said: "We regard today's action... to foreclose opportunity of others to show that temporary grant to them would better serve public interests, as in violation of due process of law and in contravention of the Communications Act.

FCC shifted ch. 2 from Springfield, Ill., and assigned it to St. Louis and Terre Haute, Ind., in the action that made Springfield all uhf. KTVI had requested temporary use of the uhf channel March 8, using its present transmitter and antenna site until a permanent location meeting mileage separations from the Terre Haute facility could be selected. Mr. Hocker said his site meets these requirements (Terre Haute is approximately 150 miles east of St. Louis).

The Commission's order last week specified General Electric transmitter and antenna, with power not to exceed 100 kw and antenna 591 ft. above ground. The authorization is good until the outcome of any proceeding required by applications for the uhf facility.

Ch. 10 WTHI-TV Terre Haute, Ind., Thursday applied for ch. 2 there. Owned principally by President Anton Hulman Jr., it is Terre Haute's only operating TV station. It is affiliated with all three networks and has been on the air since July 1954 with 316 kw.

Conn. Stations Protest


The stations said they would show in detail the inconsistent positions which key members of the Commission have taken in the deintermixture actions. "Certainly no single factor can explain the results reached in Hartford and Madison [a single commercial v was left in Madison, Wis., in the middle of a predominantly uhf area] cases on the one hand and the diametrically opposite actions taken in the other deintermixture cases."

The protesters pointed out that there are more operating uhf stations in the Connecticut Valley area (six) than any other section involved in the deintermixture proceedings. Both WWLP and WHYN are on the air, while WRLP (satellite of WWLP) is not.

In the cases decided so far, the Commission added uhf channels to 10 cities and took v's away from five. Gaining's were St. Louis; Terre Haute; Davenport, (Iowa)-Rock Island-Moline (Ill.); Louisville; Santa Barbara, Calif., and Syracuse, N. Y. Losing lower band channels were Springfield; Peoria, Ill., Evansville, Ind.; Fresno, Calif., and Schenectady, N. Y.

Still to be acted on are proposals to add uhf channels to Miami, Norfolk, Charleston and Columbia, S. C., and Duluth, Minn.-Superior, Wis.

St. Louis Ch. 11 Applicants Ask FCC to Reopen Record

TWO applicants for ch. 11 in St. Louis (220 TV Inc. and St. Louis Telecast Inc.) last week asked the FCC to reopen the record and delve into the activities of CBS

IN SAN ANTONIO—

MOVIES ARE BETTER THAN EVER!

Especially on

Channel 12's 20TH CENTURY THEATRE

- 10:20 PM NIGHTLY
- CLASS B RATE
- NO PREMIUM!

REPRESENTED BY: H-R TELEVISION, INC. • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
CLARKE BROWN CO. • DALLAS • HOUSTON • ATLANTA • NEW ORLEANS • DENVER

Broadcasting • Telecasting  March 18, 1957 • Page 81
LARGEST AUDIENCE
OF ANY STATION IN IOWA FOR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly... Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data -

Population
Families
Retail Sales
Effective Buying Income
Source
1,568,500
484,800
$1,926,588,000
$2,582,388,000
1956 Survey of Buying Income
(Sales Management)

Number TV Homes
Source
317,002
Advertising Research Foundation

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

GOVERNMENT

(a third applicant) after the record was closed. They asked that the Commission determine whether "CBS has been guilty of multiple and serious violations of the antitrust laws" and if "the practices of CBS and its progressively greater nationwide dominance in the broadcast field require a denial of its instant application."

Record in the case was closed Dec. 3, 1954, and CBS received a favorable initial decision last September. It has been reported that a final grant will be made to CBS by the Commission [B&F, June 21]. Other applicants for the channel are St. Louis Amusement Co. and Broadcast House Inc. CBS owns three vhf stations (New York, Chicago, Los Angeles) and two uhf's (Milwaukee and Hartford, Conn.)

Right to Courtroom Coverage At Stake in Florida Hearing

THE right of a tv newsmen to report in a corridor outside a courtroom is at issue in Leon County Circuit Court, Florida, at a hearing to be held Wednesday. A court test of the refusal of Jack Murphy, tv cameraman for WTVT (TV) Tampa, Fla., to abide by a court order to destroy tvr film footage follows sentencing of the newsmen last Monday.

City Judge John Rudd, of Tallahassee, held Mr. Murphy in contempt March 4 when he shipped his film to WTVT instead of destroying it as ordered by the court [B&F, March 11]. Mr. Murphy was sentenced to pay a $100 fine or serve 30 days in jail. He also was sentenced to a brief mandatory jail confinement while a writ of habeas corpus was being obtained. This was a technical detail to satisfy legal requirements. The writ was signed by Circuit Judge W. May Walker who was holding court at Crawfordville, Fla.

Mr. Murphy was in custody 3½ hours at the Tallahassee police station while the writ was being obtained, permitting a court test of the city judge's right to order destruction of pictures taken outside his courtroom. Judge Rudd argued his jurisdiction extends to the corridor because it is used as a witness room.

Bill Would Stop Broadcasting Of Horse, Dog Racing Information

A MEASURE which would prohibit the transmission of certain gambling information (pertaining to horse and dog racing) in interstate commerce by communications facilities has been introduced in the Senate by Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate and Foreign Commerce Committee [B&T, Jan. 14].

The bill ($1367) is a perennial measure introduced by the committee chairman at the request of the Justice Dept.

Weston Named Lee Assistant

ROBERT G. (BUD) WESTON, with the FCC since 1943, has been named engineering assistant to Comr. Robert E. Lee, replacing William Campbell. Mr. Campbell has moved to the FCC Network Study Staff as a consultant. Mr. Weston most recently was an electronics engineer with the Broadcast Bureau's Rules & Standards Div.
Dolores Taschner has been helping make transistors at our Allentown (Pa.) Works for a little over a year. She is one of the many people who have joined Western Electric recently. They have swelled the size of our "family" from 94,000 to 132,000 during the last two years.

Why the increase? You can look in your community for the reasons ... to the new families and businesses in town requiring telephone service or more of it. For it's our job—as the manufacturing and supply unit of the Bell System—to help the Bell telephone companies meet the demand for more telephone service. And our new people—guided by our veteran workers—are helping us make more telephones, more wire, more cable, more central office switching equipment... things that help provide even better Bell telephone service for you and your community.
LATEST developments in electronics will be talked about in technical papers, exhibited and discussed at this year's national convention and Radio-TV Engineering Show of the Institute of Radio Engineers which opens today (Monday) in New York.

As expressed by IRE, the "lion's share of this year's major advances in...electronics will be revealed...at the world's largest gathering of scientific brainpower and equipment."

IRE will host to 50,000 engineers and scientists expected at the four-day conclave at the Waldorf-Astoria Hotel and Coliseum from all over the U.S. and 35 foreign countries. The electronic influx will fill some 70 Manhattan hotels.

Last week, more than 500 giant trailer-trucks were rolling in New York from all parts of the country, bringing electronic equipment for the 800-odd exhibits that will fill all four floors of the Coliseum. An army of 2,000 workmen worked around the clock since Wednesday to set up the $10 million display.

When the Coliseum's doors open today at 10 a.m. for visitors, some 17,000 different pieces of apparatus—occupying 2½ miles of booths—will be ready for display. Much of the apparatus itself will be in actual operation requiring a million w of electrical power a day to keep it going. IRE claims that the Radio Engineering Show, which the IRE holds annually in connection with the convention, will be the largest and most complete technical exhibition ever staged anywhere.

55 Technical Sessions Set

During 55 technical sessions at the Waldorf-Astoria and Coliseum, some million words or more will be spoken in formal presentation of more than 280 papers, covering almost every field and phase of the modern world of electronic science. Reports will cover the 24 main branches of the art, ranging from radio astronomy and medical electronics to color television and high fidelity.

From 2:30 to 5 p.m. today, technical talks to be held in the Waldorf's Astor Gallery, Starlight Roof, Jade Room, Sert Room, Grand Ballroom, and in the Coliseum's Marconi Hall, Marconi Hall and Faraday Hall will range from "Non-Linear Control System" to "Solid-State Devices." Technical sessions on Tuesday will begin at 10 a.m. and 2:30 p.m. with two special symposium sessions at 8 p.m. on the Starlight Roof and Faraday Hall.

On Wednesday evening, following daytime technical sessions at 10 a.m. and 2:30 p.m., institute members and guests will attend the annual dinner in the Waldorf-Astoria Grand Ballroom. Speaker will be Dr. John A. Hannah, president of Michigan State U. and former assistant secretary of defense for manpower. John T. Henderson, IRE president, will announce the institute's annual awards. The toastmaster will be Rear Adm. Charles F. Horne, Ret., USN, now of Convair Corp. Spokesman for 75 new fellows will be Maj. Gen. John D. O'Connell, U. S. Army Signal Corps.

The institute's highest technical award, the Medal of Honor, this year will go to Julius A. Stratton, chancellor of the Massachusetts Institute of Technology for outstanding contributions to the development of radio engineering as a teacher, physicist, engineer, author and administrator.

The Founders Award, given on special occasions only, will go to Raymond A. Heising, former Bell Telephone Lab engineer. For helping to establish the IRE headquarters and other contributions. Oswald G. Villard Jr., Stanford U., will receive the Morris Liebmann Memorial Prize, for work in connection with meteor astronomy and ionospheric physics.

The Browder J. Thompson Memorial Prize will go to Dudley A. Buck, MIT, for his paper on "The Cryotron," a superconductive computer component. The Harry Diamond Memorial Award will go to George Goubau, Signal Corps Engineer Lab, for his research in ionospheric physics and discovery of surface wave transmission.

The Vladimir K. Zworykin Television Prize will go to Donald Richman, Hazel- tone Corp., for discoveries in color television. The W. R. G. Baker Award will go to three for work in the field of transistors—Raymond J. Kircher of Hughes Aircraft Co., and Robert L. Trend and D. Raymond Fewer of Bell Telephone Labs.

The annual meeting of the institute at 10:30 a.m. today in the Grand Ballroom of the Waldorf will feature a talk by Donald G. Fink, director of research of Philco and IRE editor on "Electronics and the IRE—1967."

The Radio Engineering Show will display nearly every type and size of apparatus, ranging from the tiniest transistor to a superpower radio tube 10 ft. high and on to giant electronic computing machines.

Western States Assn. to Meet

With Ad Problems on Agenda

"ADVERTISING'S Three Biggest Problems" is the topic of tonight's (Monday) regular monthly meeting of the Western States Advertising Agencies Assn. at the Statler Hotel in Los Angeles. David R. Penwick, vice president, Elwood J. Robinson & Co., Los Angeles, will speak on consumer acceptance; Paul R. Jordan, vice president and general manager, Hixson & Jorgenson, Los Angeles, will discuss agency compensation; Dr. Edward C. Rosenow Jr., past president, Los Angeles County Medical Assn., will talk on ethics. Raymond B. Gage, president, C. B. Juneau Inc., Los Angeles, WSAAA past president, will preside at the dinner meeting.
NOW!! BASEBALL STARS FOR YOUR LOCAL COMMERCIALS

Herewith is a list of the country’s most popular major league baseball players, all of whom are available to tape record your advertisers’ local commercials for use throughout the 1957 baseball season!

Each player’s charge is on the basis of $150.00 per minute commercial. The minimum order being for three commercials, one minute each, by the same player—total $450.00 for use by the same advertiser, per station. Additional commercials available on the same basis and in minimum units of three at a time.

Rights are exclusive to one advertiser in each city to the particular player or players used. Additional area coverage is extra, as well as the same advertiser using the commercials on added stations in the same city.

The offers enclosed herewith are subject to:
1. Prior sale. 2. Acceptability of product or service
3. Acceptability of commercial copy.

The method of procedure is to first advise us immediately the name or names of the ball players you desire and the station or stations call letters. Next, submit triplicate copies of each of the commercials to be recorded for copy approval.

The commercials will be supplied on 7½” tape by us. Breweries and cigarette advertisers will not be acceptable.

Discounts for quantity cities on application.

Mickey Mantle and Yogi Berra of the New York Yankees are also available on the same conditions as above, the only difference being that the charge is $450.00 each one-minute commercial for these two stars.

This listing has been compiled by special arrangement with Frank Scott, representing professional athletes, and may be added to or withdrawn from, from time to time without prior notice.

NEW YORK YANKEES
Hank Bauer
Tommy Byrne
Gerry Coleman
Joe Collins
Whitey Ford
Bob Grim
Elston Howard
Don Larsen
Gil McDougald
Billy Martin
Bill Skowron
Bob Turley

Cleveland Indians
Bobby Avila
Rocky Colavito
Mike Garcia
Bob Lemon
Herb Score
Vic Wertz

CINCINNATI REDLEGS
Ed Bailey
Smoky Burgess
Ted Kluszewski
Brooks Lawrence
Wally Post
Frank Robinson

PITTSBURGH PIRATES
Bob Friend
Dale Long
Frank Thomas

ST. LOUIS CARDs
Ken Boyer
Wally Moon

BROOKLYN DODGERS
Don Bessent
Roy Campanella
Roger Craig
Don Drysdale
Carl Erskine
Junior Gilliam
Gil Hodges
Johnny Podres
Sal Maglie
Peewee Reese
Duke Snider

CHICAGO WHITE SOX
Larry Doby
Nelson Fox
Bob Keegan
Sherman Lollar
Billy Pierce
Jim Rivera

BOSTON RED SOX
Billy Goodman
Jackie Jensen
Willard Nixon
Mel Parnell
Jim Piersall
Mickey Vernon
Sammy White

NEW YORK GIANTS
Johnny Antonelli
Whitey Lockman
Red Schoendist

Baltimore Orioles
George Kell
Gus Trinadas

Milwaukee Braves
Hank Aaron
Joe Adcock
Bob Buhl
Lew Burdette
Bill Bruton
Del Crandall
Johnny Logan
Eddie Mathews
Warren Spahn

Detroit Tigers
Ray Boone
Frank House
Billy Hoeft
Harvey Kuenn
Eddie Robinson
Bill Tuttle

Kansas City A’s
Billy Hunter
Mickey McDermott
Tom Morgan
Irv Noren
Vic Powers

Philadelphia Phillies
Richie Ashburn
Harvey Haddix
Robin Roberts
Curt Simmons

Washington Senators
Chuck Stobbs
Eddie Yost

Charles Michelson, Inc.
45 W. 45th Street
New York 36, N. Y.
Plaza 7-0695
Two More News Associations Hit Ban on Red China Travel

RADIO & Television News Directors Assn. and Radio and Television Correspondents Assn. have joined the mounting demand for the government to lift its ban on travel by newsmen to Communist China.

Last week, the two organizations addressed separate messages to Secretary of State John Foster Dulles asking for early affirmative action which would enable trained accredited American newsmen to travel to Red China.

The correspondents' message was signed by Robert F. Hurleigh, Mutual manager, Washington; the directors' message was signed by Theodore F. Koop, CBS news and public affairs, Washington. They are presidents of their respective organizations.

Both urged early action because as stated in the message sent by RTNDA, "the best way to expose the weaknesses and dangers of the Red China regime would be to allow trained reporters to tour the country and present their findings to the world."

At Mr. Dulles' last news conference he said the department is continuing "to study and explore the matter to see whether any ways can be found to satisfy the demands for news coverage without seeming to drop the barriers down generally."

KEY ROLES at Washington meeting of Radio Electronics-TV Mfrs. Assn. last week were taken by (l to r): James D. Secrest, executive vice president; Dr. W. R. G. Baker, General Electric Co., RETMA president, and Julius Hober, RCA, chairman of Public Relations and Advertising Committee of RETMA's set division.

700 Delegates Slated to Attend AWRT Convention in St. Louis

APPROXIMATELY 700 delegates will explore the role of women in radio and tv at the sixth annual convention of American Women in Radio & Television. April 25-28 in St. Louis.

Among slated speakers are Harold E. Fellows, president of NARTB, Ben R. Donaldson, director of institutional advertising. Ford Motor Co. will speak on "The Feminine Influence in the Complex World of Advertising." Bead Adams, KMBC-AM-TV Kansas City, will moderate a panel on women's buying patterns, and Doris Corwith, supervisor of public affairs programs, NBC, New York, will head discussion of "Showmanship and Salesmanship." The McCall's magazine awards dinner is April 27.
“Advertising Age is must reading for us”

says HOWARD H. McCULLY
Vice President
Morton Frozen Foods, Inc.

“Howard McCully’s first employment took him to the Kroger Co. 25 years ago, with aspirations of gaining merchandising experience which would eventually lead him to the advertising agency business. In 1953, following advertising and sales managerial positions with Durkee’s Famous Foods, American Home Foods and Minute Maid Corporation, Mr. McCully joined Morton Frozen Foods, Inc. as vice-president in charge of marketing. Mr. McCully’s interest in the development of frozen food merchandising has absorbed his time and effort to the point where he never did get around to the agency business as he originally contemplated.

Up-to-the-minute news of advertising and marketing, reports of marketing trends, sharp analyses of marketing methods—all are vitally important these days to the executives who are important to you. That’s why you will find Ad Age getting “must” Monday-morning, Monday-evening readership—not only in the offices and homes of those who activate, but those who influence major market and media decisions.

Morton Frozen Foods, for instance, ranks today as one of the largest packers of frozen foods and is an important broadcast advertiser. In this industry where some $6,495,000* was spent in 1956 on just spot TV, Morton expenditures accounted for over $467,000** during the first nine months.

Every week, Ad Age gets read, routed and discussed by advertising and marketing executives at Morton’s. Further, 59 paid subscription copies of AA get “must” reading at the agency handling Morton advertising, Ted Bates and Company.

Add to this AA’s 37,000 paid circulation, its tremendous penetration of advertising 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 141,000—and you’ll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*Advertising Age, February 18 Issue
**N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

BROADCASTING • TELECASTING

March 18, 1957 • Page 87
ENGINEERS TO COVER OLD AND NEW

NEW technical equipment and ways of modernizing old gear will be demonstrated to 500 engineering and management delegates at NARTB's 11th Broadcast Engineering Conference, to be held April 8-11 during convention week at the Conrad Hilton Hotel, in Chicago. The conference has developed into one of the nation's major technical forums. The four-day program for the meeting next month will cover subjects ranging from automatic operation of equipment to the latest in color television.

Last year's attendance at the engineering meeting totaled 392 registered delegates. Present indications point to approximately 500, which would be an all-time record, according to A. Prose Walker, NARTB engineering manager. Meetings will be held in the Waldorf Room of the hotel, the same auditorium used at the 1956 session.

Engineering executives will hear about such new devices as a Minneapolis Honeywell Regulator Co. automatic recording unit that will keep a radio station log and maintain directional arrays in adjustment [Columbiacircuit, Feb. 18]. This application of industrial recording techniques will provide automatic records of plate voltage, plate current and frequency deviation and in addition show current ratios in directional antenna arrays.

General Electric Co. will explain its new 50 kw am transmitter using about a dozen vacuum tubes, with germanium rectifiers and other units replacing many tubes. The transmitter can operate unattended.

One of the money-saving features of the conference will be a paper showing how "sticky" image orthicon tubes, costing $1,200 new, can be given a greatly extended life by means of a mechanical device that causes the lens plate to oscillate.

Recalling last year's conference and management meeting, with its talk-exciting demonstration of the new Ampex tape recorder, the NARTB Engineering Dept. predicted technical delegates will encounter a number of surprises at this year's meeting. Programming for the conference is under direction of John G. Leitch, WCAU-AM-TV Philadelphia, program committee chairman, and Mr. Walker.

The four-day meeting opens Monday, April 8, with greetings from Raymond F. Guy, NBC, NARTB Engineering Committee chairman. James H. Greenwood, WCAE Pittsburgh, will preside at the morning meeting. Engineering sessions run on "Circuit Board" and "VHF" schedules. The opening paper, describing GE's new 50 kw am transmitter, will be read by Neville Mapham, of GE. Other morning papers include a report by Mr. Walker on NARTB's request to FCC for extension of remote control plus a discussion of automatic logging: automatic recording at transmitters, Gustave Ehrengberg, Minneapolis Honeywell Regulator Co. (Brown Instrument Div.); radio station of the future, John Haerle, Collins Radio Co., and modernizing transmitters, Charles Hallinan, WKOP Binghamton, N. Y., and Henry Hulick Jr., WPTF Raleigh, N. C.

Axel G. Jensen, chief, visual and acoustics research, Bell Telephone Labs., will address the engineering luncheon on opening day. A reception will precede the luncheon.

On the Monday afternoon program, with Ben Wolfe, WAAAM (TV) Baltimore presiding, will be a series of tv papers opening with a report on operating factors of the new Ampex videotape recorder, by Charles Ginsburg, of Ampex Corp. Other afternoon papers: operating experience with video tape, Howard Chinn, CBS Television; color appearance in tv studio lighting, Rollo G. Williams, Century Lighting Inc.; Chroma-Chron, William J. Wagner, KRON-TV San Francisco.

A Monday afternoon panel on color tv test signals will be moderated by C. G. Nopper, WMAR-TV Baltimore. Panel members are George Nixon, NBC; Richard S. O'Brien, CBS; Robert Morris, ABC; J. R. Popkin-Churman, Telechrome; James W. Wentworth, RCA, and John Thorpe, AT&T.

Tuesday morning, April 9, the engineers will meet jointly with management delegates for the formal opening ceremonies of the annual convention. That noon they will hear FCC Chairman George C. McConnaughay address a joint management-engineering luncheon. The afternoon session, based on radio topics, will be presided over by Carl J. Meyers, WGN Chicago. Papers include: compatible single sideband system, Leonard R. Kahn, Kahn Research Labs.; new type of audio console, Emil P. Vincent; ABC; automatic program equipment, John K. Birch, Gates Radio Co.; remote pickups, Harry Dennis, WERE Cleveland, and recording techniques, C. J. LeBel, Audio Devices.

Wednesday morning features a joint engineering-management roundtable, with members of the FCC submitting to questions. NARTB President Harold E. Fellows will address the noon luncheon. George S. Turner, chief of the FCC field engineering

BOGUEY MEN'S BOOTY

MORE than a score of prizes, including the annual B&T silver trophies, will be awarded at the annual NARTB Convention Golf Tournament to be held Sunday, April 7 at Midwest Country Club, near Chicago. The B&T awards will go to low gross and low net winners, using blind bogy handicaps. B&T will provide buses from the Conrad Hilton Hotel, with tee-off time at 9:30 a.m. at the club, located at Hinsdale, Ill. Entries should be mailed to the nearest B&T office or Washington headquarters. Winners last year were Merrill Lindsay, WSOY Decatur, Ill., and Joe Higgins, WTHI Terre Haute, Ind., who tied for low gross with 79, and FCC Comr. John C. Doerfer with low net.
and monitoring bureau, will preside in the afternoon. Papers include: Color effects, John H. Roth, Philco Corp.; field intensity measurements, Howard T. Head, A. D. Ring & Assoc.; aural standby facilities for tv transmitters, Mr. Wolfe and Clyde Haehnle, WLWT (TV) Cincinnati; precision frequency control in minimizing co-channel interference. Wendell C. Morrison, RCA Labs.; mobile tv monitoring unit, Raymond L. Day, FCC.

Both sessions Thursday will be devoted to television. Clyde M. Hunt, WTOP-TV Washington, will preside in the morning. Papers include: color tv film channel amplifiers, M. H. Diehl, General Electric Co.; video switching, V. R. Hatch, Long Lines Dept. AT&T; low-power tv station operation, Richard T. Silberman, Kin-Tel; Walter Reed Hospital color studios, A. F. Inglis and L. E. Anderson, RCA; 100 kw transmitter in 316 kw operation, James L. Middlebrooks, KING-TV Seattle; new lease on life for retired image orthicons, F. Cecil Grace, Visual Electronics.

Lester H. Bowman, CBS Television, Hollywood, will preside at the Thursday afternoon session, which winds up the meeting. Papers include: automation in tv programming, A. H. Lind, RCA; tower design, construction and maintenance, J. Roger Hayden, Dresser-Ideo Co.; high-gain low-cost emergency or auxiliary antenna system, Peter K. Oinnigan, KBET-TV Sacramento, Calif.; predicting operating characteristics of closely spaced antennas on same tower, Irl T. Newton and Dr. M. S. Siukola, RCA.

Film Sessions Added To NARTB Agenda

NARTB last week revised its convention schedule to include a meeting of tv film producers-distributors and broadcasters. The two groups will discuss common problems in a panel session scheduled Monday, April 8, 2-3 p.m. The convention will be held April 7-11 at the Conrad Hilton Hotel, Chicago.

Originally NARTB had planned a film panel Thursday morning, final day of the convention. The program was to have been part of a half-day meeting devoted to films and color television but these panels gave way to a music contract meeting open to NARTB members and non-members alike [B/T, March 11].

NARTB will name a moderator and four panelists for the Monday film session. Two panelists will represent film interests, with the other two coming from broadcast ranks. The film discussion will wind up at 3 p.m., to be followed by a labor relations clinic. Other Monday afternoon events include a meeting of fm broadcasters and the program of the four-day Engineering Conference (see story pages 88-89).

Convention planners indicated the film representatives will discuss sales and operating problems with broadcasters, including rates, bargaining techniques and ways of building up the future of tv films. Harold P. See, KRON-TV San Francisco, is chairman of the NARTB Tv Film Committee, which

As they say on the Avenue, "Let's up- perscope and look around." And the father up you periscope in Central Ohio, the more listeners you'll find tuned to WBNS Radio. With $2,739,749,000 to spend, they, along with Pule, place us first in any Monday-thru-Friday quarter- hour, or night. Ask John Blair.

**WBNS RADIO**
COLUMBUS, OHIO
TRADE ASSNS.

drew up a standard film contract form now in wide use.

Another convention session of interest to the film segment of the industry will be the Tuesday afternoon discussion of NARTB's TV Code. Earlier this year members of the Alliance of TV Film Producers were admitted to the code structure as associates.

The Tuesday afternoon program includes a tv station organization panel directed by Charles H. Tower, NARTB employee-employer relations manager. Panelists include Samuel L. H. Burk, National Assn. of Manufactures; Donald R. Booze, Jewel Tea Co.; L. H. Rogers II, WSAZ-TV Huntington, W. Va., and John S. Hayes, WTOP-TV Washington.

Gen. Alfred M. Gruenther, president of the American Red Cross and former Supreme Allied Commander in Europe, will deliver the opening address of the Management Conference April 9. He will speak prior to presentation of NARTB's 1957 keynote award for distinguished service to broadcasting. Recipient of this award in absentia will be former President Herbert Hoover.

Arch N. Booth, executive vice president of the U. S. Chamber of Commerce, world's largest business organization, will address the April 11 luncheon on the subject, "People, Product and Progress: 1975."

Pre-registration for the convention events will be $25 for the Management Conference, including three luncheons; $25 for the Engineering Conference, also including three luncheons; $6.50 for the Monday engineering reception and luncheon; $5 for non-member tv station delegates attending the Thursday morning music meeting, only event open to non-members.

Fellows Urges Sales Push To Safeguard Prosperity

"THE biggest sales push in history" must be made in the next few months if a depressed economy is to be avoided, NARTB President Harold E. Fellows said Wednesday in an address to the Hampton Roads (Va.) Sales Executives Club. He charged American salesmen with the responsibility of protecting prosperity now and for many years to come.

Mr. Fellows predicted the gross national product will increase about 50% by 1965 and that population will exceed 180 million.

"Here is a lot of product for a vast and dynamic market," he said, adding, "What this country needs is not a five-cent cigar but salesmen who can sell them at two-for-a-quarter."

'OLD TIMERS' PLEA

RADIO's Old Timers' industry organization comprising electronics veterans of at least 20 years service, has sent out an S. O. S. for the identity of its past presidents. The group is seeking lost records which would enable its present offices to learn the names of presidents in the organization's early days.

Sam Poncher, Newark Electric Co. and Old Timers' president-treasurer, asks members with unfailing memories to contact him before the club's annual reception-meeting prior to the electronics parts show at the Conrad Hilton in Chicago next May. A ceremony is planned for the past presidents.

Alabama Assn. Meet to Discuss Ways of Building Radio Sales

WAYS to build radio sales will provide the theme for the Alabama Broadcaster's Assn. at the annual spring convention to be held Friday-Saturday in the Dinkler-Tutwiler Hotel, Birmingham. Julian C. Smith, WAGF Dothan, will preside.


Among those taking part in program events will be Charles Coleman, Avery-Knodel, Atlanta; Ralph Howard, WHBP Foley, Ala.; John L. Statton, WBBB Haleyville, Ala.; J. Dige Bishop, WCTA Andalusia, Ala.; William S. Baskerville Jr., WKRG Mobile, Ala.; James W. Whaley, WRFS Alexander City, Ala.; W. W. Hunt, WCOV Montgomery; Ralph Allgood, WFAA, Montgomery, and Jack Weldon, Associated Press.

New officers will be elected. Frank D. Benson, WALA Mobile, is program chairman and William O. Mogge, WAPI Birmingham, is in charge of arrangements.

NARTB Board to Receive Ideas On Radio Symbol from Committee

A SERIES of visual and aural symbols to be used by radio stations adhering to the NARTB Standards of Good Practice will be submitted to the NARTB Radio Board, which meets June 20 in Washington.

A special committee that has studied the use of symbols is headed by Worth Kramer, WJR Detroit. Serving on the committee, which met March 8 at NARTB Washington headquarters, are these members in addition to Mr. Kramer: Frank Gaither, WSB Atlanta, who replaced Walter E. Wagstaff, now of KGW-TV Portland, Ore.; Carleton Brown, WTVL Waterville, Me., and Cliff Gill, KBIG Avalon, Calif. John F. Meagher, NARTB radio vice president, meets with the committee.

BROADCASTING • TELECASTING
Texas Broadcasters Hear Cohn Warn of Rate Control Danger

CHARGING of fees to view subscription tv programs might lead Congress and the FCC into regulation of rates for this service and perhaps into radio-tv rate control, Marcus Cohn, of the Washington law firm of Cohn & Marks, told the Texas Assn. of Broadcasters Monday meeting in San Antonio.

Mr. Cohn said a trend toward public utility regulation of broadcasting began with enactment of Sec. 309 (C) of the Communications Act several years ago. This clause, providing right of protest by broadcasters after grant of new stations without hearing, brought attempts to block out competition. “If you exclude competition, then you invite regulation of your return,” he said.

Subscription tv proponents invite rate regulation despite their opposition to such control when they raise dollar questions in their arguments, he said, adding that since 1954 many of the arguments advanced in FCC cases have raised economic issues. Tv’s rapid expansion and allocation problems also raise economic issues, he said. He estimated that $20 billion has been spent in a decade for receivers, station construction and program production.

Dick Pack, program vice president of Westinghouse Broadcasting Co., told TAB delegates some am stations “don’t even have program managers.” He suggested they need creative programming even if the schedule lacks big dramatic or musical productions.

“The best independent radio stations and affiliates, too, have program managers as an essential part of their management teams,” he said.

Frequently the program chiefs of tv stations are “glorified operations or traffic men,” Mr. Pack said, pointing to the need for imaginative and aggressive local programming in film as well as live shows. He ascribed the success of WBC’s recent Boston conference on public service programming [B+T, March 4] in part to the fact that it spotlighted “the sometimes forgotten man, the program manager.”

Texas Broadcasters Look Over New Gates Auto-Station

TEXAS broadcasters look over new Gates auto-station at Monday meeting of state association (story this page), held at San Antonio L to r: Dave Morris, KNUZ Houston; J. C. Kellam, KTBC-AM-TV Austin; Albert D. Johnson, KENS-AM-TV San Antonio; George Cranston, WBAP-AM-TV Fort Worth; Larry Cervone, Gates Radio Co.; Alex Keese, WFAA-AM-TV Fort Worth; Vann Kennedy, KSIX-TV Corpus Christi; James M. Gaines, WQAI-AM-TV San Antonio, and James M. Brown, KONO-AM-TV San Antonio.

Songwriter Charges Condemned By Texas Broadcasters Assn.

TEXAS broadcasters last week joined Arkansas Broadcasters Assn. in an attack on “irresponsible” charges made by Songwriters Protective Assn. At its Monday meeting, Texas Assn. of Broadcasters adopted a strong resolution condemning the songwriters for charging broadcasters with an attempt to monopolize the music industry.

The Texas resolution, noting the “unfounded allegations” against the broadcasting industry, denied flatly that such charges are true and deplored the attempt to show existence of a conspiracy against songwriters. The SPA was not mentioned specifically in the resolution.

An Arkansas resolution adopted March 9 observed that SPA had made the conspiracy charges to Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee [B+T, March 11]. ABA contended the charges were not representative of the entire SPA membership and claimed they reflected on the integrity of the entire broadcasting industry. ABA denied the allegations.

SPA spokesmen asked the Senate group for legislation separating networks from their record companies, direct FCC supervision of networks and extension of FCC authority to the field of music.

Agency Network Sets Convention

THERE First Advertising Agency Group, agency network, will hold its 1957 conference at the Hotel Plaza, San Francisco, according to an announcement by W. Arthur Lee of Lee-Stockman Inc., New York, chairman of the convention site committee.

The conference will last five days, beginning July 1, which represents an extra day added to the usual four, to give time for sightseeing, business and relaxation. Joe Jackson of Evans, McClure & Assoc., San Francisco, is chairman of the convention arrangements committee, and Charles Brown of the Fouke Agency, Minneapolis, is program chairman.

Concentration of marketing activities of WRCA-AM-TV New York under the direction of Max E. Buck was announced last week by William N. Davidson, general manager of the NBC-owned stations.

Mr. Davidson cited the emphasis on marketing as “another step toward broadening and strengthening the stations’ outlook on sales and service.”

While Mr. Buck will have the new title of director of sales, he also will be responsible for functions of the advertising, promotion, publicity and merchandising departments and report directly to the general manager.

At the same time Mr. Davidson announced a realignment of personnel that will make for fewer men reporting directly to the general manager. In addition to Mr. Buck the following report directly to the general manager: Arthur Hamilton, WRCA radio station manager; George Heinemann, director of programs (also director of programming, planning and development for the NBC-owned stations); Peter Affe, director of operations; and Frederick Acker, business manager.

However, there are several changes in the television operation area which will result in a closer coordination of the station’s technical and production operations, Mr. Davidson said. The operations and engineering departments are consolidated under one head—Peter Affe.

Other Regrouping

In addition, programming functions including news, weather, special events and public affairs will, for organizational purposes, come under the supervision of Program Director Heinemann, he explained. The former WRCA-AM-TV news and special events department will be divided into three separate operations with the news department under the supervision of Gabe Pressman, manager of news; the special events department under Al Perlmuter, manager, and the religious and educational programs under the management of Patricia Farrar. Al Odeel continues as manager of film procurement for WRCA-TV.

In addition, Mr. Davidson announced the promotion of Tony Kraemer as manager of advertising and promotion and Joseph E. Murphy as manager of merchandising.

Mr. Buck, prior to joining NBC in January, 1953 as a director of advertising-promotion-merchandising for WRCA-AM-TV, was for eleven years vice president in charge of sales and advertising for Kings Super Market, a chain of 25 stores in northern New Jersey.
New Assignments Made by Storer In National Sales Organization

New assignments in the national sales organization of Storer Broadcasting Co. were announced last week in New York by Maurice E. McMurray, national sales director of Storer stations.

William E. Kelley, who has been in charge of advertiser contacts, will become New York sales manager for WJW-TV Cleveland. Lewis Johnson, formerly midwest tv sales manager, and Paul Evans, midwest radio sales manager, have been moved from Chicago to New York as sales managers. The former will represent WBKB-TV Detroit and Mr. Evans WSPD Toledo, WJW Cleveland and WBKB Detroit.

Bob Flanigan, assigned to Chicago as administrative head of midwest sales operations, replaces Mr. Evans as midwest radio sales manager. A new midwest tv sales manager is still to be announced.

Other New York assignments remain the same. They are Peter Storer, WBRC-TV Birmingham, Ala., and WAGA-TV Atlanta; Don Campbell, WGBS-TV Miami, WSPD-TV Toledo and KPTV (TV) Portland, Ore.; Dan Weinig, WWVA Wheeling, W. Va., WGBS Miami, WAGA Atlanta and WBRC Birmingham. Gayle Grubb continues in charge of all west coast national sales for Storer stations.

KVOO-TV Buys Color Equipment

COMPLETE color studio equipment for origination of film and slide programs has been purchased by KVOO-TV Tulsa, Okla. The NBC-affiliated station purchased the equipment from Philco. The station already has aired several color shows.

New ABC Chicago Facilities Planned for Color Telecasts

NEW technical facilities being installed for WBKB (TV) Chicago in the ABC State Lake Bldg. (St, March 4) will permit color transmission with slight adaptations, besides increasing tv studio space, according to the network-owned station.

While ABC-TV has no present color plans for WBKB, air-conditioning units and lighting circuits to accommodate such transmission have been installed. When color telecasting is finally set, the station need only buy color cameras for the transition from black-and-white.

WBKB plans to complete its move from the Kemper Bldg. to the ABC State Lake Bldg. later this month. Three tv studios will be located on the 12th (top) floor with a 60% greater area than it now possesses. One radio studio is being equipped for Chicago originations by ABC radio network. WBKB's transmitting antenna will remain on the Kemper Bldg.

KTWO-TV Casper Takes to Air

KTWO-TV Casper, Wyo., is now in regular operation on ch. 2. Affiliated with ABC-TV and NBC-TV, the Harriscope Inc. station conducted a week of testing before its debut March 1. Owners are Burt J. Harris, former vice president of the Toni Div. of Gillette Co.; Irving B. Harris, former Toni advertising director, and Don Paul Nathanson, president of North Advertising, Chicago. They spent an estimated $80,270 to build KTWO-TV. Harriscope is applicant for ch. 9 Sheridan, Wyo.

Studio to Get Ampex Recorders

EIGHT Ampex tape recorders are scheduled to be installed at April 1 at the newly-opened RKO-WOR Sound Studios, established as a division of the parent company, RKO Teleradio Inc.

Formerly operated under the control of WOR New York, the new unit—termed "Studio One"—is located at 1440 Broadway, New York City. It has new recording facilities for sponsors, agencies and musical organizations. More than 400 New York agency and production firm officials last month attended the formal opening of the new studios.

KTBC-TV Issues New Rates

A NEW rate card has been issued by KTBC-TV Austin, Tex., J. C. Kellam, general manager, has announced. A class AA period was instituted to cover 8 p.m. to 10 p.m. daily. One time rate is now $525 an hour. Class C (5 p.m. to 6 p.m.) time, one hour rate is now $310.

KIRT Mission, Tex., on Air

KIRT Mission, Tex., went on the air Feb. 24. The daytime station, on 1580 kc with 1 kw, is owned and operated by Robert F. Pool Jr. and Robert F. Pool III. Program manager is Marcia Davenport.
Growing Value of Spots In Daytime Video Cited

DAYTIME spot values have doubled since 1953, growing at an unprecedented rate during the past four years, according to a report prepared last week by the television division of Edward Petry & Co., New York, station representatives.

The study, "1957's Greatest T.V. Value," analyzes factors which have contributed to the development of the daytime spot and the attraction of an advertising investment of over $100 million during 1956. Employing 1953 as a base year, since it marked the beginning of full daytime programming in most areas, the Petry study points out that 17 million families have been added to the TV audience in the past four years—an 80% increase in set saturation. Applying Nielsen sets-in-use to the set ownership data for typical months in 1953 and 1956, it is shown that the average daytime viewership has doubled in this period.

The report indicates that this massive increase in audience has not been reflected in the daytime spot rate trend. In 1953, daytime spot rates were generally 50% of the nighttime level, but today they range between 25 and 35% of class A. This spread has been further enlarged for daytime announcements by the introduction of package plans providing for discounts up to 50% for multiple spot purchases, the report notes.

These developments enable today's daytime TV advertisers to buy announcements at rates which are in some instances lower than the 1953 levels for the same periods, it is claimed. The study compares 1953 and 1957 costs for daytime announcement schedules for ten Petry represented TV stations including five in the top 20 markets. Taking advantage of package plans, advertisers can purchase saturation campaigns on these representatives stations reaching a greatly enlarged viewership at costs comparable to 1953 levels for similarly heavy daytime spot schedules.

Primm of WHEY Charged
In Copyright Breach Case

THREE members of the American Society of Composers, Authors & Publishers filed suit last week for copyright infringement against Waldo W. Primm as owner, operator and manager of WHEY Sanford, N. C. The plaintiffs allege that copyrighted songs were performed by the station without authorization.

The songs involved in the suit are: "We Kiss in a Shadow," "Something Wonderful" and "Hello, Young Lovers," all by Richard Rodgers and Oscar Hammerstein 2nd and published by Williamson Music, Inc.; "At Sundown" by Walter Donaldson, published by Leo Feist, Inc. and "Friendly Persuasion" by Paul Francis Webster and Dimitri Tiomkin, published by Leo Feist, Inc.

The plaintiffs, Merssrs. Rodgers and Hammerstein and Leo Feist, Inc., are asking the U. S. District Court for the middle district of North Carolina to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

The ASCAP legal department in New York told B&T Thursday that the organization's members file suits against stations frequently, but ASCAP only recently has started to publicize them and does so only in what it considers to be "flagrant" cases. ASCAP indicated "more than a few" suits against stations currently are pending in various courts throughout the U. S. but declined to enumerate them even though they are matters of public record.

Crosley To Begin Construction
On WLW (TV) Indianapolis, Ind.

CROSLEY Broadcasting Co. plans to start construction immediately on ch. 13 WLW (TV), a new station to be located in Indianapolis, Ind. By a tight four to three vote, the FCC granted the new channel to the Crosley company March 8. [AT DEADLINE, March 11].

 Studios for WLW (TV) will be located at 1401 N. Meridian St., Indianapolis. The transmitters will be built just north of the city on the northeast corner of 96th St. and Ditch Rd., Hamilton County. Indianapolis is in Marion County.

Application for the channel was first made in 1946 when licenses were granted to Crosley in Cincinnati (WLW-AM-TV), Columbus (WLWC (TV)), and Dayton (WLWD (TV)). The broadcasting company now has five TV station licenses—the maximum number. In addition to the three Ohio outlets, Crosley also owns and operates WLWA (TV) Atlanta.
Morton Sidley Named Gen. Mgr. of KLAC

MORTON SIDLEY, former general sales manager of KFWB Los Angeles has been named general manager of KLAC Los Angeles effective April 1. In announcing the appointment, KLAC President Mortimer Hall said that Mr. Sidley will "function as general manager of KLAC and eventually take the reins as general manager of future stations we expect to acquire." KLAC has appealed for an FM station in Los Angeles and is seeking other stations in the west.

Mr. Sidley started in radio as a salesman for KSFO San Francisco in 1941 and the following year became sales manager of that station. In 1945 he joined the Lincoln Dollar stations, KXOA Sacramento, KKOB Stockton, KXOL, Enchilo, all Calif., as sales manager and in 1953 moved to KFWB, where he stayed until the station's sale to Crowell-Collier Publishing Co. Mr. Sidley's $600,000-plus suit against KFWB and Crowell-Collier for breach of contract is awaiting hearing by the Los Angeles Superior Court [BPT. Jan. 28].

KDKA-TV Announcement Sparks Drive to Aid Injured Athlete

A SINGLE announcement by Carl Ide, KDKA-TV Pittsburgh newscaster, has started a nationwide fund-raising drive to finance treatment for a football player who has been unconscious for six months.

When Mr. Ide broadcast a news item about the youth, who has been in a coma since September, contributions started to flow though no appeal for funds had been made. The injured youth is Dick Kadis, 21, of Cleveland, Geneva College (Pa.) football player who was hurt in a game with Wayneburg College, at Waynesburg, Pa.

Mr. Ide appeared on the Colgate Palmolive Strike It Rich program, CBS-TV, Wednesday, Thursday and Friday mornings. He appeared in place of the boy's parents, who preferred not to make a public appearance. Mr. Ide is donating his Strike It Rich winnings to the fund for treatment, which already has cost the Kadis family $50,000. The "Heart Line" contributions on the CBS-TV program were coming in quantity but had not been tabulated at the weekend.

Westinghouse Broadcasting Co. is paying Mr. Ide's expenses as well as compensating him for income lost while in New York for the network programs. Fund-raising campaigns have been started voluntarily by luncheon clubs, basketball teams, youth organizations and other groups over a wide area. The Kadis family had sold their house and automobile last fall when early treatment and hospitalization quickly ran up a $30,000 bill. Nationally known neurosurgeons have been consulted, with fear the youth may be handicapped if he ever comes out of the coma.

KDKA-TV is planning a "Carl Ide Day" in the near future.

Bid by Rea to Buy KUDU Specifies $162,500 Price

APPLICATION for transfer of KUDU Ventura, Calif., 1 kw station on 1590 kc. to Voice of Ventura whose principal stockholder is William H. Haupt, to a group headed by William Rea Jr., former owner of CKNW New Westminster, B. C., for $162,500 is now being prepared for submission to the FCC, it was announced last week. In addition to the FCC, this transfer must also be approved by the U. S. District Court in Los Angeles, which for some years has had jurisdiction over KUDU affairs under Chapter 10 of the Federal Bankruptcy Law. Mr. Rea is also an officer in Channel City TV Corp., applicant for ch. 12 in Santa Barbara.

WOR-TV, Dodgers Together Again

FOR the eighth straight season WOR-TV New York will cover games of the Brooklyn Dodgers, according to an announcement by Gordon Gray, executive vice president and general manager of the station. WOR-TV will present a total of 103 games during the 1957 season including 77 home games, 25 road contests and one exhibition meet. Sponsors will be the F. & M. Schaefer Brewing Co., for the eighth year, and American Tobacco Co. for the sixth season. BBDO is the agency. The announcing team will consist of Vince Scully, Al Hefler and Jerry Doggett.

UP IN THE AIR goes KUGN Eugene, Ore., to give a broadcast from its mobile unit during the Willamette Valley Logging weekend conference. Some of the segments done by the team of Tim Metcalf and John Tasnady were produced on NBC's Monitor. The mobile unit is riding an electric log stacker capable of hoisting 25 tons 30 feet.

Three Broadcasters Buy WLDL

SALE of WLDL LaCrosse, Wis., for $35,000 to a group of three broadcasters was announced last week, subject to FCC confirmation. Buyers are Joe Rohrer, former general manager of KIOA Des Moines; Jean Gitz, KIOA treasurer, and Roy Philippine, one-time owner of WLDL when call letters were WLCX. Seller of the station is L. D. Lyons. Broker was Hamilton, Stubbiefield, Twinning & Assoc. WLDL operates on 1490 kc with 250 w.

PLANNING details of a new hour-long live bowling show sponsored by Pearl Brewing Co. over KENS-TV San Antonio and originating from the station's own alleys in the basement are (I to r) Wayne Kearl, KENS-TV commercial manager; Albert D. Johnson, general manager of KENS-AM-TV; Datus Proper, vice president and general manager of Pearl Brewing; Louis Pitluck, account executive, Pitluck Adv. Agency, which handles business for the beer company, and Dick Dickerson, account executive with KENS-TV. Entitled San Antonio Bowling, the new show is telecast each Saturday afternoon and features the top San Antonio area bowlers in double matches in a three-game series. A total of 350 spectators can be seated in the station's basement for the matches.

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Stauffer Promotes Two In Radio, TV Holdings

BEN LUDY, general manager of WBW-AM-TV Topeka, Kan., last week was appointed national advertising sales director for Capper-Stauffer Publications, which owns the Topeka outlet and three other radio stations.

In making the announcement, Oscar S. Stauffer, president of the publishing firm, named Thad Sandstrom to replace Mr. Ludy as general manager of WBW-AM-TV.

Mr. Sandstrom has managed KSOK Pittsburg, Kan., one of the Stauffer properties. Both appointments are effective April 1.

Mr. Ludy, who will headquarter in Chicago, will direct national advertising sales for the Topeka station; KSOK Pittsburg; KSOK Arkansas City, Kan., and KGFF Shawnee, Okla.

WBW-AM-TV is licensed to Topeka Broadcasting Assn., owned by Stauffer Publications, and KSOK to KSOK Broadcasting Co., also Stauffer-owned. KGFF is licensed to KGFF Broadcasting Co., with Stauffer holding controlling interest (94%) in the property. Licensee for KSOK is KSOK Broadcasting Co., controlled by the publishing firm.

WWRI Opens Subsidiary Studio

WWRI West Warwick, R. I., has opened its first subsidiary studio in nearby East Greenwich and has completed equipping a new mobile unit for broadcasting sports news and sports in Central Rhode Island. Located at 319 Main St., the East Greenwich studio broadcasts daily, morning and afternoon, as an adjunct to regular broadcasting activities.

‘HEAVY’ QUESTIONS

FOR THOSE worried about overweight, the word in Buffalo, N. Y., was Call the Doctor on WBEN-TV.

Some 17,670 persons—mostly women—attempted to do just that when four physicians and another scientist appeared on Call the Doctor—a special hour-long program—to answer questions on the “dangers of obesity.”

A total of 580 callers succeeded in reaching the heavily manned switchboard at WBEN-TV studios during the hour, but only 32 questions could be answered on the program, which was transmitted by closed coaxial cable and microwave from the station to NBC in New York.

Sponsor—Smith, Kline & French Laboratories—plans to use a kinescope made by NBC as a "pilot" for presenting the program in other cities.

On the WBEN-TV presentation Feb. 26, Dr. Joseph Shister of the University of Buffalo’s public relations department and moderator of the University’s weekly Medical Roundtable and Modern Medicine programs, posed questions to the four M.D.’s and one Ph.D. as fast as they could be answered.

The five panelists are veterans of the University’s two regular shows on WBEN-AM and WBEN-TV.

KRKD Signs Consumer Panel

KRKD Los Angeles has entered into an exclusive radio affiliation with the Continuing Consumer Panel of Research similar to that of KTLA (TV). Los Angeles for television [B&T, Feb. 25]. KRKD plans to use CCPR members to test and report on new products, Jack Feldmann, general manager of the station, told B&T, with favorable reports used to help secure shelf space for them in retail food stores as part of KRKD’s merchandising service.

ARRANGING for daily 15-minute newscasts on KFH-AM-FM Wichita, Kan., with station officials are executives of the Wichita branch of Standard Oil Co. At the signing (l to r): George Doyle, KFH news director who will handle the broadcasts; Thomas P. Bashaw, station manager; C. C. Smith, manager of the Standard Oil Co. branch; John N. Merrell, KFH sales manager, and E. E. Evans, advertising and public relations man for Standard Oil.

EDW. PETRY & CO. NATIONAL REPS.
affiliated with
Peoria Journal Star

WTGH Journal Star

Channel 19
PEORIA, ILLINOIS

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C-C Employees Ask Cut on Plant Sale

SOME 600 ex-employees of Crowell-Collier Pub. Co. (KFWB Los Angeles) today (Monday) are slated to ask the New York State Supreme Court to take into receivership the revenues Crowell-Collier hopes to reap from the sale this month of its Springfield, Ohio, printing plant to the Chicago printing firm of R. R. Donnelley and Sons.

These ex-employees—435 identified in the petition by name with the other 191 designated "John Does" and "Richard Does"—comprise the Crowell-Collier Employees Committee, formed of those New York editorial and business staff members fired "without notice" Dec. 14, 1956—and along with some 1,700 others—when C-C folded Collier's and Woman's Home Companion.

C-C stockholders will meet in a special session this Wednesday to approve sale of this plant to Donnelley.

In a reply last week to the complaint filed Feb. 21 by the ex-employees [B&T, Feb. 23], C-C, through its attorneys, Moynihan & Wachsmith, denied all four causes of action and all of the allegations, except those that said the 626 employees were on C-C payroll Dec. 14, 1956, and demanded a dismissal of the charges "with costs." The ex-employees hope to recover approximately $1.5 million in severance and vacation pay as well as retirement benefits.

William J. Seif, assistant treasurer of the publishing House, confirmed reports that after the sale of the Springfield plant is consummated, C-C Pub. Co. will own no properties in its own right, but that all operations will be conducted by its wholly-owned subsidiaries. These include KFWB broadcasting Corp., P. F. Collier & Son Corp., P. F. Collier & Son (Canada) Ltd., and C-C Clubs Inc. (mail order records).

Meanwhile, Penn Kimball, one of the former senior editors heading the employes group, noted that his colleagues had "talked with several people in Washington" and had "discussed" the possibility of a congressional investigation "with two or three committee chairmen of the Senate." Investigation would be called to determine "the means whereby the speculative group now in control" of the firm obtained power only a few days before suspension of the magazines.

KVIT (TV) Sets June Target

KVIT (TV) Santa Fe, N. M., expects to begin operations on ch. 2 in June from a transmitter atop Sandia Crest Mountain at an altitude of 10,793 ft., with power of 324 kw, according to Judith Lawton, general manager. KVIT studio buildings encompass 14,073 sq. ft., she said. The station has bought the entire package of Warner Bros. feature films.

WGBI-TV to Become WDAU-TV, To Increase Power in April

CALL LETTERS of WGBI-TV Scranton, Pa., outlet now affiliated in ownership with WCAU Inc., Philadelphia, will be changed to WDAU-TV in April when the station increases power from 178,000 w to 1 million w. At the same time a new tower claimed to be the tallest in Northeastern Pennsylvania, will be put in operation.

New General Electric transmitter equipment has a capacity of 3 million w. Plans have been drafted to test output between 1 and 3 million w. The April change will increase coverage of the ch. 22 outlet to an area of 14,700 square miles, according to the station. Two other uhf stations in the market have been operating with a megawatt power—WBRE-TV and WILK-TV Wilkes-Barre [B&T, May 14, 1956]. The new tower is 2,542 ft. above sea level.

U. S. Employment Office Helps Broadcasters Locate Operators

STATE employment service offices of the U. S. Employment Service have begun maintaining a register of first class radiotelephone operators. Each office will have a reference list of licensed operators in its locality.

This will make it simple, it is believed, for broadcasters to find qualified men and for operators to have a point of contact.

Broadcasters seeking FCC permission to use operators of lesser grade than those required under Commission regulations have been asked by the FCC's Field Engineering & Monitoring Bureau to first check employment service offices as well as schools, to see if operators of the required grade are available. In the last fiscal year, FE&M conducted more than 9,000 examinations, issued more than 4,500 new licenses and more than 8,000 renewals.

McGavren-Quinn Names Two In Chicago, L. A. Offices

BERNARD CLARK, since 1949 head of radio-tv sales for Capper publications (representative of KCKN Kansas City and WIBW-AM-TV Topeka) has been named manager of the Chicago office of McGavren-Quinn Co. Robert Allen, former regional sales manager of KEYT (TV) Santa Barbara, Calif., has joined the Los Angeles branch of the station representative firm.

Kops Urges Passage of Bills

PASSAGE of two bills strengthening public access to public records and meetings was favored by Daniel W. Kops, WAVZ New Haven, president of Connecticut State Broadcasters Assn., in a statement to the General Law Committee of the state Senate. He contended the bills offer "further protection of a fundamental right—the public's right to know." Other Connecticut media groups are supporting the legislation.
TRIANGLE HELPS TRIANGLE stations WNBF-AM-TV Binghamton, N. Y., will contribute a radio and tv communications center to the Broome County Farm, Home and 4-H Center to be built in Binghamton, Roger Clipp, vice president in charge of Triangle's radio and tv division announced.

The center will be equipped for radio and tv agricultural broadcasts. WNBF-AM-TV plan to originate programs from the center's recreational and experimental areas.

The stations will increase agricultural programming for the region to point up the construction of the center which should not be ready before 1958.

STATION SHORTS KECC Pittsburg, Calif., announces change of its call letters to KATT.

KMOX St. Louis announces move of studios and offices to Ninth and Sidney Sts., that city. Telephone: Prospect 3-1120.

KUAM-AM-TV Agana, Guam, opens new office at Bishop Bank Bldg., Honolulu. In addition KUAM is opening new office on Okinawa. Address: P. O. Box 359, Naha, Okinawa.


REPRESENTATIVE PEOPLE Matt Boylan, sales executive, Joseph McGilvra Co., N. Y., to television sales staff of the Bolling Co., same city.


PRE-DAWN COVERAGE FAST on-the-scene broadcast reports of a pre-dawn collision of a Navy tanker and a freighter in the Delaware River the morning of March 7 were provided for listeners by WIP Philadelphia.

Paul Parker, of the program department, Al Taylor, WIP city reporter and Lee Neal, WIP salesman, teamed to present an exclusive running account of the collision of the Mission San Francisco and the S. S. Elga. They interviewed survivors and rescue officials on the scene. Benedict Gimbel Jr., WIP president and general manager, claimed that no other radio or tv station in the area had any report of the ship collision and explosion until breakfast time.
G. BENNETT LARSON, general manager of KVT (TV) Salt Lake City, signs the contract held by Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc., for the purchase of the MGM library of more than 700 pre-1949 feature films. Others at the signing (1 to r, standing): Herb Jacobs, of TV Inc., film buying office of KVT (TV); Richard Harper, MGM-TV's new general sales manager, and C. Pete Jaeger, MGM-TV eastern regional sales manager.

INDIVIDUALS

Ralph Davison Jr., formerly regional sales manager for KUTV (TV) Salt Lake City, Utah, and KLIX-TV Twin Falls, Idaho, to KTVR (TV) Denver as executive vice president and general manager.

Gene Klein, sales manager, WMCK McKeensport, named manager of WLEU Erie, both Pa.

George Greaves, general executive, KRCA (TV) Los Angeles, to KBET-TV Sacramento, Calif., as station manager.

T. Richard Dunn, WCHS-TV Portland, Maine, to WLOB, same city, as chief engineer.

John G. Britt and Carroll Chambers named station manager and sales representative, respectively, for WGOL Goldsboro, N. C.

Willard S. Smith, promotion-selling manager, WJBK-TV Detroit, to station's sales staff.

Edmond L. Feeley appointed northern sales manager for KEYT (TV) Santa Barbara, Calif., succeeding Bob Allen.

Ben K. West, formerly promotion, regional sales manager at WINT (TV) Fort Wayne, Ind., named commercial manager of WTVP (TV) Decatur, Ill.


Harold B. Arkoff, KGIL Sherman Oaks, Calif., named commercial manager, and Ted Rogers, KSL-TV and KMUR Salt Lake City, joins KGIL as account executive.

George L. Kenyon, service coordinator, WJBK-TV Detroit, named promotion-merchandising manager.

Robert H. Kimball, promotion director, Crosley Broadcasting Corp., Cincinnati, Ohio, to WAGA-TV Atlanta as promotion manager.

Bill Vidal, commercial manager, WBOF Virginia Beach, to WYOU and WACH-TV Norfolk, both Va., as sales manager.

Walt Lochman Jr., KCKN Kansas City, Mo., named local sales manager.

Thomas J. Severin, program manager, WMAR-TV Baltimore, named director of public service for station. He also is responsible for script and traffic operations of station. R. Eugene Hamilton named film editor and Bruce Kelbel appointed Mr. Hamilton's assistant at WMAR-TV.

Alan Jarlton, Las Vegas newsmen, to KRAM, same city, as news-special events director.

Ted Clark, announcer, WIVT (TV) Miami, named director of public service-special events.

Paul Andrews, editor-writer-lecturer-traveler, to WOR-TV New York, as director of travel-transportation advertising.

John Highfield, sales representative for Ohio Bell Telephone Co., in Columbus, to WJKS Bakersfield, Calif., as account executive.

Elizabeth Bui, film director-buyer at WGN-TV Chicago, to WBBM-TV, same city, as film manager.

Hal Moore, WNEW New York disc jockey, to additional post as assistant to station's program manager.

Jack Link, program director at KIDO-TV Boise, Idaho, to KING Seattle, Wash., in similar capacity.


Robert W. Miller, KENS-AM-TV San Antonio, promoted to merchandise-sales promotion director and Dick Wheeler joins KENS-TV's announcing staff.


Jack Laflin, sports director, KOCY Oklahoma City, to WCHS-AM-TV Charleston, W. Va., sports director.

Marie McDonald, woman's director at KFBI Wichita, Kan., to KARD-TV, same city, in similar capacity.

Marvin Camp, formerly with news-special events department of WRCA-AM-TV New York, to WOR, same city, as assistant news and special events director.

Frank J. Doherty, announcer-director at WHYN-TV Springfield, Mass., to WWLP (TV), same city, in similar capacity.

Frank L. Manley to WNAO-TV Raleigh, N. C., as account executive.

Jim McMillen appointed news director for WKIX Raleigh, N. C. William B. Humble and Robert J. Fox II to same station as account executives.

Chuck Young named chief of record library at KYW Cleveland.

Conrad Payeur, from HZA Dharan, Saudi Arabia, to engineering staff, WEEI Boston.
GROCERS GO FOR

TELEVISION in general and WCIA (TV) Champaign, Ill., in particular, get credit for a 194% sales increase in the 95 outlets of the Independent Grocers Alliance in the east-central Illinois area.

The IGA is an association for co-op buying to compete with the chain stores in volume purchases and merchandising products.

IGA formerly used newspaper ads. Now, it has a $60,000 budget carefully tailored to a four program catch-all audience for tv.

WCIA (TV) Champaign, Ill., carries the IGA shows. Careful screening of the personalities on the programs insures audience appeal, the station says.

Public Defender gets 9:30 p.m. weekly exposure. Three full minute commercials are woven into the show; an institutional, a big sell on a traffic item and a meat promotion.

Tuesday a newscast with local and national news coverage—6:30-6:45 p.m.—calls for commercials on IGA brands.

The daytime show, Monday through Friday, 4:4:30, was selected as the time wives think in terms of dinner. Low pressure selling of meats and the where-to-buy angle are featured here.

Finally, a ventriloquist m.c., Sheriff Sid, plus western movies, push dairy products four times a week from 4:30 to 5.

No particular merchandising efforts are made. Each IGA store is told of the items which are advertised and features such items. Point-of-sale streamers and posters back WCIA sales at the store level.

The merchants are billed weekly for their share of the cost.

Dave Maxwell, manager of KBIF Fresno, Calif., to national sales staff of KFRE-AM-TV, same city.

Hal Murray and Joel Salter to WDSU-TV New Orleans as announcer and graphic artist, respectively.

Alan Douglas, announcer-writer, joins WEWS (TV) Cleveland as producer-announcer.

William P. Hessian Jr., former salesman at Colgate-Palmolive Co., to WNDU South Bend, Ind., local sales staff.

Jerry Jones, time salesman for KKWK Pasadena and KPOP Los Angeles, to KGFJ Los Angeles, sales staff.

Ed Hart, account executive at WBBM Chicago, to sales and talent staff of KJH L. A.

Jim O'Leary, sales department, KONY Billings, Mont., to KDIX-TV Dickinson, N. D., in similar capacity.

Gerald A. Walsh, recent graduate of Kent State U. (Kent, Ohio), to KYW Cleveland, as assistant record librarian.

Jerry Marshall, former WNEW New York disc jockey (Make Believe Ballroom) has joined WMGM, same city.

Gary Owens, disc jockey at KOH Omaha, Neb., to KIMN Denver, in similar capacity.

Esther Womer, state finalist in Mrs. America contest, signed by KARD-TV Wichita, Kans., as hostess of station's Food Fiesta program.

Jerry Gravett to KWRC Pendleton, Ore., as, combobama; Robert Carille and Charles Hughert to WAAM-TV Baltimore, as cameramen; John Hillsbury to KLOR-TV Portland, Ore., as floorman; James DeBold to WFBL Lafayette, N. C.; Dean L. Pond to KUTV (TV) Salt Lake City, Utah, and Vincent Coyle to KYOR Blythe, Calif., as announcer-salman. All are recent graduates of Northwest Radio & TV School.

Leslie C. Johnson, vice president-general manager of WHBF-AM-TV Rock Island, Ill., reappointed by Gov. William G. Stratton as member of Illinois Aeronautical Advisory Board.

Harold P. See, general manager of KRON-TV San Francisco, elected to three-year term on board of directors of S. F. Employer's Council.


Lawrence J. Gutter, commercial manager of WEAW Evanston, Ill., appointed section chairman for crusade of American Cancer Society (Illinois Div.) during April.


Jene Todd, KCBS San Francisco women's commentator, named chairman of Special Services Committee of S. F. Mental Health Society.

W. Frank Harden, managing director, WIS Columbia, S. C., father of girl.

Chet Behrman, operations director, WJIE-TV Evansville, Ind., father of girl. Dru Anne, Feb. 27.


Jim Whipkey, newsman, KFOR Lincoln, Neb., father of girl, Stephanie Autumn, Feb. 15.

Bill Hanson, WEEI Boston announcer, father of boy, Feb. 26.

Bob Williams, singer, WBT Charlotte, N. C., father of girl, Cynthia Ann, March 1.

Joe Pinner, disc jockey, WMBR-TV Jacksonville, Fla., married Peggy Deen, singer, on March 3.

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CARTB MAY CHANGE NAME BACK TO CAB

- Convention to hear motion
- Canadian meet agenda set

CANADIAN Assn. of Radio & Television Broadcasters may change its name back to the former Canadian Assn. of Broadcasters. A motion to that effect, submitted by the Atlantic Assn. of Broadcasters, will be discussed at the closed business session of the CARTB convention at Quebec City on March 26.

During the business session it is expected that a report of the Royal Commission on Broadcasting will be discussed. The report is expected to be tabled with the Canadian Parliament just before the CARTB annual meeting starts on March 25. The Royal Commission sat during most of 1956 throughout Canada and is reporting to the Canadian government on future financing of the publicly-owned Canadian Broadcasting Corp., policies on private networks and competitive television for Canadian cities.

The CARTB closed business meeting is also expected to discuss a motion that member stations "advise the manager of the bank with which it does business that the station opposes bank policy in agreeing not to use broadcast advertising, and that as a result the station will refuse to carry publicity releases issued by banking institutions, and that the station will give preference in its financial dealings to any bank which disassociates itself from that policy."

Canadian banks have not used radio or television for many years on a national basis, although some banks have used both media locally to announce opening of new branches. Canada's nine banks are all operated on a national basis, with branches throughout the country.

Incentives to Youngster

CARTB members will discuss a resolution of the Central Canada Broadcasters Assn. regarding scholarships for students at the Ontario government's Ryerson Institute of Technology, Toronto, as a means towards attracting more suitable young people to train for radio and television station work.

The potential of color advertising on television will be featured by John J. Green Jr., advertising manager of Fowler, Dick & Walker, Boston retail store, at the Television Day morning session on March 27. He will demonstrate with kinescope and slides the use of color and black-and-white tv advertising by his company.

Other speakers on Television Day will be Rodney Erickson, vice-president of Young & Rubicam, Inc., New York, who will discuss "A Scientific Approach to Television Sales"; William C. Dekker, vice-president of McCann-Erickson, New York; Herb Stewart, CHCT-TV Calgary, Alta.; Bruce Alloway, CFRN-TV Edmonton, Alta.; Cliff Wingrove, CFPL-TV London, Ont.; and Blair Nelson, CFCQ-TV Saskatoon, Sask. Fred Lynds, CKCW-TV Moncton, N. B., will introduce a group of local advertisers who will tell how tv has been used in building their business.

Radio Day, March 25, will have a panel headed by Bill Byles, H. N. Stovin & Co., Toronto, station representative, on "Why I Don't Like Radio." A group of unidentified sponsors will air their complaints to the Canadian broadcasting station executives. Jack Davidson, Northern Broadcasting Ltd., Toronto, will follow with a panel of sponsors who have found radio useful in building their businesses.

The Radio Day audience will also hear from Barney Corson, Tidy House Products Co., Shenandoah, Iowa; Fred Gregg, Young & Rubicam, New York; Arthur Porter, vice-president of J. Walter Thompson Co., New York; and Dr. Paul Lazarsfeld, Columbia U., New York.

Regional meetings will be held during the convention, with the Atlantic Assn. of Broadcasters meeting on Sunday, March 24, and luncheon meetings being held on Monday by the French-language Radio and Television Assn. of Broadcasters, and the Central Canada Broadcasters Assn.

Annual dinner on March 26 will be addressed by Frank G. Clement, governor of Tennessee.

COMBINED OPERATION

A BOOKLET combining full program schedules for a four month period and advertising rates for 15, 30, 45 and 60-second "spots" for a seven month period was issued last month by Associated Television Ltd., one of England's four commercial tv companies. (For sample see cut)

In announcing the publication of the monthly booklet, Val Parnell, managing director of ATV, said each successive booklet will contain "any changes of programmes and advertising rates that may have been made since the last one was issued, or any news of general interest. Each booklet therefore will not only contain the latest programme information, but should be regarded as our official rate card."

The first booklet includes ATV's new program schedule effective Feb. 16 to June 14, 1957; spot advertisements for the same period; summer spot rates to Sept. 16 this year, and additional advertising information such as live commercials, "flashes" with slides, color commercials, hourly and full-day spot costs, and others.

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**NBC Studies Investing In Cuban TV Company**

NBC will decide within the next 30 days whether or not to acquire a 25% interest in a new Cuban company covering six television stations in Cuba, Alfred R. Stern, director of international operations for NBC, reported last week. A Cuban syndicate approached NBC several months ago, urging investment of about $750,000 in the new company, which is attempting to raise $3 million.

The Cuban group includes the Mestre brothers, Havana Contractor Alberto Vadia, and the former owners of Radiotelevision Nacional, each of whom will acquire 25% interest. It is envisaged that the new organization, called CMFB Cadena Nacional S.A., would take over the assets of Radiotelevision Nacional, including CMUR-TV Havana (ch. 4); satellite stations in Santa Clara and Camaguey, satellites under construction in Mantanzas and Santiago, plus a 16-hop microwave, and CMFB-TV Havana (ch. 4), partly owned by the Mestre interests.

Mr. Stern reported that the negotiations with the Cuban syndicate are part of a series of exploratory moves the international operations unit of NBC has conducted since its formation last fall. He said the unit has set up these objectives for itself in countries outside the U. S.; acquisition of interests in radio and television stations; sale of management services, including on-the-spot technical and professional assistance; sale of recorded programs originally carried on NBC.

NBC's international operations, Mr. Stern said, will have several announcements to make shortly about specific activities it will undertake. He added that NBC's research department is currently engaged in a project to determine where and how NBC can make a useful contribution at a profit.

**Students Seize Radio Station In Havana During Cuban Revolt**

FOR 20 short minutes during last Wednesday's abortive attempt to overthrow the Batista regime in Cuba, students controlled Reloj (Clock), a commercial radio station in an Havana suburb, and broadcast reports that the revolt was successful, that the Army had thrown out its commanders and joined the insurgents.

Following recapture of the station, which broadcasts news and the time of day, censorship was clamped on radio and TV by the Ministry of Communications. The order barred the telecasting of any of the fighting.

**Radio Tokyo Buys CBS-TV Films**

CBS Television Film Sales Inc. has sold Annie Oakley, Buffalo Bill Jr. and The Adventures of Champion to Radio Tokyo Inc., Fred Mahlsiedt, director of operations and production, announced last week. Negotiations in Japan were handled for CBS Film by Sekiya & Co., Tokyo. CBS Film already has sold The Whistler, CBS Newsfilm and Terrytoons to Radio Tokyo and is in negotiation for the sale of additional properties including I Love Lucy, Gunsmoke, The Phil Silvers Show, Air Power, Whirlbirds and San Francisco Beat.
a system employing these electronic steps would be totally novel in its over-all ability to handle motion and color and to transmit visual information instantly to remote points for high-speed recording."

Looking even further into the future, Dr. Wolff predicted the ultimate development of extremely compact systems for transmitting and storing pictures. "In any system using light directly, we are limited by the wavelength of visible light in our ability to reduce the area for storage," he said.

"Electronic methods, free from this limitation, give us the potential ability to store far more information in the same area. In addition, electronic methods of high-speed coding will be able to eliminate redundancy in transmitting and storing visual information. Already, electronic coding techniques have been applied with great effect to cut down such redundancy in verbal information. Potentially, therefore, we have a further means for increasing substantially the amount of picture information that can be stored in a given area."

Business Up, Reports Sylvania,
Feb. of '56 Sets Sales Record


Don G. Mitchell, the company's president and chairman, noted that in the television receiver business Sylvania's dollar volume was "considerably below expectations last year." He pointed out that it was an industry wide development attributed to "excessive inventories."

A heartening note was sounded for the tv receiver business, however, as Robert L. Shaw—general sales manager of the company's radio-tv division—reported that tv set sales in February were more than double those in February 1955. He said it was the largest sales increase for that month since Sylvania entered the tv receiver field in 1949.

Annual Motorola Inc. Report Predicts Record '57 Earnings

SYMPTOMS of unseasonality in the radio-tv production industry apparently are not felt by Motorola Inc. for 1957. Expressions of optimism were made by Paul V. Galvin, board chairman, in his annual report to shareholders last week. He confirmed estimates of record sales and reduced earnings for 1956, reporting sales of $227,562,168 compared with $226,653,935 in 1955 and earnings of $7,966,817 as against $8,499,539 the previous year (Bet, March 4). Mr. Galvin also predicted higher sales and earnings in 1957.

Lower profits last year were attributed to "very competitive" tv price levels, plus a reduced volume of automobile radio sales.

Westinghouse Enters Hi-Fi Field

"THE serious entry of Westinghouse into the quality high-fidelity field" was announced last week with the appointment of R. H. G. Mathews as manager of a new hi-fi audio-phonograph department. E. J. Kelly, general manager of the tv-radio division of Westinghouse Electric Corp., said his company is building a strong engineering, production, sales and service organization for "this vastly growing market" and will produce units at "extremely competitive prices." Mr. Mathews moves to Westinghouse from the Magnavox Co., where he was director of the hi-fi division.

FOR EFFICIENT ELECTRONS

FORMATION of a new scientific task group for faster utilization of new electronic discoveries was announced last week by Dr. Clarence Zener, director of Westinghouse Research Labs., Pittsburgh. Among projects assigned to the group, called the Physics Project Laboratory, are continued development of the image multiplier tube and several classified projects for the government. A. E. Anderson, former executive assistant to Dr. J. A. Hutcheson, vice president in charge of research and engineering, will head the new laboratory. Other appointments are R. O. McIntosh as section manager in charge of tube laboratory operations and R. W. Decker and M. M. Wachtel, project supervisors.

Wall to Head Broadcast Sales
In GE Technical Products Dept.

APPOINTMENT of John Wall as manager of sales for broadcast equipment in the Technical Products Department of General Electric Co. was to be announced today (Monday) by Paul L. Chamberlain, manager of marketing.

In his new position, Mr. Wall will be responsible for nationwide sales of GE's radio and television broadcast equipment. He formerly was regional sales manager with headquarters in Cincinnati, responsible for broadcast equipment sales in the northeast region.

Mr. Wall will be located at Electronics Park, Syracuse, headquarters for the technical products department. The department develops and manufactures a complete line of radio and tv broadcast equipment, including high-power antennas, transmitters and other studio and station equipment. Television equipment includes both black-and-white and color transmitting gear.

Mr. Wall joined GE in 1928 and has been associated with the company's broadcast business since 1935.

MANUFACTURING SHORTS

Sylvania Electric Products, N. Y., announces $50 price increase on table and console model color tv sets.

International Scientific Industries Corp., Weston, Mass., announces its new tape recorder, ISI Model 100, which utilizes magnetic differential clutch brake system, replacing conventional friction clutch and brake. Recorder has two-speed synchronous hysteresis motor and positions for six heads to permit any combination user desires. Ten-inch reel adapter, VU meter and stereo playback kit are accessories that may be added.

"—positively astounding! It's the special I'm running over KRIZ Phoenix!"
28 TV, Radio Awards Given by NAFBRAT

CBS-TV's "Our Mr. Sun" and NBC Radio's Biographies in Sound have won program-of-the-year honors in the fifth annual national awards by the National Assn. for Better Radio and Television. Edward R. Murrow, CBS commentator, was voted "Man of the Year in Radio and Television" by NAFBRAT members for his broadcasts on the Middle East area.

NAFBRAT President Clara S. Logan announced the winners in 28 categories last Wednesday. The annual awards covered programs broadcast in 1956.

Television award winners:
For drama, Playhouse 90 (CBS); for adventure and travel, Wide, Wide World (NBC); for family situation, Father Knows Best (NBC); education, "Our Mr. Sun" (CBS); comedy, Jack Benny (CBS); news, broadcasts by Chet Huntley and David Brinkley (NBC); interviews, Person to Person (CBS, Mr. Murrow); popular music, Perry Como (NBC); classical music, Voice of Firestone (ABC); quiz program, $64,000 Question (CBS); public service, Jack Gould of the New York Times (for encouraging greater network television coverage of United Nations sessions); children's program, Lassie (CBS); teenagers' program, Youth Wants to Know (NBC); daytime program, Matinee Theater (NBC); best new program, Playhouse 90 (CBS), and tv program of the year, "Our Mr. Sun" (CBS).

Radio awards winners:
For entertainment, CBS Radio Workshop;

news, Edward R. Murrow (CBS); education and information, Biographies in Sound (NBC); popular music, The Woolworth Hour (CBS); classical music, The Telephone Hour (NBC); literature and philosophy, Invitation to Learning (CBS); children's program, No School Today (ABC); teenagers' program, Symphonies for Youth (MBS); agricultural program, National Farm and Home Hour (NBC); best new program, CBS Radio Workshop, and radio program of the year, Biographies in Sound (NBC).

Zorbaugh Honored By N.Y.U.

GERALDINE Bone Zorbaugh, vice president and general attorney for CBS Radio, N. Y., and H. Thomas Austern, partner in the law firm of Covington & Burling, Washington, D. C., were honored last Saturday by the New York U. Washington Square College of Arts and Sciences. They were chosen the "Woman of the Year" and the "Man of the Year" by the alumni and they received Alumni Achievement Awards at a luncheon opening the Alumni's homecoming program.

AWARD SHORTS

WHLI Hempstead, N. Y., received award from U. S. Treasury Dept. for "patriotic service to the community and nation.

Richard W. Chapin, general manager, KFOR Lincoln, Neb., named "Outstanding Young Man" by local Jr. Chamber of Commerce.

GO, MAN, GO!

The NARTB Convention's April 7-11 in Chicago. Go!

Then read all about it in the April 8 Convention Issue of B.T.

ACCEPTING an enced Freedoms Foundation George Washington medal on behalf of the public affairs committee of WTVJ (TV) Miami from Mitchell Wolfson (r), station president, is Miss Lee Waller, WTVJ (TV) program director. The presentation was made at a special dinner in Miami honoring the public affairs committee, which planned and produced the award winning public service program, Listen to the People, telecast last July 4, 1956. Mr. Wolfson originally accepted the Freedoms Foundation's top medal for the station in award ceremonies held last month at Valley Forge, Pa., [B&T, Feb. 25].
Oldtimers Join in Celebration Of WSB's 35th Birthday Event

VOICES from the past augmented those of the present on WSB Atlanta Friday, as that station observed its 35th year of broadcasting.

Theme of the day-long broadcast event was "First—for 35 Years" in public service, news, music, information and entertainment in the WSB area. Oldtime performers came to the new WSB plant, "White Columns" to reminisce about days that began in 1922 when WSB housed its 100 w transmitter in a room atop the Atlanta Journal building. "White Columns," today's $1,500,000 headquarters for the 50 kw clear channel station, was dedicated last April.

Present-day WSB officials participating in the commemoration were J. Leonard Reinsch, executive director; John M. Outler, general manager; Frank Gaither, radio manager; Elmo Ellis, program director, and Walter Paschall, promotion director. Oldtimers included C. F. Daugherty, former chief engineer; and former WSB Manager Lambidin Kay.


► WTIC Hartford, Conn., NBC charter-affiliate, has observed 32d anniversary.
► KXO El Centro, Calif., marked its 30th anniversary with a month-long celebration.
► FREEMAN GOSDEN and CHARLES CORRELL mark 30th year of broadcasting as Amos 'n Andy.
► CHARLES PARKER, WDRC Hartford, Conn., account executive, observing 13th anniversary with station this month.
► RUTH LYONS, WLWT (TV) Cincinnati, marked her 11th year on the 50-50 Club show.
► WWJ-TV Detroit celebrated 10th anniversary March 4.
► WCII Corning, N. Y., celebrated its 10th year on air.
► FRANCOIS POPE's Creative Cookery chalked up 300 weeks of telecasting on WBKB (TV) Chicago with its 1,500th consecutive program March 1.
► THE Edwards Agency, Los Angeles, has celebrated its eighth anniversary.
► KBOL Boulder, Colo., celebrated 10th anniversary Feb. 15 with move into new offices and studios.
► FORDHAM U's WFUV (FM) New York celebrated its 10th anniversary.
► NBC-TV's Home show entered fourth year on television.

MILESTONES

EDUCATION

NBC Educational Shows Start On 20 Non-commercial Stations

FIRST live interconnected network broadcasts of programs to educational stations began last week under a project conducted by NBC in cooperation with the Educational Television & Radio Center at Ann Arbor, Mich.

Under the plan, NBC transmits a program each weekday from New York from 6:30-7 p.m. EST to all educational tv stations desiring the programming. Two stations received the first week's offerings and about 10 more are expected to sign for the service in the fall when a second 13-week cycle will begin.

Programs deal with American literature on Monday, geography on Tuesday, mathematics on Wednesday, American government on Thursday and opera history on Friday. They are conducted by specialists in the various academic fields.

Edward Stanley, NBC manager of public service programs, who heads the educational tv project told a news conference last Monday at the premiere of the telecasts, that NBC-owned stations may obtain kinescope recordings of the programs for use in their schedules. He noted that WRC-TV New York already has agreed to carry kinescopes on Saturday, 1:30-2:30 p.m. EST, starting March 23 and Sunday, 9:30-11 a.m. EST, starting March 24.

The Educational Television & Radio Center has allocated $300,000 to the project and NBC has matched this figure, but a spokesman last week said that its share might reach almost $500,000 because of unanticipated expenses.

NBC producers assigned to the series are David Lowe, executive producer for the mathematics program; William Parish, American literature; Dorothy Culbertson, world geography; Brice Howard, American government and Charles Polacheck, music. The center is consulting with NBC in designing all five programs and also is supplying local loops to connect the educational stations with the NBC network lines.

Workshops on Farm-Home Radio To Take Place in Six Cities

THE first of six Radio Workshops for Agricultural & Home Economics Broadcasters will be held at the Hotel New Yorker, New York, April 6-8, according to Max Kirkland, director of the workshops and radio-tv editor of Rutgers U. College of Agriculture, New Brunswick, N. J.

Each workshop will be designed to accommodate approximately 100. The others will be held at three-week intervals in Atlanta, Fort Worth, Chicago, Omaha and Salt Lake City. They will be sponsored jointly by NARTB, Dept. of Agriculture, National Assn. of Tv-Radio Farm Directors, National Assn. of Educational broadcasters, American Assn. of Agricultural College Editors, National Assn. of County & Home Demonstration Agents and National Project in Agricultural Communications, Michigan State U.

The programs will include an analysis of radio problems as related to agriculture,
"TIME" WILL TELL
IF THE NATION'S CRIPPLED CHILDREN
WILL GET THEIR CHANCE
THROUGH EASTER SEALS

They'll need your "help to sell"—March 15 to April 21, 1957

* A star-studded array of outstanding talent is cooperating *
Available free for local and network television and radio use
1957 Teleparade of Stars
* Nat "King" Cole ★ Jo Stafford ★ Patrice Munsel ★ Patricia Morison ★ Hildegard ★ Liberace ★
★ George Burns and Gracie Allen ★ Ray Anthony ★ Gene Nelson ★ Barry Sullivan ★
★ Paul Weston and His Orchestra ★
A packed 29:20 minutes of solid entertainment!

For TV
Dramatic, heartwarming Spots showing crippled children
and Easter Seals at work . . . a message from Ivy Baker
Priest, Treasurer of the United States and National Easter
Seal chairman . . . 20 and 45 second cartoon featurettes
. . . other special star spots . . . slides . . . posters . . .
flip cards . . . ideas for a hundred local uses in a big
TV kit.

For Radio
Quarter hour transcriptions feature Steve Allen, Perry
Como, Bing Crosby and Patti Page . . . also Milton Cross
introducing the Chicago Symphony Orchestra . . . DeeJay
interviews with Teresa Brewer, Eddie Fisher, Julius La
Rosa and Patti Page . . . song spots by Doris Day and
Helen Traubel . . . 24 other recorded spots by leaders in
sports, religion, stage and screen.

REVIEW YOUR TIME SCHEDULE FOR A PLACE FOR CRIPPLED CHILDREN

For NETWORK use write
National Society for Crippled Children and Adults, Inc.
11 South La Salle Street
Chicago 3, Illinois

For LOCAL use contact
your state or local Easter Seal Society
now!

BROADCASTING
TELECasting
THE BUSINESSWEEKLY OF RADIO AND TELEVISION
radio's role in communications, human behavior as affected by radio, audience psychology, planning and promotion and operational research. Among speakers for the New York sessions are Melvin Goldberg, director of research, Westinghouse Broadcasting Corp.; Doris Corwich, NBC public service program director; George Kern, McCann-Erickson account executive, and Merl Galusha, manager, WGY Schenectady, N. Y.

CBS Foundation to Award Fellowships Before May 1

EIGHT FELLOWSHIPS at Columbia U. provided by CBS Foundation Inc. will be awarded before May 1, the selecting committee has announced. The CBS fellowships allow a year of study at Columbia for promising persons working in the field of radio-tv news and public affairs.

The eight fellows will be chosen from a total of 140 applications received before the March 1 deadline, the selecting committee said. Of the 140 applicants, from 35 states and the District of Columbia, 37 are college and university teachers or educational station personnel; 59 are non-CBS commercial station personnel and 44 are staff members of CBS Radio and TV or of stations owned by CBS.

Walker in Educational Forum

FRED E. WALKER, manager of WTTM Trenton, N. J., has been selected by the New Jersey Education Assn. to represent air media in a statewide conference on public relations for schools and teachers. He will discuss use of radio and television by educators. The NJEA meeting will be held at Trenton State Teachers College, Saturday, March 23.

Gross Endows Fellowship

THE Julian Gross Advertising Fellowship, initially endowed at $6,000, has been announced by President Alan S. Wilson of Hillyer College, Hartford, Conn. Mr. Gross, president of the advertising agency bearing his name, was a principal in WNBC (TV) (formerly WKNB-TV) New Britain Conn., before it was sold to NBC.

The fellowship was set up to defray expenses of lecturers and discussion leaders in special business administration programs at the college. Main objective of the program, Mr. Gross said, is to develop creative thinking in more effective use of advertising and public relations.

Students 'Intern' at CBS News

NINE students from the Columbia U. Graduate School of Journalism have been selected to serve one-week periods as "interns" with CBS News during the current spring session, it was announced jointly last week by Dean Edward W. Barrett of the Journalism School and John F. Day, CBS director of news. The arrangement, which began last Monday, provides that each of the nine students will spend a week with the CBS News television staff as it processes news from the moment an event occurs until it is broadcast.

WMUR-TV Presents Mock Telecast

WMUR-TV Manchester, N. H., presented a mock telecast for the 47th annual Chamber of Commerce dinner in that city last month. The auditorium, where the meeting was held, was plunged into darkness and a TV set lit up showing WMUR-TV News. Editor Tom Power. He gave a special salute to the Chamber of Commerce and its officers and used the same format as his nightly newscast. News film of the guests and speaker, Harold E. Fellows, NARTB president, were taken during the dinner and used a few minutes later for the mock telecast.

Tv Viewers Can Be Winners, Too

MORE than 80 TV stations have signed for The Hidden Treasure Show—a nationwide quiz program that features the "Songram Sweepstakes" contest—it was announced last week by William Tell Productions Inc. Home viewers can win $55,000 in cash prizes. More than 40 million entry blanks will be distributed, with approximately one blank for every four persons in the U. S.

CBC's Child Development Series

A SERIES of ten programs on child development starts April 7 as a Sunday afternoon feature on all Canadian English-language television stations. The series, Family Circle, will feature films on child development along with live studio discussion based on the film subject. The series will cover all stages of child development from birth to 15 years of age. The program was developed by talks and public affairs department of the Canadian Broadcasting Corp.

JOHN S. HAYES, president of the Washington Post Broadcast Div., WTOP-AM-FM-TV and WMBR-AM-FM-TV Jacksonville, Fl., scored a clean beat with an interview with the first German officer ever to qualify for landings aboard an aircraft carrier. Capt. Hans Hefele has been getting a refresher course at Pensacola. Mr. Hayes, a member of the Navy Broadcasting Advisory Board, was visiting the Naval Air station at Pensacola. The German captain will command the German Navy air arm. Interview was carried by WTOP radio and TV.
SAGA OF EARL REVEAL

MANY may have felt like it at one time or another but it was left to Earl Reveal of Charleston, S. C., to do it. Mr. Reveal, watching western movies on WCHS-TV (ch. 8 in Charleston), decided he “didn’t want his kids watching those movies on tv.” Not being a man to use words loosely, Mr. Reveal thereupon fired three .38 slugs through the set. That ended the immediate annoyance, but the gentleman’s woes multiplied. His wife’s testimony convicted him of discharging a firearm within city limits, and he received 10 days in jail and a $25 fine.

His solitude has led him to realize the long-range futility of his protest; western movies are still going strong, and he no longer has the tv set it took him 18 months to pay for.

The Charleston Gazette (perhaps transferring a little animosity of its own) devoted several stories and an editorial to the incident, but their stories had Mr. Reveal shooting Arthur Godfrey. What the paper has against Mr. Godfrey we don’t know, but a comment of theirs sums up the whole incident: “The shooting’s great on channel eight.”

WBKB Move Affects Program

WBKB (TV) Chicago has announced that effective last Monday, it has curtailed its Movietime, USA late evening film series and dropped another program to “ease” its operation during move of facilities of the ABC o&o outlet to its new quarters in the State Lake Bldg. [8*1, March 4]. Late version of Movietime, USA, comprising 20th Century Fox films aired 11:30 p.m.-1 a.m., will be dropped Sun.-Thurs. (but retained on Fri. and Sat.) and replaced with news, sports commentary and Candid Camera segments, following the 10 p.m. Movietime, USA series. Major factor in the cancellation was a lack of adequate sales response, according to a station spokesman. Breakfast Bandstand (7-8 a.m.) also is being dropped by the station, but the format will be retained in a new series featuring Ronny Born, it was reported by WBKB.

NBC-TV to Salute Baseball

NBC-TV will present an hour-and-a-half color program entitled Salute to Baseball on April 13 (Sat., 9-10:30 p.m. EST) with dancer Gene Kelly as host and Ed Gardner as monologist. Others who will appear on the special show are Commissioner of Baseball Ford Frick and 18 major league baseball players. The network also announced that Leo Durocher, Lindsey Nelson and Jim Woods will be assigned as announcers to NBC-TV’s major league baseball series on Saturday afternoons, beginning April 6.
Mayor Promotes WTTW's Drive

MAYOR Richard J. Daley proclaimed the period of March 11-17 as "Channel 11 Week" in Chicago, urging citizen support of WTTW (TV), a non-commercial, educational station, in its current fund drive for a new fiscal year starting April 1. The proclamation closed WTTW has become an "integral part of the community" and has "enriched" Chicago area television. WTTW has raised about $130,000 of a total $312,000 required to help meet 50% of its $723,000 budget for the next fiscal year [B+F, March 4].

Hickman Begins Series on CBS

A NEW sports reporting series Sport Time with Herman Hickman, begins today (Mon.) on CBS Radio and will be heard Monday through Saturday at 7:30 p.m. Mr. Hickman, former football coach at Yale, was star of the CBS fall series Herman Hickman's Football Forecast. The new series is sponsored by the North American Phillips Co. (Norelco electric shavers) through C. J. LaRoche & Co. and the R. J. Reynolds Tobacco Co. through William Esty Co.

CBS-TV Launches Baseball Show

CBS-TV announces it will launch its third successive season of Baseball Game of The Week (Sat., 2:15 p.m. to conclusion) on April 6, with every major league team scheduled at least once throughout the 26-week series. Play-by-play announcers will be Dizzy Dean and Buddy Blattner. Hugh Beach will produce the show and Byron Paul will direct it.

'Conversation' Returns to NBC

AFTER a three-month hiatus, Conversation returns to NBC Radio beginning March 21 (Thursdays, 8:30-9 p.m. EST), moving The Great Gildersleeve to Tuesdays, 8:05-8:30 p.m. Charles Van Doren will be a guest on the first show and will discuss "What Is An Educated Man." The show, devoted to "good spontaneous talk," first went on NBC Radio in June 1954.

Post Time for 'Flicka'

CBS-TV's My Friend Flicka was scheduled to begin in the network's Sat. 7:30-8:30 p.m. EST time slot last Saturday. It will remain in that time period for three weeks and will then move to the Sunday, 6-6:30 p.m. slot on April 7. The program will replace the Sunday Telephone Time which will move to ABC-TV.

Mutual Regroups Evening Shows

MUTUAL last week regrouped its nighttime mystery-adventure, hour-long Mon.-Fri. program strips. Only show added is the Secrets of Scotland Yard which goes into the 8-8:25 p.m. period on Thursdays. Mystery shows are heard in the latter period, with the adventure strips broadcast in the 8:30-9 p.m. slot. The programs make use of stars such as Clive Brook, Marius Goring, Sir Laurence Olivier, Michael Redgrave, Sir Ralph Richardson and Orson Welles.

NCC to Broadcast to Moslems

PLANS for a "new Christian voice in the Moslem world" in the form of a 100 kw radio transmitter in the Near East were announced last week by the National Council of Churches. Dr. W. Burton Martin, head of the American Protestant church group's broadcasting unit, said the new shortwave transmitter, when constructed, will be a cultural, educational and religious program to the whole of the Arab-speaking world. Exact location has not been decided, he said, but negotiations for a franchise are in progress. The cost of $250,000 will be met by Protestant foreign missions boards.

ROCK-'N-ROLL 'GONE'

POPULARITY of Elvis Presley notwithstanding, rock-'n-roll music will be heard no more—except in a "modified" form—over WBMS Boston.

Norman Furman, station general manager who made the announcement, attributed WBMS's decision to the fact "we now feel this type of music has become associated with certain unfavorable elements."

The station "will program some modified rock-'n-roll music on Saturday afternoons, and at the same time our disc jockeys will attempt to improve the musical tastes of our youthful listeners," Mr. Furman said.
Station Authorizations, Applications
(As Compiled by B•T)
March 7 through March 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vhs—visual, kw—kilowatts, w—watt, mc—megacycles, d—day, n—night, ls—local sunset, mod.—modification, trn.—transmitter, un.—unlimited hours, kc—kilocycles, SCA—subsidary communications authorization, SSA—special service authorization, STA—special temporary authorization. ——edt.

Am-Fm Summary through March 13

<table>
<thead>
<tr>
<th>On</th>
<th>Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Ant</th>
<th>Total</th>
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<tr>
<td>Am</td>
<td>3,021</td>
<td>3,001</td>
<td>1915</td>
<td>24</td>
<td>349</td>
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<tr>
<td>Fm</td>
<td>549</td>
<td>639</td>
<td>46</td>
<td>53</td>
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FCC Commercial Station Authorizations
As of January 31, 1957

<table>
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<tr>
<th>Licenses (all on air)</th>
<th>Am</th>
<th>Fm</th>
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<tbody>
<tr>
<td>Licensed</td>
<td>2,883</td>
<td>314</td>
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<tr>
<td>Cps on air</td>
<td>31</td>
<td>13</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>132</td>
<td>126</td>
</tr>
<tr>
<td>Total licensed</td>
<td>3,317</td>
<td>551</td>
</tr>
</tbody>
</table>

Applications in hearing
| Applications in hearing | 178 | 3 |
| New station requests | 288 | 8 |
| Total applications pending | 41 | 101 |

Licenses issued in January
| Licenses issued in January | 0 | 0 |

Ty Summary through March 13

<p>| Total Operating Stations in U.: |</p>
<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>581</td>
<td>93</td>
</tr>
<tr>
<td>Noncomm. Education</td>
<td>18</td>
<td>5</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:

<p>| Grants since July 11, 1952: |</p>
<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>248</td>
<td>232</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>21</td>
<td>27</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<p>| Applications filed since April 14, 1952: |</p>
<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,067</td>
<td>337</td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>65</td>
<td>32</td>
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</table>

New Fm Tvs

<table>
<thead>
<tr>
<th>New Fm Tvs</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New amended.</td>
<td>337</td>
<td>91</td>
<td>428</td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>51</td>
<td>27</td>
<td>78</td>
</tr>
<tr>
<td>Total</td>
<td>1,130</td>
<td>337</td>
<td>1,467</td>
</tr>
</tbody>
</table>

New Fm Tvs

1. 175 cps (33 vhf, 143 uhf) have been deleted.
2. One educational uhf has been deleted.
3. One educational uhf has been deleted.
4. Includes 64 already granted.
5. Includes 716 already granted.

New Tv Stations

ACTION


APPLICATIONS


NEW ENGLAND

| Terms are available for this exclusive market. | High profits. | Combo operation. |

<table>
<thead>
<tr>
<th>EASTERN</th>
<th>MIDWEST</th>
<th>SOUTH</th>
<th>SOUTHWEST</th>
<th>WEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW ENGLAND</td>
<td>NEW ENGLAND</td>
<td>AM &amp; TV NETWORK</td>
<td>TEXAS NETWORK</td>
<td>NORTHWEST FULLTIME</td>
</tr>
<tr>
<td>FULLTIME</td>
<td>FULLTIME</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150,000</td>
<td>$150,000</td>
<td>$1,750,000</td>
<td>$250,000</td>
<td></td>
</tr>
</tbody>
</table>
| Terms are available for this exclusive market. | 29% down and balance five years. | Good equipment and real estate. | Ideal for owner-operator. |}

WASHINGTON, D. C.
Wm. T. Stubblefield
1737 DeSales St., N. W.
EX 3-3456

CHICAGO, ILL.
Ray V. Hamilton
Tribune Tower
DE 7-2755

ATLANTA, GA.
Jack L. Barton
1515 Hedley Bldg.
JA 3-2431

DALLAS, TEX.
Dewitt (Judge) Landis
First National Bank Bldg.
RI 5-1795

SAN FRANCISCO
W. R. (Luke) Twining
1120 Sutter St.
EX 2-5671
nounced March 12.

Existing TV Stations

ACTION

WARD-TV Johnstown, Pa.—Granted mod. of cp to change frequency to ch. 18 (500-500 mc) change studio location to mile north of Frankstown Rd. (Rte. 65) and 1.5 miles east of jct. of Snyly Creek and Conemaugh River. Conemaugh Power Co., Grant Co., Pa. Est. to cost $4,000, 4 kw gen., 4 kw swr, install new trans., change ant. and make other equipment changes. Request waiver of Sec. 8.313 of Commission rules. Announced March 12.

CALL LETTERS ASSIGNED

WETV (TV) Jacksonville, Fla. — Educational Television Inc. ch. 7.

EARL-TV East Mont.—Helena T. V. Inc. ch. 10.

KFLY-TV Big Spring, Texas—Texas Telescoring Inc. ch. 4. Changed from KBTX-TV, KEDT (TV) East Lake City, Utah—University of Utah, ch. 1. Changed from KUTA(TV).

Translators

ACTIONS

Brownlee Power Plant Camp, Ore.—Idaho Power Co. ch. 7 (962-84 mc) to rebroadcast ch. 7 KIDO-TV Boise. Idaho, P. O. ad-

dress as above. Trans. output 10 w, ERP to com-

munity 68.8 w. Estimated population to be served 500. Estimated construction cost $600. Announced March 12.

Oxlow Power Plant Camp, Ore.—Idaho Power Co. ch. 7 (906-812 mc) to rebroadcast ch. 7 KBOJ-TV Boise. Idaho, P. O. ad-

dress as above. Trans. output 10 w, ERP to com-

munity 68.8 w. Estimated population to be served 500. Estimated construction cost $3,000. First year operating cost $600. Announced March 12.

New AM Stations

ACTIONS

Colorado Springs, Colo.—Western Bests. Co., 1500 kc, 5 kw D. O. address Box 1315, Lubbock, Tex. Estimated construction cost $14,500, 4 kw and $7,500, 2 kw. Partners are equal owners. Announced March 12.

Daytona Beach, Fla.—Volusia County Bests. Corp., 1620 kc, 10 kw D. O. address Box 1620, Daytona Beach, Fla. Estimated rebroadcast cost $12,500, first year operating cost $41,000. Trans. output 10 kw, ERP to community 88.8 w. Trans. address as above. Announced March 12.

Daytona Beach, Fla.—Thomas D. Pickard, 1700 kc, 1 kw D. O. Post Office address P. O. Box 463, Tit-

lon, Ga. Estimated construction cost $15,655, first year operating cost $27,500, revenue $35,000. Mr. Pickard is owner. Announced March 12.

Athens, the Northeastern Bests. System, granted 1470 kc, 1 kw D. O. address James B. River, Athens, Ga. Estimated construction cost $22,475, first year operating cost $26,000. Trans. output 1 kw, ERP to community 88.8 w. River owns WMMJ Cordies and 95% of WGMT East Point, Ga. Goodwin, motion picture theatre interest, and Willis G. Newcome, real estate interest. Announced March 13.

California. McNeil—Radio Telfair, granted 1410 kc, 1 kw D. O. address 661 H. Ferguson, Box 1450, Calico, Calif. Estimated construction cost $20,219, first year operating cost $26,000, revenue $32,500. Principals are equal owners. W. N. Woodall, 50% owner of WDAK Columbus, Ga., and 26% owner of KDBV Seneca, Ala.; H. H. Ferguson, sales manager of WDAK, 25% owner of WGEA; N. W. Morris, 40% owner of WMLT Atlanta, Ga.; and T. M. Morris—father of W. N. Morris—60% owner of WMLT. Announced March 13.

Idaho Falls, Idaho—J. Ronald Baytie, granted 320 kc, 1 kw 960 kc. P. O. address Box 306, Pullman, Wash. Estimated construction cost $13,600, first year operating cost $13,000, revenue $22,000. Principals are equal owners. Mr. Baytie is owner. Announced March 13.

George Town, Ky.—Robert E. Johnson, granted 960 kc, 1 kw 960 kc. P. O. address Southwest TV Sales & Services, 811 Southdale Dr., Louisville, Ky. Estimated construction cost $14,971, first year operating cost $15,000. Mr. Johnson is owner of 2 kw D. O. & S. & S. Services. Announced March 13.

Bastrop, Tex.—Wesler-Perry Bests., co., granted 1360 kc, 2 kw w N. uni. Post office address Wills G. Newcome, Bastrop, Tex. Estimated construction cost $14,760.25, first year operating cost $19,000. Principals are equal owners. Mr. Newcome and partners George H. Goodwin, motion picture theatre interest, and Willis G. Newcome, real estate interest. Announced March 13.


APPLICATIONS


APPLICATIONS

Southern Network $75,000.00

Profitable fulltime operation in one of the south’s solid markets. Ideal opportunity for owner-operator. Can be handled with $25,000.00 cash.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack Harvey
Washington Building
Sterling 3-4341

Eastern Network $100,000.00

Unusually attractive financing on this fulltime facility in an eastern state capital. Excellent market potential.

APPLICATIONS

Knaplo Foods, Inc., —Seeks cp to change hours of operation. Current hours 5:30 a.m. to 8:00 p.m. D to 500 w N, 1 kw D and DA-N. Announced March 12.

WCAW Charleston, WVa.—Seeks cp to change frequency to 500 kc. Ant., location, change ant. (decrease height) and delete remote control. Announced March 12.

WWTR Tampa, Fla.—Seeks cp to increase power to 5 kw and change location. Announced March 12.

KCHA Charles City, Iowa—Seeks mod. of cp to increase power to 500 w and change type trans. Announced March 12.

WWTJ Jackson, Tenn.—Seeks cp to increase power to 5 kw and change type trans. Announced March 12.

KDKR Laurel, Miss.—Seeks cp to change hours to D, frequency to 1500 kc, power to 5 kw and trans. Announced March 12.

Existing FM Stations

ACTIONS

CALL LETTERS ASSIGNED

KPFM (AM) Los Angeles, Calif.—Kasbo Ranch Evangelistic Association Inc., 103.5 mc. Changed from KDJU (FM). Announced March 12.


(Continues on page 116)
COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
100% FULL TIME SERVICE FOR AM-FM-TV
O. Box 7037 Kansas City, Mo.
Phone Jackson 3-8302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
2324 16th St., N.W., Wash., D.C.
Practical Broadcast, TV, Electronics engineering home study and resident courses.
Write For Free Catalog, specify course.

RADIO ENGINEERING COMPANY
CONSULTANTS—Specialists in Television—Radio allocations—Installations field—antenna measurements—AM—FM—VHF—"World Class"—Member APCCE
4420 17th St. N.W., Washington, D.C.
(202) 721-0177

COMMERCIAL RADIO ENGINEERING COMPANY
CONSULTANTS—Home Study Courses in FM/TV Engineering—Highest standards—Members APCCE—AFCCE—Consultants Radio Industry
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4420 17th St. N.W., Washington, D.C.
(202) 721-0177
CLASSIFIED ADVERTISEMENTS

Payables in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word. $2.00 minimum. Help Wanted 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word. $4.00 minimum. Display ads 15¢ per inch.

No charge for blind box number. Send box replies to

BROADCASTING  Telecasting, 1735 DeSales St. N. W., Washington 6, D. C.

APPENDIX: If ten or more identical or bulk package submissions, 1.00 for first two pages, 15¢ per additional.

All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting and Telecasting expressly repudiate any liability or responsibility for their return.

RADIO

Help Wanted

Managerial

Wanted for immediate opportunity. One hard-hitting time salesman with creative ideas who thinks he is ready to be a commercial manager in leading regional station operation in this rich quarter million market potential. Rush, resume and picture to Box 7512, B-T.

$600.00 per month guarantee on excellent account list. Minneapolis metropolitan market top-rated station needs salesman with advancement to sales manager position. Must have executive and record as real producer. We expand and promote high class. If you click next job manager. Married southerner 32 to 35 preferred. Send complete resume, late photo to Box 7063, B-T.

Minnesota station wants manager who can sell $1,200,000 in two years. This new ownership. $6,500. Only good producer who can invest need apply. Tell all first letter. Box 9322, B-T.

Pennsylvania station needs an assistant manager with background in field sales. Job pays above average salary with commission bonus. Looking for young married man with car. Position permanent and opportunity at management level. Send tape, photo and resume to Box 8606, B-T.

Radio station manager with successful sales background and good track record is looking for a firm willing to spend money on solid promotion. Our station is a 250 watt full time operation. A good man can make $5,500.00 per year. Send resume and photo to Box 7726, B-T.

Will share profits with right manager. Must have sales record as salesman. Midwest metropolitan market. Send details first letter. Box 6767, B-T.

Salesman

Experienced, dependable salesman wanted by leading station, a 3000 watt fulltime in midwest city. Complete competitive market position has fine organization to support salesman with opportunity for advancement. Send resume and photo with commission percentage. Good man can earn $5,500.00 per year. Send resume and photo to Box 5762, B-T.

Salesman for New Jersey independent. Salary plus commission. Box 7548, B-T.

Are you ready to step-up in sales work? Here is an opportunity. Texas, Box 7300, B-T.

Commercial 1000 watt Indiana. Guarantee and commission. Present average $125.00. Box 8136, B-T.

Salesman. Draw against commission. West Virginia necessary. Must have car and make if you can sell. Unless experienced, let's not waste each other's time. Box 8069, B-T.

Sales help wanted, salesman for music-news group, sell $25 to $30 per week plus 15% commission of all billing over $500.00 per week. Top Pulse ranked station, more local advertisers than any other in city. Proven talent will be advanced. Box 8171, B-T.

Sales help wanted, salesman for music-news group, sell $25 to $30 per week plus 15% commission of all billing over $500.00 per week. Top Pulse ranked station, more local advertisers than any other in city. Proven talent will be advanced. Box 8171, B-T.

Outstanding ten year old daytime in midwest city of 25,000 offers a salary-commission arrangement that pays up to 40%. $600 billings will pay you $800 per month. No ceiling. We will match your new billing up to $3,000 with established billing, and give you full commission for the first three months. Protected account lists. Only experienced, proven cold-calling continentals wanted. Please send full details on personal and employment background. Non confidential until closing arrangements are imminent. Write Box 8947, B-T.

For radio help wanted—continued

Salesman

Top salesman...for CBS outlet in 70,000 metropolitan—150,000 basic area. This is B.F.D. number 1 retail sales per hour city. But it's tough. Don't fool us or yourself. Top man who likes southwest can make $10,000 annually. Contact Elliott, KOSE Radio, Odessa, Texas, with background.

Salesman on new 5000 watt daytime. Must be experienced with proven record, ideas for commercials, etc. Very competitive market. WHY, Orlando, Florida. Fort Gilani Hotel.

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. Good field, good station. Send resume and photo to Box 8796, B-T.

Strong Kilowatt independent needs good announcement man. Must have a full-time DJ, with some free time. Join excellent staff. If interested in working in second or third market, send full details and photo to Box 8726, B-T.

Motel chain opening. Send tape and photo to Box 8686, B-T.

Announcer

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. Good field, good station. Send resume and photo to Box 8796, B-T.

$750 a month for DJ with glib, fast-paced delivery. Rhyming intro's to records. Limited rock and roll, mostly good news and albums. Wanted by station in midwest. Box 7215, B-T.

Strong Kilowatt independent needs good announcer. Must be Glib, fast-paced delivery. Rhyming intros to records. Limited rock and roll, mostly good news and albums. Wanted by station in midwest. Box 7215, B-T.

Announcer or salesman to invest $12,000—$20,000 to buy complete new station to be built early spring. Box 8796, B-T.

Hundred a week to start for top-notch announcer with first class ticket. Long established midwest network station. Box 8986, B-T.

Announced

Experienced announcer, mature, 4 years experience. Good voice, clear, plastic, good on news and relaxed disc jockey. Box 9002, B-T.

Want to work for a swinging outfit! We need at least three good DJ's who know the music and new music. We pay above scale. Also sales engineer, who know how not to talk. Send tape and background to Box 9112, B-T. We will return your tape.

Southwest radio-tv operation wants a better than average announcer. We want a man capable of handling any phases of radio, with chance to work into tv. Prefer experienced, family man seeking permanency in community of $6,000. If you're really good, we want you. Send complete details, photo, tape. Box 9292, B-T.

Wanted: First phone combo man strong on news and DJ. Must have tape. Send tape, picture, background. KAIL, Alva, Oklahoma.

Experienced play-by-play baseball announcer needed immediately. Prefer someone who can also do staff or sales work. Wonderful opportunity for right man. Send tape, letter and photo to WACL, Waycross, Georgia.

Announcer. Must have experience. Top working conditions and facilities. Profit sharing plan. WCOJ, Coastville, Pennsylvania.

Announcer with 1st phone—could make extra money selling. WCER—Box 269, Charlotte, Michigan.

WDGE, Dunkirk, New York, has immediate openings for combo men, personality, salesmen and engineers. Contact Dick Burt at Dunkirk, 7316.

Immediate opening experienced night announcer. $75.00 per week. $200.00 per month. Apply to John Farar, WFBS, Fayetteville, North Carolina, or call 2-7130.

RADIO

Help Wanted—continued

Announcers

Need experienced announcer. Desires to work with a fast moving and aggressive organization. Contact Charlie Holt, Radio Station WHY, Hattiesburg, Mississippi.

April opening for experienced all around staff announcer. Excellent location, modern equipment, good pay, excellent benefits. Send resume, tape, photo to Jack Boos, Program Manager, WKEZ, Muscle Shoals, Alabama.

Combo man with first phone...emphasis on announcing...$60 for 40 hour week, addition in board and room provided, phone, etc. WMIC, Monroe, Michigan, Cherry 1-5554. Ask for George Stearns or Bob Norwood.

Immediate opening for good all around, experienced announcer. Excellent opportunity. Contact, General Manager, WMVA, Martinsville, Virginia, Box 5132, B-T.

WOMT at Manistee, Wisconsin, is auditioning experienced announcers. Position now open.

Jerry Clemens formerly WIDE contact Evans, WSJM, Saint Joseph, Michigan.

Good salaries for top announcer with first ticket with emphasis on announcing work...also experienced announcer needed who can write copy that sells...contact WLSD, Big Stone Gap, Virginia.

Station on air mid-April needs 2 more deejays who know pop music and can deliver commercials in natural, ingratiating style. Competition will be good. We want to meet with the best we can find for this important position. Provide references. Tape, return to WBGK, American Theatre Broadcasting, Roanoke, Virginia.

Announcer: Immediate opening announcer with first ticket, with emphasis on announcing work in fast moving and aggressive organization. Contact Charlie Holt, Radio Station WHY, Hattiesburg, Mississippi.

You don't object to evening work—with a chance to show some originality on show featuring news and local remotes with music, send a tape photostat and letter. Some experience necessary although you would be working with another announcer. WTXA, Springfield, Illinois.


Technical

First class engineer-announcer for commercial Indiana non-directional 1000 watt daytime. Box 8128, B-T.

Chief engineer with good maintenance ability desired. Must have car and be capable of assuming responsibilities for maintenance, repair and purchase. Salary to be negotiated. Box 4853, B-T.

First phone man with sales experience. 20 hour week transmitter watch, remainder sales with guarantees and commission. Regional station in west. Box 6026, B-T.

Small radio-television operation in Hawaii has immediate opening for a chief engineer. No experience, but good technical qualifications needed. Only qualified men please apply. Write Box 9213, B-T.

Chief engineer! Strong on engineering, maintenance, also announcing experience. Eastern stations independent or chain ownership to start. All details first letter. Box 9118, B-T.

Wanted immediately, first phone engineer. Must have experience. Permanent position for right man. All interested please send resume and photo. No answering. Contact Box 9489, B-T.

One engineer or combination engineer-announcer for station in South Carolina. Have remote control. Box 9012, B-T.

Engineer-announcer—first ticket required. Maintenance and board ship position. Contact KCCOW Radio, Alliance, Nebraska.

Chief engineer, strong technical background, wants first phone. Send full information immediately to George Morgan, Station KXMG, Denver 16, Colorado.
WHAT A LOT OF DIFFERENCE THERE IS IN APPROACH!

For example, take the technique of negotiating for the purchase or sale of a station as contrasted to simply listing stations that are available.

We are negotiators. We have no "listings". That's why we know about certain properties whose owners will consider a solid offer from a competent broadcaster—and no one else.

Tell us your background, your geographical preferences and your investment potential, and we will go to work for you.

You'll find there is a difference in this approach. It brings results.

---

**ALLEN KANDER AND COMPANY**

Negotiators for the Purchase and Sale of Radio and Television Stations

**Washington**
1625 Eye Street, N.W.
National B-1900

**New York**
60 East 42nd Street
Murray Hill 7-4242

**Chicago**
35 East Walker Drive
Randolph 6-3688

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**March 18, 1957**
Announcers

Experienced married announcer desires permanent position. Must be experienced and a veteran, 2nd line. Strong DJ. Box 906E, B-T.

Experienced negro staff DJ; non-regional, glit and polish, fully qualified. Gimmicks. Experienced. Sales. Box 906E, B-T.

Top country DJ personality-announcer-musician. Guitar. Third. Fifteen years experience. Box 906E, B-T.

Attention Florida ... top rated morning man ... program director of 5 kw medium Atlantic area station. Has held position five (5) years. College, draft exempt, 29. Network voice quality excellent. Foreman and independent with small growing operation. Box 906E, B-T.

Seven years radio-television experience ... sports-news-commercial ... also top play-by-play all sports location secondary to opportunity ... available immediately ... all replies promptly answered. Address Box 906E, B-T.

Proven early morning farm and ranch format. Good, solid news delivered smooth, effective commercials. Seeking permanent connection with established network and independent northern market background. Box 906E, B-T.

Hard hitting salesman-announcer, proven successful radio experience. Prefer west. Box 906E, B-T.

Have just completed a course at a Canadian radio institute. Interested in employment in the class of licensed announcer. Will go anywhere. Available after April 20. Box 906E, B-T.

Sincerely most prominent characteristic. Married, veteran, strong news, commercials. Classical deejay. Box 906E, B-T.

Deejay ... successful record-quarter million dollar market desired. Prefer large market with some television. Twelve years radio experience. Presently earning more than $5,500 per year. Box 943E, B-T.

Not another announcer, but a strong personality with outstanding background, including network. Special emphasis on MC, news and play-by-play. Best references. Box 943E, B-T.

Play-by-play, all sports, staff, currently sports director. Seek station with heavy sports schedule. Box 943E, B-T.

Family man, 5 years experience including top position in major market. Play-by-play, with wide awake operation or PD with small market. Will interview Monday or call Bob Allen 95 Waid, Pontiac, Michigan.

Want job Chicago or Chicago suburb radio station, preferably announcing and/or music. Six years announcing and network experience. Exposes Chicago, Korean veteran. Will accept starting salary. Will work. Box 9742, 714 N. Campbell Avenue, Chicago, Illinois.

Announcer: Will be discharged from the Air Force June 15th 1957. Foreman and independent with small growing operation. No experience, but like position in or around Washington, D. C., or some part of Virginia, North Carolina, or Maryland. Will work any position. Not a drifter. Make me an offer. Contact A/C Ted Gray, Box 798, Scott AFB, Illinois, or Phone Ad 5-6273.


Northeast, high voice, light experience. Gene Tully, Castle 3-1540, Box 122, Mannaquan, New Jersey.

Technical

Radio operator desires broadcast engineering work in regional broadcast station. Hold first class teletype and a ham license. Box 905E, B-T.

1st phone, married, mature, 5 years all phases broadcasting experience. Box 905E, B-T.

1st class engineer-announcer dependable, neat, non-drinking, married and family: experienced in 5kw directional operation. Wishes to relocate, must be permanent, prefers northern states. Oregon, Washington, or Nevada, will consider elsewhere. Available. Will contact, Durward Cunningham, 1214 Nagales Avenue, North, Sacramento 15, California.

Programming-Production, Others

Available: Sports program director, 9 years experience. Seeking pro baseball, college football and basketball. Box 904E, B-T.

Hard working sports man desires position in sports production, assistant sports director, statistician, etc. Prefer position with good radio background. Married. Box 941E, B-T.

Experienced news-continuity man, college graduate, sales and advertising experience. Desires a permanent position in a large metropolitan Midwest station. References. Age 28. Box 915E, B-T.

Ten years: Traffic-programming-announcing-locating news both network and independent north-east stations. Seven years present station. If you contemplate a staff change, can place experienced worker, and offer security let me send full resume, references, salary requirements. Family man desiring to locate wherever opportunity arises. Replies confidential. Box 918E, B-T.

Future Emmy winner asks start. opportunity radio-television New York City. Box 929E, B-T.

Help Wanted

**Announcers**

Midwest am and tv stations wants announcer. Must be experienced in radio and familiar with tv. A director with good tv background. Apply letter. Phone: 512-4112. These are permanent positions for right men. Address Box 928E, B-T.

Experience tv announcer wanted by vhf in major southwestern market. Good salary and working conditions. Please send photo and short resume of experience to Box 947E, B-T.

Help Wanted—(Cont’d)

**Announcers**


Technical

Transmitter engineer for vhf station in midwest metropolitan city. Very finest equipment. One expects to work with small staff of experienced technical personnel. Send resume, and, if possible, schedule of available time. Reply Box 966E, B-T.

Wanted—by South Florida vhf a transmitter engineer. 1 year experience. Radio Box 972E, B-T.

Wanted at once: Two tv transmitter engineers in major southwestern low channel vhf. Good salary and other benefits. Send resume or contact. Box 968E, B-T.

First class licensed engineer desiring television engineering work at small tv-station. Desire large market experience. Will write training, age, marital status, minimum salary for 40-hour week. Chief Engineer, KCMC-TV, Texarkana, Texas.

Opening for control operator and maintenance engineer with first class license. Contact KHAD-TV, Fort Worth, Texas.

First class license tv transmitter operator. TV experience desirable but not essential. If you are experienced in the field apply. Transmitter at Stowe, Vermont. Station provides living quarters. Reply Chief Engineer, WCAV-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first class. Contact H. E. Raby, 1018 N. Sixth Street, Milwaukee, Wisconsin.

Situation Wanted

**Managerial**

I know television and radio operation from administration to engineering. Nine years managerial experience, strong on sales, desire to put my knowledge to work for organization offer future. College graduate, family man. In early thirties. Know in industry, excellent references. Can meet you at convention. Write Box 965E, B-T. Request confidential.

**Announcers**

Employed television announcer desires larger market. 2% years on-camera, solid radio background. Tape-references. Box 963E, B-T.

Technical

A good chief's hard to find. Here's one for the asking. He's experienced, tough, but solves the problems. Inquiries appreciated. Box 964E, B-T.

1st phone. 1 year transmitter experience. Desires position in east. Have car. Contact Rosenfeld, 5 Grand Blvd., Binghamton, New York.

Programming-Production, Others

Producer-director, 31 years medium market experience. 7 years experience in all phases of tv-programming including network is available to interested organization. Desires future executive. Outstanding references. Box 948E, B-T.

Convinced the creative programming people got you. Vast experience in all phases of programming. Available immediately. Interested in program operations manager. Assistant manager. Box 943E, B-T.

Wanted experienced copywriter and tv production employee for tv station. Send particulars to Post Office Box 271, Muncie, Indiana.

Available immediately, practically-trained, top-flight production personnel. Send resumes to: Station WBAA, Fort Wayne, Ind. Also Holly wood, Chicago, Washington, D. C.
FOR SALES

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000. $10,000 down, balance terms. Write Box 7896E, B-T.

Need additional financing to apply for vhf television in above location. Will be at HART Convention. Box 9035E, B-T.

For sale in Texas: Absentee owners willing to sell 250 watt fulltime independent in fast growing industrial and oil center. $25,000 down and 5 year terms. Contact owners at Box 8312E, B-T.

Kentucky small market station showing profit. Good market. Paul E. Chapman Company, 84 Peachtree, Atlanta. Another station in this general area showing smaller profits and priced lower.

Outstanding VHF Television, Southwest. A single station will be available. More than any other station, nearest competitive TV more than 110 miles distant. Stations market will exceed 140,000 healthy year-round climate. Offered for private sale to qualified principals. Details available upon written request only. Requires $50,000 cash down. Ralph Erwin, Broker. Tulsa.


Write now for our free bulletin of outstanding radio and tv buys throughout the United States. John Layman and Associates, 5931 Hollywood Blvd., Los Angeles, California.

FOR SALE—(Cont'd)

WANTED TO BUY

Stations

Will purchase all or part interest in local or regional station or CP. No brokers. Write fully in confidence. Box 9045E, B-T.

WANTED—(Cont'd)

FOR SALE

Equipment

1 Gates BC-1J transmitter been in use sixteen months and 1 new Gates BC-3P transmitter with two 1270 crystals and two 960 crystals never been used just traped. Prefer Collins Transmitters. Write or call D. C. Stephens, Prestonsburg, Kentucky, Telephone 216.

RADIO

Help Wanted—(Cont'd)

ANNOUNCERS

NEGO DJ—SALESMA

Progressive station in major midwest market with large Negro population looking for well experienced, experienced, Rockey who can sell and service his own air time. Must be forceful air-personality, good salesman, working hard long hours. Experience in announcing and selling essential. Opportunities unlimited. Right man can earn over $15,000. Mail full particulars and audition tape to Box 9115E, B-T.

MORNING MAN WANTED

Air salesman, family man with good habits, knowledge of pop music and experience. Civil-minded personality preferred. Rush tape and picture, plus expected salary to Ray Sturr, Radio Station WJAN, Sparkenburg, S. C.

Technical

ENGINEER

First class engineer for routine maintenance of 250 watt station. Including repair and wiring of wired music accounts and supervision of installation of new wired music system. $100 salary plus car allowance. Send application to Box 9695E, B-T.

COMMUNICATIONS ENGINEER


WANTED

By Radio Station CHUM

Toronto, Canada

Salesman who can sell time to Retailers, Toronto, Canada, is a market of one and a half million and is served by four local stations. CHUM—1050 kc is now a 1,000 watt daytime station but is switching to a 24-hour operation at 2,500 watts May 1st next. A good salesman who will work can make real money in this market. Apply by letter, to Edd Harris, Radio Station CHUM, 250 Adelaide West, Toronto 1, Canada. Give age, experience, marital status, and other information.

SALESMA

Experienced, dependable National Radio Salesman wanted by Leading 50 KW—Clear Channel Station CHUM. Excellent base salary plus a realistic incentive plan. Experienced in network station plus selling of sales performance are of primary importance. Send resume with photo to Box 9653E, B-T.
**FOR SALE**

**RCA TV Equipment for LEASE or SALE**

This is your opportunity to get into the TV business at a minimum of cost. Complete UHF Channel 36-TV station, from live camera to antenna. All RCA equipment, used only 14 months. Save tax dollars by low monthly lease plan or buy part and lease part. Save 72% on the package. VHF'er may have all but transmitter and antenna.

Get full details NOW

Harold H. Thoms
75 Elk Mt. Scenic Highway
Asheville, N. C.

**TAPE RECORDERS**

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4605 W. L. Avenue
Milwaukee 6, Wisc.

America's Tape Recorder Specialists

**WANTED TO BUY**

Young broadcasting ex interested in buying all or part interest in small or medium size radio station. Prefer Midwest or east. May I talk with you during NARTB Convention in Chicago?

Box 909E, B+T

**FOR THE RECORD**

**EMPLOYMENT SERVICES**

**TOP JOBS—TOP PEOPLE**

We have, or will find, just the person or job you're looking for.

Contact: M. E. Stone, Manager

**NATIONAL-BASED TELEVISION EMPLOYMENT SERVICE**

5th floor, 1207 'K' St. NW.
Washington, D. C.—Rs 7-0443

**FOR THE RECORD**

**SERVICES**

Point-of-Purchase display cards, toppers, shelf talkers and bumper strips.

Dragon Printing Works
P. O. Box 44, Cincinnati 1, Ohio

**APPLICANTS**

KEYTV (TV) Santa Barbara, Calif.—Seeks assignments for new UHF TV station to be licensed and constructed by Golden West Broadcasting Corporation. Any or all of the following: S.B. Post, John B. Spence, or Andrew Keaton. Applications due by March 15.

WISK St. Paul, Minn.—Seeks assignment of license from Victor W. Carlson, Robert F. Borden, and Nicholas Tesdorff to Victor and Nicholas. Announcement to be made weekly. Announcement to be made weekly. Announcement to be made weekly.


**Hearing Cases**

INITIAL DECISION

Onondaga, Mich.—Hearing Examiner Anne M. Murnane recommended, pending toward grant of applications of Television Corporation of Michigan and State Board of Agriculture for new TV stations on a share-time basis. Subject to condition that State Board of Agriculture permit for station WRSR-TV (ch. 60), East Lansing, shall be denied.

**Routine Broadcast**

**Broadcasting**

To the Commission

Pacific Bosters, Inc., designated for hearing application for new station to operate at hours, 250 at KIXU (TV) Ventura, Oxnard, a party to the proceeding. Comment: Viewers dissatisfied and voted for grant. Action March 6.

WANE Warren, Pa.—Granted increase power from 300 W. O. D. to 1 kw, DA-1, unlimited. Action March 7.

KCOG Ontario, Calif.—Granted change operation from 300 W. O. D. to 1 kw, DA-1, unlimited. Action March 7.
March 13 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: WCHS-TV Miami, Fla., to 5-25-57; WDBI-TV Roanoke, Va., to 10-4-57; WBXX-TV Oklahoma City, Okla., to 9-18-57; KEOD-TV Tulsa, Okla., to 5-11-57.

March 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WRLP (TV) Greenfield, Mass.—Seeks mod. of cp to extend completion date.

License to Cover Cp

WWTY (TV) Cadillac, Mich.—Seeks license to cover cp which authorized new tv.

RENEWAL OF LICENSES

WIDE Biddleford, Me., WMOO Milford, Mass., WCAY Orange, Mass.

RENEWAL CONTROL


UPCOMING

March


March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.

March 23: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.


April


April 6: Daytime Broadcasters Assn., Sherman Hotel, Chicago.

April 7-11: NABRT annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Advm. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

FOR THE RECORD

Planning a Radio Station?

You can save yourself headaches by making RCA your single source of equipment and service...

RADIO CORPORATION OF AMERICA
AGENCY-STATION RELATIONSHIP: PART III

THE SITUATION: Robert D. Murphy of KOA-TV Denver [8+T March 4] criticized those agencies which draw a 15% commission yet rely on the station to do much of the commercial preparation. In the March 11 issue Don Amsden of Allen & Reynolds agency, Omaha, Neb., answered him, principally to the effect that while the situation does exist, it is the station's fault for putting up with it.

Now comes another agencyman's viewpoint. The writer, radio-tv director of a southwestern office of a major national agency, prefers to remain anonymous.

I BELIEVE I can speak with authority on this particular subject, having been on both sides of the fence. For five years I was a producer-director-writer for [a well-established vhf station in a major southwestern market], and believe me, what the article [Murphy's] has to say is true beyond words. The woods are full of agency tv "experts" who do not know the difference between an 8-inch lens and a title card. These gentlemen confuse the life of production people with their garbled instructions which often arrive some two and one-third minutes before air time and with which the agency expects a "production" type commercial. Forget it, or more likely, not being aware in their blissful ignorance, of problems involved in lighting, make-up, location of props, unloading and reloading slide and film projectors, setting up cameras, etc., they generally tear to pieces an already well rehearsed program or commercial.

What's Your Shoe Size?

But there is another shoe about, and there are feet available which it will fit. No one works harder or more "ulcerously" for his dollar than the agency's tv director. His hours are long and lonely. Many's the time I and my fellow agency men work far into the night. All of us work six, many of us, seven days a week... 10, 12, 14 hours a day. You station people might laugh, but brother, it's true! Then, when we do bring our hard-earned commercials to the station, we meet with an indifference and lack of interest that's appalling! These days people take the finished work from you with a snarl, "Late again, eh?" (the spot runs the next day) and then proceed to make hash of it on the air, simply because they have no personal interest in it. "So it don't look so hot... so what? Why, we got 15 live spots to handle tonight... they can't all be perfect!" So they run through it once, quickly, to get the thing out of the way. "Hey, camera one, you're out of focus on that pan shot... remember when we get on the air... and say, Joe, if you get time before you go for coffee, change the backlight and move the fill more to the left."

That's it! One rehearsal, maybe. A few suggestions to the crew... if they follow them, OK... if they don't, OK. I mean after all, "We got 15 live commercials tonight, they can't all be perfect! Just good enough, the sponsor or the agency can't ask for a make good." So you sit in the control room or at home, watching, and the energy and ambition sink right out of you when you see your finished product on the air... and you begin to wonder whether it's all worth it or not.

Most production people are unable or unwilling to think for themselves. There are exceptions, of course. But thinking for oneself implies the assumption of a certain responsibility. And when you assume responsibility and something goes wrong, BANG, you're it! Example: Slide and copy do not agree! Well, obviously, something is wrong. Sure enough, the agency goofed. But whatever the error, instead of double checking the copy and slides to get the right one, the production people run it the wrong way. After all, that's what the copy says! It's wrong, everyone concerned knows it's wrong, but nobody will assume any responsibility to change it, even if the correct slide is readily available and right in front of the projectionist's or the director's nose... he will not change it!

Now it's true that a great number of agency tv men do not have any technical knowledge of the medium whatsoever. And some of the shots or effects they call for are not only impossible but tremendously funny. For example: A long commercial, obviously written for radio with but one video instruction... "PAN PRODUCT"—the product in question being a can of peas. Or a piece of agency copy calling for "CLOSE UP OF ROSE BUSH, FULL LENGTH." Regardless of the lack of knowledge with which an agency tv man begins his venture into the realm of electronic communication, he will learn all he can in the shortest possible time, if someone will take the time and trouble to teach him. It cannot be learned by reading a book!

If you call "X" agency and say, "Busier, we can't super this price slide you sent us over the product," tell him why! He'll understand, or at least, he'll try to understand. Better still, bring him out to the station and give him a run down on your facilities so he won't make the same mistake more than two or three times. Tell him what a "super" slide is, tell him you have two film chains, or one film chain, tell him the difference between a balloon and a 2 x 2 slide and a title card. Show him what these things will do for him. Have your art director show him how much of his slide or balloon or title card is usable for copy area. Show him what your camera lens compliment will do, explain to him the difference between a 35, 50, 90, 135 and 8-inch lens. If you have a Zoomar, show him what it will do for him and for his client. Do the same thing if you have a special effects amplifier.

Above all, take him into your confidence. Explain to him exactly what you can do with your equipment and what you can't. Show him how to indicate the use of various pieces of equipment or how to call for different visual effects in his video instructions. Explain to him a long shot, a medium close up, a close up, an extreme close up. Tell him why you can't or won't shoot down key... tell him what do we? Treat him like a baby unable to walk as yet... lead him around. In the end, it will pay off like a slot machine. He'll learn that 15% and then some!

Respect for Clients, Please

Now there's one other thing of vital importance for all station people dealing with agency people. Whether you recognize the situation or not, the agency is your client. It is usually at the behest of the agency that his client uses your facility. The agency pays the bill, in turn the client pays the agency. It has been known for an agency client not to pay his bill. This does not relieve the agency of the responsibility. The agency still pays the station's bill, whether the client does or not.

In many larger markets, nearly all business is placed through agencies. Most stations in these markets do not even maintain staffs to handle direct business. So any way you look at it, the agency is a pretty important cog in your machine, and the agency tv man works from 50 to 70 hours a week to keep that cog going. There's no such thing as a 40-hour week with time and a half for overtime or double time on holidays for him. His interest is in one thing. Getting the most circulation for his sponsor's advertising message at the lowest cost in the most professional manner, to obtain increased sales. If he succeeds, through your facility, then you get more business, the agency gets more business, the client gets more business and everyone is happy with the big shower of dollars. And, if it takes the agency tv man 24 hours a day seven days a week to achieve this end, then he works 24 hours a day, seven days a week.
RADIO'S SHORT-CHANGE RATINGS

DIFFERENCE in techniques used in measuring print media and radio leaves the latter holding the short end of the stick, Walter B. Dunn of H-R Representatives, New York, told the Pittsburgh Ad Club last week. This is a condensed text.

THE LAST TIME I was here, the speaker, a station representative set about crucifying all ratings; then he proceeded to build one up, a messiah of his own persuasion. From iconoclasm he turned into an acolyte at the altar of Alfred Politz.

I was a little confused. Evidently the distinction was that his man didn't try to tell you how much audience your station had; he told you how much penetration you had. Since audience is people and penetration is people, it was a fine line he was walking.

Actually the broadcasters' problem is not too many ratings, but too many ratings by print people working with samples much too small, with limitations adequate for the finite character of prints limited circulations, addicted to partisan techniques all subject to, absurdities and fallacies ... all subject to deliberate misinterpretation by our competitors.

It's easy enough to pillory any rating service by listing its booboos. For instance:

- One service found a rating for a station off the air.
- One service contained six tabulation errors on one summary page—all in favor of the subscriber.
- One service found up to 77% more children 4-11 years of age than actually existed viewing Disneyland in one of the major markets.
- One report of a major market in February last year found 10% more families than existed in the area listened to Mickey Mouse during the measured period.
- One service blasted the diary method in its pitches and in its promotion. Three years later, hot and cold running diaries wired for sight and sound outnumbered machines four-to-one in its latest survey.
- One service found that the more children 4-11 were listening to the financial news report at 8 a.m. than adults. This is classic by now. Evidently there are thousands of Lenny Rosses languishing undiscovered in the primary grades of Los Angeles.

It is always important to remember when using a given rating service or comparing one with another, that different techniques measure different things at varying measures of efficiency and, furthermore, have an inherent built-in bias or two peculiar to their method.

Equally as unfair to broadcasting as limitations imposed on it by the finite techniques developed to measure print media is the small sample. This is our curse! This is the cross we bear. There is not a PhD worth his salt who can't prove beyond the shadow of a doubt that every iron clad theory of statistics is solidly behind him, backing him up four square.

But speaking of small samples, a vice president of the Hooper service admitted under oath back in 1947 that his firm completed only one plus call per quarter hour to a home that had a set-in-use.

I insist that this is why radio sets-in-use has fallen so. I insist that this is why daytime tv ratings are so erratic. When mama turns off her set, puts her hat on, and slams the door behind her, sets-in-use in 2% Pacific markets drops to zero, according to this.

In most rating services, one home usually equals one-third of a rating point. Often a buying decision is made on as little as .3 of a rating point. So, if Mama snaps off Queen to change diapers, Queen may lose one-third of a point and your station may lose an advertiser. Nielsen Radio Index Pacific is worse. With only 165 families, one West Coast mama represents .6 of a point.

Now I want to make one of the points I came here to make.

There is a big discrepancy a mile wide between the probability sample of 1200 and the active sample of 100, which you get down to when sets-in-use is 8 to 12.

When Mr. Nielsen tells you how many sets are turned on, he is using his probability sample, or as near to it as 10% mechanical failure will allow. At least all 1,080 working Audimeters are working to furnish an answer—yes or no—as to which of them are using their sets and which are not. But when only 100 homes try to tell me which of 2700 radio stations got the brass ring at the park last Saturday, this cottonhead is getting off the merry-go-round.

Yes, there's a big spread between the full probability sample and the active sample.

If we must be measured by such samples; if we must be measured by techniques and theories developed before radio was born, then I insist—let us make competitive media take our medicine.

Or more properly, suffer their own medicine.

Let's measure them the way they measure us.

The Southern California Broadcasters Assn. undertook just such a measurement last year.

This survey, conducted by The Pulse, Inc., used the same general research techniques as those employed by Dr. Starch and by previous surveys sponsored by the Advertising Research Foundation. Interviewers carried copies of the Los Angeles Mirror News and Los Angeles Herald Express for Thursday afternoon, April 26, and copies of the Los Angeles Times and Los Angeles Examiner for Friday morning, April 27.

Persons who had read any of the newspapers were invited to look at the advertisements while turning each page slowly. Each page of the newspaper was scanned separately and identification or recognition of the advertisements was noted. It was not necessary for the ads to have been read in whole or in part. Recognition of having seen or noted that ad was sufficient for credit to be given.

This interviewing technique is similar to that employed by other research organizations in the newspaper field. However, the survey had one important difference.

The difference between The Pulse surveys and other newspaper readership surveys is largely in the method of presentation of the data. For example, "continuing studies" of newspaper reading usually conducted by the Advertising Research Foundation were based on "readers" of the newspaper. First, a person who had read the newspaper was found, and his recognition of having seen the ads in the paper was recorded. The readership percentages reported were based only on readers of the newspaper. Twenty percent observation, therefore, means that 20% of the readers of that issue of the newspaper saw the advertisement, with no relationship to percentage penetration.

Figures obtained by this method cannot be projected against the total market but only against the newspapers' circulation. The mighty Los Angeles Times, for instance, reaches only 19% of Los Angeles.

WHY RADIO'S NOT COMPARABLE

Radio research, on the other hand, has always been based on percentages of the total market or on total radio homes, which in the Los Angeles area constitute 99% of the total market. Thus radio ratings have never been comparable with newspaper ratings obtained by previous methods.

In order to obtain comparability with radio research, this [Pulse] survey showed all percentages on a base of total homes in the Los Angeles area.

According to ABC statements, the four Los Angeles metropolitan dailies had coverage of the Los Angeles city zones as follows: Examiner 15%; Herald-Express 16%; Mirror-News 12%; Times 19%.

From the figures, it is apparent that the largest degree of observation an advertisement could receive in the Los Angeles Times is 20%. This figure would be reached only if the advertisement were read or observed by someone in every home reached by the Los Angeles Times. Thus a 20% rating for an advertisement would correspond to 100% rating obtained by conventional newspaper readership studies.

A 25% observation obtained by usual methods would result in a 5% rating based on percentage penetration of homes.

Obviously, rating percentages shown in this presentation will be much lower than those normally shown for newspapers. This does not mean that fewer readers were found, but merely that the percentages are lower, being of a larger base. For the first time penne-
It is readily apparent that ratings are low and costs per thousand are consequently high. This does not intend to suggest that newspaper advertising has not been successful through the years—just costly!

This suggests that similar broadcast ratings, which have also been successful through the years, are tremendously under-priced and represent the best bargain that either a retailer or a national advertiser can lay his hands on.

TVb commissioned Pulse to do a study of newspaper readings vs. tv viewing. Random sample personal interviews and the usual diary-construction used in all Pulse studies featured this 600 home study. The week was the week beginning Sept. 5, 1956. It shows the homes occupied with "newspaper-in-use" and "Tv Sets in Use" by quarter hours during the day.

At any time in the 18-hour period—6 a.m. to 12 midnight—on the average day, one or more members of 8.6% of all U. S. households were reading newspapers in or out of the home, as revealed by quarter-hour averages. The comparable quarter-hour average for tv viewing was 16.5% for all U. S. households. Note that no time after 10 a.m. does newspaper reading ever match viewing.

And, in conclusion:

(1) The radio industry is not critical of newspapers as an advertising medium, but feels that the use of radio and newspapers together will make for better advertising dollar productivity. ARB studies made among shoppers in department stores show that as many as 50% of the population never read a newspaper.

(2) By cutting down the size of the full-page ad to a lesser size, sometimes the actual readership of a newspaper ad increases. The money saved in this manner will enable an advertiser to reach that 50%.

(3) That the cost-per-thousand analysis between radio and newspaper shows radio to be the lowest cost-per-thousand medium by an overwhelming margin.

(4) When newspaper ads get down to a quarter-page or smaller the readership is very small and in some cases negligible.

(5) When the audio versus sight argument occurs every broadcaster can clobber it by giving actual case histories of comparable advertisers who are using his medium successfully.

**PLAYBACK**

**QUOTES WORTH REPEATING**

Robert F. Carney, board chairman, Foote, Cone & Belding, addressing a meeting at Town Hall, Los Angeles, March 5:

ANY OF YOU who have seen the caliber of programs broadcast by the BBC would agree that insofar as the quality of the writing, casting, setting and producing is concerned, there is no comparison between it and American television. The reason is that BBC simply does not have the funds to purchase talent in the same way that American producers and broadcasters do.

Starting a little over a year ago Great Britain has had both sponsored and unsponsored tv. Preliminary figures show that two-thirds of the people have chosen commercial tv in preference to the BBC.

Research conducted in London showed that 86% of the viewers found television advertising interesting and more than 50% were greatly interested. Apparently, far from rebelling against the invasion of their privacy by advertisers, this very literate people welcome advertising on tv.

In the U. S. Meet the Press, Omnibus and Youth Wants to Know, to name just a few, are programs with a high educational value. Hallmark Greeting Card Co. introduced Shakespeare on a scale which would not have been possible without advertising.

I submit that our cultural level is being raised—not debased.

**TV AND EDUCATION**

Charles A. Batson, vice-president-managing director of WIS-TV Columbia, S. C., and president of the South Carolina Radio & Tv Broadcasters Assn., writing in the February issue of the South Carolina Education News:

WE invite you to test yourself and see whether you are making the most of some rare cultural opportunities which are presenting themselves regularly. Here are five of the more interesting offerings of the current season. How many of them did you see?

"Man And Superman" (Hallmark Hall of Fame, NBC-TV), "Amahl and the Night Visitors" (NBC-TV), "At Year's End—1956" (CBS-TV), "Our Friend the Atom" (Disneyland, ABC-TV), "Festival of Music" (Producers Showcase, NBC-TV).

Audience surveys and the law of averages predict that you missed a majority of these programs—and that students missed a larger percentage.

This points up one crying need: to better and more efficiently utilize the large amount of inspirational and informational programming which is now on the air. In television, as in reading, we must learn to be selective; we must be willing to take time to check advance schedules, to read the notices, to plan our television viewing.

**SCRIPTURE APPLIES**

Rev. James E. Wagner, president of the Evangelical and Reformed Church of Lancaster, Pa., speaking at dedication ceremonies of WICAL-TV's new studios Feb. 24:

TUCKED DOWN in the last verse of the tenth chapter of Ecclesiastes is the following: "A bird of the air shall carry the voice, and that which hath wings shall tell the matter. That, I should say, is the perfect poetic description of the miracle of wireless communication which came upon us first with the advent of radio and has reached new heights of technical perfection with television.
TRAVEL: A $75 MILLION ACCOUNT WAITING TO BE SOLD BY RADIO-TV

Barney O'Lavin runs a travel service in Fargo, N. D. He is an erstwhile broadcaster: from 1935 until 1946 (with time out for Marine service in World War II) he was with WDAY Fargo, and was general manager of that station. From 1946 until 1953 he operated an advertising agency in Fargo, then branched into the travel field. His remarks about the potential of travel advertising, recorded in an interview with BT editors, could suggest new sales activity in that quarter.

Q: Actually, you're a sort of triple-threat guy. You've sold time and you've bought time and now you're a specialist in the travel field. As I understand it, you feel there is a tremendous amount of untapped revenue for radio and television in that field.
A: That's correct. I feel that travel advertising, particularly, hasn't been using radio very much but have been using a lot of newspapers and magazines.
Q: How much would you estimate overall that the carriers spend in advertising?
A: I'd say in the neighborhood of $75 million. The airlines spend about $43 million, mostly for newspaper and magazine space, and I guess a small amount of that is devoted to radio and TV.

(Editor's Note: PIB credits travel, hotel and resort advertising with $649,581 on TV networks in 1956.)
Q: Does this 75 million figure go for domestic or foreign travel?
A: It's both, it's all travel advertising, all carrier advertising. I'm not taking into consideration the hotels and the resorts and the various government tourist bureaus who are also becoming quite large spenders.
Q: How much money is spent for travel each year?
A: It is estimated at 5 billion.
Q: Now how does your business break down?
A: The travel business is just like anything else. In modern business today you have to have volume and you can't get it by selling individual tickets, airline or steamship, one at a time. You get your volume in group movements. It's no more work to set up arrangements for 50 people than it is for one. I've become a tour operator out of necessity.
Q: How do you advertise your tours?
A: To promote a tour, radio has been my best source of advertising. With radio you can describe to your prospects just what they're going to do and see if they take your tour. You can paint a word picture of what they're going to see, what it is going to cost them. I've asked some people whom I've had on trips, "Why did you go? Why are you with me?" And I've had so many of them say, "You made it sound so good."
Q: What sort of copy do you use?
A: I've been able to take a couple of radio stations in our area—WDAY in Fargo and WNAK in Yankton, which is near my Sioux City office—and I've been able to show them that a tour for their listeners is a good audience promotion vehicle for them. So I've really not organized it as an O'Lavin tour but as the radio station's own tour. Of course, I handle all the arrangements. We generally take someone from the station along and carry a tape recorder to interview these people while we're on the tour. This gives a lot of interesting, on-the-spot comment that they can send back home for delayed broadcast.
Q: And you'd call this the WDAY tour to the Eastern historic spots? Or the WNAK tour?
A: That's right.
Q: Based on the results you have achieved in the limited use of radio in your area, which is North Dakota, South Dakota, Iowa and Nebraska, you feel that the carriers are overlooking a very important but also that the sales people in radio and television likewise have not exploited this thing?
A: That's correct. It's easy to criticize, of course, and I try to make it in a constructive manner. But the newspapers and the magazines, I think have jumped on the bandwagon very well in developing travel departments and travel editions. They realize that people are interested in travel, that it's good reading, it's interesting copy, it's something that so many people want to do and know about. So they have developed these travel departments and travel editions and naturally that attracts travel advertising because here's somebody doing something to promote travel. So they go to the prospective carrier advertiser and say, "Look, here's what we're doing. Why don't you buy an ad? We have this many readers." I think that radio and TV could do the very same thing by taking a certain period of time once a week or more frequently and aiming it right at the same audience and the same advertiser.
Q: Like Wide, Wide World, for instance?
A: That's a very good angle. Here's another thing, radio is so flexible and TV, of course, is becoming more flexible that they're natural media for picking up broadcasts here and there and going to remote corners right now which the printed media can't do.
A recent issue of Travel News—that's the travel agents' trade paper—carried a media section which listed about 100 newspapers and 70 magazines with regular or special travel sections or editions. It may or may not be significant that no radio or TV stations or networks were listed.
Q: Do you think primarily if this as a local promotion for radio and television stations in cities all over the country or do you think of it primarily as being sold on a national basis?
A: Well, you have two different things here. You have the international carrier that's going all over the world and the domestic carrier that's just within the United States but still nationwide and then you have the feeder lines that are just out in certain areas. So you have regional spot business. You have national spot and complete network coverage possibilities.
Q: Do you envision the job as being mainly to get more people to travel?
A: That's the big job. We in the travel business feel we are competing for that surplus dollar and we're trying to get it spent for a trip rather than a new TV set or a car. There are two big jobs to do: First, to create the desire to travel and then direct them to the carrier, regardless of what type it is.
Q: Do you think primarily of this as a chance for somebody like you to get in and promote tours from your locality and to create new business right there?
A: I've found that you can sell a trip to a person who had absolutely no intention of going. I've done it. They listened and said, "Well, that sounds like a good idea." They have the time and the money so it's just a matter of convincing them that they ought to do this instead of buying a new automobile. Once we get them started I find that there are many, many repeat customers because they find that it's carefree and it's easy. So that's what makes the ball roll.
Q: If you were again in the commercial department of a broadcasting station, what exactly would you do to go after this travel business?
A: It's very easy to give advice but here it is anyway. I'd say it applies to stations in large cities and to networks. To start with, I'd develop a program once a week devoted to travel, appoint a travel editor to handle it, and have this travel editor do some travelling. I'm sure that I don't have to spell out any further how a broadcaster should build up his show. Then get out calling on the carriers, tourist bureaus, resorts, etc., to sell it. Collectively the association [RAB, TVB] also can do a job of selling their media.
Q: If RAB and TVB could stimulate the idea of using radio and TV as media to promote travel, then you could make a sale at the local level through their national promotion.
A: Yes. Now it's up to somebody to push it some more, to get some of that dough.

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Giveaway Inflation

IT REQUIRES no special foresight to predict that the giveaway craze on television is about to get out of hand.

The success of The $64,000 Question has been overshadowed by the success of Twenty-One.

To counterattack, The $64,000 Question has raised its jackpot to $256,000, nearly twice the $129,000 which Charles Van Doren won last week on Twenty-One.

Thus for the moment the quarter-million dollars that is Question's new prize is the biggest on the air, but we have no doubt that the producers of other quiz shows are even now seeking the financing to top it.

The fact is that despite the lavish money which individual contestants have won, the average, per-week program expense of such shows as Question and Twenty-One is not at all spectacular, by comparison with the costs of other kinds of television programming.

The $64,000 Question has given away $1,219,168 in the 88 weeks it has been presented. That averages out to under $14,000 a show. Is there any other program type which could have brought Revlon so big an audience so cheaply?

It is for this reason—the promise of high ratings at low per-program cost—that we confidently, but morosely, predict an increase in the number and munificence of television giveaways. There will be more and bigger giveaways before there are less, but there definitely will be less eventually.

To substantiate that last prediction, one needs only to refer to radio of 10 years ago. In 1948, when the radio giveaway craze was at its silliest, at least a million dollars worth of prizes was distributed. In the summer of that year, no fewer than 48 giveaways were regularly scheduled on the radio networks. On so rich a diet, listeners became jaded, and the giveaways virtually disappeared.

The same fate awaits the television giveaway—unless, contrary to all programming history in radio and television, the networks resist the urge to try to top the two shows which are now hits by introducing a rash of imitations.

Education and Education

ANY taxpayer even remotely acquainted with the sensitive art of broadcasting would not have been proud of his duly elected representatives in Congress if he had happened to sit in on the House Interstate Commerce Committee meeting with the FCC last week. The general tenor of interrogation was below that 13-year-old level to which some members of Congress have accused broadcasting of catering.

It was quite a revelation to those who were there. Obviously there had been considerable indoctrination on particular subjects, such as the educational reservation matter, deintermixture, and the qualities of uhf versus vhf. But after the parroted questions had been asked there was practically no follow through because the interrogators obviously didn't know where they were headed. Several times members didn't even detect answers that were not responsive.

This is a glaring example of the utter lack of education of members of the House on broadcasting matters—unless it is what appears on the screen or comes out of the horn. On the other hand, the questions of educational broadcasting were well-planted—proof that the Joint Council on Educational Television is doing a creditable job of lobbying and thereby of building the case for its own perpetuation through continued endowments from the Ford Foundation.

It was the first time in several years that the House Committee had attempted to dig into FCC affairs. The big show has been on the Senate side, where staff experts and a series of teams of informed special counsel have hit pay dirt to the extent of making headlines.

After the performance last week, the Senate Committee need not worry about its FCC investigatory laurels. There's no contest.

But there is need for concern about the peregrinations of ICET, on both sides of Congress. It has created an aura of sanctity about the educational reservations. The educators obviously contend that the greedy broadcasters want to divest them of their television heritage and deprive the youth of America of adequate education. Evidently little or nothing has been done to counter this pious, self-serving, wholly fallacious talk.

The legislators are not told that the Sixth and Final Report of the FCC adopted on April 14, 1952, and setting aside 242 educational reservations, specifically provided that the educational reservations should be "reviewed" a year later. Next month five years will have elapsed, and there still has been no review.

To date, the statistics show that of the 257 reservations (the number was increased after the Sixth Report) a grand total of 24 now are on the air. There are 23 construction permits outstanding and 9 applications pending. That after nearly five years. The question logically arises: How long is a reservation a reservation?

The FCC, under the law, has an affirmative duty to allocate available facilities. Each day a tv assignment is not in use is a day gone forever. Section 1 of Title I of the law creating the FCC states that the agency was created "to make available so far as possible, to all of the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communications service...."

The FCC, we contend, is derailed as long as it allows valuable channels to go unused in a television economy where scarcity is the major problem.

Bandwagon

NOW that the NARTB is about to become the NAB again, we note with interest that the Canadian Assn. of Radio and Television Broadcasters is considering a change back to just plain Canadian Assn. of Broadcasters.

That, as we said in the case of NARTB, is as it should be. "Bandwagoning" is all-inclusive. It covers all modes of transmission to the public, whether by sight or sound. The same people, to a large degree, are in both. Substantially the same advertisers buy time through the same agencies for both radio and television broadcasting. And both are governed by the same statutes.

The NARTB change isn't automatic. The joint board at its meeting last February unanimously recommended the change, and the matter will be discussed at this fall's regional meetings, after which a referendum ballot will be asked with a view toward reversions by Jan. 1, 1958.

It looks from here as if it's all over but the ballot-counting, and the changing of letterheads, insignia, name-plates and calling cards.
The January '57 ARB for the St. Louis Metropolitan Market shows KWK-TV the number 1 station—LEADER in 280 of 472 quarter-hour periods measured—99 more than the No. 2 station in St. Louis!

KWK-TV rated number 1 in 120 of 200 Daytime periods—47 more than the No. 2 station—and was on top in 79 of 140 periods between 5 p.m. and midnight—21 more than the No. 2 station in the market!

The average Share-Of-Audience Sunday through Saturday, 6 p.m. to midnight, for KWK-TV was 55.8—13.6 more than the No. 2 station and daytime KWK-TV personalities dominated their time periods!

PROVEN KWK-TV LEADERSHIP—The station that dominates the telecast day in St. Louis! Take it from the current (and past) ARB!

THE LEADER IN ST. LOUIS TELEVISION

KWK TV CHANNEL 4
NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
DES MOINES

TELEVISION STATION REPRESENTATIVES